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THIS ISSUE:—LIFE STORY OF WILLIAM T. DEWART

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1926

SUITE 1700 TIMES BUILDING, NEW YORK.
42ND STREET AND BROADWAY

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 58. No. 34 **NEW YORK, JANUARY 16, 1926** By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign **10c Per Copy**

Chicago Tribune
FEATURES

DAILY AND SUNDAY
Comic Strips

The Gumps *by Sidney Smith*
Gasoline Alley *by Frank King*
Harold Teen *by Carl Ed*
Winnie Winkle *by Branner*
Moon Mullins *by Frank Willard*
Smitty *by Walter Berndt*
Little Orphan Annie *by Harold Gray*
Texas Slim *by Ferd Johnson*
The above strips in black and white or 8-page color comic section either tabloid or full size.

W. E. HILL
page of comics

DAILY AND SUNDAY CARTOONS
John T. McCutcheon—Carey Orr—Gaar Williams

BLUE RIBBON FICTION
Daily serial story—Weekly short story and serial.

TRUE LIFE STORIES
WEEKLY
Woman's Special Page
Embroidery Page
Sport Page
Science Page

DAILY AND SUNDAY
Doris Blake Articles
Antoinette Donnelly Beauty Articles
Men's Fashions
Women's Fashions

SUNDAY
Paris Fashions

DAILY AND SUNDAY
Dr. W. A. Evans Health Articles

WEEKLY
Burns Mantle Theatrical Letter (New York)
Mencken Literary Review
Movie Letter
N. Y. Society Letter
"About Broadway" *by Mark Hellinger*

DAILY AND SUNDAY
Woods and Waters *by Bob Becker*
Walter Eckersall's Football Articles
In Motordom *by J. L. Jenkins*
Line o' Type *by R. H. L.*

DAILY
Wake of the News *by Harvey T. Woodruff*

SUNDAY
The Nickeldicks—Children's Story
The Sporting Goods *by Westbrook Pegler*

DAILY AND SUNDAY
What's Wrong Here?
Cookery Articles *by Jane Eddington*
Farm and Garden *by Frank Ridgway*

SUNDAY
Practical and Fancy Needlework
Home Harmonious
Club Ethics *by Maude Evans*

DAILY
The Goops *by Gelett Burgess*
Sentence Sermons *by Rev. Roy L. Smith*

WEEKLY
Book Reviews *by Fanny Butcher*
Confessions of Authors
Justice Series

PACIFIC AND ATLANTIC PHOTOS
Organized by The Chicago Tribune and the New York Daily News 25 Park Place, New York

CHICAGO TRIBUNE PRESS SERVICE
Foreign—National—Local

CROSSED WIRES *A Thrilling New Serial* By John T. McCutcheon



MAIDEN MEDITATIONS by Sara Moore

A double-barrelled opportunity

The Chicago Tribune Newspapers Syndicate offers to newspapers two new features. The first, "Crossed Wires," is a weekly serial by John T. McCutcheon, the famous cartoonist. Thousands will recall with pleasure his two previous serials, "An Heir at Large" and "The Restless Age." "Crossed Wires" surpasses these efforts in tense thrills, gripping excitement, high adventure and sheer romance. Probably no other features have become so immediately popular as the McCutcheon stories, and certainly no others have as well proven their value in getting and maintaining circulation in The Chicago Tribune and The News of New York. "Crossed Wires" is illustrated by Mr. McCutcheon in his own inimitable style. It is available in half page mat form and is a weekly feature.

The other feature illustrated in the cut is "Maiden Meditations," a new half page women's feature by Sara Moore. It is exceptionally clever and original—so much so that The Chicago Tribune is using it on the top half of the first page of the Women's Section of The Sunday Tribune. This feature is just what its name implies—the thoughts of a 1926 flapper, written in verse and beautifully illustrated by the author.

These two features will make a valuable page in any newspaper—a double-barrelled opportunity for progressive newspapers to buy leadership in their territories.

Write or wire for rates and proofs

The CHICAGO TRIBUNE
Newspapers SYNDICATE
TRIBUNE SQUARE CHICAGO

JOURNALISM LIBRARY
Not to be taken from this room

This is the second of a series of fifty-two advertisements. Watch for the others. Write on your business stationery for information concerning how these newspapers have banded together to aid advertisers.



Farmers live next door to the city—in Iowa

THINK of the Iowa farmer as a man who lives in the suburbs, and you will have a true picture of him.

In fact, the automobile, the radio and the telephone have really put the typical farm of this state inside the city limits.

Remember also that even in the so-called rural districts every Iowa family takes a daily newspaper.

Further, the farmers of Iowa, like their city cousins, are highly intelligent. Iowa has the smallest percentage of illiteracy of any state in the union.

Couple these facts with the new era of prosperity daily gaining momentum throughout a state whose per capita wealth is already larger than that of any other state, and you have a market for merchandise second to none in the entire country.

Obviously your best choice of a medium to reach this prosperous market is the daily Iowa newspaper.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA.

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register-Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Times-Tribune

IOWA—Where Every Family Takes a Daily Newspaper

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In NEW YORK
The World's Greatest Market



The Herald Tribune during the year of 1925 made a larger gain in automotive advertising than the New York Times, American, and World *combined*, and was second in total volume of display automotive advertising among *all* New York newspapers.

New York Herald Tribune

FIRST TO LAST—*THE TRUTH:* NEWS—EDITORIALS—ADVERTISEMENTS

LINDELL
AUG 8 1952

Good and Getting Better

that is the state of business in

PHILADELPHIA

For the year just closed bank clearings in Philadelphia exceeded TWENTY-NINE BILLION DOLLARS, an increase of three-and-a-half billion dollars over 1924.

This record shows that the turnover of all the retail, wholesale, manufacturing and other businesses, and their wage-earners increased about TEN MILLION DOLLARS PER WORKING DAY for the whole year.

These facts speak volumes to the alert advertiser who seeks profitable markets.

DOMINATE PHILADELPHIA

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

524,662 Copies a Day

Net paid average circulation for the twelve months ending December 31, 1925.

The circulation of The Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

NEW YORK
247 Park Avenue
(Park-Lexington Bldg.)

CHICAGO
Verree & Conklin, Inc.
28 E. Jackson Boulevard

DETROIT
C. L. Weaver, Verree & Conklin, Inc.
321 Lafayette Boulevard

SAN FRANCISCO
Thomas L. Emory, Verree & Conklin, Inc.
681 Market Street

(Copyright 1926—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 58 | NEW YORK, JANUARY 16, 1926 | No. 34

Another Great Automobile Advertiser Says Farewell to Free Puffery

President of Chrysler Corporation and Advertising Manager Support Editor & Publisher's Fight—Declare Newspapers Can Kill Publicity Evil

By PHILIP SCHUYLER

C. E. T. SCHARPS, advertising manager of the Chrysler Sales Corporation, Detroit, Mich., has waved farewell to automotive "free puffery" in the newspapers.



C. E. T. Scharps

His assertion to that effect, made in an interview in New York this week, was strengthened by his admission that it was becoming "increasingly difficult to get free publicity into certain newspapers" and his presentation, off the record, of other details which tended to show conclusively that Editor & Publisher's campaign against the trash writing press agent was showing real results.

"I will be glad to see free puffery go," Mr. Scharps declared. "At the same time I am firmly convinced there is such a thing as legitimate automobile news.

"The fact that there are 18,000,000 automobile users in the United States today, and the fact that thousands are willing and do pay admission to an annual automobile show to see models they can look at for nothing at other times seems conclusive proof to me that the public demands real news of our field.

"There will be no 'free publicity evil,' when the newspapers themselves see fit to eliminate it. A sincere automobile editor will throw out the trash and print only the news. Free puffery never added interest to a newspaper automobile section.

"Of course, we are sending out free publicity now. But we don't demand that it be published. Whether or not it is published is the newspapers business, not ours, we think. No law compels the automobile editor to publish it. We never have and never will base our advertising schedules on the amount of free publicity used. As a matter of fact, however, we don't see any objection to the stories we are sending out, because we are making an honest effort to issue only real automobile news."

"What is real automobile news?" Mr. Scharps was asked, and in reply he outlined his ideal of a newspaper automobile section, one which, he said, would attract automobile using readers to a newspaper, the desideratum of all automobile advertisers. Mr. Scharps was himself an automobile editor in New York, prior to accepting the Chrysler post last June.

"Legitimate automobile news," he said, supplies information, which would aid a person in the operation of his individual transportation unit.

"An interesting and worthwhile automobile section tells readers about the condition of the local highways, maps out tours, informs of detours, speed traps, supplies mechanical information, presents details of new developments, and describes new models as they are announced.

"An automobile editor, with courage, will go to his local automobile row and discuss the new models as dispassionately as the newspaper dramatic critic now discusses the new plays."

Mr. Scharps said he had read with interest the interview with A. R. Erskine, president of the Studebaker Corporation, printed in Editor & Publisher, Nov. 21, but declared he disagreed with Mr. Erskine in putting the automobile in the same class with washing machines or pianos.

"There is still a romance in the ownership and possession of a motor car," he said, "which takes it out of the class of ordinary goods.

"A lot of people, to be sure, own washing machines and pianos. But whoever heard a group discussing heatedly the merits of this or that piano?

"Have you ever heard a conversation like this: 'Have you seen the new model Steinway, some class, eh?' 'Oh, I don't know, you ought to see my Knabe. I've been playing it ten years now, and it's good as new.'"

"Perhaps not the same words," I countered, "But among musicians, certainly, similar conversations are common."

"It certainly isn't as widespread as auto talk," Mr. Scharps argued, "and, as I understand it, news is anything that interests people and that which interests the largest number is the best news. That editors realize this can be seen in the play they give the announcement of new models."

Mr. Scharps gave evidence that certain newspapers were tightening up in the matter of printing publicity.

"In order to keep from printing publicity matter, and, at the same time print automobile reading matter," he declared, "some newspapers are now, it seems to me, making themselves a little absurd.

"Mr. Chrysler, for instance, is permitted to talk about anything under the sun, except what he knows best, the making of automobiles.

"A little more intelligence among automobile editors will, I think, rectify the situation. I, for one, will be glad to see real automobile news take the place of trash on the automobile pages."

After graduation from Columbia University, New York, Mr. Scharps began a long term as newspaper man. First, in 1904, he became a reporter for the *New York Sun*, remaining on the street for that newspaper until 1910. In the latter year he commenced collecting automobile news, and after three years was made automobile editor. Leaving newspaper work in 1916, he spent a year in the automobile business in New York, and then returned as automobile editor of the *New York Tribune*, where he remained five years, before transferring to the old *New York Evening Mail*. He went to the Telegram in charge of automobile advertising and news, when Mr. Munsey consolidated the two papers, and left the Telegram last June to join the Chrysler organization.

"Chrysler's great success," he said, "has been due to three points. We have a good product; it is well engineered; and it is well advertised and sold.

"Advertising has played a huge part in this success. Introduced in the pages of the *Saturday Evening Post* in 1924, the account almost immediately went into the newspapers, and we have been a consistent user of the latter media ever since.

"During 1926 we are going into newspapers on a larger scale than we did in 1925, when by our co-operative plan with dealers we used 1,000 dailies. Our increase in 1926 will take the form of larger space.

"The trend generally in automobile circles seems to be towards the newspapers. It is my opinion that you cannot do an all-around job, however, without using all the standard forms of advertising.

"The best advertising, for quick sales, I believe, is a strong newspaper campaign, supplemented by space in the magazines, use of billboards, and direct-by-mail. Use all four, and use them intelligently, and results will show.

"In automotive advertising copy the trend seems to be towards the explanatory rather than the exclamatory style. Even those firms whose advertising has been conspicuously restrained, seem this year to be inclined more towards detail, than heretofore.

"The purchase of an automobile is usually a very important event in a man's life next to the purchase of a home, and in some cases considered more important even than that. He is inclined to study the various offerings with extreme care, before he allows himself to be separated from his money.

"Therefore, it is my conclusion, that the advertising that satisfies most of the questions arising in a prospective purchaser's mind, answering them without extravagance, in order to carry conviction, is the best, the most productive of results. Such copy must give an impression of the car and enough of the detail to suit the general needs of the prospects. It must, above all, incite a desire for further investigation, because, no matter how much advertising is placed, the show room and the demonstration cannot be eliminated."

Mr. Scharps said the Chrysler co-operative advertising plan, by which the dealer and the manufacturer split the cost 50-50, had proved very successful. In some cases, mats and electros were sent direct to newspapers, while in others they were sent to the local dealer to be used at their discretion.

CHRYSLER CORPORATION PRESIDENT SAYS FREE PUBLICITY WILL NOT SELL GOODS

WALTER P. CHRYSLER, president of the Chrysler Sales Corporation, Detroit, has joined A. R. Erskine, president of the Studebaker Corporation, in denouncing the present free publicity system.



Walter P. Chrysler

"Publicity," Mr. Chrysler declared this week in New York, "will not take the place of advertising. Publicity will not sell goods except in so far as a good name is an asset to any institution and the product which it merchandises.

"There has been a good deal of opposition on the part of the American newspapers and periodicals to the attempt on the part of business to get printed, free of charge, articles praising merchandise which properly belong in the advertising columns.

"I am in sympathy with this stand. No one has a right to expect to get something for nothing."

MOTOR FIRMS PLANNING LARGER AD SCHEDULES

Large 1925 Automobile Sales Coupled With Widespread Prosperity Indicate 1926 Linage Will Surpass High Total of 1925—Ad Plans of Various Firms Reviewed

By JAMES T. SULLIVAN

AMERICA'S prodigy among industries —the automotive business—got away to a good start in New York for its annual National show season. There was a wonderful display of advertising in the newspapers. Show issue gains were 20 per cent. upwards. It will be the same story at Chicago beginning two weeks after Grand Central Palace closes its doors.

What about 1926? Figuring that if a key city like Boston could carry a minimum of 2,500,0000 lines of automotive display, and there are at least 10 equally important other cities, that because of fewer papers in most of them, would have at least 1,500,000 it gives a good basis for comparisons. As a matter of fact there are 25 cities of major importance, for the writer grouped Philadelphia, Baltimore and Washington as one; selected Atlanta for the South omitting Norfolk, Charleston, Savannah, New Orleans, Jacksonville, Galveston, etc.; eliminated Milwaukee, Detroit, Toledo, Cincinnati, Louisville in another group; passed over all the New England cities outside of Boston; did not include such places as Denver, Omaha, Indianapolis, Seattle, Portland, Ore., Rochester, Syracuse, Albany, Pittsburgh, Harrisburg, etc. Easily their minimum could be 30,000,000. Add smaller places, and the classified advertising with an easily computed 50,000,000 lines. The writer wants to be conservative and he is speaking solely of newspapers. This year he feels the linage will surpass 1925 but not overwhelmingly.

On the basis of earning in 1925 where many companies in the first six to nine months made more than in the entire 1924 it gives a larger margin to work with this year. And because of various conditions larger advertising appropriations are likely to be made. The first six months looks good. So did the first half of 1925. But last year the sales curve kept going upward steadily. Because of this car makers are planing to keep going at pretty nearly normal production for the time being.

Last year being an off one, politically, people had a chance to pay more attention to business. Conditions improved in the Middle West. The Pacific Coast settled its unprofitable long term finance motor plans. New England textiles, boots and shoes, and some other industries grew better. The South and Southwest came back stronger. We have had an open winter in the North.

This year is going to bring its troubles. There will be the political scramble which will put new faces in the Senate and House. As the tidal wave carrying Harding to Washington left its undertow, which two years later rocked the ship of State Coolidge is going to find some rapids ahead of him after the votes are counted. That means inattention to business for a few months by many prospective buyers of cars, particularly in the Middle West.

New England is talking prospective wage cuts in textiles, which are pretty certain to bring strikes. The woolen industry has not prospered as expected and may not improve. Legislation on motor cars was passed with more coming that is bound to prevent ready sales of used cars. Check the sale of used cars and new car sales drop off.

Throughout the country finance corporations in their fight for business in some cases went too far. Stretching out terms to nearly two years put new cars in many hands that could not afford them. And in some cases buyers bought cars too expensive for themselves. Many makers are curtailing these long term plans now. The down payments are to be more and the limit is lessened.

However, when the competition reaches the boiling point as mid-summer approaches, the plans of today may be revised to meet the conditions of tomorrow. The automotive industry is one that never needed Government regulation, for competition is its big symbol.

Everyone in the industry knows that 1926 is looked upon as a critical sales year. Big production means cars at low prices. It cuts overhead. So intensive sales plans have ben worked out; men have been brought from the four corners of the earth for factory sales conferences; weak dealers are going to be weeded out; in big cities where there was one distributor there will be associate or sub-dealers; places that never were thought big enough for a dealership will be combed for possible agents.

Some of the factories may be forced to sell close to cost to keep up with the procession. Despite increased prices of rubber, steel and other materials the public has not been keyed up to accept a considerable jump in cost of motor cars, if any. There is some likelihood of other changes such as marked the bringing together of Cleveland and Chandler. This means cutting overhead and coordinating efficiency.

Because factory officials increased their individual earnings last year through owning stock in their companies that rose in values, and in many cases received bonuses, they are meeting 1926 with a smile. Any who may have had a tendency to ride on the wave of prosperity with a care-free idea of letting this year take care of itself until it got here will be submerged before it ends. It is going to be a he-man's battle to keep production and sales up to the 4,000,000 mark despite talk about replacement possibilities, virgin fields, export sales, etc.

The motor shows throughout the country will be watched closer than ever. Orders from them generally keep the factory going normally. There will be exhibitions of one kind or another in 100 or more places in the next three months, and the wise factory heads will see to it that some people with a sense for news and facts will attend a number of them to get barometer readings. By getting the reason for the rumblings here and there; the clouds on various horizons; the balancing of ideas between where there has been a good crop of commodities in one section, but strikes in another nearby to offset the former; studying the advertising more closely to get the relations of fine circulation value vs. inflated free service that does not sell cars; all these and more must fill the curriculum of factory executives who expect to make 1926 end successfully for the stock owners.

This is not planned as a pessimistic yarn, but a suggestion of going after facts. The industry cannot stand getting bumped every few years as good reliable dealers are not made over night. It is merely a statement for all of us in any way affiliated with the industry to take as a slogan for 1926—"Let's not kid ourselves—too much."

Meanwhile, appropriations for 1926 in many cases, are being planned on a larger scale. Conditions will govern whether they go through as planned. Some companies will increase their linage, others curtail. At present things look bright for all the really substantial papers, because the tendency to larger copy in few papers to get the messages across will be more evident than ever this year.

Here are some reasons for increased linage this year:

General Motors has its new baby, the Pontiac Six, and it will spend thousands to put that across. Oakland will not be allowed to suffer an eclipse by reason of 700 or so Pontiacs coming out of the same city daily. Oldsmobile had a session of sales managers working for distributors from all over the world recently at which all were drilled with the idea of increasing sales which will be backed by liberal advertising. Buick advertising has been one of the most liberal the past few years and it is going to continue so. And the same will be equally true of Chevrolet. Chadillac got into the running again last year with good results and will do more now. With the combination of Yellow Cab Company and G M C trucks these two are going to stage a series of newspaper announcements beginning soon coming from the Cochrane Agency, Chicago. This group alone will spend enough money in many papers to make a substantial total. Just how much it is going to be no one can foretell now because present plans are likely to be augmented.

Then there is Nash with its new Ajax built to be an aristocrat in the small car class, or as Mr. Nash puts it, to be patterned on the same quality as the larger car of an owner who needs an Ajax type for quick city service. There were few Sundays last year when Nash half pages were missing, and that is going to be the Ajax policy. This means an average of two pages a month as the copy will alternate.

(*Continued on page* 44)

VALUE OF WEEKLIES UNDERESTIMATED BY NATIONAL ADVERTISERS

By BERT MOSES

THIRTY-FIVE years ago Rowell was perhaps the dominating man in the advertising world. He was, as a matter of fact, about the only man who advanced any new ideas in the pastime of publicity. And usually, when he arrived at a conclusion, he put it right over the plate and at the same time hit out a home run. In baseball this would be called an idiosyncrasy. But we are here discussing advertising.



Bert M. Moses

One of Rowell's notions was that the weekly newspaper, as a medium for national advertisers, was machts nichts aus, or words to the same effect. He read it right out of church, without benefit or consolation of the clergy. And "out" it has been ever since.

Rowell's crusade was really prompted by the disposition on the part of publishers of weeklies to tell everything about their calculations except the truth. This same propensity characterized the publishers of dailies as well, but somebody has to supply the os coccyx to be kicked, and the publisher of the little weekly was IT in caps.

Rowell, as everybody used to know, and should know now, was the single pioneer who started the movement for honest circulation figures. He issued a newspaper directors, and put in most of his working and dreaming hours devising means to separate the false from the true in circulation statements.

Week after week, in his *Printers' Ink*, he issued broadsides against the publisher who lied, and great was his joy when he caught one such man "with the goods on." He played him up like the editors of this day played up the Monkey Business down in Dayton, Tenn.

Rather than waste time with the multitude of weeklies published then, he lumped most of them in his directors as "JKL," which meant "less than one thousand" or "exceeding one thousand," I have forgotten which.

Rowell was superbly sane in nearly every position he took in advertising, but his ban on the weekly always seemed a mistake to me.

For let it be here stated still again that the weekly paper is a power in its own territory. Its influence gets under the skins of its readers, and what the editor of the weekly thinks is precisely what most of the folks in his community think. If you doubt this, ask any politician who knows politics. He will tell you that while he does not exactly relish the opposition of the big city daily, he is most anxious not to be opposed by the country editor.

Rowell's contention was that the weekly's circulation was too small to be effective. Let's see about that. Practically everybody in small communities takes the weekly paper, while but a few take a magazine or the big town daily. The weekly covers the territory intensively, while the big daily and the magazine scatter like a parcel of boys shooting craps when the constable shows up in the offing.

And yet the national advertisers spend a big percentage of their appropriations in city dailies and magazines. This is all right, of course, but the advertiser who thinks he is reaching the country folks when he omits the weeklies needs his mental machinery overhauled.

There are not so many weeklies as there used to be, but there are a lot more dailies. In many cases the good weekly has gone out and a poor daily has come in. Today, in countless small cities, little dailies are struggling for existence where weeklies formerly made good money. The poor daily hasn't the power and influence of the good weekly, by a long shot, as we would say in Boston, and my choice in such a case would be the weekly to carry my ad every time.

The publisher of the weekly does more hard work and gets less out of it than any other worker I know. He is the balance wheel and safety valve of the neighborhood he serves. His influence is always for the good, and I salute him as Brother. He has my sympathies and is close to my heart.

To make these few remarks for him gives me joy, and to at least modify the poor esteem in which he is held by national advertisers is the one thought that pushes this pen along.

PLANS MADE TO IMPROVE MUNSEY PROPERTIES

William T. Dewart Will Carry Out Ideas of Late Publisher For Increasing Efficiency of Sun and Telegram—Life Story of New President

WILLIAM T. DEWART, whose ability as an executive and knowledge of newspaper publishing led Frank A. Munsey before his death to direct that he be made president of the companies publishing the *New York Sun* and the *New York Telegram*, in answer to an inquiry by EDITOR & PUBLISHER, as to his plans for these two newspapers, replied as follows:

"I have your request for a statement from me regarding Mr. Munsey's newspaper properties.

"The future of both the Sun and the New York Telegram is assured to the city of New York and its interests, to the state and to the nation. They will both continue to express those principles and uphold those ideals to which they were committed by Mr. Munsey.

"With a circulation activity quite satisfactory, and a national and local advertising patronage which for the last six months has made the Sun the continuous leader in the New York evening field, to think of any other plan than that above expressed would be to confess to the poorest sort of newspaper judgment.

"The constant endeavor of the management will be to further improve both papers, to spend more money, time and effort in multiplying their effectiveness both as to news and service.

"They will continue to stand for those things and measures which will contribute most largely to the public good and increase most greatly the opportunity of men, women and children to lead healthy, happy, prosperous lives.

"The Sun has faced for months the necessity of a larger and more efficient plant. Plans are in the making for additional press equipment and added mechanical facilities.

"The New York Telegram, now occupying a building and using an equipment forced upon it by the emergencies of the pressmen's strike will also have to have better quarters and more efficient machinery.

"All of these problems were in process of solution by Mr. Munsey and his uncompleted ideas will be developed and finished by me.

"There need not be the slightest anxiety in anybody's part as to the future of the Sun or the Telegram."

The law firm of Watson, Godley, Shepard & Willguss, New York, issued a statement this week to the effect the Munsey newspapers would probably be continued for the next five years under their present management.

"It is understood," reads the law firm's statement, "that Mr. Munsey's active properties, such as the Sun, the New York Telegram, the Mohican Company and other enterprises will probably be operated with their present organization for at least the next five years, to the end that the fund which will ultimately go to the Metropolitan Museum of Art may be even larger than anticipated."

The Sun is preparing in pamphlet form a biographical sketch of Mr. Dewart, written by Elinor Elgin for the *Boston Sunday Post*. Excerpts from Miss Elgin's article follow:

"If it were customary in this country to display coats of arms, an appropriate escutcheon for William T. Dewart, who has succeeded to the presidency of the vast Frank A. Munsey enterprises, would bear a lawn mower in one quarter, a bar of music above a sledge hammer rampant in another, retorts and test tubes in a third and two gold watches in the fourth. The crest would represent an American eagle soaring mountainous obstacles and the motto would be "Learn It and Do It." Each of these would have symbolic allusion to some stage in the career of a remarkable man. At 50 Mr. Dewart finds himself in charge of two New York newspapers, several magazines, various banking, real estate, and financial undertakings.



William T. Dewart

Mr. Munsey's will designated him as first of three executors, the others being Mr. Dewart's friend and associate, Mr. R. H. Titherington, and the Guaranty Trust Company of New York. He was already vice-president, treasurer and managing director of all the Munsey corporations, and but a simple formality was required in each instance to make him president, which was done in accordance with the express wish of Mr. Munsey.

It is evident that Mr. Munsey's confidence in him was unbounded, but it would be inaccurate to describe the relationship between them by so cold a phrase. It was well known of Frank Munsey that he did not wear his heart on his sleeve for daws to peck at. Few persons were able to penetrate the barriers of reserve which he threw up to guard a really sensitive nature. Mr. Dewart could and did.

It is no violation of the privacy to say that from an association which began in an ordinary business way a personal attachment sprang up between them which bound them with unbreakable ties of friendship.

It is not hard to understand how Mr. Dewart could inspire a stalwart friendship. He belongs to the type of business men commonly described as "approachable."

This new head of the Munsey concerns is a well set up man of robust physique. His eyes are clear and blue-gray, but with a tendency to shade into hazel. His face is strong and marked about the eyes with the lines of good humor. Much out of doors living has given him a complexion inclined to the ruddy. He is of about the average height, with broad shoulders and deep chest. His weight must be around 180 pounds; his step is elastic, almost springy. His dark hair is liberally besprinkled with gray, but he looks nearer 40 years of age than 50.

His speech is incisive without being sharp. Like all good administrators he has mastered the art of quick decision.

Mr. Dewart is of Scottish origin. His ancestors came from Duart Castle, Mull, Scotland. He belongs to the Maclean Clan, the present head of which is Sir Fitzroy Maclean, owner of Duart Castle and of a town house in London. His mother, whose maiden name was Jessie Graham, was the daughter of a wealthy Scotch banker and landowner. His father, William Dewart, was a well known philosopher and economist who spent the early part of his life in Canada —a railroad builder with a flair for learning and with literary gifts above the ordinary.

He, more than any other man of his time, influenced and molded the national policy of protection under which Canada has prospered so splendidly since the middle seventies. His work in promoting the building of the Victoria Railway from Lindsay to Haliburton, now a part of the Grand Trunk system, was a far seeing and constructive accomplishment.

The elder Dewart was so engrossed with the pursuit of his ideals that he neglected the capture of riches. He left Canada and settled in Rochester, N. Y., where for some time his brood of eleven children found life anything but a summer day's encampment in a meadow flecked with daisies.

Here it was that the young William T. (the initial stands for Thompson, after a relative, a Captain Thompson who was one of the British guard over Napoleon at St. Helena) grappled with the three R's in public school. He required things which the family purse was too slender to supply. But there was a way to get them and he took it. He borrowed the $12 from an older brother and invested in a lawn mower. Barbering neighbors' grass plots was something for which the neighbors were willing to pay. So William with his mower and his oil can found steady employment. As he mowed he sang, for nature had endowed him with a musical voice which was afterwards to stand him in good stead. And he soon repaid the $12.

At the age of 14 he was ready for more serious undertakings. There was a button factory in his part of town and William developed a surprising interest in buttons; so the boss invited him to come in and learn the trade.

In a little while he learned that the key to the button business was in coloring the product. His employers manufactured what are known in the trade as "ivory" buttons. When William discovered that "horn" buttons brought higher prices he began to speculate on the probable profits that somebody would make who could find a way to make "ivory" ones that would look like horn.

The answer to that speculation lay in chemistry. Chemistry was to be learned at the University of Rochester, and William at once matriculated. Although he had been unable to take a high school course he was able to enter the university as a special student. There he formed an acquaintance with Dr. Samuel Allan Lattimore, professor of chemistry. Between them an attachment sprang up which endured so long as Prof. Lattimore lived.

By this time the boyish treble had ripened into a fine tenor. That was something which was also merchantable, and young Dewart was able to earn some much needed money by singing in choirs and quartets. His musical gift also brought him warm friends.

When he had sufficiently mastered the chemical secrets for which he had been seeking he left college, and he and his brother Robert found financial backing with which to start the German-American Button Company. About that time, however, the Cleveland tariff began to make itself felt, and profits were so reduced that the brothers decided to sell out. The button concern continued after their time however. When the World War came its name was changed to that of Art in Buttons, Inc.

For a time thereafter William engaged in trading on commission in sugar, tea, coffee, lubricating oils and the like for New York interests. Finally, at the urging of friends, he got a job with the Buffalo, Rochester and Pittsburgh Railway with a view to finding his life's work.

His first assignment was with a wrecking crew. He got thirteen cents an hour for twelve hours a day. He applied for and got a transfer to the railroad machine shops, where he systematically set about learning how to operate every planer, buzz saw and lathe in the place.

But the railroads were getting their bumps in the coal regions, with strikes, lockouts and other labor difficulties. Young Dewart, looking for fresh fields saw public accountancy as a likelier opportunity for his talents. After a year or so of study he felt himself ready to tackle a big job.

Mr. Munsey had built a large printing plant in New London, Conn., but had decided to bring his publications back to New York. To utilize his New London building he opened a department store on the ground floor, with a hotel in the

(*Continued on page* 41)

URGES REVISION OF A. B. C. RULES TO BRAND PREMIUM CIRCULATION

Contest Promoters Fattening on Dailies' Craze for Readers While Publishers Stand Losses—Fault Lies With Newspapers, Writers Says

By A PUBLISHER

SOONER or later the A. B. C. will be compelled to grapple with the problem of higher ideals in circulation promotion. It has been nibbling around the edges, but opinion does not seem to be crystallized enough among the newspapers themselves to give the A. B. C. the necessary courage to tackle the job comprehensively.

At the last A. B. C. convention the question of outlawing voting contests and was side-stepped again by referring the whole question back to the board of directors.

The fault seems to lie with the newspapers themselves. The craze for circulation and linage dominance has apparently weakened the ideals of many newspaper managements. Those who believe in and practice sane methods and maintain decent ideals seem to lack the courage and determination to demand that their ideals be recognized and enforced by the A. B. C.

That a really great industry, such as the American press has become, can tolerate the contest and premium leeches who fatten on the profits of the industry, as they are doing now, is little short of a scandal and a disgrace.

No one knows how much these leeches extract from the profits of the American press, but it must run up into the millions annually.

It will be stopped some day, and sane newspaper managers hope that the day will not be far distant.

The A. B. C. is highly successful in its work of establishing the actual circulation of the press, but it has failed lamentably in establishing circulation ideals that determine what is actually merit circulation.

At the expense of being prolix, the writer desires to present a recent instance of the extremes to which the voting contest has been carried in an effort by one newspaper to retain leadership in circulation.

There are two evening newspapers in a city of about 70,000 population.

One of these newspapers has managed for four years to maintain a lead of a few hundred in total circulation by staging an annual voting contest.

The other has refused to resort to contests, but to protect itself has used premiums and other similar methods to offset the effect of the contests.

These contests enabled the first of these newspapers to add about 1,000 new subscribers each year. In the course of the following year the other paper would cut this lead down and another contest would be staged to get it back.

In the September reports of 1925 there was a difference of less than 200 in their total circulations, and another contest, the fourth, was launched by the first paper to enable it to keep the lead.

With a circulation of less than 10,000 this newspaper gave away 9 automobiles and 20 per cent of all cash turned in was paid to contestants.

The manager of the other newspaper, becoming incensed at the desperate measures of his opponent to retain the lead, decided to try and wreck the contest of his competitor.

He made a ten-day offer of a cut price to paid-in-advance subscribers, reducing from $8.40 to $4.50 for carrier distribution and from $4.00 to $2.00 for mail subscribers.

He did not think that his opponent would meet the cut, in view of the great expense of the contest, but he promptly did, cutting from $9.00 to $4.50, $4.00 to $2.00 and reducing his monthly rate from 75 to 40 cents and single copies from 3 to 2 cents.

Following are the approximate results of this suicidal fight for supremacy:

At the end of the ten-day period the newspaper that made the cut first closed its books with nearly half of its circulation paid in advance for a year and a net loss in circulation returns of approximately $15,000. No cut was made in the monthly rate nor the price of single copies and the paper is now back on the old price level.

The newspaper with the contest claims an increase of 4,000. Much of this is unquestionably duplication and much of it goes outside of its natural circulation area. But at what a loss to its revenues and to its prestige has it retained the elusive advantage of so-called supremacy.

Here are approximate figures that are really startling:

It is safe to presume that 6,000 of its subscribers, new and old, have taken advantage of the cut in rates to pay in advance. It accepted orders for three and five years and many of these have taken advantage of this.

Based on this estimate, the first year's results will be as follows:

6,000 subscribers	at	$9.00	$54,000
6,000 subscribers	at	4.50	27,000
Loss			$27,000
30% to contest manager		$8,100	
20% to contestants		5,400	13,500
Balance			$13,500

Out of this balance must be paid the cost of the premiums and the expenses which will eat up the balance.

In other words, this 6,000 circulation will be a dead loss to the newspaper of over $50,000, and this loss will in no considerable part extend over a period of from three to five years.

The contest manager, with his 30 per cent, will walk out of town leaving this newspaper to hold the bag and wrestle with its problem.

The contestants will have their automobiles, cash prizes and percentage.

What a price to pay for the glory of so-called leadership.

The contest manager in this instance first went to the newspaper that had had no contests.

He was turned down.

He then went to the other newspaper and represented that its competitor was planning to put on a contest.

Fearful of losing his lead in circulation the manager closed with him at once so as to head off the other paper.

The other newspaper was then besieged by contest companies from every part of the country to let them put on a counter contest.

They were all turned down and the cut in price was resorted to.

Many newspapers are being victimized by these contest companies. Especially is this true in fields where there is keen rivalry between competing newspapers.

No one can claim that circulation obtained in this manner is real merit circulation that gives full value to advertisers.

Why then should not the A. B. C. discriminate in some way against it?

Why not segregate it as it does circulation in arrears?

Why should not the newspapers of the country, through the power of the A. B. C. protect their members from the crew of leeches that are fattening on newspaper revenues?

It seems to the writer that it is high time that the A. B. C. took as firm and comprehensive a stand on circulation ethics as it has on circulation accounting.

It is quite certain that the A. B. C. will take such a stand if its press membership takes the initiative.

MAJ. BERRY RE-ELECTED

All Intern'l Pressmen's Union Officers Retained without Opposition

All officials of the International Printing Pressmen and Assistants Union of North America headed by Maj. George L. Berry, president, were re-elected without opposition it was announced at Pressmen's Home, Tenn., late last week.

President Berry said:

"The result of the unanimous re-election of the present administration by the membership of International Printing Pressmen and Assistants' Union of North America manifests very clearly the confidence and satisfaction felt with respect to our policy of education, conciliation and arbitration.

"Our technical trade school development and our acceptance of the principles of conciliation and arbitration which has made for efficiency and peace in the industry, will be continued without reservation. The members of the organization, the employing printers and publishers of America have profited in fair proportions as the result of the application of this fine American policy, free, as it is, from all of the various 'isms' that are in conflict with genuine Americanism."

TYPE DRESS CHANGED ON N. Y. TIMES

Oculists Interviewed Endorse New Specially Designed Face, 6½ Point on 7 Slug—Results in Difference of Two Inches on a Column

The *New York Times* has changed its reading type from six point face on six and one-half slug, to six and one-half point on seven. The change was effected Jan. 5, and was advertised in other New York dailies Jan. 11. Type of the headlines has not been changed.

Adolph S. Ochs, publisher, originated the idea of improving the readability of the Times, and the type innovation followed several months of careful study and investigation directed by Lt. Col. Julius Ochs Adler, vice-president, and Hugh A. O'Donnell, assistant business manager.

The problem faced was to find a new type which would be easier to read, without being so large as to increase the bulk of the newspaper or to make omission of news necessary.

Mr. O'Donnell personally interviewed oculists in New York and elsewhere, showing them the old type and the proposed new face. Then a questionnaire was issued to 700 oculists on the subject. The majority of oculists, according to Mr. O'Donnell, endorsed the innovation. He quoted one noted oculist as saying:

"The proposed type is unquestionably more restful and distinct, and therefore advantageous to the reader and far preferable to the old type."

The mechanical department of the Times is equipped with 25 linotypes and 58 intertypes. New matrices were specially designed and cut for the typesetting machines by the Intertype Corporation.

"The new type uses very little more space," Charles I. Willey, day foreman of the Times composing room, informed EDITOR & PUBLISHER. "We figure there is a difference of about two inches to a column."

According to J. W. Schuh, technical expert of the Intertype Corporation, the new type is called "Times Special, 6½ point, No. 2." It is now being supplied to newspaper publishers, he said, in italic and bold face in that size.

"The specially designed face," Mr. Schuh said, "was one of 25 which we furnished the Times, and the one which met the approval of oculists to whom the Times submitted it. The difference between the new and the old face is most noticeable under a glass. The new type is rounder and is therefore easier to read."

CLUB FAILS TO CENSOR NEWS IN TAMPA

Dailies Continue to Report Cases of Smallpox Despite Kiwanis Club Resolution—Support City Health Officer

Despite efforts of the local Kiwanis Club to suppress the news, newspapers of Tampa, Fla., are continuing to report smallpox cases in that city, thereby aiding the city health officer in his successful attempts to prevent an epidemic.

The Kiwanis Club went on record as being opposed to any publicity on the number of smallpox cases. A club committee, headed by Dr. W. M. Rowlett, member of the Florida medical board of examiners, was named to call on the newspaper publishers. This action was taken, it was stated, because Tampa was "getting unfair advertising through reports which are exaggerated by papers in the North."

The newspapers refused to heed the committee's demands and, while declaring there was no danger of epidemic, printed daily reports in order to aid health authorities combat the situation. In special telegrams to EDITOR & PUBLISHER replying to requests for information, Tampa editors outlined their stand. E. C. Levy, city health officer, also wired EDITOR & PUBLISHER that newspapers were co-operating with him "to the fullest extent."

D. B. McKay, publisher of the *Tampa Daily Times,* wired:

"There is no smallpox epidemic here, and no likelihood that there will be. There are less than 40 cases among the population of 160,00, mostly among negroes.

"The Kiwanis club passed a resolution asking newspapers to refrain from reporting cases, but all the papers in the city refused, and are giving the facts daily. Extensive vaccination will soon eradicate the disease."

E. D. Lambright, editor of the *Tampa Tribune,* said:

"The newspapers here declined to accede to the unwise request of the Kiwanis Club for suppression of smallpox news and have been printing full reports daily. The facts are also being given out to the Associated Press.

"The situation here is not in the least alarming with only 20 cases, and every precaution is being taken.

"The newspapers took the position that the attempted suppression would be more damaging than publication of the facts. There is no more smallpox here than in other cities of similar size."

T. G. Hallinan, managing editor of the *Tampa Telegraph* made the following statement: "Tampa newspapers have played smallpox news daily and in fact have overplayed it somewhat. An unusually efficient health officer, Dr. Levy, asked for prominence of news in order to prevent anything approaching an epidemic. The papers co-operated with him and as result word goes forth that an epidemic is raging here. Tampa and vicinity has a population of 160,000 and the smallpox cases are not more than three dozen to date."

Mr. Levy's telegram follows:

"There has been no actual suppression of facts by our Tampa newspapers, although efforts at suppression were made by a civic organization. Tampa has had nothing in any way approaching an epidemic and nothing which cannot be completely controlled by wholesale vaccination. All our efforts have been in this direction and publicity is of the utmost importance in getting consent of the people to be vaccinated.

"Our efforts are meeting with the most gratifying response on the part of physicians, employers and the general public. The situation is well in hand. There have been 43 cases in the past month, making the situation no different from what occurs each year in any number of American cities.

"I would repeat that our newspapers are co-operating to the fullest extent."

EUROPE TURNS TO NEWSPAPERS OF AMERICA

Growing Respect for Nation Reflected in New Interest in Technical Methods of U. S. Dailies, Says Dr. E. J. Bing, European Representative of United Press—"Isolation Policy" Becoming Appreciated Abroad

By PHILIP SCHUYLER

RELATIONS between European and American newspapers were this week described as a "picture in miniature" of the political and economic relationships between the two continents, by Dr. Edward J. Bing, general European representative of the United Press.

The United States policy of economic aid and political isolation is now becoming understood and appreciated abroad, Dr. Bing declared in an interview, resulting in a growing respect for this nation. Analogous to this, he said, there is an awakened interest on the part of European editors in the technical business, and advertising methods employed by the American press.

Dr. Bing, a native of Hungary, makes his European headquarters in Berlin. He arrived in this country via Paris, Jan. 7, to remain here about three weeks. An Oxford man, he is widely traveled, and speaks convincingly of the European situation. This is his second visit to this country.

"America's political isolation, coupled with its economic co-operation with European countries," he said, "is at least as important a peace factor as the Locarno pact.

"Europe today is looking to America as its economic saviour. The intellectual European now knows that he cannot count on this country entering the political arena of the continent. America, it is now thought, will not become a member of the League of Nations or any other European political group. The hope of any such alliance appears to be generally waning.

"On the other hand it is becoming recognized that America, far from trying to harm Europe, is helping and co-operating on a wide economic scale.

"In Europe there are still groups of countries hostile to each other; Poland, on the one hand, against Germany on the other; Hungary against Czecho Slovakia. These countries have not yet had time fully to enter into the spirit of Locarno, but all of them have become united in the common desire to co-operate economically with America. They realize that the astute American business man will not invest his money in a powder house, and, therefore, keep at peace in order to encourage American investment in their industries. One is more inclined to be peaceful when the pocket book suffers.

"The intelligent European is now coming to see that it is a good thing that America's relationship to his country is on a purely business basis. Should America mingle in European politics, it is reasoned, she would lose her wonderful neutrality, the backbone of respect for America and this country's prestige abroad. It is the American man of business who is looked up to abroad, the man who buys and sells for cash, rather than the man who plays high politics.

"Concomitant with the growing respect for America, it is to the American publisher as a business man, to whom the European editors are now turning as never before. Wherever I go abroad, I find American newspaper methods penetrating the European shops. European editors hitherto content with their own operating policies, are turning to America to study American methods of advertising, news transmission, distribution, and make-up.

"The European conception of a newspaper is of high standard. The Continental newspaper lays less stress on feature or comic, than on high-class articles, written by well paid authors. This conception has not changed, is not being Americanized; but American working methods, the speed of production, the technical side of the press, is being given careful consideration.

"Since Senator Paul Dupuy, proprietor of the *Paris Petit Parisien* returned from this country and openly professed he had learned a lot from the American newspapers, numerous widely known European editors have taken similar study tours. Dr. Key, chief editor of the *Stockholm Svenska Dagbladet*, and George Bernhard, of the *Berlin Vossische Zeitung*, are two who have been as unstinting in their praise as Senator Dupuy.

"About six years ago, the *Stockholm Dagens Nyheter*, a technically very conservative daily, suddenly decided to Americanize its front page. No one believed the experiment would result in success. But other European newspaper men who watched the test with interest, were treated to the surprise of their life, and their respect for newspapers of this country was increased."

The analogy between the political and economic relationships between America and the Continent, Dr. Bing pointed out, is most clearly illustrated in the headway the United Press, an American business organization, selling news as a commodity, has made abroad in the last five years.

"The United Press today," he continued, "is selling news in 15 different European countries, representing a total of about 45 newspapers. It was something new to the European editor to buy news on a business basis.

"Among U. P. clients abroad are newspapers of unique standing in their countries. To mention only a few, there are the *Vienna Neue Freie Presse*, the *Frankfurter Zeitung*, and the *Barcelona Vanguardia*.

"These newspapers, and others not as widely known, are refusing propaganda in the most energetic way. They look upon the United Press as preserving a neutrality similar to the neutrality of the American government. The average editor in Europe knows that the U. P. is keeping away from entangling alliances and agreements with subsidized news agencies of the Continent.

"The European newspaper reader during the war witnessed systematic pro-German and pro-Ally propaganda, and now evince a profound distrust in propaganda. Burned cats fear the fire.

"Our policy is to give facts, which we expect will be printed without coloring. We deliver a commodity on an economic basis. It is a picture in miniature of the relationship between America and Europe."

Dr. Bing visited Italy recently, and was asked to discuss Mussolini's drastic attitude toward the press.

"I would not venture to give my opinions on the subject," he said, "but I do feel qualified to present an impartial picture of the present situation in Italy.

"In Italy, two doctrines are at war, and one at present has the upper hand. The one on top, the Fascist party, is represented by Premier Mussolini.

"Mussolini believes that indiscriminate distribution of Italian news would undermine Italy's economic situation in the eyes of the world. He contends his opposition subordinates patriotism to their own selfish interests, and therefore suppresses their utterances.

"To this the anti-facists reply that fascism is dealing a death blow to freedom of the press, and Mussolini counters by declaring his opposition is rather seeking to cast him out than to champion the newspapers.

Dr. Bing entered the United Press service after a romantic European newspaper and war career. Among all newspaper men, he perhaps exclusively can claim authoritative right to the title of "Sheik." For a year he lived with a Bedouin tribe by which he was adopted.

During the war he was a captain in the Turkish army, and was awarded eight decorations. One of these is the Medjidieh, which gives him the title of Turkish Bey, corresponding to a British baronet.

Ever since he was 17 years old, Dr. Bing has been in newspaper work. In 1913 and 1914, while on the staff of the *Az Est*, a Hungarian evening newspaper, he reported the Ulster riots in Ireland. He became associated with the United Press in 1919. In July of that year he was able through unique enterprise to furnish the outside world with the first authentic interview with Lenine. From Hungary he wirelessed questions to Lenine in Moscow, receiving reply the same way. He followed this with a similar wireless interview with Trotsky. He has interviewed in person Arch Duke Joseph, Caliph Abdul Medjid, deposed in 1923, and Mustapha Kemal Pasha, the present president of the Turkish government.

Dr. Bing's first interview with Mustapha Kemal Pasha took place under unusual circumstances. The present president of the country, then fighting for power, was completely cut off from all outside communication. To reach him, Dr. Bing organized a courier service by which his questions were carried and replies returned.



Dr. Edward J. Bing

"From a study of Continental and American newspapers, it is my opinion that whereas the former overrate, the latter are inclined to underestimate the intelligence of their readers.

"The American tendency is particularly true among editors of the Middle West, I believe. There editors seem to me too inclined to think their readers mentally cramped and provincial."

MR. OCHS' ADDRESS

THE address on advertising delivered by Adolph S. Ochs, publisher *New York Times*, on Jan. 6, at the Advertising Club of New York, and reported in these columns last week, has been printed in booklet form, with revisions correcting stenographic errors, and is available at the *New York Times* office and at the club, it is announced.

PROTEST RADIO ADVERTISING

British Newspapers Oppose News Dissemination Also

Uncontrolled broadcasting of news, the use of radio for advertising, and the utilisation of broadcasting for propaganda or party purposes, are opposed by the proprietors of British newspapers in a joint memorandum submitted to the Committee of Enquiry now sitting to consider the future of broadcasting in Great Britain.

At present the British Broadcasting Company is not allowed to transmit news before 7 p. m. but in a statement to the committee, the company suggested that this limitation should be removed. Press contention is that reasonable public requirements are met by the existing arrangements.

The second conclusion presented is "that from all points of view it is undesirable and unnecessary to utilize the broadcaster for advertising purposes." Thirdly, "adequate safeguards must be imposed to prevent the broadcaster from being used for propaganda or party purposes, and that the final decision in such matters should not rest with a government department or a Minister of the Crown."

TO SURVEY STATE BUREAUS

Olympia (Wash.) Olympian to Analyse Various Departments

The *Morning Olympian*, published in Olympia, Wash., the State capital, and edited by Fred B. Judges, has announced that it will print a series of signed and copyrighted articles offering a clear and analytical study of State Government. The various State departments will be thoroughly surveyed and the results they achieve will be balanced against operating costs.

"The publication will offer allegiance to no cause other than the truth and to no faction whatsoever," says the editor in launching his new policy. "In the news columns there will be offered nothing but news, based on definitely demonstrable facts. Interpretive and analytical studies will all be duly credited as to source and authorship."

New Lets Air Mail Contract

Postmaser General New this week awarded to Charles Dickinson, of Chicago, the contract for carrying the United States mails by air from Chicago to St. Paul and Minneapolis, via Milwaukee and LaCrosse, Wis. Dickinson will begin operation just as soon as he has equipped his landing fields. He is to receive 48 per cent. of the revenue derived in carrying the mails. Dickinson has three planes.

Wilson Leaves Easton Free Press

Frank B. Wilson, co-publisher and owner of a third interest in the *Easton* (Pa.) *Free Press* and secretary and treasurer of the Free Press Publishing Company, has severed his active connections with the paper. He retains his one-third interest.

MORE BIG 1925 LINAGE GAINS REPORTED BY MANY NEWSPAPERS

Increased Use of Paid Space in Instances Amounts to Millions of Agate Lines—Revised List of Leaders in Three Fields

EDITOR & PUBLISHER herewith presents revised lists of 1925 newspaper advertising linage records, including additional returns from many cities.

In last week's publication of 1925 linage figures several six-day newspapers were accidentally classified with papers having 13 issues per week.

Here are revised figures of newspapers reporting up to press time.

LEADERS IN SEVEN-DAY NEWSPAPER FIELD

	Agate lines in 1925
Miami (Fla.) Herald (MS)	42,513,436
Detroit News (ES)	33,366,494
Chicago Tribune (MS)	31,068,000
New York Times (MS)	28,200,444
Miami (Fla.) Daily News (ES)	27,041,223
Washington Star (ES)	26,569,198
Los Angeles Times (MS)	25,909,058
St. Petersburg (Fla.) Times (MS)	25,159,569
St. Louis Post-Dispatch (ES)	23,658,600
Pittsburgh Press (ES)	23,597,392
Los Angeles Examiner (MS)	22,773,979
Tampa (Fla.) Tribune (MS)	21,650,678
Columbus (Ohio) Dispatch (ES)	21,544,376
Philadelphia Inquirer (MS)	21,460,500
San Francisco Examiner (MS)	19,135,663
Cleveland Plain Dealer (MS)	18,895,993
Oakland (Calif.) Tribune (ES)	18,849,726
Jacksonville (Fla.) Times-Union (MS)	18,094,144
New Orleans Times-Picayune (MS)	18,088,854
Albany (N. Y.) Knickerbocker Press (MS)	17,589,460
Milwaukee Journal (ES)	17,539,375
New York World (MS)	17,237,062
Birmingham News (ES)	16,972,872
Dayton (Ohio) News (ES)	16,781,576
Brooklyn Eagle (ES)	16,718,464
Detroit Free Press (MS)	16,608,074
New York Herald Tribune (MS)	16,525,824
Rochester Democrat & Chronicle (MS)	15,891,556
Dallas (Tex.) Times Herald (ES)	15,810,924
Denver Post (ES)	15,609,908
Memphis (Tenn.) Commercial Appeal (MS)	15,520,722
Seattle Times (ES)	15,436,134
Portland Oregonian (MS)	14,872,340
Canton (O). Repository (ES)	14,804,067
Boston Herald (MS)	14,486,955
Minneapolis Journal (ES)	14,412,684
St. Louis Globe-Democrat (MS)	14,345,379
Cincinnati Enquirer (MS)	14,264,880
New York American (MS)	14,183,094
Atlanta Journal (ES)	13,889,330
Houston Chronicle (ES)	13,880,482
Louisville Courier-Journal (MS)	13,571,569
Indianapolis Star (MS)	13,463,523
Cleveland News (ES)	13,059,600
New Haven (Conn.) Register (ES)	13,004,430
Buffalo Times (ES)	12,841,842
Chicago Herald & Examiner (MS)	12,691,982
Portland Oregon Journal (ES)	12,015,094
Detroit Times (ES)	11,643,370
Hartford (Conn.) Courtna (MS)	11,201,035
San Francisco Chronicle (MS)	10,927,854
Richmond (Va.) Times-Dispatch (MS)	10,757,908
Washington Post (MS)	10,445,062
Houston Post-Dispatch (MS)	10,023,286
St. Paul Pioneer Press (MS)	9,936,696
Pittsburgh Post (MS)	9,522,966
Philadelphia Record (MS)	9,282,700
New Orleans States (ES)	9,092,665
New Orleans Tribune and Sunday Item Tribune (MS)	9,080,627
Seattle Post-Intelligencer (MS)	9,036,958
Huntington (W. Va.) Advertiser (ES)	8,774,656
St. Paul Daily News (ES)	8,479,590
Memphis (Tenn.) News Scimitar (ES)	8,322,375
Dayton (Ohio) Journal (MS)	8,231,286
Columbus Ohio State Journal (MS)	7,495,350
Denver Rocky Mt. News (MS)	7,175,168
Buffalo Courier (MS) (excluding classified)	7,153,692
Des Moines Capital (ES)	6,959,992
New York Daily News (MS)	6,832,472
Brooklyn Standard Union (ES)	6,365,280
Rochester Herald (MS)	6,231,374
Tacoma (Wash.) Ledger (MS)	5,972,792
Baltimore American (MS)	5,955,603
Rochester Journal-American (ES)	5,941,753
Buffalo Express (MS)	5,669,009
Cincinnati Commercial Tribune (MS)	5,643,540
Brooklyn Times (ES)	5,255,462
Omaha Daily News (ES)	5,200,230
Boston Advertiser (MS)	4,887,542
Providence Tribune (ES)	4,820,088
Washington Herald (MS) (exclusive of American Weekly	4,772,155
Los Angeles Illustrated Daily News (MS)	3,409,927

LEADERS AMONG NEWSPAPERS WITH 13 ISSUES PER WEEK

	Agate lines in 1925
Baltimore Sun (MES)	34,786,603
Philadelphia Public Ledger (MES)	30,383,452
Kansas City Star (MES) (exclusive of magazine)	27,228,390
Louisville Courier-Journal and Times (MES)	24,697,953
Providence Journal and Bulletin (MES)	23,612,919
Pittsburgh Gazette-Times and Chronicle-Telegraph (MES)	21,430,836
Dallas (Tex.) News and Journal (MES)	19,854,616
New Orleans Item and Tribune and Sunday Item-Tribune (MES)	17,017,471
Des Moines Register and Tribune (MES)	16,163,068
Boston Globe (MES)	15,171,022
Minneapolis Tribune (MES)	14,847,855
Louisville Herald Post (MES)	13,477,232
Denver Times & News (MES)	12,793,760
Omaha World-Herald (MES)	11,465,629
Kansas City Journal Post (MES)	10,482,611
Omaha (Neb.) Bee (MES)	6,294,652

LEADERS AMONG PAPERS PUBLISHING SIX DAYS

	Agate lines in 1925
Philadelphia Bulletin (E)	20,764,008
Chicago Daily News (E)	20,483,166
Newark (N. J.) News (E)	19,937,504
Indianapolis News (E)	17,897,667
Los Angeles Herald (E)	16,591,498
St. Petersburg (Fla.) Independent (E)	15,987,741
Toledo Blade (E)	15,538,464
New York Journal (E)	15,057,218
Buffalo (N. Y.) News (E)	14,767,190
New York Sun (E)	14,705,916
Tampa (Fla.) Times (E)	14,652,904
Grand Rapids (Mich.) Press (E)	14,550,188
Scranton (Pa.) Times (E)	14,517,356
Akron (O.) Beacon Journal (E)	14,476,071
Cleveland Press (E)	14,270,228
Cincinnati Times-Star (E)	14,177,908
Hartford (Conn.) Times (E)	13,601,540
Chicago American (E)	12,691,902
Rochester Times-Union (E)	12,603,216
Richmond (Va.) News Leader (E)	12,174,582
Johnstown (Pa.) Tribune (E)	11,240,754
Louisville (Ky.) Times (E)	11,126,384
Dayton Herald (E)	10,381,714
Columbus (Ohio) Citizen (E)	10,357,634
St. Paul Dispatch (E)	9,638,062
Toledo News-Bee (E)	9,401,896
Los Angeles Express (E)	9,399,516
San Francisco Call (E)	9,334,345
Tacoma (Wash.) News Tribune (E)	9,327,388
Pittsburgh Sun (E)	8,989,414
Jacksonville (Fla.) Journal (E)	8,982,960
Oakland Post Enquirer (E)	8,949,296
New York Evening World (E)	8,921,428
Cincinnati Post (E)	8,576,386
Washington (D. C.) Times (E)	8,208,778
New Orleans (La.) Item (E)	7,936,844
Jersey City (N. J.) Journal (E)	7,802,216
Baltimore News (E)	7,763,191
Milwaukee Wisconsin News (E)	7,686,875
San Francisco Daily News (E)	7,549,661
St. Louis Star (E)	7,355,691
Boston Transcript (E)	7,271,810
San Francisco Bulletin (E)	7,106,624
Seattle Star (E)	7,062,510
New York Telegram (E)	6,655,486
Albany (N. Y.) News (E)	6,543,628
Portland Telegram (E)	6,465,928
Indianapolis Times (E)	6,100,224
Memphis (Tenn.) Press (E)	5,948,432
Houston Press (E)	5,919,970
Chicago Post (E)	5,784,218
Chicago Journal (E)	5,782,267
Denver Times (E)	5,618,592
Portland News (E)	5,396,160
Minneapolis Star (E)	5,193,675
Dallas (Tex.) Dispatch (E)	5,155,234
Birmingham Post (E)	5,096,896
New York Evening Post (E)	5,059,968
Los Angeles Record (E)	4,978,428
Boston American (E)	4,764,501
St. Lous Times (E)	4,101,300
New York Mirror (M)	3,926,302
Baltimore Post (E)	3,191,045
Milwaukee Leader (E)	3,080,835
Boston Telegram (E)	2,856,972
New York Graphic (E)	2,186,676
Washington Daily News (E)	2,082,710
San Francisco Illustrated Daily Herald (M)	1,815,490
Seattle Union Record (E)	1,518,970

RECORD NEW YORK LINAGE IN 1925

NEW YORK newspapers showed an advertising gain of 8,151,172 lines in 1925, printing a total of 167,831,296 lines as compared with 159,680,124 lines in 1924, according to figures just issued by the Statistical Department of the New York Evening Post.

The 1925 figure is the record New York lineage to date, the nearest approach having been recorded in 1923 with a total of 160,425,514 lines.

The table follows:

Pages 1925	Pages 1924		Percentage of total space	1925	1924	Gain	Loss
16,088	16,364	American	8.5	14,183,094	14,906,698	.....	723,604
.....	2,738	Herald	...	.....	‡‡2,355,910	.....	.....
16,508	14,326	Herald Tribune	9.8	16,525,824	13,306,960	3,218,864	.....
21,604	19,810	Times	16.8	28,200,444	26,283,924	1,916,520	.....
15,396	14,428	World	10.3	17,237,062	16,858,354	378,708	.....
10,086	4,786	*Mirror (Tabloid)	2.3	3,926,302	‖1,875,438	2,050,864	.....
14,738	12,796	News (Tabloid)	4.1	6,832,472	5,850,580	981,892	.....
12,052	.....	*Evening Graphic	1.3	2,186,676	¶.....	.....	.....
14,580	13,568	*Evening Journal	9.0	15,057,218	14,561,374	495,844	.....
.....	558	*Evening Mail	...	.....	§612,782	.....	.....
9,380	8,864	*Evening Post	3.0	5,059,968	4,434,416	625,552	.....
8,742	8,254	*Evening World	5.3	8,921,428	7,928,134	993,294	.....
11,524	10,264	*Sun	8.8	14,705,916	13,268,308	1,437,608	.....
7,062	8,062	*Telegram-Mail	4.0	6,655,486	††8,805,720	.....	2,150,234
13,798	13,956	Brooklyn Eagle	9.9	16,718,464	16,659,944	58,520	.....
7,366	6,492	Brooklyn Times	3.1	5,255,662	4,696,516	559,146	.....
6,994	7,120	Standard Union	3.8	6,365,280	7,275,066	.....	909,786
185,918	162,386	Total		167,831,296	159,680,124	8,151,172 (Net Gain)	.....

* No Sunday edition. ‖ Mirror inaugurated June 24, 1924. †† Telegram and Mail combined January 28, 1924; Sunday edition discontinued March 16, 1924. ¶ Evening Graphic inaugurated September 15, 1924; first Sunday issue May 3, 1925. Sunday issue discontinued Sept. 1, 1925. ‡‡ Herald and Tribune combined March 19, 1924. ‡‡ January 1 to March 18, 1924, included. § January 1 to January 27, 1924, inclusive. †† Evening Telegram carried 79,120 lines in the four Sunday issues of January, 1924; this linage is included. ¶ Includes 364,152 lines in the 18 Sunday issues, May 3, 1925, to September 1, 1925.

	1925	1924	1923	1922	1921	1920	1919
American	14,183,094	14,906,698	12,977,964	11,211,662	10,355,214	10,869,294	10,820,642
Herald	.....	2,355,910	11,067,210	11,947,256	12,100,740	12,035,237	8,734,682
Herald Trib.	16,525,824	13,306,960	9,590,400	9,396,416	9,522,745	10,197,262	8,138,022
Times	28,200,444	26,283,924	24,101,226	24,142,222	21,652,613	23,447,395	19,533,642
World	17,237,062	16,858,354	17,370,838	17,244,090	14,520,594	18,152,009	17,819,269
Mirror(Tab.)	3,926,302	1,875,438	.....	.....	.....	.....	.....
News(Tab.)	6,832,472	5,850,580	4,392,034	3,348,350	2,761,148	*.....	.....
Eve. Graphic	2,186,676	*.....	.....	.....	.....	.....	.....
Eve. Journal	15,057,218	14,561,374	13,011,766	11,789,500	10,885,820	9,985,090	9,579,660
Eve. Mail	.....	612,782	6,568,024	5,938,340	6,263,922	6,441,770	4,824,119
Eve. Post	5,059,968	4,434,416	4,135,756	3,878,688	5,574,897	5,628,471	4,490,629
Eve. World	8,921,428	7,928,134	8,258,736	8,673,406	8,927,348	9,789,770	7,907,884
Globe	.....	.....	3,825,302	7,306,734	7,220,590	8,056,835	8,395,112
Sun	14,705,916	13,268,308	10,689,292	9,620,816	8,200,724	8,958,858	8,421,293
Tel. & Mail	6,655,486	8,805,720	7,035,650	6,862,302	6,648,488	7,538,530	9,192,795
Bklyn Eagle	16,718,464	16,659,944	15,783,676	15,382,124	13,687,818	13,403,456	11,445,058
Bklyn Times	5,255,662	4,696,516	4,136,330	3,474,612	3,441,258	*	.....
Stand. Union	6,365,280	7,275,066	7,481,310	7,785,230	6,915,482	8,596,922	7,141,268
Total	167,831,296	159,680,124	160,425,514	158,001,748	148,679,401	153,100,899	136,444,075

* Figures not recorded.

NEWS MEN AID MAYOR

George Van Slyke, New York Sun, Picked Police Commissioner

To George Van Slyke, political editor of the *New York Sun*, goes full credit for picking the present police commissioner of New York, George McLaughlin, according to a public announcement made by Mayor James J. Walker.

Day after day city hall reporters were asking the mayor-elect whom he intended to make his police chief. They obtained no satisfaction. One day he frankly confessed he didn't know.

"Well," said Van Slyke, "why not offer the job to George McLaughlin, state banking commissioner?"

"Fine!" Mayor Walker is said to have replied, "He's the very man I want. I never thought of him before."

The offer was subsequently made, and, after several days consideration, Mr. McLaughlin accepted. Then Mayor Walker announced publicly full credit for the choice was due to the news man.

Van Slyke met McLaughlin in Albany while covering news of the state legislature for the Sun. He has been writing politics in New York for about 16 years. Before joining the staff of the Sun, he was with the old *New York Herald*.

Photos by Radio to Hawaii

SAN FRANCISCO, Jan. 10.—The Radio Corporation of America has begun transmission of photographs by wireless from New York to the Hawaiian Islands.

NEWARK NEWS CAMPAIGN TAUGHT PUBLIC HOW TO BURN SOFT COAL

Lessons Inaugurated by Daily Relieved Hardships and Won Praise of City Commissioner—Sinnott Named Managing Editor

WITH the anthracite coal strike conference broken off this wek in New York, newspaper attention turns toward the enterprise of the *Newark Evening News,* which, under the editorship of Edward W. Scudder, originated a system of soft coal demonstration stations, that, widely copied by other newspapers, has materially curbed hardship among householders in the East. Arthur J. Sinnott is managing editor.



ARTHUR J. SINNOTT

An estimate of the worth of the Evening News' quick action in the early days of the strike was made the other day by Commissioner Murray of Newark, who declared that had the daily made a cash donation of $50,000 to relieve conditions among the poor due to the strike, it would not have equaled the amount of good accomplished by the educational campaign in the use of the soft coal substitute.

Newark, a city of half a million, close to the anthracite region, had never had to use soft fuel. By November effects of the strike began to be felt there. There was plenty of soft coal, the handling of which was unknown.

Officials of the News decided it was a newspaper's duty to assist its readers in learning how to burn soft coal and began a systematized effort to relieve the discomfort and distress which became manifest with the approaching cold weather. The idea of establishing demonstration stations was carried to Commissioner Murray and gained his immediate support.

It was agreed that the city would arrange stations at convenient points and appoint instructors in use of the substitute, while the Evening News would supply the soft coal for demonstration purposes and furnish the necessary publicity.

The campaign was begun, therefore, by publication by the News of a carefully prepared and complete list of local dealers equipped to meet the public demand for soft fuel; a list of stations where instruction in its use might be obtained free, and the first of a series of informative articles telling the story of soft coal. The campaign was put in charge of John C. Phillipps of the Evening News staff.

The enterprise was popular at the start. Spreading first to Newark suburbs, it was taken up by other newspapers throughout the State, in New York, and elsewhere.

At one time there were 75 demonstration stations, usually in fire houses, in operation in and around Newark furnishing instruction to 90 householders each a day in three different sessions. This number dwindled as furnace tenders of the city learned how to keep their fires going with the substitute. But many stations are still in operation.

Other relief measures were instituted in Newark. Results of the Evening News campaign, however, were evidenced in the fact that the number of some 500 destitute families applying daily for free coal early in the strike has now been cut down to three or four a day.

"It has completely solved the coal problem in this city of 500,000," Commissioner Murray has been quoted as saying.

In addition to running daily articles, prominently played, the News had thousands of cards printed to be placed near stoves and furnaces, telling how to burn the soft fuel.

Because of its conciseness and comprehensiveness, EDITOR & PUBLISHER prints the complete text of this card for the benefit of editors planning similar campaigns. The text, under the heading, "This is the Way to Burn Soft Coal," follows:

How to Start: Open all the drafts. Lay the kindlings just as if you had anthracite. You may even use less kindlings. Put in a layer of about as much soft coal as you would anthracite. Light the fire. Let it get well caught. Add a little more coal.

How to Regulate: When the fire is going good, close the bottom draft tight, but check slightly the damper in the smoke pipe or chimney draft. You might tinker a little with the chimney draft, but never close the chimney draft tight.

Keep this vent open: To aid combustion and to burn off gases always have the air vent in the fire door open a little. Keep the fire box a little more than half full. This gives the most economical results. Leave a small opening when putting fuel on the fire, of uncovered well-burned coal. This is the "hot spot" of bright fire intended to insure the burning of the gases released by the coal, which will make the fire better and eliminate smoke. Lay the coal on the fire; don't spread it.

Don't break coke on top: To hold the fire during the day, don't break the coke on top. To get a quick, hot fire break the coke at the front with a stout poker, pry the mass to loosen it and open wide all drafts.

To bank for night: In banking the fire for the night, cover with sufficient coal. Leave all drafts open except the ash pit, which must be kept closed.

Rake, but don't shake: Rake gently, instead of shaking as violently as with anthracite. Always leave plenty of ash on the grate bars.

This guide is part of a systematized effort to relieve discomfort and distress due to the hard coal shortage, in which the city of Newark and various suburban municipalities co-operate with the Newark Evening News.

John P. Maynard, former managing editor, has been made associate editor of the Evening News, and succeeded by Arthur J. Sinnott, for 12 years Washington correspondent.

Mr. Sinnott returned from Washington to Newark last July as assistant managing editor. Robert R. Lane, formerly Washington editorial writer, is now correspondent. Mr. Maynard assumed his new duties early last month, following a return from a long vacation abroad.

The two editorial executives have been colleagues together on the News for many years. Both started as reporters for that paper. Prior to becoming Washington correspondent, Mr. Sinnott was for four years city editor of the News. He had a splendid record in Washington. During the war, he was sent abroad by the Government on a special secret mission. In addition to being a newspaper man, he is also a lawyer, having been admitted to the New Jersey bar in 1913.

Mr. Maynard started on the News as a reporter in 1894. His first desk position was that of suburban editor, from which he worked up through assistant city editor, city editor, and managing editor.

Smith Succeeds Kirkendall

Col. Ernest G. Smith has been elected president and editor of the *Wilkes-Barre* (Pa.) *Times-Leader,* succeeding the late Fred C. Kirkendall. F. C. Kirkendall, Jr., has been named secretary of the company and an associate editor. Wesley E. Woodruff is also associate editor.

DUPLEX PRESS FIRM PLANS EXPANSION

Contemplated Building Program Would Increase Factory Floor Space 50 Per Cent at Cost of $150,000

A building expansion program to include the increasing of floor space in the new factory building erected a little over four years ago by 50 per cent, and the installation of a large amount of new machinery and equipment is at present being considered by officials of the Duplex Printing Press Company.

I. K. Stone, president of the company, said in discussing the program, that the proposal to expand is merely contemplated so far.

"We have had plans prepared and bids have been submitted, but we have not reached a final decision to build," he stated.

"It can be said that if such decision is reached, it will come during the present year and will bring a great expansion of our manufacturing facilities.

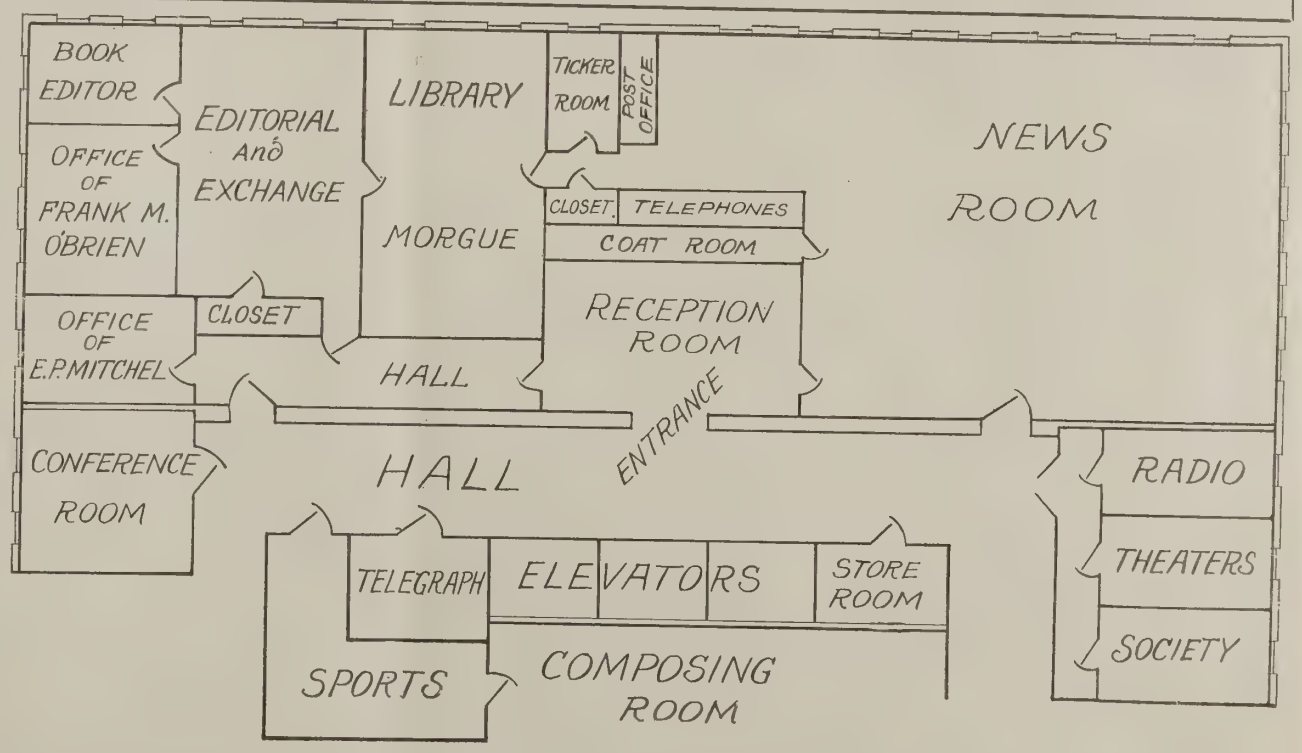
"We have let no contracts so far, pending the reaching of such decision. If we decide to build, it will mean a probable minimum expenditure for plant and equipment of $150,000 and will be followed by a material increase in the number of our employes."

The main and newest factory building of the Duplex company's plant, which it is proposed to enlarge in contemplated plans, will furnish the pattern for the new addition, Mr. Stone says.

U. P. Adds to Illinois Circuit

Five additional newspapers have been added to the Illinois printer circuit operated by the United Press, it was announced this week at New York headquarters. They are the *Harrisburg Register, Robinson News, Lawrenceville Record, Marion Post,* and *West Frankfort American.*

NEW YORK SUN REMODELLING EDITORIAL ROOM



USING plans drawn up under the direction of William T. Dewart, president, and Keats Speed, managing editor of the *New York Sun,* work started this week on alteration of the news and editorial rooms of that newspaper, throwing open for exclusive use of the Sun the old city room of the *New York Herald.*

Increased speed and efficiency is expected to follow, Mr. Speed said. Departments now scattered will be united in one big room and the sporting department will be housed in a separate office close to the composing room.

The floor plan, pictured above, provides a 30 by 30 foot addition to the Sun's news room, making it measure approximately 56 by 44 feet.

Entrance to the various editorial departments will be through a new reception room, measuring 28 by 17 feet. The Herald's former city room has been divided into private offices for editorial writers and executives, space for an exchange department, and increased space for the library and the morgue.

The Sun now runs eight editions daily, which increases to nine during big sport seasons. The news staff numbers 64, exclusive of the sporting department, which has its own staff of 12. There are six editorial writers.



TRAIL BLAZERS OF ADVERTISING

Waiting In Line For Land Opening

by Chalmers L. Pancoast

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CHAPTER XIX

Waiting in Line for Land Opening

WHEN publicity was given to the valuable farms in the Yuma, Ariz., irrigation project open to entry, I, like hundreds of others in Los Angeles at that time, decided I wanted to get a farm. Advertising of the wildest sort made thousands to want to go back to the land.

Eleven days before the date of entry a line of would-be homesteaders began to form on the sidewalk in front of the Chamber of Commerce in Los Angeles. This line, which numbered about two hundred, was supposed to be official. The police department gave out numbers and we believed there would be no chance of any one getting in ahead of us.

With eleven days before us to wait, the first night was a novel sensation and very exciting. Grouped and huddled about oil stoves, for this was in February and the nights were cold, our little crowd of entrymen patiently sat wrapped in blankets and comforts and waited for the dawn.

Naturally as Broadway, the main thoroughfare of Los Angeles, became deserted of curious spectators we drew closer together and all became thoroughly acquainted. Some were seated in rocking chairs, others on camp chairs, boxes and cushions, and we whiled away the hours, reading, telling stories and playing cards. The fact that there were yet ten days to hold the places did not seem to worry this band of ambitious land owners. The principal topic of discussion was the widely advertised rich, fertile lands on which we all hoped to enter. However by the next morning the enthusiasm began to cool down and many of us were thankful when we were told it would not be necessary to remain in line for the entire eleven days. Some refused to leave and began to arrange with friends and relatives to relieve them long enough to get food and sleep.

The first place was held by a dry goods clerk, second and third by a couple of painters, fourth by a dentist's wife, etc. The line was made up of people from all walks of life—artists, bakers, writers, real estate dealers, stenographers, railroad men and but few farmers. No matter what his or her occupation might have been each one intended to become a farmer at once. It was unanimously agreed that true happiness was to be found only on a little Yuma farm with chickens, bees and a garden.

The first man in line was offered $500 for his place but he would not sell because he had determined to become a farmer.

Trouble began when a carload of people came in from Arizona and complained that the line was unfair. They said they would form another line and get a square deal. The police notified them that another line would be broken up. Next the Los Angeles merchants protested that the line interfered with business, and so the line was transferred from the main thoroughfare to a back street.

It was a strange spectacle—the long line of men and women—staggering under camp chairs, great piles of comforters, oil stoves and lunch baskets, marching in single file behind two tall policemen. On the new ground they were lined up in the same order as they were on Broadway and were soon settled again. At this station brokerage of the tickets furnished by the police became very spirited; ticket 41, which secured the forty-first selection of the farms, was sold for $100. Other tickets were sold for $50, $75, and $90. The police could not prevent the buying and selling of the tickets. Even with all the gambling in tickets, the line was remarkably orderly.

The would-be farmers had agreed upon a code of rules for the holding of their places in line, and this was religiously observed without the aid of the police. Each of the "linemen" was entitled to be absent from his post with no one in his place for 10 minutes at a time. In addition to this the "linemen" might be absent without a substitute for a period of 45 minutes twice every 12 hours.

At the beginning of the third day a bomb was exploded in the little group of home seekers. A telegram came from the Land Office at Washington, saying that the people in line would have no advantage over late entries. They were told that the numbers they held would be disregarded. The disappointing order to break up the line came in a down-pour of rain. After waiting 48 hours and being drenched by the rain this band of land-seekers would not give up.

The next step was to hire a hall and band together to fight it out. The orders from the Commissioner of the General Land Office at Washington, meant that it would be a waste of time for a man of meager resources to seek to become the possessor of one of the Yuma farms. The old form of lottery drawing ha been discarded. The new plan required registeration and filing 20 days later, after which the land would be sold to the highest bidder who had previously filed on this particular farm.

"No chance for a poor man in this," said a paper-hanger in line. "The new deal will be great for speculators, who can hire men to bid in the land for them and send them to Yuma to work on wages until the title of the real owners can be safely recorded. I am a poor man, with just enough to make the first payment, and I had hoped to earn enough money from one of the other farms to make the other payments."

The others in line were as completely crushed as this man. The dreams which had cheered them through 48 hours of waiting had not then drifted far en away but what some of their filmy substance lingered within range of the mind's eye. It took some time for them to understand the unexpected order. They could not be made to realize that it would be only by the merest chance that any man or woman could obtain one of the 173 Yuma farms on the terms first announced by the Land Office authorities.

Some of the disappointed home-seekers deserted the line when they saw what they had believed to be an opportunity to establish themselves in life and make a modest fortune torn suddenly from them. Others, undismayed by the orders to disperse, formed an organization for mutual protection and rented a store room where the line was to be maintained, but suddenly it disappeared just as mysteriously as it had been formed.

When the widely advertised Yuma land opening—the last Indian land opening in the West—took place March 1, it was robbed of the picturesque setting that had attended all previous openings.



Chalmers L. Pancoast, author of this series, with gun and horse on the wide-open ranges in the early days in the West.

About 100 would-be homesteaders remained all night outside the auditorium —where the drawing took place—seated on the cement steps or rolled up in blankets in the gutters of the street. This crowd numbered many of the land-seekers in the Yuma line which had formed on the main street 11 days previous. It might have been a Sunday School convention for all the excitement that prevailed. With 173 farms under the Yuma reclamation project as the grand prizes in the land lottery, 2,900 persons quietly filed into the large auditorium and took seats for the qualifying around in the drawing contest. It was as orderly a gathering as anyone could wish. Cards were distributed to each person in the hall. Every person more than 21 years old, who was a native-born citizen, or who had declared his intention of becoming a citizen, might register. The name, address, height, age, etc., had to be written out fully. After the blanks were collected the doors were unlocked. Each person was given a coupon, detached from the printed blank. Up to March 20 this coupon might be presented at the local land office, and the person presenting it was entitled to file on one of the 173 forty acre farms. Each person registering was made to understand that any applications filed as late as March 20 would have the same standing as those filed March 1.

This regulation prevented a rush and any kind of disorder. If, when the applications were opened after March 20, there happened to be a farm for which there was only one applicant that piece of land would go to that individual upon payment of $65 an acre in installments covering a period of ten years or less, and by living on the land five years to make final proof. If there were two or more applicants for the same farm, these applications were looked upon simultaneously and this farm was sold to the highest bidder among the applicants for that particular farm. No fees were required until it was finally determined who would get that particular piece of land.

Thus the last land rush in the far Southwest was a very quiet and sane affair—quite different from the old days in Oklahoma and the mad cross country rush on horse back, in buckboards and on foot to reach the reservation limits. However, the last land drawing required as careful planning on the part of the Government as the maddest scramble which ever took place on the Indian Reservation.

CHAPTER XX

The Original Street Sign Worker

DAY before yesterday in the advertising game there were many men whose business in life was largely a matter of taking a chance. It is now a business more of changes than chances, because progress requires constant change; but of the times chronicled here the slogan of the advertising adventurer was "Take a chance."

As a tacker of signs on telegraph poles and barns, a house-to-house passer of hand-bills, as a performer of other parts played in the game, advertising had been a matter of hard work and little pay.

Then I caught the spirit of adventure and romance, and began to see color as I drifted across the pathways of the clever advertising men of that time.

I had met a stroller whose business card read, "Advertising Expert." He had a charm of personality. He was full of ideas and schemes. He stood out as a romantic character and appealed strongly to my untamed imagination.

As a reporter on a small town newspaper he sought me out. He came to town dead broke. He didn't want money. He just wanted to meet the editor of the paper.

His scheme was to put an advertising sign, or directory of leading firms, on the principal street corners in town. In reality there were only two. He went only the limit. In exchange for printing the cards the newspaper was to receive the most prominent space.

With a contract from the newspaper he next called on the local hardware merchant and gave him a free space for furnishing frames and glass for the signs. Another of these valuable spaces for advertising was traded to the boarding house keeper for his board. He then sold the nine remaining spaces to the leading local druggist, cigar shop, harness shop, restaurant, jewelry store, tailor shop, book store and shoe shop for $10 each.

Only the leading merchants were invited to be represented in this exclusive advertising scheme. They fell for the idea quickly, yet these same merchants had to be begged year in and year out to donate a little space to support the local newspaper.

A schemer with some contest or puzzle to make the public gamble could hit town and clean up. But a legitimate worker went begging and regular newspaper space was sold on the idea of civic pride or of helping a newspaper to keep alive and stay in town.

This promoter of the street corner sign had something new and different. He cleaned up quickly without spending a cent on the transaction. He was a taker of chances; but he was a great talker and a quick "closer." He had to close or go hungry. Desperation has made star salesmen out of bums.

That stunt has always stood out in my memory as a striking publicity stunt. No one but an advertising adventurer would ever think of starting a business with absolutely nothing but nerve and talk, and in a few days time have money enough to travel opulently on to the next town.

(*To Be Continued Next Week*)

Once More Leading The Leaders

33,366,494

Lines of Total Advertising

Printed by The Detroit News in 1925

Due to its singularly thorough coverage of the Detroit field—a feat unequalled by any other newspaper in any other city of Detroit's size or larger—The Detroit News not only once more assumed ranking position among the metropolitan newspapers of America in total advertising but also exceeded its 1924 record by 2,761,976 lines. In the local field The Detroit News leads all other media in total, local, national and classified advertising as well as in every other selling classification of advertising.

How The Detroit News Heads All Other Metropolitan Media

	LINES		LINES
*DETROIT NEWS . . .	33,366,494	Los Angeles Times	25,909,058
Chicago Tribune.	31,068,399	St. Louis Post-Dispatch. .	23,658,600
New York Times	28,201,490	Pittsburgh Press	23,597,392
Washington Star.	26,569,198	Columbus Dispatch. . . .	21,544,376

*Miami, Florida, newspapers are excluded owing to abnormal conditions, real estate advertising comprising the greater portion of the total volume carried by them.

The Detroit News

The HOME Newspaper

EUROPEAN PRESS APPROVES LEAGUE PLAN FOR WORLD PRESS MEET

Responses from Journalists and Associations Obtained by Editor & Publisher Indicate High Interest Abroad—Problems Outlined

THE League of Nations has published the following responses from journalists and press organizations in nations that are members of the League, to the proposal of the Chilian delegate, M. Yanez, that a committee of press experts meet at Geneva, possibly during the coming summer, for the purpose of discussing improved means of news communication and public information, looking to better international understanding and consequent peace:

AUSTRIA. M. Ludwig, Director of the Press Bureau of the Federal Chancellory, pronounces in favor of convening a committee of this kind. In his opinion the purpose of holding such a meeting would not be to ask the press to offer its services to the League of Nations, but to give the latter an opportunity of playing the part of international intermediary in press questions which it has already so usefully performed in other directions. M. Ludwig considers that most of the questions which would be discussed by a committee of press experts would principally concern newspaper proprietors.

BELGIUM. M. Vandervelde, Minister for Foreign Affairs, and M. Paul Hymans, Belgian Representative on the Council, have informed the Secretary-General that the Assembly's resolution received favorable consideration at a meeting of the Belgian Press Association. The meeting expressed the opinion that the League of Nations could usefully negotiate between the different countries a uniform system of reduced rates for telephonic, telegraphic and railway communications.

BRITISH EMPIRE. The Secretariat has received replies from the Newspaper Proprietors' Association (London press), the Empire Press Union, the Newspaper Society (Provincial press) and the Institute of Journalists. The National Union of Journalists has promised a reply shortly.

The Newspaper Proprietors' Association considered the Assembly resolution at one of the meetings of its Council. The latter, while of the opinion that a reduction of telegraph and telephone rates and the improvement of communications are a matter of urgent interest, decided to postpone giving a definite opinion on the scheme until it was in possession of more detailed and concrete information.

The Executive Committee of the Newspaper Society replied that it is inclined to look favorably upon the proposal, but wishes to postpone giving a final opinion until the other British press organizations have expressed views.

The Council of the Institute of Journalists states that it is ready to fall in with any effort to promote the organization of peace. It points out that previous experience has shown the difficulty of securing an adequate representation of the world press.

Certain leading figures in the press world have raised the question whether the League could help in considering the problem of applying the principle of industrial and commercial patent rights to press news, and have expressed the hope that the experts of the proposed press committee could meet and consider this question.

ESTHONIA. The Esthonian Journalists' Association expresses its readiness to co-operate to the best of its ability in organizing universal peace.

FINLAND. The Finnish Press Bureau, on behalf of the Finnish Press Associations, expresses itself in favor of the convening of a committee of press experts. It draws attention to the importance of a reduction of press telegraphic rates, and emphasizes the desirability of organizing tours for journalists abroad and establishing scholarships in journalism.

FRANCE. The chairman of the Executive Committee of the French Press states that the French Press welcomes the idea of convening a committee of experts. He adds that the representatives of the French Press consider that it might be premature, and would certainly be a matter requiring careful handling, to set up an organization on a practical footing capable of making an effective contribution to the establishment and maintenance of peace. On the other hand, they regard it as highly important that newspaper editors should be brought into contact for the purpose of studying common professional interests and more particularly of ensuring rapid communication, for that purpose they consider a reduction should be made in the press rates both for travel and for telephonic and telegraphic messages.

ITALY. The Italian Press appears very anxious to obtain improvements in the telegraphic, radio-telegraphic, telephonic and radio-telephonic services and to secure reduction in rates.

ROUMANIA. The Director of the Roumanian Press Bureau, M. Diano, writes that the Roumanian Press regards the convening of a committee of press experts as desirable and useful, and hopes that the press of the Little Entente may be able to render valuable services to the cause of peace.

KINGDOM OF THE SERBS, CROATS AND SLOVENES. M. Ivkovitch, Director of the Press Bureau, states he fully support the proposal. He adds that the press in his country is willing to take part in this work.

SWITZERLAND. Replying on behalf of the Swiss Press Association and the Swiss Newspaper Editors' Association M. E. Rietmann says that the League of Nations would be doing most valuable work if it were able, through its technical services, to convene an international conference to consider the reduction of news rates.

CZECHO-SLOVAKIA. M. Hajek, Director of the Czecho-Slovak Press Bureau, says the Czecho-Slovak Press organizations regard the convening of a committee of press experts as highly desirable, and consider the Council of the League the most appropriate body to convene such a committee. He thinks that the committee should include representatives not merely of professional journalists' associations but also of newspaper owners and editors, of agencies and of official press bureaus.

The Secretariat communicated with the Conference of Telegraphic News Agencies (held at Rome from Oct. 26 to 31) and M. Meynot, head of the Havas Agency, informed the Secretary-General of the League of Nations that all the speakers recognized the importance of the proposal. They felt that the League could not but assist the international press in its work of extending its news services both in its own interests and for the benefit of its readers. The convening of a committee of press experts of the various continents might and should, they thought, have two results:

1. That of improving the mutual relations between the directing staff of the international press by bringing them into closer contact. This mutual understanding would inevitably promote the cause of peace which is the primary object of the League of Nations;

2. That of furthering, by the fullest possible discussion, the preparation of a common program, or the drawing up of recommendations or resolutions designed to facilitate the work of the international press, particularly by securing improved facilities for communication, by taking steps to ensure the secrecy of radio-telegraphic and even radio-telephonic messages, and by the recognition of property rights in information of all kinds, whether as literary or as industrial or commercial property.

The Conference of Agencies at Rome accordingly adopted a resolution deciding, should it receive an invitation to be represented on the committee of press experts referred to in the Assembly resolution, to accept that invitation.

DEFENSES FILED

Woods and Imrie Reply to Campbell's Suit vs. Canadian Press

The action of Charles E. Campbell, publisher of the *Edmonton Bulletin,* against the Canadian Press, J. H. Woods, editor and managing director of the *Calgary Herald,* vice-president of the *Edmonton Journal* and president of the Canadian Press, and John M. Irvine, managing director of the Edmonton Journal, for conspiracy to prevent the Bulletin from obtaining a wire service, has advanced another stage with the filing of defences by the three defendants in the Supreme Court of Alberta.

The Bulletin, in announcing this, states the case will be heard about Feb. 15.

They Advertised the Climate

To prove that North Dakota isn't the frigid area some people think it to be. J. D. Bacon and J. F. Bacon, president and general manager of the *Grand Forks Herald* and a group of friends made New Year's calls attired in Palm Beach suits. It was one of the warmest New Year's days in local history.

PAPER FIRM INCORPORATED

Crown Willamette Gets Delaware Charter to Merge with Maine Firm

The Crown Willamette Paper Company, largest Pacific Coast Paper Manufacturer, was incorporated in Delaware this week to take over the assets of the Crown Willamette Paper Company of Maine and 91 per cent of the common stock of the Pacific Mills Ltd., of British Columbia.

Properties of the new company include five plants in Washington, Oregon, California and British Columbia with a daily capacity of 860 tons of finished papers, of which 650 are newsprint and the balance wrapping paper and tissue.

Work on Newsprint Mill Started

Manitoba's first newsprint mill, now under erection at Fort Alexander by the Manitoba Pulp and Paper Company, subsidiary of the Spanish River Pulp and Paper Company, at a cost of $1,000,000 is to be completed before the end of the year, as the company has undertaken to suppy paper by that date. The contract for the erection of the plant was recently let to a firm of Winnipeg contractors and about 700 men will be employed.

Son Directing Father's Daily

R. D. Pennycook, son of the late W. D. Pennycook, publisher of the *Vallejo* (Cal.) *Evening Chronicle* has taken over his father's duties as publisher. There will be no change in the policy of the paper.

2nd In
Its Federal
Reserve District

Last November Jacksonville stepped into 2nd place in banking records for the Sixth Federal Reserve District, leading such cities as Atlanta, Georgia, Birmingham, Alabama, and Nashville, Tennessee. Her record was only beaten by New Orleans, a city of half a million people.

These comparisons show the tremendous buying power of modern Jacksonville.

The greatest medium, both in city and state circulation, for reaching these buyers is

The Florida Times-Union
~JACKSONVILLE~

Total Circulation
Daily 53,000
Sunday 70,000

HIGH RECORDS

Another year of achievement

THE AVERAGE Daily and Sunday circulation of The New York Times in 1925 was over 385,000 — greater than any other regular morning newspaper in New York.

The present net paid circulation of the daily edition averages more than 360,000 and of the Sunday edition over 600,000. This circulation represents the largest group of intelligent readers ever assembled by one newspaper.

The New York Times interests and appeals to those who wish to keep fully informed on the news events throughout the world. Its circulation, therefore, embraces the highest quality of discriminating readers.

The volume of advertising in The Times — 28,200,444 agate lines in 1925—sets a new high record for New York City, exceeding the total of 1924 by 1,916,520 lines. The margin by which The Times led the second newspaper—10,963,382 lines—also sets a new record.

More significant than the unprecedented volume of advertising was its character. Advertisements offered for publication in The New York Times are subject to censorship to protect readers from false, misleading or questionable announcements. Thousands of lines of advertisements were rejected because they did not conform to its standards and ideals of a newspaper's obligations to the public.

1925 RECORDS

Circulation—net sales	140,993,581
Net average daily and Sunday	386,284
Pages printed	9,955,973,960
Paper consumed	160,314,611 pounds
Ink consumed.	3,295,547 pounds
Advertising space	28,200,444 agate lines

OTHER RECORDS

TUESDAY, JANUARY 12—64 pages; 369 columns (109,224 agate lines) of advertisements—largest issue and largest volume of advertising ever published on a week day by any New York morning newspaper

SUNDAY, JANUARY 10—National Automobile Show Section—40 pages; 231 columns (63,306 agate lines) of advertisements—largest automobile show section carrying the largest volume of advertising ever published by a New York newspaper. Total automobile advertising in all sections, Sunday, January 10—73,586 agate lines.

Automobile Show Week Advertising—Six days January 9 to 14 inclusive—151,991 agate lines—largest volume ever published by a New York newspaper.

LEADING EDITORS OF NATION MEETING IN WASHINGTON THIS WEEK

American Society of Newspaper Editors Convenes for Fourth Annual Convention at New Willard Hotel—Yost's Address Opens Gathering

EDITOR & PUBLISHER SERVICE

A FULL report of the proceedings of the American Society of Newspaper Editors, in session as EDITOR & PUBLISHER goes to press this week, will be published in this paper next week. Individuals or organizations desiring extra copies should apply in advance of Thursday, Jan. 21.

WASHINGTON, D. C., Jan. 15.—The opening session of the fourth annual meeting of the American Society of Newspaper Editors opened today at the New Willard Hotel. The convention will continue today and tomorrow. The first event of the meeting was the annual address of the President, Casper S. Yost, of *St. Louis Globe-Democrat.* This was to be followed by committee reports and routine business.

Wilmott Harsant Lewis, Washington correspondent of *London Times,* was scheduled to address the society this afternoon on the subject, "The Political Job of Old World Newspapers and How They Do It." Another address on the card for the day is by William Hard, taking as his topic "Are Newspapers Doing Their Political Job, and What is It?" Olin W. Kennedy, managing editor of *Miami* (Fla.) *Herald* will lead an open forum on "Wire Problems."

Following is the program for tomorrow:

10 a. m.—"What a University President sees in the Newspapers," Dr. George Barton Cutten, president, Colgate University.

Open forum—"Governing the City—in the State," led by George B. Armstead, managing editor *Hartford Courant;* "The Editorial-Advertising Space Problem," led by Walter Harrison, managing editor *Oklahoma City Oklahoman.*

Afternoon.—"Have Editorials Lost Their Influence?" William Allen White, editor *Emporia Gazette.*

Business Session—Election of directors.

Evening, 7 p. m.—Annual dinner.

A number of important matters are schedules for discussion, one of which may be the evil portent of press agentry. The Society may also make some announcement in regard to its action, two years ago, in reference to the "oil scandals."

STRONG DEFINES DUTIES OF A NEWSPAPER

New Chicago Daily News Publisher Says It Must Interest Every Member of Family and Strengthen Public Conscience

The modern metropolitan newspaper because of new standards largely set up by the late Victor F. Lawson, is now a quasi-public institution with definite obligations to its community in the opinion of Walter A. Strong, new publisher of the *Chicago Daily News.* Mr. Strong revealed his attitude towards his new responsibilities in a luncheon address at the City Club, Chicago, Jan. 12.

"It is not often understood," said Mr. Strong, "that the reading matter published in the daily newspapers occupies 90 per cent of the reading time of most individuals given to reading of any kind, and 100 per cent of the reading time of 75 per cent of the population of a city like Chicago."

"A newspaper must be in one sense a member of the family," he continued. "It must have in it something which interests every member of the family. It must begin its contact with the children, grow up with them and at the same time be accepted by the parents of those children —and their fathers and mothers—as a reliable source of information with respect to news of all kinds and a helpful contribution to the sum of demands for stories, humor, educational, religious and cultural influences which go to make up the life of our average American family."

As "a member of the family" a newspaper must "throw the light of publicity upon the acts of our public officials and upon the current events affecting great industrial, agricultural and labor movements," Mr. Strong went on to say. "In a large measure this publicity has built up and strengthened public conscience.

"You often hear it said that even so short a time as twenty years ago many things could have been done which today would not be permitted in public life or in business. One has to have confidence in the mass mind—in the right thinking of the American public—in the fact that, given enough time, we finally arrive at a higher level in the conduct of public affairs."

"Unless a newspaper enlists its power in the direction of public service, it cannot justify its existence," Mr. Strong declared.

"Right now," he said, "the Chicago newspaper faces the task of co-operating in the rebuilding of the city in preparation for the future."

"It will take courage and vision," he said, "to break the barriers that now hedge the city's growth. Yes, and it will take understanding and concessions."

He paid tribute to the late Victor Lawson, after explaining that he felt some sense of presumption at assuming so soon to take Mr. Lawson's place in the administration of the great newspaper which he established and administered as a public trust for so many years.

COL. FEAMSTER SELLS

Benjamin Harlow Now Sole Owner of Lexington (Va.) Gazette

Col. Claud N. Feamster last week sold his one-third interest in the *Lexington* (Va.) *Gazette* to Benjamin Harlow who now owns all stock in the paper.

Col. Feamster, a graduate of Washington and Lee University, became editor and part owner of the Gazette on Jan. 1, 1925. Mr. Harlow, a printer, will assume active management of the Gazette. This week the paper began its one hundred and twenty-second year of publication.

New Plan to Check Wood Exports

Hon. John Hall Kelly, member of the Legislative Council of Quebec, who has up to the present time been an opponent of any embargo on the export of pulpwood from Canada, in a speech in the Quebec Legislature on Jan. 8, suggested a compromise. Under the laws of Quebec, of course, wood may not be exported from Crown lands. The only question therefore relates to exports from privately owned lands. Up to the present time a colonist is not permitted to export wood cut on his lot until he has secured a patent on the lot; he may then do as he pleases with the wood. Mr. Kelly's suggestion is that all future patents issued should provide that the wood cut should not be exported in the raw state. This would thus gradually dry up the exports.

EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK OUT JANUARY 30.

CANADIAN BILL HITS SECRET OWNERSHIP

Demands Names of Publishers of Organs Designed to Influence Public Opinion Be Filed with Post-Office Department

Designed as a death-blow to the "secret" publication of matter tending to influence public opinion, the second bill to be brought before Canada's fifteenth Parliament received its first reading in Ottawa, Jan. 11.

The bill was originally introduced last February by T. L. Church, M. P., as an amendment to the Post Office Act, but at the instance of the Postmaster General was held over to the present session pending further investigation.

The new legislation seks to remove secrecy as to the ownership and control of "publications designed to influence public opinion."

While it expressly exempts religious, fraternal, temperance and scientific publications, it would at the same time deny the use of the mails to newspapers, magazines, trade journals and all publications of kind which fail to file semi-annual, sworn statements giving the names and addresses of editors, owners and principal stockholders. A copy of such sworn statements is required to be published in such papers after filing.

The bill further requires that all paid editorials and other reading matter for which money was paid "shall be plainly marked 'Advertisement.'"

It is not anticipated that the bill will be opposed to any extent.

Another Daily Insures Staff

Insurance policies of approximately $1,000 each have been distributed to the 40 employes of the *Daily Times* of *Martins Ferry* (*O.*) by Alvin L. Sedgwick, president of the publishing company.

THE FAVORITE ONE-COLUMN DAILY COMIC

"DUMB-BELLS" By GAR

"The BOSTON GLOBE publishes *'Dumb Bells'* top of column alongside of advertising on its first page. That's the way they do it in Boston. The BROOKLYN STANDARD UNION publishes *'Dumb Bells'* top of column next to reading matter on the last page, where we do not print any advertising. That's the way they do it in Brooklyn. But no matter how they do it, *'Dumb Bells'* always gets preferred position in preferred newspapers."

R. F. R. Huntsman, BROOKLYN STANDARD UNION



LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.

The INDIANAPOLIS NEWS

Standards of living are high in the Indianapolis Radius because people are prosperous, *permanently* prosperous because income is balanced between industry, agriculture and mines. And the market is unified by the power, influence and prestige of Indiana's greatest newspaper, welded into one compact whole, easily and adequately merchandised with only one advertising cost.

Dan A. Carroll, 110 E. 42nd, NEW YORK
J. E. Lutz, Tower Bldg., CHICAGO

Frank T. Carroll, *Advertising Director*

Leading The World's Greatest Newspapers *in total paid advertising--*



Seven Day Leaders

Newspaper	Lines Total D. & S.
1. The Miami Herald (Fla.)	**42,513,436**
2. The Detroit News	**33,366,503**
3. Chicago Tribune	**31,068,405**
4. New York Times	**28,200,444**
5. Miami Daily News (Fla.)	**27,723,038**
6. Washington Star	**26,569,198**
7. Los Angeles Times	**25,909,058**
8. Baltimore Sun	**25,868,154**
9. St. Petersburg Times (Fla.)	**25,159,568**
10. St. Louis Post Dispatch	**23,658,600**

Six Day Leaders

1. The Miami Herald (Fla.)	**31,387,762**
2. Detroit News	**24,518,704**
3. Chicago Daily News	**20,483,166**
4. Miami Daily News (Fla.)	**20,158,866**
5. Washington Star	**19,624,946**
6. Chicago Tribune	**19,054,209**
7. St. Petersburg Times (Fla.)	**18,865,969**
8. Indianapolis News	**17,897,667**
9. Baltimore Sun	**17,133,866**
10. New York Times	**16, 910,402**

Note: Tabulation compiled by telegraphic report from newspapers listed.

Unequalled

The record made by The Miami Herald has never been equalled by any newspaper, at any time, in any language . . . and clearly indicates Herald leadership and the prosperity of the Miami and Florida market.

THE MIAMI HERALD

"Florida's Most Important Newspaper"

FRANK B. SHUTTS, Publisher

Who Is Frank Simonds?

This Is Meant To Be a Superlative—Yet a Conservative Announcement Exclusively for the Owners of Newspapers and Managing Editors

FRANK SIMONDS entered Harvard in 1896 and was graduated in 1900. At that time Harvard was the only university that permitted elective selection of studies after the first year. A glance at all of the studies for the last three years of his course shows that he specialized in ancient, medieval and modern history and international law and that later he did research work in these studies.

Next we find Mr. Simonds as chief editorial writer on foreign subjects in THE EVENING SUN, and the only editorial writer in the United States who predicted months and months in advance a world war. He did this in THE EVENING SUN in a column and a half editorial, which was ridiculed by many of the great newspapers in this country.

We next see Mr. Simonds as Associate Editor of THE NEW YORK TRIBUNE. Then for four years war correspondent and chief editorial writer on international subjects for that paper, his articles being syndicated to more than 100 papers.

At this time, or, to be exact, eleven years ago, Dr. Albert Shaw, editor-in-chief of Review of Reviews, engaged Frank Simonds to write ITS LEADING ARTICLE on INTERNATIONAL SUBJECTS every month.

This he has continued to do without interruption for ELEVEN YEARS. So great has been the success of his articles that from time to time Dr. Shaw has written in the Review of Reviews editorials commending Frank Simonds and his extraordinary acquaintance with foreign affairs, his vision and his foresight.

Repeatedly he has been quoted in the Senate and the House and in important debates you will find the Congressional Record carrying the quoted writings in the newspapers of Frank Simonds.

For the past **eight years** Frank Simonds has been syndicated by the McClure Newspaper Syndicate in one, two or three articles a week.

At the time—1918—that Mr. Simonds left the New York Tribune — in the three weeks that intervened till he came to the McClure Newspaper Syndicate, Mr. Simonds was offered by Mr. Frank A. Munsey the position as Editor of the New York Evening Sun and by Mr. Van Anda, the position as Managing Editor and Foreign Correspondent of the New York Times.

Mr. Simonds came to the McClure Syndicate for the very good reason that the Syndicate offered him more money than either Mr. Ochs or Mr. Munsey and in no time during the eight years past have we regretted so doing.

Mr. Simonds has attended every Peace Conference in the last fourteen years.

Mr. Simonds has known and interviewed Painlevé, Briand, Poincaré, Clemenceau, Viviani, Earl Grey, Asquith, Lloyd George, Stresemann, Luther, Ramsay MacDonald, Ambassadors Houghton and Kellogg and many others.

Frank Simonds is known more intimately by Cabinet Officers, Ambassadors, Ministers and diplomatic attachés in the last twelve years than any man living that we know of.

A few years ago Mr. Simonds purchased the old Spanish Embassy in Washington where he resides, and keeps open house particularly for those interested in Foreign Affairs.

If there are some who are curious to know in what high regard Frank Simonds is held by people who have a right and authority to speak and write upon things of a foreign nature, we should like to call attention to three books published in the last few years and published by the following high class publishing houses—Harper & Brothers, Appleton and Doran—the authors of which are Philip Gibbs, Colonel Reppington and Stephen Lauzanne. In each of these books Frank Simonds is the only American writer on international affairs who is mentioned. In each of these books each author pays him exclusive compliments and Philip Gibbs refers to him as the Dean of all American Correspondents.

FRANK SIMONDS IS NOT A REPORTER. He does not quote the big statesmen that he interviews—and if he did quote them **HE WOULD NOT BE INTERVIEWING THEM** and **GETTING REAL FACTS** year after year, **ADVANCE INFORMATION,** and the most important news, we believe, of any writer on foreign affairs living today.

Mr. Simonds sails on the sixteenth direct for the Conference at Geneva. His articles will appear once, twice or three times a week, as the importance of the news, in our judgment, justifies. They will come by cable, radio and mail.

Here is a series of articles which lend dignity, character and standing to any newspaper.

After attending the Conference, Frank Simonds will visit, study and analyze conditions in Rome, Paris, Berlin, Vienna, Prague, Budapest and probably London and Warsaw. He will write, not alone on the Great Powers, but on the Border States and the Russian subjects as viewed from adjoining countries.

To sum up, then, our honest opinion is—that **FRANK SIMONDS KNOWS MORE** of **INTERNATIONAL AFFAIRS, SITUATIONS** and **CONDITIONS** than any college professor in the United States, Great Britain or on the Continent. Further, it is our honest belief that Frank Simonds knows more than any United States Senator, present Cabinet Officer or Ex-Cabinet Officer about foreign relations. There may be some people who do not think so, but this is our honest belief after close association with Mr. Simonds for a great many years.

The following papers look upon Mr. Simonds as their own representative of international affairs of the utmost importance. They have all gladly agreed to pay from five to twenty-five dollars a week more to have Mr. Simonds make **this** trip at **this** particular time.

THE KANSAS CITY STAR
WASHINGTON STAR
DALLAS NEWS
HARTFORD COURANT
DENVER NEWS
PHILADELPHIA INQUIRER
WICHITA FALLS TIMES
CINCINNATI ENQUIRER
ROANOKE TIMES WORLD
SEATTLE TIMES
CLEVELAND PLAIN-DEALER
CHICAGO HERALD EXAMINER
PITTSBURGH GAZETTE TIMES
BIRMINGHAM NEWS
BUFFALO NEWS
BROOKLYN DAILY EAGLE
SALT LAKE CITY TRIBUNE
NEWARK NEWS

and twenty-two others for smaller amounts.

For the next twelve weeks the following newspapers will have Frank Simonds as their own representative at the Geneva Conference:

BROOKLYN DAILY EAGLE
WASHINGTON STAR
CLEVELAND PLAIN DEALER
INDIANAPOLIS NEWS
PORTLAND OREGONIAN
CHICAGO HERALD EXAMINER
ATLANTA JOURNAL
LOS ANGELES EXAMINER
KANSAS CITY STAR
HARTFORD COURANT
PHILADELPHIA INQUIRER
BUFFALO NEWS
BIRMINGHAM NEWS
SALT LAKE CITY TRIBUNE
OKLAHOMA CITY OKLAHOMAN
DALLAS NEWS
DENVER NEWS
TOLEDO BLADE
NEW ORLEANS STATES
SHREVEPORT TIMES
BOSTON HERALD
ST. PAUL DISPATCH
ROANOKE TIMES
CINCINNATI INQUIRER
CANTON REPOSITORY
PUEBLO STAR
TULSA WORLD
PASADENA STAR NEWS
TAMPA GLOBE

and several others.

Among the foreign papers are—

MEXICO CITY EXCELSIOR
HAVANA EL MUNDO
SAN JUAN EL MUNDO
GAZETA WARSAWKA (POLAND)
YORKSHIRE POST
LONDON TIMES
JAPAN ADVERTISER
LEEDS POST

and many others.

We will not claim that this service will add as much circulation perhaps as a slapstick comic, but we do claim that the circulation it does add has purchasing power worth while and gives a newspaper a feature that makes for conversation—one that can be advertised.

We **DO CLAIM** that here is a series of articles that any paper today should publish for the benefit of its readers who at this time are **DEMANDING AUTHORITATIVE FIRST-HAND INFORMATION** in place of slapstick or sex features.

If your territory is still open, we suggest that you wire the McClure Newspaper Syndicate for prices.

CLINTON T. BRAINARD, President
McCLURE NEWSPAPER SYNDICATE
373 FOURTH AVE., N. Y.

AGENCY PRACTICES ON SHORT RATES AND REBATES CRITICIZED

Most Agencies Quick to Claim Rebates But Negligent in Settling When Newspaper Makes Claim, Ad Manager Declares

By A. D. MANAGER

THE advertising agency, as a cog in the great machine of production and distribution, needs no defense. Besides being quite able to fight its own battles, its undoubted services to both the advertiser and the publisher demonstrate its usefulness—if not its indispensability.

As a business institution, however, the advertising agency is not without its faults. Especially in its relations with the small newspaper publishers is it open to criticism. Honest criticism can do it no harm. Indeed, it is time that some of the just complaints of the publishers were aired.

Some weeks ago in these columns protest was made against the remarkable facility with which the checking departments of many of the agencies succeed in mislaying the checking copies sent to them. That habit is exasperating enough, but it is less costly to the publishers than is another habit which some of the agencies have contracted—that of invariably disputing short-rate bills and, not infrequently, refusing to pay them.

The position taken by too many agencies seems to be that it is far more blessed to receive then to give. When they earn a rebate, they are almost indecently quick to claim it; but when one fails to earn a rate granted in consideration of a contract to use a given amount of space, it is a horse of another color.

One example will suffice to show the common tendency:

One of the largest and best known agencies made a contract in 1923 for 14,000 lines and used only 8,036 lines. The next year it made another contract, on the same account, also for 14,000 lines. Only 3,920 were used. In 1924 the agency made still another contract, on the same account, that time for 10,000 lines. For the third time the contract was not fulfilled, only 1,680 lines being used.

At the agency's request, the expiration date of the last contract was changed from April 24 to May 14, in order to permit using more space. As a result, 378 more lines were used during the added period, bringing the total to 2,058 lines.

The short-rate adjustment had been brought to the agency's attention at the time the contract actually expired, a bill for 1,680 lines having been sent. Its payment was protested by the agency, which, in a letter dated a few days before th date to which the contract had been extended, told the publisher's New York representative that it was felt that the paper should waive the payment of the short-rate because the time was "so far beyond expiration of last year's contract" that it had made all its settlements with its client and did not want 'to be put in the embarrassing position of opening up the matter for one case."

Another absolutely indefensible practice in some agencies is that of attempting to place advertising at a rate applicable only on a greater linage than there is any intention of using. One agency—and one that is supposed to be all that an agency should be—frankly admitted that the space is desired to contract for would not be used. Moreover, it brazenly announced that it positively would not pay short-rates.

Naturally, there was no difficulty in meeting that situation. The advertising manager had only to refuse the business on which he had been warned he would be defrauded.

But the matter is not always so easily handled. The majority of the agencies resorting to that sort of sharp practice keep their intentions to themselves until the contract period has ended and they have been billed for short-rates. And in those cases the publishers of small newspapers are pretty nearly helpless.

Another annoyance to which the publisher is often subjected is the making of contracts in apparent good faith and then failing to use any of the space contracted for. Of course, there are circumstances under which a thing of that kind is justified, but it is often done without discoverable reason.

What can a publisher do in such case? Obviously, he can not short-rate the agency, for there has been no advertising for which to charge. Nor is there any precedent for claiming compensation in any other way for the time and trouble of keeping the necessary records.

Of course, one of the remedies for the publisher's troubles lies in the establishment of a flat rate, but that is not always practicable. The only alternative is the transaction of business on the basis of fair play. Perhaps it is too much to expect the Golden Rule to govern the relations between publishers and agencies, but a nearer approach to it as a guiding principle would most certainly inure to the benefit of both.

New Catholic Weekly Planned

Publication of a new Catholic weekly in Youngstown beginning in February, has been announced by the Catholic Press Union, Inc., of Cleveland, publishers of five other Catholic weekly newspapers. The new paper will be known as the *Catholic Bulletin of Eastern Ohio.*

ALABAMA PAPER SOLD

Don Watts, J. H. Hard and F. Wilson Buy Sheffield Tri-Cities Daily

M. S. Hansbrough, founder and publisher of the *Sheffield* (Ala.) *Tri-Cities Daily,* has announced the sale of his paper, its good will and equipment to a trio of newspaper men, Fred Wilson of New Orleans, Don Watts of Miami, and James H. Hard of Birmingham. The sale price was not made public.

The new management took charge on Jan. 11. Mr. Wilson is now editor and general manager. His associates will not join him immediately but are planning to move to Sheffield later. Mr. Wilson is an experienced newspaper man and comes to the Muscle Shoals district from the *New Orleans Times-Picayune.*

Barnjum Backing Newsprint Mill

Frank J. D. Barnjum, member for Queens County in the Legislature of Nova Scotia, has informed the *Halifax Herald* that he has completed arrangements for financing the erection of a newsprint mill at Liverpool, N. S. Mr. Barnjum, who has been one of the foremost advocates of prohibiting the export of pulpwood from Canada, announced prior to the provincial election in June last that he proposed to build a paper mill in Nova Scotia. The plant is to have an output of 200 tons daily and construction is to commence early in the spring.

Methodists Discuss Publicity

Delegates to the two-day conference on publicity held this week in New York by the board of education of the Methodist Episcopal Church, were advised to avoid "sensational publicity," by Willard Smith, of N. W. Ayer & Son. Gilbert P. Farrar, of the Patterson-Andress Company, New York advertising agency, was another speaker.

THEY BOTH LOVED HIM



This Girl

A hundred angles for local exploitation.



The Man

A pulse-quickener from beginning to end.

Which One Did He Choose?

HERE'S a double-barreled serial---its love plot is as engrossing to women as its mystery plot is to men.

'THE YELLOW STUB'

By Ernest Lynn

Next release on NEA Service's 1926 super program of original newspaper serial fiction.

Each chapter with the finest illustrations ever made.

Mystery. Intrigue. Adventure. Suspense. And the love of two women for a man. WHAT MORE COULD YOU ASK?

FOR RELEASE JANUARY 27

NEA Service, Inc.,

1200 West Third St. Cleveland, Ohio

World's Greatest Newspaper Feature Service---Backed by 33 Years' Experience



This Girl

Oakland, California

Oakland Tribune

Exclusive Associated Press Service
United Press
Consolidated Press Association

ONE OF THE WEST'S GREAT NEWSPAPERS

1925 TOTAL PAID ADVERTISING

18,849,726

AGATE LINES

THIS REPRESENTS THE LARGEST VOLUME OF PAID ADVERTISING EVER PRINTED BY ANY NEWSPAPER IN THE SAN FRANCISCO BAY DISTRICT DURING ANY YEAR

TOTAL VOLUME OF PAID ADVERTISING FOR ALL PAPERS IN THE SAN FRANCISCO BAY DISTRICT FOR THE YEAR 1925

OAKLAND TRIBUNE . .	18,849,726	Agate Lines
San Francisco Examiner	18,385,136	" "
San Francisco Chronicle	11,176,494	" "
San Francisco Call	9,251,732	" "
Oakland Post-Enquirer	8,952,972	" "
San Francisco Daily News	7,485,310	" "
San Francisco Bulletin	6,943,090	" "
San Francisco Herald	1,788,136	" "
Oakland Times	419,146	" "

Oakland Tribune

74,810

AVERAGE NET PAID
CIRCULATION
For the Month of December, 1925

CHARTER MEMBER OF THE A. B. C.

Exclusive Associated Press Service
Oakland Tribune
United Press
Consolidated Press Association
ONE OF THE WEST'S GREAT NEWSPAPERS
Oakland, California

CLOSE CONTACT WITH LOCAL DAILIES AIDS LOUISIANA JOURNALISM SCHOOL

Baton Rouge State Times and Morning Advocate Used As Laboratory for Reporters' Class—Once a Year Entire Paper Taken Over and Students' Edition Issued

By PHILIP SCHUYLER

(*This is Fourth of a Series of Articles Interpreting the Work of Journalism Schools to Editors of the Nation.*)

CLOSE affiliation with two local newspapers, the *Baton Rouge* (La.) *State Times* and the *Morning Advocate,* published by Charles P. Manship, aids M. G. Osborn, director of the department of journalism, very materially in his efforts to instruct some 150 boys and girls in the intricacies of newspaper work.



M. G. Osborn

Two years ago, these dailies moved into a new modern plant, and the plans included a special workshop, 17 by 18 feet, adjacent to the city room to be used by the department as a journalism laboratory. Ida Blanche Ogden, the city editor and former student of the school, now an instructor, teaches the school's sophomore class in reporting each year. This class of about 30 members reports to Miss Ogden daily and covers the entire city for her without pay as part of their school work.

Miss Ogden does not spare these cub reporters. All sorts of assignments as they arise are handed out to them, and, when stories are brought in, she tears them to pieces and has them entirely rewritten, when necessary.

In April of each year the executive staffs of the two papers are given a one-day extra holiday. Even Mr. Manship leaves the publisher's office for a fishing trip. And the newspaper is published entirely by the journalism class.

Mr. Ogden does not send Freshmen to the newspaper plant for regular work. He begins each year, however, by introducing new students to a newspaper office. In a lecture they are first informed of the A.B.C.'s of newspaper organization, and then taken through the State Times and Advocate building and shown at first hand what the talking is all about.

Then later they are assigned to write stories, to fathom by practice the development of a news yarn from lead to conclusion. These stories are never published. Usually they are based upon imagined facts.

"I find myself constantly suggesting points the young writers leave out of these stories," Mr. Osborn said. "'Tell all the interesting facts and then stop,' I tell my classes. 'Remember the reader. Imagine questions other people would ask if they had the reporter's opportunities.'"

Other inspection tours are designed to give the yearlings knowledge of newspaper manufacturing operations. They are shown the sextuple presses in operation; watch the make-up men at work; observe the processes of stereotyping, and are put to work on occasion at proof-reading. Once a year the entire school travels to New Orleans to visit the plants of the dailies of that city.

"But I am fast being converted to the idea that the technical side of the newspaper business is not the side to be stressed by journalism schools," Mr. Osborn declared. "Students must be given cultural background. Of most importance to future news writers, I believe, is a thorough knowledge of what have come to be called the background subjects, such as economics, philosophy, literature, and the arts.

"I also believe in devoting considerable class-room time to discussion of current events. It is compulsory for students to keep up with the changing news. They must read such dailies as the *New York Times, New York World, New York Herald Tribune, New York Evening Post, Boston Transcript, Memphis Commercial Appeal, Portland Oregonian,* and the *Kansas City Star.*"

The Louisiana journalism department has been in operation since 1912. Growth was slow at first. In 1921 there were not more than 45 students enrolled. Since that time the number has more than tripled.

"With 148 in our classes now, we cannot meet the demand of Louisiana papers for newspaper men and women," Mr. Osborn said. "After graduation, the majority of our students go into the Louisiana field, where, from a start of $25 a week, they can work to a top of $70."

From managing editor down, the Baton Rouge State Times is exclusively in charge of former University students. In addition to Miss Ogden, other school graduates now working for the Baton Rouge daily include Jack Adams, managing editor; Robert B. Todd, sports editor; Herbert Benjamin, advertising manager; Edward O. Goldsby, assistant advertising manager; and Mrs. Frank Womack, society editor.

Mr. Osborn himself was for five years associated with the State Times as telegraph editor and editorial writer. He has been director of the journalism department since January, 1921. He has had graduate work in journalism at Ohio State University.

Mr. Osborn is the present president of the American Association of Teachers of Journalism.

S. N. P. A. COMMITTEE NAMED

Fourteen Editors to Serve on Editorial Affairs Group

President Walter C. Johnson, of the Southern Newspaper Publishers' Association, has appointed members of the Editorial Affairs Committee on the recommendation of the chairman, Robert Lathan, *Charleston* (S. C.) *News & Courier.* They are:

Alabama—C. M. Stanley, *Birmingham Age-Herald.*

Arkansas—J. N. Heiskell, *Little Rock Gazette.*

Florida—C. M. Johnson, *Sarasota* (Fla.) *Herald.*

Georgia—Clark Howell, Jr., *Atlanta Constitution.*

Louisiana—James M. Thomson, *New Orleans Item-Tribune.*

Kentucky—Judge Robert W. Bingham, *Louisville Courier-Journal.*

Mississippi—James H. Skewes, *Meridian Star.*

North Carolina—Josephus Daniels, *Raleigh News & Observer.*

Oklahoma—Ashley Lovelace, *Oklahoma City Oklahoman.*

South Carolina—Col. J. Rion McKissick, *Greenville Piedmont.*

Tennessee—George Marvis, *Memphis News-Scimitar.*

Texas—George M. Bailey, *Houston Post-Dispatch.*

Virginia—Dr. Douglas Freeman, *Richmond News-Leader.*

West Virginia—W. E. Chilton, *Charleston Gazette.*

Aged Portland Newsie Dead

Perhaps the most unusual news vendor in the United States, Francis Gurks, 94, died a few days ago in Portland, Ore. Gurks was usually referred to as St. Francis, or St. Francis of the Gunny Sacks, because his feet were always clad in burlap. Although apparently a pauper, Gurks left an estate "not in excess of $50,000," according to the filing made with the will. Ten thousand dollars of it has been found in gilt edge securities and it is believed that the amount will be largely increased. All of it is left to the "United States Board of Education," by which, it is supposed the bureau of education was intended.

EDITOR & PUBLISHER CALENDAR

Jan. 17—Benjamin Franklin's Birthday.

Jan. 18—Daniel Webster's Birthday.

Jan. 18-19 — Pennsylvania Newspaper Publishers' Assn., meeting, Harrisburg, Pa.

Jan. 19—New England Daily Newspaper Assn., mid-winter meeting, Copley Plaza Hotel, Boston.

Jan. 20—Six Point League, luncheon, Advertising Club of New York.

Jan. 22-23 — Kansas Press Assn., annual meeting, Salina, Kan.

Jan. 24—Samuel F. B. Morse First Demonstrated Telegraphy, New York, 1838.

Jan. 26-27 — National Advertising Commission, annual convention, Hotel Secor, Toledo.

Jan. 27-28—Fifth District, A. A. C. W., annual convention, Toledo.

Jan. 28-29 — Indiana Republican Editorial Assn., mid-winter meeting, Indianapolis.

Jan. 29—Northeast Missouri Press Assn., meeting, Macon, Mo.

Jan. 29—"Carnation Day" in honor of William McKinley, born 1843.

Jan. 31 — 13th Amendment (Abolishing Slavery) adopted.

Our Customers Write Our Ads

PADUCAH, KY., NEWS-DEMOCRAT Says—

"The fine appearance of our paper tells better than we can, the service we are getting on our DUPLEX TUBULAR press."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

Largest morning & Sunday circulation west of St Louis

Los Angeles **EXAMINER**

The Central Press Association

Producer of the "World's Best Picture Page"

Uses
CERTIFIED
DRY MATS

What's so Perishable as News?

¶ The time spent drying wet mats under the steam table is so much time wasted. These 4 to 7 minutes may be utilized in many profitable ways to the advantage of every branch of your newspaper.

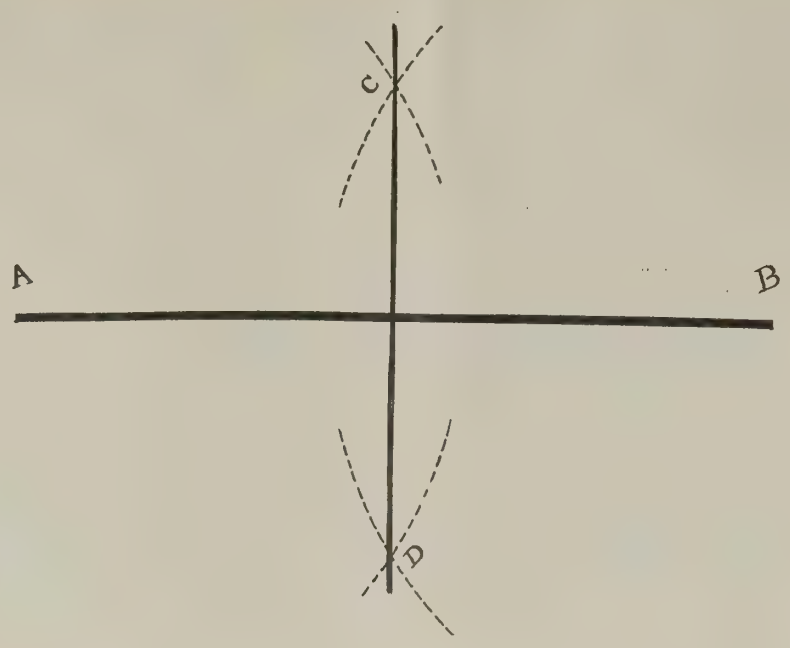
¶ The CERTIFIED COLD process of stereotyping eliminates the steam table and yet gives "wet mat" printing results. Let us tell you how—there's no obligation on your part.

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue New York, N. Y.

for wet mat printing with DRY MAT facility—use Certifieds.

MADE IN THE U. S. A.



Columbus-A Bisected Market

One half of all the evening newspapers sold each day in Columbus, Ohio, are Columbus *Citizens.*

Here are the most recent available figures for circulation in Columbus:

Columbus Citizen . . . . 54,456 A.B.C.

Other evening paper . . . . . 54,651 *NOT* A.B.C.

The situation is unique. In such an absolutely bisected market the expressions "first choice" and "second choice" lose all significance.

Between two good evening newspapers—each with 54,000 city circulation—the safe choice is to use *BOTH.*

Advertisers cannot cover Columbus without The Citizen. The Citizen is the only Columbus newspaper which belongs to the A.B.C.

The Columbus Citizen

A Scripps-Howard Newspaper

Member of the A.B.C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

SHRYOCK NAMED B. M. OF CHICAGO NEWS

Publishers Former Assistant Takes Executive Post—Leslie Barton Appointed Advertising Manager

James N. Shryock assistant business manager of the *Chicago Daily News* has been appointed business manager to succeed Walter A. Strong, now publisher and principal owner of that paper.



JAMES N. SHRYOCK

Coincident with the promotion of Mr. Shryock, the appointment of Leslie M. Barton, advertising man of wide experience as new advertising manager of the Daily News was announced by Mr. Strong.

Mr. Shryock joined the News nine years ago as a classified advertising solicitor at $10 a week. He progressed steadily, successively holding the positions of circulation promotion manager, assistant advertising manager, and assistant business manager.



L. M. BARTON

Mr. Barton succeeds J. B. Woodward, who is to be foreign representative of the News with offices in New York and Chicago. Mr. Barton is 36 years of age. He started on his advertising career at 16 as an office boy with the William S. Power Company of Pittsburgh. Two years later he became an advertising solicitor for the *Pittsburgh-Gazette Times*. He held various positions elsewhere in the next two decades and until coming to Chicago a month ago, had been vice president of McKinny, Marsh & Cushing, of Detroit, the concern which handles the Ford Motor company accounts.

For some time he has been associated with his employer, Walter A. Strong, in the "100,000 Group of American Cities," of which Mr. Strong is president and Mr. Barton secretary and treasurer.

Mr. Barton has made a special study of merchandising with reference to newspaper advertising. He compiled the volume, "A Study of 81 Principal American Markets," for the 100,000 Group. Within the last twelve month, $125,000 was spent in distributing this book.

The Chicago and Detroit offices of Woodward & Kelly will continue to handle the Daily News advertising accounts as before, and on the Pacific coast C. George Krogness will have charge of the News' interests.

HUNTING IN CAROLINAS

First Incident in W. H. Dodge's Retirement Is Pleasure Trip

William H. Dodge, retiring president of Allied Newspapers, Inc., plans to leave New York about Feb. 1 for an extended hunting trip in the Carolinas.

Mr. Dodge started his business career, at 14 years, with a capital of $1.75, as stock boy in a clothing establishment, working Sundays as a bottle-washer.

Making the acquaintance of F. W. Kellogg, then advertising manager of *Cleveland Press,* he entered the employ of that newspaper at $3.00 a week. In a short time he became classified advertising manager, ascending rapidly to the position of advertising manager, business manager of *Cincinnati Post,* assistant to the president of the Scripps-McRae group, president of eight Scripps-McRae newspaper companies.

He was one of the chief associates of Mr. Scripps in organizing and building up these journalistic enterprises. When they became Scripps-Howard newspapers, Mr. Dodge was elected president of the Central Group of newspapers.

At that time the national representation of the Scripps-Howard list was handled by a national advertising department. Mr. Dodge held the idea of a new Scripps-Howard company, with a chain of important offices over the country, with powerful selling staffs, devoted to vigorous representation of the 24 newspapers. In 1922 he organized Allied Newspapers, Inc., and formed a staff of able advertising men.

At intervals during the past five years he has found time to organize and direct the business end of *Washington Daily News, Baltimore Post* and a number of other new Scripps-Howard enterprises in which he became director and stockholder. He retains his extensive stock interests.

"The greatest satisfaction I have found in the newspaper business", said Mr. Dodge, "is the men whom I have helped to find themselves. There has been infinite pleasure in watching a score or more young men climb their way to posts of importance, responsibility and partnerships. These sentimental and human rewards count most."

PAPER GROUP TO MEET

Canadian Association to Discuss Pulpwood Resources, Jan. 27-29

The extent of Canada's pulpwood resources will be discussed by Federal officials and chief foresters of three provinces at the annual convention of the Canadian Pulp and Paper Association, which will be held in Montreal, Jan. 27, 28 and 29. The question of export tax on pulpwood is not on the agenda, but may again come up for lively discussion. F. W. Clarke, president of the Association, will preside, and a large representation of men interested in the industry is looked for.

Among the special speakers will be Col. R. R. McCormick, president of the Ontario Paper Company and co-publisher of the *Chicago Tribune,* and Professor Herbert Hibbart, well-known authority on cellulose chemistry, who was recently appointed to the chair of Industrial and Cellulose Chemistry at McGill University. There will be papers on technical problems connected with all phases of the industry given by experts from various parts of the United States and Canada.

A resolution passed at last year's meeting of the Association precipitated a nation-wide discussion of the embargo question.

Changes in Williamson

Charles L. Long, telegraph editor of the *Wheeling* (W. Va.) *Intelligencer,* has become editor of the *Williamson* (W. Va.) *Daily News,* succeeding Robert Cochran, now business manager of the News.

241,536

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

December, 1925

The average net paid circulation of **THE SUNDAY SUN** per Sunday for the month of December, 1925, was 187,069.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

FT. LAUDERDALE NEWS SOLD BY GALVINS

Thomas and Horace C. Stilwell New Owners of Florida Daily —Plan Morning Paper

Sale of the *Ft. Lauderdale* (Fla.) *Evening and Sunday News* by L. S. and W. J. Galvin, publishers, to Thomas and Horace C. Stilwell took place Jan. 9. The price was not disclosed.

The Stilwells plan to issue a morning paper named the *Sun* for which Associated Press service has been obtained. The News has A. P. service. The two papers will be issued from the same plant. Executives for the new paper have not yet been named.

The new owners came to Florida from Indiana where they were in business.

The News represents a consolidation of the old *Ft. Lauderdale Sentinel* and *Weekly Herald* which were were purchased by the Galvins in February 1925, from Col. George G. Mathews. The Galvin brothers came to Florida from Ohio where they publish the *Lima Daily and Sunday News* and the *Wilmington Daily News-Journal.*

Upon purchasing the Ft. Lauderdale papers they built a two-story plant and installed a new press and other equipment.

The sellers and purchasers were brought together by Olin W. Kennedy, managing editor of the *Miami Herald.*

The Galvins stated they were not ready to announce their plans for the future in Florida.

COUSINS LOSE APPEAL

Technicality Thwarts Further Attempt to Break Eastman Will

Seven cousins of the late John C. Eastman, former publisher of the *Chicago Daily Journal,* have been denied an appeal from a probate court ruling which upheld the will of the publisher as drawn. They had attempted to break the instrument which bequeathed the Journal to three employees of Mr. Eastman, W. Frank Dunn, O. L. Hall, and H. G. Deuter.

Judge Kickham Scanlan of the Cook County Circuit Court upheld the technical contentions of the newspaper attorneys, that the contestants failed to pay the necessary fee to the clerk of the probate court in the statutory time required to carry the probate court decision to the circuit court. They missed it by two days, according to the evidence.

"I have wrestled with this motion," said the judge, "With a disposition to beat the motion; but I don't make the law. I am so satisfied that if I overrule this motion I would be reversed in the upper court, that I am compelled to follow the law. I am unable to find any way to get around it, and the motion to overrule will have to be granted."

The contestants gave notice of intention to appeal to the state supreme court.

Pulp Group Plans Laboratory

The Canadian Pulp and Paper Association has on foot a project to erect on the campus of McGill University, Montreal, a building which will provide suitable accommodation and equipment for research laboratories of the association and of the Department of Industrial Chemistry at McGill. Towards the maintenance of this latter department the association has subscribed $7,500 a year.

It's pretty hard to read those silk hosiery ads in a subway train, these days, when the flappers seated across the aisles are showing the real goods.—*New York American.*

Certainly

You Should Make 1926 Your Greatest Year in Circulation and Advertising Revenue

HOLLISTER'S
Circulation Organization
'Phone, Wire, or Write, care of Cleveland Plain Dealer.

"What is the Ludlow?"
Here is the answer

THE Ludlow is a system of producing, in sluglines, type of any point-size from 6 to 60 point, including bold and extended. The matrices are set from a case by hand, into a special stick and then the line is cast on the Ludlow.

Every slug is delivered trimmed to exact typeheight ready to print. The casting is entirely automatic.

The Ludlow is simple, fool-proof, reliable. There are no intricate adjustments—any compositor can operate it after an hour's instruction.

The quality of Ludlow faces—the amazing speed at which the copy is set—the economy and efficiency of this machine all recommend it to newspapers satisfied with nothing but the best.



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
New York: 63 Park Row
Boston: 261 Franklin Street

LUDLOW QUALITY COMPOSITION

PONY AUTOPLATE PLUS

THE CITIZEN
OTTAWA, CANADA

November 19, 1925

WOOD NEWSPAPER MACHINERY CORPORATION
501 Fifth Avenue, New York City

Gentlemen:

I feel we would be unappreciative if we did not take this occasion to let you know how gratified we are with the increased speed and efficiency which we have had in our stereo room since the recent installation of your Pony Autoplate.

Both our mechanical superintendent, Mr. H. M. Butler, and the stereo foreman, Mr. Hulme, are unanimous as to its efficiency and of course the latter is particularly pleased with the fact that the Pony Autoplate is a labor saver, in that it has done away with the lifting of plate out of the box, and to our mind this is where considerable of the increased speed is accounted for. Our mechanical superintendent also informs us that in the rush hours we never think of even giving the plate an extra hand trimming but plate it on the press just as it comes from the Pony Autoplate.

We are glad to advise you that at no time have we regretted our decision in ordering your machine and we want you to know how pleased we are not only with the Autoplate itself, but with the many courtesies you have extended us since its installation.

Yours very truly,

THE CITIZEN PUBLISHING CO., LTD.

J. P. Kenny

Production Manager

PONY AUTOPLATE SERVICE

The Bee-Line Press Car

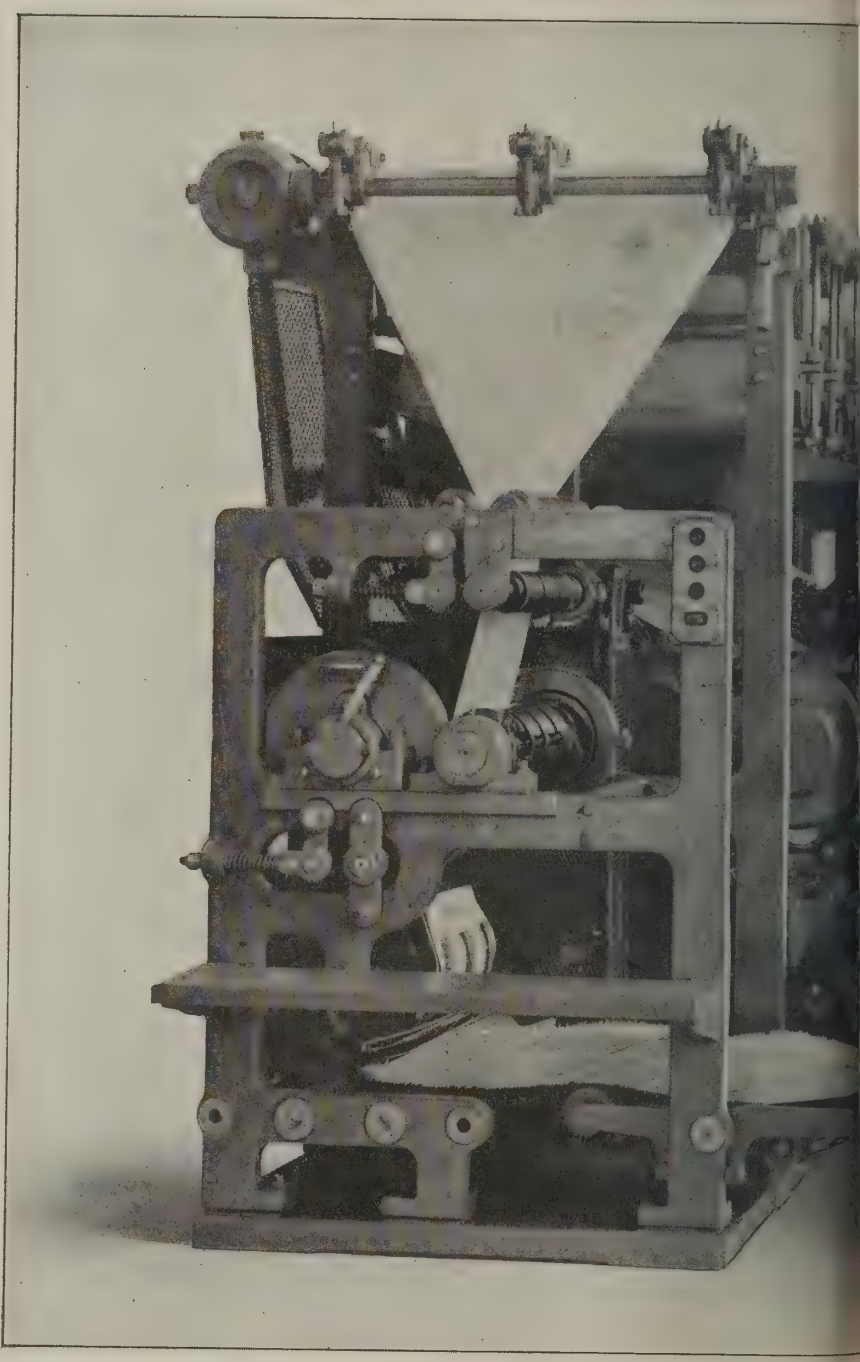
Out of the Dirt a

In the BEE-LINE PRESS everything is thoroughly first-class; nothing is slighted. In putting it out we merely have done the following up-to-date things:

(1) By the use of several new inventions we have cleared away a mass of unnecessary complication which has always persisted in printing press construction.

(2) We have introduced the latest and most accurate methods of quantity production known to machine tool, motor car, and electrical machinery manufacture.

(3) We have cut away every discoverable vestige of economic waste in our manufacturing and marketing operations.



NET PRICES WOOD BEE-LINE PRESSES

No. 1-16, Single Unit 4-6-8-12-16 pages		$15,130
No 1-20, Single Unit, 4-6-8-10-12-16-20 pages		16 590
No. 1-32, Double Unit 4-6-8-10-12-14-16-20-24-28-32 pages		25,240
Prices quoted above are for presses fully motorized, without stereotying equipment		
Additional 16 paged units ready for attachment	@	9,830
Additional 20 paged units ready for attachment	@	11,280

Note the simplicity of the
plate cylinders, fountains, and p

Note the fact that the pressm
every operation of printing, foldi
ness and operating visibility are

All prices f. o. b.

WOOD NEWSPAPER MA

501 FIFTH AVENUE,

es Its Motor On Its Back

Out of the Way



(4) We have procured, for those who want it, long time financial accommodation, such as is enjoyed by the purchasers of motor cars but at lower rates. This accommodation we pass on to our customers at actual cost.

(5) We have brought within reach of the smaller newspaper as good and as swift a printing press as that employed by the wealthier metropolitan newspaper, and we have enabled the former to employ every favoring practice enjoyed by the latter.

(6) We have adopted the practice of sending out with the Bee-Line Press a complete motor equipment of the latest pattern which, because it is set upon the machine itself, requires neither floor space nor foundation.

(7) We have brought to the smaller city publisher more value for his dollar than he ever has had.

r and the accessibility of
rolls.

ews from a single location
l delivering. Such handi-
y unique.

eld, N. J.

STEREOTYPE EQUIPMENT

Pony Auto-Plate Machine, motorized
3-Ton Metal Furnace
Metal Pump
Dry Mat Roller, motorized
16 Chases
16 Form Tables

Price $9,420

Extra Chases @ $50.00 Extra Form Tables @ $54.00

INERY CORPORATION

YORK

EDITORIAL

CAUSE AND EFFECT

THE Senate committee, under the chairmanship of Senator Couzens, has reported a condition in the Treasury Department that must have been dumbfounding to the average citizen who has paid his income tax honestly and as a sincere public duty. Improper amortizations cost the government $210,000,000, while tax refunds in some four years totaled nearly $460,000,000, according to the report.

It is officially charged that, behind the curtains of our government, there has been "bargaining" and "favoritism" and there is a damning indictment against the personnel of Uncle Sam's treasure house.

All very unpleasant reading for the American public, but not surprising to any thinking newspaper man. The Committee itself tells in clear language how the alleged skulduggery has been possible. Here you are, in the words of the report:

"The unsatisfactory conditions developed by this investigation are the inevitable result of the delegation of almost unlimited discretion to be secretly exercised. It is believed that but few of the unsound settlements to which attention has been called would have been made if it were not for the belief that they would never become public."

Public business done in secret, with money or any other valuable perquisite at stake, just will not work. Men are selfish, men are greedy, men are able to twist conscience into convenient sophistry, to gain privilege over their fellows. It is a story as old as the hills that a type of man considers it no crime to cheat the government that protects him and fosters his welfare, if and when he believes that he will not be found out. Publicity is the great guard that stands at the gates of our republic. As newspaper men we have seen the fact demonstrated over and over thousands of times. The framers of the Constitution recognized the danger and licensed the press to stand at the gates to guard.

The Couzens report is made public at a time when, seemingly by unanimous consent of a large section of the press and of the representatives of the people at Washington, the publicity feature of the income tax law, as it affects individual returns, is about to be killed. Indeed, EDITOR & PUBLISHER finds itself crying like a voice in the wilderness for publicity of tax returns. Most of the newspaper men we hear from actually believe that the great duty of standing guard over the collection of public funds should be abandoned, on the ground that it is an "invasion of private rights." Of all the things in the world that journalists might be sensitive about in their work of publishing personal news, the amount of money that a man has paid as income tax seems to have been selected as the great taboo.

We think it may be fairly said that the Couzens report of conditions which have sprung from secrecy in one department of the tax collection bureau indicates what may be expected if secrecy is made the standard for the whole system.

Sow free publicity and reap the contempt of all advertisers.

FORD PUBLICITY AGAIN

J. J. CALLAN, of the advertising department of Ford Motor Company, Milwaukee, Wis., on January 4 sent to editors a letter, with a "story" enclosed. The story was a detailed advertisement concerning special equipment that had been added to the Ford car. In his letter Mr. Callan advised editors that a "story" he had previously sent out on the same subject had "not been printed exactly as originally edited" and asked publication of the substitute story. He asked for free copies of the paper containing the revision. It is not clear whether Mr. Callan's department was thus putting over a correction, or whether the big idea was to get the free publicity printed exactly as "originally edited." At any rate, the "story" was calculated to sell Ford cars to the readers of newspapers, with only the small expense of a press agent and postage. Mr. Ford did not build his giant structure by free distribution of his assets, and it is a mistake for newspaper publishers to freely distribute their only marketable commodities.



He that loveth not, knoweth not God; for God is love.—1. John, III; 8.

COAL STRIKE NEWS

IT is saying something that everyone knows—that the hot-spot of controversy in American life more feared by publicists than any other question, is the ceaseless battle between organized labor and organized capital. For ten years newspapers, by and large, have increasingly neglected both news presentation and editorial leadership in labor affairs, first on the pretext of maintaining strict neutrality, latterly on the pretext that neither capital nor labor can be trusted to tell the truth, with the added commonly accepted notion that the general public is not interested.

A few years ago we noted the neglect by the press of the gigantic strike of iron workers, centering at Pittsburgh. Some damning charges have since been made against newspapers and newspaper men on account of the handling of that conflict, the chief allegation being that, in effect, a section of the press entered into a conspiracy with capital to suppress the vital news of the fight. None of our readers familiar with the facts will dispute the statement that the story was handled with gloves and, by the rank and file of editors, was regarded as "loaded."

On Sept. 1, 1925, the anthracite coal miners opened the biggest strike campaign in the history of this country, in point of number of men involved, and the battle has run into one of the most stupendous losses in labor history. In the coal region it has been a quiet struggle, as there has been no organized effort to break it by force. The strike has disturbed social and economic conditions, however, as gravely as any labor conflict during this generation.

From September to date the newspapers have handled the subject listlessly, casually, only the exceptional newspaper showing any spirited disposition seriously and candidly to penetrate the issues. Days and weeks have passed with little or only routine mention of the strife. Indeed, it is our opinion, that this great strike has been the most underplayed big story of modern times. This opinion is largely based upon a contrast between the handling of this story and that of the strike of these same men, practically for the same causes, a quarter of a century ago.

January 16, 1926 Volume 58, No. 34
EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
Suite 1700 Times Building, 42d St. and B'way, N. Y.

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business Manager.
Charles B. Groomes, Advertising Manager.
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James W. Brown, Jr., Promotion Manager.
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Associated With The Advertising World of London.

Washington: J. Bart Campbell, 608 District National Bank Building, Telephone Franklin 4054, Adams 7625.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building. Garfield 117.
Chicago: L. B. Gilmore, Room 900, 30 North Dearborn St., Telephone Dearborn 5422.
Pacific Coast Office: I. Allen, care San Francisco Examiner.
London: The Advertising World represents EDITOR & PUBLISHER for the British Isles, 14 King Street, Covent Garden, London, W. C. 2.
Paris: G. Langelaan, 47 Avenue de l'Opera, Paris.
Tokio: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy, $4 a year; foreign $5; Canadian $4.50.

The issues between the miners John Mitchell led in 1901-2 and the operators of those days were impressed upon the minds of every intelligent citizen through featured newspaper publicity. So great did the public clamor become for an honest settlement of the conflict that President Theodore Roosevelt, with no more law than now obtains, forced an arbitration agreement as one of the first important acts of his administration.

In candor we now ask: How many newspaper readers today know that the demands of the strikers led by Lewis were for $1 a day increase for all day workers, an increase of 10 per cent for contract miners, the check-off of union dues and assessments, and added minor conditions? Ask a reporter on your staff what the check-off issue really means. Will he know? Would he be able to tell you what the attitude of the operators and Lewis has been toward arbitration?

The point is, are people, through newspaper information, intelligently discussing these matters or are they saying the coal operators are a lot of highwaymen; the miners get $90 a week and live like princes; soft coal in a grate constructed for anthracite burns as well; it is all a conspiracy and the labor leaders are as bad a bunch of grafters as the mine owners, and other such assertions having no base of actual knowledge? It is our experience that such is the common talk. The average reader knows more definitely the cut of Irving Berlin's collar, or the color of Mrs. Rhinelander's eyes, or the 1924 batting average of any popular ball player, than the main essentials of a labor dispute which has brought misery to thousands of people of the coal regions, huge losses to capital, suffering, inconvenience and waste to millions of coal consumers and has put clouds of soot into the air of many heretofore clean cities.

Cynical newspaper men are heard insisting that the public is not interested and will not read a serious strike story. We think that is the veriest nonsense, and we judge so because every man and woman we meet in New York wants to talk about the coal strike and seems utterly lost in trying to explain it. Of course, the public will not breathlessly follow a dry account of any event or hand-outs and unsupported assertions put up as "news."

The vast majority of newspapers are free of industrial or banker control. We know of no coal advertising influence. Yet the general press has dodged the coal strike, publishing as little as possible of the inescapable spot news developments, avoiding four-square editorial page discussion, and almost completely neglecting feature display of the human factors involved.

A great story has, for a third of a year, been handled as a routine matter.

Because it does business in the open, the press is a shining mark for critics.

ADD "PEARLS"

A STIRRING appeal to the youth of journalism schools to don the mantle of mediocrity and play bird dog for materialism was made last week by Marco Morrow, assistant publisher of the Capper Farm Press. Mr. Morrow spoke to the boys at the Kansas State Agricultural College, setting up the doctrine that the newspaper is a commercial enterprise, serving commercially minded people in a commercial age. He urged that uplift be avoided and his deepest fear seemed to be that someone would commit hypocrisy.

Mr. Morrow, if correctly quoted, made the following astonishing assertion: "The men who really help mankind move forward are the men who keep step with their fellows, elbow to elbow, and gently, almost imperceptibly, give the former urge."

On the contrary, journalism, both professional and commercial, is calling for leadership today, as never before. No leader walks elbow to elbow and gently urges—he steps out and courageously finds the path for the sightless, aimless, stumbling herd. Mr. Morrow's philosophy is shallow and futile and, by following it, no boy can catch inspiration which will raise him six inches above the dust. It is difficult to believe that an apostle of Capper of Kansas would seriously plead the cause of a low ideal, and we wonder if Marco Morrow is not spoofing.

PERSONAL

VICTOR MURDOCK, editor-in-chief of the *Wichita* (Kan.) *Daily Eagle,* now traveling in Europe, recently sent to his newspaper a series of colorful stories of conditions as he found them in Turkey.

Howard Kahn, editor of the *St. Paul Daily News,* is ill in a local hospital. Walter Chase, managing editor, officiates in his place.

H. Z. Mitchell, publisher of the *Bemidji* (Minn.) *Daily Pioneer* and president of the state editorial association, has been appointed by the governor as member of a commission to study the crime situation and suggest changes in the penal code.

Miss Constance Piper, daughter of Edgar B. Piper, editor of the *Portland Oregonian,* is returning to this country after a concert tour of Australia and New Zealand in company with Miss Edna Thomas.

IN THE BUSINESS OFFICE

MISS LOUISE ALLEN, of the advertising staff, *New York American,* has been visiting in Portland, Ore., the guest of her brother, Franklin Allen advertising manager of the *Portland Telegram.*

Walter J. Merrill, formerly with *Liberty,* assumed his new duties this week as advertising manager of the *New York World.*

IN THE EDITORIAL ROOMS

FRED M. McLENNAN city editor of the *Buffalo Express,* has been promoted to managing editor. He formerly was Associated Press representative at Buffalo.

Edward E. Whiting, *Boston Herald,* has discontinued the column he has conducted for the past four years, and in its stead is writing twice a week, a new book column, "Whiting's Digest of Books You Should Read."

State Senator Joe M. Moore has resigned as city editor of the *Greenville* (Tex.) *Morning Herald* to become associated with the Great Southern Life Insurance Company in Greenville.

Ben Kartman, of the *Chicago Daily Journal* copy desk, was re-elected editor of the Phi Epsilon Pi quarterly at the annual meeting of the fraternity at Atlanta, during Christmas week, and also named Second Grand Vice-Superior of the national chapter.

Russell Weller of Pottstown, has joined the reportorial staff of the *Meriden* (Conn.) *Morning Record.*

John Paul Jones has joined the *San Antonio Evening News* as reporter. He formerly was with the *Galveston News,* and later went abroad.

Miss M. Louise Evans has joined the *Tuquier* (Va.) *Democrat* staff.

Edward P. Lyons, sporting editor of the *Denver Times,* has been elected president of the Denver Civitan Club.

Thomas W. Carens, political writer on the *Boston Herald,* spoke before the Quincy (Mass.) Rotary club last week on "Covering the State House."

Joseph Gunn, formerly sporting editor of the *Newark Evening News,* has joined the sales department of a Newark automobile concern.

Paul M. Wildrick, correspondent for EDITOR & PUBLISHER, and a resident of Edison, N. Y., is confined to the Packer Hospital, Sayre, Pa.

Richard Washington, after a brief connection with the *Miami* (Fla.) *Herald,* returned to the *St. Paul Daily News* as general assignment man.

Alice Johnson, of Brooklyn, has joined the *Elizabeth* (N. J.) *Times* staff.

E. James Naples of the *Buffalo Courier* is appointed to a secretaryship in the department of public works and Howard Stesel, formerly of the *Buffalo Express* is named secretary and treasurer of the municipal parks department recently.

Edward S. Adams, former managing editor of the *Elmira* (N. Y.) *Advertiser,* and a retired member of the United States diplomatic service, was the recent guest of friends in Elmira where he celebrated his 75th birthday.

Henry Souvaine, concert pianist and composer, has been appointed theatre and music editor of Culbertson Publications.

MARRIED

JOHN E. DREWRY, adjunct professor of Journalism in the Henry W. Grady School of Journalism, University of Georgia, to Miss Kathleen Jean Merry of Athens, Ga., Dec. 24.

Guy C. Stearns, *Danville* (Va.), newspaper man, to Miss Nellie L. Wilkins, of that city, in Omaha, Neb. They will make their future home in Danville.

WITH THE SPECIALS

HOWLAND AND HOWLAND, newspaper representatives, New York, have been appointed to represent the *Meadville* (Pa.) *Tribune-Republican.*

Kenneth S. Gordon, for more than three years with Erwin Wasey & Co. and more recently with Chas. Daniel Frey, has joined the soliciting staff of Alcorn & Seymour Company, Inc., Chicago office.

Miss Henriette Weber, of the John B. Woodward staff, won honorable mention in the recent Newspaper Advertising Typography Contest instituted by the *New York Times.*

HOLDING NEW POSTS

CLAYTON YOUNG from *Chicago Tribune* to *Chicago Daily Journal* copy desk. Other new additions to the Journal's staff include Michael Fielding, from London, Eng., and Dan Hennessey, from the publishing house of Haldeman-Julius.

Charles E. Fisher, from *Kennett* (Mo.) *Dunklin Democrat* to reportorial staff, *Memphis Press.*

Ed Roney, from commercial editor, *Minneapolis Tribune,* to staff, *St. Paul Daily News.*

A. Glenn Burch, from staff, *Cedar Rapids* (Ia.) *Gazette,* to publicity department, Northwestern Bell Telephone Company, Omaha, Neb.

Lewis Berman, from *Chicago Daily Journal,* to state editor, *Muskegon* (Mich.) *Chronicle.*

Francis Murphy, from the *Elizabeth* (N. J.) *Times,* to copy desk, *Baltimore News.*

ON THE MECHANICAL SIDE

BERT WOODWARD, foreman of the *Garden City* (Kan.) *Telegram* composing room has resigned to join the *Flagstaff* (Ariz.) *Sun.*

William E. Taylor has been elected president of the Wilmington (Del.) Typothetæ.

FOLKS WORTH KNOWING

ARTHUR S. THOMPSON, who recently left the Associated Press after long service to assume the management of the news ink department of the H. D. Roosen Company, New York, brings to his new field a wide acquaintance with newspaper publishers and a varied range of activities bearing on the newspaper field.



A. S. THOMPSON

He became secretary to the general manager of the Associated Press, then Melville E. Stone, in 1913, and continued in that capacity when Frederick Roy Martin succeeded Mr. Stone in 1920. Mr. Thompson handled arrangements for all of the annual meetings and luncheons of the A. P. and in recent months as executive assistant under General Manager Kent Cooper, he visited the offices of many members detailing the progressive policies of the service.

The advertising campaign that the Associated Press began a few months ago—a distinct innovation for the A. P. and striking some seldom-heard notes in advertising—was designed and carried out by Mr. Thompson. It has been cordially received by the members.

Mr. Thompson, prior to joining the A. P. service, had spent eight years in the Philippine Islands, during most of which he was associated with the War Department's efforts to establish a shipping industry in the islands. He returned to the United States in 1912 as secretary to John Skelton Williams, then Assistant Secretary of the Treasury.

CHANGES OF OWNERSHIP

WINSLOW (ARIZ.) MAIL has been sold to C. L. and C. P. Giragi, publishers of the *Tombstone* (Ariz.) *Epitaph.* C. L. Giragi will act as editor of the Mail.

Harry J. Childs has sold the *Akron* (N. Y.) *News,* weekly, to Richmond E. Schultz, former employe of the publication.

C. N. Noble has disposed of his interest in the *Kerens* (Tex.) *Tribune,* to remove to the Rio Grande Valley. His father, A. Noble, resumed business man-

(*Continued on page* 28)

100% Plus 100%

SUPERIORITY of the newsphotos and sports in The Central Press Association's complete and exclusive daily illustrated news and feature service is established. More than 400 editors rate them 100 per cent.

The features in the Central Press service also are 100 per cent, as a constantly increasing number of editors are willing to testify.

Cargill's editorial cartoons are reproduced with exceptional frequency by The Literary Digest and other important reviews. Clark Kinnaird's daily editorials (which can be used unsigned, if the editor prefers) are a distinguished feature of more than 100 editorial pages. Mme. Lisbeth's fashion articles, illustrated by actual photos, have a nation-wide audience. There always is a women's serial of compelling interest, by a noted author, being released to Central Press clients. Florence Smith Vincent writes children's stories: Mary Morten, household science; Mrs. Elizabeth Thompson, heart and home advice, and Lilian Campbell, a review of women's activities, for Central Press. There are seven other entertaining or informative features in the daily Central Press service.

Let us send you the service for three days, without charge.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Editor and Manager

P. S. We Produce the World's Best Picture Page.

ZENITH FICTION

FICTION, ON ITS MERITS

The twin, weekly, illustrated, short fiction services, Pinnacle and Zenith, are used in most of the major cities of the United States and Canada, and in many smaller cities.

From long practice and from constantly keeping in touch with subscribers it looks as if we supply just those stories that pull best in newspapers.

Authors include the best known and most popular of the time, the very biggest names.

"Ideal for newspaper use."

"Cream of the short fiction of the day."

These are actually typical of the comments of users.

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager

150 Nassau Street, New York City

PINNACLE FICTION

agement of the paper with Percy Noble editor.

Vern Pratt has sold his *Elkton* (S. D.) *Record* to H. C. King, late of Corvallis, Ore.

James E. Laney has leased the *Coolidge* (Tex.) *Herald* from A. B. Prince.

J. H. Waggoner has sold an interest in the *Whitewright* (Tex.) *Sun* to T. G. Doss, who is in charge of the Sun mechanical department.

W. F. Lake has sold his *What Cheer* (Ia.) *Patriot* to George A. Hopkins of Hartington, Neb. George Wasson becomes managing editor. Mr. Hopkins recently was foreman of the mechanical department of the *Sigourney* (Ia.) *Keokuk County News.*

Sherman Yates, for 29 years editor of the *Tipton* (Ia.) *Advertiser,* has retired leaving publication of the paper to his associates, J. E. and Everett Chamberlain, who have taken over his interests in the plant

Earl E. Houdek has purchased the *Delta* (Ia.) *Press* from Mahan Brothers and assumed possession Jan. 14. For the last year Mr. Houdek has been associated with the *Keokuk County News* of Sigourney, Iowa.

NEW PLANTS AND EQUIPMENT

SALAMANCA (N. Y.) REPUBLICAN PRESS, is having plans drawn for a new home to be built adjoining the present three story plant. New equipment will be purchased.

Ottawa (Kan.) *Herald* has purchased a new Duplex tubular press to be installed before March 1. R. A. Harris is publisher.

Danville (Ill.) *Commercial-News,* which is now pushing to completion an annex which will provide an increase of 50 per cent in the plant's floor space, has purchased ground to the rear of its present building in anticipation of further development. The new site is 44 by 147 feet, giving a 12-foot driveway through a private alley, but excavation underneath this alleyway will give the Commercial-News an unbroken basement space of 180 feet and the second floor may be bridged across.

Hagerstown (Md.) *Herald-Mail* has awarded the contract for the erection of a large addition to its newspaper building on South Jonathan street. The addition will house a new press.

Recent Intertype installations have been made on the following newspapers: *Indianapolis Star; Brookville* (Ind.) *Democrat; Edgar* (Neb.) *Sun; Rochelle* (Ill.) *Register; Amboy* (Ill.) *News; Lincoln* (Neb.) *Star; St. Louis Globe-Democrat* (8).

New press equipment has been shipped to the *Tokio Nichi Nichi* by R. Hoe & Co. It will increase the press facilities of that newspaper to three octuples.

Duplex tubular presses have been installed by the *Shamokin* (Pa.) *News* and *Glens Falls* (N. Y.) *Post-Star.* NEA, Cleveland and the *Martins Ferry* (O.) *Times* recently purchased Duplex heavy duty mat rollers.

SPECIAL EDITIONS

HARTFORD (CONN.) COURANT, 32-page Annual Review of Business Conditions in Connecticut, Jan. 3.

Lansing (Mich.) *State Journal,* 72-page Annual Industrial and Financial Number, Jan. 1.

Cape Girardeau (Mo.) *Southeast Missourian,* 38-page New Year edition, Dec. 31.

Halifax Herald and Evening Mail, New Year edition, Jan. 1.

Montreal Gazette, 64-page commercial and financial review for 1925, Jan. 9.

Minneapolis Journal, 24-page Annual Business Review section, Jan. 3.

Boston (Mass.) *Transcript,* a special travel and winter sports section, Dec. 30.

Oceanside (Cal.) *Blade,* annual Progress number, Dec. 10.

Newark (N. J.) *Sunday Call,* 12-page Music section, Jan. 3.

ASSOCIATIONS

MID-WINTER meeting of the **Oklahoma Press Association** will be held at Oklahoma City, Jan. 22-23 instead of Jan. 15 and 16.

Denver's municipal auditorium was transformed into a Spanish courtyard recently and the regal pomp and splendor of King Philip the Fourth's time was revived when the **Denver Woman's Press Club** staged its third annual ball.

Regular monthly meeting of the **New York League of Advertising Women** takes place Jan. 19 at the Advertising Club. Speakers will be B. A. Mackinnon, director of circulation, *Pictorial Review* and Paul Meyer, publisher, *Theatre Magazine.* The guest of honor will be John Clyde Oswald.

New York Advertising Men's Post of the American Legion, recently elected Walter T. Leon commander to succeed William P. Hamann. Other officers elected were: First vice-commander, W. G. Ryan; second vice-commander, Gerrit V. I. Weston; third vice-commander, James A. Brewer; finance officer, Albert E. Hearn; adjutant, George Bohlen; historian, Bernard A. Grimes and sergeant-at-arms, James A. Burrell.

Legislative Press Gallery of Quebec elected the following officers at the opening of the Legislature on Jan. 7: President, Edmond Chase, *Quebec L'Evenement;* first vice-president, O. W. Farrell, *Quebec Chronicle-Telegraph;* second vice-president, J. G. Harvey, *Quebec Le Soleil;* secretary-treasurer, Damase Potvin, *Montreal La Presse* and librarian, Emile Benoist, *Montreal Le Devoir.*

Portland (Ore.) Press Club, which has been comparatively inactive for more than a year, is being revived. The new board is composed of John H. Stevenson, C. M. Hyskell, R. W. Hagood, C. C. Chapman and A. E. Foss.

Baltimore Press Club will hold one of its "Night Extras," to be known as the "Benjamin Franklin Night," Wednesday, Jan. 20. The speakers will be U. S. Senators Arthur Capper of Kansas, C. C. Dill of Washington, and W. Cabell Bruce of Maryland. Judge T. J. C. Williams, president of the Club, will preside.

SCHOOLS

DEAN Walter Williams of the University of Missouri School of Journalism has left for Mexico City where he will lecture in the capacity of an exchange professor at the National University of Mexico. Dr. Williams' class in History and Principles of Journalism at the Missouri school is being conducted by his assistant.

BUSINESS BUREAU PRAISED

Merchants and Newspaper Men Praise Constructive Quality of Work

New York merchants and newspaper men, meeting at a Union League Club luncheon Jan. 12, commended the Better Business Bureau for "the constructive quality of its service."

Those attending were Bayard Dominick, president of the bureau; Frederick Gimbel, Gimbel Brothers; J. F. Bresnahan, business manager, the *World;* Jesse Isidor Straus, R. H. Macy & Co.; Edwin S. Friendly, the *Sun;* James C. Dayton, *New York Evening Journal;* Franklin Simon and Herbert Bennington, Franklin Simon & Co.; Hugh O'Donnell, *New York Times;* Howard Davis, *New York Herald Tribune;* Celsus P. Perrie, James McCreery & Co.; A. L. Clifford, the Worumbo Company; George Hodges, Remick, Hodges & Co.; Donald Cowl, James A. Hearn & Son, Inc.; W. M. Rothschild, Abraham & Straus; John S. Burke, B. Altman & Co.; James McEnery, McEnery's; H. J. Kenner, Howard R. Heydon, Samuel Auchincloss and William H. Mulligan, all members of the bureau's staff.

DAILY'S PRESIDENT, 72, SETS TYPE BY HAND DURING PUEBLO STRIKE

WHEN printers on Pueblo, Col., newspapers struck, Wednesday evening of last week, G. G. Withers, 72-year old president of the *Pueblo Chieftain,* morning newspaper, went back to the type case with a printer's stick in his hand to assist in getting out the paper.

As reported last week in EDITOR & PUBLISHER, the strike lasted but a day, ending in an immediate increase of $1.50 to the printers and a second $1.50 increase July 1, next.

With the back room dark and both advertising and news advertising copy piling up, Mr. Withers organized a force of circulation and advertising men to man the composing room. He was determined that the Chieftain's record of 58 years' publication without missing an issue should not be broken.

Manager George H. Sweeney investigated the intricacies of the linotypes. Under inexpert guidance the machines soon stuck, only half a column of type being set. Outside of this quota, all the new composition in the paper was hand set. But the paper went down on time for both editions.

Members of Pueblo Typographical Union No. 175 asked for a $4 a week increase in the Pueblo wage scale on Jan. 1, 1925. The matter had been pending since that time. A hearing on the matter was held before the Colorado Industrial Commission in October, 1925, and the commission's award was for a $3 per week raise in the Pueblo wage scale. The scale had previously stood at $44 a week.

This award was accepted by the printers but was not satisfactory to the publishers of the Chieftain and the *Star-Journal.* Managers of the two papers wrote the union a joint letter, notifying the men that the award of the commission was rejected by the publishers.

There was talk of a strike for Jan. 1, but it did not develop for that date. Just four minutes before time for the night shift to go to work on the evening of Jan. 6, the Chieftain manager, Mr. Sweeney, who has recently taken over the management of the paper, was notified by his shop foreman that a strike had been called and that none of the printers would report for the night shift.

Former N. Y. Men Meet in Florida

W. Bob Holland, now an editorial writer on the *Miami* (Fla.) *Herald,* recently made an automobile tour of Florida during his vacation with Mrs. Holland. While at Lakeland Mr. Holland spent several hours with Morton Watkins, for many years the New York correspondent of the *St. Louis Post-Dispatch,* who went to Florida six years ago and bought a citrus grove. Mr. Watkins, for a time totally blind from an eye disease, has partially recovered his sight.

PROVE THE POWER OF YOUR MEDIUM

Let Church Advertising Do It

Churches, as a general rule, have been slow to realize the pulling power of advertising. The only way to make them realize it is to show them!

Let us help you start a church advertising campaign in your paper. Give a part of your Saturday space for the insertion of our new Come-to-Church advertisements. Try it for a few weeks and make it the basis of your selling talk to pastors and laymen in the solicitation of individual church advertisements.

Further information will be given on application to the

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS
383 Madison Avenue,
New York, N. Y.

Single Distribution

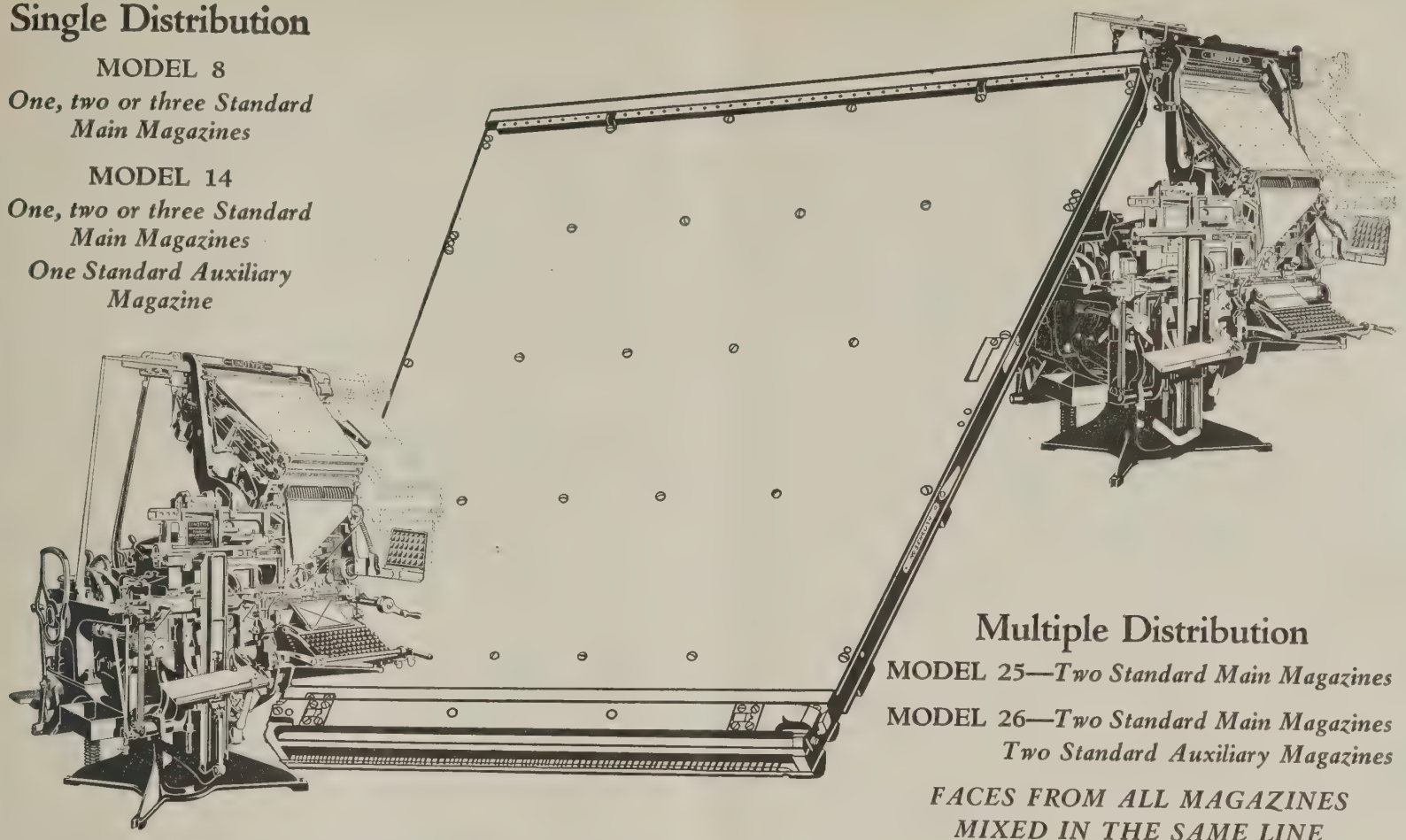
MODEL 8

One, two or three Standard Main Magazines

MODEL 14

One, two or three Standard Main Magazines

One Standard Auxiliary Magazine



Multiple Distribution

MODEL 25—*Two Standard Main Magazines*

MODEL 26—*Two Standard Main Magazines*
Two Standard Auxiliary Magazines

FACES FROM ALL MAGAZINES MIXED IN THE SAME LINE

CAN BE SUPPLIED TO CAST EITHER 30 OR 42 PICA MAXIMUM MEASURE

The printer who has his typographic resources stored in Standard Interchangeable Linotype Magazines is prepared to produce composition of any character in unlimited quantity, in the quickest and most economical way.

Any combination of type faces may be quickly grouped on one machine to meet the requirements of a particular job

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

520.25.11-F

Composed entirely on the LINOTYPE *in the Cloister Bold Series*

ADVERTISING AGENCY AFFAIRS

Milton Towne Elected Joseph Richards Company President—Jenkins Leaves MacManus, Inc., to Join George Harrison Phelps, —Clark Vice-President of World Wide

MILTON TOWNE has been elected president of Joseph Richards Company, Inc., 247 Park avenue, New York, succeeding Joseph A. Richards who has been made chairman of the board. Mr. Towne joined the Richards Company in 1909 and has been vice president and treasurer for a number of years.

Warner H. Jenkins, Jr., formerly vice-president of MacManus, Inc., has resigned that position to become an officer and general executive of George Harrison Phelps, Inc., advertising agency 110 Rowena street, Detroit. For the past 20 years Mr. Jenkins has been associated with the advertising business having been originally with the Howard E. Ireland advertising agency at Philadelphia. After leaving the Ireland Company he was with Power, Alexander & Jenkins, Detroit for eight years. The Phelps Company, with which Jenkins is now connected, is engaged in newspaper and magazine advertising, billboards, and the newer form of radio advertising.

William H. Clark has become associated with the World Wide Advertising Corporation as a vice-president. Among other accounts, Mr. Clark will continue to direct and write the advertising of Raquel, Inc.

Reimers & Osborn, Inc., New York advertising agency, announce the removal of their offices from 1819 Broadway to the new Murray Hill Building, 285 Madison Avenue at 40th street.

The interest of Harry Green in the Green & Van Sant Company, Baltimore advertising agency, has been purchased jointly by Wilbur Van Sant, H. K. Dugdale, W. S. Stith, Jr., and H. E. Corner. Mr. Green has resigned as an officer and account executive.

David C. Thomas, in advertising work in Chicago for 15 years, has joined with Frank Seaman, Inc., New York. For nearly ten years he was a partner in the firm of Husband & Thomas, Chicago advertising agency, which later became the David C. Thomas Company. Previous to joining Frank Seaman, Inc., he was vice-president of the Hoops Advertising Company, Chicago.

C. M. Mutch, advertising manager of the *Canadian Grocer* for the past five years, has resigned to become associated with A. McKim Limited, advertising agents, as account executive.

C. L. Barlow has been appointed production manager of Cole-MacDonald-Wood, Inc., Detroit advertising agency. He was formerly mail promotion manager of the Canadian Consolidated Press.

Thomas Collard, recently a member of the art department of the Portland, Ore., office of the Botsford-Constantine Company, Inc., has joined the art department of N. W. Ayer & Son, Philadelphia.

Lester B. Hawes has been elected vice-president of the Goulston Company, Inc. advertising agency of Boston.

E. J. Hughes is now an account executive with the E. P. Remington Advertising Agency, Buffalo, N. Y. He was formerly a representative of the *Saturday Evening Post.*

Floyd Y. Keeler, formerly vice-president of Frank Seaman, Inc., New York, was admitted to general partnership with Orvis Brothers & Co., New York brokerage house, Jan. 1.

The S. Deane Wasson Company of Houston has been incorporated for general advertising purposes by Mr. Wasson, Mrs. Ruth Talbot Wasson and J. R. Riley. Capital stock is $4,000.

R. M. McMullen Company, Inc., advertising agents, New York, have opened a branch at 244 Adelaide street West, Toronto, to handle Dr. Chase Medicine Company and other accountants.

A. McKim, Limited, general advertising agents, with head office in Montreal and branches in Toronto, Hamilton and Winnipeg and London, England, have opened a branch in Vancouver, B. C., with Darrell E. Longmore in charge.

Charles E. Townsend, formerly of the Research Department of the Federal Advertising Agency, Inc., has joined the *Advertisers' Weekly,* in the capacity of associate editor.

William R. Robinson & Company, Inc., New York, has been appointed to handle advertising of Sal-Mintalk Laboratories, Inc. Newspapers in various cities will be used.

Smith Made Ad Manager

R. Robert Smith, formerly assistant advertising manager of the Freed-Eisemann Radio Corporation, Brooklyn, N. Y., has been promoted to advertising manager of that company. Mr. Smith succeeds Philip V. D. Stern, who has resigned because of ill health.

FLASHES

Prosperous times are those in which nobody cares much how the other fellow gets his.—*Baltimore Sun.*

Professional football is all right, but we draw the line at professional cheerleaders.—*Binghamton Press.*

The ultimate in irony would be a Senate filibuster to kill the Dawes plan to kill filibusters.—*Detroit News.*

California man who stole a picnic basket in 1885, now wants to pay for it. Probably he has just got over the effects of the hard-boiled eggs and doughnuts.—*New York American.*

These times afford specialists for almost everything except knee chap.—*New York Telegram.*

Henry Ford is collecting old fiddlers. Probably wants an absolute monopoly on all the squeaks produced in the United States.—*Nashville Banner.*

France might reach deeper in her pockets is she didn't have a sword in her hand. —*West Palm Beach Post.*

One of the grandest of reducing exercises is to fill a shovel with wet snow and throw it over the shoulder 691 times in rapid succession.—*Detroit News.*

About the only kind of money that doesn't have wings is the money we spend for aviation.—*New York American.*

The deaf, dumb and blind should fare well in Italy. They come close to the dictator's ideal of citizenship.—*Waterbury American.*

An Increase of Six Million Lines
Over 1924 In the Past Year

Our Record

14,652,904 lines of advertising with an average of more than a million and a half lines each month for the last three months is the record of 1925 as set by The TIMES. This is an increase of 6,426,896 lines over the record of the previous year. These figures prove that advertisers recognize the resultfulness of telling their messages to the large and concentrated circulation of the great daily.

Our Territory

The TIMES thoroughly covers the city of Tampa—the largest in Florida, besides adequately serving the highly prosperous and progressive Tampa Territory, which is dotted with splendid and florishing little cities and towns. The supper hour in thousands of homes in this prosperous region finds this metropolitan newspaper on hand with your message.

Reach the Largest Audience in the Largest City of Florida through the medium of

THE TAMPA DAILY TIMES

"Florida's Great Home Daily"

National Representatives: THE JOHN BUDD COMPANY, New York, N. Y.

LAST CALL

Still Time to Place an Advertisement

in

EDITOR & PUBLISHER
INTERNATIONAL YEAR BOOK NUMBER

January 30th is the date of issue of the annual INTERNATIONAL YEAR BOOK NUMBER. There is still time for you to prepare copy. Last forms close January 20th.

This valuable reference book contains answers to 50,000 questions concerning advertising rates, circulations, personnel of newspapers, international publishing and advertising data and hundreds of other vital features directly associated with successful promotion, advertising, marketing and publishing

Over a period of six years this book has become established as part of the equipment of every national advertiser and advertising agency. It is a reference book that works every day for twelve full months in the space buyer's office.

REMEMBER THE DATE—JANUARY 30

Last Forms Close January 20th. *Wire Your Reservation*

EDITOR & PUBLISHER

Suite 1700 Times Building — 42d St. and Broadway, New York City

ST. LOUIS PRINTERS GET WAGE INCREASE

Arbitrator Grants $2 Advance on Time Work, 4% on Piece Work and to Apprentices Retroactive to June 1, 1925

Printers employed on St. Louis newspapers have received an increase of $2 a week on all time work, 4 per cent. increase on all piece work, and 4 per cent. increase to apprentices, retroactive to June 1, last. About $25,000 was paid out under the retroactive clause of the agreement, which was reached through arbitration.

Under the terms of the award of the arbitrator, former Mayor Henry W. Kiel, it was provided that "in the event that this scale shall remain in effect until June 1, 1927, it shall be made retroactive to June 1, 1925. If, however, the wage question is to be taken up as of June 1, 1926, it shall be effective as of December 1, 1925."

Both the publishers and the union accepted the first provision of the award, and thus the scale adopted remains in effect until June 1, 1927, and the printers received the back pay, which averaged about $50 to each worker. The publishers were the first to move the acceptance of this agreement.

The reopening of the agreement started in April last year, with Homer Bassford of the *Times* and A. G. Lincoln of the *Post-Dispatch* representing the St. Louis Publishers' Association and W. J. Gibbons and M. Campbell, the standing Newspaper Scale Committee of Typographical Union No. 8, the printers. The publishers asked for a 10 per cent, reduction in the scale; the union asked for a 22 per cent. increase.

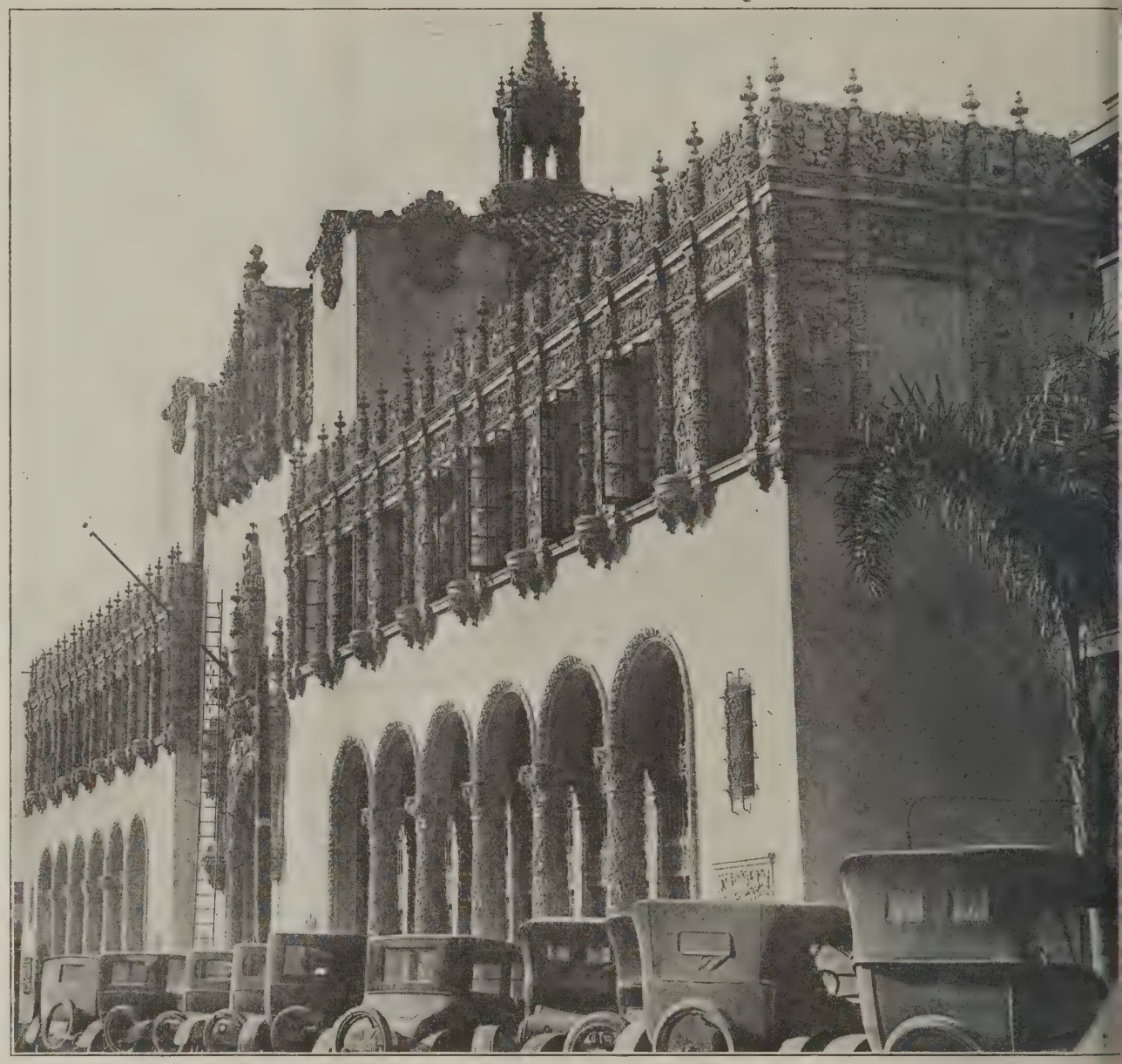
In the negotiations, the publishers were assisted by J. B. Pinkham, secretary of the New York State Publishers' Association, while the printers called in Raymond Moore of the Arbitration Bureau of the International Typographical Union. Mr. Bassford acted for the publishers and Mr. Gibbons for the union, in the arbitration proceedings. Former Mayor Kiel, the outsider, is a general contractor.

Mr. Kiel declined to accept anything for his services, taking the money that such a gift would have cost and buying a radio set for the women patients of Koch Tubercular Hospital.

Under the new agreement, the scale is $51 for 46-hour week for day work and $56 for 45-hour week, night work.

The members of the St. Louis Publishers Association are the *St. Louis Globe-Democrat, St. Louis Post-Dispatch, St. Louis Star* and *St. Louis Times*. The award also was accepted by the *Westliche Post, St. Louis Daily Record,* a court paper, and the World Color Printing Company.

ORIENTAL PALACE HOUSES LOS ANGELES HERALD



This brilliant structure, richly ornamented in Oriental design, is the new home of William Randolph Hearst's *Los Angeles* (Cal.) *Evening Herald.* The building was recently completed and is considered one of the handsomest buildings in the Southern California city.

MAKING INK WORK

Chicago Group Co-operating in Broadcasting City's Slogan

A plan to "get all the ink working for Chicago" is being evolved by Chicago advertising experts, under the inspiration of the Chicago Association of Commerce.

"Chicago, the Great Central Market," is the idea local advertisers are seeking to develop throughout the nation. To do this a committee headed by W. Frank McClure, vice-president of Albert Frank & Co., is seeking new opportunities to get the slogan, "Chicago the Great Central Market" wherever it can be placed.

Marshall Field & Co. have placed the line on the gummed paper tape used to seal all packages sent from the store. Billboard concerns are to be importuned to find a corner on every billboard for the slogan. A series of newspaper advertisements is planned to blazon the advantages of Chicago. Mercantile and financial houses will be asked to co-operate.

Mr. McClure's assistants include G. R. Schaffer, advertising manager of Marshall Field & Co.; J. R. Ozanne, advertising manager wholesale house of Carson, Pirie, Scott & Co.; H. E. Erickson, General Outdoor Advertising Company; Ernest I. Mitchell, president, Mitchell-Faust Advertising Company.

Journalism Head Resigns

M. Lyle Spencer, dean of the school of journalism, University of Washington is resigning to give more time to textbook writing. Dean Spencer will continue as head of the department of journalism, until the end of the present academic year. His position is not expected to be filled, since the legislature has failed to provide sufficiently for the full requirements of the university.

Newspaper Denied Notary Powers

A newspaper is not qualified for appointment as notary public, according to a ruling by Judge D. A. Gregg, chief clerk of the Texas secretary of state. Likewise, he said corporations and partnerships may not be Texas notaries, denying commissions to any except "real live persons." The *Naples* (Tex.) *Monitor*, a newspaper, had been appointed notary public.

Two 200-Ton Mills Planned

With the reorganization of the Whalen Pulp & Paper Mills and the Beaver Cove Lumber & Pulp Company in British Columbia, both of which intend to enter the newsprint manufacturing field with 200-ton mills, newsprint capacity in that province will be doubled. At present there are only two producers, the Powell River Pulp & Paper Company and the Pacific Mills at Ocean Falls, each turning out more than 200 tons a day. The Whalen Company is being reorganized as the British Columbia Pulp & Paper Company, while the International Harvester Company is behind the project.

Telephone company wants a 35 per cent increase in its rates. Probably due to the high cost of getting those wrong numbers.—*New York American.*

Newsboys Win Scholarships

Four newsboys of Portland, Ore., have just been awarded college scholarships from a fund raised through sale of the *Hustler*, newsboys' publication and through an annual boxing smoker, staged for the boys by the municipal boxing commission. Those receiving the scholarships were: Harry Schneiderman, Eddie Fitzpatrick, Ed Bader and Max Naimark.

Trade Mark FLEXIDEAL Reg. U S Pat. Off

THE IMPORTED DRY MAT
OF SUPERIOR QUALITY

Write for Free Samples

FLEXIDEAL COMPANY, Inc.

15 WILLIAM STREET NEW YORK CITY

COUNTRY PUBLISHERS REPLY TO NEW

Legislative Committee of N. E. A. Present Arguments Against U. S. Envelope Printing in Letter to Griest

The Legislative Committee of the National Editorial Association on Jan. 7, replied to Postmaster General New's criticisms of country publishers contained in a letter to Hon. W. W. Griest, chairman of the House committee on Post Offices and Post Roads.

Excerpts from the reply, which was in the form of a letter to Mr. Griest and discussed the subjects of Government envelope printing and the free-in-country privilege, follow:

"Inasmuch as the Postmaster General in his letter addressed to you on Dec. 9, 1925, directs his criticism against the country publishers, we feel it is right and proper that the Congress should know the position of newspaper publishers on the stamped envelope question.

"The letter points out that individuals and organizations in rural districts benefit considerably by the low purchase price of stamped envelopes. It links with this statement mention of the free-in-county privilege accorded the country publisher, to indicate that he is also receiving a concession. The inference is that both the envelope user and publisher are favored, and the publisher should be contented. The truth of the matter is that when Congress extended the free-in-county privilege in 1851, they had the interest of the community in mind and not primarily the individual publisher.

"Insinuations have come from the office of the Third Assistant Postmaster General from time to time that if the publishers continue their fight to restrict stamped envelopes, the free-in-county privilege would be withdrawn. Yet Mr. Joseph Stewart, executive assistant to the Postmaster General officially recommended its continuance in his testimony before our committee last spring, and he has consistently made this recommendation for a period of years. We do not understand why a subject so irrelevant should be drawn into the envelope controversy. The subject under consideration here is the Post Office Department's petition with publishers and printers. This should be decided on its own merits, without the introduction of extraneous matter.

"The Postmaster General passes lightly over the sales methods of departmental agents. He is strangely silent on the complaints made by publishers at various times on the activities of high pressure salesmen, backed by Government authority and placed on the Government payroll. Your attention is respectfully called to the testimony of New England publishers at the Boston hearings in August, 1925. At that time, it was shown that postal employes, under orders of postmasters, solicited large orders of envelopes, stressing the financial advantage of Government goods. We are firmly convinced this is stretching the public convenience theory too far.

"The Postmaster General's statement that 'printing by the Government costs cents against $1.00 or more which the average country printer would charge' clearly indicates what the Government will do when it competes with industry on a gigantic scale. It accentuates the fact we have repeatedly made that no commercial printer can compete with the Government under existing conditions. Further could any other business man compete if the Government should extend operations into other branches of private enterprise.

"The law prevents the Government from making any profit on this business. The Government's duty to its citizens does not seem to impel it to engage in no profit business which would destroy private business through its competition. It is a mystery why the Post Office Department should become so much exercised over a proposition like the Kendall Bill which, if adopted, would very much simplify its operations and to a large extent dispense with one of its activities which cannot produce net postal revenues but does call for what appears to be a large number of unnecessary employes, who are straining every effort to increase the profits of the Government stamped envelope contractor.

"It is our intention to reply further to the statements of the Postmaster General when your committee affords us the opportunity of presenting additional testimony at hearings on the Kendall Bill H. R. 4478.

"The correspondence addressed to members of Congress and the resolutions passed by the owners and editors of newspapers in each of the 48 states gives overwhelming evidence of the sentiment on this subject. The publishers are unanimous in their demand for legislative relief, and hope you will realize the justice of their cause.

NATIONAL EDITORIAL ASSOCIATION,
WALLACE ODELL, *Chairman*,
N. E. A. Legislative Committee.

PAPER FOR NEWSDEALERS

Bernarr MacFadden Launches 4-Page Tabloid for Distribution

Bernarr Macfadden this week started publication of *New York Newsdealers' Weekly*, a four-page tabloid, which plays up the news concerning the men, women and boys of the great metropolis through whoes hands millions of daily newspapers are passed on to the reading public.

Naturally, the paper is a *New York Graphic* promotion, but it is a sprightly paper for its clientele. Governor "Al" Smith gives the first issue a congratulatory message, in which he says: "Having had something to do with news-dealers in my boyhood days, I can testify from actual experience to the service they perform in distributing the great dailies and other publications so essential to the reading public. News distributors make newsgathering marketable. Without them the development of the modern newspaper would be checked and thwarted."

The new paper is illustrated with half-tones of persons interesting to news dealers. Mike Cronin, selling papers at the age of 91, dean of newspaper sellers, has front page position and tells a story of how he sold papers in the sixties and once shook hands with Lincoln.

Another feature tells of Alex Solomon, crippled news-dealer of lower Manhattan, who has educated his daughter Rose in music and has proudly seen her give two recitals at Aeolian Hall. She is a graduate of Hunter High school.

The little paper is filled with news of sound interest to those who live by selling papers, such as a list of stands given out in 1925 by the License Department, the facts concerning the hold-over commissioner of licenses, and stories of news dealers who have made a success of life.

Staff Honors Publisher

Employes of the *Birmingham* (Ala.) *News* entertained at a banquet in the ballroom of the Tutwiler Hotel, Dec. 29, honoring Victor Hanson, publisher, and Mrs. Hanson. H. W. Dearing, cashier, was toastmaster. A watch was presented to E. R. Calhoun, proofreader, in recognition of his 24 years' service with the paper.

Aiding Reforestation Work

Charles M. Barnes, editor of the *Wellsville* (N. Y.) *Reporter* has joined with several other editors of New York State in the taking of an active interest in the reforestation movement. Mr. Barnes, who has long encouraged the tree-planting idea, has ordered 10,000 trees to begin reforesting an area of 100 acres.

Plans New Connecticut Weekly

C. C. Bennett, publisher of the *Mystic* (Conn.) *Light*, on Jan. 28, will launch the *Groton* (Conn.) *Beacon*, devoted to the interests of Groton, Ledyard, Poquonnoc, and Noank.



Miss Beatrice Burton, author of "The Flapper Wife"—"Love Bound," whose new serial to be released shortly will soon be announced.

About Editors' Feature Service

We can "toot" a very nifty horn about Editors' Feature Service, but we much prefer to have others, expert in their line as news and feature editors, express their opinion of it.

In our morning's mail came the following from an interested observer—not yet a client. His letter was addressed to another interested editor. We thank both publicly for providing us with excellent as well as truthful advertising copy. The editor says:

"We have been watching it (The Editors' Feature Service) very closely, and from indications it will develop into a great service. The cuts give indication of being about the best in the country in mat service.

"The editorial page features and the news pictures now appear to surpass the same in other services of its kind. The woman's page features also are very good. I believe that there is a demand for it and a need for it."

James W. Irwin, Managing Editor of the Madison, Wisconsin State Journal, a client, says:

"Congratulations upon the first releases of your splendid service. Your features are all winners and insure a newspaper of increased prestige in its territory."

It is a matter of professional pride with us to make of Editors' Feature Service the very best of its kind—fine in quality, of compelling interest, and excellently arranged to meet the daily needs of our clients.

BRAINS, EXPERIENCE, MONEY WILL DO IT.

We have employed the first and with it have secured a wholehearted and interested cooperation which makes them function more satisfactorily and profitably.

Experience we have acquired with the brains.

Financially we are sound.

We believe that a superior service, well rendered, will bring to our clients a satisfactory connection and to us a profitable alliance.

Wire or write about territory

Editors' Feature Service, Inc.

ALLIED WITH JOHNSON FEATURES, Inc.

New York Office
1819 Broadway

Cleveland Plant
E. 22nd St., and Payne Ave.

WHAT THEY ARE SAYING

MUNSEY CHOSE WISELY

"IT is to be hoped that Frank A. Munsey's friends are right in saying that he intended to revise his will and to provide that the men who had worked so long for the upbuilding of his publications should have opportunity of purchasing them favorably at his death. That would have been as little as could have been done by a man who had no direct heirs to carry on his enterprises. Mr. Munsey had been well served by those who worked for him, though he was not liked by most other newspaper men. They always remembered that when he purchased a paper for consolidation with those he already owned, he dismissed nearly all the staff without notice and with only two weeks' pay.

"All this apart, Mr. Munsey was very wise in his choice of a residuary legatee. The Metropolitan Museum is no longer New York's, but America's, and it is rapidly becoming the world's."—*Richmond* (Va.) *News-Leader.*

* * *

STORE UP USEFUL FACTS!

"NO man will ever succeed in the newspaper business on inspiration and instinct alone. He must store his mind with useful facts. There is nothing that does not add to one's knowledge on a newspaper. And one cannot expect to succeed without hard work. There are many who have not succeeded, because they lacked the power of application, though otherwise gifted."—Dr. John B. Howe, Editor, *Syracuse Herald.*

* * *

ADVERTISING AND "THE AVERAGE MAN"

"WE make too much reference in our advertising to the 'average man.' I have never met the average man. I believe it is safe to say there is no such animal. When you write an advertisement for the average man you are almost certain to make a mistake. The man to whom the advertising man wants to write is the man he wants to sell."—Dr. Henry A. Burd, Professor of Advertising, University of Washington.

* * *

PRESS POWER FOR GOOD AND EVIL

"THE press is the greatest power for good and for evil in the world today according to its deliberate efforts to effect the right or accomplish the wrong. The press in America at its best distinguishes clearly between forming public opinion and conforming to it. In the creation of news values it discriminates conscientiously between what the public is entitled to know and what an individual has a right to keep private. Aware that it constantly has to deal with the crusted prejudices of the compact majority and the cohesiveness of the herd, it undertakes to inject moral and spiritual motives into public opinion in a laudable effort to convert uninformed and misinformed public opinion into public conscience."—Rev. A. C. Fox, President, Marquette University, Milwaukee.

* * *

NEWSPAPER SEEKING TRAINED MEN

"THE demand by newspapers for graduates of schools of journalism has never been greater, in my 20 years' experience in teaching journalism, than it is today. The complexity of the problems of life today demands, these editors are realizing, that newspapers obtain the best-trained writers and editors that are available. Society cannot afford to be the victim of the immature, half-educated newspaper reporters or correspondents."—Prof. William G. Bleyer, Director, Department of Journalism, University of Wisconsin.

* * *

NEWSPAPER CHARACTER

"GOOD character is a precious thing. It is not easily acquired, nor maintained without a daily struggle against temptation. No business is subjected to such a multiplicity of changing contacts with the public, such shifting problems, calling for immediate decisions, as newspapers. But the simple element of character in a newspaper remains fixed, and can be easily identified by the reader and advertiser. It is honesty in news and advertising."—Louis Wiley, Business Manager, *New York Times.*

SEVEN GROUP MEETINGS

Press Associations Open Year With Meets in Various Sections

Seven winter meetings of daily and weekly press associations are scheduled for this week-end and the early part of next week, opening a year of great activity for the editors and publishers who are seeking solutions of problems confronting them.

The North Carolina Press Association, J. W. Atkins, president, is holding its annual institute at the University of North Carolina, Chapel Hill; the Virginia Press Association, W. S. Copeland, president, is in a two days' session at Farmville; the American Society of Newspaper Editors, Casper S. Yost, president, is in session at the New Willard, Washington; the Oklahoma Press Association, Clyde Muchmore, president, is concluding a two days' session at Oklahoma City, and the Colorado Editorial Association, John N. Green, president, is finishing a two days' session at Denver.

Monday the Pennsylvania Newspaper Publishers Association, John L. Stewart, president, convenes in a two day session at Harrisburg, and the New England Press Association, James T. Murray, president, meets in Boston on Tuesday.

New York "Specials" Plan Luncheon

The Six Point League, New York organization of publishers representatives, will open the 1926 season with a luncheon at the Advertising Club of New York, Jan. 20.



Helen Keller, author and lecturer of national fame, will write a daily article (six a week, approximately 500 words each) entitled INTO THE LIGHT.

Although deaf and blind since babyhood, Helen Keller has accomplished the seemingly impossible. She is one of the most highly educated women in America today—the only well educated deaf and blind person in the world.

From her silent darkness she points out happiness and beauty, showing the true light that has been lost in the glitter of things artificial.

Her thoughts, highly optimistic and intensely modern, have ripened in an undisturbed world and are not influenced by the rush of life as seeing persons know it.

Miss Keller holds fast to things fundamental. Through her pen come help, cheer and sound philosophy touching problems of everyday life and current topics.

This feature—absolutely unique—is the first Miss Keller has written for newspapers.

Write or wire at once for price and sample releases

Famous Features Syndicate, Inc.

1819 BROADWAY, NEW YORK, N. Y.

With Increased Population

THE SOUTH

Offers Great Sales Possibilities

The buying power of any locality rests upon the foundation of wealth. The wealth of The South is rapidly multiplying because of the steady influx of desirable folks who are following the trend of industrial development, agricultural advancement and other unusually prosperous conditions that have attracted them to this land of increasing promise with the determination to establish themselves as permanent citizens.

The rate of increase in population among the Southern States in many cases exceeds the country's average of 15% and this increase is evident in all of the states listed below.

Although the new arrivals are settling for the most part in cities, the greater part of the Southern population are residents of villages and farm lands. Agriculture therefore still is an important factor in the maintenance of this great territory.

The opportunities of The South, that have so substantially increased its population, are at the disposal of the manufacturer who desires a market of increasing demands and substantial purchasing power in which to distribute his product.

To promote sales in this market Advertise liberally in these newspapers:

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
††Anniston Star ..... (E)	5,546	.035	.035
**Mobile News-Item ..... (E)	11,663	.05	.05
**Mobile Register ..... (M)	20,544	.08	.07
**Mobile Register ..... (S)	32,421	.025	.036
FLORIDA			
*Daytona Daily News..... (ES)	4,036	.035	.035
**Florida Times-Union (M) 42,376..... (S)	54,610	.12(S.15)	.12(S.15)
††Lakeland Ledger ..... (E)	4,283	.03	.03
*Miami Herald ..... (M)	31,714	.09	.09
**Miami Herald ..... (S)	40,347	.10	.10
**Orlando Reporter-Star ..... (E)	5,124	.035	.035
**Orlando Sentinel ..... (M&S)	6,172	.05	.05
**Pensacola News and Journal..... (EM)	8,689	.06	.06
†St. Petersburg Independent..... (E)	10,087	.055	.055
**Tampa Times ..... (E)	19,223	.06	.06
**Tampa Tribune (M) 28,249..... (S)	43,968	.09(.11S)	.09(.11S)
**West Palm Beach Post..... (M)	8,638	.06	.06
GEORGIA			
**Augusta Herald ..... (E)	14,561	.05	.05
**Augusta Herald ..... (S)	14,420	.05	.05
**Macon Telegraph ..... (M)	26,753	.08	.08
**Macon Telegraph ..... (S)	27,165	.08	.08
**Savannah Morning News (M), 21,015. (S)	22,204	.06(.07S)	.06(.07S)
KENTUCKY			
**Lexington Leader ..... (E)	18,171	.06	.06
**Lexington Leader ..... (S)	18,506	.06	.06
**Paducah Sun ..... (E)	9,853	.04	.04

	Circulation	2,500 Lines	10,000 Lines
NORTH CAROLINA			
††Greensboro Daily News..... (M)	25,968	.08	.07
††Greensboro Daily News..... (S)	31,422	.08	.08
††Raleigh News and Observer..... (M)	31,460	.07	.07
††Raleigh News and Observer..... (S)	35,258	.07	.07
††Winston-Salem Journal ..... (M)	12,357	.05	.05
††Winston-Salem Journal ..... (S)	12,607	.05	.05
**Winston-Salem Sentinel ..... (E)	16,132	.06	.06
SOUTH CAROLINA			
**Columbia State ..... (M)	23,663	.07	.07
**Columbia State ..... (S)	24,838	.07	.07
**Greenville News ..... (M)	21,704	.075	.07
**Spartanburg Journal ..... (E)	4,172	.05	.05
**Spartanburg Herald (M) 7,252..... (S)	9,939		
TENNESSEE			
**Chattanooga Times ..... (M)	30,203	.10	.10
**Chattanooga Times ..... (S)	30,230	.10	.10
**Memphis Commercial Appeal..... (M)	99,989	.18	.18
**Memphis Commercial Appeal..... (S)	126,063	.21	.21
**Nashville Banner ..... (E)	51,750	.11	.11
**Nashville Banner ..... (S)	54,748	.12	.12
VIRGINIA			
**Danville Register and Bee..... (M&E)	12,644	.05	.05
**Danville Register (Sunday).....	8,300		
**Newport News Times-Herald..... (E)	7,791	.05	.05
**Newport News Daily Press..... (S&M)	5,708		
**Roanoke Times & World News... (M&E)	25,658	.07	.07
**Roanoke Times ..... (S)	16,672	.06	.06
**Staunton News-Leader (M), Leader.. (E)	6,541	.035	.035

** A. B. C. Statement, September 30, 1925.
†† Government Statement, September 30, 1925.
* A. B. C. Statement, March 31, 1925.
† Government Statement, March 31, 1925.

LETTERS FROM OUR READERS

Bliven's Columbia Speech

To EDITOR & PUBLISHER: I have read with interest, not to say excitement, the editorial entitled "Three Pearls" in EDITOR & PUBLISHER for Jan. 9. Because I agree so wholeheartedly with most of what you say, I hope you will permit me a word of comment on your interpretation of what I was supposed to have said at the banquet of the American Association of Teachers of Journalism. I take it that your remarks are based on a one-paragraph newspaper summary of my remarks, a summary which quite failed to give an adequate conception of the idea I was trying to get across.

I addressed myself strictly to the question whether or not, *for the rank and file,* newspaper work is a profession comparable to law or medicine or engineering. I specifically excluded from consideration newspaper executives, magazine writers, star reporters, columnists, and everyone else except the average working reporter and copy desk man. I suggested three standard tests which ought to apply to any truly professional career and stated that in my opinion the work of the ordinary reporter or copy desk man does not measure up to them.

For instance, the observation for which you reproach me, that the newspaper worker "does not stand on his own legs" referred strictly to the fact that newspaper work of this grade is anonymous, and that such anonymity is incompatible with the standards of true professional activity. Again, it is true, as you say, that plenty of newspaper men possess a body of expert knowledge. But their expert knowledge is not of *journalism.* It is of municipal politics, or international affairs, or labor matters. It is certainly not a body of common knowledge which must be acquired by every competent practitioner, as is the case with the lawyer or doctor.

Every working journalist knows that, for the group of men I was discussing the rewards, financial and spiritual, do not *continue* to increase throughout the span of the working life. The most casual inquiry will show you that for these men, maximum earning power usually comes within five or ten years after they take up newspaper work. As for increasing spiritual rewards—ask them!

These details, however, are unimportant. My chief objection to that part of your editorial which referred to my speech is that it assumed I was being critical of journalism as a life work. This is far from the truth. I said that "I for one regard it as the best occupation I know anything about." I said, "No occupation has greater possibilities for social service." My remarks were devoted purely to the question whether or not journalism, fascinating as it may be—and is—to its practitioners, is entitled to be called, for the average reporter or copy reader, a profession. To this I said the answer is No. I am cheerfully willing to be criticized in the columns of EDITOR & PUBLISHER; but I should like to be criticized, not for views which I don't maintain, but for those I do.

Sincerely,
BRUEL BLIVEN.

The comment upon Mr. Bliven's address was based upon the report of the representative of EDITOR & PUBLISHER and others among Mr. Bliven's audience, none of whom noted the exclusions and qualifications to which Mr. Bliven refers in his letter. His statement that he did make such qualifications is accepted without question.

Mr. Bliven finds that the average working reporter and desk man, the rank and file of newspaper men, are not professional men as are the doctors, lawyers, and engineers. Their work is anonymous; they possess expert knowledge, he admits, but that body of expert knowledge is not of *journalism,* but of several other things; and their rewards, financial and spiritual, do not continue to increase throughout the span of the working life.

Let the charge be examined. Compare the rank and file of working newspaper men with the rank and file of doctors, lawyers, and engineers. The reporter takes his assignment, writes his story, reads it in the paper which carries in its masthead, not his name, but that of the publisher and the editor. The wheelhorse lawyer takes his assignment, digs out precedents and delves into the human and mechanical aspects of the case in hand, and turns over his labors to be argued publicly by a barrister whose specialty is a convincing or winsome manner with the jury box. The engineer of the rank and file is directed to draw the plans and calculate the stresses and strains of a bridge-span, or the floor of a press-room, or even the tower of a skyscraper. His reward is a weekly salary; his labors are turned to the financial and spiritual rewards of his chief. The rank and file physician wins neither fame nor great fortune by his battles against disease and injury; not infrequently he is the foundation for the famed skill of the specialist and surgeon.

Yet the engineer and the physician and the lawyer mentioned all call themselves professional men and we find ourselves in agreement. Doubtless Mr. Bliven would also agree. Anonymity is not incompatible with professional dignity.

Analogy can also be used to answer the argument that the newspaper man's expert knowledge is not of *journalism,* but of municipal politics, labor, or international affairs, etc. What, in Heaven's name, is journalism, if it is not knowledge of human affairs and the ability to write about them understandingly? Would Mr. Bliven have the lawyers confine their knowledge to the minutiæ of Blackstone and the Napoleonic Code and bar them from professional status because they knew intimately the details of the newspaper business, or the steel industry? Is the great surgeon any less the doctor because his skill lies in the use of the knife or the X-Ray rather than the contents of materia medica? Admitted it is that the professional conception of journalism is recent. Certainly it is held by those newspaper men whose standing among their fellows is comparable to that of the doctors, lawyers and engineers who seem to have been in Mr. Bliven's mind when he spoke.

There is no great gap between the reporting staff, the copy desk and the specialist, the columnist, and the executive. The files of the latter three are recruited daily from the ranks of the first two. There is no great ado over the transition. It is one of the realities of our business that the rank-and-file reporter's work is a young man's job. The rewards, spiritual and financial, do not continue to increase for the men who do not continue to show increasing skill and a widening range of knowledge. The same applies to law, medicine, or the clergy.

Newspaper Critics Answered

To EDITOR & PUBLISHER:—The elder Pulitzer is quoted as saying he didn't give a damn for an editorial writer who could not get angry, and somebody on the EDITOR & PUBLISHER has been getting angry. One can almost believe that a man making a speech on the newspaper business or writing an article on it will in the near future give some thought to his spoken or written words. For some years sodden wet blankets have been dropped on the massed heads and shoulders of the reporters of the nation and there has not been a stir. Somehow the men who get the news went right ahead getting it and writing it. They became angry about many things, but never about the fellows who were continually dropping the wet blankets. With the crash of the quick thunder and the brilliancy and illumination of lighting, somebody on the EDITOR & PUBLISHER has been calling the critics to account, and I, for one, am willing to add a few plain truths from everyday experience to the nailing of the silly theories and wailings of the sob-brothers.

The important reason for striking out and striking out hard at this moment is that recently the blanket dreppers have been circling over heads and shoulders of students of journalism, young men and women who are likely to spend years recovering the enthusiasm which a kindly nature has given to inexperienced youth. When these students are told to learn another business in order to acquire independence in the newspaper business it is akin to telling a girl about to be married that she had better learn stenography to be independent of her husband. When they are told there is no satisfaction in the newspaper life they are told that the hope and ambition which carried them so far is already a dead hope and a false ambition. When they are told by a press agent that the standards of journalism are decreasing there is no alternative but to believe it, for a press agent is speaking and the very fact that he is the orator to students of journalism is a slight indication of decadence in the business.

Permit me to leave this field of argument however, to the angry editorial writer on your newspaper who so cleanly hits the ball. I am squirming under the wet blankets for the first time and I really believe I am about to swing my arms and come our from under with a wallop in both fists. My heart is singing with the glory of the newspaper business and I want to come up like the Sun across China's Bay and tell the world that there is satisfaction in the business, that you do not need to learn or own another business to have independence in this one, and that I do not believe the standards are decreasing. Before bursting into song, however, it might be well to say, sotto voice, that Mr. Bliven was probably feeling the lack of satisfaction from not being in the newspaper business in its daily sense, and that no one will thrill more than he will when he recalls the stirring days when he stood on the deck on the *New York Globe* and made decisions by the minute with Jason Rogers, with McCann, and with a dozen other executives who saw the paper growing day by day. And now for the glory of the job!

Who ever saw Frank Cobb come bounding into the editorial rooms of the *Evening World* at four o'clock in the afternoon humming and happy, to suddenly encounter a tale of injustice in a ten line telegraph or cable message? Who remembers that cigar gripped hard in his teeth and that face tighten up? Who will ever forget his sudden shout to somebody for the rest of that story? And who will ever forget the editorial of the next morning? In a day he had transformed some helpless nobody into an issue with a whole nation ranged to take sides. Frank Cobb died poor, but if there was no satisfaction in Cobb's day's work then the great God of the universe can't get much kick out of his.

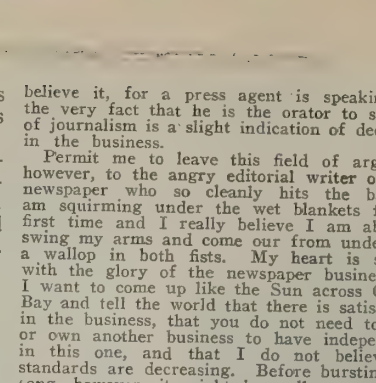
And we need not stop at editorial writers or at New York for the things that make us feel glad to be newspaper men. A couple of Chicago reporters solved the most scandalous murder mystery of the year 1924 in Chicago, a man down in Texas exposed crooked road contracts involving millions and enabled the state to recover millions of dollars, the peonage system of Florida was exposed to the world in its naked bloodiness a few years ago. These are but a few of the highlights. Reporters went to the rim of the world with Amundsen and would have gone beyond, but permission was not given them. A thousand cubs now are nervously wondering if they dare ask to get an assignment to fly over the North Pole the next time such a trip is attempted. There is not a thing any man in the world will do in the serious interest of science that a reporter will not volunteer to go along with him, and, thank God, there isn't a serious thing attempted in the advancement of civilization that does not find a reporter on the job. Is there no satisfaction in this?

And in the humbler matters of life you will

EVENING HERALD
Los Angeles, Calif.
Gained 7,505 Daily Average Circulation
Sworn Government Statement, Six Months Ending Sept. 30, 1924, 174,280 Daily. Six Months, Ending Sept. 30, 1925, 181,785 Daily. Increase in Daily Average Circulation, 7,505.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

The DES MOINES CAPITAL
Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.
It is the best Advertising buy in the mid-west.
O'Mara & Ormsbee
Special Representatives
The DES MOINES CAPITAL
Lafayette Young
Publisher

The Biggest Half of Baltimore
is covered by the combination of The Baltimore News and Baltimore American with a small factor of duplication and rapidly growing circulation. You can either buy these papers separately or in combination.
The News with a 13,145 net paid GAIN for December over the year previous and the American with 15,393 gain for the same period makes the News-American combination 29,038 circulation stronger over a year ago.
THE BALTIMORE NEWS
and
Baltimore American
PAYNE, BURNS & SMITH CO., Eastern Representative.
G. LOGAN PAYNE CO., Western Representative.


Fewer Parts!
Simplified Intertype Two-Part Escapements
910 fewer escapement parts on three-magazine machine.
Less trouble; less expense for replacements.
Quicker keyboard response; more speed.
Interchangeable parts.
INTERTYPE CORPORATION
1440-A Broadway, New York
Standardized INTERTYPE
Profit-Making Features—No. 3

find the seeds of satisfaction. Jay Racusin, of the *New York Herald Tribune*, grew a long beard and went down into the ghetto as a licensed push-cart peddler. For days he sold suspenders, onions, and shoestrings and he learned. He found market inspectors grafting a quarter and fifty cents from peddlers who were trying to raise large families on small incomes, he found other grafters of the political type who helped themselves to the peddler's goods. He wrote the story, he gave articulation to the bewilderment and the sorrow of the poor men who came to these shores looking for honor and freedom and whose ideals of America and dreams of the future for their children were being smashed by cheap grafters. Racusin started out in life to be a banker, and he would have been a great banker, but ask him if he does not find satisfaction in the newspaper business.

As to decisions in the newspaper business, they are the most essential factors in the day's work. Every cub is called upon to decide who is right and who is wrong in instance after instance. In a controversial story two lies may be printed, but somehow the story seems to point the truth. In reporting on such a story, and on stories of many other characters, every reporter tells his city editor what he thinks of the principals in the case. A man who ventured into the office with every word from both sides and proceeded to cram that down the throat of his city editor would find a pretty critical hard-boiled individual looking him over and wondering what kind of a damn fool he was anyway?

And the necessity for decision does not stop there. It begins the moment a mental review of the facts is concluded. Every man in the business is compelled at that moment to ask himself whether or not he has a story. He is then compelled to ask whether he has it all and whether or not it is accurate. And if he fails he is compelled to decide whether or not he has a job.

Decision making merely begins with the reporter. The process passes on to the city editor, and it goes on to the managing editor, and to the editorial writer who considers it ethically. We are going to forget here such outstanding characters as William Allen White and we are going to ask the critics if they ever heard that Al Bergener, of Cleveland, didn't have to make decisions every minute. How about Jim Crown down at New Orleans, Boyd Gurley out in South Bend, and dozens of others throughout the country. And as for editors above the rank of the city desk making decisions I can never forget Harvey Burrell, in Syracuse, throwing an old Republican newspaper to the support of a Democratic candidate because he thought he was right and risking his entire personal fortune in the decision. The critics can hardly be acquainted with Francis B. Mitchell, now 80 years old, who never in 60 years in the newspaper business made a decision that was influenced in the slightest degree by his personal advantage or disadvantage.

On the *Evening Mail* years ago Mitchell risked thousands on doing right, and in later years when his fortune of many millions was made he conducted the *Rochester Post-Express* on the same principle. He never accepted a patent medicine advertisement, he rejected all financial advertising that came from houses he would personally hesitate to do business with, and he printed not all the news that's fit to print, but all that news that was worth printing. He tried made-over automobile tires on his farm automobiles some years ago and, finding they did not measure up to the advertisements, he threw out $30,000 worth of such advertising. He lost money on the Post-Express, but he remained Francis B. Mitchell, editor, and he got a thrill in every working hour.

And in a kindly closing note may I endeavor to explain some of the sad notes of the critics. I believe a man must remain on the firing line to get anything like satisfaction out of the newspaper business. He must remain with the vision ahead, the smoke of battle overhead, and the feeling of supreme confidence in his high command in the rear, the departed spirits of America's great newspaper men. It may be hard, after you have won your way to high executive place, to match salaries with bankers and lawyers and real estate men, and to play golf with them on an equal social and somewhat unequal financial footing, but after all think of the fun you had, and the fun they missed.

JOSEPH A. BRADY.

Datelines in the Old Herald

TO EDITOR AND PUBLISHER:

I was much interested in the "Useless Datelines" letter to you from Max Hahn, of the *Toledo Blade*. If Mr. Hahn is interested only in saving space he puts up a good argument apparently, but the gains he proposes to make will be negligible, for leads and other makeup expediencies will very much reduce the gain effected by saving half a line here and there.

If he could effect the saving of space in one or two continuous articles he might gain something, but only at the cost of bewildering the reader. Most readers want to know with reference to an item which interests them something about where it came from, when and possibly how. I know that I do and I know that many other persons may be of the same mind. Of the 153 items in the Blade as mentioned only one might interest any particular reader, but he or she would want to know just the information that Mr. Hahn would eliminate.

James Gordon Bennett on the *Herald* for a long time dated out of town with full details, as below:

TOLEDO, January 9, 1926.—An important development in the, etc.

Later, after a shyster lawyer had used a clipping of an item so dated he changed over to the style:

TOLEDO, Tuesday.—Shyster lawyers often are troublesome to, etc.

But the final style was this:

TOLEDO, January 9.—Shyster lawyers often inconvenience newspapers, but they will do it anyway, while the matter of convenience of reference for ourselves and the information given to our readers, reducing the number of inquiries for additional facts, saving time and trouble, has more than offset the attempts of ambulance chasers and other petty blackmailers to annoy us.

NOTE.—These Toledo dispatches are simply paraphrases of originals in my archives. But they tell the story.

EDWARD W. DREW.

Comments from Australia

TO EDITOR & PUBLISHER: The publicity concerning Editor Magee and Ex-Judge Leahy is astounding to Australian eyes.

In the United States of Australia any comments or criticism such as appeared in EDITOR & PUBLISHER on Aug. 29, would cause the editor and the writer to be committed for contempt of court. That means that the editor and writer would be brought before the Supreme Court Judge and either sent to jail for six months or be fined $1,000. The idea is that every man is judged innocent until found guilty after trial by jury.

For instance, as an unbiased person in the case of Magee and Leahy I have a very strong opinion in favour of Magee. It does not matter how much Leahy may have been in the wrong there is the other side of the case which must be considered and it is a fundamental out here that ex-parte statements must always be accepted with caution.

Your continued criticisms regarding the publicity agents are always interesting but from an Australian point of view I do not quite share your reasoning. For instance there are very few papers here which would not publish gratuitously any effort to awaken the public conscience, and if the shoes of the Australian need polishing, and it can be proved to the satisfaction of the editors that well-shod Australians with brightly polished shoes were more efficient than down-at-heel chaps, then that campaign would go over even though it did benefit the manufacturer's shoe polish.

For instance quite recently one of our papers gave columns and columns in an "Eat more fruit" campaign in order that the orange growers particularly should be able to get their fruit sold. Now the orange growers here are absolutely an unorganized crowd and I do not think that they spend one single shilling in advertising.

There is little charity or philanthropic advertising here. The papers give the news graciously and gladly to make known the needs of suffering humanity. There are no publicity agents and there are not any big salaries. There is very little community or trade propaganda.

At the same time prizes are given on the same scale as they are in America. Without hesitation I would say that no publicist here would do as Ivy Lee did and pay an income tax of $28,000. I would say there is no publicist here who is earning $28,000 a year. By a publicist I do not mean an advertising agent or space seller because I know one, admittedly the most successful man in his field who earns up to the equivalent of $75,000. The average man who has a media and can produce results would earn about $10,000 per annum

May I say how much I admire the splendid tone of the EDITOR & PUBLISHER, its ideals and ideas are certainly inspiring.

GEORGE FITZPATRICK
Sydney, Australia.

Dean Heads N. Y. Press Club

Sidney W. Dean was elected president of the New York Press Club at the annual election held Monday, Jan. 11, at the club's quarters, No. 21 Spruce street. The polls were open from 10 a.m. to 7 p. m. Mr. Dean succeeds Channing A. Leidy. Other officers elected were: First vice-president, Gavan Dhu High; second vice-president, Herbert W. Smart; third vice-president, Samuel M. White; treasurer, George B. Creveling; financial secretary, Walter E. Warner; recording secretary, Edward D. Doe; corresponding secretary, Caleb H. Redfern; librarian, Clarence E. Swezey; members of the board of trustees for three years: John A. Hennessy, Channing A. Leidy and Clement F. MacDonald.

Kauffman Joins S. C. Theis

Frank K. Kauffman, long associated with Charles M. Palmer in the newspaper brokerage business, is now associated with S. C. Theis Company, Inc., in charge of its Chicago office.

The net paid circulation of the

SYRACUSE HERALD

on January 7, 1926, was

50,365

The daily net paid circulation of the Herald in the City of Syracuse alone was on that date

30,005

Since the consolidation of the Journal and Telegram in Syracuse the Herald has gained in daily net paid circulation over

10,000

The net paid circulation of the Sunday Herald for Sunday, January 3, 1926, was

74,032

During the month of December the Department Stores ran

184,177 lines

more advertising in the Herald than was published in the Journal and

100,888 lines

more than was run in the Post-Standard.

Department Store Advertising figures for the Syracuse, N. Y., Newspapers for December, 1925

Herald (7 Days)	Post-Standard (7 Days)	Journal (7 Days)
201,425 lines	100,537 lines	17,248 lines

Syracuse, N. Y., Herald

National Representatives

PRUDDEN, KING & PRUDDEN, Inc.

270 Madison Avenue, New York — Globe Building, Boston — Steger Building, Chicago

507 Montgomery St., San Francisco, California — Leary Building, Seattle, Washington — Chamber of Commerce Bldg., Los Angeles, California

"LETTERS TO THE EDITOR" COLUMN IS BRITISH PRESS-AGENT'S PLAYGROUND

Space-Moochers Start Controversies to Exploit Clients' Products—It's the Same Old Game in England But Not Quite So Brassy

By G. F. WILKINSON

LONDON, Jan. 5.—EDITOR AND PUBLISHER'S weekly exposé of the ways of the American space-moocher make interesting reading in this country. Press agentry here is not organized on such elaborate and expensive lines in the provision of mats and cuts, but in many ways the English free publicity merchants appear to be even more wily than their United States brothers. There is probably a larger proportion of English editors who fall for advertising disguised as news than American.

One of the biggest fields for the British space-moocher is the "Letters to the Editor" column in the small circulation weekly newspapers published in the provinces. Well-known persons on the stage and in society are used as pawns in the game by the press agent.

The usual method is to get them to send letters to the press in which the advertisement is cunningly disguised, and it is amazing how many s nall editors are attracted by the idea of having a famous name in their correspondence and thus join hands with the space-snatcher.

Several big London dailies were hocussed during the recent "Eat More Fruit" campaign by the psuedo-letter writers. Miss Peggy O'Neil, the well-known musical comedy actress, began by asking in a letter sent broadcast to the press what she should give her friends for Christmas gifts, concluding by expressing her own partiality for a plain barrel of pippins.

A British general and a well-known health expert came into the scheme later on. Simultaneously another London daily was treating its readers to a discussion on "Dogs that Eat Fruit," "Fruit in the Schoolboy's Diet," and so on, and then somebody came along with a tale about the precise number of vitamins in apples, pears and peaches. Still not content, the press agent sent a letter to the paragraphist on one of the most respected of London dailies asking the best way to make the good old Dickensian rum-punch, and after the unsuspecting paragraphist had quoted it his post-bag was full of suggestions from which it seemed that the only essential ingredient was lemons.

More astonishing still is the alacrity with which small town editors fill up their columns with bunk like the following, which is broadcast throughout the country by the gas associations:

SHAKESPEARE'S KITCHEN

GAS COOKER INSTALLED IN ANNE HATHAWAY'S COTTAGE

I am reminded of Shakespeare's loathing of smoke, which was so prevalent in his time (writes a correspondent) by the discovery I have just made that in "Anne Hathaway's Cottage," at Stratford-on-Avon, a gas cooker has been fitted in an alcove off the kitchen. The poet's antipathy to smoke is the subject of vigorous metaphor in "Henry IV";

"O, he's as tedious
As a tired horse, a railing wife;
Worse than a smoky house——."

Shakespeare's impatience with the smoky room may be understood and excused when it is recollected that he was only 18 when he married Anne in 1582. But doubtless both he and Anne would have readily sacrificed the future metaphor if a gas-cooker could have then replaced the wood fire in the ill-ventilated, if picturesque, confines of the cottage.

I have checked up two and three full columns of free advertising of this style, and in many cases the newspapers running it carry no paid advertising from the firms who put it across them.

Some of the press agents' greatest "triumphs" are scored on the picture pages of the London dailies. There is a favorite photograph that re-appears at regular intervals showing the crowds of shoppers in the big West End shopping centers of Kensington High street, Oxford street or Regent street. Sometimes the caption-writer is hard put to it to find a decent title, but he usually gets away with: "In spite of the inclement conditions crowds of fair shoppers, intent on the alluring bargains displayed in the windows of the stores in Kensington High street, thronged the pavement," or "Women shoppers, attracted by the glorious weather and the promise of bargains, in Oxford street yesterday."

Anything of news value in a London store is invariably played to the limit on the illustrations page. If a customer falls off the roof garden the subject must be treated with two large cuts and an inset. When a new wing is opened the newspaper reader is shown a view from the front, close-ups of the ornamental masonry, and heads of the proprietor, the architect, and the department manager.

ADDRESSES WANTED

A. S. Whitten
Miss Jessie Horsfall
Otto Carmichael

RE-ENTERS DAILY FIELD

Yuma (Ariz.) Herald Had Published as a Weekly for 30 Days

The *Yuma* (Ariz.) *Herald*, which recently suspended as a daily, has re-entered the daily field after 30 days' publication as a weekly. The revived daily started with four 6-column pages and United Press pony service.

The editor-manager of the Herald is G. W. Lynn, against whom criminal libel charges instituted by E. F. Sanguinetti, Yuma millionaire merchant and rancher, were dismissed just before daily publication ceased. In a box statement appearing in the Weekly Herald the owners of the paper, announcing resumption of the daily, pledged "that the Herald cannot be silenced, bankrupted or put out of business until the farmers of the Yuma valley have been bankrupted."

Besides Lynn, the Evening Herald staff includes Jack Rowe, advertising manager; Mrs. Jane Finn, secretary; Mrs. C. B. Glasscock, society editor.

Paper Company Starts Reforestation

The Crown Willamette Paper Company, one of the big paper manufacturing concerns of the Pacific Coast, has begun an important campaign of reforestation. The company maintains a conifer nursery at West Linn, Ore., and trees from this are now being planted by a crew of 27 men on the company's cut-over land near Astoria. Within a few years this company expects to reforest its denuded areas as fast as the timber is cut off.

Publisher in Mayor's Chair

Leon M. Conwell, son of the late Russell Conwell of Philadelphia, and publisher of the *Somerville* (Mass.) *Journal* was inaugurated mayor of Somerville last week for a two year term. Mr. Conwell will continue to publish the Journal in addition to his new duties as mayor.

Professor Covers Son's Beat

Dean A. L. Stone of the School of Journalism, University of Montana enjoyed a "by line" in the *New York Herald Tribune* recently. The dean visited New York to attend the journalism convention at Columbia University. While in town he was the guest of his son, Percy N. Stone, ship news reporter for the *New York Herald Tribune*. By invitation of Dwight S. Perrin, city editor, Dean Stone took over his son's work for one day and covered ship news with the reporters of other newspapers.

Daily Honors Veteran Employe

The *Hudson* (N. Y.) *Daily Star* gave a dinner Jan. 2, to Frank H. Waldorph who recently completed 50 years' service with that newspaper. He started in as a carrier boy at $2.00 a week. In recent years he has acted as advertising and subscription solicitor and collector for the Star.

Buffalo, The Wonder City of America

Buffalo—A Profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y. **Lytton Bldg. Chicago, Ill.**

Your Card of Introduction

to the people of MONTGOMERY COUNTY, PENNSYLVANIA, is the

Norristown Times Herald

National Representative
Paul Block, Inc.
Philadelphia, New York, Chicago, Boston, Detroit.

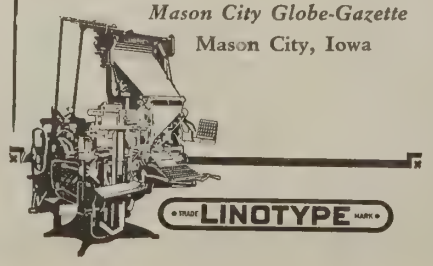
From the Linotype Mailbag

"THAT IS REAL SERVICE"

"We have your letter of the 6th acknowledging receipt of our telegram of the 5th and stating that you entered our order and forwarded parts to us by special handling parcel post. These parts were received the morning of the 6th.

We note that our telegram reached you at 4:18 and the parts called for were delivered to the post office at 5:00. That is a real service worthy of the Mergenthaler Linotype Co."

Mason City Globe-Gazette
Mason City, Iowa



MARKET NEWS *Plus* TABLES

An unusual financial service that places emphasis on the news that influences the course of security and commodity prices.

COMPLETE OR IN PART BY LEASED WIRE

CENTRAL NEWS of America
ESTABLISHED 1914
42 New St., New York City

WHEELER-NICHOLSON, INC.
and the
Wheeler Syndicate, Inc.

"Treasure Island" and "The Three Musketeers'" picturized literature by N. Brewster Morse.

"Vivian Vanity," the outstanding Woman's Page strip.

The Wheeler-Nicholson Blanket Service includes the above and a large assortment of up-to-the-minute features for every page of the paper.

Write or wire for samples and the exceedingly low prices for your territory.

WHEELER-NICHOLSON, INC.
373 Fourth Avenue
New York, N. Y.

You Know It's
The Beacon Journal
In Akron, Ohio

No one disputes that fact. But do

You Know

that business is booming in Akron—that the factories are working three shifts—that every one is buying what they want, as well as what they need. Money is plentiful—business is good.

Run Your Campaign in a Live Paper, in a Live City.

All Louisiana and MISSISSIPPI Listens In For RADIO NEWS in the NEW ORLEANS STATES



The state's representatives in the National Field—
THE JOHN M. BRANHAM CO.
New York — Chicago — St. Louis
Atlanta — Detroit — Kansas City
San Francisco—Los Angeles

New Orleans States

WEEK'S AD TIPS

ckman Company, 120 West 42nd street, York. Now handling account of the ey Works, tools and hardware, New in, Conn.

il, Barreto & Cecil, Inc., 12th and Bank s, Richmond, Va. Again placing orders newspapers in various sections for the Polk r Drug Company, Sargent's dog remedies, nond.

son Chesman & Company, 500 North born street, Chicago. Have been sending small list of newspapers receiving copy auber & Lauber.

vin, Wasey & Company, 844 Rush street, go. Placing orders with newspapers in s sections for the Haven Villa Corpora- Winter Haven, Fla.

ert Frank & Company, 11 Avery street, n. Now handling account of the San Products Company, San Ten Chocolate , Wellesley, Mass.

P. Gould Company, 450 4th avenue, New Now handling account of the Lufrie any, brushes, New York.

rles C. Green Advertising Agency, Estey ing, Philadelphia. Now handling account homas Roberts & Company, Inc., manu- ers and distributors of Bridal Brand cts, Philadelphia.

d & Thomas, 400 North Michigan avenue, go. Making contracts with newspapers in s sections for the Brunswick-Balke- der Company, Chicago.

D. McAdams Company, 360 North gan avenue, Chicago. Issuing contracts e advertising of Mothers' Oats.

on, Warner & Company, 360 North gan avenue, Chicago. Have sent schedules few middle west newspapers on the owoc Silver Fox Farm, Manitowoc, Wis. firm also sending copy to a few Ohio with country circulation on the Justrite ery.

ip Morris Adv. Company, 68 West Mon- reet, Chicago and the Lessing Advertising y, Des Moines, Ia., are issuing schedules lvertising in daily newspapers of People's ar Monthly.

P. Muller & Company, 220 West 42nd New York. Placing orders with some lvania newspapers for Dr. F. R. Ward, al, New York.

rell-Emmett Company, 120 West 32nd New York. Placing 6-time schedules newspapers for the Loose-Wiles Biscuit any, Long Island City, N. Y.

alley Advertising & Selling Company, Washington street, Boston. Reported ve secured the following accounts: Rice late Co., Boston, Mass.; R. Murphy Sons Ayer, Mass.; Webber Lumber Co., Fitch- Mass., and Children's Vehicle Corp., East leton, Mass.

nk Presbrey Company, 247 Park avenue, York. Now handling account of Derry- Products, Inc., manufacturers of high mattresses and bedding.

liam H. Rankin Company, 342 Madison e, New York. Making contracts with apers in Pennsylvania for the General Company, New York.

lip Ritter Company, 225 West 34th New York. Now handling account of E. Liederman, physical culture, New

liam R. Robinson & Co., Inc., 1 Madison e, New York. Has secured account of Company, Inc.

th, Endicott Company, 14 Milk street, . Now handling account of the Chandler Company, knit goods, Boston.

thern Advertising Agency, Randolph ng, Memphis. Placing orders with some lvania newspapers for the Plough cal Company, "Black & White Toilet es," Memphis.

art-Davis Adv. Company, 400 North gan avenue, Chicago. Issuing renewal cts to newspapers generally on William ey, Jr., Company, Chicago, for 1926.

ny-Bayless Company, Keith Building, and. Now handling account of the Forest Stained Shingle Company, Cleveland.

lman Advertising Agency, 450 4th ave- New York. Now handling account of F. A. Kalil Company, "Red Grange" knitted garments, New York.

Williams & Cunnyngham, 6 North Michigan avenue, Chicago. Now handling the following accounts. Fallis, Inc.; Peter Pan Cosmetics, Cincinnati, Ohio; Diamond Crystal Salt Co., St. Clair, Mich.; and Buckeye Aluminum Co., Kitchen Utensils, Wooster, Ohio.

Young & Rubicam, Atlantic Building, Philadelphia. Making contracts with some Pennsylvania newspapers for Gilpin, Langdon & Company, "Black Flag" insect powder, Baltimore.

AD MANAGERS TO MEET

Executives of New York State Dailies Convening in Syracuse Jan. 27

The regular semi-annual meeting of the Advertising Managers New York State Dailies will be held in Syracuse, Wednesday and Thursday, Jan. 27-28, at the Hotel Syracuse. This meeting will overlap and be in conjunction with the annual meeting of Publishers Association which is being held at the same time and place, Jan. 28-29.

The association will hear its first report concerning the work of the new department, the Advertising Bureau N. Y. S. Dailies, which has been functioning in Utica since Oct. 1, 1925.

L. S. Chubbuck of the *Binghamton Press* is president of the group.

Barlow Advances on Toledo Times

W. L. Barlow has been advanced from the copy desk to assistant managing editor of the *Toledo Times,* taking the place of Wilbur M. White who was recently named managing editor to succeed C. W. Howard. Ralph Hull of the *Columbus* (O.) *Dispatch,* and R. E. Moses of Superior, Wis., have been added to the desk force of the Times. Mr. Barlow has been with the Times for three years, going there from the copy desk of the *Cincinnati Times-Star.*

New Virginia Advertising Bill

A bill providing for the appropriation of at least $500,000 to advertise Virginia will be introduced in the general assembly by A. L. Jordan, new member from Norfolk City. The measure, now being drafted, will provide that the advertising fund be administered by a board headed by the governor and composed of outstanding business men of the state who would serve without pay.

Librarians Dine in New York

The Newspaper Group of the Special Libraries Association held a dinner at Keen's Chop House, New York, Jan. 18. John Miller, chairman of the membership committee, was in charge of arrangements.

Florida Daily Changes Field

The *Sebring* (Fla.) *Daily American* has changed from an evening to a morning newspaper and will be published every day except Monday.

ONE OF A SERIES

Letters That Speak for Themselves!

KANSAS CITY JOURNAL-POST
Kansas City, Mo.

For the last three years we have been using your service and cannot speak too highly f it as a means of saving annoyance to the publisher and securing prompt settlement f his accounts.

Your improved full service lightens our worries wonderfully and apparently is equally s satisfying to the advertising agencies. We consider your service a great step in dvance of the old system of sending out tear sheets from our office, and after having ed the Advertising Checking Bureau we would be loath to again return to the d system.

Particularly do we appreciate the careful co-operation from your offices in keeping our stomers satisfied, and it is with pleasure that we forward this word of recommendation. We are enthusiastic supporters of your system.

Your very truly,
KANSAS CITY JOURNAL-POST, K. M. Corwin, Credit Manager."

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St. CHICAGO — 15-19 East 26th St. NEW YORK

CHEERFUL OUTLOOK IN

ILLINOIS

FOR NATIONAL ADVERTISERS

One of the most cheerful features in the business situation in Illinois is that employment conditions were never better. A majority of manufacturing plants in the State have materially added to their forces recently, the ranks of the unemployed from this source alone being depleted by 6,000, says the report of the Illinois Department of Labor.

Trade conditions are very healthy and the outlook is regarded as good by all leading interests. Credit is in good supply, and from all appearances is being expanded to some extent in the manufacturing and mercantile industries.

This certainly indicates a cheerful outlook for National Advertisers who will distribute their merchandise in this territory during the coming year.

Do not neglect the most important feature of your campaign—deliver your sales talk directly to the consumer through his daily newspaper.

These Illinois Newspapers Cover the Entire State

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News .....(E)	18,075	.06	.06
††Chicago Herald & Examiner....(M)	349,209	.55	.55
††Chicago Herald & Examiner ....(S)	1,050,373	1.10	1.10
Chicago Daily Journal .....(E)	123,293	.26	.24
*Evanston News Index .....(E)	6,608	.04	.04
*Freeport Journal-Standard .....(E)	9,053	.045	.045
*Joliet Herald News .....(E)	18,924	.06	.06
*La Salle Tribune .....(E)	3,629	.025	.025
*Mattoon Journal Gazette .....(E)	5,470	.03	.03
*Moline Dispatch .....(E)	11,193	.045	.045
*Monmouth Daily Review Atlas....(E)	5,162	.035	.035
*Ottawa Republican Times .....(E)	5,420	.03	.03
*Peoria Star .....(S) 23,021..(E)	30,269	.075	.06
†Rock Island Argus .....(E)	11,248	.045	.045

*A. B. C. Statement, September 30, 1925
†Government Statement, March 31, 1925
††Government Statement, September 30, 1925

WITH THE GENERAL ADVERTISERS

Campbell Soup Starts Newspaper Test—General Motors Increases Appropriation to Dailies—American Tobacco to Introduce New Brand

WITH the new year commences the first real test of newspaper space since 1915 by the Campbell Soup Company of Camden, N. J. For the past 10 years the advertising of this firm has been an exclusive magazine account.

H. F. Jones, advertising manager, questioned by EDITOR & PUBLISHER, declined to give specific details regarding the newspaper campaign, other than that he expected to give that medium a "comprehensive trial." He denied the newspaper appriation totaled $800,000 as reported in New York advertising circles.

"At present," he said, "we intend using dailies in about 12 cities. As to plans of extending this number, we are studying our markets first and the selection of newspapers will follow."

The institutional program of the General Motors Corporation, hitherto confined to magazines, is now also going into the newspapers on a large scale, Barton, Durstine & Osborn, New York advertising agency handling the account, announced this week.

A test of newspaper space was made last fall when 150 metropolitan dailies were used. This special campaign marked the first use of newspaper advertising columns made by General Motors for its institutional copy. During 1926, the newspaper list will be "considerably larger," an agency official informed EDITOR & PUBLISHER. He declined to make public the exact extent of he schedule. The magazine appropriation will continue approximately the same, without any increase.

Half and Half Smoking Tobacco, a new brand just brought out by the American Tobacco Company will be put on the market shortly. The advertising of this brand has been placed with the New York office of Dorrance, Sullivan & Co., who also handle for this company the advertising of Herbert Tareyton Cigarettes and have handled during the past two years the advertising of Tuxedo Smoking Tobacco.

C. Walter Dearden, sales promotion manager of the Strathmore Paper Company, of Mittineague, Mass., has resigned to become secretary and sales manager of the Rourke-Eno Paper Company, of Hartford, Conn. Mr. Dearden was a founder of the Association of National Advertisers and the originator of the slogans, "Paper Does Express," and "Paper is Part of the Picture." He was also founder of the Advertising Club of Springfield and served as president and vice-president of that organization.

He served for 24 years with the Strathmore Paper Company, starting in their employ as a stenographer. Three years later he was promoted to advertising manager, a position he held until his resignation. He introduced the manufacture of the first combined mill sample books ever issued and invented the Strathmore cabinet and the company's "color grammar."

The Lane Company, manufacturers of Lane Cedar Chests, of Altavista, Va., are planning an even larger advertising appropriation for 1926 than they spent in 1925 advertising their product. Lane Chests have been very extensively advertised in national magazines for the last three years. The year 1925, the company announces, was the most successful in its 13 years' history. The company has let contracts for new additions and equipment that will cost in the neighborhood of $130,000. The work began on Jan. 4 and is to be completed by May 1. The present output of the company is about $1,500,000 annually; this it hopes to increase to $3,000,000.

At a meeting of the board of directors of L. C. Smith and Corona Typewriters, Inc., the new name of the merger of the L. C. Smith and Corona Typewriter companies, held at Syracuse this week, the number of directors was increased to fifteen by the election of five to represent the Corona interests. The new directors are Samuel G. H. Turner, President of the Second National Bank of Elmira, N. Y.; Carlton F. Brown and Lawrence J. Conger of Croton, N. Y.; Thomas H. Dinsmore and Theodore S. Kenyon of New York.

The officials of the new organization are as follows:

Wilbert L. Smith, Chairman of the Board; Frank R. Ford, President; Francis E. Van Buskirk, Vice President; Schuyler C. Stivers, Vice President and Secretary; Carlton F. Brown, Vice President; Lawrence J. Conger, Vice President; B. C. Milner Jr., assistant to the President; William H. Haun, Treasurer.

Earnings of the Onyx Hosiery Company for 1925 increased over those of the previous year, due to the record-breaking holiday trade. The annual report covering operations for the full year is expected shortly. Figures for the nine months ended Sept. 30, however, show net profit of $588,164, which after preferred dividends is equal to $2.60 a share earned on the common stock. This compares with a deficit of $85,254 in the same period of 1924.

Gordon K. MacEdward, formerly sales manager of Walker & Co., outdoor advertising, Detroit, has been appointed advertising manager of the Frischkorn Florida Company, owners of a 3,000 acre development at Dunedin, Fla., on the West Coast. This company is using newspapers, outdoor advertising and circular matter in the South and will soon extend these to the North.

A five year advertising campaign is being planned by the Japan Tea Promotion Committee to start within the next few months. The J. Walter Thompson Company will handle the account.

The Murphy Varnish Company, Newark, has started an advertising campaign on Murphy's Brushing Lacquer, a new product. Calkins & Holden, Inc., is placing the business.

F. X. Wholley who joined the Barnet Leather Co., Inc., of New York, as advertising manager following his leaving Washington, where he represented organized advertising for several years, has been made assistant to the president in charge of advertising and selling.

Mr. Wholley also directs the advertising and merchandising of the Northwestern Leather Co. Trust, makers of "ELKO" and is preparing campaigns for an increased amount of advertising for both companies.

Gridley Adams has been appointed director of advertising for the Key Largo City Properties, Fla.

R. M. Vandivert, formerly associated with the national advertising division of the Hearst newspaper organization, has been appointed advertising and sales promotion manager of the fabrikoid division of the E. I. du Pont de Nemours & Co., with headquarters in Newburgh, N. Y.

The Palmolive Company used New York newspapers recently in a test campaign for its new shaving talc for after shaving purposes.

The Chamberlain Medicine Company, Des Moines, Ia., is conducting a newspaper campaign for its cough remedy.

Arthur J. Brewster, former newspaper man and advertising manager of the L. C. Smith & Brothers Typewriter Company, Inc., has resigned the latter position to enter the advertising agency field. He has been with the typewriter concern for the past 13 years. He held reportorial and editorial positions on Syracuse newspapers prior to entering the advertising field. Mr. Brewster will continue as head of the advertising and selling department of the College of Business Administration at Syracuse University, which position he has held for six years.

City Editor Steps Up

Blaine Gibson, for two years city editor of the *Pasadena* (Cal.) *Evening Post* has been promoted to managing editor of that newspaper which is the "mother" of the F. W. Kellogg chain of 16 newspapers in Southern California. Mr. Gibson is a graduate of the School of Journalism, University of Missouri. He entered the Kellogg organization five years ago.

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

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TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
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BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

A SINGLE ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their respective fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page	$280.00 per insertion
Half Page	145.00 per insertion
Quarter Page	82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

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Advertising World
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Covent Garden, W. C. 2
London, England
Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON

PLANS FOR MUNSEY NEW YORK PAPERS

(*Continued from page* 5)

)per stories and a dining room on top. ewart learned something about this, and e also learned that the Second Con-egational Church in New London was oking for a first class tenor for its iartet.

Attractive as the combination sounded, e was no person to go out chasing wild ese. His first proceeding was to seek s friend, Charles J. Brown, a Rochester irseryman, and ask him what was to be own about that man Munsey. After nsulting Dun and Bradstreet Mr. rown reported that "that man Munsey" as a pretty good risk—said he was vell rated and growing." Mr. Dewart mediately wrote an application for a)b and mailed it to Mr. Munsey in ew York.

Mr. Munsey replied promptly, ad-sing him that the application had been rwarded to the local manager of the ohican Company in New London. T(is manager the young man at once nt impressive references.

The response was discouraging. The ferences were excellent, but the man-ger thought Mr. Dewart too young—he as then but 22. Mr. Dewart thereupon ought a railroad ticket for New London here he met Erman J. Ridgway, gen-al manager of the Munsey concerns. r. Dewart got a job which paid only 2 a week to start.

His first task was to straighten out hat Mr. Dewart calls "the worst set books I ever tackled,"and to make an ventory. He did it so well that in urse of time he was transferred to New ork, where he was assigned to one of any sets of books in the Red Star ews Company at No. 141 East Twenty-th street, a distributing organization for e Munsey publications. Mr. Ridgway und him a boarding house at No. 70 exington avenue, and got an engage-ent as singer in the choir at St. Bar-olomew's Church.

Mr. Munsey carried most of his busi-ss affairs in his head, and thought his nployees should be able to do likewise. hen he asked for information he wanted prompt and ready answer. Mr. Dewart ade a record book for Mr. Ridgway orking at night, and with this it was ssible to keep pace with Mr. Munsey's uestions. That book developed into a st system which is today used almost iversally in business.

For about 18 months Mr. Dewart's erage working day was from 8 in the orning to midnight. In rapid succession became head bookkeeper of the Red ar News Company, assistant superin-ndent of the manufacturing plant and ditor of the business.

When the Frank A. Munsey Company as incorporated in 1902 he was made easurer without bond.

Mr. Ridgway retired as general man-er in 1903 and Mr. Dewart was ap-inted to succeed him as vice-president, neral manager and treasurer. As news-pers were purchased he became vice-esident and general manager of the veral concerns.

On Christmas Day of 1907, he and Mr. unsey breakfasted together at the Union ague Club. The employer excused mself to write a letter. Returning with he asked Mr. Dewart to look it over at his leisure. Later in the day he opened the letter and this is what he read:

My dear Dewart:

This note is to wish you a Merry Christmas and to hope that the New Year will bring you continued good health and a large measure of happiness. It is also to tell you that your salary will be advanced from twelve to fifteen thousand dollars. This evidence will assure you of my confidence in you and my appreciation of your loyalty to my interests and to myself. I am glad to make you this advance, making it as I have made all increases in your salary during the years you have been with me, without solicitation or pressure, directly or indirectly, on your part. It would not be the same thing if at any time there had been a suggestion of compulsion about it. Merit usually names its own reward without direct or indirect seeking. Your advance over the heads of all others in the business, starting at $12 a week a few years ago, and at work of simple grade, tells its own story. I congratulate you warmly on this record. You have both my friendship and my best wishes.

Sincerely yours,
FRANK A. MUNSEY.

That was not the first signal token of Mr. Munsey's esteem. In 1880, when, as Mr. Munsey liked to say, a dollar looked to the future editor of the Sun "as big as the Palisades," he bought for himself a gold watch. When he was on his first trip to Europe in 1895 he bought a beautiful repeater. The old watch he gave to his father. The elder Munsey willed it back to him when he died in 1907. Meanwhile, in 1904, he presented Mr. Dewart with a watch—the latter's first. After an address to the Bankers Association in 1922 Mr. Munsey called Mr. Dewart aside and gave him the watch that he first purchased in 1880. The day after Mr. Munsey was taken to the hospital for what proved to be his final illness he also gave the repeater to Mr. and Mrs. Dewart jointly, saying he wanted them to have it for sentiment's sake and foor good luck.

Mr. Dewart has another article by which Mr. Munsey set even greater store—a diamond ring, the gold of which is made up in part of his mother's wedding ring. It passed to Mr. Dewart at the expressed desire of Mr. Munsey's sole surviving sister.

The friendship between the two men became more apparent than ever during the final days of the editor. At the hospital he was unwilling for Mr. Dewart to be away from him even for a short while, and would invariably ask for him on awakening.

One Sunday afternoon in September last, when Mr. Munsey was entertaining Mr. and Mrs. Dewart and other guests at Fort Ticonderoga, the host led his business manager to the door through which Allen and the Green Mountain Boys charged on that famous night when they wrested the place from its British garrison.

"Doesn't it just tear the heart out of you," Mr. Munsey said, "to think of the pride and courage of those New Englan boys, who had no fear of death and no other thought than—'My Country!'"

After dinner that evening, as the party sat on the veranda looking off to the gloom of the "friendly mountains," with their fringes of forests dimly discoverable in the starlight, Mr. Munsey asked Mr. Dewart to sing. He himself suggested these old hymns: "Rock of Ages," "Abide With Me" and "Jesus, Lover of My Soul."

"They were my father's favorite hymns," he said, "and they are mine."

Those hymns were sung at Mr. Munsey's funeral.

Mr. Dewart was married on April 21, 1908, to Mary Louise, daughter of Commodore and Mrs. Thomas H. Wheeler. Mrs. Dewart, a graduate of Smith College and a lady of great charm, shared Mr. Munsey's esteem with her husband. They have three children—William T., Jr., and Thomas Wheeler, 16 and 15 years old respectively, students of St. Paul's School, Concord, N. H., and Mary, aged 10.

Mr. Dewart gave a luncheon Saturday to members of the *New York Sun's* advertising staff at the Metropolitan Club.

The luncheon was attended by 70 men of the *Sun's* advertising force, together with several executives of the *Sun*, and was the occasion for an expression of appreciation by Mr. Dewart of the splendid showing made by the staff during the past year, and especially during the past six months.

Mr. Dewart had intended giving the luncheon during the Christmas holidays, but on account of Mr. Munsey's death it was postponed. Edwin S. Friendly, business manager, read a number of letters from the most prominent people i nthe United States congratulating Mr. Dewart on his promotion to the presidency and expressing assurances of his ability to carry forward the work of the great publisher. H. B. Fairchild, advertising manager, spoke in high praise of his staff and of the new chief executive of the Sun.

Gilbert T. Hodges has been appointed a member of Mr. Dewart's executive staff. His position as advertising manager of the Frank A. Munsey Company, has been taken by Albert J. Gibney.

New Plant for Ft. Worth Press

The *Fort Worth Press* has purchased a plot of ground in Fort Worth and will immediately begin erection of a steel and concrete building and will install a new press and composing room equipment. The total expenditure will amount to $150,000. W. C. Mayborn is president; M. R. Toomer, editor, and Peter Hamilton, business manager. Mr. Mayburn left for the East this week to complete arrangements for machinery.

Laconia (N. H.) Citizen Launched

The *Laconia* (N. H.) *Evening Citizen* was launched Jan. 5 by Edward J. Gallagher, New Hampshire newspaper man of wide experience. The paper is Democratic in politics.

BUILDINGS
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An organization specializing solely in newspaper building design, manufacturing and production problems.

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0 West 42nd Street New York

The Tampa Morning Tribune

The Tribune exceeds in Net Paid Circulation any Five papers in its territory.

The Tribune blankets the First Market of Florida.

The Tribune's field is fertile and prosperous just now. Tampa's population is 150,000 and the trading territory reaches 700,000.

Full Associated Press Service
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Sole National Representative
THE S. C. BECKWITH SPECIAL AGENCY
New York Chicago St. Louis
Kansas City Detroit
Atlanta Los Angeles San Francisco

Sun Leadership

During the last six months of 1925, The Sun published 7,693,384 lines of total advertising—leading the second New York evening newspaper by 388,004 lines. The Sun had a larger gain during this period than all the other New York evening newspapers combined.

The Sun
280 Broadway New York

Northern Ohio!
one of the country's
Greatest Markets
covered ALONE by
one of the country's
Greatest Newspapers

The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it

J. E. Woodward 110 E. 42d St New York
Woodward & Kelly 360 N. Mich. Ave. Chicago

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
QUALITY SAME SERVICE SAME PLANTS
CLINE WESTINGHOUSE

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

Johnstown Tribune
Johnstown, Pa.

Ask them about it.

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

EDITORIAL RESEARCH REPORTS supply accurate information upon the major problems which call for frequent editorial comment.

The reports are for the *information and review* of editors and publishers *rather than for publication.*

They are in use by the leading American newspapers and magazines.

The cost of this service, based upon circulation, is compatible with every moderately liberal editorial expense budget.

EDITORIAL RESEARCH REPORTS
828—18th Street
Washington, D. C.

first! in OHIO
21,544,376 Lines
Dispatch advertising record for 1925 which was the greatest year in Dispatch history. This newspaper led all other Columbus newspapers combined by 3,680,065 lines and was first in the state of Ohio leading the second paper by 2,648,383 lines.

NET PAID CIRCULATION

CITY	54,651
SUBURBAN	26,637
COUNTRY	22,238
Total Circulation	103,526

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

SAYS PRESS MUST STAY ON PUBLIC'S LEVEL

Morrow Sees Small Place for Leadership or Uplift in Newspaper Work —Commercialism Rightly Dominant

The newspaper of today is a commercial enterprise, serving a commercially minded people in a commercial age. That is the end and aim of its being. It has its warrant for existence from the people, it exists only with public favor, and it is physically impossible for it to rise higher than the source of its existence.

Thus Marco Morrow, assistant publisher of the *Capper Farm Press*, last Thursday gave journalism students at the Kansas State Agricultural College a realist's attitude toward the press and commercialism.

Mr. Morrow did not see any occasion for alarm in his view of the situation of journalism today.

"Let us have done with the lamentations of the Utopians over the commercialism of the press and with self deception and hypocrisy on the part of newspaper men," he urged.

The newspaper, he asserted, is a commercial institution because it is an integral part of a commercial civilization.

"It is still true," he explained, "that 'things are in the saddle' and the press, as is every other institution in the age of industrialism, is necessarily dominated by things. Business supports the press, business pays the fiddler, and in the end, business must be served."

Mr. Morrow supported his conclusions by telling of the establishment of a daily newspaper in Kansas City, the state's largest city. There, he said, leaders in social work, in the churches, in the schools, and in the business life of the city realized that they were handicapped because they had no newspaper—but it was the business men who obtained a paper for Kansas City.

Unless the student can be in sympathy with the primary function of the newspaper—the reflection of public sentiment, the championing of the spirit of the community—he shouldn't go in for newspaper work, Mr. Morrow declared. He urged those who would dally with the uplift to seek some other medium of expression. He averred that this was not cynicism, but sense, and that the journalist need not abandon idealism.

The journalist may and ought "to question every existing human institution," Mr. Morrow asserted.

"Yet," he continued, "knowing that he is neither a prophet nor the son of a prophet, he may feel no divine call to undertake, single handed, the reformation of the world and the redemption of the race.

"The men who really help mankind move forward are the men who keep step with their fellows, elbow to elbow, and gently, almost imperceptibly, give the former urge.

"That, to my mind, is the function of the journalist. His material is humanity as it is, now, today."

In common with other business, newspaper making has accepted higher standards than those formerly in force, Mr. Morrow believes. He suspects, however, that "newspapers have become more honest just to the same extent that the rest of the commercial world has become more honest."

An instance of the manner in which standards move, the speaker adjured his hearers to remember that our ideas of what is "fit to print" change from year to year. "Personally," he said, "I can think of no happening that is not a fit subject for discussion, but everything depends upon how it is discussed.

"Filth in newspapers is not a question of subject matter but of treatment, and that is entirely up to the good taste and sense and decency of the editor.

"It is the duty of the newspaper man," Mr. Morrow continued, "to face realities, to realize his limitations, to keep his ideals, and to cultivate his judgment. With a mind a little more open and with a little greater faith he ought to be able better to discern the morrow. With a little greater courage than his fellows he ought to be able to face facts more fearlessly. And that's enough for one man to do.

"If he feels the urge of the prophet let him yet remember that as long as he is a newspaper man his station is in the market place, not as a retailer of gossip, not as a common scold, not as a scoffer and scorner, but as one of the laborers doing his chosen part in the world's work."

AMARILLO DAILIES SOLD

Daily News and Evening Post Go to Gene Howe of Globe

Sale of the *Amarillo Daily News* and the *Amarillo Evening Post* by Dr. J. E. Nunn and J. I. Nunn to Eugene Howe and associates of Atchison, Kan., owners of the *Amarillo Daily Globe* took place Monday, Jan. 11. The sale is as of Jan. 1. The consideration was $200,000.

The three papers are to be merged and a morning, evening and Sunday paper published. Associated with Mr. Howe is Wilbur C. Hawk of the *Atchison* (Kans.) *Globe*. He and Mr. Howe, son of Ed Howe, founded the Amarillo Globe two years ago.

Dr. Nunn founded the News 16 years ago. J. I. Nunn was general manager. The Nunns will return to private life.

Minnesota Publisher Dies

Howard Bratton, 52, founder and publisher of the *Faribault* (Minn.) *Daily News*, died Jan. 2, following a long illness. He was born in Xenia, O., and did his first newspaper work on the *Xenia Herald*. In 1905 he became city editor of the *Springfield* (O.) *Sun*. In 1907 he became managing editor and 1911, business manager and editor. Later he served as editorial writer for the *Dayton News* and in 1913 was named editor of the Dayton News League, owned by James M. Cox. He established the Faribault Daily News in 1914.

ASHBY DEERING

Veteran New York Telegraph Man Succumbs to Heart Attack

Ashby Deering, for nearly 20 years a member of the staff of the *New York Morning Telegraph*, died suddenly of heart disease January 12 at his home.

Mr. Deering, who was in his early fifties, had served on the *New York Evening World* and the *New York Daily News*. Subsequently he came to the Morning Telegraph and made himself one of the best known newspaper men in the theatrical district.

Obituary

MRS. FLORA FRANKLIN HOLMES, wife of George Sanford Holmes, managing editor of the *Rocky Mountain News* and *Denver Times*, is dead following a recent illness.

FRANK L. MOORE, president of the Westfield River Paper Company of Russell, Mass., died while on a business trip in New York City last week. His home was in Springfield, Mass.

LESLIE J. PIGOTT, former newspaper man of Philadelphia, Detroit, Chicago and Denver and more recently, publicity director of the Denver Chamber of Commerce, is dead. He located in Denver four years and served as managing editor of the *Denver Express*, and later as state editor of the *Denver Post*.

JOHN J. DARCY, a veteran printer on the *New Bedford* (Mass.) *Morning Mercury*, was instantly killed when the newspaper truck in which he was riding struck a stone in the road and overturned.

C. W. HOBART, 62, owner and editor of the *Laingsburg* (Mich.) *Press*, weekly, died last week in an ambulance shortly after being stricken in his office with apoplexy.

JESSE JAMES BYE, 35, for years pressman on the *Dallas Journal*, recently shot himself at his home. He had been despondent over ill health.

HENRY W. PEAK, 62, died at Seattle, Jan. 2 after five days' illness caused by lead poisoning. Peak has worked for the last 22 years in the printing departments of various Seattle newspapers.

MRS. BRIDGET MURRAY, mother of George T. Murray, *Boston Post* photographer, died Jan. 6, at her home in Roxbury, Mass.

CARL GEHRE, 70, for 20 years editor of the *Volksblatt Rundschau*, Lincoln, Ill., died Jan. 2.

CHARLES L. FEIGEL, 52, secretary of the Volksfreund Printing Company, of Buffalo, publishers of a German language newspaper, died recently.

How many "classified mediums" are really c-l-a-s-s-i-f-i-e-d? Is yours?

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

Remarkable Growth
Detroit Times
Evening over 220,000
Sunday over 280,000

Huntington
is the fastest growing city in
West Virginia
Building permits in 1924 exceeded $8,000,000.00. 125 industries which employ 11,000 people and have invested capital of $30,000,000.00.
The HERALD DISPATCH
is the leading newspaper with 2,000 more circulation daily than the other paper.
Complete "service department" for national advertisers.
Represented Nationally by
The Devine-MacQuoid Co., Inc.
New York and Chicago

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6 Fisher Occidental Bld.
INDIANAPOLIS, IND.

Dominant and headed upward
in the rich Louisville field
The Courier-Journal
The Louisville Times
Represented Nationally by
The S. C. BECKWITH Special Agency

The Morning Telegraph
Is the giant influence on the Turf, in Society, Music, Theatre, Motion Picture and Finance, having the largest circulation of any Daily in the United States at a ten-cent Price.
Circulated in every State in the Union and the principal capitals of Europe. An exclusive market for its advertisers.
The Morning Telegraph
50th St. & 8th Ave., N. Y. City

Largest Evening Circulation in Largest Market
For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.
NEW YORK JOURNAL
America's Largest Evening Circulation and at 3c a copy

WHAT'S WHAT IN THE FEATURE FIELD

Editors Feature Service Contracts with Dr. A. F. Currier—"Air News" Service Being Offered by Butman—Herriman Making New Sunday Page

DR. A. F. CURRIER has contracted with the Editors Feature Service, New York, to write daily medical articles, under the heading, "Health Talks." Dr. Currier once wrote for the old *New York Globe,* and recently his column has been handled by another syndicate. Offerings of the Editors Feature Service are distributed through Johnson Features, Inc., New York.

The same syndicate this week also announced Col Henry W. Bunn had been engaged to write editorials for newspaper use, and that R. W. Satterfield, news cartoonist, had joined the staff. Col. Bunn is a contributor to *Atlantic Monthly,* the *Century Magazine,* and other class periodicals.

Carl H. Butman, manager of the Washington Radio News Service, is now offering a new feature under the title 'Air News." Mr. Butman served in the U. S. Air Service as an information officer, and for several years represented *Aviation,* an aeronautical magazine, as Washington correspondent. He has also covered aeronautics for the Army and Navy Advisory Committee for Aeronautics.

George Herriman, creator of "Krazy Kat," is now drawing a new Sunday comic page called "Us Husbands," for the King Features Syndicate, New York.

"Brothers-in-Law" by Darrell Mc Clure, is now being distributed nationally by the Premier Syndicate, New York.

Courtney Riley Cooper has written a series of articles on Buffalo Bill for the Bell Syndicate, Inc., New York.

Roy Q. Minton, night city editor of the *Dallas Morning News,* has joined with the King Features Syndicate as traveling representative in Texas, Oklahoma and Arkansas. Mr. Minton has been connected with the editorial department of the News for the last four years. Previous to that time he was for several years associated with his father, W. J. Minton, in the publication and management of the *Sherman Daily Courier.*

W. Boyce Morgan has joined Associated Editors, in Chicago office. He was formerly on the *Chicago Daily Journal.*

May Christie, English novelist, has compiled a serial of American life entitled "The Girl Who Dared," being handled by King Features Syndicate, New York.

She is the daughter of Dr. Dugald Christie, C. M. G., F. R. C. S., who was the chief medical adviser to the Chinese government and president of the British Medical Association of China for years. Dr. Christie is an author himself, having written several standard works on the Far East. She has an M. A. degree from the University of Edinburgh where she took honors in English and Philosophy. Coming to America, she obtained much newspaper experience as woman's editor of the *Philadelphia Evening Ledger.*

"Gasoline Alley" created by Frank King for the Chicago Tribune Syndicate won first place in a reader voting contest conducted recently by the *Springfield* (Mass.) *Union* to determine the paper's most popular feature.

BRITISH M.D.'S FROWN ON PRESS PUBLICITY

Penalty of Being "Struck from the Register" Awaits Those Who Advertise Themselves in News Columns

LONDON, Jan. 5.—At intervals a British medical practitioner finds the need for self-expression too strong for him and plays havoc with the etiquette of the profession by descanting his opinions into the columns of the press. The General Medical Council does not view such "unprofessional conduct" lightly, however, and as is shown by several recent cases in which doctors of standing have been "struck off the register" for allowing their names to be used in newspaper articles. It is prepared to take severe measures to uphold the dignity of the profession.

Broadly, the view of the Medical Council and the British Medical Association is that no objection can be taken to doctors giving information in articles or other newspaper contributions. To do so in signed articles, or to allow one's name to appear in connection with the published matter, is a form of advertising and is rigidly barred. The Council frowns upon the practice of doctors granting interviews to reporters or allowing their photographs to be reproduced in connection with news stories of important illnesses with which they may be concerned. The penalty of being "struck off" is a serious one to the doctor, meaning, among other consequences, that other medical men are not allowed to work with him.

An aged doctor who believes he has discovered a cure for consumption and has written articles about the treatment for a weekly paper is the central figure in the most recent case of this description. He was charged by the Council with "seeking to attract patients to himself and to promote his own professional advantage by associating himself with advertising through articles in a weekly journal, sending circular letters regarding the cure to persons not under his charge, endeavoring to induce doctors to use the cure for their patients, while refusing to disclose the formula to them."

His defense was that he was "intoxicated by the exuberance of his enthusiasm for this treatment," and when the editor of the paper approached him he considered he had a right, in the interests of humanity and the medical profession, to give information as to the remarkable results of the treatment, on the strict understanding that the names of the medical men engaged in it were not divulged. The disciplinary action of the Medical Council has not deterred the doctor, for he retorted that he would now be a free-lance and would be able to further the new treatment unhampered.

ANALYSES NEWSPAPERS' MERITS

H. L. Hawkins Gives Eight Reasons for Using Ad Space

Eight reasons for newspaper advertising were given recently by H. L. Hawkins of the advertising staff of the *Philadelphia Bulletin:*

1. Newspaper reading is a universal daily habit; newspaper advertising therefore reaches each day virtually all who buy.
2. Newspaper advertising is the life blood of local trade because it touches all consumer sources in every community. It gives the national advertiser the same opportunity for complete consumer appeal in any locality.
3. Newspaper advertising cuts selling costs because it entails no waste in locality of circulation. Manufacturers use it to cover markets where it is profitable to do business.
4. Newspaper advertising insures quick, thorough and economical dealer distribution and dealer good will, because retailers are willing to sell products advertised direct to their own customers.
5. Newspaper advertising enables manufacturers to tell where their products may be bought.
6. Newspaper advertising can be started or stopped overnight, can be prepared between days to meet sudden developments and to obtain immediate results.
7. Newspaper advertising enables manufacturers to check advertising results and costs in every market which they enter.
8. Newspaper advertising costs less than any other kind.

"In addition to all the inherent advantages of newspapers," Mr. Hawkins stated, "it is interesting to know that magazines are about 138 per cent in excess cost of newspapers, figuring on the cost per million circulation.

"The newspaper, above all, reaches people, not just the 'market.' The advertiser in a magazine of several hundred thousand circulation reaches that many people, but over an area of 2,000 or 3,000 miles for the most part.

"A newspaper of the same amount of circulation, on the other hand, reaches the people in the advertising merchant's home area, and so the 'punch' of his material is concentrated on the vital spot."

Jewish Weekly for Florida

The *Jewish Digest,* published at Miami, Fla., was to make its initial appearance, Jan. 15, and issued weekly thereafter each Friday. Rabbi Joseph Jasin, formerly Rabbi of Temple Israel, Miami, is editor-in-chief, and Milton S. Malakoff, formerly editor of the *New York Jewish Tribune,* is managing editor.

fashions

That build circulation and please your biggest advertisers

FAIRCHILD
Newspaper Services
8 East 13th St. New York

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 650,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World
Pulitzer Building, New York
Tribune Tower, Chicago

Evansville, Ind. Courier & Journal carried over 14 million lines of paid advertising during 1925

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

Los Angeles Times
California's Great Newspaper
More news, reading matter and advertising than any other Pacific Coast newspaper.
Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market.

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.
Member A. B. C.
URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representative:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

San Francisco Chronicle
PAYING circulation determines the logical choice of an advertising medium. In San Francisco and Northern California it is a recognized fact that The Chronicle following has the buying power.
National Representatives
Williams, Lawrence & Cresmer Co.
360 N. Michigan Ave., Chicago
225 Fifth Ave., New York

BANKER PRAISES ADVERTISING

Traylor of Chicago Calls It Educational and an Economic Force

Melvin A. Traylor, president of the First National Bank, Chicago, speaking last week before the Advertising Council of the Chicago Association of Commerce, described modern advertising as "a system of education, as well as the greatest single force in distribution."

He enumerated the achievements throughout the world during the quarter century just closed which eclipsed any other similar period in the world's history. Modern advertising and scientific truthful publicity itself he named as one of these achievements, but more important still he emphasized its place in the development of all other achievements.

Mr. Traylor further stated that banks today in dealing with clients and making loans take cognizance of the type of advertising done by a company or firm in promoting sales.

"Truth in news columns and in advertising," continued Mr. Traylor, "is today one of the foundations of American prosperity."

LARGER MOTOR ADVERTISING IN 1926

(*Continued from page* 4)

Here is Chrysler with its new Imperial 80, a larger car. And it was a good car plus newspaper advertising that made the original Chrysler such a phenominal success. Having something else to talk about will mean additional space, as for example last Sunday many papers carried not only a big advertisement on the 80, but on Saturday they got wire announcements of equally large size carrying prices.

John N. Willys has not only a new car on the Willys Knight chassis, but he has acquired control of the Stearns Knight. Everyone knows Mr. Willys is a believer in advertising. So he has notified the Stearns Knight dealers that they will not be disturbed and he will not offer the franchise to Overland-Willys Knight distributors. Therefore, he will put a punch into Stearns Knight, undoubtedly, and let the people know something about what was once among the most widely known of our cars. To do that means additional linage. Add the new copy on the latest Willys Knight to what is generally put out on the Overland and it is easy to see the possibilities.

Studebaker plans to average about 24 pages this year in the bigger papers, slipping them two pages a month. From time to time this schedule will be augmented by additional copy as something timely crops up. As Studebaker is having remarkable prosperity there will be several times when it has something worth while to give in a message to the public through the papers.

Reo has worked out a schedule of 26 pages for this year, on a plan of using one big paper in the pivotal centers. To this will be added the linage of the local Reo distributors that generally ties up 800, 1,000 and 1,200 lines of space. This is a more comprehensive campaign than the company has ever planned.

Gardner is getting set for copy in some 50 or more large places on a basis of running a total of 15,000 to 20,000 lines in each section. This will be in addition to what is being used in the National show editions and the magazines.

Hudson-Essex had a whirlwind of a sale in 1925. It was backed up by one of the largest campaigns in the industry. Having had a phenominal year with great possibilities ahead there will be no let up this year.

The amalgamation of the Chandler-Cleveland will bring about greater coordination and cut down overhead. Chandler has had such wonderful success with its new sedan that it really had to curtail its fall advertising campaign and drop some of its full pages. Instead these pages are to be used this year and with them a lot of more copy. Cleveland will be taken care of also as the cars have been selling well.

Paige-Detroit has mapped out a big schedule that will run through until June comprising something like 50,000 for the larger papers on its list. It got its start in December and is now going through on regular slices of 1,000 lines or more. With the New-Day Jewett and a new Paige-Detroit it will have continuous messages about each.

Hupmobile, always a consistent advertiser, spent a lot more money last year. It got the results aimed at. With a new six and a larger eight to talk about Hupmobile copy will make a large hole in any newspaper reading page this year.

Pierce Arrow had a most successful year with its smaller model not only fitting in, but aiding in sales of the larger car. Also its bus business has been increasing faster than anticipated, so with its trucks added its financial year loomed up as the best in years. And its advertising appropriation was increased. It will be larger in 1926.

Franklin was another of the makers bringing out something new that created a furore when the newspapers gave the story. Utilizing the power of the press Franklin sales were overwhelmingly larger in 1925 than in the preceding year. And so it will have more money to spend now.

Ned Jordan has achieved a reputation for saying things in his copy that causes readers to watch for it. And he does not disappoint them by waiting too long between statements. Last year he appeared regularly, and plans to cut down the elapsed time between announcements in 1926. And his copy should be anywhere from 800 or 1,000 lines upward.

Packard was kept so busy turning out cars and counting the money rolling in that everyone was working to the limit. And its advertising was kept before the public because of its policy to keep in the limelight as much as possible.

Dodge Brothers were not negligent in using newspaper space last year, and with a new $10,000,000 expansion program one watches for increased copy. It has grown larger already this year.

Auburn now has a complete line of four, sixes and eights and last year during the closing six months it whooped things up here and there where it needed it with excellent results. Its figures in some places were larger than for two or three previous years. It plans to do more.

Diana came into the limelight last summer out of St. Louis and, as a newcomer craving a welcome, it was prefaced by large pieces of copy. And as it went along it was accompanied by more. When to this is added the Moon total, the two coming from the same plant, although through different companies, it put that city on the map very much. It will be a similar story in 1926.

Peerless brought out a new six this year, too. It has been under new management for several months and the new regime has passed the word out to distributors and dealers that to get results they need to advertise in the newspapers. So the linage has shown a steady increase that will keep up.

Ford has gone along the even tenor of his way telling the story of his product—Fords and Lincolns—to a larger number than ever through the papers until he is now well up with the leaders. He found it paid. And he intends to continue paying the papers large sums.

Rickenbacker copy will be more consistent this year than ever, with larger linage. Stutz is featuring a new eight that will bring into the papers additional revenue. Marmon is running on a campaign now that is to continue into the spring. Velie has worked out a preliminary schedule for its distributors and dealers, embracing copy averaging about 1,000 lines to run twice a month until the beginning of summer or later. Wills Sainte Claire made a very substantial gain last year and its linage increased with such good results that the 1926 total will be larger.

William C. Durant paid more attention to his motor interests last year and now he has them rolling better. Having added a six to the Star line and at a remarkably low price, and the Junior Eight from the Locomobile plant coming along admirably, with Flint always selling and Durant doing fairly well he decided to keep the Star in the limelight more, and say something about the Junior Eight. This policy will be continued.

Kissel has been rolling up a fine total this year for its sales and its advertising has been larger. The volume for 1926 will be increased. Case plans more newspaper copy than in 1925 and Davis is working on new schedules for this year.

When to this is added the tire schedules such as Goodrich running its full pages now, and Goodyear, Firestone, Miller, General, United States joining in in their usual generous way, while Dunlop is making up its mind to try newspapers again that will add more thousands of lines and dollars to the papers. Then there is White truck with such copy as the seven column one this week, and more to come. And the accessories like Champion and A. C. spark plugs, Stewart Warner products, Mobo soaps, Exide and Willard batteries to help out. The big soap men are neglecting a good opportunity in not going after winter business with their glycerine preparations to prevent freezing. The Boyce & Veeder Company is pushing its anti-freeze now where it is getting distribution with much success.

Pittsburgh Press

"Giant of the Newspaper World"

A Scripps-Howard Newspaper

Represented by

ALLIED NEWSPAPERS, INC.

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO EMPLOYERS.

ONLY 9 MONTHS OLD, BUT — The BIGGEST TABLOID ON EARTH

Rapid growth, you will admit, but the DAILY NEWS, St. Petersburg's Picture Paper, is keeping pace with Florida's development.

Editorial punch, convenient size, service to the community and its daily noon, home and sporting editions have combined to push the DAILY NEWS into its undisputed leadership in this rich market.

The SUNDAY NEWS, started in September, is the most popular on the West Coast.

Daily News
ST. PETERSBURG'S PICTURE PAPER

Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall

Represented by
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

Item-Tribune
MONDAY-EVENING-SUNDAY

COMPLETE COVERAGE
at one cost
95,000 circulation—20c a line week-days

Cover New Orleans At ONE Cost

MICHIGAN
and the
BOOTH NEWSPAPERS

THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN
50 East 42nd St.
New York City

J. E. LUTZ
Tower Building
Chicago, Ill.

De Forest Radio Co.

is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without

The Washington Times

The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.

PAYNE, BURNS & SMITH
New York City—Boston
G. LOGAN PAYNE CO.
Chicago - Detroit - St. Louis - Los Angeles

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation
LOUISVILLE KY



Our Own World of Letters

By JAMES MELVIN LEE

AS Franklin's birthday is so near date of publication of this issue I want to all attention to the latest book about B. Franklin. "The Religion of Benjamin Franklin" (D. Appleton Company) by ames Madison Stifler corrects many mis-pprehensions about this great colonial rinter and publisher. It sheds new light n a side of Franklin's character that has een under a cloud because of "that great Erratum"—to quote the philosopher's wn words.

Franklin once attended a Presbyterian hurch in Philadelphia where the sermon vas from the text, *"Finally, brethren, whatsoever things are true, honest, just, ure, lovely or of good report, if there be ny virtue or any praise think on these hings."* Franklin thought the sermon vas mighty poor when he considered the xcellent things suggested by the text. While he got little from the sermon, he hought the text an excellent one for a ewspaper man with the word "think" hanged to "print."

Franklin appears at his best in the let-ers to his favorite sister whom he calls 'Dearest Sister Jenny" and who was the vife of Benjamin Mecom. Franklin was lways helping this husband of his favor-te sister to get established in the news-aper business, as any good history of ournalism will show.

The volume is in error on a few his-orical matters, due doubtless to mis-akes which have been reprinted in en-yclopaedias. For example, on page 90 he assertion is made that the *Pennsyl-ania Gazette* was established by Ben-amin Franklin while that honor belongs o Samuel Keimer, fellow printer in Philadelphia. Franklin purchased the Gazette with issue number 40. But such lips do not detract from the main pur-ose of the volume which is to show the eligious beliefs held by B. Franklin, Printer.

A brief preface is contributed by Harry Emerson Fosdick. "The Religion of Benjamin Franklin" makes good Sabbath eading for newspaper men. Preachers, owever, can profit most by the book be-ause of the frank criticism of the pulpit y a practical printer.

* * *

A NEWSPAPER anthology of distinc-tion is "Klassischer Journalismus" (Rudolph Kaemmerer Verlag, Berlin) ollected and edited by Egon Erwin Kisch. Mr. Kisch has used the term "Klassischer" ecause in his volume he reviews the work f no journalist who is still alive. Mod-rn masterpieces from the newspapers are cheduled for a later volume under the itle, "Zeitgenossische Publizistik."

"Classical Journalism," to use a handy ranslation of the German title, opens with n introduction which, after outlining the lifficulties of preparing an anthology of his type, lists the value of such a volume or present day journalists. The lessons hat may be learned from this anthology re then given. From point of time the olume extends from Pliny, 79 A. D. to Peter Altenberg, 1907.

The material is organized under vari-ous heads. Items in each group are arranged chronologically and each selection is preceded by a summary of the work and life of its author. A wonderful catholicity of taste is shown in the volume.

The first section is headed "Leitartikel" (Editorials). Selections are given from German, French, English, Italian, American, Norwegian and Russian editorial writers. The points of view will doubtless attract the most attention from readers.

Other sections deal with personal experiences sent in by correspondents; news articles and reports from foreign correspondents; court reports, which include the famous one by Zola, "J'accuse"; a miscellaneous group chiefly humorous and satirical and including the work of Defoe, Steele, and Mercier; dramatic criticism; musical criticism; art criticism, and literature.

American newspapers and periodicals are represented—by German translations, of course. The American who received the most attention is Henry M. Stanley for the work which he did as a reporter on the *New York Herald*. Henry Stephen de Blowitz, called the "king reporter," is represented not with something he contributed from Paris to the *London Times* but with an article which he published in *Harper's Monthly* in 1900 about his work.

This comment about "Klassischer Journalismus" ought not to be concluded without an expression on my part of indebtedness to Charlotte H. Pekary of the German Department of Washington Square College, New York University, for translations furnished. The volume ought to be made available in English.

* * *

MEMBERS of the working press as well as teachers of journalism will be amused if not instructed with the article "The Newspaper and Literature" which Lawrence F. Abbott contributes to *The Outlook* for Jan. 13. On one point Mr. Abbott is in error. He says that Charles A. Dana died nearly 30 years ago —"before such a thing as a School of Journalism was thought of." Inasmuch as New York University was the Alma Mater of his father it is a little surprising that he is not familiar with the fact that Whitelaw Reid in the early 70's delivered a lecture at that institution on a "School of Journalism" in which a curriculum was outlined somewhat similar to that found in many of these schools about which is is so skeptical.

* * *

The second of a series of articles under the general head, "The American Press," appears in The Outlook for Jan. 13, from the pen of Don C. Seitz. This article takes up "Newspaper Dynasties and Great Chieftains of Journalism." Readers of the EDITOR & PUBLISHER will find little that is new in this article. But readers of The Outlook will doubtlessly be entertained with some of the anecdotes that are retold. For The Outlook for Jan. 20 Mr. Seitz is scheduled for "The Tabloid Press"—"the latest and lowest thing in American journalism."

The *Northfield* (Minn.) *News* published on the first of the year a 50th anniversary number. A special section contains interesting recollections of former editors and a historical sketch by Carl L. Weight, city editor of the News. The anniversary edition is dedicated to Joel Prescott Heatwole, for 26 years publisher of the Northfield News.

* * *

ARTICLES about the late Frank A. Munsey in various periodicals are too numerous to mention. The one in *The New Yorker* for Jan. 2, has possibly stirred up the most comment. The one in *The Nation* reprints the epitaph which appeared in the *Emporia* (Kan.) *Gazette* and then adds to the bitter lines of the epitaph the letter of comment printed in the *New York World* and signed "Newspaper Writer."

In conclusion it adds its own views about Mr. Munsey. To The Nation Mr. Munsey's life seems more an object of pity than of reproach. For some reason The Nation did not notice the reply to the letter of "Newspaper Writer" which Joseph Van Raalte printed in the *New York Morning Telegraph*. Possibly the Nation may yet comment on the views expressed by Mr. Van Raalte.

After reading all the conflicting opinions expressed in print about Mr. Munsey I am inclined to believe that the editorial in the EDITOR & PUBLISHER comes the closest to a fair appraisal of his life and work.

* * *

THE January issue of the *American Mercury* opens its columns to "Hearst Comes to Atlanta" from the pen of Herbert Asbury. In this article Mr. Asbury gives his views of how the *Georgian* has been run since it was purchased by William Randolph Hearst in February, 1912. In addition to being extremely critical of Hearst's methods the article is not very complimentary to the Georgian legislature. The article itself when submitted to a qualitative and quantitative analysis somehow does not stand these tests very well.

Celebrates 142nd Year

The *Alexandria* (Va.) *Gazette*, celebrated its 142nd anniversary Jan. 1, with a 32-page special edition. The Gazette was established in 1784.

Crimeless Front Page on Christmas

The *Boston Herald* on Christmas day kept all stories of crime, accidents, fires and deaths off the first page.

USE EDITOR & PUBLISHER CLASSIFIED.

Regional Advertising
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Regional Rates
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The Christian Science Monitor
An International Daily Newspaper
Publishing SELECTED ADVERTISING
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"Buy What You Can Use"

THE SEATTLE TIMES
Leads All Seattle Papers in SEATTLE CIRCULATION
SUNDAYS—
The Times leads The Post-Intelligencer
In the City 12,620
In the Trading Zone.. 8,132
WEEK DAYS—
The Times leads The Star
In the City 9,445
In the Trading Zone... 4,534
The Times leads The Post-Intelligencer
In the City 16,761
In the Trading Zone..13,839
Proof Furnished on Request
Representative
The S. C. Beckwith Special Agency
New York, Chicago, St. Louis, Detroit, Atlanta, Kansas City.

Increased Circulation—
Means increased revenue and now—at the beginning of the year—is the time to profit to the greatest extent by a big gain in circulation. We can give you the additional subscribers you want and increase your daily average for the entire year.
Over twenty-two years of successes has proven our methods.
MYERS'
Circulation Organization
415 E. Third St., Waterloo, Iowa

Do You Know?
that Washington, D. C., has a larger population than nine entire states—and is so concentrated that you can completely cover the purchasing public with ONE newspaper—
The Evening Star.
with Sunday morning edition.
Washingtonians are gainfully employed —and can afford to spend.
New York office—110 E. 42nd St.
Dan A. Carroll
Chicago office—Tower Building
J. E. Lutz

Our New Sport Series
How to Play
BASKETBALL
has been ordered by
MEMPHIS COMMERCIAL APPEAL
The International Syndicate
Baltimore, Md.

Selling Results to Advertisers
Because advertising space is only a means to an end, this paper maintains the closest possible contact with every sales campaign in the rich Dallas trade territory, doing all it can to help get MAXIMUM RESULTS.
Scores of appreciative national advertisers have praised the work of The News' Trade Survey and Merchandising Department. Let us tell you about it.
The Dallas Morning News

Peoria
The Try-Out City
THE PEORIA JOURNAL Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

MISSOURI PROGRAM READY

Northeast Press Association to Meet in Macon, Jan. 29

Editors from 25 counties comprising the Northeast Missouri Press Association will attend the winter meeting at Macon, Mo., Jan. 29.

The program follows:

Invocation by the Rev. W. L. Meyer, of Macon, Mo.

"How the Newspaper Can Help the Farmer," O. T. Coleman, County Farm Extension Agent at Palmyra, Mo.

"Importance of the Editorial," William C. Van Cleve, editor, *Moberly Monitor-Index.*

"Getting Out a Weekly Newspaper as a Class Project," John H. Casey, assistant professor of journalism, University of Missouri.

"Making a Go of a Newspaper in a Town of 700," Arthur G. Huff, editor, *Gorin* (Mo.) *News Argus.*

"Missouri," J. B. Sheridan, secretary of the Committee on Public Utility Information, St. Louis.

Floyd C. Shoemaker, secretary of the State Historical Society of Missouri, at Columbia, will present files of the first newspapers published in Missouri.

Advertising, printing, subscriptions, and the general work of news gathering will be discussed at a round table meeting in the afternoon. Other topics of discussion will include: "Methods I Have Found Successful in Creating New Business"; "Feature Stories"; "The Kind of Paper a Woman Likes to Read"; and "Benefits of a Press Association."

F. H. Sosey, editor of the *Palmyra* (Mo.) *Spectator,* is president of the association, and William M. Nolen, associate editor of the *Monroe City* (Mo.) *News,* secretary.

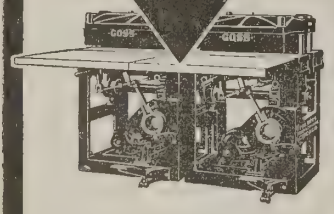
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Supplies and Equipment

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT
Made in both wood and steel
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.

Wilke's METALS
THE HIGHEST STANDARD
Write for Information Concerning
Wilke's Metal Insurance Plan
It Will Save You Money
Metals Refining Co.
Hammond, Indiana
Warehouses in Principal Cities

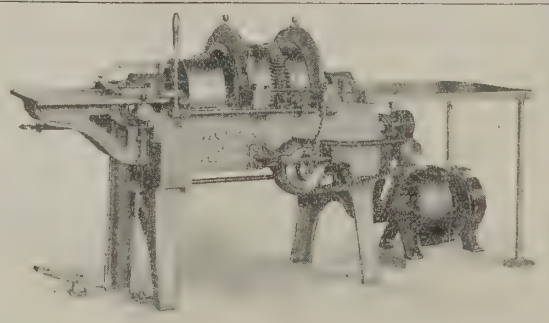
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Printing Press Control
"The Safest System in the World"
For Large and Small Plants
Consult Our Nearest Office
The Cutler-Hammer Mfg. Co.
Works: MILWAUKEE, WISCONSIN
New York, Chicago, Pittsburgh, Philadelphia, Cincinnati, Boston, Detroit, St. Louis, Cleveland, Buffalo, Milwaukee, San Francisco, Los Angeles, Portland
Seattle—H. B. Squires Co.
CUTLER-HAMMER

GOSS STEREOTYPING MACHINERY
Carried in Stock

The Goss Motor Driven Steam Table *uses no power* except while platen is being raised or lowered. 30,000 lbs. "follow-up" pressure exerted during drying. Units of one platen. Permits placing as many units as desired side by side. Automatic releases. Write for complete catalog of Goss Stereotyping Machinery.
THE GOSS PRINTING PRESS CO., CHICAGO

USED NEWSPAPER PRESSES
Scott 16, 24 and 32-Page Presses
GOSS 24 and 28-page presses good for black or color work.
HOE Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.
DUPLEX Flat Bed Press—Prints 4, 6 or 8 pages. Also Duplex-Quadruple Stereotype Press, Metropolitan Pattern.
POTTER—16 page stereotype press with stereotype machinery. Very good and very cheap press.
Available For Early Delivery.
WALTER SCOTT & COMPANY
Main Office & Factory - - - - Plainfield, N. J.
New York Office - - Brokaw Bldg., 1457 Broadway
Chicago Office - - - - - - - Monadnock Block

Don't "Pig" Metal It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

Always on the Spot
A copy of Editor & Publisher reaches practically every publisher and his executives. Your advertisement in its columns is a salesman ever present—backed by the prestige gained and maintained in every newspaper office by
EDITOR & PUBLISHER

Hoe Automatic Curved Plate Trimming and Shaving Machine

A Machine that will trim, tail-cut and shave five or six Stereo Plates a minute efficiently and economically. Arranged with Motor Drive connected by a Silent Chain.
R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street CHICAGO, ILL. also at DUNELLEN, N. J. 7 Water Street BOSTON, MASS.

Classified

EDITOR & PUBLISHER
Classified Advertising Information

TRANSIENT RATES
SITUATIONS (Cash with Order)
1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line
ALL OTHER CLASSIFICATIONS
(Cash with Order)
1 Time — .60 per line
4 Times — .55 per line
White space charge at same rate per line per insertion as earned by frequency of insertion.
Special rates quoted for 13, 26 and 52 insertions.
The Editor & Publisher reserves the right to classify, edit or reject any advertisement.
COUNT SIX WORDS TO LINE.

INDEX OF CLASSIFICATION

ADVERTISING
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Supplies Devices
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Business News Correspondents
Syndicate Features
Art Pages Radio
Comics Sports
Fashion Pages Statistical
Fiction Wire News
News Pictorial Women's Pages
EMPLOYMENT
Help Wanted Situations Wanted
MECHANICAL
Equipment For Sale Equipment Wanted

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Suite 1004, 1841 Broadway, New York City.

Special Pages

Special Feature Pages—Local display developed from non-regular advertisers. Industrial, Building, Church, Baby-Contest Pages, Special Editions. Every account guaranteed. William E. Jordan, Newspaper Revenue Builder, care Editor & Publisher.

BUSINESS OPPORTUNITIES

Brokers

Very Desirable Weekly and Job Plant—Exclusive field, Western Pennsylvania; fine real estate; modern equipment; good circulation; earning handsome dividends; initial payment; $12,500 including real estate, or $7,500 without. J. B. Shale, Times Building, New York.

Newspapers for Sale

Only Evening Newspaper in prosperous and important seaboard city of 50,000 population. Newspaper has large profit record over period of years. Owns its own building, centrally located. Newspaper and real estate can be purchased if taken immediately for $250,000, of which $150,000 must be cash. Communications will be answered where the inquirer gives evidence of ability to make stipulated cash payment. B-620, Editor & Publisher.

Money-making Minnesota Weekly in unusually good territory for sale. Population of town, 2,000; paper's circulation, 2,600 at $2 a year. Does over $18,500 gross business a year. The right owner-manager can take out about $7,500 yearly salary and profits. Averages 12 pages home print weekly. Has quarto Cottrell press, model five linotype with 6, 8, 10, 12 and 14 point mats, jobber, pony Babcock, Miller saw trimmer, metal furnace and casting box, type, stones, etc.; in fact, just the right equipment. Auditor's certified statement proves figures. Folder with full list of equipment, etc., mailed on request. Attractive price for quick action. B-625, Editor & Publisher.

The Market Place for Opportunities

USINESS OPPORTUNITIES

Newspapers for Sale

sperous Afternoon Daily newspaper for sale. Nvspaper in city 75,000 people, with circuon of 15,000 A. B. C. Exceptional property aring to 250,000 people in trading area. perty can be bought for $100,000 cash, bal- ten years. For full particulars address 08, Editor & Publisher.

Newspapers Wanted

ning Paper—Want to buy direct from er in city of from 10,000 to 20,000. Conatial. B-637, Editor & Publisher.

kly—A young advertising man wants to e the city and return to the country. He ooking for a congenial connection with a ntry weekly. He knows advertising, job ting, and editorial work. He has some ey which he will invest if conditions war. Address B-648, Editor & Publisher.

Partnership

nership—Newspapermen, advertising mana- city editor, printers, may obtain partnership rest in established daily in small California Must be experienced and willing to work. ress Batholomew, United Press, San Fran-

CIRCULATION

Promotion

ulation—When quick, additional circulation rage becomes necessary, remember that our ty years in this one line of endeavor is proof against experimenting. Write or Pacific Coast Circulation Service, Bell k, Cincinnati, Ohio.

notion—There is no substitute for an ef- ve canvass. No high pressure methods, epresentation or contests. Crew available middle west. Write for references and culars. F. J. Marks, 2524 E. 73rd., eland, Ohio.

ulation Builders—Blair & Austin, 1504 Cen- Ave., Reading, Penn. Originators of Salesship Club Campaigns.

Premiums

iums—Can you secure a few fair solicitors? , investigate Albright's plans of promoting er circulations without promotion costs. . or mail promotion necessitates financing, ays all costs. Dealer circulation promoted very reasonable rate per hundred copies ased. A circulator to start your offer without obligation. The Albright China Co., Carn Ohio.

EDITORIAL

Syndicate Features

klyn Citizen and Buffalo Express are the customers this week. Write for samples live, alert, up-to-date service. The ic Syndicate, 25 City Hall Place, New City.

EMPLOYMENT

Help Wanted

rtising Manager; Business Manager; Man- Editor; City Editors; Reporters; Display Positions now open. Publishers' Placer Service, Seitz Bldg., Syracuse, N. Y.

rtising Solicitor—Opening for experi- man in city of Michigan under 100,000, paper. Must know how to produce copy not be afraid of work. Excellent oppor-. Address Box B-626, Editor & Publisher.

ant to Publisher wanted. Must be le of taking full charge. Publisher has strong weeklies that offer good oppor- for experienced newspaper man. Ad- B-646, Editor & Publisher.

rtising Men wanted. One who is exced in selling, and writing good copy, daily paper in middle western city of . Splendid opportunity. Write fully, age, experience, references and salary to B-627, Editor & Publisher.

r Editor. Morning paper, New England 100,000 population. Live organization a live man. B-628, Editor & Publisher.

ied Manager for fast growing daily near York. Excellent opportunity for man who oved ability to build classified. Address Editor & Publisher.

ation District Men Wanted, who believe me Delivery plan of building circulation. positions open that pay a liberal salary mmission. Address B-597, Editor & Pub-

r House Reporter wanted. Write Non- Council Bluffs, Iowa.

EMPLOYMENT

Help Wanted

Experienced Newspaper Man wanted to take charge of small Midwest Daily in splendid field. Write stating qualifications and experience. May sell interest to right party. Address B-643, Editor & Publisher.

Photo-engraver wanted for newspaper. Steady employment. Address B-647, Editor & Publisher.

Situations Wanted

Advertising Director—Thoroughly experienced newspaper executive will be available Jan. 1st. Seeks connection with live organization where possibilities offer a man with initiative and thorough knowledge of all branches of newspaper advertising an opportunity to continue an enviable record. Prefer second or third paper in north or east. My past record is proof of my ability to organize and put over hard propositions. Write for full particulars and an interview. Now employed. Address Box B-535, Editor & Publisher.

Advertising Manager and Assistant Publisher, permanently employed, desires to make change where living conditions will be better and, if possible, where part ownership can be purchased gradually, although this is not essential. Excellent record of growth in present position. Age 35, married, children, Protestant, good health. B-638, Editor & Publisher.

Advertising—Experienced solicitor on Real Estate, Display and Resort seeks connection with Daily, New York or vicinity. B-635, Editor & Publisher.

Advertising-Manager—Solicitor — Married, no drifter, seeks change. Experienced solicitor city dailies. Advertising manager small daily. Writes selling copy, makes appealing layouts, creates, builds, holds accounts. Substantial references, good personality. Address B-645, Editor & Publisher.

Business Manager or Publisher's Representative, 12 years' experience covering all business departments, desires connection with paper in city of 100,000 or more. References gladly furnished. Available at once. B-632, Editor & Publisher.

Advertising Salesman and copy writer wants position. Eight years' newspaper soliciting and copy service experience. Pleasing personality; age 34; married; minimum salary, $65. B-641, Editor & Publisher.

Advertising—Make your anticipations of a big advertising linage during 1926 a reality by securing my services. Versatile experience in copy writing and selling, advertising promotion, special editions and features. Producer of new business, successful in developing accounts into permanent advertisers. Proposition that needs new life and general bracing up particularly desired. Best of references. Box B-630, Editor & Publisher.

Advertising Manager, now employed, seeks new connection. Twelve years' experience in selling advertising. Age 35. Thoroughly familiar with local display, automobile accounts and publicity, national accounts and service work, also classified advertising. Employed at present as Advertising Manager of middle western daily with circulation about 85,000. Not satisfied with future here. Can furnish best of references. Box B-624, Editor & Publisher.

Cartoonist, artist, layout man, experienced, competent, seeks connection daily paper. Also expert advertising copy and layout man. Start $60. Craig, 701 41st, Des Moines, Iowa.

Circulation Manager, age 32. Employed as Assistant on paper 40,000 circulation. Thoroughly acquainted with independent carrier system, country circulation, rural routes, successful promotion methods, etc. Fourteen years' experience. Five years in this position. Have reached top of ladder here. Desire to change. Morning or evening paper in city not less than 100,000. Central States, where future depends on results. B-648, Editor & Publisher.

Classified Manager—Clean cut, go-getter, age 39, 13 years' experience. Classified, on paper where now employed ranked first. National seventh and local display sixteenth for cities of less than 100,000 first six months of 1925. Leading second paper by 72%; also previous years. Do you want a leader record? If so, let's get together; salary or commission; prefer city of 150,000 or over; South or Southwest. Address B-605, Editor & Publisher.

Classified Expert, with many years of successful experience in building classified business on Metropolitan and small town papers, offers personal service in training and management of classified department. My work includes training of local manager to succeed myself, installation of necessary system, training of selling force, promotional work, development of reader interest. My charge is based on department income and increase in earnings. William E. Jordan, care Editor & Publisher.

EMPLOYMENT

Situations Wanted

Classified Advertising Manager of a metropolitan daily desires new opportunities this Spring and welcomes correspondence from first class newspapers. Address B-621, Editor & Publisher.

Classified Advertising Manager, thoroughly experienced, desires position offering better chance for advancement. Writes good promotional copy, directs and develops sales of contracts, multiple ads and white space. Understands training of counter clerks and telephone operators. Familiar with bookkeeping systems and detail work. A loyal, hard worker who is qualified to take charge of classified department on large newspaper. Neat appearing, clean habits, college education, age 28, dependable. Past record as steady and consistent producer. Best references. B-636, Editor & Publisher.

Desk Man—Likes small daily best. Seeking telegraph or city desk on paper up to 20,000 circulation within 200 miles of Buffalo, N. Y. Nine years' experience, 27 years old, married, ability to produce. Write editorials, features and column. Not afraid of work. $50. B-629, Editor & Publisher.

Dramatic and Music Critic, national reputation, wishes position in East outside New York. High priced but worth it, as proven by record of achievements. Now employed. Address B-642, Editor & Publisher.

Executive—Seeks situation on newspaper where publisher needs man capable of intelligently reducing expense and permanently increasing business; now employed as publisher daily paper in large city, where in two years expenses have been reduced over one-third, while paper is doing larger volume. Exceptionally successful in pay roll (including mechanical) reductions. Experienced and capable of taking direct responsibility of every department. Able to supply references of highest class extending over period of years. Satisfactory reason for change. Address Box B-639, Editor & Publisher, New York City.

Executive—Who knows daily newspaper business from ground up, as editor and publisher—editorial, mechanical, advertising, circulation, accounting—seeks change of location because of family reasons. Complete experience from installation of new plant on through. Knows how to produce good newspaper economically. Will make none but right sort of connection. B-633, Editor & Publisher.

Foremanship in Florida Composing Room by resourceful, economical man; expert in production of up-to-date newspaper, getting maximum results without friction; would locate permanently. Bentley, 97 Chestnut street, Nutley, New Jersey.

Managing Editor seeks opportunity to build small city Daily into live, money making property. My last success as Managing Editor was building a daily (name on request), from 7,200 to 16,000 circulation. My twenty year record carries no black marks and is well worth inquiry. My last pay was $110 a week, but will consider much less with assurance of a share in profits. Will meet prospective employer in New York or Philadelphia by appointment. B-634, Editor & Publisher.

News Editor and Head Writer, accurate and rapid, seeks immediate connection on Eastern daily. Former press association editor. Prefer handling desk or telegraph news. References. Address B-640, Editor & Publisher.

Radio News Editor—With a radio in every sixth home you cannot afford to ignore this great news source any longer. Services radio editor now available. Well-written, non-technical articles. George W. Rodriguez, Radio Journalist, Athens, Ala. State salary.

Reporter, Editor, Manager—What can you offer a man with 30 years' experience? References. B-631, Editor & Publisher.

Sports Writer, Editor, experienced; age 24. East preferred. B-512, Editor & Publisher.

Young Managing Editor, City Editor or desk man. Afternoon daily in city of 100,000 or more. Live-wire, with much experience. B-511, Editor & Publisher.

MECHANICAL

Equipment For Sale

Duplex Tubular Press, 16-page, with starter and complete stereotyping outfit, for sale. Press only four years old. Good as new. Write or wire The Tribune Publishing Company, Ironton, Ohio.

Hoe Wet Mat Roller, chain drive, equipped with 5 horsepower motor and control. First class condition and in daily use at The Cleveland Press; $175, F. O. B. Cleveland. Inquire Superintendent, Stereo Dept., Cleveland Press, Cleveland, Ohio.

MECHANICAL

Equipment for Sale

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Eng. Co., 114 E. 13th St., N. Y. City.

Linotype Bargains—Several Model One Linotypes in good running order, price $600 each. Several Model Two and Model Four Linotypes reduced to one magazine machines, price $650 each. One Model Five Linotype, excellent condition $1 000. All without matrices. Prices strictly cash. You can use them until you need a better machine then trade in for twice as much on new machine. The Linograph Company, Davenport, Iowa.

One Goss Comet Flat Bed Press for sale; equipped in first-class condition, with extra set of eight column chases; for delivery within the next thirty days. Please communicate with The Morning Call, Key West, Florida.

Printers' Outfitters—Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

WE CONNECT THE WIRES

WE HAVE GOOD OPENINGS for reporters, copy readers, advertising solicitors, and department heads. Registration free.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE ARE EQUAL TO YOUR PROBLEM:

To Buy a Newspaper,
To Sell a Newspaper,
To Appraise a Newspaper.

PALMER DeWITT & PALMER

For Thirty Years the Recognized Leaders in
SALES—APPRAISALS
NEWSPAPER PROPERTIES
350 Madison Ave., New York

OPPORTUNITIES

Perhaps you know a newspaper in the next town that has an opening that you could fill, but has it occurred to you that a bigger job may await you?

Write an advertisement stating your qualifications and insert it in our Classified page. The replies will show you how many opportunities you have and permit you to make a choice.

Our classified page offers opportunities

EDITOR & PUBLISHER

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLERS

THE annual Spring moving season is not far away. Begin lining up the transfer and trucking companies for a double truck advertisement appealing to the thoughts of the prospective mover. —B. A. T.

A novel "Automobile Contest" was conducted by a western newspaper with awards totaling $100. Ten automobile distributors contributed toward the space which used an entire page. The idea was to send in to any of the dealers listed, the name or names of prospective purchasers of automobiles. If the automobile is sold to the prospect, the person turning in the name receives $10. A grand prize of $100, divided into three parts, 1st, 2nd and 3rd prizes, was given to the three contestants turning in the largest number of live prospects by a specified date. The contest was open for a month.—George C. Marcley.

A live poultry page, run a number of weeks in early spring or late winter, should prove a profitable venture. The poultry industry is a huge business now and has many profitable angles and if treated from the "baby chick" angle at this season of the year should bring a wealth of advertisers to the poultry page. For instance a series of articles on poultry run each week, given a local slant, should attract seed, feed and hardware stores, which handle incubators, brooders, feeds, coops, fountains, grit, feeders, etc. Almost every community boasts of hatcheries producing from a few hundred up into the thousands of baby chicks weekly and they should easily be induced to advertise.—Frank G. Davis, Harrisonburg, Pa.

On the lightest advertising day of the week, it has been found profitable to run a "Weekly Business Review" page. Place this heading at the top center and at the sides at the top can be placed the days of the week and the time the business clubs of the city hold their meetings. In the outside columns of the page are placed small advertisements of many diversified small retailers, such as small clothes shops, printers, realtors, dry cleaners, and other concerns that find large space too expensive for them. In the center columns, if there is space left the *Milwaukee* (Wis.) *Sentinel* finds it profitable to run two or three stories of some article that is found at one of these shops, or a story of one of the advertisers, or some new invention.—Wilbur Polson.

Possibly you are overlooking a bet if you don't go after the silver, gold and nickel platers in your city for regular advertisements. The platers can often save the householder money by replating articles that otherwise would have to be thrown away. Put to the platers in the right light, the idea should have easy sale.—B. A. T.

We operate a first class job printing department in connection with our newspaper, and combine advertising soliciting with job printing soliciting. A good many times, we get orders for job printing, especially during dull seasons, when a merchant does not want to advertise. We have found this the most effective form of soliciting printing.—Donald O. Ross, *Washington* (Ia.) *Democrat.*

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

"NEW YORK'S STATUES—What Are They Thinking About?" is a cash prize contest announced by the *New York American,* which stirs readers' imaginations and offers a chance for constructive, humorous or philosophical essays.—A. R. C.

A series of articles on "Celebrities I Have Met" and contributed by the readers, both young and old, attracted wide attention and proved a circulation booster for a small country daily. Contributors were limited to 200 words and the recollections sent in ranged from boyhood meetings with some of the presidents who served before the Civil War down through the years to stories of "Black Jack" Pershing and other outstanding figures of the late world struggle.—E. R. Lowe, Waltham, Mass.

Why do people keep gold fish? Bird store proprietors can give some interesting sidelights on the great variety of reasons for this habit. It should make a good local feature.—A. N.

Electric and gas meters, measuring kilowatts and cubic feet, mean nothing to the average householder. This very fact gives opportunity to print an article which will tell just how much it costs to run a washing machine an hour, how much the operation of an iron costs every 60 minutes, what the cost of cooking a roast for two hours is. This information can be obtained easily at the office of the local gas and electric company.—A. C. Regli.

The *Cincinnati-Times-Star* has been complimented for its heading, "Does Your Club Meet Tomorrow?" over the list of club meetings to be held in the city. It serves as more of a reminder than the usual club column.—Thora Eigenmann.

From its files one of the leading Canadian papers compiles each day the most outstanding events in the realm of sports twenty years ago. These it uses under the caption, "Twenty Years Ago in Sport," providing a daily feature for the sporting page, and allowing the old-timers in sport to check up on their recollections.—C. M. L.

Since no person ever lived who didn't believe he or she could "write for the papers," I believe a good Sunday feature would be to devote a page to news features written up by non-professionals. Let each contestant select whatever interesting feature he desires to write about, limiting each contribution to half a column or less and give a prize for the best written article.—Aubrey Betts.

The *Worcester* (Mass.) *Telegram* is running an illustrated daily series of sketches headed "Brightening The Corner," under which outlines of the work of the city's charitable organizations are given, one association being described each day. A two-column box head with pictures of active leaders adds to the effect.—R. B. S.

COAST MEET FEB. 25-27

Committees Named for Washington Press Association Convention

In connection with the observance of Journalism Week, Feb. 25, 26, 27, the Washington State Press Asociation will hold the winter session of its fourteenth annual Newspaper Institute at the University of Washington, Seattle.

The following committees have been named:

Daily newspapers: Monte F. Brown, *Seattle Journal of Commerce*; Ted Robertson, *Yakima Republic,* and Frank M. Dallam, Jr., *Kelso Tribune.*

Weekly newspapers: Hill Williams, *Pasco Herald;* J. F. Hill, *Davenport Times Tribune,* and J. W. Sheets, *Blaine Journal-Press.*

University faculty: M. Lyle Spencer, director; School of Journalism, chairman of the program committee; Herbert T. Condon, comptroller, and Dr. David C. Hall, professor of hygiene.

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	Circulation	2,500 Lines	10,000 Lines
*Albany Evenings News .....(E)	30,060	.08	.08
*Albany Knickerbocker Press .....(M)	32,864	.10	.10
*Albany Knickerbocker Press .....(S)	56,014	.14	.14
*Amsterdam Recorder-Democrat .....(E)	7,603	.04	.04
†Auburn Citizen .....(E)	6,214	.045	.035
*Brooklyn Daily Eagle.....(E)	70,622	.22	.22
*Brooklyn Daily Eagle.....(S)	79,652	.22	.22
*Buffalo Star and Enquirer.....(E)	30,134	.13	.09
*Buffalo Courier .....(M)	63,491	.17	.13
*Buffalo Courier .....(S)	115,578	.27	.22
*Buffalo Evening News .....(E)	128,455	.25	.25
*Buffalo Evening Times .....(E)	102,796	.21	.21
*Buffalo Sunday Times .....(S)	102,068	.21	.21
*Buffalo Express .....(M)	50,796	.14	.12
*Buffalo Express .....(S)	57,682	.18	.14
*Corning Evening Leader.....(E)	9,148	.055	.05
*Elmira Star-Gazette Advertiser.....(E&M)	33,500	.11	.11
†Geneva Daily Times.....(E)	5,527	.04	.04
*Gloversville Leader Republican.....(E)	6,939	.035	.035
*Ithaca Journal-News .....(E)	7,473	.05	.05
*Jamestown Morning Post.....(M)	11,636	.04	.035
*Middletown Times-Press .....(E)	6,792	.04	.04
*Mount Vernon Daily Argus.....(E)	9,871	.05	.05
*Newburgh Daily News.....(E)	11,842	.06	.06
*New Rochelle Standard-Star .....(E)	8,108	.04	.04
*The Sun, New York.....(E)	254,189	...	.56
*New York Times .....(M)	350,406	.80	.784
*New York Times .....(S)	572,815	.95	.931
*New York Herald-Tribune.. .....(M)	281,672	.6435	.624
*New York Herald-Tribune.....(S)	321,889	.693	.672
*New York World.....(M)	309,386	.595	.58
*New York World.....(S)	542,386	.595	.58
*New York Evening World.....(E)	311,450	.595	.58
*Niagara Falls Gazette.....(E)	20,385	.06	.06
*Port Chester Item.....(E)	4,760	.03	.03
*Poughkeepsie Star and Enterprise.....(E)	12,429	.06	.06
†Rochester Times-Union .....(E)	67,974	.21	.20
*Syracuse Journal .....(E)	62,000	.14	.14
*Troy Record .....(M&E)	22,427	.06	.06
*Watertown Times .....(E)	16,216	.07	.07

* A. B. C. Statement, Sept. 30, 1925.

† Government Statement, Sept. 30, 1925.

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Lawrence Perry, amateur sports writer and successor of Walter Camp.

Robert T. Small, the man who can't write uninterestingly.

David Lawrence, the most widely-read national correspondent.

Stuart P. West, financial expert for twenty years.

George T. Hughes, who has never gone wrong on the bond market.

J. C. Royle, head of the country's largest staff of business writers.

William T. Heffernan, curb market expert.

George D. Moulson, trained observer of the Cotton Exchange.

George Schnackel, grain authority.

L. C. Grundeland, livestock authority.

Rowland Wood, special staff writer in New York.

O. L. Scott, "reporter plus" of the Middle West.

B. G. Kline, covering the "great open spaces."

Robert Mack, originator of radio by wire.

Edward Price Bell, Paul Scott Mowrer, Constantine Brown, Hal O'Flaherty, Junius B. Wood, Hiram K. Moderwell, and twenty other trained members of the Chicago Daily News Foreign Service, writing world news of human interest from all parts of the globe.

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THIS ISSUE:—COMPLETE REPORT OF EDITORS' ANNUAL CONVENTION

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1926

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Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909. Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 58. No. 35 NEW YORK, JANUARY 23, 1926 By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign 10c Per Copy

Not to be taken from this room

Two Important Events in Radio Broadcasting

No. 1—WMAQ Doubles Its Power

WMAQ, radio station of The Chicago Daily News—the only station owned and operated by a Chicago newspaper—is now equipped with a new high-power transmitter with a normal rating of 1,000 watts. The set was manufactured especially for The Chicago Daily News and is regarded by many radio authorities as without a superior for broadcasting.

WMAQ began broadcasting April 13, 1922, when there was but one other station in Chicago. Through the excellence of its radio pages and the high quality of its broadcast programs The Daily News immediately attained a position of leadership in Chicago in radio. The first equipment was soon replaced with the finest broadcasting apparatus that could be bought. The present installation, which is the third purchased by The Chicago Daily News within four years, embodies the latest developments of broadcasting science and still further emphasizes the enterprising leadership of The Chicago Daily News in serving the radio public.

No. 2—Broadcasting the Chicago Symphony Orchestra

The inaugural program of WMAQ's new equipment, December 10, 1925, featured the Chicago Symphony Orchestra which had never before been heard by radio. Nine microphones were used. Only equipment of the highest efficiency could broadcast this program in a manner satisfactory to listeners and to the management of the Chicago Symphony Orchestra. The tremendous success of this innovation and the superior qualities of the new sending apparatus are evidenced by congratulatory letters and messages received by The Chicago Daily News from all parts of the country. This program is but one of the many presented by the Chicago Daily News in support of its contention that the public needs only to hear good music to appreciate it.

These developments, marking the rapid progress of public radio service in Chicago, are of great interest to Chicago radio fans and even greater significance to radio manufacturers and dealers who sell to the fans. The great majority of radio enthusiasts in Chicago and vicinity read The Daily News and they buy radio equipment through its advertising columns.

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EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 58 | NEW YORK, JANUARY 23, 1926 | No. 35

American Society of Newspaper Editors Analyzes Day's News Processes

Discuss Organization of Editorial Room, Costs, Crime News—No Decision on Oil Inquiry—Directors Lack Quorum—Small Attendance

By ARTHUR T. ROBB, Jr.

TECHNICAL aspects of journalism engaged the 50 members of the American Society of Newspaper Editors in their annual meeting at Washington last week to a greater extent than at any of the three previous gatherings. The discussions which provoked the most generous and enthusiastic response were those concerning the organization of the editorial room, of the state and city staffs, costs, and to a lesser extent, the threadbare topic of crime news.

Action upon charges preferred against a member of the Society in connection with his activities in the Wyoming oil transactions and investigations in 1924 had been expected at the meeting. It had been announced that the Board of Directors after considering the charges, brought at the 1924 meeting and after hearing the accused member, had agreed upon the final draft of their decision. This draft was to have been considered by a meeting of the board last week in Washington, but such action was prevented by absence of a quorum of the directors. Six of the twelve were present. Three whose presence had been expected were detained at home by illness or office emergencies. The constitution requires seven directors as a quorum. No hint was divulged as to the nature of the decision.

President Casper S. Yost in announcing this condition stated that the board would probably meet during the next month to include all business before it and to elect officers for the coming year. Neither President Yost nor Secretary E. C. Hopwood is a candidate for re-election. Both have won high commendation from their colleagues for their labors during the last four years.

All four directors whose terms expired at the meeting were re-elected. These were besides Messrs. Yost and Hopwood, E. S. Beck, *Chicago Tribune,* and Arthur M. Howe, *Brooklyn Eagle.*

A proposed amendment to the section of the constitution under which the board is authorized to proceed against members charged with unprofessional conduct never reached a vote. It was swamped under a mass of words—proposed amendments to the amendment, and various clarifications, definitions, etc., that were offered from the floor. Secretary Hopwood in proposing the amendment stated that the form had been adopted by the directors after the present section had been criticised by lawyers as loosely drawn and not properly integrated. The present section authorizes the board to sit as a court to examine and act upon charges of unprofessional conduct or wilful violations of the rules and regulations of the Society and to censure, expel or suspend a member who has disgraced himself and whose further connection with the Society may injuriously affect its good name and dignity.

The amendment provided that the board shall hear all charges of wilful violation of the constitution, rules and by-laws of the Society.

Mr. Hopwood pointed out that no definition existed for unprofessional conduct, except as set forth in the Canons of Journalism adopted by the Society in 1903 and that there was some question as to the status of the Canons of Journalism as "rules of the Society." There are no by-laws.



Edward S. Beck, managing editor *Chicago Tribune* and treasurer of the American Society of Newspaper Editors, Casper S. Yost, of *St. Louis Globe Democrat,* president of the Society, and C. M. Morrison, *Philadelphia Public Ledger,* chairman of Program Committee, attending annual meeting.

It was upon this point that the long discussion focussed. Some members wished to adopt by formal resolution the Canons as rules of the organization. Others opposed this on the ground that ethics cannot be enacted into legislation, that ethics are guide posts on the path of conduct and that a number of the Canons would have to be redrafted if they were to be adopted as rules. That, it was pointed out, was a matter for months of deliberation. A proposed amendment to the amendment would have incorporated the words "Canons of Journalism" into the new section.

When asked from the floor as to the effect of the amendment upon proceedings now before the board, President Yost expressed the opinion that it might not be to the best interests of the Society, and advised against passage of the amendment at the meeting. The discussion continued until ended summarily by a motion to adjourn for luncheon, moved by Walter M. Harrison of the *Oklahoma City Oklahoman.* It was not resumed.

Mr. Harrison at a later session won the Society's approval of his motion that the Society send President Yost as its representative at the third session of the Press Congress of the World in Geneva next September. The editors evinced keen interest in the announcement of the Press Congress meeting by Fred M. Snyder, representative of that organization.

No vote was taken on the suggestion that the Society alter its custom of meeting in Washington, which appears to remain as the favored centre for the annual assembly. Prof. Roscoe C. E. Brown of the School of Journalism, Columbia University, tendered an invitation to the editors to meet on the Columbia campus in New York next year, outlining the many advantages that the school affords for such a meeting and adding that Adolph S. Ochs had promised to entertain the Society at a dinner in the Times office if the New York invitation received approval. Arthur M. Howe, chairman of the Society's committee on journalism schools, endorsed Prof. Brown's invitation, and the thanks of the Society were expressed in a resolution moved by E. S. Beck. Tom Wallace of the *Louisville Courier-Journal* warned the editors that a policy of changing the meeting-place from year to year would put the Society in the position of auctioning its meetings to the highest bidder, with the probable result that local entertainment would consume most of the meeting period. The directors will name the next meeting place without advice from the membership.

William Allen White, editor of the *Emporia Gazette,* scheduled as the star speaker at the annual banquet, was kept at home by Mrs. White's illness. Kent Cooper, general manager of the Associated Press, and John H. Finley of the *New York Times* editorial staff, made addresses pertinent to the large gathering of editors and members of the Cabinet, the Senate, and the House which filled the Willard ballroom. The remarks of both are printed substantially in full elsewhere in this issue. Alexander P. Moore, who went almost directly from the editorship of the old *Pittsburgh Leader* to Madrid as American Ambassador, told stories of the King of Spain and illustrating a newspaper man's aptitude for diplomacy. He contrasted the prosperity of the artisan in America with the poverty of the Spanish nobility and exhorted the editors not to "rock the boat," or to say or do anything that might upset the present well-being of this country. The former Ambassador's address was not reported by the stenographer, by his own request.

Among the guests at the head table were: Frank B. Noyes, publisher of the *Washington Star* and president of the Associated Press; President George Barton Cutten of Colgate University; Secretary of War Dwight F. Davis; Bishop Freeman of Washington; Elbert H. Baker, publisher of the *Cleveland Plain Dealer,* and the speakers.

President Yost, whose report appears in full on another page, stressed the difficulty of arriving at definitions of journalistic conduct which could satisfy all of the many kinds of newspaper men

represented in and out of the society and declared that the enforcement of a code of ethics, applicable only to institutions, by an organization having but a limited degree of control over these institutions, was impracticable. Enforcement should be a matter of example, rather than force.

Secretary Hopwood implied similar views in his report which commented slightly upon the idea expressed by some members that the Society should take a more positive stand upon matters affecting journalism. Mr. Hopwood's report, a remarkable document of its kind in its breadth and treatment of subject matter, is also given in substance elsewhere. It indicates a membership of 174, an increase of 21 names being characterized by the secretary as comfortable, though not entirely satisfactory.

Treasurer Beck reported an increase of $551 in the treasury balance, which at the close of last year totalled $3,264.13. The membership now represents 31 States, the District of Columbia and Hawaii, Mr. Beck reported.

The Committee on Ethical Standards, whose report in 1924 started the Society on its oil investigation, made no report this year, its work having been closely associated with that of the board of directors.

Chairman Howe of the committee on journalism schools, reported on the recent meeting in New York of the teachers of journalism and expressed approval of instruction in the technical as well as the theoretical and academic aspects of journalism. Mr. Howe's committee has been limited in activity due to the chairman's illness during the past year.

Paul Bellamy, managing editor of the *Cleveland Plain Dealer,* whose good-humored and comprehensive reports on his committee's efforts to guard the integrity of the press have become one of the meeting's drawing cards, related characteristically his committee's reaction to an anonymous article printed in *Harper's Magazine* last summer. Neither Mr. Bellamy nor his colleague on the Plain Dealer, Secretary Hopwood, approve the purpose for which the committee was created several years ago and they moved its abolition. The Society defeated the motion.

Marvin Creager, managing editor of the *Milwaukee Journal,* again reported for the committee on syndicates to the effect that editors who complained against the syndicates usually had only to blame their own lack of confidence in themselves and their newspapers and their lack of skill in buying. Mr. Creager found little basis in fact for the circulation-building claims of features, declared that he would be extremely jealous of any feature which might be regarded as vitally necessary to his newspaper's success, and would in fact be glad to have such a feature taken away from him. He blamed the editors also for making "big names" by news play, later paying high prices to syndicates for the use of the names they had created.

The syndicate viewpoint was presented in non-controversial fashion by David Lawrence, president of the recently formed association of syndicates, an idea which, Mr. Lawrence declared, had its genesis in the success of the editors' society.

Open forum discussions were introduced to the Society's proceedings Friday afternoon, when Harvey Ingham, editor of the *Des Moines Register Tribune* told about that newspaper's experiment in segregating crime news on an inside page. Mr. Ingham's thesis was that the front page is not the place where the important news of a newspaper appears, but the place reserved for the unexpected. The important news pages are frequently the sports and the market pages, he declared, and much of the crime which is given page one display is routine and no more unexpected in character than the market reports or the story of the daily baseball game.

Edmund W. Booth, editor of the *Grand Rapids Press,* drew a distinction between crime and scandal and expressed the belief that most of the criticism of newspapers was directed against the latter rather than against reporting crime. He cited the Rhinelander case in New York as an example of scandal news with no criminal aspects.

The printing of crime news was ably defended by several editors as the newspaper's duty to the public. Grove Patterson, editor of the *Toledo Blade,* quoted a British police officer as urging the American newspapers to co-operate with the police and to print more crime news, rather than less, as the British press does, pointing out that London with three times the population of a certain American city which went unnamed, had less than 8 per cent. of its number of murders in a single year.



Calvin Goodrich, editor *Newark Star-Eagle;* E. S. Beck, *Chicago Tribune;* Willis J. Abbot, *Christian Science Monitor;* and E. C. Hopwood, *Cleveland Plain Dealer,* at Washington.

SECRETARY HOPWOOD'S REPORT

THE board has held three meetings since the society last assembled in annual session. The first was the organization meeting held immediately after the annual dinner last year, at which time the board organized by the election of the following officers for the year:

Casper S. Yost, President.
George E. Miller, First Vice-President
Edgar B. Piper, Second Vice-President
E. S. Beck, Treasurer.
E. C. Hopwood, Secretary.

The second meeting was the regular mid-year session of the board which was held at Chicago Oct. 13. Routine business was disposed of, arrangements made for the time and place of the annual meeting and eligible candidates elected to membership. The board authorized the secretary to undertake the publication of a bulletin for the membership.

The greater part of the October session was given over to a consideration of charges growing out of the Senate's report on the Wyoming oil leases, in which the members will recall that references were made to several newspaper men.

The third meeting of the board was held Thursday, Jan. 14, 1926, at which time the final draft of the committee's decision on the Senate charges was agreed upon.

The following have been admitted to membership since the last annual meeting:

At the meeting of the board Jan. 17, 1925: W. O. Jones, *Lincoln* (Neb.) *State Journal;* Curtis A. Hodges, *Indianapolis News;* Oscar S. Foellinger, *Fort Wayne News-Sentinel;* Geo. F. Milton, *Chattanooga News;* Fred Fuller Shedd, *Philadelphia Bulletin;* Walter Lippmann, *New York World* and Newbold Noyes, *Washington Star.*

At the meeting of the board in Chicago, Oct. 13: C. B. Gillespie, *Houston Chronicle.*

By mail vote: William Preston Beazell, *New York World;* Raymond C. Coll, *Honolulu Advertiser;* Col. W. S. Copeland, *Newport News Press;* Ralph Ellis, *Kansas City Journal-Post;* Junius P. Fishburn, *Roanoke World-News;* Earle E. Martin, *Cleveland Press;* Robert McLean, *Philadelphia Bulletin;* E. J. Stackpole, *Harrisburg Telegraph* and J. H. Tennant, *New York Evening World.*

Deaths: William E. Lewis, *N. Y. Morning Telegraph;* T. E. Niles, *Providence News.*

The membership has shown a comfortable, though not an entirely satisfactory increase in the past year. The membership of the society since its organization is as follows: 1922, 93; 1923, 119; 1924, 127; 1925, 153; 1926, 174. While this is a satisfactory increase, particularly since the board believes that membership in the society is a thing to be sought rather than peddled, the secretary is convinced that in almost every city within the society's population limits there are several men whose presence in the society and in its meetings would contribute very materially to its influence and service. Failure to interest these men in the society cannot be attributed to lack of effort on the part of the membership committee. The secretary can testify to the zeal and hard work of this committee, irrespective of its personnel, since the organization of the society. Present members of the society ought to undertake a thorough canvass of their cities in order that men who have something to contribute to the society and who can take something from it are not denied its responsibilities and benefits.

The matter of personal contact and closer associations among the membership is one which must be maintained in this organization, if it is to continue to achieve anything approaching its possibilities. To this end the secretary asked the board at Chicago to authorize the publication of a bulletin in which announcements and information having to do with the operation of the society might be conveyed to the members, together with some exchange of ideas about newspaper work. Repeatedly in his correspondence the secretary found expressions of regret from members that their contacts with each other were limited to the one meeting per year, and the bulletin grew out of an attempt to satisfy this want.

The members of the society are already familiar with the bulletin, three issues of which have now appeared. The secretary has no illusions about it whatever. It is at best a beginning, and just what the reactions of the society are to it the secretary has no way of knowing, except through various kind letters of appreciation which have been received from time to time. It is certain that the bulletin will not be an effective publication, it will not satisfy the want felt by many members of the society, unless every member makes it a part of his responsibility to read it, criticize it and to contribute to it.

There are, in the opinion of your sec- tary, some very serious problems wh confront an organization such as t society. From the beginning the ext of the area covered by the society s been a considerable handicap in its ope- tion. Members must in many cases tra long distances at considerable expense attend the annual meetings. With meetings of the board held in Chica the members must still make a real sac fice in order to attend the meetings.

The society can only overcome th handicaps of time and distance by off ing to its members values which v compensate for the sacrifices involv The fact that interest in it has been well maintained is evidence that it is t considerable degree satisfying the n which was felt to exist when the soci was organized. But there are ot possibilities of service which have co to the secretary's attention which is opinion of some, at least, of the me bers would tend to extend the serv of the society to its membership.

Some members have come to questi the policy of holding the meeting Washington each year. While time a place of meeting is something which board is empowered to determine a while the society went on record Atlantic City as favoring Washingt as the annual meeting place, it is pos ble that the time has come when society may wish to reopen the questi

There are also members who feel th would benefit greatly by closer conta with men who head the greater new papers of the nation than they are al to obtain in the general sessions of t annual meeting. The suggestion of rou table sessions has been made in t bulletin and apparently touches a des which is in many minds. Most edito are constantly confronted with proble which others may have solved, and series of limited group meetings formal in their nature, headed by the able to speak with the greatest authori might easily be of very real value those compelled to win through th difficulties unaided.

Again there are some who feel that t society must go on record more positive on matters common to all newspape and perhaps on some of general intere and importance. It is not the functi of the secretary in such a report as t to express an opinion on this, but record such observations as he is ab to make through his necessarily clos contact with the membership. It may pertinent and proper to observe th this contact has only strengthened a co viction that the newspaper is—and pe haps ought to be—a very highly ind vidualistic enterprise, and that edito are as a rule extreme individualist There is no doubt that there are ve many issues both in and out of t newspaper office in which the weight the influence of such a body as this wou be a determining factor. Whether would be either wise or possible for t society to commit itself on many of the is something which future developmen and the evolution of policies in boar of directors who are to come will ha to determine. The fact remains th there are members who ask whether talking organization will not eventuall talk itself out and whether the time not at hand when action will have to g along with words.

The secretary is aware that he ha probably gone beyond the letter of hi constitutional authority in submitting report of this nature. He desires to ad only one thing and that is that the chie burdens and responsibilities of the forma tive years of this organization have bee borne by a small group of men who hav been willing to give it their time an energy for the possibilities of servic which they believed it offered to th profession of which they are proud to b a part. These burdens and responsibili ties must soon pass to other shoulders Your secretary hopes that those wh come after may give of their time, thei labor and themselves as unselfishly an wholeheartedly as have those with whom he has had the pleasure of being associ ated for the last four years—and, sinc the purpose is so highly worth the sacri fice, he has all faith that they will.

YOST SURVEYS ETHICAL PROGRESS OF A. S. N. E.

President of Editors' Group Says Greatest Advance Will Come From Individual Efforts of Members—Suggests Special Committee Be Named to Study Crime News

DIFFICULTIES surrounding enforcement of the ethical code of the American Society of Newspaper Editors were discussed at length by Casper S. Yost, editor of the editorial page of the *St. Louis Globe-Democrat* and president of the society in his annual address opening the annual convention in Washington, Friday, Jan. 15.

Mr. Yost pointed out that no practical means are available for imposing strict obedience to the canons of the society, and suggested that journalism will be improved by individual work of society members. He also suggested offering prizes to journalism students for essays on ethics in relation to newspaper work, and the appointment of a committee by the society to study and recommend methods for the treatment of crime news. Mr. Yost's address follows in full:

"What I am about to say is in the nature of a swan song. During the four years in which it has been my privilege to preside over this society it has been necessary for me to give no little thought to its welfare and to the accomplishment of its purposes. I need not restate these purposes. They are set forth in the preamble to the constitution of the society, and while additional aims will doubtless be suggested by circumstances and opportunity these will remain the basic objects of our organized concern.

"These purposes are being accomplished in the meetings and activities of the society. It has undoubtedly promoted a better acquaintance; it has given us the opportunity, which we had not had before, to interchange ideas as to professional ideals and professional duties; it has promoted the development of a professional spirit in the collective sense; it has done something toward the maintenance of the dignity and rights of the profession, and something more toward the establishment of ethical standards of newspaper practice.

"It is of the last, though it is but one of a number, that I wish particularly to speak. I received not long ago a letter from a member of the society, for whom I have a very high respect, in which he questioned the ethical accomplishments of the society, saying he was unable to find any evidence of its effect upon the ethical conduct of the newspapers edited by its members. Those that are reasonably clean, he said with truth, were so before their editors became members of our society, and those that are not clean have not apparently been affected by our proclamation of journalistic virtue. And he pointed, by way of example, to one newspaper which, he thought, violates every principle that we laid down in our code of ethics. Yet with his regard for the managing editor of that paper that he would be the last person in the world, he said, to prefer a charge against him on account of the attitude of his paper.

"I think I can, without violation of confidence, for I shall mention no names, take this the theme for some discussion. In the first place this was a frank expression of doubt by one who, I believe, is interested in the welfare of the society. I respect the man and his feeling and am glad that he unbosomed himself in that way. But what was to have been expected, and what is to be expected, of this organization in relation to ethical standards of newspaper practice? Was it the belief of any of us that by coming together and giving collective expression to some ethical principles we could work an immediate and visible change in the moral conduct of our newspapers? Was it the belief of any of us that this, or any, organization could so influence or control the acts and the practices of men or of institutions as to alter materially and at once the thoughts, the methods and the habits of that portion of the press which does not conform to the principles enunciated by the society? If any so imagined their disappointment was inevitable.

"It has never been my idea that the society was to be a reformatory organization in any radical sense. I do not believe that the press, speaking generally, is in need of any violent reforms. It would be absurd to say that it is without fault. Nothing conducted by man is free from error, and I know of no profession that is impeccable. No one is more aware of the faults of the press than we who serve in it, and one of the fundamental purposes of this organization is to labor for its betterment. But that involves no admission that its practices are gravely wrong; only that there is room and need for improvement, as there is, and always is, in every profession and every vocation.

"How is improvement to be effected? It was the view of the society that some form should be given to the ideals of the profession in relation to newspaper conduct; that an effort should be made to set forth general principles of sound practice as a statement of the "ought to be" of good journalism. Out of this conviction came the society's "Canons of Journalism." In these canons we have endeavored to erect certain ethical standards, first to give form and substance to a common conviction of right, and second to establish something in the nature of a focal point for the professional consciousness.

"Now what has been the result of that action? It has stimulated thought throughout the profession as nothing else has ever done. There has been more discussion of ethical questions since these canons were adopted than, I venture to say, in the whole previous history of journalism. It has been influential in no small degree in causing journalism generally to turn the searchlight upon itself. Many state and regional press associations have followed the example of this society in formulating codes of ethics. The ethical quality of instruction in the schools of journalism has been strengthened. There has been not only a quickened consciousness of professional responsibilities in the moral sense, but a quickened professional conscience.

"But we have not been content with a statement of our own opinions of what ought to be. We have sought to get an external view of our profession and its conduct through the eyes of observing and thoughtful men and women who are outside of it. At every meeting we have had persons present or have had letters sent in response to invitation, to tell us what they think is wrong with the press, as they see it in daily operation. These criticisms have had some value and will continue to have value, for in any judgment of ourselves it is desirable to see ourselves as others see us.

"I believe this society has been, and is, an influence for the ethical betterment of newspaper conduct, and I believe it will be an increasing influence to that end. But can it be made to work more effectively to that accomplishment? If so, how?

"Let me first outline the difficulties that are in the way. This is not a society of newspapers but of men. And being men we have varied views as to what is right and as to the importance of right. Although we have given expression to certain principles of right in our canons, we do not give the same interpretation to these principles nor do we feel an equal urge to their specific application. For example, my correspondent says the paper to which he refers violates every principle that we laid down in our code of ethics. Yet I am a daily reader of that paper and am unable to see wherein it offends. For another example, I recall that during the campaign of 1924 an editorial writer on a rival paper charged that the paper with which I have the honor to be connected violated our canons of journalism in the publication of a statement by a party committee, which it is my honest conviction was not only perfectly proper and in no sense a violation of the canons but was a legitimate piece of news which it was the duty of the paper to print. Yet I do not believe there is any member of the society more deeply interested in the advancement of journalistic ethics than I am.

"Another difficulty that is in the way of concrete and rapid accomplishment, such as my correspondent apparently expected, is that enforcement of ethical principles is neither feasible nor desirable. It is not feasible for a number of reasons. Our canons apply only to newspapers. They have nothing to do with individual conduct. We are not a society of newspapers, as I have said. We cannot try newspapers. Most of us are not in such complete personal control of the newspapers with which we are associated that we can be held personally responsible for the conduct of our newspapers. Moreover, in every large newspaper there are a number of editorial executives each in charge of a different department. If the conduct of such a newspaper is offensive, and but one of its executives is a member of the society, he cannot be made answerable for newspaper conduct in another department of the paper. We cannot undertake to punish a member of the society for the acts of a newspaper that are not within his personal control. And even in the case of a member whose authority is complete it would be extremely difficult to prove his personal responsibility for any specific offense. Codes of ethics in all professions apply solely to personal conduct in the practice of the profession, and charges can be brought against no one save for specific offenses individually committed. A man in full authority over all departments of a large newspaper can never scrutinize all that goes into his paper and rarely could it be possible to obtain evidence to hold him individually responsible for any specific act of his subordinates. We cannot try newspapers, I repeat, and any offense to come within our jurisdiction must be an individual offense by a member of this society and provable upon a specific charge applied to a specific instance.

"But if newspapers as such were within our jurisdiction whose interpretation of our principles would we endeavor to enforce? My correspondent intimates that but for his friendship for the editor of the paper to which he refers he would bring charges against him. I haven't the slightest idea what he would charge, but in view of the character of that paper I feel certain that upon the same interpretation few of us could escape. I am not criticising his views. I am merely calling attention to the differences of opinion that prevail, and must prevail, as to abstract conceptions of right. There are some among us who insist that we must have a code with teeth in it; but what sort of teeth, how is it to bite and whom is it to bite? I cannot agree with this view. The enforcement of a code of ethics, applicable only to institutions, by an organization having but a limited degree of control over these institutions is, in my opinion, impracticable. And that, let me add, has been my opinion from the beginning, experience and study having but served to strengthen my conviction. The canons themselves recognize this position in their closing statement, which reads: 'Lacking authority to enforce its canons the journalism here represented can but express the hope that deliberate pandering of vicious instincts will encounter effective public disapproval or yield to the influence of a preponderant professional condemnation.'

"Enforcement is not feasible. Neither, as I have said, is it desirable. It is not desirable because in the first place, differences of opinion over causes, means and methods would inevitably split us into warring factions creating disharmony, disunity and disorder, destroying rather than strengthening the influence this society should yield for the betterment of journalism. But it is not desirable for more fundamental reasons. We as a society and as individuals are defenders of the freedom of the press. Collectively and severally we are opposed to any encroachment upon that freedom by measures designed to control or to regulate newspaper conduct. Without exception we condemn censorship in any form. How then can we consistently endeavor to set up a censorship of our own? I am unable to see any valid distinction in principle between censorship of the press by this society and censorship of the press by any other society, political or otherwise. We contend that it is our inalienable right to conduct our newspapers as we see fit, subject only to the laws governing our personal and institutional responsibility. How then can we undertake to set up laws of our own, with punitive powers to enforce them, which would in effect be an effort of certain members of this society to control and regulate the newspaper conduct of other members?

"Another point: This is a matter of ethics, of moral principles, practices and duties. Ethical standards are moral



Left to right: Marc A. Rose, managing editor of the *Buffalo Evening News*; F. A. Walker, member of the Executive Board of the *New York Sun*; Edmund W. Booth, editor and director of the Booth newspapers, Grand Rapids, Mich.

standards. Morality cannot be created by law, and there is no task under government, whether political, religious or social government, so involved in difficulties as the effort to enforce even an outward conformity with a moral enactment applying to individual conduct.

"But notwithstanding all this our canons are not without meaning or without force. I have already indicated the character and trend of their influence. They have that influence because they are expressive of the convictions and the aspirations of that body of this society. Not one of us, not one of our newspapers, perhaps, lives up to them in every particular and constantly, fully exemplifying them each day. But all ethical progress has ever been through the development of public opinion and sentiment in favor of specific standards of moral conduct. It has always been, and will always be, an educational and spiritual progress, moving from an idealistic conception of what ought to be toward a progressive realization of that conception. The standards of right, the conception of what ought to be, are essential to that progress. We have but to keep our standards before us, to endeavor ourselves to conform to them, in accord with our individual interpretation of them, in order to make them ultimately the dominating principles of newspaper conduct.

"But we can do more than that. We can exercise our influence and our example to make them more and more fundamental in the training of the coming generation of journalists. We can by cooperation with the schools of journalism find ways of impressing these principles more deeply upon the students. We can, for example, offer prizes for the best study of ethics in relation to newspaper work. Many of these young people will some day be in control of newspapers, and if the right ideas can be instilled into their minds before they become 'hard-boiled,' as most of us are today, they will work automatically for newspaper betterment.

"Again we can work individually and collectively to arouse the interest and support of newspaper publishers whereever that interest and support is lacking. There are men among us who are personally deeply concerned in these matters but who are in the employ of publishers who care nothing about them and who are indisposed to apply these principles. I think the American Newspaper Publishers Association should be prevailed upon to endorse our canons and to give serious consideration to their application.

"But I am inclined to believe we can make more effective progress by undertaking to create specific rules of practice based upon the principles of our canons. To illustrate what I mean by this let me take the matter of crime news as an example. There is no ethical question before us today as important and as urgent as this. The prevalence of crime in America constitutes a national disgrace. As newspaper men, whose duty it is to deal with public affairs in news and editorial, this is a matter in which we are deeply concerned, and in regard to which we have a definite obligation to exercise our influence for the betterment of these conditions. But it is claimed by many that the newspapers are to some extent responsible for our criminal situation, and they are being urged by many responsible elements of the people to cease the publication of crime news, or to make such news as brief and inconspicuous as possible. In response to this demand some our newspapers have been experimenting along these lines. Now I do not agree with that idea at all. I not only do not believe that the publication of crime news has had, or is having, any material influence in promoting crime, but I believe that the publication of crime news is one of the most important duties of a newspaper as a responsible agency of public information. And I believe further that when news of a criminal occurrence is of a nature to warrant publication on the first page, because of the degree of public interest in it, the first page is where it ought to go.

"But none the less we have a responsibility in this matter and ought to consider the question seriously. That question, as I see it, is not whether we should or should not print crime news, or whether we should or should not bury it in the remote interior, but how we ought to handle it on its merits. Would it not be desirable for the committee on ethical standards, or a special committee, to undertake a study of a proper method of reporting and printing crime news, and present to the society for its consideration some simple rules for the general guidance. It is my thought that if the committee and the society together can work out some specific rules of that character that will commend themselves to the general judgment, an effort might be made to induce each member and each newspaper represented in the society to agree to put the rules into actual operation. By that method of giving concrete and practical form to abstract principles, applied gradually to this and other problems, it seems to me we might effect in no great time a plainly visible betterment of newspaper practices.

"I have here confined myself to the consideration of this one of the purposes of the society, partly because I am deeply concerned in the matter, but mainly because I see in the differences of opinion arising from it the chief danger to the welfare of the society, and I want this organization to grow in power and influence and grace for the continuous accomplishment of good for journalism."

COMMITTEE ON PRESS INTEGRITY FOUND SMALL NEED FOR ACTIVITY

ONLY one attack on the "Integrity of the press" was called to account by the society's committee, its chairman, Paul Bellamy, managing editor of the *Cleveland Plain Dealer* reported. He outlined the year's work as follows:

I might say that there was considerable doubt all year as to whether this Committee had anything but a metaphysical existence. The long and regrettable illness of our President did have something to do with it. I was told that I should continue as the Chairman, and then no other members of the committee were appointed.

However, I did a few things and submit this skeleton of a report because I think that the work which was charged to that committee either ought to be dropped or it ought to be organized on a different basis.

It appears to your committee on integrity of the press that during the past year there has been somewhat less smping at the newspapers of the United States than during the year before.

There have been two examples of what we believe to be unfair attacks on the newspaper profession which, because of their source or their distribution, are worth mention here.

Last June *Harper's Magazine* published an article entitled "Sell the Papers," author anonymous, the thesis of which ar ticle was that newspapers had left all ethics behind and were clattering down the primrose path having subordinated everything to circulation.

On July 17, 1925, the chairman of your committee wrote Harper's as follows:

"The committee on Integrity of the Press of the American Society of Newspaper Editors registers herewith an emphatic protest against the unfair, ungentlemanly and prejudicial article published in Harper's magazine for June under the title, 'Sell the Papers.'

"At the present time there is a movement under way in several cities, including Cleveland and Washington, aimed at the suppression of indecent magazines by the police authority.

"Would Harper's consider this a proper justification for a daily newspaper to launch a violent assault against monthly periodicals, under the title 'Sell the Magazines', lumping them all for intents and purposes into one evil group, and making little if any effort to distinguish, let us say, the Century Magazine from the most prurient publication in the imitation French style?

"Yet this, in the case of the daily journals, is substantially what the anonymous author of 'Sell the Papers' has done.

"A man would be a fool or liar who should contend that either newspaper or periodical could long endure without some regard for public taste, some effort to publish the kind of material its readers liked. Your anonymous author appears to have been permanently embittered by discovering that daily newspaper readers did not care for the subjects which interested him, a fact from which it appears the proper conclusion might be that the public taste is fundamentally sound after all.

"The committee on Integrity of the Press resents and repudiates *in toto* the general impression intended by Mr. X., the author of 'Sell the Papers', viz., that the newspapers of America by and large have betrayed their trust, capitulated to commercialism, and hoisted the Jolly Roger to the masthead.

"If Harper's wants to reform journalism, we recommend more candor, more discrimination and more facts.

"The committee does not believe it in the Harper tradition to let this matter lie where it is and suffer what we hold to be a distorted picture of American journalism to remain in the public mind.

Very truly yours,

"Chairman,
"Committee on Integrity of the Press
"American Society of Newspaper Editors"

Under date of July 23, Thomas B. Wells, editor of Harper's Magazine, replied as follows:

"Mr. H. J. Fisher has just handed me your letter of July 17th addressed to him as president of this Company.

"I greatly regret that you and your colleagues feel that the article published in the July number of Harper's Magazine and entitled 'Sell the Papers!', was unfair and prejudiced. I have already exchanged letters with Mr. Hopwood on this matter and I am most hopeful he will write something for us in the autumn which will present the other side of the case. You will readily appreciate that in a monthly magazine that makes up eight weeks ahead of publication it is very difficult to print a reply to an article soon enough to be effective. We have no desire to antagonize the newspaper editors of America, who have shown their friendship for u so many instances. At the same time, I you will not resent my saying that a newspaper men this article has aroused commendation that condemnation. How I quite agree with you that generalizati a dangerous thing and it may be that author has, unintentionally erred in that re I am sorry that I am not able to give yo name, for he has an excellent standing i newspaper world and is anything but an bittered man.

"Please express my regret to your orga tion that they feel as they do and my that we may be able to publish in the future articles which will, to their mind, sent a satisfactory picture of American nalism.

"With many thinks for your letter an good wishes."

The other incident constituting an portant attack on the integrity of j nalism is the series of articles in *Outlook* by Don C. Seitz, late and of the *New York World*. Two of articles have already been published more are to follow.

The committee has thus far taker action with respect to Mr. Seitz' at but the President of the Society, Yost, has replied to the first Seitz ar in EDITOR & PUBLISHER.

Frankly, the committee would like expression of opinion from the mem ship of the society at this meeting, a how it ought to proceed in handlin matter like the Seitz articles.

This is not a case of ignorant critic The articles represent the settled opi of a veteran newspaper man whose perience certainly has been as wide as of any member of this society.

It seems to the committee that to v a letter of protest to Mr. Seitz is a on a par with writing a letter to S Claus. Are we in much better however, if we write to Outlook M zine? The editors of the publica presumably knew what they were d when they permitted Mr. Seitz to a forum for his views in their period

The Harper's case differed from Outlook case in that its author was lowed to hide behind anonymity an make sweeping statements without gi chapter and book.

While leaving open the exact cours be followed by the committee in the S case (the articles being not yet compl the chairman of your committee expre his own belief that the chief value of committee is to be found in dealing cases of unfair criticism by well in tioned, but ill-informed men. Often t these are men in public positions an word from the committee bears fruit.

In other words is not the commi like a city fire department? The les is called out to fires the better for city. Its mere existence constitutes so thing of a deterrent against those start fires.

In its last report the committee pressed the opinion that the two cou lay open to the Society with respec the future of the committee on integ of the press.

1. The Society could continue the c mittee as at present, realizing its lim tions. These limitations are inherent. the first place, the members of the c mittee are far scattered. In the sec place, the membership at large of the ciety, with a few striking exceptions, h failed to report to the committee any c calling for committee action. The c mittee has had to depend upon its reading for the discovery of unfair tacks on the newspaper profession. T of course, has fallen far short of cover the entire field.

2. The society could expand the w into something like that attempted by vigilance committee of the Associated vertising Clubs of the World. T would require a paid secretariat an clipping bureau service. Also it wo cost money.

Finally, the chairman of your commit can not get over a feeling that the o arena in which a newspaper fights eff tively is in its own columns and w hardly an exception no newspaper importance has adopted a policy of a wering in its own columns the slings arrows of outrageous criticism.

In view of this undoubted fact, w does the society expect of the commit on integrity of the press?



Left to right: George S. Johns, editorial writer *St. Louis Post-Dispatch*; Walter Harrison, managing editor of the *Daily Oklahoman* and *Oklahoma City Times*, and Merton Burke, former managing editor of the *Washington Daily News*, at A. S. N. E. meet.

HOW SHALL PRESS TREAT CRIME NEWS?

Editors in Debate Relate Experiences and Offer Varying Views of Proper Methods—Overplay Deplored, But Crime Situation Calls for Truth—Scandal Mongering Denounced

FOR more than an hour, on Friday, members of the Society of American Newspaper Editors discussed in open forum the question of crime news. Opinions differed as widely as might have been expected. Overplay was generally deplored, although one editor expressed the view that not enough crime news was printed. Following is a section of the debate:

Harvey Ingham, *Des Moines Register-Tribune*: I think every person who comes into our office has something he desires to have published on the front page. The important news of our newspaper, of course, does not appear on the first page. Many subscribers want the market page, for instance. The front page is reserved for unanticipated news. If Mr. Hard should discover the President is growing a beard, the news would gravitate to the front page.

Our editors have made the mistake of looking upon all crime news as the unexpected, whereas the general run of crime is constant. We have wearied our readers by putting crime in the most conspicuous place. We should segregate crime news exactly as we do other news.

If the President of the United States should be shot, I believe the *Christian Science Monitor* would have it on the front page. I mean no disrespect to the Monitor; I read it every day and it is one of the finest publications in the United States. Crime news should be treated precisely as other news and only such crime news should appear on the front page as belongs properly with that unexpected news that occupies the front page.

Of course we entered into the experiment of segregating crime news as a piece of enterprise and our experience has been we are making far better newspapers judged by newspaper standards by treating crime incidentally, as it should be treated, than we did when we tried to make a sensation of every criminal event.

I believe the newspaper editor would find his readers would appreciate it if that plan were followed generally. I think crime news should appear in small type, not larger than six point, in a segregated portion, where those interested sociologically would look for it. Our own experiment has shown that our readers are much more interested in other large classes of news than they are in the news of crime.

C. H. Dennis, *Chicago Daily News*: In my state and city, a great deal has been said in recent months about crime. We have had our share, to put it mildly, and the newspapers have been trying to tell what ought to be done about crime.

The Bar Association of our State appointed a committee to investigate the subject of the press in crime, and there was considerable feeling that the press, by publishing so much crime news had, in a measure, been responsible for some crime, having made the potential criminal go out and commit crime.

This committee, of which the chairman was a very able member of our Supreme Court, recently called a meeting in Chicago of various State's attorneys and district attorneys and judges and eminent lawyers and newspaper men to consider the subject, and we had quite a meeting. We spoke fully and frankly, and various district attorneys and lawyers were of the opinion that the press had not only on some occasions caused crimes to be committed, but had interfered with the proper prosecution of crime by publishing the particulars of murders, if you please, so that when a case came in for trial, they would find many eminent citizens saying that they could not serve on the juries because they had read accounts in the newspapers.

That was regarded as a very difficult thing for the press to answer. The press had made these particulars of crime so well known that our good citizens couldn't be jurors, and therefore the jurymen were ignorant people who didn't read the newspapers or didn't make up their minds.

It seemed to me that that was very illogical reasoning, because I think ignorant people make up their minds about as quickly as anybody, and they make up their minds without any particular knowledge of the subject.

It was said by these worthy State's attorneys and district attorneys and judges on the bench that in their view the newspapers ought to get together and form a code of ethics in order to preach that code to one another. When I was called upon, I enlightened them to the extent of telling them there was such an organization as the American Society of Newspaper Editors, that it had framed a code of ethics, and was generally trying to lift the standards of the newspaper profession.

Two members of the Supreme Court of Illinois and other judges of eminence expressed profound astonishment and pleasure.

We were asked by these judges and lawyers whether the bar and press could co-operate, and I, for one, expressed the view that they had best deal with their own subjects and try to elevate their own standards.

I speak of that merely as showing that this Society is helping the press by showing that the press is dealing with its own problems. So it is not lost motion or anything like it. It is not only what we learn but what we show as to our purposes in trying to build up our profession and improve our methods.

James T. Williams, *Boston American*: With respect to what was said about the segregation of crime news, I didn't find myself wholly in agreement, because it seemed to me that this fact was lost sight of, that whenever a real crime is committed in the community, it is potentially a threat to every home in the community and involves the security of the individual, which is a subject of vital interest to every home-owner dwelling in the community. That being the case, you can't always relegate it to the sports page or to any other page.

While undoubtedly there is room for improvement regarding certain phases of crime news, with respect to co-operation between newspapers and police and accuracy of reporting, we ought not to lose sight of this fundamental fact—there are two schools of thought on the subject. When George Washington bade us be prepared for war as the best protection against war, he was really guilty of committing us to a policy that would encourage war. By the same token, there are those who believe that the publication of the facts about crime puts criminal notions into the minds of our people. There is another school that combats those theories, and I believe that the latter school of thought is represented in large part by the newspapers of the country.

E. W. Booth, *Grand Rapids Press*: It has always seemed to me when we come to discuss crime news, we need a definition to start with. If you will examine the criticisms that the leaders of the public made concerning objectionable news the newspapers handle, I think you will find it come more under the head of scandal news than technically crime news. The Rhinelander case was a scandal story and it had not to do technically with crime but with a civil suit for divorce and if you will look over the strong criticisms you will find that the criticisms have more to do with the Rhinelander cases than with the first class murders that we play up on the front page.

I believe that a real gory murder with lots of mystery is likely to be a first class newspaper story—something like Macbeth, something with lots of blood in it and particularly lots of mystery and that may be told in a very detailed way and not much harm done to the public mind, including the youthful mind. The fact is the way we do it has far more to do with the harm done than the mere fact of printing has done. I would like to see the subject of scandal news handled separately by some man who is a first class editor on that subject for it is my belief more harm is done by newspapers in the wrong handling of scandal news than by any other department of news handled in newspapers.

Now while I am on my feet, there was a Frenchman over here a couple of years ago who gave an interview to EDITOR & PUBLISHER about the American newspaper and it was his criticism that they lacked a sense of proportion. They were unable, seemingly, to discriminate between little facts and big facts.

An editor with a sense of the dramatic may see in a thing that is really a little thing so far as the size of the crime is concerned or the size of the scandal, a chance to play up something that is melodramatic and arouse curiosity in the mind of the reader and our chief sin is we play upon that human element in us all—curiosity—too much. It is that element of curiosity that will account for a great deal of scandal news. Along with that, the fact of competition among newspapers—one newspaper being afraid the other newspaper is going to get ahead of him and he will take a relatively little thing and in order that he will have the better story and bigger sale, he will play that up. The newspaper that distributes its product largely to the home doesn't have the same problem that the newspaper in the great cities have with the competition and therefore it plays up certain things in order to get ahead of the other fellow.

Secretary Hopwood: I suppose all the members of the Society have heard the elephant story. For the benefit of those who have not, the elepehant story runs something like this: An Englishman, a Frenchman, a German, a Russian and a Pole were each asked individually to prepare a monograph on the elephant.

The Englishman packed up his hunting kit, went to the interior of Africa and produced a work entitled "The Elephant and How to Shoot Him."

The Frenchman also went to Africa, pursued his studies for the same time and produced an article called "The Elephant and His Amours."

The German didn't go to Africa but to the libraries of Berlin and produced a three-volume work entitled "An Introduction to the Study of the Elephant."

The Russian spent no time at all but immediately propounded a treatise entitled "The Elephant; Does he Exist?"

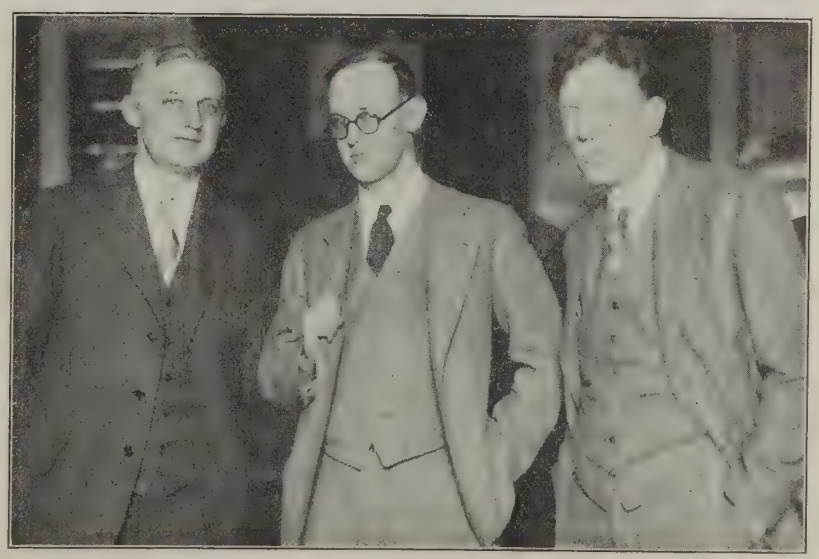
The Pole, with about the same amount of thought, produced a monograph entitled, "The Elephant and His Relation to the Struggle for Polish Liberty."

I wondered a great many times in this connection just what sort of monograph an American would produce on the same topic and I wonder sometimes in view of certain studies and analyses that I have made of American newspapers, whether the editors of this country aren't trying to ram down the throats of the public a lot of material that the public absolutely does not want to take.

About a year ago in January, I made a detailed analysis of six great American newspapers, cataloging the articles which appeared on the first page of each one of those newspapers for six days of a certain week. I picked a very conservative newspaper, a very radical newspaper, or at least a sensational newspaper, and four newspapers which I suppose we would classify as about average or somewhere between the two extremes and I found that you could take the classification, crime news, and put on top of that scandal news and on top of that accidents and on the chart I made as a result of those investigations, these three columns wouldn't begin to approach the total amount of first page space which had been devoted by these six newspapers to affairs of government. Government outranked any other classification by more than two to one and all classifications put together would not have greatly exceeded the amount of space devoted to Government matters.

In face of the constant hammering and pressure by American newspapers on this class of news, it is extremely difficult to get to the polls at the Presidential election more than fifty per cent. of your voters. In the city of Cleveland, we have something like 300,000 people eligible to vote at a municipal election. We held an election for the City Council in Cleveland last November, the Council being the only important Governmental body we have under city managerial government and we managed to muster to the polls something like 90,000 out of the 300,000. If anybody will enlighten me as to what the American theory is as to the journalistic elephant I would be obliged.

Mr. Ingham: The experiment in the



Left to right: Henry T. Claus, editor of the *Boston Transcript;* George A. Hought Jr., news editor of the *New Bedford* (Mass.) *Standard;* and E. R. Stevenson, editor of the *Waterbury Republican American* at editors' meeting.

Register which I was asked to describe was an experiment in the technique of newspaper work and it did not go to the general question of news itself. Our experiment has demonstrated that crime news is not the character of news as a whole that people look for on the front page of the paper and I think we should find ourselves in this discussion and we are not here really as citizens, but if we discuss it as newspaper men we shall find the quality of the front page is the unexpectedness of the event. It is not important that the reports of our Government affairs appear on the front page unless they are unexpected.

Tom Wallace, *Louisville Courier-Journal*: I don't want to go to the extent to say that crime should be segregated except in principle.

While I think we have too much space in the headlines on crime, I think we need not be oversensitive of the public's views of what ought to be printed. I was living near the scene of the Floyd Collins case and we were more criticized for playing up Floyd Collins, which was neither a crime nor a scandal, than we are for playing up murders. They even went the length of believing we had a dummy in the hole in the ground to feed the headlines of the newspapers and that we were making a large amount of money. When the body was ready to be moved, it was necessary to remove the cloth from the corpse to convince them it had really existed. It cost us a net loss of about $15,000, one of the details of which was a jump in circulation with its white paper demands.

Marvin Creager, *Milwaukee Journal*: One phase that hasn't been brought out, aside from the matter of crime news and moral responsibility the papers have regarding that, is the matter of segregation. Ingham's paper, I believe, tried the experiment by segregating crime news, by which I understand he put all crime news in one part of the paper.

I think there is too much segregation in our papers now, too much segregation and too many departments.

I would like to see frequently, and often bring it about, a sport story on the front page. I would like to see a story that could be considered for the women's page on the front page. I would like to see frequently, and occasionally use my influence in that direction, a market story on the front page. I think the tendency is too much toward measuring our news by rule of thumb, classifying it and putting it in some particular part of the paper. I think we assist materially in making uninteresting papers by doing it. I wish there was someone around our office to save it from getting into routine. Routine crime has no place in the paper. If you are printing routine news, don't print it; don't print a thing simply because it is crime or something else unless it be a matter of market reports or something of daily routine importance.

I like to have on the front page something you don't expect to see there, as Ingham says. It need not be unimportant to be unexpected. Neither need it be crime. But I do think the tendency is due largely to not intentionally following a line of least resistance, but nevertheless that has a great deal to do with it.

Grove Patterson, *Toledo Blade*: I for one am getting a little fed up on this question of crime news at the luncheon club and other clubs. As a matter of fact, the amount of crime news printed in American newspapers really is not excessive. Mr. Hopwood suggested this in his survey. As you know, the *New York World* announced some time ago that a group of metropolitan newspapers were studied and it was found that news of politics, news of business, news of amusement, news of sports, all preceded news of crime in volume. Crime, including the detection of crime and the apprehension of criminals, to which processes nobody could possibly object, occupied only about 22 per cent. of the total volume of space of the members of this group. All of you know that English newspapers print news of crime in far greater detail than American newspapers, yet when Sir Robert Peacock, chief magistrate of Manchester, was recently in America in attendance upon a convention of police magistrates, he said this rather astonishing thing: "If your American newspapers would cooperate with the police department in the manner that English newspapers do and print more detail about the crime as we do in England, you would make your country unsafe for criminals. You do not print enough about crime."

That set me to wondering, and in connection with that statement, I found interesting the statistics in the year 1924. There were in one American city—out of deference to Mr. Dennis, I will not name it—347 murders, and in the same or similar periods the preceding year there were in the city of London 27 murders. There is in more than one American city a greater number of murders a year than all of England and Wales, and yet English newspapers print more crime news and detail than we do.

I do think that a great deal of the criticism we hear every place is because people are interested in crime. A criminal story attracts the attention quickly. It creates a criminal effect. It is the thing he talks to his neighbor about. Crime criticizers, roughly speaking, are the most voracious crime readers. When you analyze the thing as the New York World has, when you compare the mount of crime news printed in the English papers compared with American papers, when you get the evidence submitted by Sir Robert Peacock and others, you find the amount of crime news you are talking about is not excessive, and I am pretty well fed up on the criticism of uninformed persons and Rotarians with whom I come in contact.

Verne Marshall, *Cedar Rapids Evening Gazette*: May I make a suggestion to the program committee of next year? I have attended two of these meetings, last year and this year, and heard this same circle running on crime news, and we will be hearing it 25 years from now because we will all be printing crime news 25 years from now. I know one paper that will, at least.

Now, there is some responsibility resting on the shoulders of newspaper editors other than deciding where in the paper to print crime news. I think there is, and I would like to suggest to the program committee for next year it could do very well for the editors who are members of this Association if it would get right here in Washington one good speaker who knows the immigration problem and tell the editors of this country what is the matter with the crime situation and what creates so much crime news for them.

Possibly some of the men from New York here today will remember that only a few weeks ago in New York City a round table of some of our high-brows was held at which immigration was discussed, and a certain college professor of considerable renown said that we still should conduct a melting pot and let them all come in. A gentleman from a certain foreign country, also well known here and elsewhere in America, said: "If you you want to let us send you our defectives, we will send them to you, but God pity America!"

Incidentally, Mr. Dennis just last Wednesday called attention to one of the good effects of mentioning the crime news. In an editorial in the *Chicago Daily News* was mention of the little town of Hadley, Mich. The manager of a telephone exchange there had been reading in the Chicago and Michigan newspapers of bank robberies. Out in our country, the banks are being broken into and going broke very rapidly these days. This man at Hadley had seen that the bank robbers were busy all about him.

One day, looking out of his office window, he saw a big touring car driving up to a bank across the street. Four men got out of it, all strangers. Immediately realizing something unusual was going on, having read of all these bank robberies, he got busy on the telephone. In five minutes, eight or ten men with shotguns arrived, in answer to his call. Two minutes after that, there was a commotion in the bank, and one minute after that three of the robbers were lying dead in the street. The fourth man was caught shortly afterward in his car two miles away.

All of this happened because that telephone man had read the crime news on the front page.

STATESMEN AND JOURNALISTS PARTNERS UNDER MODERN MOB'S MASTERY

By WILLIAM HARD

Address Before American Society of Newspaper Editors, on Friday.

I AM assigned to answer the question: "Are American Newspapers Doing Their Political Job, and What Is it?"

We have two duties, as I see it, one to the politicians, and one to the workers.

What is our duty toward the politicians? I conceive it is to expose their wickedness, when it exists, but to conserve their good reputation, when they deserve it, and to help build up in this country whatever respect and whatever honor may be justifiably possible for government and for those who through the practice of politics exercise and perpetuate the arts of government.

It is our duty, in so far as we can truthfully accomplish it, to hold up before the young a vision of government, of politics, of public life, which will attract our ablest and noblest men and women into direct service to their country.

Do we discharge this duty? I contend that I, you, all of us, in mass, and on the whole, fall far short of discharging this duty.

We pour out upon politicians and upon politics not only the vials of needed wrath but also whole torrents of totally unnecessary invective and contempt. We teach the young to despise politicians and politics and to fear to plunge themselves into what we loathingly describe as "the political cesspool," where they know that even if they save their characters from the mud of the pool itself they will nevertheless lose their characters in our columns whenever they differ with us on a public issue.

I will give you an illustration. Six years ago Mr. Johnson and Mr. Borah and Mr. Reed of the United States Senate rose to differ with the mass of us on the issue of the League of Nations. That policy is generally accepted now as a patriotic public policy.

As for us, however, how did we treat the senatorial opponents of the League of Nations in 1919? I recently have been re-reading some of our utterances.

"Noisy wind-bags." "Blind reactionaries." "Poisonous partisans." "Cheap politicians." Unscrupulous politicians." "Ignorant politicians." "Pigmy-minded politicians." "Politicians."

In the mass of newspapers those epithets were, at that time, the only earnings of the public servants who, in a little lonely group, dared to hold aloft the standard of a policy now respectable enough to be the policy of the Republic and of our favorite hero, Calvin Coolidge.

But what we did to Johnson and Borah and Reed has never been and never can be undone. Their policy has triumphed, but on their Senatorial togas there will always remain the marks of the vituperation which we hurled at them.

I contend that if we mean to improve the politics of this country we must be more cautious in the tearing down of the men who enter politics. I think when I stand on the last day before the Great White Throne, the punishment which I would most deserve and which would cause me the most pain would be to have the Devil read me certain numerous articles which from time to time I have written assailing the patriotism of public men whom afterwards I discovered to be at least as patriotic as I.

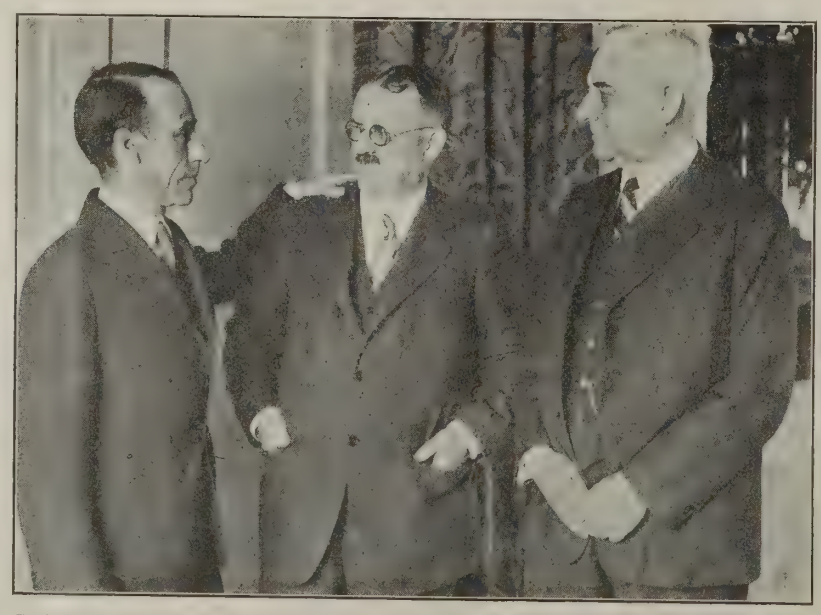
We should, I say, be more temperate, more just. It involves an abandonment of our present incessant sneers at politics as a whole. It involves an effort to create a public life safe from unnecessary abuse by us.

I come now to the second part of our political job—our duty to the voters. The main part of our duty is to instruct them regarding the merits of public issues and regarding the contending arguments of public men and thus give this country a stimulated and an informed citizenship at the ballot-box.

I contend we often fall under a certain condemnation which we frequently unsparingly visit upon politicians. We say they yield to the mob. I fear we often yield to the mob.

The mob wants news. The mob wants personalities. The mob will read that Senator Pepper spoke on the World Court yesterday. It will even read some sentences from Senator Pepper in quotation marks. At any rate, we hope it will read them. So we proceed in the Senate press gallery to pick out some of Senator Pepper's most piquant and striking sentences and we put quotation marks around them and file them on the wire and they perhaps get printed; but not in one case out of twenty do such excerpts

(*Continued on page* 42)



Left to right: William Hard, author and publicist, William O. Jones, editor *Lincoln Nebraska State Journal;* and Charles H. Dennis, editor, *Chicago Daily News,* snapped in Washington.

EDITORIAL TECHNIQUE REVEALED IN FORUM

Discussion of Circulation Methods and News Policies—Universal versus Individual Copy Desk—Means of Holding Country Readers Against Small Town Paper Rivalry

EDITORS who had been content to listen up to Saturday morning took the floor in the open forum on editorial room practices and costs led by George B. Armstead, managing editor of the *Hartford Courant*. Some interesting, if not new, lights on the universal copy desk system were brought out in the discussion. The fight of the large daily to maintain its small-town circulation against local competition was revealingly handled by several speakers of both sides. A digest of the forum follows:

GEORGE B. ARMSTEAD, *Hartford Courant:* Among newspaper editors and editorial departments in the country, there never has been any effort made, to my knowledge, for a continual and organized interchange of ideas and methods as to news gathering and the covering of our various territories in the state, so that an editor in Hartford or in Oklahoma would know what the general practice was in cities of this size and those that are larger, as to office organization and the division of the money allotted to him to conduct the editorial end of the paper.

I have written out a little suggestion here that engineers, teachers, doctors, lawyers, all make it one of the prime features of their organizations to discuss technicalities of their business, and I propose the question to you, whether it would not be possible for newspaper men to compare methods of operation with profit, just as the doctors and scientists do.

Of course, perhaps, the first thing would be an analysis of cost and comparison of methods as to efficiency and economy. It seems to me there must be two or three possible ways of covering a city, which are superior to the many others in vogue. There must be a few ways of covering the state which are superior to the quite wide variety of methods used today by papers from the Atlantic to the Pacific.

Some plans of organizing the divisions of the editorial department ought to be more economical than other plans.

I would like to know, for instance, what proportion of the total editorial department expense, in papers of various sizes and grades, is used for reportorial salaries? What proportion goes toward the personnel of the city desk, the copy desk and what is spent in suburban coverage and how much in the coverage of the state as a whole?

On efficient newspapers, what is the size of the reportorial staff? For instance, in a city of 100,000, 200,000 and 300,000 and so on up until we cover the entire country and the requirements of this Society, what do these things amount to?

How much is spent on the editing of and gathering of local sports news and the reporting, and how much is spent on other service that the paper gives?

One problem that comes to my mind is the problem of the telegraph and telephone expense. I would like to know if any paper has a good method of keeping down the telephone charges, which take up quite a percentage of our reportorial expenditure. That takes in the calling-in of correspondents. At the end of the year that expense amounts to a great deal. There may be the using of the telephone by a reporter a half dozen times when three calls would have sufficed. The same thing applies to telegraph bills.

We would like to get some sort of contribution to this idea. I did it in our own office. I found out that our payroll is 46 per cent of our total expenditure in our editorial department, but I wasn't able to ascertain in the time I had just what percentage of that goes for reportorial expense and the various other activities, such as the Sunday magazine and the rotogravure section.

But, I did find out that 17 per cent goes to correspondents around the state, outside of our suburban territory. The reporters' expense is only 1½ per cent. To the A. P. we pay only 11 per cent. Our telegraph tolls are 2½ per cent. Our telephone calls amount to 5½ per cent. We spend 7 per cent on features. Illustrating amounts to 8 per cent and the miscellaneous items make up the balance of the 100 per cent.

I would like to know if we are spending a larger percentage on some of these features than it is the general practice to spend in papers of this kind throughout the country. We might effect some economy there or we might find that we are doing a better job in that particular field which would warrant the additional expenditure.

My proposal is that we have a round table method of discussion and get some enlightening facts and figures so that we may know what the other fellow is doing in his job.

We have an office organization in Hartford, which I find is somewhat different than the organizations in other cities that I have visited. I find the *Boston Globe* reads all the copy on one desk. Its copy readers are men of long experience.

The sports editors send their copy to this one desk, which is quite unusual, I think. Whether that is more efficient than the method of having the sports department edit their own copy, write their own heads, and make up their own pages, I would like to know.

I think the Society here might, by comparison of methods in various offices, find out if that is any better, or if it simply is a local condition, better in the Boston Globe office, or whether it is really a good scheme for newspapers in general.

We cover our state by what I think is an old-fashioned method of a country correspondent in each town. They are pretty hard to get in high grade. At one time we have a wonderful news gatherer who has difficulty in writing the English language. Another time, we have a very fine literary artist who forgets that the golf club burned down last night, or at least wasn't interested.

Now, how to keep the good correspondents and get better ones and how to keep them on their toes is a problem that we have never solved 100 per cent.

One suggestion is that one state editor travel around the state in an automobile and visit these people, in the same way that a fire chief visits his various stations in a city, telling them what was the matter with last night's report, what we would like tomorrow, and keeping a very close check on their work which we can't do over the telephone of course.

Another idea is to have somebody write letters, which is not very satisfactory and takes a lot of time.

Another idea is to let them go on their own.

The A. P. coverage of the state is never, of course, 100 per cent. Almost every paper that I know about in the East has its own state coverage in addition to the Associated Press service, for obvious reasons, that they require in certain areas of the state a great deal more news than the Associated Press would be justified in attempting to handle.

There is one other thing that we have tried to discover in Connecticut, and that is, how necessary is the small town gossip in the state to the paper in a city if you are going to hold the circulation in these small towns.

In some small towns where we have a circulation of 300 or 400 we do nothing in a news way unless the Associated Press gives us a report from that town. In other words, we don't tell about the meetings of the sewing circle and the small local weddings, and still we hold that circulation. In another town we find that we can't hold the circulation unless we have a local letter giving all the gossip of the town.

I would like to know if anybody has solved that problem, what the experience of other papers is as to that problem of holding circulation in small towns around the state without a news letter, and we in Hartford, frankly, don't know. We are trying out an experiment now of cutting out some towns to see what the result is, cutting out the detailed news from those towns to see what the result is in circulation. Perhaps somebody has tried that twenty years ago and arrived at a conclusion.

I thought possibly this Society, if we could have these round-table discussions on different problems, would give the various members the experience, a better idea of the experience that has been gained in the various parts of the country on the problems of the individual editor.

I noticed recently the New York papers have gone back to long lists of names of those who attend dinners. The *New York World* carried about a column the other morning of Chamber of Commerce diners. We cut that out some time ago in Hartford, supposed it wasn't necessary. But the New York World is an important paper, and it seems to be the opinion there and on the *Times* that these names are worth while.

When I first began newspaper work, the city editor clamored for names. It was the bane of my life to get these long lists of prominent and otherwise citizens who attended dinners and meetings.

Now, is that worth while? If it is worth while for the New York Times to go back to this thing which they dropped a long time ago, and for the New York World to do it, perhaps we ought to go back to it, too.

Our city editor thinks that names are a wonderful thing, but, as I say, we dropped them a few years ago, gradually. We simply gave the meat of the meeting and left out the names of those who attended, except the more important ones, possibly.

I can think of many other problems, as you can. For instance, the most important one of all, and that is the amount of money which the publisher is willing we should use on the editorial department. Unless you know that, that other figures that you use on reporters and city editors are not very beneficial.

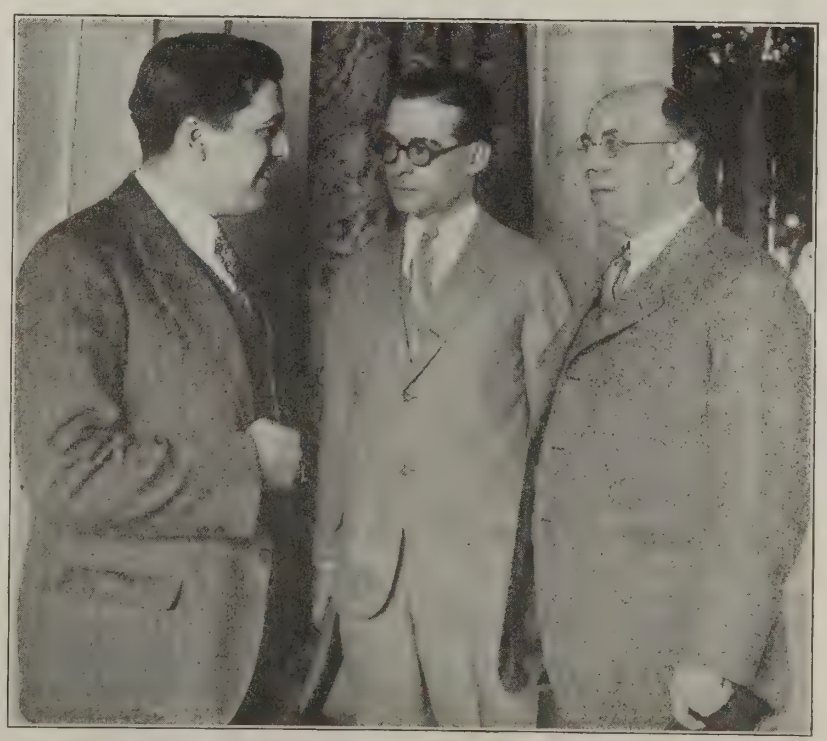
The publisher of a paper in Connecticut says that we are getting a certain percentage of money, gross revenue taken in, and that we are getting too much. I would like to know whether we are getting more in proportion than other papers devote to that same department. It seems to me that is one of the things we ought to know. Otherwise, how can we compare our coverage, our efficiency, with that of other papers in cities from 100,000 to 500,000? I should think the man in a city of 500,000 would like to know if he is getting along as efficiently on 10 per cent of the gross revenue as the man halfway across the continent is doing with a lesser amount of money.

I wonder if those facts couldn't be brought out in what I would call round-table discussions here, and as it is called this year, the open forum.

SECRETARY HOPWOOD: There are one or two points, from our own experience, that may be of benefit to Mr. Armstead. In the first place, within the last five or six months, we have changed our copy desk system from the individual desk system to the universal desk system. Under the old type of organization, city copy was handled on one desk with four copy readers, telegraph copy was handled on another desk with four copy readers, including a telegraph editor, and the state copy was handled on an individual state desk, and the sporting copy in its own department.

With three editions to get out, our theory is that the first edition, which is for street sale purposes, should contain a preponderance of city news, inasmuch as that edition does not circulate outside the city. That required a demand on the local end of the copy desk early in the evening.

Then, about an hour and a half after that, the state edition which carries a minimum of local news and a preponderance of state and telegraph news, goes to



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Newspaper problems in all its phases are taken up at the opening of the editors' convention in the National Capital. Left to right: Fred M. Snyder, Press Congress of the World, New York; Max Elser, Metropolitan Newspaper Service; and George B. Armstead, managing editor *Hartford Courant*.

press. That in turn entailed a heavy demand on the telegraph end of the desk.

Then, in the city edition, we swung back again to the local end of the desk. The result of that was that there was no distribution of the load on the desk. Certain parts of it were overworked at times and other parts of it had nothing to do.

We set up a universal copy desk, which, as you know, of course, is not at all a novel idea, and each man on that desk is supposed to handle either local, state, or telegraph copy, as the head of the desk passes it to him. The telegraph editor, the city editor, and the state editor, all have their individual desks. They are in receipt of all the copy that comes into the office in the fields they are supposed to cover. They pass that copy immediately to the head copy reader on the universal desk, who reads no copy at all himself, but sees that there is a constant distribution of copy to the various copy readers, so that every man on the desk is busy constantly.

Now, the head of the desk directing that passes out local copy for the first edition primarily, state and telegraph copy for the second edition, and then holds back his city edition local news until the state edition is cleared and out of the way, and then he distributes his local news.

We found we could not operate that desk quite as economically as we could operate the copy reading when divided into three parts. It takes one more man, because under the old system a man who was head of the local desk also read copy. We do find, however, that it makes a very great difference in the efficiency of delivering your copy to your composing room. The particular kind of copy that you want for the given edition for which you are working reaches the composing room at the time when it should, and copy which is not necessary at that time is held back until the machines are cleared for that which comes later. And it has been a very satisfactory re-arrangement, as far as efficient delivery of the copy to the composing room is concerned.

I rather think, though this couldn't be demonstrated by figures probably, that it has made as much economy in composing room operation as the additional copy reader costs to operate the desk on that basis.

Just one other point that I would like to speak about, since I am on my feet, and that is the question of state coverage by correspondents and by news services.

There has been recently, at least in our part of the country, a very considerable development of state Associated Press service. And it seemed to me that with the development of the syndicate feature, which is peddled to every newspaper in the state, and with the development of a more highly efficient Associated Press service which practically all of the daily papers in the state find within their reach the problem of the larger city paper in competition with the smaller city paper is becoming a very real one.

We have on our staff of correspondents something like 150 men. We have a man in every county capital in the state of Ohio, and there are 88 counties in the state. Each county is covered by its own correspondent. And then there are about 60 or 70 more who are assigned to towns which are not county seats. It is a very large, and as those organizations go, a fairly efficient organization.

And under the old system, before the Associated Press began to develop its state service as intensively as it has, we were able to deliver a very large amount of state news which was peculiar to the *Plain Dealer*. As the situation exists in Ohio now there is an Associated Press Bureau in Columbus, an Associated Press Bureau in Dayton, one in Cincinnati and one in Cleveland, so that practically all of the state news which naturally would come in to the larger papers in Cincinnati, Columbus and Cleveland is distributed to the smaller members on the state wire of the Associated Press, so there practically isn't any such thing any more as exclusive state news so far as the larger papers are concerned.

There is a certain economy in the operation of the Associated Press service in that it cuts down your tolls and your correspondents' salaries, but there is a very distinct disadvantage in that it is strengthening the smaller city papers at the expense of the larger city papers. And I think the situation in practically every large city where that condition has been developing and growing in its particular field brings us face to face with the problem of just what is the large city paper to do to maintain its individuality and its appeal as against what seems to me to be undoubtedly the growing strength of the smaller city newspapers.

I have been watching the operations of the newspapers in Ohio in cities of from 25,000 to 100,000 or 125,000, and there isn't any question at all that in the last ten years those newspapers have immeasurably added to the quality of their products. You talk about covering sewing circle news and that sort of thing. It isn't a bit of good for the metropolitan paper to do that.

What is the situation the metropolitan paper faces? In the first place, it can't cover the intensive local news as well as the local paper is able to do it—just can't be done. In the second place, the local paper under present systems of feature distributions buys the same features that the larger city paper does, unless it exempts territory, and that is what we have done. We have said that no feature which is purchased by the Cleveland Plain Dealer can be sold anywhere in the state of Ohio north of the city of Columbus. But if you leave it wide open your local paper has just as good features as your city paper. It has better local news, and with the development of the Associated Press service and the expansion of the Associated Press and other news services to the smaller papers all of the important news of the country is covered in your local paper.

The big city paper's problem is one of somehow or other by special writers, by special features, by attention to the things which are beyond the reach of the smaller newspapers to develop and maintain its individuality in the face of that competition.

It is probably an excellent thing for the newspaper business as a whole that the newspapers in the smaller cities have made the remarkable gains in quality, that they undoubtedly have made in the last ten or fifteen years.

I wrote to Mr. Hough and asked him to write something for the bulletin about how the local paper met big city competition. And the more I think about it the more I think I should have written a piece myself answering how the big city newspaper meets the local newspaper competition. I think that is a real problem that every man who is on either end of the question will have to give pretty serious consideration.

MARC A. ROSE, *Buffalo News:* What Mr. Hopwood had to say got me to my feet for the first time in the meeting, because that touches us very closely. Our situation, with apologies to Cleveland, is very much the same. And we have come to these conclusions, that you can not compete with the small city daily—it can't be done. Of course, I am speaking now from the point of view of the evening newspaper man. I think the morning newspaper has a better chance.

We have studied the careful and detailed circulation reports that are brought into our office, and one of the first things that we noticed was that in the small town, where there was a daily newspaper, our evening competitor far outsold us, but in the small town in which there was no newspaper we could outsell him by a very considerable margin. That rather disconcerting fact set us to try to analyze the situation.

The analysis of that situation, I think, gives the key to the situation. And we reached the same conclusion that Mr. Hopwood makes.

We were primarily a newspaper. Our emphasis was upon news. Our competitor was primarily a feature newspaper, with his emphasis upon features. You see the answer at once.

In the town where there was a good, strong daily our paper was too much like the small local daily, but the other paper was entirely different, and when they wanted something more to read besides the local paper they bought our competitor's, but in the town where we were giving a distinct service which no local agancy gave we could outsell him.

We have decided that our only salvation lies in the things that Mr. Hopwood pointed out, of trying to give things which no small town newspaper can afford to give. For instance, a page of pictures every day which costs us an amount of money I don't like to think about, because we make all our own cuts. They are in the first edition. We subscribe, I think, to every photograph agency in the United States and cull from them the cream. It costs money. We think it is justified for just this reason, that no small town newspaper can afford to do that. And if they buy mats, why, they make themselves ridiculous because the reader says, "Why, that was in the Buffalo paper four days or a week ago."

Unfortunately, the small town newspaper proprietor isn't quite so sure that we can't compete with him in his own field as we are. And that brings up the question of correspondents.

The development of the Associated Press state news service has been a life saver to us, because we were rapidly getting into a desperate situation. In the cities near us, and there are several which are large enough to have good strong local dailies, the proprietors of these local dailies were making things very, very hard for us. We couldn't get correspondents.

You can't go out and get the town lawyer or postmaster to act as correspondent in a city which is large enough to have a newspaper of its own. You are almost obliged to find your correspondent with the local daily, and his prime consideration is to his own newspaper and he obeys the instructions handed to him.

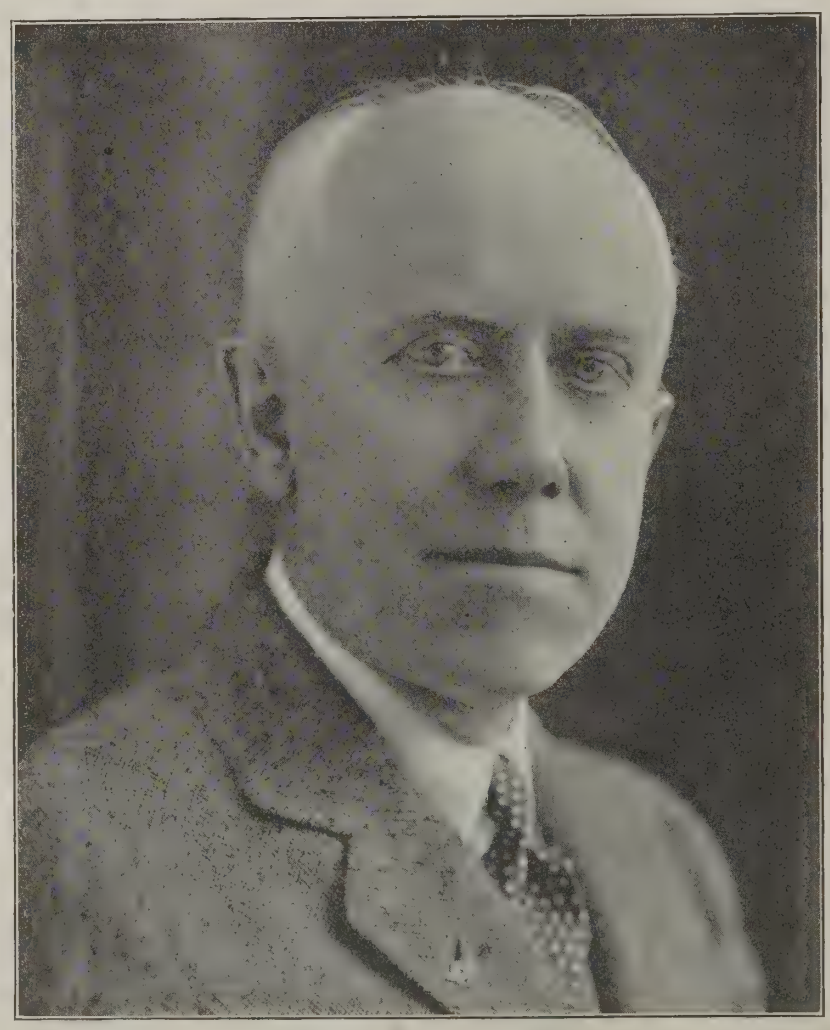
They were making it pretty tough sledding for us to get any news out of those towns promptly. And we have been among the instigators of the Associated Press in our section of the state who tried to get some kind of protection from the news associations.

I wonder if anybody else has run up against that, that is, there is a concerted effort, I think, on the part of the small town dailies—don't say that I blame them, but I think they are mistaken, because I don't think they need to be afraid of us—to do this.

GEORGE A. HOUGH, *New Bedford*

(*Continued on page* 41)

JOHN EISENLORD JOINS CHICAGO NEWS AS CIRCULATION DIRECTOR



John N. Eisenlord

JOHN N. EISENLORD was appointed circulation director of the *Chicago Daily News* by Walter Strong, the new publisher, taking up his duties Jan. 18. Mr. Eisenlord came to the Daily News after 25 years with William Randolph Hearst's *Chicago Evening American*. When he resigned he was circulation *manager*.

George Baker is to continue as circulation manager of the News. W. J. Parker and Clarence R. Duell are continuing in charge of the American's circulation department, no announcement as to Mr. Eisenlord's successor having yet been made.

Mr. Eisenlord was born and reared in Detroit. Ill-health sent his father south to Memphis, Tenn., while the son was still in his 'teens. His first newspaper job was with the *Memphis Commercial-Appeal* as a clerk in the delivery room. He stayed there for two years, coming to Chicago when Mr. Hearst started the American.

Mr. Eisenlord's recipe for getting ahead is old but sound.

"Tend to business. That's all."

MOORE, COOPER, FINLEY, BANQUET SPEAKERS

Idealism and Individualism Stressed By A. P. Executive—Dr. Finley Sees Need For Synoptic Courses In Education For Journalists

WITH the Secretary of War at the chairman's left, the Episcopal Bishop of Washington invoking the Divine blessing and a generous scattering of Senators and Congressmen among the diners, the Gridiron Society held its annual banquet Saturday night, Jan. 16. The speakers were Alexander P. Moore, former publisher and until recently Ambassador to Spain; Kent Cooper, general manager of the Associated Press; and Dr. John H. Finley, of the *New York Times* editorial staff. President Yost read a letter from L. S. Rowe, director general of the Pan-American Union, relative to the First Pan-American Congress of Journalists at Washington, April 7-13. A communication from Ulric Bell, president of the National Press Club, was also read, tendering the members the facilities of the club and describing its new building now under construction.

All three speakers devoted themselves to various phases of journalism, Mr. Moore telling of his experiences at the Spanish Court and the value of his newspaper mind in his diplomatic service. His address was not reported.

Dr. Finley addressed himself to the ideal of the newspaper man for broad culture and of the possibilities of education to that end. Mr. Cooper eulogized the reporter and voiced the high idealism which he declared was inherent in the news staff of every successful journal.

Dr. Finley's address follows:

"Balzac has called journalism the religion of democracy. Just what Balzac meant, I cannot say, but I suppose he meant to suggest that there is a deep scholar attachment to the press and faith in it as a continuing diurnal revelation and record of the Almighty's continuing revision of the earth (as the earthquakes testify) and His daily dealings with the souls of men, for, as an American poet of Baltimore, I think, said a few days ago in a bit of verse that I found on the news boys:

> I think God kept on talking when His book had gone to press,
> That He continues speaking to the listening sons of men;
> I think His voice is busy yet to teach and guide and bless
> Each, every time we ask for light, He calls to us again.

"It was another poet (tenting with a scientist he must have been) who said 'Every morn is the world made new' and if being so, there should be a record between the days to which the inhabitants of the earth may turn to see what sort of world it is which comes new to them every morning, a world in whose creation they themselves have had a part.

"The newspaper is simply the world made new every day. Balzac added that the journalists were the priests of democracy, and if so, they were priests after the order of Melchizedek, for you will remember that he had neither beginning of days nor end of life. The journalist is timeless, Einsteinian, eternal, present, ever on the edge of the 'continuum,' for, to quote a translator of Einstein, 'The continuum of events exists as a background for phenomena and the happenings occur in any region whatsoever the events are there ready to give forth their testimony, and the newspaper reporter is there to receive it.' That latter phrase is mine, not Einstein's. It is the globe-encircling altar upon which these journalistic priests minister gathering what would be called the transient into the eternal.

"Mr. Duke, when he stated his reasons for establishing his university fund of $100,000,000 did not, however, include the journalists among the six kinds of leaders whom the universities ought to train, for they are, in the order in which he named them: preachers, teachers, lawyers, chemists, engineers, and doctors. I don't know just why he took that order. It seems to me that doctors should come a bit higher at any rate, whatever is to be said about the lawyers. But certainly editors and journalists of serious purpose and trained minds belong there somewhere, perhaps between the teachers and the preachers, for they are no longer the mere stentors or town criers; they are the interpreters, the all-around men of the universe. I call them planetary precursors, and that, Senator, is something deeper than men of international-mindedness.

"Their prototype is the ancient Democritus, who, despite the range and seriousness of his thought, was called the 'laughing philosopher.' He was not a columnist, however. The first columnist, I think, was—we have no columnists on our paper—St. Simeon Stylites.

"This is just a brief record of the things in which Democritus was interested. He was abreast if not in advance of the astronomy of his day. He had traversed the greatest part of the known earth. He wrote a treatise on navigation. He was learned in physics, writing on the magnet, the rays of light and the water-clock. He was fond of music and poetry, leaving works on rhythm and harmony and the beauty of epic poems. He was a critic in matters of art. He left a book on fevers, another on prognostics, another on pestilences, another on the right way of living, and besides wrote authoritatively on agriculture, tactics, the principles of law, the calendar and colors, ethics and cheerfulness, besides being a zoologist, anatomist and psychologist.

"It seems to us that this range of Democritus is astounding for a single man, especially in these days of specialization. But it is an even wider range that the modern Democritus, the editor, must have. He must not only have a glimpse into all fields of human knowledge and achievement; he must know that way to the verge in some one subject. He must also be aware of the great abysses of human ignorance which no editorial Marcus Curtius can close, however sacrificially noble his purpose. He must not only know something about everything and everybody, but he must also know where to get the everything that is known about something. But he must not only know; he must be able to tell what he knows or get intelligibly told what others know but can not tell.

"Professor Gildersleeve once intimated that there was a certain advantage in being obliged to write at what he called finger speed. That was before the days of the typewriter. He said, the best words come to the front under such conditions, that is, if one has the best words, it is important to acquire a vocabulary for such emergencies, and if anything is to be said for the cross word puzzles which have infested the press, it is this.

"As an educator, I was accustomed to divide those who could not or did not tell the truth into three classes: first, those who did not know truth and so if they told it, told it only by accident; second, those who knew it but were not willing to tell it; third, those who knew and wished to tell it but did not know how.

"Since I have become an editor, I find that not even a research professor is more eager to know the truth or more eager to tell it than an editor is, and I find, too, that he is usually much better able to tell the truth than the research professor, because he knows how to speak to the ordinary mind.

"So if I were to make a plea to the universities, on behalf of the press, it would be to prepare a few all-around men, the pick of them (and women, too, I suppose) who should be competent to perform a planetary service not only geographically but intellectually—and I am not talking about the League of Nations now!—to be in this democratic age what Democritus was in his day to his little world.

"I know a managing editor who was prepared, when the tomb of Tut-ankh-amen was opened to enter intelligently with the archaeologist, and who when Einstein propounded his theory, had some notion of what Einstein was talking about (very few had). I found him one day trying to find geometrically the area of a triangle in the terms of its sides. I know another editor, who reported the Yale lectures on the structure of the atom so as to compel the admiration of the natural scientists, and who later reported the Williamstown Institute of Politics in such an informing manner as to win the approval of the political scientists as well as the complaint of one of the lecturers that he had reported not only what he said but also his implications.

"I use these two or three positive rather than negative illustrations to support my appeal for synoptic courses in history and in science, in philosophy and in literature, as well as special courses which lead into the presence of the infinite in some one or more sectors of human search and struggle—planetary courses which will enable those who follow them to be something more than smatterers, if something less than ultimate experts—interpreters of what is added day by day to the continuum, preparing them for service in a super-university in which the professors are not as the Ancient of Days but as the Renewers of the Foremost Files of Time, carrying the contributions of events and their interpretations to the enrichment of the human continuum—the race mind, which in turn will inform the individual mind of its wisdom, so that each may have the best that anywhere seems to be.

"These selected ones must, above all, as I have said, know how to tell the truth, and they have to do it with words, in cold type.

"In the 'Terrible Meek,' the dramatist presents a scene in which a cross is dimly seen in the background, and in the foreground an English Tommy and an English captain are shown in conversation. The Tommy is saying that it is too bad that one should come to this just for the saying of a few words. 'Words, words,' said the captain, 'words are the most powerful things in the world. All the good or bad that gets done in the world is done by words.'

"Truly, in the beginning was the Word, but it will be with man to the end of time, that is, until God stops speaking to men, until the reporter has filed his last copy and the editor has made his last comment, until the last edition has gone to press, and Gabriel's trump has been heard by radio around the earth."

"'Ours is a public work,' Mr. Cooper declared. It is not enough, therefore, privately to apply to ourselves a code of ethics in our profession. I know that your Society has a code of ethics, and that you are interested in that code. Otherwise you would not be here. But if you, editors of great American newspapers, would constantly proclaim a written code of ethics, a moral stamp would be placed on the profession of value, not only in upholding reportorial standards, but in raising the newspapers themselves to a higher plane in public estimation. It would give the layman a measure by which he could judge how well that code was observed.

"Take the layman into your confidence. Your relation to the public should not permit of secrets. Let the layman in on your ideals. Why not reduce your code to a brief but consistent form, and publish it daily. If you cannot run it daily, then do it once a week, or once a month, but print it somewhere often enough to make it known as a part of your self and your newspaper.

"If you do this, and with this Society requiring strict observance of that code, the time will come when memberships in good standing in this society will be a part of the good will assets of your papers.

"It was idealism that made the newspaper the practical success that it is today.

"The editorial effort which perceives that its opportunity is founded upon sentiment for an idealism not only contributes to constructive human relationships, but it brings financial success. In fact, the former is responsible for the latter. A successful journal may disavow any idealistic aim. Its owner may have no sentiment, and unconscious of any idealism himself he may look upon his property as a machine for producing money. Such a conception is apt to sneer at sentimentalists and idealists. But whether or not owned by him who disavows ideals, I do not know of a successful journal which has not some-



Harvey Ingham, *Des Moines Register and Tribune*; Frederick William Wile, Washington correspondent, and James T. Williams, Jr., *Boston American*, at Washington editors' meeting.

where at the heart of the enterprise a throbbing idealism which may be embodied in the personality of the editor or managing editor, or better still, in the entire news staff.

"I do not know why news men are surcharged with sentiment for their work, or why they put into their work that which savors so much of human appeal. I say I do not know. But if I were called to suggest a reason why successful news men have a moving sentiment, I could not answer that they come by it intentionally, or through any studious process of obtaining it. Nor do I believe that news men are born, not made. I distinctly hold that they are made, and that they are not conscious of the processes that make them. Any number of reasons may throw a youngster into journalism, but only one reason can keep him there. If he begins at the point of greatest advantage he begins as a reporter.

"And what an amazing number of sources of human contact are opened to the reporter. He must have to do with all kinds and classes of people. He sees mankind in all his moods, and sees him at close range. He sees him in misfortune and in fortune. He sees the hovel and the palace, and if he has the stuff that makes good reporters—and please don't forget this!—he sees matters of news interest in both places. Human passion in its varying aspects is revealed to him, and if he has gotten the reportorial spirit, he glories in the opportunity in turn to reveal to others through the printed word what it has been his to see and learn. Veritably a reportorial experience is a a baptism in the stream of humanity if anything is, and reporting is recording the human spectacle. If the process does not make reporters capable of having sentiment that fosters idealism, then there is nothing that can bring any man in any endeavor to have ideals. It is because necessary contact with the joys and sorrows of the poor and rich brings him, altogether subconsciously, to a broad conception of and interest in humanity that the real news man can never wholly cut the tie which early in life bound him to journalism, for so long as he may live he will find no other field of activity that will bring him so intimately into contact with the throbbing realities created or confronted by man.

"Now reporters graduate into executive positions, into editorships, or into specialized work. Maturity in life brings to the mind a philosophy by which early reportorial experience may be called upon to discern deeper things, matters of larger import and questions of moment. This is a natural development of the journalist's field of mental and practical activity. He who was a local reporter or local editor becomes interested in matters of state, national and world wide interest. In this field more than in the local his store of scholastic and collegiate knowledge carries him on.

"It is at this point that the trend of the journalistic mind becomes of greater concern to the management of a press association. I assure you that concern is a deep one. It is of mutual importance that the contact be personal and intimate.

"In the Associated Press work, for example, there is intensified effort at this time to round out the picture of life.

"Let me explain the phrase 'rounding out the picture.' Not every American who reads a newspaper is an economist, statesman, banker, man of commerce or professional man. There are those, and they number millions, who are not exclusively absorbed by affairs of business or state. Women, alone, who as a whole are better readers of general news than men, do not generally immerse themselves in news of business and state.

"The first journalistic aim must be to serve the largest possible reading clientele. To do this there must be news to meet the decent taste of varied interest—any taste, of course, except that of the depraved. Man's mind is not always heavy with sombre serious thought. Sometimes he is interested in the light and curious things, and he should be. This being true, news of heavy import only partially meets the requirements of interest. The desideratum is that all men will find interest in all classes of news. We cannot effect this result in mankind, but we can put the varied menu on the plate even though we cannot make each individual eat it all.

"So far I have not stressed that this rounded out picture must include the story of what is going on abroad. That I do now. And that must be a rounded out picture indeed. Life abroad may or may not be thought strange to our people but whatever that life is, it must be pictured in its complete activity. We are inclined to be smugly provincial—so smug in this respect that it is not necessary to stress to you what is being done about news matters at home. We are watched upon that with precise discrimination, and so fully do we do our duty in respect to making domestic news all-inclusive that I sometimes hope we are sating Americans with their provincialism. You can well afford to use more of the picture of life abroad.

"The perfection which press association co-operation has demonstrated in the way of covering world news facts economically has brought on the more or less economical syndicated editorial news comment which, having in mind the interesting availability of local interpretative talent, is costly at any price, if our large papers are to have individuality. It has been well said that the 'awful uniformity of flash and flare, of point and job in the newspaper business, is not necessary. A turkey raised in one's own barnyard is better than a chestnut-fed bird after it has been hauled in a refrigerator car from Rhode Island—and even a second rate ham is mighty good eating if it is properly home cured.' And then the comment concluded that 'the editors don't think so; with one voice they agree that poor Touchstone was, in very truth, a fool when he said. "An ill favored thing, sir, but mine own."

"Personally, I am sorry to see this syndicated editorial comment. Facts in the news are facts wherever they are, and a press association report should be a fact report. But syndicated comment, interpretative or otherwise, starts an editorial goose-step up and down this board land; readers will either fall in line by reading it or they will fall out of line by avoiding all editorials. And you really want them to do neither."

SYNDICATE FAULTS EASILY REMEDIED BY COMPETENT EDITORS

Report of Editors' Committee Holds That Buyers Have Power of Control and Need But Exercise It—Demand for Celebrated Names

FOLLOWING is the report of committee on syndicates and press services, rendered to the convention of the American Society of Newspaper Editors, by the Chairman, Marvin W. Creager, managing editor of *Milwaukee Journal:*

This is not a formal report in any way; it is merely a few suggestions prepared at the suggestion of our president and it is very general.

The situation as between editors and syndicates is well illustrated by Mark Twain's venerable quip about the weather—everybody talks about it, but no one ever does anything about it. Perhaps there is no more to be done in one case than in the other.

But I have about come to the conclusion, after 20 years of newspaper work, including three years on the syndicate committee of this society, that there is nothing terrifying about the situation for any editor who refuses to be stampeded.

It may be true that syndicates have sometimes pulled the cord when editors have insisted upon sticking their heads into the noose, but frankly I think the sellers of syndicated features have more often resisted the temptation to do even that.

It seems to me a fair statement to say that most of the squeezing real or fancied that may have been done was a direct consequence of lack of self confidence on the part of the buyer.

Apparently it is possible still to convince some editors that some attractive feature, controlled outside his office, is vital to the life of his paper and to cause him to plunge into bidding contests with competitors to get it. Sober thought, I believe, will convince any practical editor that no one feature is stronger than his paper unless his paper be so anaemic that any little draft is likely to waft it away. It seems to me that I would be very jealous of any feature that I was so in awe of and would consider it a blessing if it were taken away from me.

And even if one were convinced that a feature was indispensable, he need not worry long if he loses it, for there are sure to be plenty of imitations of it on the market in a few weeks if it takes hold and often the imitations are better than the originals.

There is a tendency among editors, I believe, to take too seriously the reports of how much circulation this or that feature put on in St. Louis or Pittsburgh or Albany. If I had not heard others in whom I have every confidence, admit the same thing, I should be ashamed to make the confession, but the fact is that I have never been able to trace any appreciable increase in circulation to the addition of any one feature, nor have I ever noted any loss in circulation that could be attributed to the discontinuance of any feature. Frankly, I would feel that my paper was hanging by a pretty thin thread if it could be violently fluctuated by a change of a feature or two. Circulation managers, I believe, are subject to pretty definite statements as to what this or that feature would do, but even they are inclined to be a bit hazy on figures when called upon for a check up after the feature has been put on. One can not blame syndicate salesmen for circulating reports as to circulation miracles if editors can be found who will be influenced by such reports.

There is no refutation of the argument that syndicates make it possible for newspapers to print highly important and interesting features that the average newspaper could not afford to buy for itself. But editors should be sure that they are buying stuff that really is big and interesting.

There is too much buying by ear. Names that sound big are used to conjure with. I think we all can recall instances where widely heralded features have, on analysis, been found to be more husk than kernel. There would be far less talk about the syndicates, I am sure, if every buyer accepted his material only after examining it carefully and considering whether it met his particular need. As Dr. Frank told us at our last meeting, there is a tendency among editors to underestimate the intelligence of their readers. That fact should be kept in mind in buying features. The readers, as a rule, are not hypnotized by names that sound big to the editor. They want worthwhile stuff along with the name.

This weakness for big names frequently puts newspapers into the awkward position of building up a name by over-enthusiastic use of space and then paying fancy prices for the privilege of using the name that they have made famous. Witness the case of Red Grange who was raised to the nth power by hero-worshiping writers and who then sold the very stuff that the newspapers had used to inflate his balloon right back to the editors to inflate it all the more. If readers really are intelligent what must they think on reading daily installments of Red Grange's career in which the details of his famous sprints are told over again and again. The case of the football hero is called to your attention simply because it is a recent one. It is by no means unique. Newspapers appare enjoy building up names only to buy privilege of using them after they h become famous and generally they i nothing but the name when they m the purchase. Can we blame the syn cate for cashing in these names or owners of the name for selling them?

The most active mental work in syndicates, I believe, is in the selling rather than in the production side. first problem is to find a merchanta idea and sell it quickly. The question producing the material is likely to be secondary importance. If a good str of papers can be signed up, the feat will sell on its own momentum for a t whether it is much good or not. W would it not be a good plan for edit to take a lesson here from the syndicat Put as much thought and initiative i buying as the syndicates put into sell and there would be fewer wails fr disappointed buyers.

Syndicate men have told me frequen that they have great difficulty in sell features by unknown writers or anyth out of the beaten path. Editors, they s do not like to trust their own judgm They are eager for stuff that someb else has tried and found effective and t are ready usually to take almost anyth from a writer whose name has been ma In other words, they lack confidence themselves. No wonder they are so times imposed upon.

And another serious condition aris from this shyness toward untried ma rial is the virtual monopoly enjoyed established features and feature prod ers. It is not an easy matter to get n blood into the field under these con tions and many excellent writers have remain on individual papers through their career because they cannot pry entry into the syndicate field. Edit would be widening their field of sup and helping deserving writers if t were less afraid to try something fr a new service.

Perhaps the most discouraging thi with which I have come in contact newspaper work is the apparent difficu in getting the public to discriminate tween newspapers. A man who has h an unhappy experience with a pair shoddy, pasteboard shoes does not t a bitter enemy to all shoes, but he is ca ful thereafter to avoid the brand that h displeased him. Yet we find it quite usual thing to upbraid newspapers in ge eral for the failing of some one pap Public speakers are much given to th And even so astute a writer as M Seitz, fortified by long experience in newspaper's business office, is now wr ing a series of articles in which he attr utes to the American press in gene the weaknesses he has noted in certa of the papers of Manhattan Island. T danger in such a series of articles lies the fact that many who read them w take them as generally applicable, as t writer says they are, even though new paper workers realize at once that M Seitz, whatever his intention may be, merely describing the more unlove aspects of some New York papers whi are not generally held up as models.

What causes this failure to discrim nate between newspapers? No doubt th similarity of material in the papers h much to do with it. The telegra reports are of necessity similar, but ca be given distinctiveness in handlin Add to them a long gamut of syndica features which too often are so simil to those in other papers as to impre the casual reader as being the same thin and it is not illogical that the impressio will grow that one newspaper is as bad another. Happily, the reader does, time discriminate, but it ought to be mad easier for him to do so.

Is there any way to make it easier fo him to discriminate? One thing tha would be a big help, I am sure, is th more careful search for distinctive fea tures. Homemade features always ar distinctive, just as a well-tailored suit i more distinctive than a ready-made on That does not mean that syndicate fea tures should be dropped entirely, but tha they should be used discriminatingly i we hope to make our readers discriminat ing.

PSYCHO-ANALYSIS OF THE NEWS SHOWS PRESS FOLLOWS HUMAN INSTINCTS

By Dr. GEORGE BARTON CUTTEN

President of Colgate University, Before American Society of Newspaper Editors, Saturday Morning.

THE modern newspaper owes its present character, which is as highly raised as it is severely criticized, to two commonplace factors. It has changed as other industries have changed through the influence of mechanical discoveries and modern business methods. Old journalism, like old business, was personal, humane and local. The editor was most often owner and knew not only his staff intimately but also all the people in town. Now with the owner a corporation, the editors absentee writers, the staff so numerous as not to know each other, and the city dwellers strangers to all, the relations are cold, impersonal and judicial.

But more important than the influence of the time, because more fundamental, the modern newspaper is what it is because it is prepared by human beings and read by human beings. It is human not only in the fact that it makes mistakes in the news, that it prints news which it should not, that it suppresses news which should not, and that its colors its stories, but it shows its humanity in the fact that many of these things are dictated by a kindly heart rather than by a vicious or an irrational head. It must be remembered that the news is subjected to the personal equation of the reporter, and this is as true of the report of the good news of Jesus as of the modern story; our modern reporters would hardly have been more at variance in their reports than the four evangelists. Because they are human they cannot be infallible, nor can they be immune to influence. But newspaper readers are also human, most of them prefer speed and excitement to accuracy, and the public may even demand misrepresentation regarding its own prejudices. If the readers only knew what stories are suppressed they would not object so frequently to those which are presented.

It is with the latter factor, that of the human element in the reader, that I wish to deal, and to endeavor to show you why this reaction is what it is, and how it might be changed for the better of himself and also for the improvement of the future newspaper. It should be said, in order to clear the ground, that the reaction of the modern reader is no different from that it would have been at the dawn of history if he had been presented with a similar paper amid similar surroundings. Incidentally he has not obtained any more power in the last five or ten thousand years—a time too short in his development to note any difference. His interests are the same now as they were when Tut-ankh-amen was encased in his golden basket, or when Moses led the children of Israel away from the inhospitable shores of the kingdom of the Pharoahs. One's interests depends upon his instincts, and this is true whether he be saint or sinner, lay laborer or capitalist.

To know our interests you must know our history—what little you can know. Of all the innumerable years of man's history the only part which nature has considered worth recording is that which is written in the indelible pages of our natures in the form of instincts, together with a few selected pages in the rocks of the earth and in the tissues of the body. Even if it is a small amount, or because it is a small amount, is is correspondently difficult to erase, and the instincts color every thought and influence every action.

But what has this to do with the reaction of the modern man to the modern newspaper? Everything, and a few examples will show this clearly. The editorial, upon which the editor has expended so much time and thought, and which he is sure contains the last word on the subject and should move the whole world, is not even read by most of the newspaper readers. The more exhaustive and thoughtful it is the less likely it is to be read by even those who admit that they do sometimes commit the indiscretion of glancing at the editorial page. To entice the wary the editorials have to be short and spicy—and I admit I miss the editorials of the *New York Sun* of thirty years ago more than anything else in modern newspaperdom. We are told that editorials occupy only one-sixth the space they formerly did and yet, only one person in ten ever reads them.

Why is that? The answer to the first part of the question is that there is even less demand for editorials than formerly because newspaper reading has now spread so extensively that not only the thoughtful but those who think little read the papers, and the reason why so few read the editorials now and in fact have ever done so, is that thinking is a very late development in the race and we have not yet become adapted to it. The dissemination of news by means of the camp or village gossip must be very old, and the more exciting the tale of battle or chase, the more eagerly it would be received, for then it was a matter of life and death to the recipient. The art of thinking, however, still wearies us, and only a selected portion of the race is capable of any sustained thinking on any subject.

What some people honor by the designation of thinking is only a rearrangement of their prejudices.

To expect men and women who have never done any thinking to read and follow an argument on the merits of a certain supreme court decision is putting more of a burden upon human achievement than it is prepared to sustain. Remember also that reading is likewise a late development and while discussions over the back fence may inspire some semblance of thinking, reading a paper complicates the process so as to make the task impossible for the many. Both to read and think simultaneously is more difficult for some than the task of the one-armed man trying to handle a wheelbarrow on a busy morning. Understanding, then, the late development and consequent difficulty of thinking we can understand the handicap under which the editorial stands as compared with the news item and can govern ourselves accordingly.

It is probable that sight developed before hearing, and that we comprehend scenes more easily and more quickly than we do speaking of any kind. It is also certain that we learned to talk long before we learned to read, so that those of low intellectual ability understand what they hear better than what they read. It therefore follows that scenes are more easily comprehended than reading. You can then readily see the reason for the rapid development and popularity of the picture newspaper, as shown in the wonderful circulation attained by such papers as the *Daily News* of New York and the departure of some of the more conservative papers in publishing midweek and Sunday pictorial supplements. A large supply of pictures appeals to one of the earliest experiences of the race. Short, easily comprehended items of reading do not overburden the faculties which have developed later and have not become so well established.

Some one has said that the public "wants endless square yards of comic strips, of neolithic execution, and of cro-magnon morality." Very true; but this is simply another way of saying that the people generally demand primitive reactions. If the public demands neolithic executions and cro-magnon morality it as strongly insists upon cave-man humor. Wit is a characteristic of an older nation, and flourishes among more intellectual and cultured people. America has abounded in humorists, but wits have been rare. Humor may be portrayed in pictures, wit, never. Humor is primitive, wit a late product. So we have the comic strips dealing with something which most nearly approaches humor, but of a very low order.

As civilization demands a certain amount of reason and other intellectual processes, humor, especially primitive humor, is a release from these severe and pressing demands, and we find such a release pleasurable. It usually makes it appeal at the expense of certain well known persons and certain institutions of society which demand repression, such as sex; and the amount of release from the rigors of these institutions measures the amount of pleasure given. As the institutions differ in various countries, so the humor of different nations may not be comprehended or enjoyed by others.

The drawings connected with these comic strips are such as appeals to the primitive in man. Real art is a late development and can only be appreciated, if at all, by those specially trained. To take untrained men into the Metropolitan Museum of Fine Arts and expect them to get pleasure out of the artistry there displayed, as distinguished from an occasional interest in the subject portrayed, is the old story of the pearls and the swine. They simply do not know what you are talking about. The comic strip with its rude handiwork and characteristics they do understand and appreciate.

Our interests are always along the line of our instincts. It is not possible for me in a short space of time to discuss all the instincts and consequently all the interests but a brief mention of a few of the most prominent ones will suffice to explain my point. Take such an instinct as that of sex. For the preservation of the species it must of necessity always have been strong, and sex matters have always been of interest, whether at the sewing circle or the barber shop. The press is being severely censured for exploiting this kind of news today.

Undoubtedly there has been an increase in the discussion of sex matters, but whether this is due to the encouragement of the press, or, to the contrary, that the publishing of such news is due to the frankness with which such matters are commonly discussed in comparison with a generation ago is a debated question. Probably there is truth in both claims.

On account of this sex interest, the newspaper can always find readers for news of weddings, elopements, divorces, breach of promise suits, and more irregular sexual experiences. The editor is sorely tried, I know, to decide where to draw the line. He can hardly hide behind the declaration of irresponsibility which always seemed to me unworthy of a patron saint like Dana, "I have felt that whatever the Divine Providence permitted to occur I was not too proud to report."

An editor who follows Article VII of the Canons of Journalism as formulated in 1923 which deals with the subject of decency will be sure to protect the home.

Or consider, if you will, the instinct of pugnacity, ingrained in the race for the furtherance of self-protection. A recent investigator came to the conclusion that the kind of a storm most likely to find a place on the first page of a modern newspaper is one of "a personal fight between well identified antagonists which involved an element of surprise." It might be a man fighting for his life while pinned down by a rock in a cave and others fighting against great odds to rescue him, it might be Bryan and Darrow wasting their time in pugnacious gestures in Tennessee, it might be a woman fighting for her child in a court, or a politician fighting for the spoils of office in city, state, or nation; so long as the tang of battle is in it, human beings must be interested in it.

Take the instinct of escape with its accompanying emotion of fear. This we find prominent in dictating our interests.



Wm. H. Rankin, of the Wm. H. Rankin Co., advertising agents of New York and Chicago, accompanied by his sons Wm. H. Jr. and Robert H., spent a winter vacation at Hollywood-by-the-Sea, Florida.

News of earthquakes or other natural disasters, famine, fire, criminals, poverty, and coal strike, if not too remote from us, inspire us with fear and an impulse to escape. All sorts of calamity news comes under this heading, and events which imply veiled threats or warnings are always most attractive reading.

The instinct of gregariousness is prominent in the human mind and plays no small part in making a certain class of newspaper stories interesting. Patriotism, or what passes for such, is a good example. Anything which permits the reader to identify himself with a certain class, especially if that class is being considerably emphasized or singled out, shows how deep seated the instinct really is. The newspapers themselves find this instinct one which cannot be ignored for they are always identifying themselves with certain popular causes and proclaiming from the house tops that the voice of the people is the voice of God. Unfortunately our gregariousness has not the wide outlook that the older people possess and is most likely to be self-centered. Foreign news occupies 7 per cent of our news space compared with 23 per cent for England, 30 per cent for France, and 35 per cent for Germany.

Now, it is seldom that any story appeals solely to one instinct, but it is correspondingly stronger when appealing to more. A divorce trial may be interesting, but when a fight for the children is added it is more attractive. Crime, which occupies 10 per cent of the news space of the modern newspapers compared with 1 per cent for education, is of the mixed instinctive character. It includes a fight, at least between the man and organized society, it arouses the instinct of escape with the emotion of fear, it stimulates the instinct of gregariousness, and probably the details include items or references which stimulate others of the many human instincts which I have not had time to enumerate. Through the well-known law of compensation the reading of stories of crime inject into the somewhat prosaic life of many men the vicarious sense of being bloody, lustful, or ingenious scoundrels, which they have never outgrown since the youthful days when they dreamed of being a Jesse James or at least a Buffalo Bill. Stories such as these told in the drabbest way are interesting but when illumined in the jaundiced hues which a certain portion of the modern press has so well learned to paint, it has a most stimulating effect upon those who are not used to controlling their instincts by rational process.

Here it is well to state that at times the rational processes are unequal to controlling the instincts of any of us.

It is probably unnecessary for me to say anything further in explanation of or in illustration of our interests, for newspapermen know the fact of certain interests even if some do not know the why of them, and the fact is the practical point. I should be derelict in my duty as well as in my opportunity if I left the matter here and did not proceed to a more constructive part of a program which I hope will prove not only interesting but profitable. There is a primary reaction to all instincts, and in animals this is sometimes the only one, but not always. In human bengs there seem to be secondary or even tertiary reactions to instincts, so that if the primary method of reaction is blocked, then other forms take their place.

It is because of this fact that, as an educator, I trust I may be able to show you the method of using the appeal whic must be made to instincts to uplift rather than to debase, to enrich rather than to impoverish your readers. Recently we have come upon a new term, but, as is frequently the case with new terms, simply expressing a well known idea. The term to which I refer is "sublimation." By this we mean that the primary expression of an instinct is blocked, or as we now say "suppressed," and a new outlet of a more desirable character is found for the energy. Old Thomas Chalmers expressed the same idea in his famous sermon on "The Expulsive Power of a New Affection." Perhaps no better example could be given than that of sex, which we recognize as one of the strongest and most difficult to divert. If we call this "the creative instinct" instead of the sexual, we can get some inkling of how it can be sublimated, i.e., refined or purified. With the suppression of primary reactions to the sexual instinct, stories of artistic creation such as making good pictures and writing great stories, or of construction such as of great buildings or bridges and similar works of a creative character are most likely to provide a substitute for sexual stories. Although the primitive man asserts himself and prefers stories of primary expression, advance must come by the sublimation through repression and education.

The pugnacious instinct shows its primary reactions in the hand-to-hand encounter of two burly antagonists—stories of fist fights always attract especially if between well known antagonists, but we cannot afford as educators to leave this instinct enslaved to such reactions. Stories of encounters against vice, and disease, and lawlessness, are also attractive, and we can substitute the one for the other.

I need hardly take your time to mention other forms of sublimations of well known instincts, but they are innumerable. The press of this country has recognized its responsibility to some extent, but its conscience is not yet equal to its power. We cannot expect that the hands of the clock shall be reversed, and we must recognize that the syndication of news, the standardization of news through the great news agencies, and the speed of news gathering through modern devices are here as permanent factors, but with these news ideas there must come new ideals. Even with the wide spread criminality of the nation it is not necessary to give 10 per cent of the news space to crime. Criminal news is too suggestive and breeds more crime. Crime must be reported but not emphasized; sex matters are most important human relations and need to be reported, but need not be emphasized; fights seem to be important, to promoters at least, and must be reported but not emphasized. All these things are allowable and yet I show you a more excellent way. "Whatsoever things are true, whatsoever things are honorable, whatsoever things are just, whatsoever things are pure, whatsoever things are lovely, whatsoever things are of good report, if there be any virtue, and if there be any praise," emphasize these things.

There are some people who think of newspapers as Tom Reed thought of politicians when he said, "An honest politician is one who stays bought"; I do not believe that. One of the highest paid men in the newspaper world is credited with saying that "a newspaper cannot live by virtue alone"—a half truth. It is more true to say that "a newspaper cannot live without virtue and plenty of it." I recognize that men generally are good and law abiding and kind and as Josh Billings said, "Being good ain't news" because it is the usual. But people are interested in good deeds as well as in bad ones, in kind acts as well as in criminal ones, in virtue as well as in vice. The example of what the *New York Times* is doing with the neediest cases at Christmas times, as well as many other examples which might be quoted, shows how people can be led into virtuous as well as vicious paths.

There are four things which put a great responsibility on the newspaper of today. They are:

1. It is the greatest and most powerful educational factor we have.
2. The guarantees of freedom of the press contained in the constitution place it particularly on its honor.
3. The growing disinclination of judges and juries to convict newspapers for libel gives it greater license and independence.
4. The added amount of leisure which is being thrust upon the general public gives people time to read, and they naturally turn first to the newspapers, and this is as far as the majority ever get. The reading of newspapers is an acquired taste, and a taste for reading helpful things can also be acquired. A modern newspaper must have honor as well as enterprise, convictions as well as courage, and a willingness to make financial sacrifice for the right rather than to profit through the wrong. People are looking to their leaders today and responding to the right kind of leadership, and no other institution has the opportunity which is vouchsafed to the modern newspaper.

THE POLITICAL JOB OF THE OLD WORLD NEWSPAPER PRESS

By WILMOTT HARSANT LEWIS

Washington Correspondent London Times, Before American Society of Newspaper Editors, on Friday.

WHAT we have to deal with, so far as I understand my subject, are the journals produced for the consumption of that section of the earth's population which is loosely described as civilized. And of these journals, I imagine it can be safely said that no other of man's many inventions can compare with them in rank, intensity or continuity of their influence. It is because of this influence that it has been pointed out that the position of the press is the most unsolvable problem of democracy. I think it was Graham Wallace who first said that, as long as his newspapers pay and the telephone from his house to the editorial office is in working order, the owner of a group of papers has more absolute irresponsibility in the use of great power than any other living man. If he is to use his power in the way of help to the community, he must aim at two virtues—veracity and seriousness—that is to say, the more obvious virtue of saying not only what he believes but the less obvious virtue of taking the trouble to secure that this belief is well-founded. But nothing in his position, nothing in the position of the owner of the group of papers as I have known him in Europe, nothing in his position or in the qualities necessary to reach that position encourages either of these virtues, whether of veracity or of seriousness. The anonymous writers whom he has to carry out his orders have neither the personal independence of the artist nor the public responsibility of the expert. This is a generalization and takes, of course, account of many and brilliant exceptions, but I submit without cynicism and yet in genuine desire to be truthful that that is a round and not too unacceptable statement of the position of a great majority of the men who as I say, are employed to carry out the orders of the proprietors of the great groups of papers.

And if we have in this a hint of the sort of way to approach the subject, we discover that there are two factors in this amazing influence which the newspaper exerts upon the community which we can with advantage consider: First, (I am speaking definitely of the foreign newspaper and situation abroad) the proprietor, and second, the working newspaper men working under that proprietor. And here once again, it seems to me, for purposes of clarity, we have to divide the foreign press more or less into two groups: An English group and a non-English group—a situation more especial to England because next always to the United States, England has seen the most considerable development of publicity in the sense of advertising, and accordingly in England, more generally and notably than on the Continent, the individual newspaper or groups of newspapers have acquired great economic strength and the ability to do things, as it were, in a large way.

I remember, if I might digress into personal reminiscences, a man telling Northcliffe of the purchase by John Smith of a newspaper and that John Smith was proceeding to cut down the overhead in a variety of ways to reduce the running expenses of the paper. Northcliffe said, "He might as well sell it again for what he can get."

"Why?" asked the man.

"Because the business of successful newspaper publishing is a business of reckless expenditure."

From his point of view, the phrase is illustrative and good. His idea of the newspaper publication was to fix as keenly as he could upon something which he assumed the public wanted and to spare no expense in securing it. That is not to say that the able accountants under his employ could not reduce expenses other directions but where something v indicated as being worthwhile from public point of view, Northcliffe's pol was a policy of reckless expenditure.

We have in the English paper, as d tinct from the Continental, enjoyed to such a degree as in the United State exceptional economic strength. This part is based on another fact, for in small and homogeneous country we ha the possibility of what we call natio circulation. There was a time, I credibly informed, when the circulation the *Daily Mail* had reached 1,750,000 a I was equally credibly informed that that figure, the expenses of publicati were so far beyond what was recovera from the advertiser—the advertiser already paying as much as possible—t the policy then was to reduce the circu tion of the paper.

You take to begin with then, a certa propensity toward publicity, exceptio to England as against the Continent, p the possibility of national circulatio You place in the hand of the newspape very considerable power. Now t power has been realized by a number men and that power has been grasped f purposes which in all frankness and fa ness one can describe as purposes alien those with which the newspaper shou be associated. The proprietor of a gre group of newspapers tends to become some sort of way a politician. His po tion should be that of a middle man b tween the Government and the publ Personal ambition being what it is, t tendency is that he should use that po tion—the control of the large new papers with international circulation— support ends which are more person than public.

Northcliffe during his life, while was in some ways an arch offender in th direction, nevertheless was very proud remember that he was a practical new paper man and it is only fair to assun that a man whose training has been in t newspaper field would use the lar power which comes to him for purpos more public than personal.

Indeed he at one time produced pamphlet in which he pointed out that t British press was passing into the han of too many men who were mere mi lionaires, too many men who were usin this new economic device only remotel for public good. Here was a commodit which they had to sell. The commodit which we sell is news. The by-produ of that commodity is advertising. Th two constitute an economic somethin which in the hands of your mere millio aire as Northcliffe described him, can b put to uses apart from the public interes

There is specifically in England th dangerous tendency toward the accumula tion in individual hands of large number of publications—a tendency toward th irresponsible use of power which is thu accumulated in individual hands.

Now if it could be assumed that me employed under these conditions wer completely subservient, the conditio would be very bad. But curiously enough there has been in my personal experienc in British journalism, a steady in crease, a steady growth in the economi independence of the individual newspape men. Nobody contributed to that s much as Northcliffe himself, the arc monopolizer of newspapers who died th proprietor of more than 70 publication of various sorts. Northcliffe worked o the theory of a fair day's wage for a fai day's work.

My first connection with newspape work was as a reporter at 25 shillings a week, which, translated into terms o dollars, was $5.00, for which I worke

(*Continued on page* 43)

TRADE BOARD WON'T DISMISS AD CHARGES

ction of Commission at Secret Session Jan. 20 Also Formally Issues Amended Complaint Citing Six-Point League and A. N. P. A. as Parties

(*By Telegraph to* EDITOR & PUBLISHER)

ASHINGTON, Jan. 21.—The Fed-eral Trade Commission has unan-ously overruled the motion to dismiss t original complaint against leading wspaper and advertising organizations lt they are engaged in a conspiracy to ntrol national advertising upon the is of a "standard trade differential fifteen per cent."

The commission has also issued an ended complaint which includes the erican Newspaper Publishers Asso-tion and the Six Point League with American Association of Advertising encies, the American Press Associa-n, and the Southern Newspaper Pub-iers' Association in the original plaint which was dated December 1924.

The motion for dismissal was made counsel for the newspaper and ad-tising organizations at a hearing con-ted by the commission in November which was reported fully in EDITOR & PUBLISHER the motion was made ncipally upon the contention that the mission had no jurisdiction in the e as advertising involved intra-state not inter-state control.

The decision of the commission that loes possess interstate control of the ertising business, where restraint of le is proven, was reached at an execu-session held late Wednesday after-on.

In accordance with the rules adopted the commission a year ago that no nouncements of its decisions should made until a case is disposed of lly, no publicity was given to its on.

EDITOR & PUBLISHER was informed ficially today that such action had been en, although the decision of the com-sion was not reduced to writing.

t was explained by members of the mission that the next step would for the newspaper publishing and ad-tising organizations named in the nded complaint to file answers.

Upon receipt of the answers, another ring will be held and the commission then proceed to act finally in the r.

How soon the case may be concluded problematical. Considerable time may ase, under the procedure laid down the commission before all phases of cases are disposed of finally.

Besides the Six Point League, the nded complaint names as respondents: ph F. Finley, F. P. Motz, W. D. rd, and M. P. Linn as respectively s president, vice-president, treasurer secretary, and John Budd, H. G. sted, A. W. Howland, M. D. Hunton, R. Katz, W. H. Lawrence, Ralph Mulligan, John O'Mara, F. St. John nards and Geo. A. Riley as members the executive committee. It is also ged in the amended complaint that "said committee conducts and ad-isters and aids aforesaid officers in ducting and administering the activ-and affairs of said league. The bers of said league are more than n number, which number varies from to time by the dropping out of the and the addition of new members, hat it is impracticable at any given to name as parties and bring before commission herein each and all the bers of said League without mani-inconvenience and delay, wherefore, officers of said league hereinabove ed, as parties respondent individually as such officers are now here made ies respondent as representing each all the members of said league."

attacking the Six Point League amended complaint also alleges, ds frequent meetings with the news-r committee of the respondent cy association: discusses and co-ates with the agency association on natter of the elimination of rebating the standard trade differential; assed a resolution that the members

By J. BART CAMPBELL

of the Six Point League recommend to the newspapers for which they re-spectively act as special representatives, that such newspapers adhere to the principles of agency recognition estab-lished by the respondent American News-paper Publishers Association; adopted the necessary steps so that any adver-tising agency which has not applied for such recognition receives no considera-tion by the members of the league; em-ploys a recognition committee to effect the said results;

"Insists that the advertising agencies with which members of the said league do business, shall not cut, or rebate from the said standard agency differential in favor of any advertiser;

"Furnishes to the agency association a list of the newspapers which they represent, stating the policy followed by each such newspaper as to publishing the advertising of certain named direct advertisers, and as to receiving business from a named unrecognized agency and furnish also information concerning agencies known as 'house agencies,' con-trolled, confidentially or otherwise, by direct advertisers for use by the said agency association in carrying out the activities of the agency association in this paragraph above outlined;

"Has sought and obtained the co-operation of the agency association to the end that the standard trade differ-ential be allowed only to such agencies as are recognized by the Newspaper Publishers Association, and that news-papers which refused to grant concessions from the aforesaid gross rates to direct advertisers should receive from the agencies a preference in the placing of national advertising.

"Has assisted the agency association in the preparation of the lists of news-paper publishers hereinbefore in this paragraph described.

"Uses other cooperative means to carry out and effectuate said combination and its purposes."

Charges against the American News-paper Publishers Association, follow:

"(A) In annual convention, endorses the activities of the advertising agencies and passes resolutions approving and endorsing the aforesaid agency system of remuneration, opposing any modifica-tion or alteration therein, and declaring that the splitting of the standard agency differential directly or indirectly by any agency is immoral and should not be permitted to continue.

"(B) Issues a series of bulletins to its members carrying propaganda against direct advertisers who place, and against newspaper publishers who receive, direct advertising at less than gross rates, and recounting and approving action taken by individuals and organizations for the maintenance of the aforesaid standard trade differential, and agency commission system, mentioning in said bulletins the names of certain direct advertisers.

"(C) Makes, subject to modification by it from time to time, a list of agencies known as agencies recognized by the said American Newspaper Publishers Association, for the purpose, among other purposes, of aiding in carrying out the aforesaid combination and con-spiracy, and for the purpose of limiting to the agencies so recognized, the benefit of the net rates and the standard trade differential.

"(D) Sends its list of recognized agencies to other respondents for their information, use and guidance, and furnishes said list to its members for their use, to the end that the said com-bination and conspiracy and its objects be carried into effect.

"(E) Cooperates closely with other respondents and their committees for the purpose of maintaining the said standard trade differential and for preventing di-rect advertising at less than gross rates.

"(F) Cooperates with the agency association in securing information as to direct advertisers and as to said de-scribed house agencies, in order that direct advertisers shall not directly or indirectly obtain less than gross rates, and in order that house agencies shall be eliminated from competition.

"(G) Notifies its member newspapers of national advertisers who try to obtain less than gross rates, so that the mem-ber newspapers may be induced to refuse to grant less than gross rates and may be induced to adhere to the standard trade differential and to eliminate house agencies from competition.

"(H) Uses other cooperative means to carry out and effectuate said combina-tion and conspiracy and its above de-scribed purposes."

EARLY PLANS LAID FOR PHILADELPHIA MEET

Dr. Cadman to Deliver Opening Address of A. A. C. W. Convention Next June—H. H. Charles, Com-mittee Chairman, Outlines Program

"Advertising as the Stabilizer of Busi-ness" was selected as the theme of the annual convention of the Associated Ad-vertising Clubs of the World, to be held in Philadelphia next June, it was decided late last week at a meeting of the general program committee in New York. The meeting was attended by H. H. Charles, committee chairman; Rowe Stewart, *Phil-adelphia Record;* James Wright Brown of EDITOR & PUBLISHER, and W. G. Hil-debrant.

Mr. Charles announced that Dr. S. Parkes Cadman, pastor of the Central Congregational Church, Brooklyn, had accepted the committee's invitation to open the convention with an inspirational address on "Imagination and Advertising."

"We will present men of prominence from seven fields on this general pro-gram," said Mr. Charles. "These seven are Finance, Industry, Transportation, Agriculture, Manufacturing, Education and Advertising. We hope also to have a woman speaker, as we did at Houston, and have sent an invitation to one of the most promient women in American public life. Invitations are out to men of promi-nence in every one of the other six fields and I hope within the next two weeks to be able to announce acceptances.

"C. Harold Vernon, the honorary in-ternational vice-president of the Associ-ated Advertising Clubs of the World, and one of the most prominent men in Brit-ish advertising circles, accepted our invi-tation of a place on the general program when he was in the country a few weeks ago, as announced at that time."

"We want everybody who goes to the convention to feel that he or she will get more out of it than can be determined by the time and the mere dollars they spent on the trip and stay," Mr. Stewart said. "Careful thought is back of the prepara-tion and caution will be observed to pre-clude conflict between the work of the convention and diversion."

PHOTO IN AD—SUES

Chicago Society Woman Asks $500,000 from Butterick Company

A $500,000 libel suit was filed in the Circuit Court at St. Louis Friday, Jan. 15, against the Butterick Publishing Com-pany by Mrs. Ruth Wilk Plamondon, Chicago society matron, who alleges that her photograph was used in the Butterick Quarterly to advertise a booklet telling how to win a husband by psychological methods.

The petition alleges that a full length bridal photograph of Mrs. Plamondon, advertising the publications of Psycholo-gy Press, St. Louis, was published in the latest issue of the Quarterly under the caption, "How I Won the Man I Love."

Then, followed, according to the peti-tion, the substance of a letter which set forth the details of how "a demure little wren of a girl was changed overnight into an attractive bird of paradise woman," and after being neglected by her young men acquaintances suddenly became the centre of attraction and in a few weeks, "the radiant bride of the man she had loved in vain for years."

Mrs. Plamondon denies having written such a letter. She is the daughter of F. L. Wilk, vice-president of the Union Trust Bank of Chicago, and was married in 1922 to A. D. Plamondon, Jr.

Declaring that she has been subject to ridicule and embarrassment because of the advertisement, Mrs. Plamondon asks for $350,000 actual and $150,000 punitive damages.

SHERMAN BOWLES BUYS SPRINGFIELD UNION

General Manager of Republican Ac-quires Majority Control — Union Continues Under Direction of M. S. Sherman

Sherman H. Bowles, general manager of the *Springfield* (Mass.) *Republican,* has acquired majority control of the *Springfield Union,* sole competitor of the Republican in the city. Plans for the future operation of the Union have not been completed. The paper is continu-ing publication under the editorship of M. S. Sherman, present editor, with no change in its policies.

Announcement of the purchase came as a distinct surprise. It had been reported in newspaper circles that majority con-trol of the Union had been purchased by Maj. Frank Knox, publisher of the *Man-chester* (N. H.) *Union and Leader.*

Mr. Bowles announced his purchase in a two-column signed box on the front page of all editions of both papers. The *Springfield Daily News,* which is affiliated with the Republican, has also purchased the *Westfield Journal,* a small daily cir-culating in Westfield in competition with the News.

A temporary agreement has been reached with the Typographical Union whereby advertisements for insertion in both Union and Republican are being set on a 50-50 basis, half being set in the Union's composing room and mats taken and sent to the Republican, while a simi-lar procedure is being followed in the Republican's composing room. It is un-derstood that a consolidation of the Sun-day editions of both papers is contem-plated shortly.

The Springfield Union was founded as an evening paper in January, 1864, by Edmund Anthony of New Bedford, who also founded the *New Bedford Standard* and the *Taunton Gazette.* The morning issue of the paper began in July, 1892, and the Sunday issue in July, 1894. Jo-seph L. Shipley took control of the paper in 1882 and it passed into the control of the Union Newspaper Company in 1892. George von L. Meyer obtained control about three years ago. The price paid by Mr. Bowles for the paper has not been made public.

Bahn Named Sunday Editor

Chester B. Bahn, for the past two months dramatic critic of the *Syracuse Herald,* has been made editor of the *Sun-day Herald,* succeeding Allan Eddy, who goes to the *Albany Knickerbocker-Press,* following the withdrawal there of Frank Clarke, managing editor.

BOOSTING LOCAL DEALERS TO BUILD A PRODUC

Ajax Rubber Company by Advertising and Protection Seeks to Make Retail Agents Outstanding Their Communities—Expense Met Through Profit Sharing Franchise

By PHILIP SCHUYLER

This is the second article in a series of interviews with advertising managers of national firms discussing: "What is the present advertising trend?"

H. W. Roland, sales promotion and advertising manager of the Ajax Rubber Company, Inc., sees his field turning towards closer co-operation with local retail dealers.

"We are trying to insure permanent service for ourselves," he says, "by offering our local dealers real advertising help and sales service."

DURING the past year the Ajax Rubber Company, Inc., at its own expense set out some 5,000 road signs advertising local dealers specializing in Ajax tires. No novelty, of course, attaches to that particular advertising stunt; but what was decidedly new was that each one of the road signs carried the name of the local dealer first and more prominently displayed than the name of the tire. Thus these signs became significant symbols of the comparatively new policy of the firm, a policy which, in seeking to build prestige for a national product through boosting and aiding the local retail agent, clearly examples a current advertising trend.



Local newspapers tell readers the Ajax dealer is there to serve community.

This idea is being carried through all Ajax advertising and salesmanship, and is plainly evidenced in the 1926 newspaper copy, written with a view to making the local dealer an outstanding and recognized tire authority in his community. Advertising expense is met through a novel profit-sharing franchise plan, through which a certain percentage of net purchases is set aside by the company for local promotion purposes. The account is handled by George Harrison Phelps.

"Here's the point," said H. W. Roland, the Ajax sales promotion and advertising manager, in an interview this week: "There are some 75,000 to 100,000 tire dealers in the country today, and, if you are an automobile driver needing a tire and have been influenced by the so-called institutional national advertising, it is going to require no little persistence on your part to seek out the man who specializes in selling the make you have seen extolled in the magazines. If, however, by local concentrated advertising we make the Ajax dealer outstanding in your community it seems to follow naturally that, provided the product is good, you will gravitate towards that dealer.

"And if we protect that dealer and refuse to put our tires in the barber shop around the corner, if we zone him and refuse to sell to others in his zone, in other words if we co-operate fully with him, we believe that a permanent dealer organization will follow."

The same idea is expressed in different words in the Ajax portfolio, carried by the firm's salesmen, reading as follows, under the headline "Ajax Picture a Complete Picture; Advertising Centered on Dealer":

"Ajax prospers only if its dealers prosper. If Ajax advertising is built around its dealers, its dealers will prosper. All Ajax advertising is centered around its dealers. Ajax dealers are thought of first. Ajax is thought of second. The product is subordinated to the man who sells it. That is as it should be. For it is upon the responsibility of the dealer that tires are bought. Unless tire users believe in the tire merchant, they do not believe in the product he sells."

Then, under the separate heading "Not How to Sell Tires to Dealer, But How to Sell Tires for Dealer," the portfolio's statement of policy continues:

"Ajax knows that if it helps you to sell Ajax tires at a profit you will continue to buy Ajax tires. Therefore, our entire thought is to aid you to sell at a profit the tires you have bought from us. Such is the basis for a prosperous, profit-making, permanent dealer organization. That is the only kind of dealer organization worth while. Our entire program, placed before you in this book, is built upon your need, and the services of our advertising department and our salesmen are at your disposal to aid you to sell tires."

The 1926 portfolio is now being completed and will be in the hands of Ajax salesmen the latter part of this month. In addition to road signs, window displays, stationery, blotters and such promotion matter, the book suggests two special newspaper advertising campaigns, designed to feature the local dealer rather than the product he sells.

"We believe that the reputation of a dealer in his community has great influence on sales," Mr. Roland said. "So many tire dealers are here today and gone tomorrow. The mortality among tire dealers has been terrific. By making Ajax dealers stand out in their communities as tire experts, we believe Ajax sales will benefit, and we will be provided with a really permanent dealer organization.

"We are not trying to kid the dealer. He has been kidded by experts for years. We are trying to get away from the beaten rut, and constantly preach permanent relationship through individual service."

Thus it is that after the advertising program has been arranged in portfolio form, it is scheduled only according to the requests of the local dealer. The advertising appropriation is expended only when the Ajax district managers in consultation with community dealers are convinced that the advertising suits a particular need.

The 1926 portfolio when completed will present 10 pieces of copy to be placed in newspapers, if that media is sold locally to the Ajax dealer. As was the case last year the copy is built around the dealer. In 1925 some of the newspaper advertising headlines were: "Trust Your Ajax Dealer"; "Your Ajax Dealer Knows"; "His Protection and Yours"; "Your Interests Are His," and "Serving His Community."

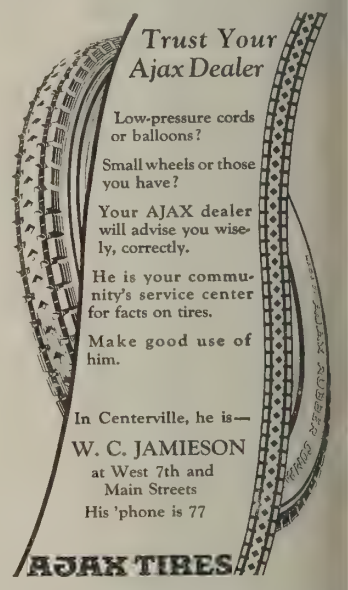
Text of the first 1926 newspaper advertisement already prepared reads as follows, under the caption "Why He Sells Ajax":

Mr. Roland said this week, "We did the biggest business in 1925 in the history of the company, and we have we think established a permanency in our dealer relations we didn't believe possible two years ago."

The Profit Sharing Franchise through which the money is set up for Ajax dealers advertising purposes became a part of the Ajax sales plan in 1923. The franchise, signed up on a yea basis, makes it possible for the A dealer to obtain graduated cash divide as his volume of sales increases. Th cash dividend checks are sent out as dealer reaches the stipulated step in franchise. One clause of the franch provides that a percentage of the t net sales be set up as an advertis credit of the dealer's account.

The Ajax sales map is divided w 12 districts, each of which are split into 22 branches, furnishing direct f tory outlets for Ajax products.

Mr. Roland was appointed to his pr ent position in April 1924. He is former newspaper man, having had



Ajax copy writers see to it, that local dealers share in the good-will advertising creates.

years' experience in the editorial depa ment of the *Detroit News*. He start newspaper work in Chicago as a report for the City News Association of th city, and also worked on small dail in the middle west. He started on t desk of the News and was subsequen made assistant state editor, then te graph editor, make-up editor, Sund editor and news editor. During the w he spent a while as a Washington c respondent for the same paper.

Perhaps because of his editorial expe ence, Mr. Roland is emphatic in his o position to the free space grafting a vertiser. He had read the articles EDITOR & PUBLISHER presenting t views of Albert R. Erskine, president the Studebaker Corporation, and Walt P. Chrysler, president, and C. E. Scharps, advertising manager of t Chrysler Sales Corporation, against t present free publicity system, and agre with them.

"We don't make any attempt to g free space in the newspapers," he d clared.

"As make-up man on various new papers, I have seen perfectly good ne 'slopped' to the extent of galley aft galley because of 'B. O. Musts.' A 'B. O. Musts' always are easily identifie There is rarely real news contained such publicity. An examination of t automotive sections and theatre sectio of the big city papers is sufficient to wa rant such a charge, I believe.

"And honestly, isn't it a reflection up the good sense of the readers to ask the to swallow such guff as being sufficient important and authentic to justify t space given?

"The days of the bigger the year schedule, the greater the amount of fr space, should be done away with for a time. It will help the newspaper to cr ate a new respect for the contents its editorial columns."

WHEN WINTER WINDS BLOW



Rube Goldberg, creator of "Boob McNutt," takes his two sons, George and Tommy for a ride in the balmy air at Atlantic City.



TRAIL BLAZERS OF ADVERTISING

Clever Boys In The Game

by Chalmers L. Pancoast

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Chapter XX

The Original Street Sign Worker

(Continued from last week)

n the newspaper shop we were always rested in the yarns of tramp printers drifting reporters, but the wild mes, ideas and stunts of strolling adising men made them stars.

nother soldier of chance who picked a good living promoted contests for l stores on the back of laundry slips. scheme advertised the stores, and le people take more work to the laun- in order to collect the slips.

ack in the days of lotteries, when ple were forced to make a purchase do some particular thing, in order to in on the prize money, these scheme kers cleaned up and then moved along.

he street corner sign solicitor was the runner of the old time directory soli- rs.

he display columns of many news- ers were made up of "cards" and the le page was nothing more than a local ictory. Very little revenue was re- ed for these small spaces, but what te they did bring in they brought in ularly.

hen there was the class of spasmodic, al and occasional solicitors who put ictory boards in barber shops, bar- ms and in railway stations.

very line of industry had its little trade ictory, and any manufacturer or jobber hat business was expected to support directory.

has always seemed to me that this the starting point, the place where ny solicitors were grafted into the ad- ising game.

most certainly was a good, hard train- field when a chap learned the trick of cocting a story for a directory adver- ng, he learned the first essentials of essful soliciting.

he could push over some of those l-shelled, no-advertising birds he won spurs.

ack in the days when they just didn't eve in advertising; when advertising simply throwing money away, or giv- it to charity, the line of talk to close eal had to be linked up with all the ks of "come-on" salesmanship.

it wasn't about the best brand of smanship going then it was just plain ging.

Chapter XXI

Clever Boys in the Game

THER early advertising adventurers which I have catalogued in my scrap , were the County Fair Rubes or nival Workers. They dressed up in ube outfit or fancy costumes and ed bills or carried a sandwich sign. re is a fellow who walks on stilts, still plays this game. I saw him on l street in New York recently.

here were the Sandwich Men, whose s were the original bill boards. This the first example of the much talked t animated advertising. There were ile brained fellows who flew kites car- g advertising banners, the floating s agents who wrote flowery, flowing about business men, barkeepers, ers and livery stable owners. These es were run in the local papers at ation rates per line, while the press t charged all the vanity of the vic- would stand for, netting him about 0 percent.

me of these stories, headed, "Our t Prominent and Respected Citizens," later changed slightly with an obituary headline. Then the newspaper made no charge.

There were many resourceful and adventurous advertising roamers, who brought in schemes new and different. But on the other hand many clever fellows carried the same old brand of bunk and soft soap which the average small and large town advertiser fell for. I always associate the time of this great advertising spree with music. It was about the time that that old popular song "There'll Be a Hot Time in the Old Town Tonight" was all the rage.

I have helped sing this song with these adventurers when they collected and treated. There were other songs such as "Down Went McGinty," "Under the Bamboo Tree," "I've Got a Girl in Baltimore" and "Ta-ra-la-de-boom-de-day."

To me this was the musical period in advertising because these clever birds were always collecting, celebrating and singing. I'm not kicking or knocking the old sports. It was great fun singing with them, and on them. They were great spenders, "Easy come, easy go," as the old saying goes. These were the men who put the "sing" in advertising.

These fellows could spend hours telling of the clever advertising schemes they had worked. And the names of towns fell from their silver tongues with the ease of men who have seen and done things. They had traveled afar, seen much, knew human nature; especially the weakness of advertisers for praise and for getting hold of some scheme to fool or entice the wary public. No wonder it has taken so long to convince the public that advertising really pays. In the songster and schemester days the public really paid for advertising.

And so in my unsophisticated youth the advertising men I met lived by their wits; they were fit characters for any soldier of fortune, or soldier of chance drama. My youthful mind caught the vision of keen and clever methods that would catch the eye and open the pocketbook. These schemes were not thought of then as fakes or illegitimate. It was the way of that day.

Matrimonial Bureaus flourished with the saloons. I met the fellows who had run matrimonial bureaus and the advertising artists who painted beautiful signs on saloons mirrors.

An advertising man I remember well carried his factory with him and put out a trade-marked package brand. From the wholesale grocer he would buy a bundle of small cheap paper bags. On these he would have printed in red ink—"Champion Moth Killer." Then followed a strong selling talk on the merits of the contents. He would go to a local drug store, buy several pounds of moth balls at a few cents a pound, grind them up in a coffee grinder. A small amount of the powder was placed in each bag and sold at the bargain price of 25 cents. He only made about a thousand per cent profit.

His idea was that a small amount of some mysterious powder would sell better than a pound of moth balls, which everyone knew about. It did because the package, the name and the selling talk did the work.

He bought other stuff sold in bulk and put it up in small bags and peddled it from door to door. This was in the days before the buying of advertised packages of crackers, other food stuffs, and drugs were popularized through advertising.

There were many advertising men who drifted about introducing electric belts, fountain pens, new and novel things.

They were successful, because both the merchants and the public were interested in anything new, unique and novel. But the name advertising was greatly misused. People got the idea that any such scheme as the letter writing stunt, missing word or letter puzzle, free offers, cash prize contests, and other sensational ideas were advertising. It was something that one took a chance with. It was a gamble, a trick, something uncertain, and something people were suspicious of once they were fooled.

Mail order schemes devised to hook a victim were prevalent, and many suckers were caught. All kinds of remarkable offers were made to give something away free as a reward to the reader who wrote a letter or solved a puzzle. There were plenty of catches, and the people became afraid of free advertised offers.

There was the scheme of clipping obituary notices and sending an advertised pair of spectacles (costing ten cents) and collecting for $1.00. And then relatives, thinking the deceased had ordered them, would pay.

But those days are gone. It was a publicity period when great crimes were committed in the name of advertising; when publicity meant anything that would get money quickly. Get the cash and go after another sucker, was the game played.

Today people know that advertising is the power which stands back of reputations; it is a power that helps humanity live better and strive for higher standards.

Chapter XXII

The Hymn Book Ad Solicitor

THE advertising boys who put things over most quickly in the old days, were the chaps who loved the adventure of the game.

They did not always make a lot of money. Sometimes they cleaned up but just as often they got cleaned.

Well do I remember two clever advertising solicitors I met out West where pickings were not so good. They had visited many towns and cities in the West and Southwest quietly and quickly pulling off their little stunt and departing for new fields. I was never in a town where this scheme was worked, but I have heard them tell of it. It was called the "Church Hymn Book Advertising."

The schemers would visit several churches in a town, look over the hymn books carefully. Where they found the books worn and dilapidated they immediately called on the ministers.

They were good dressers and aimed to present a favorable appearance. The spiel they pulled off was something like this:—

"I have noticed, Reverend Jones, that you are badly in need of hymn books."

"Yes, you are right," the minister would reply. "We certainly should have new hymn books, but with our present indebtedness we cannot possibly afford them. I am very sorry we cannot buy from you."

"I am not here trying to sell you a thing," the schemer would say. "But what would you say if I were to offer to make your church a present of all the new hymn books you required?"

"I would say that you were a public benefactor. You really mean that our church will receive the new hymn books without a cent of cost?"

"Absolutely, now how many will you want?"

Well, anyway it was a different number for each church. After the number had been decided upon the minister would be requested to write a letter to the effect that he would accept so many hundred hymn books as a gift to the church.

The minister usually wrote the letter willingly. When he had enough churches signed up to give him a definite circulation figure the schemer started out to solicit ads from the local stores and business houses.

His line of talk to the merchants was as clever as his talk to the ministers.

"You may spend piles of money for advertising in newspapers, programs and other things," said the schemer, "but I've got a plan of permanent publicity."

"But I'm not going to spend any more money for fool stunts," answered the wary merchant. "I tell you I've thrown away all the money I intend to."

"That's just the trouble," the schemer replied. "You've been wasting money year after year. Now when I come to you with a big money getter, you want to turn me down even before you have heard what my offer is. All I ask is a fair chance to present my proposition. Then take it or leave it."

"All right, go ahead," replied the merchant, "but it won't do you any good."

The schemer never lost time at this point. Once a man agreed to listen to him, he knew he had him as good as landed.

"I have beyond all doubt the greatest advertising medium in existence," explained the schemer. "Here I have letters from four of your own local ministers accepting—so many hundreds, or a thousand—hymn books. These books will be delivered into the pews and there they will remain for years and years.

"Each book will contain 50 pages of advertising. Your ad in that book will be a perpetual advertisement for your store. Think of the value I am offering you. For one cost you get year after year advertising. Did you ever hear of a hymn book being thrown away? No. Not even when it is worn out. Your ad will be read many times a week by people whose minds are in a peaceful state.

"You know that the people who come to church and prayer meetings are the people who read and then believe what they read. It is the right moment to convince people of the truth of your advertising."

While the schemer was laying on his big talk he placed the letters from the ministers before the merchant.

The advertising rates were figured to cover the cost of the hymn books, bought from some cheap mail order house, and the cost of printing the pages of advertisements which were stitched or pasted in the back of the books.

There were plenty of good sound arguments to put back of a scheme of this kind. That it was helping the churches; that the ads were reaching every week the good, substantial, religious people; that the cost per person over a period of years was very low.

The hard job was to sell the first space. But the old time schemers knew how to play their game to win. It was an easy matter to mark pages "Sold" which could later be sold again.

With a few contracts signed by leading merchants, the others flocked in like sheep following a leader.

The old time schemers used a hypnotic flow of money-getting talk. They were real advertising salesmen. They worked on the edge of desperation. There was no such word as fail. They had to make good to eat. The old time scheme advertiser played his cards to win.

(To be continued next week)

TOTAL 1925 LINAGE IN 30 PRINCIPAL CITIES SHOWS LARGE GAIN

TOTAL 1925 newspaper linage in thirty principal cities of the country showed a heavy gain over 1924, the 1925 figures overleaping the 1924 total by 60,631,863 lines, according to figures just issued by the statistical department of the *New York Evening Post*. Advertisers placed a record total volume of 1,440,077,004 lines in the 135 newspapers in these cities during 1925 as compared with 1,379,445,141 lines placed in 1924.

The Evening Post tables follow:

Summary of Advertising by Cities

30 cities listed — 27 show gain — 3 show loss
135 papers listed — 99 show gain — 30 show loss
6 no comparison

	1925	1924	
†New York	167,831,296	159,680,124	8,151,172 Gain
Chicago	87,089,484	81,959,577	5,129,907 Gain
†Philadelphia	85,037,742	85,660,679	622,937 Loss
Detroit	62,713,462	56,686,084	6,027,378 Gain
Cleveland	46,213,422	44,888,250	1,325,172 Gain
St. Louis	49,356,600	47,800,100	1,556,500 Gain
Boston	72,744,222	67,006,376	5,737,846 Gain
Baltimore	51,466,555	49,839,899	1,626,656 Gain
Los Angeles	82,858,445	89,855,436	6,996,991 Loss
†Buffalo	43,974,641	43,541,506	460,135 Gain
San Francisco	55,780,425	54,475,571	1,304,854 Gain
Milwaukee	35,013,046	34,949,247	63,799 Gain
Washington	52,587,349	49,630,833	2,956,516 Gain
Cincinnati	40,669,200	39,367,100	1,302,100 Gain
†N. Orleans	44,198,990	35,835,885	8,363,105 Gain
Minneapolis	34,447,395	32,615,343	1,832,052 Gain
Seattle	32,941,006	30,927,095	2,013,911 Gain
Indianapolis	37,362,414	34,011,747	3,350,667 Gain
Denver	27,600,160	25,327,624	2,272,536 Gain
Providence	33,044,779	32,205,756	839,023 Gain
Columbus	39,408,687	38,249,270	1,159,417 Gain
Louisville	37,519,113	34,299,496	3,259,617 Gain
St. Paul	28,056,168	26,558,870	1,497,298 Gain
†Oakland	29,154,608	25,972,828	3,180,780 Gain
Omaha	22,198,504	23,539,866	1,341,362 Loss
Birmingham	30,229,304	27,763,694	2,465,610 Gain
Richmond	22,869,906	22,557,556	312,350 Gain
Dayton	34,875,854	33,546,184	1,329,670 Gain
Houston	29,773,002	27,767,348	2,005,654 Gain
Des Moines	23,021,225	22,952,797	68,428 Gain
Totals	1,440,077,004	1,379,445,141	60,631,863 Gain

†Note references under individual newspaper linage of these cities.

NEW YORK

	1925	1924	
American	14,183,094	14,906,698	723,604 Loss
Herald	.....	‡2,355,910	.....
Herald Tribune	16,525,824	13,306,960	3,218,864 Gain
Times	28,200,444	26,283,924	1,916,520 Gain
World	17,237,062	16,858,354	378,708 Gain
*Mirror (Tab)	3,926,302	¶1,875,438	2,050,864 Gain
News (Tab)	6,832,472	5,850,580	981,892 Gain
*Evening Graphic	2,186,676	¶.....	.....
*Evening Journal	15,057,218	14,561,374	495,844 Gain
*Evening Mail	.....	§612,782	.....
*Evening Post	5,059,968	4,434,416	625,552 Gain
*Evening World	8,921,428	7,928,134	993,294 Gain
*Sun	14,705,916	13,268,308	1,437,608 Gain
*Telegram	6,655,486	†8,805,720	2,150,234 Loss
Brooklyn Eagle	16,718,464	16,659,944	58,520 Gain
Brooklyn Times	5,255,662	4,696,516	559,146 Gain
Standard Union	6,365,280	7,275,066	909,786 Loss
Totals	167,831,296	159,680,124	8,151,172 Gain

¶ Evening Graphic inaugurated September 15, 1924; first Sunday issue May 3, 1925. Sunday issue discontinued Sept. 1, 1925. Figures include 364,152 lines in the eighteen Sunday issues.

† Telegram and Mail combined January 28, 1924; Sunday issue discontinued March 16, 1924; name changed to Telegram May 18, 1925. Carried 79,120 lines in the four Sunday issues of January, 1924; this lineage is included.

§ January 1 to January 27, 1924, inclusive.

‡ Herald and Tribune combined March 19, 1924.

‡ January 1 to March 18, 1924, included.

¶ Mirror first issue June 24, 1924.

CHICAGO

	1925	1924	
*Daily News	20,483,166	19,583,370	899,796 Gain
Tribune	31,068,405	28,181,121	2,887,284 Gain
Herald Exam.	12,179,577	12,242,742	63,165 Loss
*Post	5,689,395	5,470,581	218,814 Gain
American	12,694,074	11,242,890	1,451,184 Gain
*Journal	4,974,867	5,238,873	264,006 Loss
Totals	87,089,484	81,959,577	5,129,907 Gain

PHILADELPHIA

	1925	1924	
Inquirer	21,460,500	19,593,600	1,866,900 Gain
Record	9,228,900	8,367,300	861,600 Gain
Ledger	15,141,359	13,687,758	1,453,601 Gain
*Evening Ledger	15,242,083	14,159,321	1,082,762 Gain
North American	3,428,100	10,854,000	7,425,900 Loss
Totals	85,037,742	85,660,679	622,937 Loss

North American combined with Ledger May 18, 1925.

DETROIT

	1925	1924	
News	33,366,494	30,604,518	2,761,976 Gain
Times	12,699,092	11,308,584	1,390,508 Gain
Free Press	16,647,876	14,772,982	1,874,894 Gain
Totals	62,713,462	56,686,084	6,027,378 Gain

CLEVELAND

	1925	1924	
Plain Dealer	18,895,725	18,325,500	570,225 Gain
News Leader	13,058,625	12,806,400	252,225 Gain
*Press	14,259,072	13,756,350	502,722 Gain
Totals	46,213,422	44,888,250	1,325,172 Gain

* No Sunday edition.

ST. LOUIS

	1925	1924	
Post-Dispatch	23,658,600	23,046,800	611,800 Gain
Globe-Democrat	14,540,400	13,732,500	807,900 Gain
*Star	7,264,800	6,860,100	404,700 Gain
Times	3,892,800	4,160,700	267,900 Loss
Totals	49,356,600	47,800,100	1,556,500 Gain

BOSTON

	1925	1924	
Herald	14,486,955	12,394,928	2,092,027 Gain
Globe	15,016,626	14,150,000	866,626 Gain
Post	12,085,689	11,454,325	631,364 Gain
Advertiser	4,887,542	4,680,694	206,848 Gain
*American	4,764,521	4,711,353	53,168 Gain
*Traveler	11,349,358	9,022,603	2,326,755 Gain
*Transcript	7,271,706	7,393,134	121,428 Loss
*Telegram	2,881,825	3,199,339	317,514 Loss
Totals	72,744,222	67,006,376	5,737,846 Gain

BALTIMORE

	1925	1924	
Sun	17,652,737	16,485,167	1,167,570 Gain
*Evening Sun	17,133,866	16,301,311	832,555 Gain
American	5,768,479	6,002,942	234,463 Loss
*News	7,737,788	9,072,555	1,334,767 Loss
*Post	3,173,685	1,977,924	1,195,761 Gain
Totals	51,466,555	49,839,899	1,626,656 Gain

LOS ANGELES

	1925	1924	
Times	25,909,058	27,893,726	1,984,668 Loss
Examiner	22,773,973	23,002,888	228,915 Loss
*Express	9,399,516	11,324,460	1,924,944 Loss
*Herald	16,591,498	17,285,940	694,442 Loss
*Record	4,975,628	6,072,010	1,096,382 Loss
News	3,208,772	4,276,412	1,067,640 Loss
Totals	82,858,445	89,855,436	6,996,991 Loss

BUFFALO

	1925	1924	
Express	5,850,577	5,560,963	289,614 Gain
Courier	7,874,754	7,667,414	207,340 Gain
Post	1,166,803	1,927,726	760,923 Loss
Times	12,860,301	12,144,583	715,718 Gain
*Star	1,500,825	2,324,876	824,051 Loss
News	14,721,381	13,888,944	832,437 Gain
Totals	43,974,641	43,514,506	460,135 Gain

Commercial name changed to Post February, 1925.
Enquirer name changed to Star February, 1925.

SAN FRANCISCO

	1925	1924	
Chronicle	11,176,494	10,605,504	570,990 Gain
Examiner	19,135,663	18,235,801	899,862 Gain
Bulletin	6,943,090	6,031,410	911,680 Gain
Call	9,251,732	8,976,436	275,296 Gain
News	7,485,310	7,214,550	270,760 Gain
Journal	.....	†1,509,298	.....
*Herald	1,788,136	1,902,572	114,436 Loss
Totals	55,780,425	54,475,571	1,304,854 Gain

† Journal discontinued June, 1924.

MILWAUKEE

	1925	1924	
Journal	17,539,375	17,630,937	91,562 Loss
S. T. & A. M. Sentinel	7,301,847	‡7,802,150	590,302 Loss
*Leader	2,881,211	3,061,356	180,145 Loss
*Wis. News	7,290,613	†6,454,804	835,809 Gain
Totals	35,013,046	34,949,247	63,799 Gain

‡ Includes 724,938 lines Sunday Sentinel.
† Includes 977,629 lines Sunday Telegram for four months. Sunday Sentinel and Sunday Telegram combined June 1, 1924.
Evening Sentinel absorbed by Wisconsin News, June 1, 1924.

WASHINGTON

	1925	1924	
Star	26,569,198	25,313,749	1,255,449 Gain
Post	10,396,057	9,957,471	438,586 Gain
*Evening Times	8,352,351	7,504,354	847,997 Gain
Herald	5,327,988	5,556,003	228,005 Loss
*Evening News	1,941,745	1,299,256	642,489 Gain
Totals	52,587,349	49,630,833	2,956,516 Gain

CINCINNATI

	1925	1924	
*Post	8,787,900	8,432,700	355,200 Gain
*Times Star	14,330,700	13,859,100	471,600 Gain
Enquirer	14,019,600	13,068,900	950,700 Gain
Tribune	3,531,000	4,006,400	475,400 Loss
Totals	40,669,200	39,367,100	1,302,100 Gain

NEW ORLEANS

	1925	1924	
Times-Picay	18,088,854	16,494,331	1,594,523 Gain
Item	10,830,493	10,308,770	521,723 Gain
States	9,092,665	8,773,717	318,948 Gain
*Tribune	6,186,978	†259,067	5,927,911 Gain
Totals	44,198,990	35,835,885	8,363,105 Gain

Tribune first issue December 16, 1924.

MINNEAPOLIS

	1925	1924	
Tribune	14,847,855	14,351,570	496,285 Gain
Journal	14,392,219	13,725,318	666,901 Gain
*Star	5,207,321	4,538,455	668,866 Gain
Totals	34,447,395	32,615,343	1,832,052 Gain

SEATTLE

	1925	1924	
Times	15,436,134	14,378,822	1,057,312 G
Post Intellig	9,035,362	8,148,669	886,693 G
*Star	7,060,074	6,862,390	197,684 G
*Union Record	1,409,436	1,537,214	127,778 L
Totals	32,941,006	30,927,095	2,013,911 G

INDIANAPOLIS

	1925	1924	
*News	17,897,667	17,357,724	539,943 G
Star	13,463,523	12,637,704	825,819 G
*Times	6,001,224	4,016,319	1,984,905 G
Totals	37,362,414	34,011,747	3,350,667 G

DENVER

	1925	1924	
News	7,175,168	6,683,796	491,372 G
Post	14,806,400	13,631,044	1,175,356 G
*Times	5,618,592	5,012,784	605,808 G
Totals	27,600,160	25,327,624	2,272,536 G

PROVIDENCE

	1925	1924	
Journal	10,239,422	9,945,148	294,274 G
*Bulletin	13,373,497	13,013,231	360,266 G
Tribune	4,573,162	4,650,928	77,766 G
*News	4,858,698	4,596,449	262,249 G
Totals	33,044,779	32,205,756	839,023 G

COLUMBUS

	1925	1924	
Dispatch	21,544,376	20,827,721	716,655 G
Journal	7,557,000	7,299,214	257,786 G
Citizen	10,307,311	10,122,335	184,976 G
Totals	39,408,687	38,249,270	1,159,417 G

LOUISVILLE

	1925	1924	
Courier Journal	13,571,569	11,463,810	2,107,759 G
Herald Post	7,751,760	7,486,580	265,180 G
*Times	11,126,384	10,279,079	847,305 G
*Post	5,109,400	5,070,027	39,373 G
Totals	37,559,113	34,299,496	3,259,617 G

ST. PAUL

	1925	1924	
*Dispatch	9,634,072	9,172,800	461,272 G
Pioneer Press	9,942,506	9,387,784	554,722 G
News	8,479,590	7,998,286	481,304 G
Totals	28,056,168	26,558,870	1,497,298 G

OAKLAND

	1925	1924	
Tribune	18,849,726	17,654,420	1,195,306 G
*Post-Inquirer	8,952,972	7,873,054	1,079,918 G
*Record	932,764	445,354	487,410 G
*Times	419,146	.....	.....
Totals	29,154,608	25,972,828	3,181,780 G

Record inaugurated September, 1924. Discontinued Octob 24, 1925.
Times inaugurated October 23, 1925.

OMAHA

	1925	1924	
World-Herald	11,464,285	11,700,500	236,215 Lo
Bee	5,533,423	5,917,002	383,579 Lo
News	5,200,796	5,922,364	721,568 Lo
Totals	22,198,504	23,539,866	1,341,362 Lo

BIRMINGHAM

	1925	1924	
Age-Herald	8,344,602	8,550,038	205,436 Lo
News	16,972,872	15,895,446	1,077,426 Ga
Post	4,911,830	3,318,210	1,593,620 Ga
Totals	30,229,304	27,763,694	2,465,610 Ga

RICHMOND

	1925	1924	
*News-Leader	12,127,636	12,108,600	19,036 Ga
Times-Dispatch	10,742,270	10,448,956	293,314 Ga
Totals	22,869,906	22,557,556	312,350 Ga

DAYTON

	1925	1924	
News	16,781,576	16,099,412	682,164 Ga
*Herald	10,147,284	9,855,510	291,774 Ga
Journal	7,946,994	7,591,262	355,732 Ga
Totals	34,875,854	33,546,184	1,329,670 Ga

HOUSTON

	1925	1924	
Chronicle	13,880,482	13,596,366	284,116 Ga
Post-Dispatch	9,979,578	8,731,870	1,247,708 Ga
*Press	5,912,942	5,439,112	473,830 Ga
Totals	29,773,002	27,767,348	2,005,654 Ga

DES MOINES

	1925	1924	
Register	7,370,771	6,986,504	384,267 Ga
*Tribune	8,792,297	8,703,653	88,644 Ga
Capital	6,858,157	7,262,640	404,483 Lo
Totals	23,021,225	22,952,797	68,428 Ga

BIG LINAGE GAIN SHOWN IN DECEMBER TOTALS FOR 30 CITIES

DECEMBER newspaper advertising linage in 30 principal cities of the country showed a gain of 869,566 lines over 1924, according to figures just issued by the statistical department of the *New York Evening Post.*

Total volume for the 134 newspapers listed was 131,127,317 lines as compared with 122,357,751 lines in December 1924.

The table follows:

Summary of Advertising by Cities

30 cities listed — 24 show gain — 6 show loss
134 papers listed — 100 show gain — 30 show loss
4 no comparison

	1925	1924	
New York	15,369,510	14,185,120	1,184,390 Gain
Chicago	7,643,157	7,032,414	610,743 Gain
Philadelphia	6,993,348	7,173,893	180,545 Loss
Detroit	5,527,536	4,934,216	593,320 Gain
Cleveland	4,071,675	3,824,700	246,975 Gain
St. Louis	4,485,130	4,317,300	167,880 Gain
Boston	7,056,937	6,140,819	916,118 Gain
Baltimore	4,524,654	4,167,750	356,904 Gain
Los Angeles	7,043,124	7,249,924	206,800 Loss
Buffalo	4,125,085	4,183,811	58,726 Loss
San Francisco	4,880,225	4,678,666	201,559 Gain
Milwaukee	3,197,765	3,263,361	65,596 Loss
Washington	5,162,693	4,509,598	653,095 Gain
Cincinnati	3,792,000	3,675,300	116,700 Gain
New Orleans	4,888,088	3,982,976	905,112 Gain
Minneapolis	3,069,615	2,794,828	274,787 Gain
Seattle	2,940,152	2,714,952	225,200 Gain
Indianapolis	3,475,818	3,210,213	265,605 Gain
Denver	2,602,908	2,425,752	177,156 Gain
Providence	3,036,642	2,801,624	235,018 Gain
Columbus	3,893,233	3,243,153	650,080 Gain
Louisville	3,360,438	3,049,525	310,913 Gain
St. Paul	2,436,490	2,284,366	152,124 Gain
Oakland	2,717,078	2,441,684	275,394 Gain
Omaha	1,976,583	1,997,296	20,713 Loss
Birmingham	2,731,274	2,422,728	308,546 Gain
Richmond	2,194,150	1,960,112	234,038 Gain
Dayton	3,314,696	3,092,698	221,998 Gain
Houston	2,682,456	2,602,390	80,066 Gain
Des Moines	1,934,807	1,996,582	61,775 Loss
Totals	131,127,317	122,357,751	8,769,566 Gain

Note references under individual newspaper linage of these cities.

NEW YORK

	1925	1924	
American	1,174,814	1,228,364	53,550 Loss
Herald Tribune	1,624,818	1,336,242	288,576 Gain
Times	2,509,050	2,210,292	289,758 Gain
World	1,398,756	1,330,840	67,916 Gain
Mirror (tab.)	366,460	327,936	38,524 Gain
News (tab.)	708,884	562,014	146,870 Gain
Evening Graphic.	247,658	†	.....
Evening Journal.	1,439,250	1,432,132	7,118 Gain
Evening Post	543,690	471,720	71,970 Gain
Evening World	920,202	847,344	72,858 Gain
Sun	1,571,906	1,348,196	223,710 Gain
Telegram	521,188	692,848	171,660 Loss
Brooklyn Eagle	1,310,882	1,363,148	52,266 Loss
Brooklyn Times	552,428	407,752	144,676 Gain
Standard Union	479,524	617,292	137,768 Loss
Totals	15,369,510	14,185,120	1,184,390 Gain

Evening Graphic first issue September 15, 1924.

CHICAGO

	1925	1924	
Daily News	1,747,698	1,671,090	76,608 Gain
Tribune	2,559,360	2,241,336	318,024 Gain
Herald Examiner	1,099,332	1,026,384	72,948 Gain
Post	564,945	558,936	6,009 Gain
American	1,205,724	1,074,201	131,523 Gain
Journal	466,098	460,467	5,631 Gain
Totals	7,643,157	7,032,414	610,743 Gain

PHILADELPHIA

	1925	1924	
Inquirer	1,837,800	1,582,500	255,300 Gain
Record	809,100	751,200	57,900 Gain
Ledger	1,313,224	1,112,165	201,059 Gain
Evening Ledger	1,289,924	1,180,428	109,496 Gain
North American	.....	941,700	.....
Bulletin	1,743,300	1,605,900	137,400 Gain
Totals	6,993,348	7,173,893	180,545 Gain

North American combined with Ledger May 18, 1925.

DETROIT

	1925	1924	
News	2,940,882	2,644,530	296,352 Gain
Times	1,206,100	1,073,814	132,286 Gain
Free Press	1,380,554	1,215,872	164,682 Gain
Totals	5,527,536	4,934,216	593,320 Gain

CLEVELAND

	1925	1924	
Plain Dealer	1,639,575	1,549,350	90,225 Gain
News Leader	1,151,175	1,130,625	20,550 Gain
Press	1,280,925	1,144,725	136,200 Gain
Totals	4,071,675	3,824,700	246,975 Gain

ST. LOUIS

	1925	1924	
Post-Dispatch	2,114,280	2,045,400	68,880 Gain
Globe-Democrat	1,290,000	1,230,300	59,700 Gain
Star	684,900	654,300	30,600 Gain
Times	396,000	387,300	8,700 Gain
Totals	4,485,180	4,317,300	167,880 Gain

No Sunday edition.

BOSTON

	1925	1924	
Herald	1,501,961	1,185,366	316,595 Gain
Globe	1,298,710	1,131,791	166,919 Gain
Post	1,161,884	1,066,629	95,255 Gain
Advertiser	479,637	421,779	57,858 Gain
*American	480,243	479,260	983 Gain
*Traveler	1,202,346	898,237	304,109 Gain
*Transcript	702,133	695,610	6,523 Gain
*Telegram	230,023	262,147	32,124 Loss
Totals	7,056,937	6,140,819	916,118 Gain

BALTIMORE

	1925	1924	
Sun	1,408,575	1,331,477	77,098 Gain
*Evening Sun	1,581,165	1,454,484	126,681 Gain
American	472,645	457,211	15,434 Gain
*News	672,676	717,040	44,364 Loss
*Post	389,593	207,538	182,055 Gain
Totals	4,524,654	4,167,750	356,904 Gain

LOS ANGELES

	1925	1924	
Times	2,111,144	2,179,856	68,712 Loss
Examiner	1,899,496	1,814,802	84,694 Gain
*Express	834,134	908,754	74,620 Loss
*Herald	1,438,038	1,441,804	3,766 Loss
*Record	493,500	550,788	57,288 Loss
News	266,812	353,920	87,108 Loss
Totals	7,043,124	7,249,924	206,800 Loss

BUFFALO

	1925	1924	
Express	580,804	585,023	4,219 Loss
Courier	762,486	772,309	9,823 Loss
Post	100,433	133,593	33,160 Loss
Times	1,253,545	1,259,353	5,808 Loss
*Star	136,665	202,672	66,007 Loss
*News	1,291,152	1,230,861	60,291 Gain
Totals	4,125,085	4,183,811	58,726 Loss

Commercial, name changed to Post February, 1925.
Enquirer, name changed to Star February, 1925.

SAN FRANCISCO

	1925	1924	
Chronicle	954,534	878,990	75,544 Gain
Examiner	1,636,677	1,572,024	64,653 Gain
Bulletin	536,158	571,214	35,056 Loss
Call	873,810	799,288	74,522 Gain
News	723,156	644,924	78,232 Gain
*Herald	155,890	212,226	56,336 Loss
Totals	4,880,225	4,678,666	201,559 Gain

MILWAUKEE

	1925	1924	
Journal	1,552,455	1,494,576	57,879 Gain
S. T. & A. M. Sentinel	592,806	714,622	121,816 Loss
*Leader	311,279	325,731	14,452 Loss
*Wis. News	741,225	728,432	12,793 Gain
Totals	3,197,765	3,263,361	65,596 Loss

WASHINGTON

	1925	1924	
Star	2,605,283	2,343,098	262,185 Gain
Post	956,353	876,891	79,462 Gain
*Evening Times	852,745	738,935	113,810 Gain
Herald	504,883	420,619	84,264 Gain
*Evening News	243,429	130,055	113,374 Gain
Totals	5,162,693	4,509,598	653,095 Gain

CINCINNATI

	1925	1924	
*Post	839,100	776,100	63,000 Gain
*Times Star	1,327,800	1,275,900	51,900 Gain
Enquirer	1,312,800	1,248,900	63,900 Gain
Tribune	312,300	374,400	62,100 Loss
Totals	3,792,000	3,675,300	116,700 Gain

NEW ORLEANS

	1925	1924	
Times Picay	1,858,988	1,672,615	186,373 Gain
Item	1,256,551	1,087,507	169,044 Gain
States	1,056,864	963,787	93,077 Gain
*Tribune	715,685	259,067	456,618 Gain
Totals	4,888,088	3,982,976	905,112 Gain

Tribune first issue December 16, 1924.

MINNEAPOLIS

	1925	1924	
Tribune	1,291,379	1,226,851	64,528 Gain
Journal	1,325,549	1,121,279	204,270 Gain
*Star	452,687	446,698	5,989 Gain
Totals	3,069,615	2,794,828	274,787 Gain

SEATTLE

	1925	1924	
Times	1,398,586	1,304,024	94,562 Gain
Post Intellig.	803,292	676,537	126,755 Gain
*Star	589,300	610,827	21,527 Loss
*Union-Record	148,974	123,564	25,410 Gain
Totals	2,940,152	2,714,952	225,200 Gain

INDIANAPOLIS

	1925	1924	
*News	1,639,482	1,604,496	34,986 Gain
Star	1,222,341	1,178,721	43,620 Gain
*Times	613,995	426,996	186,999 Gain
Totals	3,475,818	3,210,213	265,605 Gain

DENVER

	1925	1924	
News	678,944	640,080	38,864 Gain
Post	1,407,896	1,297,268	110,628 Gain
*Times	516,068	488,404	27,664 Gain
Totals	2,602,908	2,425,752	177,156 Gain

PROVIDENCE

	1925	1924	
Journal	993,906	887,502	106,404 Gain
*Bulletin	1,192,385	1,116,931	75,454 Gain
Tribune	408,311	375,968	32,343 Gain
*News	442,040	421,223	20,817 Gain
Totals	3,036,642	2,801,624	235,018 Gain

COLUMBUS

	1925	1924	
Dispatch	2,169,557	1,767,326	402,231 Gain
Journal	686,767	584,879	101,888 Gain
Citizen	1,036,909	890,948	145,961 Gain
Totals	3,893,233	3,243,153	650,080 Gain

LOUISVILLE

	1925	1924	
Courier Journal	1,248,950	1,060,615	188,335 Gain
Herald Post	593,071	633,378	40,307 Loss
*Times	1,050,290	932,028	118,262 Gain
*Post	468,127	423,504	44,623 Gain
Totals	3,360,438	3,049,525	310,913 Gain

ST. PAUL

	1925	1924	
*Dispatch	850,738	801,948	48,790 Gain
Pioneer Press	850,486	777,938	72,548 Gain
News	735,266	704,480	30,786 Gain
Totals	2,436,490	2,284,366	152,124 Gain

OAKLAND

	1925	1924	
Tribune	1,591,954	1,542,814	49,140 Gain
*Post Inquirer	933,380	775,936	157,444 Gain
*Times	191,744	.....	.....
*Record	.....	122,934	.....
Totals	2,717,078	2,441,684	275,394 Gain

Times inaugurated October 23, 1925.
Record discontinued October 24, 1925.

OMAHA

	1925	1924	
World Herald	963,368	978,061	14,693 Loss
Bee	552,090	502,047	50,043 Gain
News	461,125	517,188	56,063 Loss
Totals	1,976,583	1,997,296	20,713 Loss

BIRMINGHAM

	1925	1924	
Age-Herald	705,250	739,088	33,838 Loss
News	1,514,646	1,365,042	149,604 Gain
Post	511,378	318,598	192,780 Gain
Totals	2,731,274	2,422,728	308,546 Gain

RICHMOND

	1925	1924	
*News Leader	1,185,884	1,080,128	105,756 Gain
Times-Dispatch	1,008,266	879,984	128,282 Gain
Totals	2,194,150	1,960,112	234,038 Gain

DAYTON

	1925	1924	
News	1,619,030	1,484,532	134,498 Gain
*Herald	1,023,148	911,568	111,580 Gain
Journal	672,518	696,598	24,080 Loss
Totals	3,314,696	3,092,698	221,998 Gain

HOUSTON

	1925	1924	
Chronicle	1,149,274	1,233,568	84,294 Loss
Post Dispatch	929,418	841,820	87,598 Gain
*Press	603,764	527,002	76,762 Gain
Totals	2,682,456	2,602,390	80,066 Gain

DES MOINES

	1925	1924	
Register	619,172	550,312	68,860 Gain
*Tribune	778,256	801,388	23,132 Loss
Capital	537,379	644,882	107,503 Loss
Totals	1,934,807	1,996,582	61,775 Loss

NEWSPAPER MAKERS AT WORK



Bernard Ridder—Seeks new fields to conquer.

BERNARD RIDDER, president of the Staats Herold Corporation, New York, is hoping shortly to enter the English language daily newspaper field, he informed EDITOR & PUBLISHER this week. His first move in that direction failed recently, he said, but he declared he is still actively seeking other opportunities. He was associated with Frank Gannett in an unsuccessful bid for the *Chicago Daily News.*

The Staats Herold Corporation publishes the *New Yorker Staats Zeitung* and *Herold,* sole survivors of nine German language daily publications in New York prior to the war. Mr. Bernard Ridder has been president for the past 10 years. He was elected to succeed his father the late Herman Ridder, who for many years was president of the American Newspaper Publishers' Association. Other officials of the corporation are Julius Holz, publisher, Felix Arnold, treasurer, and Joseph and Victor Ridder, directors.

"My aim in making the Staats Zeitung Herold is to produce an American newspaper published in the German language," Mr. Ridder said in an interview. "We are, however, Continental to the extent that we do not print either comics or other frivolous features. My ideal for the paper is that of a daily literary magazine, which does not overlook the news.

"We have developed our own news gathering organization and do not duplicate to any great degree the stories appearing in the regular English language dailies. There are some 800 German-American societies in New York and much of our space is devoted to their activities. An index to the tone we try to preserve in the paper is that we give more space to music than all the American language newspapers in New York combined."

Mr. Ridder himself writes for his paper a great deal. For years he conducted a daily column under his own signature. Although the Staats Zeitung Herold has been in the Ridder family some 40 years, the present president did not confine his training to work for that newspaper. When he was graduated from Columbia University in 1903, he spent several years on the staff of the *Brooklyn Daily Eagle* in the various departments.

The Staats Zeitung Herold was established in New York in 1834 by Oswald Ottendorfer. While in its early days the paper was small in comparison to its present size, the property, according to Mr. Ridder, has always been prosperous. Even during the war no severe set-back was experienced. The publishers received permit No. 1 from the government to continue publication after war was declared.

New York's German population of approximately 850,000, representing 125,000 German families is the basis of the prosperity the paper has enjoyed, Mr. Ridder believes. More than 70,000 of this number, he has estimated, own their homes.

Many newspaper men remember the banquet the late Herman Ridder gave to the American press in February 1902, at the Waldrof Astoria Hotel in New York in honor of Prince Henry of Prussia. More than 2,000 editors and publishers attended.

SEEKS LIBEL LAW REVISION

Virginia Press Prepares Amendment at Farmville Meeting

Revision of the state libel law was one of the chief topics discussed at the mid-winter meeting of the Virginia Press Association at Farmville, Jan. 15-16. The Association is seeking to amend the present law with a provision that 10 days' notice of a pending suit must be given a newspaper in order that a retraction may be printed. Such a provision was drawn up and is now being put in legal form for introduction in the state legislature.

Appointment of a full-time field secretary was another important subject considered, discussion of this matter being led by J. B. Wall, editor of the *Farmville Herald.* A committee was appointed to study and report on this move at the annual meeting in mid-summer.

Three new members were elected to the Association, L. R. Davis, *Bowling Green Caroline Progress,* Robert Glass, *Lynchburg News,* and Mrs. M. M. Lane.

C. L. Weymouth, editor of the *Ashland Herald-Progress* was named secretary to succeed James C. Latimer, who resigned recently to become field secretary for the Press Congress of the World.

Among the speakers at the meeting were L. E. Pugh, business manager, *Newport News Daily Press;* W. Y. Morgan, editor, *Warsaw Northern Neck News;* George Kilpatrick, editor, *Lawrenceville Times-Gazette;* James C. Latimer; Dr. J. L. Jarman, president, State Teachers College; and W. MacDonald Lee.

Col. W. S. Copeland, editor and publisher of the Newport News Daily Press and president of the association, presided.

SHIP NEWS MEN ELECT

Heinz, of New York American, Heads "Outposts of American Journalism"

Louis Heinz, of the *New York American,* was elected president of the New York Ship News Reporters Association, at the annual meeting held Jan. 19. Members of the association were once characterized by Lloyd George as "the outposts of American journalism." They go down New York bay to obtain news from incoming ships.

Heinz has been a member of the American's staff for about 22 years. He left this week on a seven weeks' holiday trip to the Holy Land.

Other association officers are Harry Cunningham, *New York Evening World,* vice-president, John Regan, New York City News Association, secretary, and Martin Petry, *New York Evening Post,* treasurer.

EDITORIAL PAGE DISCUSSED

"Its Use and Abuse" Theme at North Dakota Press Meeting

"The Editorial Page, Its Uses and Abuses" was to be discussed this week by Winthrop Chamberlain, chief editorial writer of the *Minneapolis Journal,* addressing the North Dakota Press Association, meeting at Minot, N. D., Jan. 22-23. J. F. Bacon, *Grand Forks Herald,* is association president.

Other speakers scheduled were: Prof. Roy L. French, School of Journalism, University of North Dakota, on "Proper Front Page Make-Up"; Wayne Peterson *Rolla Star,* "Advertising Rates"; Hal Davies, president of the North West Editorial Association; James M. Cramer, *Marmarth Mail,* "Feature Stories"; Ernest A. Frances, *Williston Press,* "Neighborhood News"; and W. R. Chapel, *Mohall Press,* "Free Publicity."

A. P. Moore Luncheon Guest

Alexander P. Moore, former Ambassador to Spain, was guest of honor at a luncheon Jan. 14 at the Hamilton Club, Brooklyn, given him by the *Brooklyn Daily Eagle* in recognition of his hospitality and assistance to members of the Eagle's Old World Tour of 1925. Guests were: John Alden, Harris M. Crist, George Currie, William N. Dykman, George S. Frank, M. Preston Goodfellow, Herbert F. Gunnison, Raymond M. Gunnison, Arthur M. Howe, R. F. R. Huntsman, H. V. Kaltenborn, David McLean, Edwin G. Martin, Edwin P. Maynord, Fremont C. Peck, Cleveland Rodgers, Frederick Boyd Stevenson, Robert V. Titus and Edwin B. Wilson.

The Greatest Newspaper Press In the South

This press, made up of six units and a color press, prints 35,000 copies of THE FLORIDA TIMES-UNION every hour of the press-run.

Over seventeen tons of paper are used to supply the daily circulation.

This circulation, both for city and state, is the largest of any Florida newspaper.

Such facilities, both in printing and distribution, go far towards making this paper the greatest advertising medium in Florida.

The Florida Times-Union
~ JACKSONVILLE ~

Total Circulation
Daily 53,000
Sunday 70,000

Side-Stepping "The Combinations"

Three hundred and forty-five of the largest national advertisers at their annual convention in November, 1925, passed the following resolution by unanimous vote:

"Whereas, the members of the Association of National Advertisers are extensive users of newspaper space and

"Whereas, their use of such space should be determined by scientific study and limited by economical considerations with interest to the elimination of waste, therefore be it—

"Resolved, that the Association of National Advertisers, by vote of its membership in annual convention assembled, expresses itself as unalterably opposed to the practice of newspaper publishers of both evening and morning newspapers of selling these two separate and distinct publications to national advertisers only as one unit; and be it further—

"Resolved, that it seriously objects to the discrimination shown by publishers of such combinations to selling local advertisers either unit of their combination separately, while refusing to sell them to national advertisers."

Advertisers may side-step the combinations in five cities by listing these strong evening newspapers exclusively:

	City Circulation	*Total Circulation*
Oklahoma News	21,362	37,594
Baltimore Post	109,569	111,196
Fort Worth Press	16,890	17,915
El Paso Post	9,593	10,524
San Diego Sun	15,601	18,572

According to the 1920 census there are 254,137 families in these cities. The recommended newspapers have city circulation sufficient to cover more than 70% of these families—7 out of every 10.

The Scripps-Howard Newspapers

Members of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

SCHOOL CLASS SCORES ANNUAL BEAT ON STUDENT MURDER MYSTERY

University of Idaho Student "Killed" Regularly for Benefit of Yearling Students, Who Cover Trial—"Facts" the Imagination of E. F. Mason, University Editor

(This is Fifth of a Series of Articles, Interpreting the Work of Journalism Schools to Editors of the Nation.)

ROBERT T. SMITH, University of Idaho student, after a call at the Kappa Alpha Theta sorority house one evening last fall, slipped on the cement steps, struck his head and was killed. His body was discovered by one of the girls the following morning.

He had been killed in the same way in the same place, just a year before. Two years earlier, William Hartley had met the same fate.

Damage suit has been brought by Smith's parents, residents of Boise, but the case never has come to trial. The Theta girls know nothing of the whole affair.

Each accident has been solely the "scoop" of the class in "news writing" at the University of Idaho, Moscow. The "facts" have been produced from the imagination of Edward F. Mason, university editor. And some members of the class, knowing little of news style, have handled the story curiously.

"I believe in throwing them in and letting them swim," says Mr. Mason, although he denies that he's the traditional, hard-boiled city editor—won't admit, indeed, being even partially hard.

But when the class first meets in the fall and eyes him with that strange, half doubtful, half hopeful expectancy with which a new class sizes up an unfamiliar teacher, he tells them promptly that they're reporters for the *Moscow Star-Mirror*, that they've heard the fire alarm, that they've waited, busy with other duties, until a second alarm, that they've followed the crowd up the hill to the university, that they've seen smoke issuing from the infirmary, that they've found patients in cots on the sidewalk, that they've learned of rescue work by the Lindley hall boys, that one of the boys has been somewhat burned. They interview the nurse, the fire chief, and others; they learn that the fire started in Room 13; that there was a stove in it, but the stove had not been used since last spring. The chief says "cigaret." They are told to write the story.

It sounds simple. But for students who have been trained in every other form of composition except that which starts with its climax—the news story—this assignment proves to be a real problem. When the story is written it is analyzed in class. Then others are given:

Smith is killed on the sorority steps; a mysterious Raymond S. Browne buys options on clay land near Joel; Elsie Patterson is injured in an auto accident on the S. A. E. corner; Smith's parents sue the sorority and the city of Moscow; Miss Patterson is reported to be losing her mind; Bob Tigert's uncle obtains an injunction to prevent injury of his nephew in the Idaho-W. S. C. game; Miss Patterson dies; the infirmary patients give a gold watch to the leader of the rescue party; the Tigert injunction is vacated; the Colfax paper reports that Tigert has been committed to the insane asylum; the clay land is taken over by the American Insulator Company of New Jersey and 12 carloads of cement and lumber arrive, consigned to Browne.

"I give the details as nearly as possible in the order in which a reporter might learn them," says Mr. Mason. "I include all the trivialities. It is strictly up to the students to pick out the feature. I give no hint. But after they get through I try to help analyze the situation, to see what the story was.

"Our courses in journalism are few and limited. The class in news writing meets only twice a week. It is open even to freshmen, on special permission. It does not pretend to produce journalists, but it does undertake to show the students what journalism is all about.

"I try to make it plain that journalism means a knowledge of everything under the sun—that even to cover a trivial story they must know what the county recorder's office is, that the coroner is not the 'city coroner,' what it means to file suit, the difference between white-ware and white-wear, etc., etc.

"'You take too much for granted,' said one student. I did it deliberately.

"Students who survive this course do good work on the students' semi-weekly paper, the *Argonaut*. The students run the Argonaut entirely by themselves, but those who wish credit for the work meet weekly with me to criticize the paper. There is also a two-credit course in copy reading.

"Finally (stage whisper) we give a course in 'publicity.' I think it's a good thing. These boys and girls are all going to have to 'write something for the paper' some day. They might as well know how. As EDITOR & PUBLISHER said last April:

"'There is a field for men, operating according to an established code of ethics, between large and unwieldy public and private enterprises and newspapers. Maybe the boys now in the schools of journalism will find it and erect a safe fence around it.' I am working in my own small way on that fence."

5,000 STUDYING JOURNALISM

Enrollment in Schools Shown in Wisconsin Professor's Survey

The study of journalism in universities and colleges since the establishment of the first course by the Uuniversity of Wisconsin in 1905 has increased until now 200 instructors are teaching 5,000 students in 50 schools, according to a survey just made by L. W. Murphy, of the University of Illinois, a 1921 graduate of Wisconsin.

Mr. Murphy's estimate by courses is as follows: Reporting, 3,000 students; feature writing, 2,100; introductory courses, 4,500; advertising, 2,700; copy reading, 1,500; history of journalism, 700; ethics of journalism, 650; country journalism, 450; law of the press, 450.

In addition to these courses, students are enrolled in courses in editorial writing, critical writing, agricultural journalism, the teaching of journalism, publicity, and public opinion. More than 50 professional courses and schools of journalism are operating today, says Mr. Murphy, as compared with approximately 85 schools of medicine and 130 schools of law.

NEWSPAPER ADS PRAISED

Indiana Retail Lumber Dealers Urge Consistent Advertising

Newspapers afford the best medium for reaching the general public with the advertising messages of retail lumber dealers, according to members of the Retail Lumber Dealers' Association of Indiana in convention last week in Indianapolis.

Association members voiced their approval of this position during the convention sessions and insisted that retail lumber dealers should make a more thorough study of the effectiveness of advertising, especially newspaper advertising, as a means of stimulating wider interest in lumber which goes into homes.

The association devoted practically the entire opening day Wednesday to a study of advertising.

Association leaders urged that every retail lumber dealer should set aside a special fund annually to carry on an aggressive campaign of advertising. Estimates of this fund ranged from one-half of one per cent. to one per cent. of the gross income of a retail lumber business each year.

O. D. Haskett of Indianapolis, president, led the opening discussion of the advertising problems of the retail lumber dealer. Blaine McGrath, president of the Advertising Club of Indianapolis, gave a talk Thursday noon.

live
news-features
to dress your
newspaper

CURRENT NEWS FEATURES, INC.
STAR BLDG.
WASHINGTON, D. C.

HOE OCTUPLES
AND
SEXTUPLES

Presses now in operation in the plant of the New York World and printing its editions daily must be sold for quick shipment to make room for more new five-roll Duplex Super Unit Machines.

Do you want quick shipment on such a machine in good running order and at a bargain price? That is what we can offer.

For full particulars, address

Duplex Printing Press Co.

at Battle Creek, Michigan, or at New York office, World Building, New York City.

840,217
Lines Gain in
NATIONAL
ADVERTISING
Over the year 1924

TO the national advertiser the Herald's gain in National Advertising lineage in 1925 over 1924 indicates a decided preference for this medium and reveals the remarkable prosperity of the Miami and Florida field.

47 7/10% Gain

Following are the figures for 1924 and 1925 given in lines—

1925 ..... 2,601,543 Lines
1924 ..... 1,761,326 "
840,217 Gain

The Miami Herald
FLORIDA'S MOST IMPORTANT NEWSPAPER
Frank B. Shutts, Publisher

FIRST *in* Automobile Advertising

FOR many years The New York Times has published more automobile advertising than any other New York newspaper. In 1925 The New York Times printed 1,427,502 agate lines of automobile advertising, an excess over the second morning newspaper of 344,372 lines and a gain over the previous year of 149,008 lines.

RECORD *for* 1925

	Agate Lines
The New York Times	1,427,502
Second New York Newspaper	1,083,130
Third New York Newspaper	988,422
Fourth New York Newspaper	569,112

AUTOMOBILE SHOW WEEK
January 9 *to* 16, 1926

	Agate Lines
The New York Times	151,600
Second New York Morning Newspaper	128,342
Third New York Morning Newspaper	89,310
Fourth New York Morning Newspaper	77,744

The gain of The New York Times in automobile advertising during the New York Automobile Show in 1926 *over the corresponding period of* 1925 *was* 25,484 *agate lines.*

The New York Times

Total advertising volume in 1925 of The New York Times, 28,200,444 lines, an excess over the second newspaper of 10,963,382 lines.

More significant than the unprecedented volume of advertising was its character. Advertisements offered for publication in The New York Times are subject to censorship to protect readers from false, misleading or questionable announcements.

Circulation in 1925, average daily and Sunday, 386,284 copies, the largest group of intelligent, thinking persons ever assembled by a newspaper.

FOUR NEW YORK PRESS MEETS SCHEDULED

State Publishers, Associated Dailies and A. P. Papers Convene Jan. 27-28-29 At Syracuse—State Press Assn. Gathers Feb. 5 and 6

The New York State Publishers Association will hold its annual meeting at Syracuse, Jan. 28-29, at Hotel Syracuse. Members of the Associated Dailies of New York will meet in conjunction with the Publishers the 27th and 28th and the two organizations will merge in the annual banquet the evening of the 28th.

Speakers for the joint banquet will be Grove Patterson, editor of the *Toledo Blade,* and Hugh O'Donnell, assistant business manager of the *New York Times.* The banquet will be 6:30 o'clock Thursday evening.

The publishers will begin their session at a luncheon Thursday noon, followed by a business session. At 5 o'clock the New York State members of the Associated Press will hold a meeting. Edward McKernon, superintendent of the Eastern Division of the Associated Press, will be present.

Among other subjects for discussion will be the report of Field Secretary J. B. Pinkham on "The Outlook of the Labor Problem for 1926." Legislative matters will be discussed by Frederick H. Keefe of Newburgh.

Results of the expansion of the Empire State School of Printing will be reported by Ross W. Kellogg, director, of Ithaca. Frank Gannett of Gannett Newspapers, Inc., president of the publishers' group, will preside.

The New York State Press Association has outlined an extensive program for its 74th annual convention to be held Feb. 5 and 6, at Hotel Onondaga, Syracuse. An innovation is the fact that women members and wives of the editors will also attend and be entertained part of the first day by the Department of Journalism at Syracuse University.

The tentative program announces the meeting wil be called to order at 8 o'clock Thursday evening, Feb. 4, prior to the formal sessions. At this time Emmet Finley, general manager of the American Press Aassociation, will lead a discussion of "Special Representation in the National Advertising Field."

The morning session, Feb. 5, will open at 10 a.m. with the address by President John W. Baker, *Ithaca Journal-News,* following which committees will be appointed. The rest of the session includes the report of Secretary Jay W. Shaw, Elmira; report of Treasurer Elias Vair, *Waterloo News;* address, "Your Association as I See It," Prof. John O. Simmons, Department of Journalism, Syracuse University; address, "National Advertising Situation,', James O'Shaughnessy, executive secretary, American Association of Advertising Agencies; adjournment for joint luncheon with Rotary Club of Syracuse.

The afternoon session of the convention will begin at 2 o'clock with an address by State Comptroller Vincent B. Murphy on "The State Comptroller's Office and the Newspapers." Elmer E. Conrath of the *Cuba Patriot-Free Press* will lead discussion of "Your State Press Association and Envelope Legislation." "Value of the Editor's Personal Column," discussion will be led by Williston Manley, *St. Lawrence Plain Dealer;* "Local Advertising," Charles J. Ryder, *Cobleskill Times;* "Value of County Press Associations," led by Tom Kenneth, *Pelham Sun,* and president Westchester County Weeklies, Associated; "Free Publicity," led by Willard Wheeler, *Tully Times;* adjournment.

Friday evening the annual dinner will be held, President John W. Baker presiding. Two speakers of prominence will be present. Singing will be led by E. C. Johnston, manager Western Newspaper Union, New York City.

Saturday, Feb. 6, group breakfasts will be held from 8:30 to 9:45 a.m. as follows: "Semi-Weeklies" table, John T. Tuthill, Jr., *Patchogue Advance,* presiding; "County Seat Weeklies" table, Merritt M. Landon, *Bath Steuben Advocate,* presiding; "Suburban Weeklies" table, Al Brainard, *Kenmore Record,* presiding.

The morning session will begin at 10 o'clock. "Appraisals and Insurance," discussion will be led by Thomas Alvord, *Livonia Gazette;* "State Legislation," Frederick H. Keefe, general manager, *Newburgh Daily News,* and chairman of the Newspapers' Joint Legislative Committee; reports of committees and election of officers; adjournment.

Officers will be chosen to succeed John W. Baker, president; Elmer E. Conrath, vice-president; Jay W. Shaw, secretary; Elias Vair, treasurer.

Dr. Cunliffe Going Abroad

Dr. John W. Cunliffe, director of the Columbia School of Journalism, New York, and Mrs. Cunliffe will sail Jan. 30, for a six months' holiday in Europe. A farewell tea was held at the school Jan. 19. The principal speaker was Lester Markell.

Coolidge Wreath on Franklin Grave

President Coolidge sent a wreath which was laid on the grave of Benjamin Franklin in Christ Church burial ground, Philadelphia, Jan. 19. Laying the wreath was part of the celebration of Franklin Week in honor of the 220th anniversary of the Revolutionary leader's birth.

California Publisher Retires

H. A. Charters, dean of Tulare County, Cal., newspaper editors, has retired from journalism after 40 years of service on the *Tulare Daily Register,* during which time he rose from typesetter to editor and owner. He has sold the Register after 23 years as its publisher.

Salisbury Post Reaches Majority

The *Salisbury* (N. C.) *Evening Post* on Jan. 9, celebrated its 21st anniversary.

U. S. ENVELOPE PRINTING SCORED IN COLORADO

State Editorial Association Passes Resolution Condemning Practice—Arthur Craig Elected President

The government practice of printing return cards on envelopes was condemned by the Colorago Editorial Association at its annaul mid-winter meeting in Denver this week. The low rate quoted by the government diverts this class of printing from newspaper job plants and acts as a detriment to this phase of the newspaper business, it was stated.

The principal business transacted at the meeting was the decision to employ a full-time field secretary, Edward J. Bemis editor of the *Littleton Independent* was appointed to that post. Funds to defray this expenditure are to be raised by assessment.

Among those in attendance at the conference was Frank O. Edgecombe, publisher of the *Geneva* (Neb.) *Signal,* president of the National Editorial Association, who heartily endorsed the field secretary movement.

New officers for the year were elected as follows: Arthur Craig, *Greeley, Weld County News,* president; R. J. Ball, *Loveland Reporter-Herald,* vice-president; Edward J. Bemis, secretary and Robert Spencer of the *Fort Morgan Times,* treasurer.

The following were elected to serve on the Executive Committee: H. F. Lake, Gunnison; L. A. Perry, Hotchkiss; R. J. Marlow, Denver; Bert L. Price, Alamosa, and H. J. West of Golden.

Prints 264-Page Edition

The *Rock Island* (Ill.) *Argus* on Dec. 31, published a 264-page edition celebrating its 75th anniversary, and the occupancy of its new home.

14,477,071

That's The 1925 Lineage Of

The Akron Beacon Journal

Akron, Ohio

and it's only a six-day issue, too

Supreme? Yes, Absolutely Supreme

Supreme in News **Supreme in Circulation** **Supreme in Advertising**

THE CIRCULATION IS NOW OVER 50,000

This large, productive circulation, covering as it does 90% of the English speaking homes in Akron and 70% of the homes in the surrounding territory, awaits the National advertiser. And don't forget that Akron is undoubtedly the most prosperous and thriving city in the country.

A Live Newspaper in a Live City Means a Live Market.

HOW—

The Richmond News Leader

Meets the Three Tests for Dominance

Test I.—Saturation

The Richmond News Leader sells one paper for every 3.78 persons in Richmond. This degree of saturation is only equaled by the Grand Rapids Press, the Kansas City Star and the Binghamton Press and Leader.

Test II.—Circulation

The NET PAID CIRCULATION of The Richmond News Leader for 1925 was **61,998.** This circulation exceeds by many thousands the circulation of any other paper published in Virginia.

Test III.—Aavertising

The Richmond News Leader carried in 1925—

12,174,582 Lines

—of advertising in 311 days. This was 1,487,668 lines more than the other Richmond paper carried daily and Sunday in 365 days.

Saturation—Circulation—Advertising
These Are the Three Great Tests for Dominance
and

The Richmond Va. News Leader Is First By Every Test

FOREIGN REPRESENTATIVES:
KELLY-SMITH COMPANY

Marbridge Building, New York
Waterman Building, Boston
Atlantic Building, Philadelphia
Tribune Tower, Chicago
J. B. Keough, Candler Building, Atlanta, Ga.

DECLARES CIRCULATION BUILDING CONTESTS SOUNDLY SERVE MANY NEWSPAPERS

By C. B. HOLLISTER

I MUST protest as unfair the statement signed "A Publisher" appearing in EDITOR & PUBLISHER for January 6.

The *Cleveland Plain Dealer, Philadelphia Inquirer, Los Angeles Times, Indianapolis News, Washington Post, San Francisco Chronicle, Kansas City Journal Post, Philadelphia Record, Memphis Commercial Appeal, Dallas Morning News, San Francisco Bulletin, Louisville Herald, Nashville Banner, Atlanta Journal, Chattanooga Times, Wichita Beacon, Deseret Evening News* and such papers certainly are extremely important factors in American journalism. I have conducted campaigns for all those named and more; more than one campaign for many of them. You cannot deny that both they and myself have a right to be heard. Naturally, I cannot speak with authority for anyone else conducting campaigns.

When a newspaper uses my service for a second campaign, I regard that as the best possible endorsement. The Cleveland Plain Dealer was so well satisfied with the methods used and the results obtained with a 1921 campaign that I am now conducting for them, on their invitation, the greatest prize contest ever announced by an American newspaper. Or consider this: In two campaigns for the Philadelphia Inquirer (1919 and 1921) I secured for them over 70,000 new, prepaid subscribers. The Inquirer has never shrunk from the high circulation figures resulting from these campaigns but has gone on to even greater heights. How is that for circulation that counts? Or this: EDITOR & PUBLISHER'S last Year Book shows the Memphis Commercial Appeal with approximately 100,000 circulation, which is more than its two evening competitors combined could claim. At the beginning of 1923 it was printing between 83,000 and 84,000 daily, and easily dominating its field, yet it considered it well worth while to use my campaign services. A gain of 17,000 new, prepaid subscribers resulted—and look at the figures to see if this gain is not holding and mounting, year after year!

There are a few facts plainly set forth. I can multiply similar instances.

Now let me ask if the A. B. C. or any organization should not be a trifle careful about classing as "unmeritorious" (or whatever word "A Publisher" wants) circulation secured by a sales force of ambitious men and women working for prizes, while having no thought on the probable class and merit of readers attracted to a paper by salacious or super-sensational stories, or secured by strongarm solicitors using typical book-salesmen methods among people not capable of resisting them, particularly as no prepayment is asked.

Certainly the writer of that article knows that a large percentage of readers of any newspaper take that particular one as a matter of habit. The opposite is also true. Many people, without giving deep thought to the subject or without real reason, think of a certain paper as not interesting to them. It is to overcome this "inertia of not taking" that newspapers use various means.

Some advertise their wares widely throughout their territory, usually emphasizing various types of features which they try out for the purpose of attracting new readers. Others use premiums, which are inducements to purchasers and which call for constant repetition of the offers to hold the circulation thus gained, since the readers expect a premium as a bonus for taking the paper. Still others use circulation campaigns.

What are these campaigns? They are the organization of sales forces numbering hundreds of men and women in other than the newspaper business, induced by the hope of winning rewards to spend their spare time securing subscriptions for the newspapers.

Naturally, one of these salesmen, or candidate as we call him, will first work among his friends, co-workers, neighbors, and so on, and will obtain their subscriptions on the strength of what it will help him to win. What of it? The subscriptions are secured, the unwillingness of these thousands of people to take the paper is broken down to the extent that the paper is given a hearing which before was denied it, and for a time (our subscriptions are prepaid for an average of nine months to a year) the paper has an opportunity which it could obtain in no other fashion of selling itself to these subscribers.

That a newspaper which has "merit" will hold the great majority of its gain is proven, not only by the examples I have named above, but by many more; a newspaper that hasn't "merit" had better improve itself that way before it attempts to gain or hold any circulation of any kind.

Practically every business uses some type of "introductory offer" to secure new business.

Is "A Publisher" one of those who, either through lack of energy and enterprise on his own part or through intense satisfaction with the status quo of the circulation situation in his own field, wants to throttle by organized action the individual initiative of other publishers seeking higher circulation and therefore greater advertising revenue?

In the first place, I would certainly not advocate to any newspaper the conducting of four annual campaigns when it did not seem able to hold the gain they secured. In the second, the refunding of 20% of all cash turned in to candidates is beyond my experience; the custom is to pay only non-winners a commission, which is practically always 10% and on new subscriptions only.

The slash in prices, however, is the nub of the matter. At one fell swoop "A Publisher" is charging a loss of thousands—on both papers, too, I suppose—to the campaign business. Let me point this out: It was the competitor's recognition of the power of a campaign and of the fact that no other method could equal it, that caused him to inaugurate the price cut. Why the paper conducting the campaign saw fit to follow can not be answered without more facts in the case. That fact remains, from "A Publisher's" statement, that the campaign company evidently did increase its client's circulation by a 40 per cent gain.

The campaign business has existed for thirty years and has been of service to hundreds of papers, many of whom in my opinion, really owe their present prosperity to the progress resulting from a campaign, conducted at a psychological moment. I feel that the publication of such an unfair, misleading, general and anonymous attact as that of "A Publisher" should be condemned.

ADAIR LEAVES CHICAGO NEWS

Composing Room Foreman Severs 50 Years With Paper

Andrew B. Adair has announced his resignation as superintendent of the composing room of the *Chicago Daily News*, effective Jan. 30, 1926, 28 days after he celebrated his 50th anniversary with the News.



ANDREW B. ADAIR

On Jan. 2, the joint half-century anniversary of both the News and Mr. Adair, his associates in the composing room presented him with a gold watch and chain and the joint chapel of the News held a special meeting, adopting suitable resolutions in recognition of the date. Mr. Adair, in return, presented each of his associates with a copy of his autobiography, which included facts of interest to his fellow workers.

Mr. Adair was born on a farm in Venango county, Penn., Oct. 9, 1850. He went to work at the age of 11 on the death of his father. After the lad had tried many jobs he was apprenticed to the trade of printer, in the office of the *Butler* (Penn.) *American Citizen*. He came to Chicago in 1868 where he worked on the *Inter Ocean* and the *Tribune*. Several years later he joined the *Chicago Morning Courier*. When the Daily News was founded, Adair went to work for Victor Lawson, setting the first type for the new paper, the railroad time table. Since then, Jan. 2, 1876, Mr. Adair has been an employe of the News composing room.

"The closing forms of The Chicago Daily News have never been 'late' in all the years of its publication," Mr. Adair said to his associates at the time of the presentation. "I challenge any newspaper in the United States to show a like record."

When Victor F. Lawson died, he left Mr. Adair $25,000. The day that Mr. Adair learned of the bequest he said to an associate:

"I wish Victor Lawson were alive again with my $25,000 in his pocket."

Mr. Adair plans to live in Orange, Cal.

Moore Now Magazine Editor

H. Napier Moore, manager of the *Montreal Star* News Bureau, has been appointed editor of *Maclean's Magazine*, succeeding J. V. McKenzie, who becomes editorial representative of the Hearst magazine in London. Mr. Moore began his newspaper career with the *Newcastle-on-Tyne Daily Journal* in 1910. Coming to Canada some time after, he engaged in free lancing until 1915, when he joined the Montreal Star as assistant telegraph editor. From 1918 to 1923 he represented the Star in New York returning to organize the Star's news bureau.

93,000 families in Seattle and its trading area. 12,000 families—or one in every eight—read ONLY one daily newspaper, the

SEATTLE UNION RECORD

There are three other daily newspapers in the field, each getting a good share of National Advertising. THE RECORD at present gets very little. It is not conceivable that the general advertiser wishes to deliberately cut himself off from communication with so large a proportion of the people of Seattle and its trading area.

WE WANT A SPECIAL REPRESENTATIVE who can vision our field and sell it to the National Advertiser. Ours is not an easy proposition. It requires a man or an agency with guts and go. Because this newspaper is as yet almost altogether unsold in the national field, the rewards to courage and ability will be proportionately greater. Address

E. B. AULT, Publisher,
Seattle Union Record, Seattle, Washington

The International Syndicate
BALTIMORE

"Catering to your better needs since 1899"

Uses
CERTIFIED DRY MATS

Is Time Money in Your Plant?

¶ If, generally speaking, time is money, then in the newspaper plant time is priceless.

¶ The 4 to 7 minutes spent in drying wet mats on the forms under the steam tables is just so much time lost. And unnecessarily so.

¶ With the Certified Cold process of stereotyping, these invaluable minutes are SAVED, and you get "wet mat" printing just the same. Let us prove it to you.

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue New York, N. Y

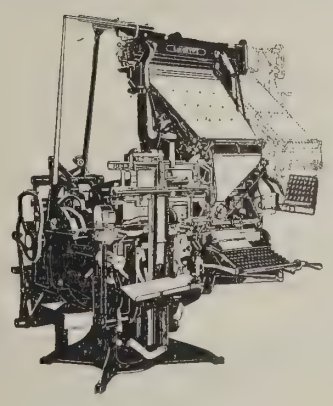
for wet mat printing with DRY MAT facility—use Certifieds.

MADE IN U. S. A.

THOSE LAST FRENZIED MINUTES JUST BEFORE THE DEAD LINE



WHEN you need type and need it quickly; when heads must be reset and a couple of additional sticks for a late story and some ad correction and then at the last minute a new lead for a page one story; when every man and every machine must do the work of two, hopping frantically from one job to another, back and forth, all over the shop:



MODEL 25
Two Standard Interchangeable Main Magazines

MODEL 26
Two Standard Interchangeable Main Magazines
Two Standard Interchangeable Auxiliary Magazines
All Operated by a
Single Power-driven Keyboard

All Magazines Quickly Removed from the Front and Interchangeable with Other Linotypes—Continuous Composition from All Magazines—Can be Supplied for either 30 or 42 Picas Maximum Measure

THAT'S when Continuous Composition Linotypes are worth their weight in gold.

CONTINUOUS COMPOSITION *from all magazines.*

CONTINUOUS COMPOSITION *of new copy or corrections, in any size and any face, instantly, without waits or delays.*

CONTINUOUS COMPOSITION *is always a time saver and a money saver, but just before press time it's a life saver.*

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY
Brooklyn, New York
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Agencies in the Principal Cities of the World

932.25.12-F

Composed entirely on the LINOTYPE *in the Bodoni Series*

NEWSPAPER ETHICS, COSTS AND NEWS STANDARDS CHAPEL HILL TOPICS

Second Annual Newspaper Institute at U. of North Carolina Draws 100 Editors—Owens Presents Baltimore Sun Cost Figures

WHAT is regarded as one of the most successful press meetings held in North Carolina came to a close Friday afternoon, Jan. 15, with adjournment of the second Newspaper Institute held at Chapel Hill under the auspices of the North Carolina Press Association and the University of North Carolina. There were more than 100 editors in attendance during the three-day session.



JAMES W. ATKINS

Among the speakers were President H. W. Chase of the University; Gov. Angus W. McLean, editor, *Richmond* (Va.) *News-Leader;* Frank P. Graham, associate professor of history at the University; Robert W. Lathan, editor, *Charleston* (S. C.) *News and Courier;* Ole Buck, field manager, Nebraska Press Association; Hamilton Owens, editor, *Baltimore Sun*; James C. Latimer, field secretary, Press Congress of the World; M. V. Atwood, managing editor, *Utica* (N. Y.) *Observer-Dispatch*; Gerald W. Johnson, professer of journalism at the University; U. L. McCall, Southern Division superintendent, Associated Press, Atlanta, Ga.; Nelson Antrim Crawford, director of information, U. S Department of Agriculture; and James O'Shaughnessy, executive secretary, American Association of Advertising Agencies.



HAMILTON OWENS

The editors were banqueted Thursday evening at the Carolina Inn, during the course of which phases of the publishing business were discussed by experts. Higher ideals were stressed throughout. The ethics of the newspaper profession came in for much attention. The growing activities of the publicity experts representatives of men and corporations with selfish motives, engaged in trying to "put over something," were considered.

Hamilton Owens, editor of the Baltimore Sun, gave the Institute a highly interesting discussion of problems in making a newspaper budget. Mr. Owens came in place of Paul Patterson, publisher of the Sun, who was detained in Baltimore.

Mr. Owens brought a chart showing how the budget of the Sun newspapers is divided among the various departments. He pointed out that of the total expenditures last year, 16.23 per cent went to the editorial and news departments; 17.30 per cent went to the mechanical department; 6.03 per cent went for the distribution of the newspapers (wages, materials, transportation, postage, etc.); while other expenditures were divided as follows: 3.16 per cent for circulation (executive and promotion salaries, office, promotion and other expenses); 5.19 per cent for advertising and business (salaries, traveling and promotion); 2.26 per cent for accounting (salaries and collection expense); 2.72 per cent for administration (salaries of officers, postage, telephone, legal and general office expenses); .53 for maintenance of property and plant (building and plant); 41.53 per cent for newsprint and news ink; 5.27 per cent for photogravure paper and printing and comic paper and printing (although photos and comics are included in the editorial expense).

The newspapers of the South are not competently manned to meet the swift changes that have taken place during the last decade, Robert Lathan, editor of the *Charleston* (S. C.) *News and Courier,* in an address Thursday morning.

"Ten years ago most of the questions which we had to handle were of long standing and we were all reasonably familiar with them," he declared. "Today we do not know the facts of the problems upon whose solution so much depends.

"The news that goes on the sporting pages is written and edited by experts. Of how many other news departments of the average southern newspapers is that true? How many reporters can you name who could write a story about such matters that would have any special value? How many first class reporters do you know of any kind outside of sports?

"The men can be had. All of us see them come from time to time. Most of the time we see them go. Why do they go? Because they are not paid enough. That is the plain truth bluntly put."

Newspapers of North Carolina should carry more local advertising than they now have, James O'Shaughnessy stated in his address Friday.

"The bulk of newspaper advertising is local and probably always will be," he said. "The publisher gives more thought to his local advertising. But with all that the average newspaper publisher does not give local advertising all the study it deserves.

"The more local advertising the newspaper carries, the more national advertising may be attracted and we know that the more national advertising carried the more local advertising follows in its train.

"Almost without exception the weekly should be carrying more local advertising and preserving the normal ratio of national advertising to local advertising."

At the Friday session, M. V. Atwood, managing editor of the Utica Observer-Dispatch gave two talks—one before the group of weekly publishers and the other before the publishers of dailies.

To the daily group, Mr. Atwood presented the results of a survey he made of North Carolina dailies for the Chapel Hill conference.

Ole Buck recommended that the assembled editors employ a field representative.

His recommendation for a field man for North Carolina was taken under consideration, and it is probable that such a man will be put in the field at the next meeting, at which time business will be transacted and officers elected. James W. Atkins, managing editor of the *Gastonia Gazette* and president of the North Carolina Association presided at the sessions.

Before dispersing the newspaper folk endorsed the Institute idea. President H. W. Chase, of the University, invited the visitors to make Chapel Hill their permanent headquarters, stating that the University and the newspapers were working toward a common goal—the education of the public.

Largest morning & Sunday circulation west of St Louis
Los Angeles
EXAMINER

F. M. KEFFER NEW HEAD OF CALIFORNIA GROUP

Publisher of Van Nuys News Elected President of Southern Editorial Assn. — Government Envelope Printing Hit

More than 200 editors, publishers and newspaper men attended the 38th annual convention of the Southern California Editorial Association at the Clark Hotel, Los Angeles, Jan. 15-16. The meeting was doubly important for in addition to routine business, much attention was given to completing arrangements for entertaining the national convention of the National Editorial Association in Los Angeles June 30 to July 3, inclusive. To assist in this matter H. C. Hotaling of St. Paul, executive secretary of the N. E. A. was present.

J. R. Gabbert, retiring president, was in the chair. The convention deplored the attitude of the Federal Government in encroaching upon the business of country newspaper job shops in the matter of envelope printing, recommended the adoption of uniform legal rates, discussed ways and means for checking the free publicity evil, and considered libel involvements.

Election of officers resulted in the selection of Frank M. Keffer, publisher of the *Van Nuys News* as president. Other officers are: Harry S. Webster, publisher, *San Bernardino Sun,* first vice-president and chairman of the dailies division; Tobias Larson, publisher and editor, *Claremont Courier,* second vice-president and chairman of weeklies division; Will E. Westland, editor *Upland News,* third vice-president and chairman of printers' division.

The Association amended its constitution, eliminating the post of secretary. Instead provision was made for an executive secretary and business manager Ben H. Read, who has been functioning in practically same capacity during past year, was named to this post. A. V. Douglas of the *Lahabra Star* was elected treasurer.

New members of the executive committee are: Carroll S. Smith, *Lamesa Scout;* J. J. Fraser, *Oxford Courier,* and F. S. Hosfelt, *Colton Courier.* Three members holding over are O. M. Cannon, *Santa Maria Times;* M. D. Witter, *Brawley News,* and E. O. Wickizer, *South Pasadena Record.*

Executive Secretary Hotaling of the National Editorial Association in his address charged that country newspaper publishers who depend in part on their job departments are being unfairly infringed on by the U. S. Post Office Department.

"Newspapers have almost reached the end of their rope because of enormous Federal tax burdens and other discriminations," he said. "It is high time for publishers everywhere to make common cause that their influence may be felt in Washington. They can if they will."

Mr. Hotaling prophesied that the forthcoming N. E. A. convention would mean much to California.

Following the convention all of the visitors started on a tour of the State under the auspices of the Associated California Chambers of Commerce. They were to visit 65 cities. The Women's Auxiliary of the Southern Editorial Association organized with Verna Gates Hosfelt of the *Colton Courier,* president; Mrs. Ben H. Read, Los Angeles, vice-president, and Mrs. C. H. Turner of Redondo to provide for entertainment of the editors en route.

The chief local interest in the convention just closed was centred around the award of two trophies for outstanding editorial achievements. The *Los Angeles Times* cup for the Southern California weekly producing the best appearing first page went to Timothy Brownhill, publisher of the *Puente Journal.* There was keen competition between 40 entries. J. P. Baumgartner, publisher of the *Santa Ano Register,* won the J. R. Gabbert cup for the best editorial page appearing in any daily member of the Association. The contests were judged by Marc N. Goodnow, head of Journalism Department, University of Southern California; H. C. Hotaling of the N. E. A., and Burton L. Smith, State editor, *Los Angeles Times.*

Re-enters Daily Field

The *Placerville* (Cal.) *Republican,* formerly a daily, then a tri-weekly, is again publishing as a six-day evening newspaper.

Ludlow Proves Indispensable

Mr. William T. Delaphaine expresses his opinion of the service the Ludlow is giving the News and Post of Frederick, Maryland.

"WE have had our Ludlow in service for four years in our newspaper plant. It has been used day and night on our two daily papers, The News, afternoon, and The Post, morning, supplying the bulk of our advertising display and also considerable head letter.

"We pride ourselves on having the best equipped newspaper plant in the United States for a city of this size and we feel that the Ludlow is an indispensable part of our equipment."

Ludlow Typograph Company
2032 Clybourn Avenue
San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
CHICAGO
New York: 63 Park Row
Boston: 261 Franklin Street
LUDLOW QUALITY COMPOSITION

SELL in the Iowa Market —because Iowa is able to BUY!

Alert manufacturers of quality products are taking advantage of the opportunity to give their 1926 sales a big boost by advertising in Iowa's daily newspapers. The increased buying power of Iowa's 586,000 families—practically all of whom are readers of Iowa Daily Newspapers—coupled with the definite aid available to advertisers by the Iowa Daily Press Association, now affords an unparalleled opportunity for profitable merchandising.

The IOWA MERCHANDISING PLAN Will Help You *SELL*—

The following definite help in marketing your products is available in 31 leading cities and towns—guaranteed to every advertiser using 5,000 lines or more of space by the Iowa Daily Press Association.

Individual Papers Will:

1. Make a study of local market and trade territory.
2. Supply complete and accurate list of retail grocers, druggists and other lines of business in newspaper's home and surrounding territory.
3. Introduce the advertiser's salesman to a number of big retailers. Advise advertiser as to relative sales standing of competing products.
4. Urge retailers to feature displays of nationally advertised products, and furnish advertiser with names of stories that will make use of window displays.
5. Make market investigation for prospective advertisers. (Identity to be made known first.)
6. Urge local retailers to mention advertiser's products in their own advertisements, thus tying up with the company's.
7. Send, on receipt of contract, a multigraphed letter to list of retailers in the territory, telling of the campaign.

Consider these FACTS—

Iowa is first in the number of automobiles on farms.

The value of Iowa's corn, oats, horses, hogs, poultry and eggs tops all other states.

Iowa's farms exceed in value those of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New Jersey, Deleware, Maryland, West Virginia, South Carolina, Florida, Alabama, Arizona, Utah, Nevada, New Mexico and Wyoming combined.

Iowa's wool crop is worth more than California's figs.

Iowa's apple crop is worth more than that of any of the Pacific or Mountain States.

One-half of all America's washing machines are manufactured in Iowa.

Iowa has the largest plants in the production of Baskets, Buttons, Crackers, Macaroni, Butter, Cereals, Calendars, Steel Furnaces, Stump Pullers, Wall Plaster, Brick and Tile, Motor Tractors and Washing Machines.

The percentage of illiteracy in Iowa is smaller than in any other state—and *nearly every family takes a daily newspaper!* (586,070 families—newspaper circulation, 571,485.)

For detailed information on Iowa Markets and the Iowa Merchandising Plan, write direct to The Iowa Daily Press Association, Davenport, Iowa.

IOWA

Where Every Family Takes a Daily Newspaper

EDITORIAL

SOCIETY OF EDITORS

WHAT is the matter with the membership of the American Society of Newspaper Editors? With a splendid program offering, only a handful of editors attended last week's annual meeting at Washington. It is inconceivable that daily newspaper editors would permit such classic events as Dr. George Barton Cutten's psychoanalysis of news, William Hard's penetrating discussion of the political job, or indeed a half dozen other really great speeches on vitals of newspaper work, to pass them by if there was any way short of stage-coaching to reach Washington. Why those vacant chairs? We are puzzled.

If you want to get a brand new slant on the art of editing turn immediately to Dr. Cutten's address, which we are presenting practically in full text in this issue of EDITOR & PUBLISHER. Here is stuff to stir the dry bones of routine practice! You don't have to agree entirely with it to get a thrill. Only two score newspaper editors heard the paper read.

The editor's society is a success. It was wisely launched and its conduct to date has been admirable. No egotist or stuffed shirt has succeeded in playing czar over it. No one has used it for selfish ends. It is democratic, wide-open for all eligible editors, the debates are sincere and soundly helpful because smacking of actual practice, and the speakers have been selected for what they might be expected to reveal rather than for position or oratory.

If the society had done nothing more than give to the profession the Code of Ethics of 1923, which has become the law of our journalism, its existence would be a thousand times justified. But it has done much more and it is obvious that its work has just begun. Its field is as broad as the universe.

Individualistic editors, editors who are tied to their desks, editors who are satisfied with old conventions, should be assigned by their publishers to attend every society meeting, in the opinion of EDITOR & PUBLISHER. No expense bill of the year should be more readily audited. Young, eager editorial men, who believe that the edge of newspaper service has only been scratched, should attend and throw their hats into the ring of the open forum. No editor with ears to hear and mind to comprehend can sit through a session of this society and fail to gain impressions that will improve his daily product.

EDITOR & PUBLISHER takes great pride in presenting in this issue, for the benefit of the craft, a stenographic report of the proceedings and principal addresses. If you want a feast of information and a new inspiration for achievement in journalism, read it and put it on file for the ready reference of the staff.

What are you doing to get the newspaper or advertising society of which you are a member attacking the press agent evil?

EDITORIAL PAGE DECLINE

ADDITIONAL reasons for declining interest in some editorial pages are presented herewith.

The following is the first paragraph of an editorial found in a newspaper of the Middle West:

> "When Mr. Richmond Pearson Hobson was in town some weeks ago, a few such fine and logical minds as those of Mr. ——— and Mr. ———, and others equally altruistic and up to date, marveled at the shocking conditions rampant in this country which Mr. Hobson brought to their attention as an officer of the International Narcotic Education Association, an outgrowth of the famous conference held a year or so ago in Geneva in connection with the League of Nations, and in which the Family of Nations represented in that body, and others without its pale like the United States, fought valorously to check the appalling growth of this evil everywhere, but particularly in this land of 'the free and the brave'."

Here is another concrete answer to the problem of sustaining popular interest in editorial views, clipped from another newspaper whose identity is mercifully concealed:

> "It is desirable that the people of the city get to know their Municipal Manager, but rather by his works than by his words. The one counts, or it discounts the other, which in that case better had not been said. The informal appearing of the City Manager before some popular gatherings of the mingled population, irrespective of classes, has its merit as an acquaintance-maker through personal appearance and personal touch."



For a dream cometh through the multitude of business; and a fool's voice is known by multitude of words.—Ecclesiastes, V; 3.

LABOR NEWS

"YOU have put your finger on one of the weakest spots in American journalism," writes a veteran New York newspaper man in reference to EDITOR & PUBLISHER'S view that the coal strike has been the worst neglected big story of recent years.

"In this town," the letter continues, "the only paper that makes labor a full-time assignment is the *New York World*. Yet we have in New York 600,000 or more union card holders, and goodness knows how many employers and others directly interested in union-made products. And New York does better than most American cities, with the possible exception of Boston, which for years has gone in for labor news more extensively, though perhaps not more intelligently, than any other city.

"The whole trouble with labor news is that from time immemorial it has been reported on the police court basis—the big story has been the number of heads busted, or the calling out of troops.

"The fact is often overlooked that there is another side to labor; that is, someone else besides union men are interested in labor news. Employers, investors, business men generally are vitally interested and a newspaper that pays attention to such news will get as many inquiries from banks as from labor men."

We publish these observations as a constructive suggestion to editors. We believe them to be true. Labor is the rock upon which the whole structure of the man-made world stands. Its news is much more vital to the welfare of every strata of society than much news that is being stressed, such, for instance, as news concerning financial speculation. Labor is not necessarily "union labor." The best labor reporter is an honorable and experienced newspaper man with a background of economics. He approaches his subject fearlessly and with open eyes and ears. He gets the "whole story." His primary object is not to produce sensations, nor create news situations. He is not a police reporter.

January 23, 1926 Volume 58, No. 35
EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
Suite 1700 Times Building, 42d St. and B'way, N. Y.

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
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Associated with The Advertising World of London.

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St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building. Telephone Garfield 117.
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Paris: G. Langelaan, 47 Avenue de l'Opera.
Tokio: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy, $4 a year; foreign $5; Canadian $4.50.

CONGRATULATION PAGES

THE editor of the *Journal of Electricity* is greatly exercised because of the practice among newspapers of selling special advertising pages dedicated to congratulation of those who have sold supplies to a new building, theatre or public work. It is charged that many newspapers send out high-powered solicitors to use a "padded club" on supply houses. The electric supply men regard this as "an evil," it is said, and the Pacific Coast Electrical Association has "gone on record for the abatement of the nuisance." The Journal of Electricity asserts that the advertising is worthless.

We do not believe that "congratulatory advertising" is first-class advertising, and we do not think it is worthless. It is not to be supposed that public knowledge of the fact that a dealer in electric supplies has done a good job on a theatre will fail of some good to his business. But EDITOR & PUBLISHER does believe that much time and effort is wasted on the part of newspapers in selling such space. The same energy and expense devoted to selling contract advertising to supply dealers, with all of the certainty of results that goes with a regular schedule, would net the newspaper higher returns both in dollars and advertiser satisfaction.

"Today"—magic word in news copy, justifying millions of trifles.

GOVERNMENT IN INDUSTRY

COMMERCIAL printers, particularly country publishers, are up in arms over the attitude of the Postmaster General toward the practice of the department in printing envelopes in competition with private industry. Naturally, printing on a huge scale, the Government has been able to cut the price until the envelope business of the small printer has all but been wiped out.

In a thousand instances annually, in all the courts of the land, and in every public office, the principle is confirmed that the function of our government is to foster and stimulate private industry and not compete with it.

One angle of the controversy is that the Government, by doing the printing, can control the return notice and thereby reduce deal-letter operations, but it seems that the department might very well make a regulation as to notices which must appear on letter mail, when printed privately, and thus achieve the same result, without harming a private industry. The National Editorial Association is making a hard fight for the industry, claiming that government operation has caused hardship among the country printers.

It all seems a bit absurd and humorous that the lowly envelope should have been selected for the huge experiment of government ownership and operation in this country.

New and interesting circulation promotion idea, created by Bernarr Macfadden in New York, is publication of a tabloid weekly devoted to the interests of newsdealers.

ADVERTISING OPPORTUNITY

IN a recent issue the *Dallas Dispatch* called readers' attention to the fact that of all the commodities the average man buys fire insurance is taken wholly on faith. The buyer usually calls some acquaintance for the name of an agent and blindly accepts what the agent proposes. Only rarely does he inquire as to the company's reliability or general policies. Like banks and other institutions in Texas, and other States, the insurance company can not operate without a license, which seems to mean everything to the buyer.

However, as the editorial points out, some fire insurance companies are better than others. Some are liberal. Some fight every claim they can. Companies that have special advantages to offer rarely advertise the fact and this vast business, so far as the average citizen is concerned, is done in the dark.

If there are independent fire insurance companies out to cover the field in a great way, the opportunity to do so through newspaper advertising seems virgin

PERSONAL

CYRUS H. K. CURTIS has presented $75,000 to the University of Pennsylvania, it was announced this week. Mr. Curtis at the present time is at Chandler, Ariz., for his health.

Robert H. Davis, editor of *Munsey's Magazine,* returned to New York Jan. 9, from a tour of Australia, the Dutch East Indies, Egypt, Italy and France. He cut short his trip when he was informed in Cairo of the death of Frank Munsey.

Kent Cooper, general manager of the Associated Press, was a luncheon guest of President Coolidge at the White House, Jan. 18.

Merton E. Burke, formerly managing editor of the *Washington News,* now traveling for the Scripps-Howard Newspapers, returned last week from a trip to Cuba.

John M. Imrie, managing director of the *Edmonton* (Alta.) *Journal* and president of the Edmonton Board of Trade, addressed the Vancouver Board of Trade, Jan. 16 on "Promoting Canadian Unity and Progress Through Trade Development."

Verne E. Joy, publisher of the *Cenalia* (Ill.) *Evening Sentinel,* and Mrs. Joy are in Miami, Fla., on their annual winter vacation.

William J. Kline, one of the publishers of the *Amsterdam* (N. Y.) *Evening Recorder,* accompanied by Mrs. Kline and their eldest daughter, sailed from New York, Jan. 19, on S.S. Orca for a cruise of 100 days.

James D. McKenna, editor of the *St. John* (N. B.) *Telegraph-Journal* addressed the Canadian Club of Ottawa, Jan. 16, on the subject of "Maritime Province Rights."

Frank E. Secord, editor of the *Meaford* (Ont.) *Express,* has been elected Mayor of the town.

J. Adam Breede, editor of the *Hastings* (Neb.) *Daily Tribune,* has returned from a year's hunting trip in Africa.

John W. Dafoe, editor of the *Winnipeg Free Press,* has been in Ottawa this week studying the political situation.

Emory C. Van Loan, publisher of the *Hudson* (N. Y.) *Daily Star* was recently elected clerk of the county board of supervisors.

Charles R. Long, publisher of the *Chester* (Pa.) *Times,* accompanied by Mrs. Long, sailed from New York, Jan. 7 for a month's cruise to the West Indies.

VISITORS TO NEW YORK

EDMUND W. BOOTH, editor, *Grand Rapids* (Mich.) *Press.*

C. A. Hoopingarner, publisher, *Dover* (O.) *Reporter.*

Harry Grant, publisher, *Milwaukee Journal.*

J. W. Lloyd, owner, *Tampa* (Fla.) *Tribune.*

C. F. Clement, national advertising manager, *Portland* (Ore.) *Telegram.*

Riley Morgan, general manager, *Knoxville* (Tenn.) *Sentinel.*

Ralph Ellis, publisher, *Kansas City Journal-Post.*

Tom Gooch, general manager, *Dallas* (Tex.) *Times-Herald.*

IN THE BUSINESS OFFICE

CLEMONT KUTNEWSKY has joined the *San Luis Obispo* (Cal.) *Herald-Telegram* as advertising manager. During 1925 he operated an advertising agency in Santa Ana, and was formerly connected with the *Fresno* (Cal.) *Herald.*

Howard E. Walker of the real estate advertising department, *New York Herald Tribune,* and Mrs. Walker, are the parents of a nine pound boy, born Jan. 18.

Richard Laird of the *Tacoma* (Wash.) *Ledger* advertising staff, and Mrs. Laird have returned from Louisville, Ky., where they were called by the sudden illness of Mr. Laird's father.

Miss Ethel Lofgin and Mrs. Florence Levison are now advertising solicitors for the *Tacoma* (Wash.) *Daily Ledger.* Miss Lofgin came from the staff of the *Seattle* (Wash.) *Times.*

W. S. Dickson, advertising manager of the *Greensboro* (N. C.) *Daily News,* has joined the executive committee of the Asheville Prison Reform Association.

James J. Jae, who joined the advertising staff of the old *Des Moines* (Ia.) *Daily News* seven years ago and later became classified advertising manager, has been made city circulation manager of the *Des Moines Register and Tribune-News.* He succeeds Sam K. Miller, who recently joined the *Peoria* (Ill.) *Journal-Transcript.*

Sidney M. Schultz has been named advertising manager of the *Long Beach* (N. Y.) *Progress,* Long Island weekly. Mr. Schultz previous was connected with the *New York Evening Graphic* on the local display staff, with *New York American* and the *New York Herald.*

IN THE EDITORIAL ROOMS

DWIGHT S. PERRIN, city editor of the *New York Herald Tribune,* and a major in the Military Intelligence Reserve, has been called to Washington for two weeks' active duty, beginning January 25.

Forrest Davis, *New York Herald Tribune* staff man, is in Oklahoma covering the Osage murder story.

Frank Baldwin, who has been managing editor of the *Wichita Falls* (Tex.) *Record-News,* owned by W. P. Marsh, has been transferred to Waco, where he becomes editor of the *Waco* (Tex.) *Morning News.*

Solon B. Woodfin, former business manager of the now defunct *Richmond Virginian,* and associated with the *Richmond Times* and *Richmond Dispatch* prior to their consolidation in 1903, is now on the copy desk of the *Richmond News-Leader.* Mr. Woodfin is one of the oldest newspaper men of Virginia.

William J. Cormack, until recently managing editor of the *Beaufort* (S. C.) *Gazette,* will move to Albany, N. Y., soon, where he will have general charge of a weekly to be established by the Catholic diocese of Albany.

W. O. McGeehan, sports editor, *New York Herald Tribune,* and Fred Hawthorne, tennis editor and sports writer, have returned from a week's hunting at Dover Hall, Brunswick, Ga.

Harry Benge Crozier, formerly with the *Dallas* (Tex.) *News* and later with the *Fort Worth* (Tex.) *Record* until it was purchased by the *Star-Telegram,* is now editor of the *Texas Cattleman,* Fort Worth.

Frank Dole, kennel editor of the *New York Herald Tribune,* addressed the Humane Society of Newark, N. J. on Jan. 14, on "Dumb Animals."

FOLKS WORTH KNOWING

HENRY M. JAMES, who recently purchased the common stock of the *Hudson* (N.Y.) *Daily Star* from Albert W. Fell, is a lawyer as well as newspaper man. After training in a local law office he attended the Albany Law School, where he was graduated with the class of 1909 and was subsequently admitted to practice in the courts by the state.



HENRY M. JAMES

During his high school days, Mr. James took up newspaper work as a reporter on the *Hudson Evening Register.* After the death of the late Charles Esselstyn, for many years editor of the *Hudson Republican,* Mr. James succeeded to the editorial chair of the Republican. He was one of the organizers of the Hudson Chamber of Commerce and served as a member of its first board of directors.

Mr. James for a number of years has been secretary of the Republican County Committee. He was elected a member of the Assembly in the November elections, representing Columbia County.

The Star was established in 1820, and has greatly increased its gross business during its five-year ownership and control by Messrs Fell and Van Loan. Mr. Fell remains as the largest preferred stockholder, and will retain his connection with the paper in an advisory capacity.

Howard Smith has joined the reportorial staff of the *Worcester* (Mass.) *Telegram* from the *Waterbury* (Conn.) *American.*

Walter H. Martin of Worcester is now a member of the reportorial staff of the *Worcester* (Mass.) *Telegram.*

Michael Rush Dunnagan, city editor, *Charlotte* (N. C.) *Observer,* has resigned to do publicity for the city of Durham. Eddie Brietz, sports editor, goes to the city desk. Jake J. Wade, now with the *Raleigh Times,* returns to the Observer to take the sports desk. M. M. Capps, until recently managing editor of the *Asheville* (N. C.) *Citizen,* comes to the Observer as utility desk man.

William H. Nye of the editorial staff of the *Jamestown* (N. D.) *Sun* was injured last week when run down by a motorcycle.

Ralph Burkholder, reporter on the *Topeka State Journal* staff has been named instructor in the department of

(*Continued on page 32*)

The Best Sports Feature



NORMAN E. BROWN

NORMAN E. BROWN and JACK SORDS, sports experts of The Central Press Association's complete and exclusive daily illustrated news and feature service, are leaders in their field.

Jack Sord's sports cartoons (three columns, three times weekly), are features of more than 400 newspapers, and competitors pay him the supreme compliment of imitating his style and ideas.

Norman E. Brown, sporting editor of Central Press, is one of the three or four most widely read sports writers in America, and speaks daily to an interested audience of several millions. He is preparing to make his annual swing around the Southern training camps to report on the teams of the major leagues and the most important minor circuits, for Central Press clients. His daily stories will be illustrated with photos by staff cameramen.

The work of these two is augmented by a corps of special correspondents in all parts of the country. Central Press service clients receive a wealth of illustrated sports stories.

The Best Sports Feature—the weekly full page sports pictorial—is a Central Press product.



JOHN SORDS

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Editor and Manager

P. S.—We Produce the World's Best Picture Page.

ZENITH FICTION

Getting Just the Right Kind of Fiction for Newspapers

Metropolitan short stories (Pinnacle and Zenith Weekly services) are so successful in so many papers because they are expertly selected for a three-fold object:

1. *To attract newspaper readers.*
2. *To please newspaper readers.*
3. *To cause newspaper readers eagerly to look for next week's story.*

"The Metropolitan for Fiction."

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager

150 Nassau Street, New York City

PINNACLE FICTION

journalism, Washburn College, Topeka.

Miles D. Stettenbenz, assistant managing editor of the *New York Evening World* has been called to the bedside of his mother who is seriously ill at Buffalo, N. Y.

Tom Petty, for the past two years managing editor of the *Waco* (Tex.) *News Tribune,* has returned to New York, and is on the copy desk of the *New York Herald Tribune.*

S. James Naples, who resigned from the *Buffalo Courier,* to become secretary of the Buffalo municipal water bureau, was tendered a testimonial dinner recently by his associates.

William L. Roach has joined the *Worcester* (Mass.) *Telegram* as assistant county editor. Roach was formerly connected with the Internal Revenue Collector's office.

Miss Elizabeth P. Olmstead has resigned as society reporter for the *Trenton Times* to join her parents, Dr. and Mrs. W. D. Olmstead who recently moved from Trenton to Palm Beach, Fla.

Donald T. Forsythe of Baden, Pa., has been made editor of the *Carthage* (Ill.) *Hancock County Journal.*

W. A. McDowell, former minister, has been made editor of the *Dearborn* (Mo.) *Democrat.*

Miss Emma Bugbee covered for the *New York Herald Tribune* the Women's Industrial Conference in Washington, which lasted three days beginning Jan. 18.

H. Allen Smith, of Huntington, Ind., formerly connected with the *Louisville* (Ky.) *Times,* is reporting for the *Sebring* (Fla.) *Daily American.*

Howard White, society editor of the *New York Herald Tribune* is at Coral Gables, Fla.

Albert E. Segal, a reporter on the *Cincinnati Post,* has been awarded the Julius Kahn Cup of the Zeta Beta Tau for his outstanding work in the fraternity. Segal is a graduate of Ohio State University.

Frank Cock has resigned from the city staff of the *Dallas* (Tex.) *Journal* and will return to the East.

Maurice F. Hamilton has joined the copy desk of the *Worcester* (Mass.) *Evening Gazette* from the copy desk of the *Portland* (Me.) *Press Herald.*

B. F. Johnson, rewrite man on the *Light,* retained the championship in the second annual San Antonio press golf tournament, while Lawrence Sheppard, reporter on the *Evening News,* won second flight honors.

Joe Val, of the *New York Herald Tribune* sporting staff, is spending a two weeks' vacation at Miami, Fla.

Stanley J. Kunitz, formerly a member of the city staff of the *Worcester Telegram* has been elected to Phi Beta Kappa at Harvard.

Herbert Asbury, of the editorial staff, *New York Herald Tribune,* has written a book on small-town religion which Alfred A. Knopf, Inc., New York, will publish.

C. D. Monteith, sporting editor of the *Springfield* (Mo.) *Leader* has been made chief of the Missouri state parks.

MARRIED

FRANK MENKE, sports writer for King Features Syndicate and Universal Service, to Miss Mary Kingsbury of Great Falls, Mont., in that city recently. The couple sailed for Australia, Jan. 13, where Mr. Menke will do special work for the Hugh McIntosh newspapers until next July.

Junius Parker Fishburn, president of the *Roanoke* (Va.) *Times and World-News,* to Miss Katherine Rhodes Nelson, daughter of Mr. and Mrs. Alexander Montgomery Nelson, were married at 4:30 o'clock Jan. 14 in Roanoke.

Alfred E. McMillan of the *Miami* (Fla.) *Daily News,* to Miss Dorothy Schroeter, of Centralia, Ill., Jan. 12. Mr. McMillan was formerly on the staff of the *Centralia* (Ill.) *Sentinel.*

Allan Cass, court reporter for the *Albany Knickerbocker Press and Evening News,* to Miss Glenora A. Brewer. Mr. Cass has resigned and gone to Florida with his bride, where he will re-enter newspaper work.

Arthur Leroy Shelton, reporter for the *Charlotte* (N.C.) *Observer,* to Miss Virginia Dare Abbott at Bethel, S. C.

Robert R. Reeves of the editorial staff, *Albany Evening News,* to Miss Alice Mary Vallee, recently in Albany.

Miss Aymee Applegate, reporter, *Parsons* (Kan.) *Daily Sun,* to James H. Rink.

George E. Masters, managing editor of the *Sioux Falls* (S. D.) *Press,* to Miss Isabel Henson of Kansas City, Mo.

John A. Funk, of the circulation department, *Danville* (Ill.) *Commercial News,* to Miss Virginia Gony of Watseka, Ill., Sept. 22. The event was kept a secret until last week.

HOLDING NEW POSTS

J. H. MOYNIHAN, from city editor, *Jeffersonville* (Ind.) *Bulletin,* to assistant city editor, *Tampa* (Fla.) *Morning Telegraph.*

Frank A. Rager, from *Louisville Post,* to *Tampa* (Fla.) *Morning Telegraph.*

Warren Olson, from *Minneapolis Tribune,* to editorial staff, *Austin* (Minn.) *Daily Herald.*

Kenneth L. Roberts, from copy desk, *Worcester* (Mass.) *Telegram,* to telegraph editor, *Providence* (R. I.) *Journal.*

Lester R. Murray from sports staff, *Portland* (Me.) *Evening Express,* to copy desk, *Worcester* (Mass.) *Telegram.*

Carl Hastedt, from *Worcester* (Mass.) *Telegram,* to reportorial staff, *Trenton Times.*

CHANGES OF OWNERSHIP

HOME NEWS PUBLISHING COMpany, a syndicate operating several papers in northern Illinois, has acquired the *Rochelle* (Ill.) *Register* which has been published by Emery I. Nefi many years. Peter Burtness becomes editor and manager.

J. C. Martens, formerly of Helena, Mont., has purchased the *Fairfield* (Wash.) *Standard,* weekly, from Frank P. Monteith.

George E. Knapp, publisher of the *Aurora* (Ore.) *Observer,* has sold a half interest in that paper to Paul Chambers.

Wayne County Democrat published at Corydon, Ia., by Howard W. Younkin, has been sold to K. M. LeCompte of the *Times Republican* and the two papers will be merged and published as the *Times-Republican.*

Townsend (Mass.) *Times* has been taken over by Charles K. Johnson, employe of the paper. A. L. Leeman, publisher, has joined the *New York World.* Mr. Johnson founded the paper.

J. S. Hair, formerly of the *Maypearl* (Tex.) *Herald,* has purchased the *Bridgeport* (Tex.) *Index* from D. M. Norwood and will improve the plant.

PRESS ASSOCIATION NOTES

ARTHUR B. DONEGAN has been made general political editor of the Kent Press Service, with headquarters in Springfield, supplanting C. J. M. Kelsey, resigned. Mr. Donegan formerly was city editor in the Chicago office.

L. F. Curtis, general superintendent of markets and elections in the New York office of the Associated Press, stopped in Duluth and the Twin Cities last week in his tour of the central and far West.

WITH THE SPECIALS

HOWLAND and Howland, special representatives, New York, have been appointed to represent the *Rome* (N. Y.) *Daily Sentinel,* effective Feb. 1.

NEW PUBLICATIONS

EZRA and Zora Moss have launched a weekly newspaper at Garrison, Tex., the *Garrison Gazette.*

NEW PLANTS AND EQUIPMENT

TROY (Kan.) *Chief* has moved into its new home. Mrs. Henry J. Calnan, widow of H. J. Calnan, former editor, and her son, Charles C. Calnan, publish the paper.

Paducah (Tex.) *Post* has just occupied its new two-story brick building. The paper has been changed to a seven-column page and a new press and new linotype machine has been installed.

ON THE MECHANICAL SIDE

JACK FLYNN will sail with his wife from Seattle Jan. 27, to join the commercial printing department of the *Tokio Japan Advertiser.*

F. H. Plimell and D. Oakley Davies, linotype operators on the *Columbus* (O.) *Dispatch,* have resigned to go to New York to study advertising at New York University.

Urge State Ad Appropriation

Scores of prominent men of the state appeared before the Massachusetts legislative committee on state administration last week to urge a favorable report upon a bill advocated by Chester I. Campbell, Boston and Quincy advertising man and industrial exhibit promoter, under which the state would spend $250,000 in the next three years to advertise its advantages, especially as a summer resort.

New Executives on N. Y. Daily

H. L. Rennick, formerly with the Consolidated Press, has joined the *Middletown* (N. Y.) *Times-Press* as managing editor. Two other additions to the staff have been announced, Aimie Hamel, formerly of the *Syracuse Post-Standard* has been named composing room foreman, and R. Sturman, formerly circulation manager, *Syracuse American,* circulation manager.

FLASHES

Doubt is expressed by a member of the Subscription Department of the *New Yorker* as to whether we know what a Subscription Department is. A Subscription Department is that branch of a publication through whose efficiency a subscriber receives the publication from two to five days later than the news-stands have it on sale.—*F. P. A. in New York World.*

Among the many things to be thankful for is the subsidence of the red menace dreaders.—*J. R. Wolf in Milwaukee Journal.*

A conservative is a man with a pull, a progressive one with push.—*Virginian Pilot.*

The man France really needs as Minister of Finance is Aladdin.—*Chicago Journal.*

Designers of women's styles evidently are not the creators of men's clothes. Golf suits still reach well below the knee. —*Brooklyn Eagle.*

Some modistes have a lot of money invested in their business, but you can surely make an evening gown these days without much backing.—*New York American.*

If you want excitement, drive through Los Angeles these days with a Florida pennant on your car.—*Helena Independent.*

FOLLOW THE LEAD OF YOUR EDITORS

—in Church publicity

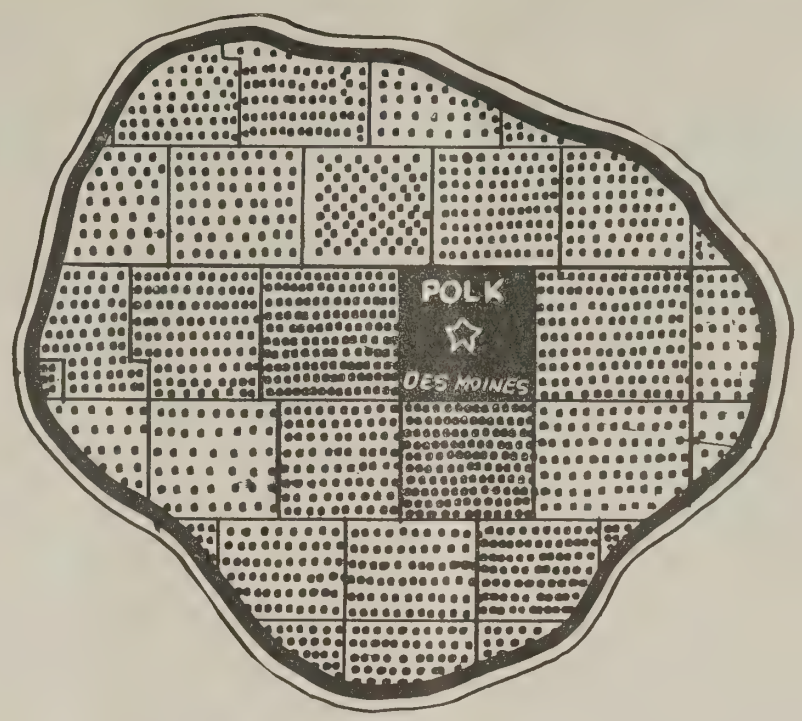
The importance of church attendance is coming to the front in newspapers more and more. A few years ago church news seldom, if ever, appeared on the first page of a newspaper. Now, because editors are sensing the growing interest of the public in religion and church activities, numerous editorials are appearing daily and it is not uncommon to see church news on page 1.

Advertising Managers have a great opportunity to further the development of their pages by following the lead of the editors in church publicity.

Develop church advertising in your pages and let us help with plans and our new series of cooperative Come-to-Church advertisements.

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS
383 Madison Avenue,
New York, N. Y.

8% Circulation Gain in 2 Months for



Here is the Des Moines trade area—by far the greatest market in Iowa. The great volume of Capital circulation shown above explains The Capital's ability to control this market so completely for advertisers. Each dot represents five subscribers.

The Des Moines Capital

—That is the gain in Des Moines alone—And increases are continuing at a rate of more than 2,000 a month. No forced methods of any kind—it is just a part of the enthusiastic response Iowa is giving to the finer editorial content and finer physical appearance of the Greater Capital.

Concentrated in Iowa's Major Market

ALL of these circulation gains are within Des Moines' immediate trade territory, shown on the map above.

They are CONCENTRATED in this big major market in such volume that they can win real leadership for the products advertised. No Des Moines newspaper can deliver more than this market—and no newspaper can deliver it as completely as The Capital.

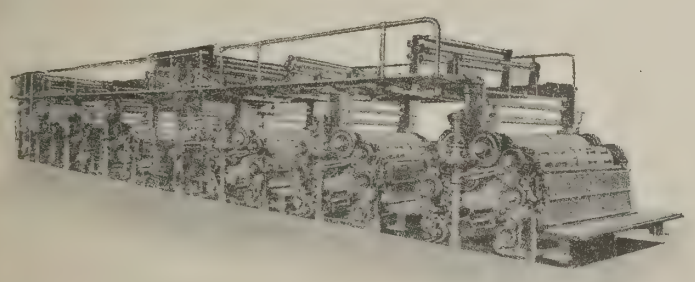
Leads in Department Store Advertising

Again, in the year just closed, Des Moines department stores placed more advertising in The Capital than in any other Des Moines newspaper. The Capital has led in department store advertising for 30 years, simply because it has the vital power to create genuine sales volume for its advertisers.

It is one thing to talk generalities about the Iowa market. But it is quite another matter to produce tangible results in the various advertising mediums used. Department stores keep their own records, they check their returns frequently, and they buy space accordingly. In Des Moines they prefer The Capital.

$135,000 in New Presses in 1926

—including the most modern newspaper press in Iowa



This is one of the new, giant presses recently purchased by The Des Moines Capital. It is a Goss double-sextuple, capable of producing 72,000 papers per hour—the most modern newspaper press in Iowa. It will be installed and in operation by March 15.

The Des Moines Capital

O'MARA & ORMSBEE

Special Representatives

New York Chicago Detroit San Francisco

ASSOCIATIONS

ADVERTISING-SELLING League, Omaha, Neb., is aiding in the organization of a local Better Business Bureau. The league voted recently to affiliate with the Associated Advertising Clubs of the World.

Advertising Club of New York has broadcast invitations to members of advertising clubs in other cities to make its club house their headquarters while visiting New York. Charles C. Green, of the Charles C. Green Advertising Agency, is club president, and Clifton D. Jackson is secretary.

Northern Minnesota Editorial Association is holding its annual business session at Sauk Center Jan. 21, 22 and 23.

Detroit Adcraft Club will have charge of the newspaper advertising campaign of the Detroit Convention Bureau to spread the fame of the city during the coming year. A fund of $150,000 recently raised by subscription among business men has been placed at the disposal of the Club.

Greater Buffalo Advertising Club has elected these new officers: Francis B. Frazee of the Larkin Company, president; Louis A. Sasse, first vice-president; A. L. Sawyer, second vice-president; E. Floyd Branch, treasurer; and Charles J. Thomas, secretary.

Maine Daily Newspaper Publishers Association elected the following officers at their meeting last week at Augusta: Frank B. Nichols, publisher, Bath Times, president; L. B. Costello, Lewiston Sun, vice-president; Leigh D. Flynt, Kennebec Journal, secretary; Walter B. Reed, Bangor News, treasurer.

Associated Ohio Dailies will meet Feb. 2 and 3 at the Fort Hayes Hotel in Columbus. State Auditor Tracy and Bishop Rogers will be among the speakers at a banquet.

Members of the **Parliamentary Press Gallery** at Ottawa were guests of Speaker Lemieux at luncheon on Jan. 14. Included among the guests were Senator Smeaton White and R. S. White, M. P., Montreal Gazette; Fernand Rinfret, M. P., Montreal Le Canada; Henri Bourassa, M. P., Montreal Le Devoir and W. F. MacLean, M. P., former editor of the Toronto World.

Massachusetts Press Association held its monthly meeting in Boston, Jan. 11, at which one new member, George Haskins of the Barnstable Patriot, was received. The printing of envelopes by the U. S. government was thoroughly discused at the business session.

Parliamentary Press Gallery, Ottawa, on Jan. 17, elected the following officers: President, Fulgence Charpentier, Montreal La Presse; vice-president, F. C. Mears, Toronto Globe; secretary-treasurer, Grant Dexter, Winnipeg Free Press; executive committee, E. W. Grange, Reuter's Agency; Francis Aldham, Canadian Press; H. E. M. Chisholm, Toronto Star; J. E. March, Montreal Star; Omer Langlois, Montreal Le Canada. The retiring president John Bassett, Montreal Gazette, is ex-officio a member of the executive, together with the president, vice-president and secretary-treasurer.

BUCKEYE MEETINGS FEB. 1-6

Two Ohio Groups to Convene During 4th Ohio Newspaper Week

Fourth annual Ohio Newspaper Week will be held Feb. 1 to 6 at the Ohio State University, Columbus. The annual meetings of the Buckeye Press Association and the Associated Ohio Dailies will also be held at that time.

Competition in the annual Newspaper Show that week will be limited this year to Ohio weekly and semi-weekly newspapers. Editors of papers which won in these classes a year ago will have places on the Buckeye Press Association program to tell how they did it.

The Buckeye Press Association will meet Feb. 4 and 5. Dates for the Associated Dailies' session are Feb. 2 and 3.

BURNED TO DEATH

Robert Pritchard, 57, Former News Man's a Victim of Hotel Fire

Robert Pritchard, 57, until recently eastern sales publicity manager of the First National Productions Corporation, was burned to death Jan. 18, while asleep in a chair in his room in the Hotel Richmond, New York. It is thought a cigarette started the blaze.

He was for many years a reporter and at one time city editor of the *Chattanooga Times*. He left Chattanooga 15 years ago, going to New Orleans, where he was connected with the *Times-Picayune*.

C. F. Lehmann Dead

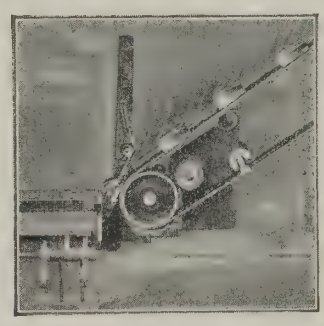
The funeral of C. F. Lehmann, 62, for 29 years treasurer of the Texas Press Association and former editor of the *Hallettsville Herald,* was held Thursday at San Antonio, where he died Wednesday night. In recent years, until his retirement about a year ago, Lehmann was a traveling salesman for the Mergenthaler Linotype Company. A native of Philadelphia, he lived in San Antonio the past 15 years. His widow, two sons and two daughters survive.

Vancouver Cartoonist Dead

James B. Fitzmaurice, "Fitz," for more than 15 years cartoonist of the *Vancouver* (B. C.) *Daily Province,* died from heart failure on Jan. 17. He was at his desk in apparently good health on the previous day.

Munsey Building in Mourning

Stockholders of the Munsey Trust Company, Washington, meeting Jan. 19, passed resolutions expressing their regret over the death of Frank A. Munsey, and order that the Munsey Building, "which becomes one of the monuments to his memory," be draped for 30 days.



More Speed!

Intertype Positive Assembler

More speed — and fewer transpositions.

Less clogging of "mats" in assembler.

Positive action without dependance upon gravity.

INTERTYPE CORPORATION
1440-A Broadway, New York

Standardized INTERTYPE TRADE MARK

Profit-Making Features—No. 4

Obituary

THOMAS CLEARY, for the last four years in charge of the *Brooklyn Eagle's* advertising office in Manhattan, died Jan. 19, following an operation performed Jan. 16.

WILLIAM E. YOUNG, former co-publisher of the *Akron Times,* and who served two terms as mayor, died a few days ago. He was a brother of Harvery R. Young, advertising manager of the *Columbus Dispatch.*

JAMES H. KNICKERBOCKER, 68, a commercial artist who had worked for many years for the *New York Herald,* the American Press Association, and the old *New York Daily News,* died Jan. 16, at his home in Brooklyn, N. Y.

EMIL SEXAUER 57, owner and publisher of the *Lincoln* (Ill.) *Volksblatt-Rundschau,* German local newspaper, died Jan. 13.

ISAAC FIELDING, 68, former editor of the *Champaign* (Ill.) *Times,* when it was established as a daily and its publisher until 1913, two years before its dissolution, died Jan. 10, at his home in Champaign.

THOMAS PUEWITT MADDOX, 65, pioneer newspaper man of Texas, died at his home in Galveston, Jan. 10. He was owner and editor of the *Navasota* (Tex.) *Blade.* He was a charter member of the Texas Press Association and of the Texas Editorial Association.

FRANK H. SHANNON, for many years a Boston newspaper man, formerly on the old *Boston Record, Boston Post* and recently the *Boston Telegram,* died Jan. 18 at his home in Jamaica Plain, following a two weeks' illness. He was a brother of Paul H. Shannon, baseball editor of the *Boston Post.*

HENRY J. FELTUS, 80, veteran newspaper publisher of Bloomington, Ind., died Jan. 12. He was publisher of the *Bloomington Courier* 50 years, which he sold several years ago to John W. and Osca H. Cravens. He had since done some editorial work on the paper. He was a veteran of the Civil War.

LEROY D. MILES, 27, president of the Portland (Me.) Advertising Club, died at his home in Portland last week.

FRED R. RISLEY, 48, superintendent of the mailing department of the *Waterloo* (Ia.) *Courier,* was found dead in his garage Jan. 10, from carbon monoxide gas fumes. He had been with the Courier 1 years.

JOHN B. JOHNSTON, 66, newspaper man of Pittsburgh, died Jan. 17, in Detroit where he had been on a visit. He began his newspaper career with the *Pittsburg Leader* and served on the staff of virtually every Pittsburgh newspaper.

29,939,000 *square yards of concrete street pavement were laid in* 1924

Over 1000 Cities Laid Concrete Streets Last Year

The reason for this nation-wide popularity of *concrete street pavement* is the fact that it is the finest looking pavement money can buy, and gives greater service value per dollar than any other type.

Our free booklet, "Concrete Streets for Your Town," will tell you the whole story. Ask for your copy.

PORTLAND CEMENT ASSOCIATION
111 West Washington Street
CHICAGO

A National Organization to Improve and Extend the Uses of Concrete

OFFICES IN 30 CITIES

27 Million Lines of Advertising

A New Record for The Kansas City Star

IN 1925 The Kansas City Star, Daily and Sunday, printed 27,228,390 agate lines of paid advertising, attaining a new record and surpassing the 1924 total by 1,842,893 lines!

The consistency of the gains in both the local and national classifications and in all The Star's various editions is a significant feature of this remarkable achievement.

It means that the prosperity of the Southwest and the growth of The Star are not the result of a freak or temporary condition, but built upon a foundation of economic stability which gives promise of ever greater achievements in 1926.

For months the business maps have shown Kansas City in the center of one of the most favored zones in the United States. Financially and industrially the city and territory are in the best condition in years.

The Star's circulation keeps pace with population growth and still offers advertisers a coverage which twice each day equals the number of families in Greater Kansas City, in addition to a circulation of more than 100,000 outside of Kansas City. The Kansas City Star prints and circulates approximately half a million copies a day.

From the Lakes to San Francisco no other newspaper has anything like as large a circulation as either the morning or evening edition of the Kansas City Star

THE KANSAS CITY STAR

500,000 Copies Daily

New York Office, 15 E. 40th St. Chicago Office, 1418 Century Bldg.

WHAT'S WHAT IN THE FEATURE FIELD

Frank Simonds Sails to Attend Conference at Geneva—"Dick and His Dad," New Comic Strip by Bishop—Bryant Joins Bell Syndicate Sales Staff

FRANK SIMONDS, well known newspaper writer, sailed from New York, Jan. 16, to attend the forthcoming Conference at Geneva, where he will represent about 40 newspapers, including several in Mexico, Cuba, Poland, England and Japan. His articles are distributed by the McClure Newspaper Syndicate.



FRANK SIMONDS

Following the conference, Mr. Simonds will visit Rome, Paris, Berlin, Vienna, Budapest, and probably London and Warsaw. He will write on pertinent international subjects.

Before leaving on his present trip as roving correspondent, Mr. Simonds was guest of honor at a farewell luncheon given by Thomas Chadbourne, New York attorney, at the Downtown Association. Personal friends of Mr. Simonds attended. There were no speeches, the program being limited to informal discussion of international topics.

Basil A. Caparell, former vice-president and general manager of United Newspictures, Inc., has joined the executive staff of King Features Syndicate, Inc., New York.



B. A. CAPARELL

Caparell started his newspaper career with the United Press in 1912 and worked in all departments of that organization. He was appointed its commercial manager in 1914, was made eastern business representative in 1916, and assistant business manager in charge of sales in 1918. During that year, Caparell was also manager of United Features Syndicate. He became sales manager of the U. P. Central Division in 1921. Two years later he was brought back to New York and put in charge of United Newspictures, which post he held until joining King Features Syndicate last week.

"Dick and His Dad," a new daily comic strip by Wallace Bishop, will shortly be distributed nationally by King Features Syndicate, Inc., it was announced this week. Bishop started his comic art career on the *Bloomington* (Ill.) *Daily Pantagraph,* where his first drawings were published. He later studied in Chicago.

William Bryant, formerly connected with the McClure Newspaper Syndicate, has joined the sales staff of the Bell Syndicate, Inc. He has been in the newspaper syndicate business for the past 15 years, and is widely known among newspaper editors and publishers. For McClure he has recently been traveling between Halifax and Florida, and as far West as Cincinnati. He has not yet been assigned to a specific territory by the Bell Syndicate.

Beatrice Burton, author of "Love Bound," "The Flapper Wife," and other stories, has completed a new newspaper serial which will be offered beginning Feb. 11, by Johnson Features, Inc., it was announced this week. The name of the new serial has not yet been made public.

Stephen Mellin has joined the staff of the McClure Newspaper Syndicate and will be located in the New York office.

Tom McNamara, who has drawn "Us Boys" for several years for the King Features Syndicate, Inc., is visiting New York. He and Mrs. McNamara live in the far west, where they will return in a few weeks.

Helen Keller will write a daily article of approximately 500 words each for Famous Features Syndicate, New York, under the heading "Into the Light."

The Bell Syndicate, Inc., has obtained second serial rights to "That Royle Girl," by Edwin Balmer, which is being offered newspapers concurrently with a motion picture version of the story.

Mary Graham Bonner, who has written a daily "Daddy's Bedtime Story" for the Western Newspaper Union for the past nine years, is the author of "A Parent's Guide to Children's Reading," just published by Funk & Wagnalls. This is Miss Bonner's sixth book, the others being collections of her syndicated stories.

Will Gould is now drawing a daily series of three-column sports cartoons for King Features Syndicate, Inc., New York.

Karl K. Kitchen, writer of the column "Up and Down Broadway" for the New York World Syndicate has sold to First National the screen rights to "A Man's Way," a story that in itself has an unusual story behind it.

Ten years ago "A Man's Way" was written for the stage and submitted to Charles Frohman. Mr. Frohman was interested and took it with him on his ill-fated trip on the Lusitania. It went down with "C. F." and Mr. Kitchen did not do it over. In his Broadway rambles he mentioned the fate of his play to one of the First National officials and was encouraged to try it over for the screen. He did so, and "A Man's Way" was accepted.

"Lost Leaves of History" by P. E. Sumner is a new daily cartoon added to the list of the Premier Syndicate, New York. The cartoons are based on Napoleon's definition that "history is fiction agreed upon."

Contributors to the current Weekly Feature Page offered by the International Syndicate, Baltimore, Md., include Lillian Hayden Hieston, who writes a descriptive article on the city of Bordeaux, and Rene Bach, who tells how an invention has solved the problem of converting shark skins into leather.

At the annual stockholders meeting of the Editorial Service Co. Inc., held at the offices of the company, 86 Michigan street, Milwaukee, Wis., Jan. 13, the following officers were elected: President, David K. Steenbergh; vice-president, Carl Houlton; secretary, Arthur H. Nicolaus; treasurer, David K. Steenbergh.

The McClure Newspaper Syndicate, New York, has obtained second serial rights to "The Barbarian Lover," by Margaret Pedler.

Griffin Barry, formerly correspondent for the Associated Press, has written a series of 12 articles on "The Confessions of a Divorce Lawyer," which is being distributed by Current News Features, New York.

Robert G. Paterson, associate editor of the McClure Newspaper Syndicate, returned to the New York office this week following a trip to Buffalo, Cleveland, Detroit, and Pittsburgh.

THERE'S A LOT IN KNOWING HOW!

ERNEST LYNN is a brilliant writer. He is a thorough newspaperman, knowing what newspaper readers read.

He had long experience as a police reporter and in solution of crimes.

No better qualified writer could have been obtained to write the great serial of mystery and romance,



ERNEST LYNN

"The Yellow Stub"

For Release January 27

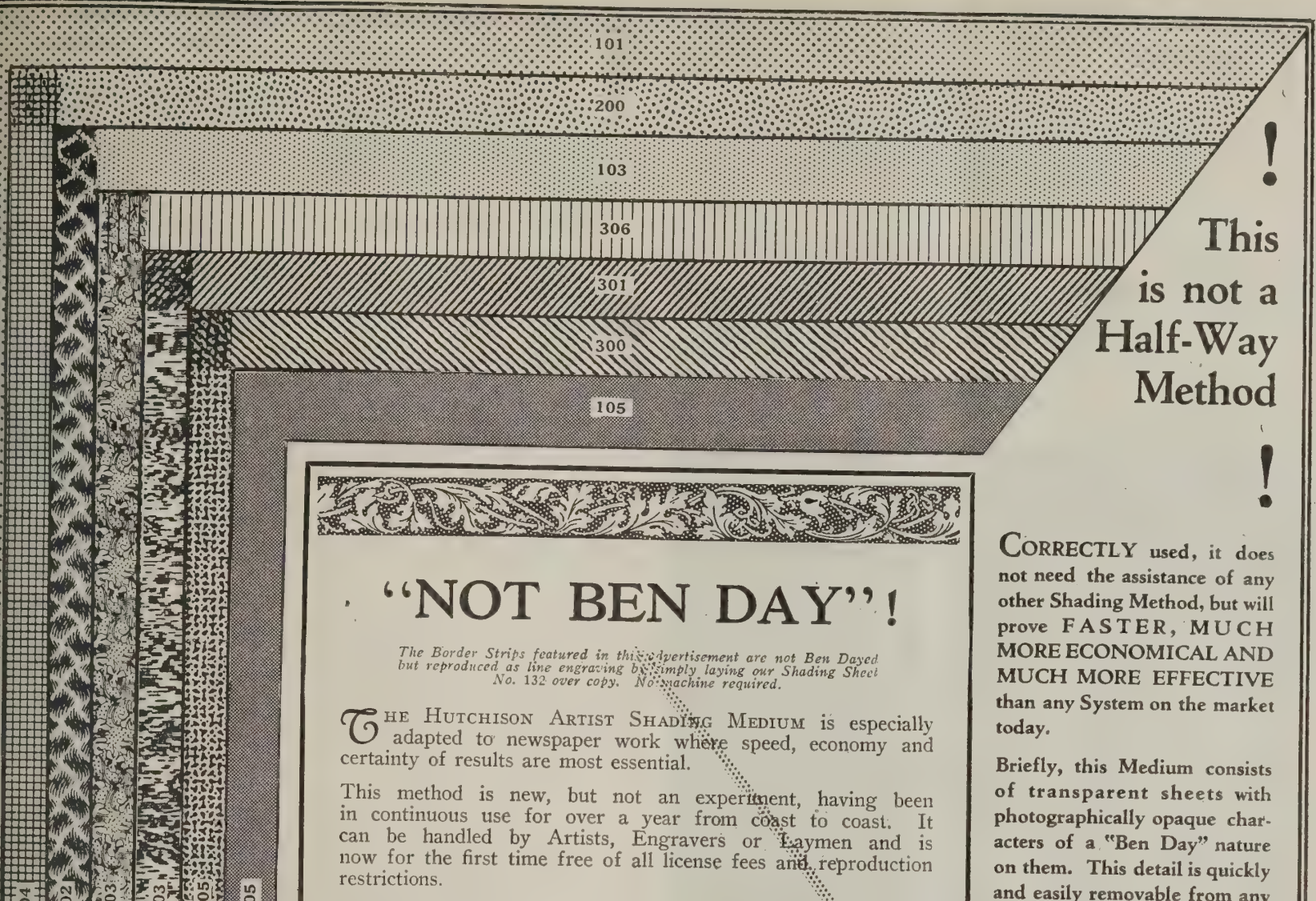
NEA Service has the only staff in America that KNOWS HOW to construct successful newspaper serials. Thirty-three years' experience goes into the direction of this sure-fire circulation builder and into the effective program of its promotion.

Just one of many great features in NEA's complete service to clients.

NEA Service, Inc.,

1200 West Third St., Cleveland, O.

The World's Greatest Newspaper Feature Service Backed by 33 Years' Experience.



! This is not a Half-Way Method !

"NOT BEN DAY"!

The Border Strips featured in this advertisement are not Ben Dayed but reproduced as line engraving by simply laying our Shading Sheet No. 132 over copy. No machine required.

THE HUTCHISON ARTIST SHADING MEDIUM is especially adapted to newspaper work where speed, economy and certainty of results are most essential.

This method is new, but not an experiment, having been in continuous use for over a year from coast to coast. It can be handled by Artists, Engravers or Laymen and is now for the first time free of all license fees and reproduction restrictions.

Cost:—It will reduce both time and cost at least 30 to 50%, with the great added advantage of enabling the exact effect to be seen before reproducing. It is the quickest possible way of graying "Heavy Blacks" and building up "Weak Whites." It can be used on any type of background and reproduced as line or half-tone.

Users:—All of **Hearst's New York papers,** all of **Munsey's New York papers, New York World, Brooklyn Eagle, Times, Kansas City Star, Toledo Blade** and **Louisville Courier-Journal,** are among our regular newspaper users.

BOURGES SERVICE, INC.

Sole Manufacturers and Distributors

UNDER HUTCHISON & KNOWLES PATENTS

144 WEST 32nd ST. PENn 9314-5 NEW YORK CITY

CORRECTLY used, it does not need the assistance of any other Shading Method, but will prove FASTER, MUCH MORE ECONOMICAL AND MUCH MORE EFFECTIVE than any System on the market today.

Briefly, this Medium consists of transparent sheets with photographically opaque characters of a "Ben Day" nature on them. This detail is quickly and easily removable from any portion desired, and, where left will combine photographically with the under detail of the copy. The copy is in no way affected when the sheet is removed.

This is an exact repetition of our Announcement of September 26, 1925, which was our first and only Announcement to the Newspapers of America. As a result, within thirty days, we were so oversold that we have not yet entirely caught up.

This second Announcement is an apology to those whose orders we have not been able to fill promptly and in full.

This is also a promise **that from this time on they will have little cause for complaint, especially those who will cooperate with us and estimate their needs a little in advance. Remember, one month is required for complete manufacture and proper seasoning.**

WE HAVE INSTALLED OUR OWN MANUFACTURING PLANT, MULTIPLYING OUR PRODUCTIVE CAPACITY. **The number of designs have been increased. The quality will also be improved wherever possible.**

Every newspaper or publication, *with or without "Ben Day" Departments*, can use this "Shading Medium" to advantage. If you have a "Ben Day" Department, it will make you less dependent on it, and its limitations. If you haven't a "Ben Day" Department, it will make one unnecessary. If you give out your work, it will save you both time and money.

PRICES: Single sheets, $1.00; 50 sheets or over, 50c. per sheet; 500 sheets or over, 35c. per sheet. Working accessories, 60c. per set. Introductory Unit No. 1 contains one sheet of each design (84 different sheets) at 50c. each, and includes working accessories and character color chart free. 5% discount for cash with order.

On trial orders for fifty sheets or over, or Introductory Unit No. 1, we allow the use of any two sheets and will make complete refund upon request, if unsatisfactory. THIS ANNOUNCEMENT IS YOUR GUARANTEE.

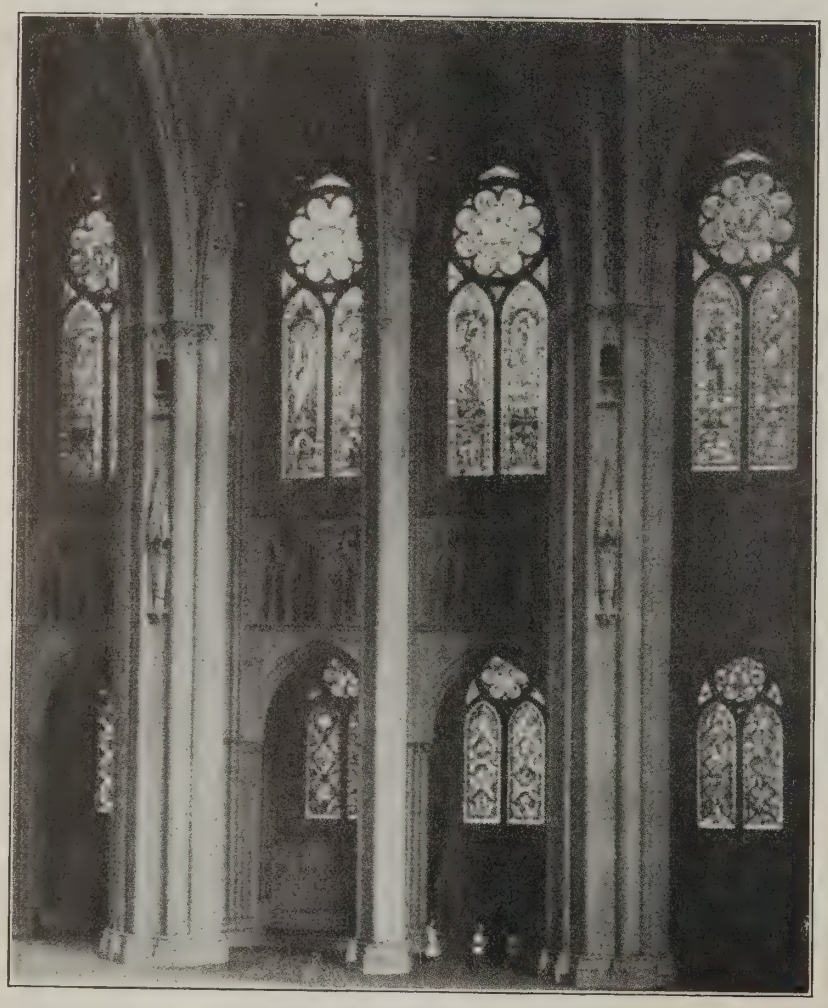
NOTE: THIS ANNOUNCEMENT WAS REPRODUCED AS "ONE LINE PLATE," "SAME SIZE."

NEWSPAPER MEN TO HELP COMPLETE CATHEDRAL OF ST. JOHN THE DIVINE

W. T. Dewart Heads Committee to Raise $150,000 for a Bay Suggested by Late Frank A. Munsey—F. A. Walker Reports Editors Receptive of Plan

NEWSPAPERS of the United States will be represented by a bay in the nave of the Cathedral of St. John the Divine, New York, it was announced this week by Bishop William T. Manning.

The plan to have journalism join the other professions in having a share in the erection of the cathedral was suggested by the late Frank A. Munsey. Less than a month before his death he broached the thought to Bishop Manning, and Thursday, Jan. 14, a preliminary committee of publishers was formed. the bays of the nave to represent the press. It is interesting to know that the formation of this committee was suggested to me by Frank A. Munsey only one month before his death and I am deeply gratified that Mr. Dewart has accepted the chairmanship of it. It is peculiarly significant and appropriate that there should be a bay to symbolize the work and ideals of the press. Certainly the press and the church should be in close sympathy and cooperation. There are no two agencies which more vitally and powerfully affect human life and endeavor than these two.



Photograph of architect's model of the outer aisle of the nave, showing four bays. The entrance to the chapel alcove of one is directly back of the figures. The Newspaper Bay will be similar in construction and design to those shown here.

The committee has set $150,000 as a minimum objective. Donations and pledges already in hand amount to $20,000. The committee is to be national in scope. William T. Dewart, who is carrying on the work of his late chief and associate, Mr. Munsey, has been selected to head the newspaper executives.

F. A. Walker, publisher of the *New York Telegram,* reporting for Mr. Dewart, said:

"It was only last Thursday that we met with the Bishop and started proceedings for the press's participation in the building of a bay. I went to Washington on Friday to attend a convention of editors and I spoke of the cathedral plan and I found all receptive to the idea of the press participating. Literature in connection with the press bay is being prepared and the selection of a nation-wide committee is in progress. We report subscriptions of $20,000."

In announcing the participation of the press, Bishop Manning said:

"It gives me special pleasure to make the very important announcement that a committee has now been formed with William T. Dewart as chairman to raise a minimum of $150,000 to build one of

The newspaper profession has interested itself in the Cathedral project from the first. New York publishers gave editorial support to the campaign, opened their columns to news of the movement, and made very substantial gifts to the general building fund. The gifts made heretofore will not be applied toward the cost of the newspaper bay in the nave.

The late Frank A. Munsey gave $100,000 to the building fund. In the public appeal last year Ralph Pulitzer of the *New York World* organized a committee in the division of business men which raised more than $30,000. Included in this sum were gifts of $10,000 each from Mr. Pulitzer and Adolph S. Ochs, publisher of the *Times,* and there were numerous contributions from newspapers and newspaper staffs. A committee representing the magazines, with Lee W. Maxwell as chairman, raised more than $9,500, and a committee representing the printing trades, of which Isaac H. Blanchard was chairman, turned in nearly $3,000.

Serving with Mr. Pulitzer on the newspaper committee were Felix Arnold, Herbert F. Gunnison, Frank A. Munsey and Adolph S. Ochs.

The business men's division, of which the newspaper, magazine and printing committees formed part, has been raising $1,000,000 toward the cost of the west front of the Cathedral.

Dr. John H. Finley, associate editor of the *Times,* is chairman of the division of education in the Cathedral organization. Many other newspaper and advertising men have given their time and money to further the campaign for funds.

ALABAMA GROUP MEETS

Southern District Hits U. S. Envelope Printing and Asks Ad Fund

Two resolutions, one opposing government printing of envelopes and the other requesting the State Legislature to appropriate $25,000 a year for four years to be used by Advertising Alabama Abroad, Inc., a State organization, were passed by editors attending the Southern district meeting of the Alabama Press Association, held in Montgomery, Jan. 15-16. Many editors and publishers from the central and southern part of the State attended. J. C. McLendon of the *Luverne Journal,* president, presided.

The meeting of the Northern division of the Association will be held in Birmingham, Jan. 30.

Women Ask Crime News Curb

The New York City Federation of Women's Clubs has started a campaign to persuade newspapers to segregate crime news on inside pages. Mrs. Park Mathewson, vice-president, said newspapers were "feeding the children's minds with criminal ideas."

Hylan Made De Ford Partner

Former Mayor John F. Hylan of New York has entered into a law partnership with William A. De Ford, John T. Sturdevent and Thomas E. McEntegart. Mr. De Ford is the general counsel for William Randolph Hearst and the firm will continue to represent the publisher.

TABLOID PLANNED FO ST. LOUIS FEB. 15

Joseph Goldman, Former Jefferson C Publisher Heading Enterprise—To Be Seven-Day Morning Paper

Plans for the establishment of a sev day morning tabloid newspaper for Louis have been practically completed Joseph Goldman and associates, EDITOR PUBLISHER was informed by Mr. Goldm this week.

The paper will be independent in po tics and published from a plant alrea established at 22nd and Pine streets, Louis. Both United News and Univer Service will be used. Page size will 10¼ by 14¼ inches.

All efforts are being made to laun the tabloid on Feb. 15, Mr. Golden stat but a postponement may be necessary.

Mr. Goldman who is president and pu lisher of the paper was for 20 yea editor and publisher of the *Jeffers* (Mo.) *Tribune.* He recently sold l interests there.

Mr. Goldman's temporary office is 903 Times Building, St. Louis.

Newman Honor Guest at Banquet

Abram Newman of the circulation d partment of the *New York Evening Po* will be guest of honor at a dinner to held at the Pennsylvania Hotel, Ne York, Jan. 24. Some 2,000 have be invited to attend. John Dunne is chai man of the dinner committee. Oth members are Thomas W. Danby, Har Feldman, and Frankie Fay.

Baldwin Heads Paper Firm

Arthur J Baldwin, New York, pres dent of the National Publishers' Ass ciation, was this week elected chairma of the board of the Weston Falls Pap Company.

Ask the Canadian Pacific about Canada — CANADIAN PACIFIC RAILWAY

Bureau of Canadian Information

THE Canadian Pacific Railway through its Bureau of Canadian Information, will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In our Reference Library maintained at Montreal, are complete data on natural resources, climate, labor, transportation, business openings, etc. Additional data is constantly being added.

DEVELOPMENT BRANCH—If you are interested in the mining wealth and industry of Canada or in the development or supply of industrial raw materials available from resources along the Canadian Pacific Railway, you are invited to consult this Branch. An expert staff is maintained to investigate information relative to these resources and examine deposits in the field. Practical information as to special opportunities for development, use of by-products and markets, industrial crops, prospecting and mining.

"Ask the Canadian Pacific about Canada" is not a mere advertising slogan. It is an intimation of service—without charge or obligation,—that the information is available and will be promptly forthcoming to those who desire it.

Canadian Pacific Railway Company

Department Colonization and Development

J. S. Dennis
Chief Commissioner

Windsor Station
Montreal, Can.

THE
GEORGE L. DYER
COMPANY

Having maintained offices
for eighteen years
at 42 Broadway
has now removed to the
MURRAY HILL BUILDING
285 Madison Avenue
at 40th Street
where it occupies
the entire twentieth floor

THIS MOVE
has been made for the
convenience of our
clients
to whom the new quarters
will be more accessible

TELEPHONE: LEXINGTON 2700

ADVERTISING AGENCY AFFAIRS

Earnest Elmo Calkins Heads Calkins & Holden, Inc.—George L. Dyer Company Moves to New Quarters—Reynolds President of Albert Frank & Co.



Earnest Elmo Calkins

EARNEST ELMO CALKINS was elected president of Calkins & Holden, Inc., New York advertising agency, at the annual meeting of the directors held this week. He succeeds the late Ralph Holden.

Other officers elected were W. C. Calkins, Jr., vice-president; Tom Hall, vice-president; R. P. Clayberger, treasurer; and James A. Clarke, secretary.

Calkins & Holden was organized in January, 1902, as a partnership. It was incorporated in 1905. Mr. Holden, who died recently, was president for 20 years. Mr. Calkins has been vice-president, during the same period. Both Mr. Clayberger and Mr. Hall have been with the firm for more than 20 years; Mr. Calkins, Jr., for more than 18 years; and Mr. Clarke for 12 years.

At the annual meeting of the directors of Albert Frank & Co. the following officers were elected for the coming year:

Frank J. Reynolds, president; Harry Rascovar, first vice-president and treasurer; Mark Ash, secretary; Lloyd B. Myers, M. Robert Herman, John H. Schwarting, Jr., E. W. Kimmelberg, W. Frank McClure, in charge of the Chicago office, J. Bartlett Hydorn, in charge of the Boston office, vice-presidents, and George Borst, assistant secretary.

In honor of Mr. Ash, who was elected for the twenty-fifth time secretary, and is celebrating his twenty-fifth anniversary with the company, the officers gave a dinner at the Biltmore Hotel and presented him with silver.

After maintaining offices for the past 18 years at 42 Broadway, New York, the George L. Dyer Company moved Jan. 16, to new headquarters in the Murray Hill building, 285 Madison avenue, where the firm will occupy the entire 20th floor. The same agency has a Chicago office at 33 South Clark street.

John D. Lucas, for several years with the United States Rubber Company, and more recently with George Batten, Inc., has joined the plan department of the Charles W. Hoyt Company, Inc. Frank R. Farnham has also joined the staff of this same department. He was formerly an account executive with Frank Seaman, Inc.

James F. Jennings, formerly of the Newell-Emmett Company, has been appointed space buyer in the New York office of the William H. Rankin Company. The same agency announces the promotion of H. R. Schaeffer to the position of merchandising and production manager.

Donald K. Moore, an account executive in the Detroit office of the Campbell-Ewald Company, has been appointed manager of that agency's Chicago office. Mr. Moore has been with the Campbell-Ewald Company for several years. For a number of years he has been assistant manager of the new business department. Prior to joining the agency he was for two and a half years secretary and treasurer and assistant general manager of the Traub Manufacturing Company, Detroit.

WITH THE GENERAL ADVERTISERS

Daggett & Ramsdell Using Newspaper Rotogravure Sections—New $1,000,000 Plant for Fada Radio Firm—Obermeyer to Assist Livingston on Cosolidated Gas

DAGGETT & RAMSDELL, makers of cold cream, have started using advertising space in newspaper rotogravure sections. At present the schedule is limited to Sunday newspapers in New York and Chicago, but an official of the company informed EDITOR & PUBLISHER this week there was a possibility of extending the list following the end of the present season. The firm's fiscal year ends in June, and advertising plans will be decided upon prior to that date.

The company in addition to rotogravure is now advertising in four women's magazines. The account is handled by the M. P. Gould Company.

F. A. D. Andrea, Inc., manufacturer of Fada radio, has purchased more than an acre of ground in the Bronx, New York, on which he plans to erect a modern $1,000,000 plant exclusively for the manufacture of radio apparatus.

Robert E. Livingston, who for many years has been director of advertising of the Consolidated Gas Company of New York, is to have the assistance of Henry Obermeyer as copy writer. Mr. Obermeyer has been editor of the monthly magazine of the Gas Association.

From an errand girl four years ago to supervisor of advertising for Joske Brother Company, San Antonio department store, is the unusual record of 23-year-old Helen McCoy. Miss McCoy has been promoted to that position in succession to Jane Wood, who resigned to join the Thelma Gaines Advertising Agency, San Antonio.

After being graduated from high school in 1921, Miss McCoy became an errand girl in Joske's. Shortly thereafter she was advanced to proof-reading and checking work in the advertising department. This was a step to the writing of advertising copy and later the preparation of all copy advertising the firm's downstairs department.

Fred K. Miller, advertising manager of the L. S. Donaldson department store at Minneapolis, Minn., has been elected to the board of directors of the company.

Baxter M. Eastburn has been made advertising manager of the Trivers Stores, Inc., it is announced from the Dallas office of this company, which has several stores in Texas. Mr. Eastburn, who has been advertising director for J. Blach & Sons, will maintain headquarters in New York. He will handle advertising for all 18 of the Trivers stores from his New York office.

Northern N. Y. Press Meeting

The Northern New York Press Association is holding its annual convention Jan. 22-23 at the Woodruff House, Watertown, N. Y. The meeting was to be opened with a Fellowship Dinner, with an address of welcome by John B. Harris, Mayor of Watertown, and response by F. Dudley Course, association president. The principal speaker was to be Prof. Bristow Adams, of the Extension Department of Cornell University, on "Some Observations in Journalism."

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

ONE OF A SERIES

Letters That Speak for Themselves!

APPLETON POST-CRESCENT
Appleton, Wis.

"For the past three years the Post-Crescent has been a subscriber to your checking service, and we are glad to inform you that the connection has been highly satisfactory. We believe that your service solves a perplexing problem which concerns most newspapers, and that is the problem of prompt and efficient service in getting checking copies in the hands of national advertisers and agencies.

For months we have not had a single complaint from national advertisers. This speaks well for the efficiency of your service and the co-operation given your bureau in this office. We would not think of going back to the methods used previous to adopting your service."

Very truly yours,
APPLETON POST-CRESCENT, H. L. Davis, Business Manager.

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St. CHICAGO — 15-19 East 26th St. NEW YORK

EDITORIAL TECHNIQUE REVEALED IN FORUM

(*Continued from page* 10)

Standard: I'd be willing to say for the New Bedford Standard, which is one of these small papers that everybody knows here has the intense competition of the larger city papers, like the Boston papers, thrown at it at all hours of the day, that we never hesitate to rush our material to the Associated Press. The publisher of the newspaper is a director of the Associated Press and is most insistent and always on the job that the Associated Press is covered before we are.

The basis of our competition with the metropolitan papers lies in the very elaborate and extensive system of futures and very complete coverage of our city, so we aim to have the story pretty well in our grasp before the quickest bulletin to the big cities can bring any action.

I think that the newspaper in the small town of 28,000 to 30,000 that gives adequate attention to its futures, and has a good system of local coverage so that it has men at the points where news may break, with its photographers and proper writers on the job, it can have the story pretty well told and straightened out for its editions before the metropolitan can touch it.

I believe the use of the universal desk in the small papers will mean both economy and a better edited paper. We have had a universal desk for five years now. We have a minimum of four men on it, and to take up the strain of the evening paper edition we occasionally have a fifth man. We find that the universal desk absorbs the strain, and we can put all of our resources easily and smoothly to whatever side, local or telegraph, the news strains and developments of the day are pending. We take up the slack that way. We avoid the competition between the telegraph and the local in the production of copy.

We have a regulator man to whom all copy goes which insures the proper regulation of copy. Stories go up in the way of their importance. Some men specialize in telegraph and some in local, but the copy is thrown around the desk as the needs of the day seem to demand.

E. Robert Stevenson, *Waterbury Republican:* May I suggest, that having seen the problem from the other end that here is something that your small town paper is confronted by—getting a small staff to deliver its stuff early. That would be a factor that would lead a small town editor to tell his men that "You must deliver your stuff first to us." They are under the pressure of time. You must get it printed early enough for your first edition to go into these cities that you are distributing in.

Mr. Harrison: May I suggest what, to me, has been the biggest advantage in Oklahoma in my experience of sending the sport copy through the universal desk—the elimination of the constant glorification of the "gutter snipe" and further the reduction, I might say, of the use of the "alley rat" adjectives, that so many people who are so-called sporting authorities are accustomed to use.

Further than that, we have managed to get those in the sporting department to have some slight consideration of the few rules that we attempt to follow in the publication of a journal in the Bible belt.

I have had one or two experiences in an attempt to develop an esprit de corps in country correspondents that might be of value to Mr. Armstead. He mentioned having some towns of 500 and up that he never pays any attention to unless he gets a date line from the Associated Press.

We have eliminated that by having one of our office assistants check every edition that we publish and every date line that we publish, and I have given to me, on the first of every month a record showing me the number of inches that we have published on every town in the state from 500 up. If a sizable town in the state, that we are interested in, has not received any considerable attention or if a correspondent has moved out without notifying us, or has taken on business interests that keep him too busy so that he cannot keep in touch with us, we immediately send someone there to get a correspondent active in looking for a feature story.

That system also provides us with ammunition against the constant criticism that we receive from ambitious Chambers of Commerce saying that some city like Podunk has received ten times the publicity that their particular town has received. They tell us that we must have a grudge against them, so they have decided to boycott us.

Then, we turn to the record and find that the city of Podunk has received 150 inches of space, and we get that record out of our file and in that way generally squelch Mr. Secretary's, of the Chamber of Commerce, complaints.

W. O. Jones, *Lincoln Nebraska State Journal:* I just want to ask Mr. Harrison whether that universal desk idea didn't make it unprofitable for the sport promoter to buy the sport editor?

Mr. Harrison: Yes, it did.

Mr. Jones: Can you stop that practice of sugaring the sport writers? On my way to Washington, I rode for 500 miles with the brother of a rather famous sporting man. I won't give his name or what the particular line of sport that he is engaged in is. He told me that his brother, in one year, had spent $24,000 sugaring sports writers. He told me how much of that went into my town and how much certain men had received.

I asked him if the practice was general and he said that as far as he knew it was almost universal.

I would like to know how many editors here feel that their sporting departments are beyond corruption? There are more of you than I thought.

Mr. Booth: Doesn't that suggest a very pertinent topic for discussion? That is a subject of tainted news in the sporting columns. I sympathize very much with what these gentlemen have hinted at here. I have listened at other meetings to some very virtuous editors who had great perspicuity for tainted news in connection with oil scandals.

I had personal knowledge that they were very guilty themselves in this matter of tainted news in their own sporting columns. There are sporting editors who have entangling alliances with boxers and baseball leagues in a commercial way and they are handling the news for their commercial interest. That is a very common evil in the newspaper field, and one that can be changed and ought to be changed, if you only take hold of it. I would like to see some time that subject well handled.

M. V. Atwood, *Utica Observer-Dispatch:* This matter of newspaper practice is one in which, we of the Observer-Dispatch at Utica, a town of about 100,000 are very much interested. Some little time ago I sent a questionnaire to all of the papers in the country in the 100,000 class, we took them roughly from 85,000 to 125,000. We made inquiry regarding some very homely matters of practice. Some 40 managing editors responded. I compiled these figures and will be glad indeed to furnish a copy to any editor interested.

ENVELOPE BILL UP FEB. 1

Measure to Restrict Government Printing to Be Debated

(*By Telegraph to* Editor & Publisher)

Washington, Jan. 21.—Hearings on the Kendall Bill to restrict the printing and sale of stamped envelopes by the Post Office Department will be begun Monday, Feb. 1, at 10 a. m., it was announced today by Representative Elliott W. Sproul of Illinois, chairman of the sub-committee of the House Post Office Committee to which the proposed legislation has been referred.

The Kendall Bill is being supported by the National Editorial Association, representing several thousand country newspaper publishers, and other organizations.

Forced Combinations are Wasteful

Optional combinations make for economy

Sell your product in Kansas City at lowest cost.

Compare these line rates with those of other newspapers anywhere.

Kansas City Journal (morning)	145,778	25c
Kansas City Post (evening)	156,308	25c
Kansas City Journal-Post (Sunday)	170,509	30c

OPTIONAL COMBINATIONS

Morning and evening	302,086	40c
Morning and Sunday	316,287	40c
Evening and Sunday	326,817	40c

(Figures as of Sept. 30, 1925)

To Sell in Kansas City, Use the

KANSAS CITY JOURNAL-POST

LORENZEN & THOMPSON, Inc.

Chicago New York San Francisco Seattle

STATESMEN AND PRESS UNDER MOB'S MASTERY

(*Continued from page* 8)

from a Senator's speech really convey his argument.

What would really convey his argument would be five hundred words in the correspondent's own language condensing and analyzing the Senator's remarks.

What would really instruct the public at the end of a debating day in the Senate would be a review of the arguments of the day, a summing up of the arguments of the day, with an analysis of their merits, by the correspondent himself, more or less in the manner of a dramatic critic reviewing a play.

I think we have too few such stories if we are to perform the second part of our political job—our duty to the voters.

Moreover, under the influence of the reading tastes of the mob, we often hesitate to quote from any public man unless he is really nationally known. This trait leaves many of the ablest men in the House of Representatives without national audience for their ideas.

I sometimes have heard amazingly able speeches made by obscure men in the House of Representatives. I cannot on such an occasion, however, shout to myself:

"A beat! I have just heard the best argument ever made on the subject of agricultural relief! I must hasten to a wire."

No! Except in the most exceptional circumstances it would not be news. The editor might be interested. The mob would not.

If, however, I walk by the White House grounds and I hear Calvin Coolidge muttering behind a bush and revealing his intention of growing a beard, I could infallibly make page one.

It is natural. It is human. Man cannot live by thought alone. He must also live by the emotions, simplicities, and the trivialities of life. You would not only be losing circulation but would be committing a grave attack on the nation's sanity if you dismissed trivialities and replaced them by uninterrupted solemnities.

I often wonder, nevertheless, if just a little more space could not be spared for straightaway instructive political argument stories, stories summing up our debates, stories giving both sides of an issue, stories in which your regular correspondents would write not as reporters only but as critics and publicists.

I think that the art of writing such stories ought to be practiced and developed, if we are to be effective political educators.

Whatever need may exist for such stories is not met and filled by the usual articles in our editorial columns. On the whole editorial columns, are not for exposition but for exhortation.

So we must, for impartial political instruction, turn to news columns.

Here, however, we often run into the modern theory of printing only news. Most people are interested not in thoughts but in happenings. We give them what they want and then, in self-justification, elaborate a whole great philosophy of "news" as an intellectual deity.

Our editors accordingly tend to implore us to stick to news. That is the tendency. That is the emphasis. Other things may occasionally be tolerated.

Accordingly we often arrive at the following situations:

On the one hand, back home, there is the editor, who, in the midst of trying to elect his candidates for county supervisor and settle the problem of the site of the new city hall, or writes long articles on national issues with imperfect knowledge of the background of those issues in Washington.

Meanwhile his correspondent here, is condemned to spend most of his time on the leg—exercises necessary in order to discover such nutritious slices of governmental or civic instructiveness as that somebody is going to resign or that somebody is not going to be confirmed or that the President thinks highly or does not think highly of the buying of furniture on the installment plan or that Mrs. Coolidge kept on being gracious yesterday.

I do not believe in wholesale condemnation of any tendency which is the result of large impersonal forces. The news tendency is such a tendency. It has not been created by anybody in particular and it cannot be abolished by anybody in particular. Nor should it be, in my judgment, abolished. That a newspaper should give its main attention to finding and printing news is a justified fact. I only ask, in this matter of correspondence from Washington, if it may not be possible for you to encourage the regular Washington news reporters, who knows more about the nature of this government than any other body of men existing, to take just a few more agate lines of space in your newspapers for those vivid interpretations of our government—not news—but interpretations—instructive interpretations—which they freely dispense to their hearers in their hours off duty?

I think that we specialize too much. We hire one man for news. We hire another for interpretation. I contend that the man to do the interpretation is the man who does the news.

I contend that each day, from the man who reports the World Court fight, we ought to have a few lines less of chatter about who may come out in favor of the Court and about who may possibly come out against it, and a few lines more of that man's judgment as to the nature and as to the value of the Senatorial arguments so far used and as to who the winners so far are in the dramatic combat of Senatorial minds, and why.

We have been trained to take pride in calling ourselves reporters and trained to recoil in horror from being called publicists. That fact, I think, illustrates the extremes to which the news tendency has gone. Your correspondents here, I think, ought to be proud to be—and called—publicists. Only as publicists can they accomplish their duty of politically educating the people of this country.

I realize that the mob may not like it. I ask you again to sympathize a bit with the politicians. They have their mob. It is voters. We have our mob. It is subscribers. The politicians have to consider re-election. We have to consider circulation. How can we blame them for not daring to risk losing votes if we are not willing to dare to risk losing sales?

Statesmen and journalists are partners under the modern mob's mastery.

The man who uses the expression "dirt cheap" has never been to Florida.—*New York American.*

From the Linotype Mailbag

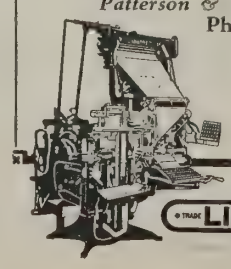
"Relieving a Very Embarrassing Situation"

"The attention you gave our order of December 11th covering the sorts of Roman and Bold Face figures is greatly appreciated.

"The package arrived at 9 a.m., Monday the 14th, greatly relieving a very embarrassing situation.

"We trust you will pass this along to the order and shipping departments in your plant, as we believe they should know that their efforts simplify our problems tremendously."

Patterson & White Company
Philadelphia, Pa.



WIRE PROBLEMS—INTERPRETATIVE NEWS AND ACCURATE FIGURES—BEFORE OPEN FORUM

BRIEF attention was given Saturday morning to problems of transmitting and receiving wire news. Led by Stuart H. Perry, *Adrian* (Mich.) *Telegram*, the Society discussed interpretative news, insurance of securacy in statistics, speed in getting local stories on the wire, etc. Pertinent portions of the "open forum" follow:

STUART H. PERRY, *Adrian* (Mich.) *Telegram*: These are the topics Mr. Morrison suggested under "Wire Problems": The A. P. Specials; Speeding outgoing news; What is the best method of giving wire service on your own news reports so that the other fellow gets it early, too?; Can the stock market quotations be made too accurate?; Can the unreliable special writers, the trained seals of certain metropolitan newspapers be reformed or not?; Can the wire report be made more elastic and interesting?

I am not quite sure whether the term "A. P. specials" means special stories to member papers which are put on the wire, or whether it means stories of an explanatory and interpretative character rather than spot news, or whether it means stories referring to public affairs and policies that are suggested by governmental executives. But taking any of the three definitions, my own observation is that the wires of the Associated Press are not burdened with such stories. In Michigan I am inclined to think that we could stand more rather than less of them. I think that there is danger of placing too much weight upon bare spot news. I think that an analytical or interpretative story of any event, particularly of matters political and public character, is more informative and more readable often than a story written coldly and colorlessly from the spot news standpoint.

As to speeding outgoing news, my observation is that that is purely a problem of definitely locating responsibility for the filing. The ideal arrangement would be to assign one man to that task exclusively, to let him sit in with the city editor, or state news editor, and be constantly on the watch for matters suitable for filing. That is impractical in most offices, entirely so in the medium-sized and smaller ones.

The question, "Can stock market quotations be made too accurate?" seems to me to be answerable only in one way. I think that a mistake in figures is the most serious mistake that a newspaper can make—the most serious typographical mistake, for two or three reasons.

In the first place the reader can not correct it from the context. A misplaced line, or a pied line, or misspelled word, the reader can usually correct from the context, but a mistake in figures he cannot correct.

Walter M. Harrison, *Oklahoma City Oklahoman*: I have a suggestion on the handling of statistical matter that might be of some value to some member.

At our staff meetings three or four times a year, we present graphic charts of the production of the country and of our State in its principal crops and minerals and devote an hour to the discussion of those figures and those crops.

Another thing that we have done that I have found of considerable value is the instilling of the idea into the minds of the news editor or the night editor, if it is his duty to pass finally upon the proofs as they come, that the figures that he sees on the proof in front of him are always wrong, and it is up to him or his assistant to go through the World Almanac, the Year Book from the Department of Agriculture, or what not, to see that the figures are right.

A SINGLE ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their respective fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page .....$280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page ..... 82.50 per insertion

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THE OLD WORLD PRESS AND ITS POLITICAL JOB

(*Continued from page* 14)

rom nine in the morning until eight or en or eleven at night. It was perhaps a iving wage, but it was a good average vage for that sort of work in England. Other things being equal, the difficulty of ecuring more than that would have neant so complete a dependence of the ıewspaper man upon his proprietor as to nake any initiative impossible. Now hose conditions have been bettered. The verage newspaper man in England today s better paid, stands more firmly on his eet and where on the one hand we have he dangerous tendency toward the ac-umulation of power in the hands of the roprietor, we have the contravening endency toward a new independence in he individual writer of the press. That he one offsets the other, I don't for a ıoment say, but in a measure, it does re-uce the danger.

Over in France we have a situation in hich the individual newspaper may have ower but this power does not repose pon publicity in the sense of advertising. ts sources of income are less available to ıe accountant. The average newspaper ıan is incomparably badly paid. As re-ently as 1920 I was in Paris and I knew score of men working as reporters, cor-espondents of reputable French news-apers who were receiving anywhere om 250 to 400 francs per month which ı 1920 was almost not remotely a living age. Beginning with the newspaper hose sources of income are less unpub-shable and proceeding into a condition hich underpays the individual man, you ave logically and necessarily a much reater willingness to accept the word of ommand from the official source.

I don't care to speak lengthily on the ubject of Italy. You are all as familiar ith it as I am.

Assuming that there is a political job r the newspapers whose background I ave tried to indicate, that that political b, if it means a fair playing on the rt of the middle men between Govern-ent, between the sources of conduct of ublic affairs and the individual voter, the eneral situation would seem to indicate at this would not be too well done and do not believe in general that it is too ell done.

There are, however, certain features, otably of English journalism, which I lieve with enormous advantage could duplicated here. In the paper which have the honor to represent, we of urse go much further in the verbatim porting of parliamentary debates than y American paper is ever likely to be le to do it. But we do something se on what you would describe as your ont page; we call it the bill page, op-site the editorial page, which is the ature page. We have each day a sketch the happenings in Parliament. It is ne by a man whose acquaintance with e lobby is long and intimate. It pro-des for those who do not desire to go rough the lengthy verbatim report of rliamentary discussion, a reasonably ief, sometimes wicked and always in-resting account of what has happened. collection of these brief columns as ey appear from day to day would, if ey were strung together and read as e history of the year, give a very ef-fective description, a sufficiently complete description of the operations and the manifestations of government during that year. Into these, so far as my personal knowledge goes, no influence runs, no proprietorial influence of too deep kind, certainly none whatever on my paper nor the *Daily Telegraph* nor the *Manchester Guardian*.

I am required to send from Washington material which is much more interpretative than reportive, if I may use the word. It is much more valuable to us and to our readers from our point of view, to have 100 words which (one always assumes a man endeavors to be detached and impartial in writing them) gives the atmosphere of debate, than to have a thousand words which give a report of that debate; and it is on the side of interpretative journalism and interpretative correspondence from points abroad that I generally believe the British press, the French press, the German press and the Italian press stand more or less in a class by themselves. More effective work can be done in interpretative journalism and where cable tolls are heavy it is necessary to reduce the expense. The picture which is presented to the mind of the reader and bites into the comprehension, provided always that the individual correspondent does his honest best to be fair and impartial—I can think of no better form of journalism.

All this leads back to the fact that we are, because of our situation in the world, much more interested in what we call world affairs than the people of the United States have yet been willing to admit themselves. We have produced and continue to produce a number of men whose minds and opinions or whose typewriters move with rapidity and with ease among foreign questions of considerable complexity. These men all have or should have one quality which I recommend and that is the quality which I call a background of mind. It is much more important to know, that is, for a foreign correspondent to know, the relations between the United States and the other lands of this hemisphere, the lands of the Orient and the lands of Europe, than it is to know in the most complete way all those immensely interesting statistics in the World Almanac. He may be completely ignorant of most of what appears in the World Almanac if he has a knowledge of relations between countries. Permitting him to display that background of mind in its columns is part of the political job. The encouragement of an atmosphere which admits the existence of other peoples on this earth is part of the political job, and in so far as these parts briefly mentioned are concerned, I believe the foreign press does its job reasonably well. I believe very deeply, and more deeply since I honestly like my trade or profession, that the tendency in England towards the grouping of control of newspapers in the hands of a few individuals and perhaps in the United States passage of control of newspapers from the individual to the corporation, are tendencies in the last degree dangerous.

A. P. DIRECTORS MEET JAN. 26 IN NEW YORK

Quarterly Session Scheduled with Chairmen of District Advisory Boards—Nominating Committee Will Convene Feb. 16

Directors of the Associated Press will meet in New York Jan. 26, for the regular quarterly session.

With the board members will meet chairmen of the various district advisory boards, elected under the new system, which became effective this year. They are H. J. Powell, *Coffeyville* (Kan.) *Journal,* representing the central district; J. N. Heiskell, *Little Rock* (Ark.) *Gazette,* southern district; and Richard Hooker, *Springfield* (Mass.) *Republican,* eastern district. The chairman of the western district has not yet been named.

Under the old system each district advisory board was made up arbitrarily of only five members. Now each state A. P. Editorial Association elects its own representative to the district board and these representatives name their own chairman. The chairmen meet with directors to report on conditions in their respective territories and suggest possible improvements in the service.

Directors and officers expected to attend the meeting next week are: Frank B. Noyes, *Washington Star,* president; E. H. Butler, *Buffalo Evening News,* first vice-president; C. P. J. Mooney, *Memphis Commercial Appeal,* second vice-president; Adolph S. Ochs, *New York Times;* H. V. Jones, *Minneapolis Journal;* B. H. Anthony, *New Bedford Standard;* Robert McLean, *Philadelphia Bulletin;* Clark Howell, *Atlanta Constitution;* Charles Hopkins Clark, *Hartford Courant;* Elbert H. Baker, *Cleveland Plain Dealer;* Stuart H. Perry, *Adrian* (Mich.) *Telegram and Times;* J. R. Knowland, *Oakland* (Calif.) *Tribune.*

Announcement was made this week at New York A. P. headquarters, that the association's nominating committee would meet in New York Feb. 16, to appoint candidates for election to the directorate of five members whose terms expire this year and also to fill the vacancy caused by the death of Victor F. Lawson, publisher of the *Chicago Daily News.* Mr. Lawson's term would have expired in 1927.

The five directors whose terms expire this year are: Mr. Noyes, Mr. Ochs, Mr. Jones, Mr. Anthony, and Mr. McLean.

Ogden M. Reid, publisher of the *New York Herald Tribune* is secretary of the nominating committee and H. C. Adler, *Chattanooga Times,* chairman. Other members are: Edward Flicker, *Bridgeport* (Conn.) *Telegram;* John S. Cohen, *Atlanta Journal;* P. S. McGlynn, *Moline* (Ill.) *Dispatch;* A. L. Miller, *Battle Creek* (Mich.) *Enquirer and News;* Frank S. Baker, *Tacoma* (Wash.) *Daily Ledger;* and Jay O. Hayes, *San Jose* (Cal.) *Mercury-Herald.*

EDITORIAL RESEARCH REPORTS supply accurate information upon the major problems which call for frequent editorial comment.

The reports are for the *information and review* of editors and publishers *rather than for publication.*

They are in use by the leading American newspapers and magazines.

The cost of this service, based upon circulation, is compatible with every moderately liberal editorial expense budget.

EDITORIAL RESEARCH REPORTS

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Washington, D. C.

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Because advertising space is only a means to an end, this paper maintains the closest possible contact with every sales campaign in the rich Dallas trade territory, doing all it can to help get MAXIMUM RESULTS.

Scores of appreciative national advertisers have praised the work of The News' Trade Survey and Merchandising Department. Let us tell you about it.

The Dallas Morning News

Regional Advertising at Regional Rates in The Christian Science Monitor

An International Daily Newspaper Publishing SELECTED ADVERTISING

ATLANTIC, CENTRAL and PACIFIC Editions

Rates and Circulation Data Supplied on Request

ADVERTISING OFFICES

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Philadelphia	London	San Francisco
Chicago	Paris	Los Angeles
Cleveland	Florence	Seattle
Detroit		Portland

"Buy What You Can Use"

BUILDINGS PLANT LAYOUTS PRODUCTION OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

1) West 42nd Street New York

Salt Lake City

Is the Industrial, Agricultural and Distributing Center of Utah, Idaho, Western Wyoming and Eastern Nevada—a territory of promise attributed to the enormous mineral and other resources of the "Wonder Country."

The Salt Lake Tribune

is a force and an influence responsible for much of this growth and development.

The Tribune is first in everything in Salt Lake City, having an A.B.C. Circulation of 42,299 Daily and 70,258 Sunday. The Tribune's circulation greatly exceeds any other Salt Lake City newspaper.

Represented by

The S. C. Beckwith Special Agency
New York, Chicago, St. Louis, Detroit, Atlanta, Kansas City.

Buffalo, The Wonder City of America

Buffalo—A Profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

The **DES MOINES CAPITAL**

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best Advertising buy in the mid-west.

O'Mara & Ormsbee
Special Representatives

The DES MOINES CAPITAL
Lafayette Young
Publisher

COURT ALLOWS DAILY 60 DAY EXTENSION

Rochester Herald Granted Continuance of Receivership—Potter Alleges Unfair Competition in Petition

A sixty-day continuance of receivership of the *Rochester* (N. Y.) *Herald,* morning paper, was ordered Tuesday by Federal Judge John R. Hazel, in Federal Court at Elmira, at a hearing on the order obtained by the Queen City Printing Company, creditor, compelling receivers to show cause why the Herald properties should not be sold. Application for public sale, filed by the National Bank of Rochester, was denied. During the sixty-day extension, the receivers will try to reorganize and refinance the company.

The Herald was formerly published by Louis M. Antisdale, who died two years ago. Since last August it has been published by two receivers, John W. Baker and John W. Remington, appointed by Judge Hazel.

Counsel for the National Bank of Rochester urged the sale of the Herald, on the ground that further operations under the present order would involve losses. The move was opposed by receivers and M. Bruce Potter, president of the Herald Company.

Potter presented affidavits that national and classified advertising have increased during the receivership, but that the paper has lost $10,500 due to the falling off of local advertising, caused by alleged propaganda circulated against the newspaper, on the uncertainty of its continuance.

He estimated debts of the Herald at $465,000 and said all creditors except the National Bank of Rochester, which has a claim of $100,000, favor continuance.

All Rochester papers carried page one stories on the hearing. The Democrat used the Associated Press story and the following comment under subhead "Democrat's Policy Stated."

"The efforts of the Chronicle are devoted to extending its circulation and increasing its value to readers and advertisers by making the best paper that it knows how to make. It has no apology to offer and nothing to take back, either as regards its editorial or business policy."

SHOPPING NEWS QUITS

St. Paul Free Retail Paper Needs New Contracts to Continue

The St. Paul Shopping News, the "distribution free" publication, has seemingly landed on the rocks. It has suspended publication with the fifth number, the first having been issued Aug. 31, last. It was launched as an experiment in the extension of the retail trade. According to information gleaned from some of the participating members, the cause of suspension was the necessity of writing new contracts.

It is stated that the project has not been abandoned for good, but that the fact that the first arrangement entered into by the advertisers was not on a compulsory basis made the income of the publication uncertain from month to month, and that the pro rata cost had been higher than was anticipated at the beginning.

The Shopping News has been circulated among more than 100,000 families, all outside of the city limits but within a radius of 150 miles. This experiment in the extension of retail trade was made on the initiative of St. Paul merchants who were under the impression that their sales could by this means be increased to a volume unattainable by the ordinary methods of advertising.

MOORE SPEAKS IN BOSTON

Gives Principal Address at Meeting of New England Dailies

Thomas H. Moore, associate director of the bureau of advertising, American Newspaper Publishers' Association, spoke before the New England Daily Newspaper Association at its mid-winter meeting at the Copley-Plaza Hotel, Boston, Jan. 19. In his talk he told of the work of his bureau and what it is attempting to accomplish. He compared the advantage of newspaper advertising with that of magazines. At a round table discussion which followed his address, Mr. Moore both asked questions of the publishers present, and replied to various queries put to him.

Luncheon in the Swiss room of the hotel preceded the business session. Two new papers were received into membership, the *Waterville* (Me.) *Sentinel* and *Concord* (N. H.) *Telegram.* George F. Booth, publisher of the *Worcester Telegram and Gazette,* was elected a member of the board of governors to succeed Theodore T. Ellis, former publisher of those papers.

NATIONAL COMMISSION IN TOLEDO MEET

Delegates to Hear President of Willys-Overland Company Among Other Speakers at Annual Gathering Jan. 26-27—Newspaper Dinner

John N. Willys, president of the Willys-Overland Company, will be among speakers at the annual meeting of the National Commission of the Associated Advertising Clubs of the World at Toledo, O., Jan. 26-27. Delegates will be guests at a luncheon at the automobile firm's plant Tuesday.

A feature of the convention will be a dinner for commission members, to be given by Toledo newspapers at the Hotel Secor, Jan. 26. Grove Patterson, managing editor of the *Toledo Blade,* will preside.

Speakers at a luncheon scheduled for Wednesday include C. K. Woodbridge, A. A. C. W. president; Joseph Deutsch, president, National Association of Employing Lithographers; and Bennett Chapple, director of publicity, American Rolling Mills Company. W. Frank McClure, chairman of the commission, will preside.

Topics scheduled for discussion at business sessions include, "What Advertising Men Are Doing to Make Advertising Pay Better," led by Frank T. Carroll, *Indianapolis* (Ind.) *News,* and president of the Association of Newspaper Advertising Executives; and the proposed revision of the commission's constitution and by-laws, led by George F. Burbach, general manager of the *St. Louis Post-Dispatch.*

A report on the new financing plan of the A. A. C. W. will be made, including a report of a special committee from the National Commission.

Rowe Stewart, *Philadelphia Record;* H. H. Charles, New York; Charles R. Frederickson, Coshocton, O., and Guy W. Cook, Chicago, are slated to report on plans for the forthcoming annual A. A. C. W. convention to be held next June in Philadelphia.

The meeting of the commission will be followed by the annual convention of the Fifth District of the A. A. C. W.

Classified Success is neither incidental nor accidental—it's important and must be won!

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

U. S. NEWSPRINT TOPS CANADA IN 1925

Total Production 1,530,318 Tons During Year, But Was 4,000 Tons Under 1924 Figure, News Print Bureau Reports

More news print was produced in the United States than in Canada during the year 1925, according to a bulletin just issued by the News Print Service Bureau. The total actual tons produced in the United States were 1,530,318, whereas Canada rolled up a total of 1,522,217. United States production fell off for the period, against 1924, about 4,000 tons; Canada produced about 3,000 tons more last year than in 1924.

The total production of news print for the United States and Canadian mills for the 12 months period is stated as 3,052,535, compared with the 1924 figure of 3,059,495. The bulletin says:

"Stocks of news print paper at United States mills totaled 16,238 tons at the end of December and at Canadian mills 18,414 tons, making a combined total of 34,652 tons which was equivalent to 3.2 days' average production. During December the United States mills operated at 94.4 per cent of capacity and the Canadian mills at 99.0 per cent. The news print mills also made 1,968 tons of hanging paper in December, 594 tons of which were made in Canada.

"Comparing production during the year of 1925 with the same period of each of the five previous years, the United States mills made 3 per cent more than in 1924, and 3 per cent more than in 1923, 6 per cent more than in 1922; 25 per cent more than in 1921 and 1 per cent more than in 1920; the Canadian mills produced 12 per cent more than in 1924, 20 per cent more than in 1923, 41 per cent more than in 1922, 88 per cent more than in 1921 and 74 per cent more than in 1920.

"The combined production of United States and Canadian mills for year 1925 was 8 per cent more than 1924, 11 per cent over 1923, 21 per over 1922, 50 per cent over 1921, 28 per cent over 1920."

Imports of news print from countries other than Canada and Newfoundland for 11 months in 1925, totaled 124,96

Allen Named Association Manage

J. W. Allen, former New York newspaper man, has been named manag director of the Associated Dailies Florida, Maj. Lew B. Brown, publi of the *St. Petersburg Independent* president of the group, has announ The Associated Dailies empowered president to appoint a full time mana at the last meeting in December. Allen's headquarters will be in the C building, Jacksonville.

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
CLINE WESTINGHOUSE

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

Johnstown Tribune
Johnstown, Pa.

Ask them about it.

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

Helmar Cigarettes

is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without

The Washington Times

The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.

PAYNE, BURNS & SMITH
New York City—Boston
G. LOGAN PAYNE CO.
Chicago - Detroit - St. Louis - Los Angeles

Certainly

You Should Make 1926 Your Greatest Year in Circulation and Advertising Revenue

HOLLISTER'S
Circulation Organization
'Phone, Wire, or Write, care of Cleveland Plain Dealer.

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.

Member A. B. C.

URBAN E. DICE, Nat. Adv. Mgr
GAZETTE SQ., PITTSBURGH, PA
National Representative:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

Northern Ohio
one of the country's
Greatest Market
covered ALONE by
one of the country's
Greatest Newspaper

The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell

J. B. Woodward 110 E. 42d St. New York
Woodward & Kelly 360 N. Mich. Ave. Chicago

PRINTERS, PUBLISHERS & ADVERTISERS CELEBRATE FRANKLIN'S BIRTHDAY

C. King Woodbridge, A. A. C. W. President, Tells of "Poor Richard's" Contribution to Newspapers of Today—Organizations Lay Wreaths on Park Row Statue

PRINTERS, newspaper and advertising men of the nation paid tribute over the week-end to Benjamin Franklin, their patron saint, whose 220th birthday anniversary fell Jan. 17.



C. K. Woodbridge

Representing organized advertising generally, C. King Woodbridge, president of the Associated Advertising Clubs of the World, delivered an address on "The Advertising Clubs' Interest in Benjamin Franklin," which was broadcast by station WGY of the General Electric Company.

In New York numerous organizations laid wreaths on the Franklin statue in Park Row. Among them were the International Benjamin Franklin Society, the Benjamin Franklin Memorial Committee of the Sons of the American Revolution, the New York Employing Printers' Association, Typographical Union Number Six, the New York Club of Printing House Craftsmen and the Advertising Club of New York.

The Poor Richard Club of Philadelphia held its celebration of the anniversary with a "trade-mark" dinner on Jan. 18.

Speaking of Franklin and his *Pennsylvania Gazette*, Mr. Woodbridge said in part:

"Franklin excluded the slander and personal abuse from his columns and demonstrated that a newspaper could prosper on the policy of performing a service to its subscribers, and even assume a proper responsibility to its readers in the kind of advertising it accepted.

"This was as rare an experiment in the field of publishing as was his kite experiment in the field of electrical discoveries. The accepted belief among publishers was that a newspaper was like a stage coach on which anyone had a right to a seat if they would pay for it.

"Franklin felt, however, that he owed an obligation to his subscribers, and he could not print abuse, as he stated it, without doing them a manifest injustice.

"'I offer my advice on this,' says Franklin, 'as a caution to young publishers, that they might be encouraged not to pollute their presses and disgrace their profession by such infamous practices.'

"Let us bear in mind that that was a most extraordinary viewpoint for a publisher to take at that time. So far as I can learn, he was the first American publisher to so state the publisher's responsibility to his readers with reference to the kind of advertising which he might with propriety accept.

"I am glad to say that the great majority of newspaper, magazine and periodical, business paper, agricultural paper, directory and theatre program publishers of the present day, under the banner of organized advertising, are conducting their business on this policy of fair-play to the reader laid down by Franklin.

"I am sure we all agree that Franklin had great gifts as a man of letters and philosopher to have made a world's best seller and a classic of literature out of an almanac.

"Like many of my advertising friends who deal so much in the use of words and study for means of effective expression in their advertising copy, Franklin had a fine sense of word values. We have the copy of a lengthy letter he wrote at one time to Noah Webster, applauding his zeal in preserving the purity of the English language. However, so fluid is our language and so constant are its changes to meet new conditions and new demands, that most of the words which Franklin noted as new in American speech upon his return from his long stay in France, and which he then deplored, are now in our accepted speech.

"His conception of what constitutes a good piece of writing might well be studied by the writer of advertising copy in this day. He said:

"'The words should be the most expressive that the language affords, provided that they are the most generally understood. Nothing should be expressed in two words that can as well be expressed in one; that is, no synonyms should be used, or very rarely; but the whole should be as short as possible, consistent with clearness; the words should be placed as to be agreeable to the ear in reading; summarily, it should be smooth, clear and short, for the contrary qualities are displeasing.'"

"There is a striking parallel in the things that Franklin advocated and those things which organized advertising is emphasizing today," Mr. Woodbridge concluded.

"He believed in and practiced industry, which was a foundation stone upon which all his success was built. So do we, today. He believed in fair play in business. We advocate accuracy and truth of statement in advertising and in all business dealings. He insisted that the craftmanship of his business as a printer and publisher should be a model for all others. A large portion of the time in our advertising club meetings is spent in considering ways and means of improving the skill with which we do our work. Franklin saw the value of developing and fostering a community spirit. We have that spirit in our clubs today. He believed in the Round Table. This is the thing which makes membership in an advertising club of definite value. He believed in the use of every legitimate means at hand that gave opportunity for the dissemination of knowledge: the press, the pamphlet, the circulating library, and agencies of that sort which have their counterpart in the more extensive channels of publicity as we know them today.

"As Minister to France, Franklin cemented bonds of friendship between that country and our own which have grown stronger year by year. He believed, as we believe today, that nations will very likely get along happily together, providing they maintain close relations of understanding between one another. This was the key-note of our great International Advertising Convention in London in 1924, and I trust will be the dominant note of every great international business convention in the years to come.

"Ten years ago, the Associated Advertising Clubs of the World held its Twelfth Annual Convention in the buildings of the University of Pennsylvania—founded by Benjamin Franklin—at Philadelphia. The hosts to that convention were the members of the Poor Richard Club, which is the Advertising Club of Philadelphia. We commemorated that event by the publication of a book on Benjamin Franklin—Printer, written by John Clyde Oswald, president of the Benjamin Franklin Society of America and a prominent leader in our organization.

"We are holding our twenty-second annual international advertising convention in June of this year, meeting again at the University of Pennsylvania. In the ten-year interval the Association has become a world organization.

"I know of no finer thing which we as advertising men and women could do at that time than to dedicate our best efforts as individuals and as an Association to these great principles of business so effectively enunciated and practiced by Benjamin Franklin."

Editor & Publisher Year Book—next week. It will contain all the old features and many new ones of value to the newspaper and advertising men of the world. For the first time it will list newspapers of all civilized nations.

To Install Newsprint Machines

In connection with new financing just completed by the Port Alfred Pulp and Paper Corporation, Port Alfred, Que., announcement is made that the first of two newsprint machines being installed will be in operation by May 1 and the second by Sept. 1. Up to the present time the company has been exclusively a pulp producer, with capacity of 50,000 tons per annum. Upon completion of its present construction program it will have a rated annual production of 67,500 tons of newsprint. Its plant is located on tidewater on the Saguenay River.

Ambassador Bars Reporters

Ambassador Sheffield at Mexico City has adopted a new rule in declining to meet newspaper correspondents personally. Secretary Lane of the Embassy has been appointed "official spokesman" for the Ambassador.

Huntington

is the fastest growing city in

West Virginia

Building permits in 1924 exceeded $8,000,000.00. 125 industries which employ 11,000 people and have invested capital of $30,000,000.00.

The HERALD DISPATCH

is the leading newspaper with 2,000 more circulation daily than the other paper.

Complete "service department" for national advertisers.

Represented Nationally by

The Devine-MacQuoid Co., Inc.
New York and Chicago

If Quality

of circulation is your first consideration

The Evening Star.

With Sunday Morning Edition

Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

New York Office—110 E. 42nd St.
Dan A. Carroll
Chicago Office — Tower Building
J. E. Lutz

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6th Floor Occidental Bld
INDIANAPOLIS, IND.

Los Angeles Times

California's Great Newspaper

More news, reading matter and advertising than any other Pacific Coast newspaper.

Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market.

Consistent Builders of Circulation

We do not use just one outstanding success to show you as proof of our ability. Year in and year out, for twenty-two years, we have continued to make each and every campaign a success.

We have proven our methods.

MYERS'
Circulation Organization
415 E. Third St., Waterloo, Iowa

first! in OHIO

21,544,376 Lines

Dispatch advertising record for 1925 which was the greatest year in Dispatch history. This newspaper led all other Columbus newspapers combined by 3,680,065 lines and was first in the state of Ohio leading the second paper by 2,648,383 lines.

NET PAID CIRCULATION

CITY	54,651
SUBURBAN	26,637
COUNTRY	22,238
Total Circulation	103,526

Columbus Dispatch
OHIO'S GREATEST HOME DAILY



Our Own World of Letters

By JAMES MELVIN LEE

CONSIDERABLE space in this periodical has been devoted to the series of articles which Don C. Seitz is publishing in *The Outlook*. The installment inserted in the issue for January 20 is devoted to the tabloid press and is entitled "Guttersniping." The article is a sort of "fudge" which takes up the radio and its influence upon the American public.

The conclusions reached by Mr. Seitz are summed up in the following paragraphs:

Meanwhile the tabloid takes the place of ultra-sensationalism in type. It is a contest between weeds for the most room in the gutter. I do not say this in any special spirit of disgust. Enlightenment, however crude, is better than none at all. The great foreign population of the cities can learn from pictures what they would find it difficult to absorb from type. Much of it they would probably be as well off without knowing. The Japanese are credited with visualizing everything and being insensible to text and tone. We are fast approaching that state in America.

In this matter of visualized news the movies have impinged upon the newspaper. The celerity with which current events are transferred to the screen is a lesson to editors, if it is heeded. It is also notable that the movie audiences appreciate them. They are roundly applauded and are often strikingly good, affording far more satisfaction than the mangled bulletins that come over the radio.

* * *

THE literary editor of a newspaper ought not to feel cramped in the preperation of his copy and should be free to print the truth as he sees it. But he, too, can hear from his readers, as Stuart Sherman, editor of the Book Section of the *New York Herald Tribune*, proves in his contribution to *McNaught's Monthly* for February.

Mr. Sherman quotes one of his critics as saying. "Truth is dangerous. Truth is contagious. Truth is shocking and subversive. For God's sake, tell us anything you like but the truth."

* * *

THE magazine section of the *Kansas City Star* for Sunday, January 10, contained a personality sketch of Melville E. Stone, the dean of American newspaper men. Its author is Labert St. Clair.

* * *

A NEWSPAPER reference book that has just been put on my desk is "Who's Who in Journalism" (Journalism Publishing Company) edited by S. Gershanek and M. N. Ask. Its contents will be described more in detail in a later issue of EDITOR & PUBLISHER.

* * *

THE title, "Released for Publication," (Houghton Mifflin Company) by Oscar King Davis, for many years Washington correspondent for the *New York Times*, certainly has a newspaper twang. Its title page promises "inside political history of Theodore Roosevelt and his times." In making good this promise Mr. Davis releases some inside press history of a number of leading newspapers.

Mr. Davis opens his volume with an anecdote in which he relates that while reading copy of the *New York Sun* one night the cable from Havana reported that the commission investigating the Maine explosion would report that the ship had been blown up from the outside. He knew what that meant. When he went to the office of the Sun on the night before his next night off he took his grip with him. As soon as work at the copy desk was done he took the train for Washington to see Roosevelt, then Assistant Secretary of the Navy.

From Roosevelt Davis obtained a promise of a letter of introduction to the fleet commander in case of war. That is how he got his war assignment from Chester S. Lord, managing editor of the Sun. But his war story is short.

Other big assignments are described by Mr. Davis somewhat in detail. In chatting about the way he covered the Haywood trial he pays this hemarkable tribute to Carr Van Anda of the Times:

In 35 years of active newspaper work, which has taken me around the world and into four wars, and has given me an acquaintance with scores of newspaper men, Carr Van Anda, of the New York Times, is the greatest managing editor I have ever met. He knows the news, and how to get it, and how to print it. And he will print it as it comes, whether the "after-breakfast" men, who write the editorials, like it or not. They can say what they please in their editorial columns. But editorial news and editorial views keep out of the news columns under his jurisdiction.

When Mr. Davis was appointed chief of the Washington Bureau of the New York Times his first story to his paper was written on material furnished by Roosevelt and drew a $500,000 libel suit from William Randolph Hearst. The suit never came to trial and the reason may possibly be found in the chapter describing the incident. By a curious coincidence this chapter is number XIII.

The chapter which tells how Davis got a beat from Borah on the Taft platform is one of the best things that has appeared in type about covering a national political convention. It sheds an interesting sidelight upon the interest taken in the news columns by Adolph S. Ochs, publisher of the Times.

William Bayard Hale and his famous, or his infamous, interview with the German Kaiser gets a chapter—but with the best stuff left out. In connection with this incident Roosevelt speaks confidentially to Davis about the Kaiser's connection with the Venezuelan affair and requests Davis to explain the situation to Charles R. Miller, who was then editor-in-chief of the Times. It seems that Roosevelt had noticed some editorial about the affair in the Times and he wanted Mr. Miller to have the full information. In spite of what critics are now saying about the editorial page, it would look as though a few people glanced at what appeared on that page.

In view of what has been printed recently about Washington correspondents the chapter which deals with Taft and his relations with newspaper men may be read to advantage. A matter of great moment to the public is thus succinctly set forth by Mr. Davis:

There is sharp differentiation between newspaper work in Washington and elsewhere by reason of this fact, for the correspondents there very rarely are obliged to pry into private, personal affairs. They are dealing most of the time with business that is wholly public, or should be. Of course, diplomatic affairs are in a class by themselves, because that is the habit and rule of all the world, and no one country can break it down, despite Mr. Wilson's passionate plea for "open covenants, openly arrived at." The preparation of cases for enforcement of the law must also be closely guarded lest there be premature publication that helps to a miscarriage of justice. But outside of those two classes there is very little Government business about which any Government official has a right to maintain secrecy. Yet a great many officials habitually treat the work that goes over their desks as if it were their own private affair, and seem to resent the simplest inquiry about the most trivial matter.

Chapter XXIV—I am only mentioning those of special interest to newspaper men—deals with Roosevelt as a great news-maker and as a great news-giver. When asked for certain facts about the Panama canal that must come from the State Department Roosevelt replied:

"I hate to do that, O. K.; Elihu always makes such a row with me when I go after the facts about anything he is handling, especially if subsequently any of those facts happen to find their way into the newspapers."

On another occasion, described in the same chapter, Davis knew the contents of a special message to the Senate. He was warned to look out or the Associated Press would fine the Times heavily for premature publication of a document delivered in advance and under confidence until released. As he knew the message had not yet been delivered to the Associated Press, he had his chief, Van Anda, of the Times, notify the 'A.P.' that the Times would decline in advance to receive a copy of it. In this way the Times was not bound by the confidence under which the Associated Press received the message and had its "beat" without incurring a fine for premature publication. The incident is described in detail on page 123.

Chapter XXVII tells of a tentative offer made to Roosevelt to edit one of the great New York City newspapers. Chapter XXVIII aims to show that Roosevelt had a sense of humor. It deals with the famous Associated Press dispatch from Peru, "I and my people thank you," sent in the name of Roosevelt in reply to a message of felicitation cabled by President Pardo when the battleship fleet in its cruise around the world called at Callao, Peru. Calling the Washington correspondents together Roosevelt said he had something so good that he simply had to tell it to them but they must not print it. Here is what Davis says in the chapter:

Of course we promised. There was no help for that, and the President went on. "You know that I and my people telegram that all the newspapers are roasting me about," he said. "Well, I never saw that message. Old Adee did that to me. And now I can't say a word about it, for then old Pardo would know I hadn't answered his telegram to me!"

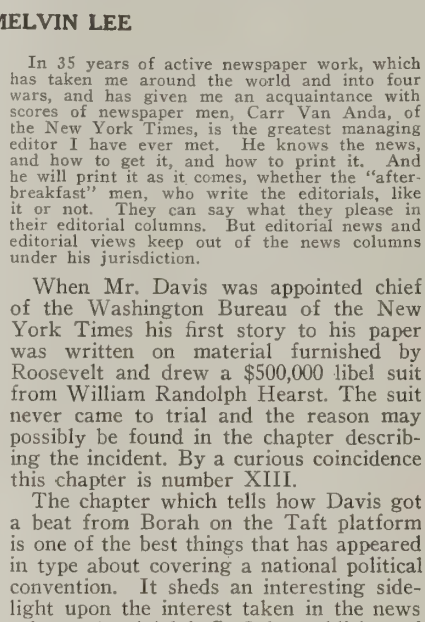
Old Adee, as is doubtless well-known, was then Second Assistant Secretary of State. Of his work Davis quotes Roosevelt as saying:

Why, there isn't a kitten born in a palace anywhere on earth that I don't have to write a letter of congratulation to the peripatetic Tom cat that might have been its sire, and old Adee does that for me!

Another newspaper chapter is XXXV. It tells how the New York Times prevented Knox's resignation as Secretary of State. With apologies to Roosevelt it is a bully good story.

A story that literally beats the band will be found in chapter LIV. It tells how George Henry Payne, then on the *New York Evening Mail*, hired a band—and kept on hiring bands for the Chicago convention. But who paid for these bands? For the answer see the book. It is a good story.

Of course, "Released for Publication"



Represented Nationally by
The S. C. BECKWITH Special Agency

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

Remarkable Growth
Detroit Times
Evening over 220,000
Sunday over 280,000

The Biggest Half of Baltimore

is covered by the combination of The Baltimore News and Baltimore American with a small factor of duplication and rapidly growing circulation. You can either buy these papers separately or in combination.

The News with a 13,145 net paid GAIN for December over the year previous and the American with 15,393 gain for the same period makes the News-American combination 29,038 circulation stronger over a year ago.

THE BALTIMORE NEWS
and
Baltimore American

PAYNE, BURNS & SMITH CO.,
Eastern Representative.
G. LOGAN PAYNE CO.,
Western Representative.

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

es most of its space to the men who
eir day had—and some still have—
tpage positions in American news-
ps. Mr. Davis does not tell the news-
men much that is new about po-
leaders. But he does release for
ation some interesting matter about
the Washington Bureau of a great
politan daily functions. In addition,
ows how national conventions of
ical parties are covered. Joseph
zer did not have much use for
edore Roosevelt but he doubtless
ld be glad, were he alive, to have
volume considered for a prize in
ward made by his School of Journal-
at Columbia University.

* * *

E January issue of *The Iowa Journalist* continues its story of "Early Newspapers." It also has articles
g with the old foreman and the new,
rvey of the Rhinelander case as news,
list of sources of help and inspira-
for newspaper men. Heading the
n the last mentioned item is the
OR & PUBLISHER—frankly acknowl-
to be the best publication of its
in America.

* * *

KE UNIVERSITY has had so
many first page positions that the
le about that university in *Mc-
ht's Monthly* for February by Louis
ffe deserves careful reading and a
in the morgue. Mr. Jaffe, who is
of the *Norfolk Virginian-Pilot*,
s from first hand information for
a graduate of Trinity College which
now on is to be known as Duke
ersity.

* * *

TICS of the newspapers, having
valloped metropolitan dailies to their
laction, are now spanking small town
apers. The latter are lashed in
New Republic for Jan. 20 by Carroll
lark, a member of the Department
Sociology at the University of Kansas.
fore Mr. Clark takes up his task,
wer, he makes the following obser-
in:

has not required the flamboyant indictment
pton Sinclair to convince a great many
vise staunch hundred-percenters, that our
cannot be relied upon to give impartial
ncolored views of vital issues. The more
l observers have long been aware that
usiness controls pretty effectively, and in
vn behalf, the daily press, the periodical
and news syndicates.

e other paragraph is sufficient to in-
e the contents of the article which
laded "The Small Town Press Sells
:

comparison of the country weekly of today
those of some 20 years back will reveal
al striking changes. The first is the ap-
nce of an increasing amount of advertis-
ly large corporations, many of which have
rect interest centring in the community.
ond is the widespread use of "boilerplate"
tial, i.e., news matter, human interest
s, fashion articles, novels, cartoons, etc.,
l up en bloc by large syndicates and fur-
hed to the editor weekly at a regular rate.
ird change is the increase in economic
political partisanship and the swelling
ns of thinly camouflaged propaganda sup-
by various organized interests. Fourth,
result of these and other changes, there
aronounced shrinkage in those parts of the
that once reflected the personality of the
and lent whatever tone or character the
formerly may have possessed.

e result of these changes, according
r. Clark, is that public opinion—es-
lly in the middle West—is charac-
d by "gullibility, timorousness, sus-
isness, intolerance, and an utterly
ted and confused notion of practi-

cally every important social problem of the day."

* * *

WHAT became of the Periodical Publishers Association of America? This question is answered in *McNaught's Monthly* for February by Don C. Seitz in his article "Philadelphia's One Eventful Night."

* * *

CHRISTOPHER MORLEY in *The Saturday Review of Literature* for Jan. 16, under the head "Hinds Let Loose" passes along a brickbat to the late Frank Munsey and a boquet to C. E. Montague who recently retired from the editorial staff of the *Manchester* (England) *Guardian*.

UPHOLDS CRIME NEWS

Whitman Tells Lawyers It Is Greatest Weapon Against Lawlessness

Too much newspaper publicity cannot be given to crime, acording to Charles S. Whitman, former governor of New York. As chairman of the law-enforcement committee of the American Bar Association and member of the National Crimes Commission, organized to conduct a nationwide study of the criminal situation in this country, Mr. Whitman has been devoting much time to the subject. He summarized his conclusions recently in an address before the midwinter session of the American Bar Association executive committee in Los Angeles.

"Newspaper publicity is the most powerful weapon that can be used in the war on crime," former Governor Whitman declared. "I am well aware that the press of the country is sometimes criticised for publishing so many crime stories, because it is thought that these have a tendency to spread the suggestion of crime among people who may be adversely influenced thereby. I admit that there may be some basis for this opinion.

"But in my view, the benefits that flow from the publicity on crime far exceed the evils. I believe the public has a right to know of the crimes that are committed and also of the steps taken by the authorities for the apprehension of criminals and the enforcement of the laws generally."

In the opinion of Mr. Whitman, the increasing volume of crime—or what is popularly called the crime wave—results directly from the apathy of the general public toward law enforcement and the affairs of government in general. In this connection he declared that government and law enforcement are only as good as the people want them. In the last analysis, it is the people who determine what shall be done.

Ashland, O., Editor Resigns

After 32 years' service as a newspaper man, W. A. Duff has resigned as editor of the *Ashland* (O.) *Times-Gazette*. He is succeeded by Harry L. Horne of the *Cleveland Plain Dealer*.

O'LOUGHLIN PLANS WEEKLY

Member of N. Y. Journal Staff to Run Lynbrook (L. I.) Post

Edward T. O'Loughlin, editor of the Brooklyn section of the *New York Evening Journal*, will begin publication in about three weeks of the *Lynbrook* (L. I.) *Post*, a weekly newspaper, which he hopes subsequently to bring into the daily field.



E. T. O'Loughlin

At present he is installing equipment in a plant he has purchased at Lynbrook. The equipment consists of a Model "E" Duplex, three Intertypes, a Ludlow, and job presses.

Mr. O'Loughlin has been with the Evening Journal for the past six years. He was Park Commissioner of Brooklyn until the first of this year, and before that was deputy Market Commissioner. He also served three terms as Kings County Registrar.

In Lynbrook he is president of the Mariland Land Company.

He expects to retain his position with the Evening Journal and engage an editor and manager to conduct the weekly. Lynbrook is in Nassau county about 16 miles from the Pennsylvania station, New York.

Changes on Connecticut Daily

Harold Van Liew has joined the staff of the *South Norwalk* (Conn.) *Evening Sentinel* as assistant to Wendell P. Milligan, treasurer. He has had newspaper experience for about ten years; the last ten years he has been a salesman for the Mergenthaler Linotype Company and the Intertype Corporation. Alfred S. O'Brien has joined the staff of the Evening Sentinel as managing editor. Mr. O'Brien has been with the *Bridgeport Herald* and other Bridgeport papers for the last 15 years. He succeeds David A. Morrissey, formerly of the *New York Globe*.

Daily Awards Art Prizes

Sixty-two artists exhibited in this year's *St. Louis Post-Dispatch* Black and White competition for St. Louis scenes, as against 36 in the first annual contest a year ago, and there were 171 pieces on display, as compared with 139 a year ago. Fred Conway's pencil sketch of Union Station and neighboring buildings at Eighteenth and Market streets won the first prize of $250. The second prize of $100 was won by O. E. Berninghaus with a pencil sketch of Broadway and Market street, and $50, third prize, was won by C. K. Gleason.

Another thing against war is that it seldom if ever kills off the right people. —*Baltimore Sun.*

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

MICHIGAN and the BOOTH NEWSPAPERS

THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN — 50 East 42nd St. New York City
J. E. LUTZ — Tower Building Chicago, Ill.

TAMPA MORNING TRIBUNE
Established 1894
Circulation
Sunday, 59,202 Daily, 34,321
TAMPA
Florida's Industrial and Commercial city. Distributing center for the nation's fastest growing section.
FLORIDA
Agricultural Products, 1924.

	$100,000,000.00
Naval Stores	$ 13,000,000.00
Timber	$ 36,000,000.00
Fisheries	$ 20,000,000.00
Mineral	$ 19,000,000.00
Manufacturing	$215,000,000.00
Tourist Resorts	$100,000,000.00
Bank Deposits, June 1, 1925	$602,610,000.00
Population, States Census, April 30, 1925	1,263,549

THE S. C. BECKWITH Special Agency
National Representative

Our New Sport Series
How to Play
BASKETBALL
has been ordered by
MEMPHIS COMMERCIAL APPEAL
The International Syndicate
Baltimore, Md.

The one sure way to increase the producing power of your advertising is to use the
Norristown Times Herald
Norristown, Pa.,
Montgomery County's Great Home Newspaper
National Representative
Paul Block, Inc.
Philadelphia, New York, Chicago, Boston, Detroit.

America's Complete Newspaper
New York Herald Tribune

San Francisco Chronicle
PAYING circulation determines the logical choice of an advertising medium. In San Francisco and Northern California it is a recognized fact that The Chronicle following has the buying power.
National Representatives
Williams, Lawrence & Cresmer Co.
360 N. Michigan Ave., Chicago
225 Fifth Ave., New York

LETTERS FROM OUR READERS

Rankin's Memories of Munsey

To Editor & Publisher: I read with great deal of interest your life story of William T. Dewart in last week's Editor & Publisher.

I met Mr. Dewart on my first trip to New York as Advertising Manager of the Bobbs Merrill Magazines, Indianapolis, Ind., in 1907. Thereafer I never came to New York unless I called on Mr. Dewart. He has helped more young men, as he did me, in the Munsey organization and other organizations, than any other man I know. Through him it was my great pleasure to meet and know Mr. Munsey. Always thereafter when I called on Mr. Dewart, he made the suggestion "Why don't you go in and see *'the Chief',"* and I always did. That is why I happened to know, respect and admire Mr. Munsey.

In 1917, Mr. Munsey offered to make me publisher of the New York Sun, with the understanding that he would make it possible for me to own *"The Sun"*. I knew, however, that the offer was really suggested by my friend, W. T. Dewart.

After thorough consideration, Mr. Munsey and I both agreed that if I had not changed the name of the Mahin Advertising Co., to the Wm. H. Rankin Co., my best opportunity would have been with Mr. Munsey. But I remember, he advised me: "Rankin, you cannot afford to leave a business that has had you name because you have three sons coming along, and I am going to live a long time". Since I moved to New York the friendship of Mr. Munsey and Mr. Dewart has meant a great deal to me.

When the advertising men arranged the Welcome to New York Dinner, Mr. Dewart told me that while Mr. Munsey would like to attend, he had just bought the *New York Herald* and was working night and day, hence he could not be with us. However, with his characteristic helpfulness, Mr. Dewart said, "Why don't you telephone Mr. Munsey and ask him to come". I did. I told him what it would mean to me to have him there. He said, "Rankin, I haven't gone to an advertising dinner for years, but if it will help you I will be there."

So Mr. Munsey came and sat at the Speakers' table, next to Secretary of Labor J. J. Davis. They had never met before. Mr. Munsey liked Secretary Davis immediately and his columns ever after that were open to the Secretary of Labor or to J. J. Davis, head of the order of the Moose. Just the other day Secretary of Labor Davis wrote me and said:

"In the death of Frank Munsey our country has lost a noble citizen, and you and I a good friend. I presume you saw my tribute to him in the New York papers."

When the advertising men gave C. H. Stoddart the dinner last Sept. 21, it was my great pleasure to accompany Mr. Munsey, Mr. Hodges and Mr. Friendly to Chicago on the 20th Century.

A week before the dinner, I suggested to Mr. Dewart that it would be a fine compliment to C. H. Stoddart to have Mr. Munsey use a full page advertisement in all the Chicago papers advertising the *New York Sun* signed by Mr. Munsey and by Mr. Stoddart as Western Manager. Mr. Munsey said to Mr. Dewart "I have never signed anything but 'The Sun's' name to Sun advertising but if it will be helpful to Mr. Stoddart, O. K.", and so the ads appeared.

I never knew two men to work so closely and so intimately as Mr. Munsey and Mr. Dewart and I knew all the time Mr. Munsey felt entire confidence in Mr. Dewart's ability to manage and direct all the Munsey properties.

He told me on one occasion he considered Mr. Dewart by far the best Business Executive and Newspaper Director in the Country.

And from my own experience, in meeting and knowing business executives and publishers, I know of no man who is William T. Dewart's superior. Under his direction, The Sun, *The Telegram,* the Munsey Magazines, the Munsey Trust Company and the Mohican Co. will continue to grow and prosper.

And one of the main reasons they will do so is because William T. Dewart has the confidence of the big men of this country, the business men of New York and most of all he has the confidence of the men who have grown up in these organizations under his personal direction. Their loyalty plus Mr. Dewart's great ability to direct them will make all the Munsey properties go ahead even to a larger degree of success than if Mr. Munsey was still with us.

William T. Dewart is a worthy successor to Frank Munsey.

Sincerely your friend,
Wiliam H. Rankin.

Neglect of Coal Strike

To Editor & Publisher: Here's three hearty cheers for you and your views on the flaccid neglect of news opportunity in the coal strike.

Nobody, with the possible exception of those actually engaged in it knows what the strike is all about.

Even the Government solemnly accepts a report showing that an amazing number of miners apparently only work a week or two during a normal year, without considering the possibility that what the statistics show as one man working 2 per cent of the year and another working 98 per cent, may in reality be the same man working 2 per cent of the year in one mine and 98 per cent in another.

Who gathers the record of asthma in the mines? Who makes a comparative study of why, with virtually the same minimum wage, Henry Ford and Endicott-Johnson have no strikes and the mine operators have 'em every two years?

If some editors could hear some of the bitter things I've heard said about the newspapers' attitude in connection with the coal strike—honest they wouldn't believe! It isn't building a particle of good will for the press at large. I can tell you that.

Sincerely,
Philip Francis Nowlan.

No Datelines on This Daily

McAlester, Okla.,
Jan. 13.

To Editor & Publisher: We quite agree with Max Hahn of the *Toledo Blade* as to "useless datelines," and especially as we have for several years omitted date lines on telegraph stories.

The News-Capital is an evening paper, not in the "metropolitan" class, but having leased wire reports of the Associated Press.

It comes to our notice that the *La Crosse* (Wis.) *Tribune,* which I look over daily as a "valued subscriber," also omits date lines. There may be others.

There have been but few criticisms of this plan—one subscriber brought in a newspaper having the date lines one day, to "show you how it is done," but when we proved that he was the gainer through omission of this superfluous type, he appeared satisfied.

Fred G. Cowles,
News-Capital Company.

Saving Space

To Editor & Publisher: Since the appearance of my letter to you on useless datelines I have received copies of two papers which for some time have been following the dateline style which I advocated. The papers are the *McAlester* (Okla.) *News-Capital* and the *LaCrosse* (Wis.) *Tribune.* The editors of those papers probably know better than anyone the amount of space to be saved from elimination of the date on each story.

Very truly yours,
Max Hahn,
The Toledo Blade.

Every Thousand Counts

To Editor & Publisher: We note in the linage tabulation in your issue of Jan. 16 that you quoted the *Akron Beacon Journal* as having carried during the year 1925, 14,476,071, whereas the correct figure is 14,477,071.

This would be of little importance, if it were not for the fact that we are carrying in your next issue a half-page advertisement, in which we state that we carried 14,477,071 lines.

If you feel that we are entitled to a correction, we would greatly appreciate you[r] tioning in the issue in which our h[ead] appears, that the linage was incorrectly [re]ported in your issue of Jan. 16.

THE BEACON JOURNAL COMPA[NY]
E. A. Neutzenh[er]
Advertising M[anager]

Pleasant to Receive

To Editor & Publisher: Please acce[pt] gratulations on your admirable editori[al] this week. The three editorials aimed [at] news side will certainly induce thought, [the] fourth about Mr. Callan's publicity met[hod] well stated. More power to you, and pl[ease] us have more editorials like these.

Very truly yours,
K. M. K[ing]

Moving to New Plant

The *El Paso* (Tex.) *Post* this [week] completed installation of a tubular [press] new composing room equipment an[d] next Monday begin publication in it[s] office, a two-story and basement [build]ing on which it has a long lease, [at] South Mesa street. Tom Sharp is [publisher] and F. G. Westberg business mana[ger]

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 650,000 Daily World — Evening World readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

ONLY 9 MONTHS OL[D]
BUT — The BIGGES[T]
TABLOID ON EART[H]

Rapid growth, you will admit, but [the] DAILY NEWS, St. Petersburg's P[ic]ture Paper, is keeping pace w[ith] Florida's development.

Editorial punch, convenient size, serv[ice] to the community and its daily no[ok] home and sporting editions have co[m]bined to push the DAILY NEWS i[nto] its undisputed leadership in this r[ich] market.

The SUNDAY NEWS, started September, is the most popular on [the] West Coast.

Daily News
ST. PETERSBURG'S PICTURE PAPE[R]

Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall

Represented by
GEORGE B. DAVID COMPAN[Y]
NEW YORK: 110 East 42nd Stree[t]
CHICAGO: 1010 Hartford Building

WHEELER-NICHOLSON, INC.
and the
Wheeler Syndicate, Inc.

"Treasure Island" and **"The Three Musketeers'"** picturized literature by N. Brewster Morse.

"Vivian Vanity," the outstanding Woman's Page strip.

The Wheeler-Nicholson Blanket Service includes the above and a large assortment of up-to-the-minute features for every page of the paper.

Write or wire for samples and the exceedingly low prices for your territory.

WHEELER-NICHOLSON, INC.
373 Fourth Avenue
New York, N. Y.

fashions

That build circulation and please your biggest advertisers

FAIRCHILD
Newspaper Services
8 East 13th St. New York

IF editors only
REALIZED how their
READERS check on
RADIO PROGRAMS
THEY'D soon see
THE importance
OF an accurate
AND reliable
SERVICE like ours.
TRY them free
FOR a week.

• • •

AUDIO SERVICE
30 N. Dearborn St.
CHICAGO

Pittsburgh Press

"Giant of the Newspaper World"

A Scripps-Howard Newspaper

Represented by
ALLIED NEWSPAPERS, INC.

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation
LOUISVILLE KY

PROSPERITY IS PART OF

NEW ENGLAND

Following a highly successful year New England has kept right on going. For the first few weeks of the present year industrial and trade achievements exceed in many respects the record for the similar period of 1925.

Wholesalers have completed inventories, salesmen are on their filling in trip, jobbers are up on their toes and earnest preparations are under way for a big spring and summer trade.

Retailers have cleared their shelves of overstocked lines by the seasonable clearance sales, which have been unusually effective.

Prices have been steady. There is plenty of work in sight in industrial establishments. The agricultural districts indicate increased buying power and savings bank deposits have increased, bespeaking a greater purchasing power on the part of the public in general. There is an evident tendency to make purchases for future needs. The numbers of retail buyers have increased and the demands are for a greater variety of commodities.

In all this there is more than evidence of prosperity—there is positive assurance of it. The National Advertiser who neglects this field in his campaign for the current year closes his door on a volume of business, in a compact territory, that means much to him—or to his competitor.

Get the territorial details from the New England daily newspapers, they will cooperate with you in merchandising this potential market.

These Daily Newspapers Thoroughly Cover New England

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
*Attleboro Sun .....(E)	5,778	.03	.03
*Boston Globe .....(M&S)	284,318	.50	.50
*Boston Globe .....(S)	331,259	.55	.55
*Boston Transcript .....(E)	31,978	.20	.20
†Boston Post .....(M)	378,597	.60	.60
†Boston Post .....(S)	342,318	.55	.55
*Fall River Herald.....(E)	16,245	.06	.06
*Fitchburg Sentinel .....(E)	11,603	.06	.045
*Haverhill Gazette .....(E)	15,729	.065	.05
*Lynn Item .....(E)	16,437	.06	.045
†Lowell Courier-Citizen and Evening Leader .....(M&E)	21,194	.07	.07
*New Bedford Standard Mercury (M&E)	22,111	.10	.10
*New Bedford Sunday Standard (S)	27,392	.10	.10
*North Adams Transcript..(E)	9,717	.04	.035
*Salem News .....(E)	21,199	.09	.07
*Taunton Gazette .....(E)	8,970	.05	.035
*Worcester Telegram-Gazette (M&E)	91,768	.26	.23
*Worcester Sunday Telegram (S)	50,079	.19	.16

MAINE—Population, 768,014

*Augusta Kennebec Journal (M)	11,466	.05	.05
†Bangor Daily Commercial.(E)	19,487	.06	.05
*Portland Press-Herald and Express .....(E) (M&E)	66,546	.20	.16
*Portland Telegram .....(S) (Sunday Edition Express)	31,083	.10	.09

NEW HAMPSHIRE—Population, 443,683

*Concord Monitor-Patriot...(E)	5,041	.0375	.025
†Keene Sentinel .....(E)	3,806	.036	.023
†Manchester Union Leader (M&E)	29,422	.13	.10

RHODE ISLAND—Population, 604,397

†Newport Daily News.....(E)	6,460	.0336	.0293
*Pawtucket Times .....(E)	26,612	.07	.07
*Providence Bulletin .....(E)	66,403	.17	(B).23
*Providence Journal .....(M)	37,839	.10	(B).23
*Providence Journal .....(S)	65,304	.17	.17
*Providence News .....(E)	29,421	.08	.08
†Providence Tribune .....(E)	22,049	.10	.09
*Westerly Sun .....(E&S)	4,476	.025	.025
*Woonsocket Call .....(E)	13,959	.05	.05

VERMONT—Population, 352,428

*Barre Times .....(E)	7,131	.03	.025
†Bennington Banner .....(E)	3,132	.0125	.0125
*Burlington Free Press....(M)	12,914	.05	.05
*Rutland Herald .....(M)	11,038	.04	.04
St. Johnsbury Caledonian-Record (E)	4,046	.0214	.015

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram (E&M)	43,008	.15	.15
*Bridgeport Post .....(S)	20,827	.10	.10
*Hartford Courant .....(M)	37,412	.08	.08
*Hartford Courant .....(S)	54,087	.11	.11
†Hartford Times .....(E)	50,354	.13	.13
*Middletown Press .....(E)	8,214	.0325	.03
†New Haven Register ...(E&S)	44,406	.13	.12
*New London Day.....(E)	12,339	.07	.045
†Norwich Bulletin .....(M)	12,757	.08	.05
*Norwalk Hour .....(E)	6,069	.04	.04
†South Norwalk Sentinel...(E)	4,873	.035	.025
*Stamford Advocate .....(E)	10,033	.05	.04
*Waterbury Republican American (M&E)	23,856	.08	.08
*Waterbury Republican....(S)	15,284	.08	.08

*A. B. C. Publishers' Statement, September 30, 1925.

†Government Statement, September 30, 1925.

(B) Combination rate Daily Journal and Eve. Bulletin.

STEWART AGAIN HEADS PENNSYLVANIA BODY

Reorganized Publishers' Association in Convention at Harrisburg—E. S. Friendly, New York Sun, Banquet Speaker

John L. Stewart, *Washington* (Pa.) *Observer & Reporter* was re-elected president of the re-organized Pennsylvania Newspaper Publishers Association, which now represents under one directorate the weekly and daily newspapers of the state, at a meeting held this week at Harrisburg, Pa. Mr. Stewart did not attend, since he is on a trip around the world.

Charles Meredith, *Quakertown Free Press* was named vice-president, and Howard Reynolds, of Quarryville, secretary-treasurer, William Fisher, of the *Potter Enterprise,* of Coudersport, was elected a member of the executive committee.

The convention closed Tuesday night with a banquet at the Penn-Harris Hotel, with Edwin S. Friendly, business manager, *New York Sun,* former Congressman Benjamin F. Foseht, and James W. Brown, EDITOR & PUBLISHER, among the speakers.

"OLD TIMERS'" NIGHT

Annual Gathering Set for N. Y. Newspaper Club, Jan. 23

"Old Timers' Night," annual newspaper gathering in New York, takes place this year at the Newspaper Club, Jan. 23, with accommodations provided for 500 members and invited guests. In addition to men who have made names for themselves in newspaper offices, the affair will be attended by leaders in New York's political and business life who started their careers behind typewriters in various editorial rooms and by those furnishing front page stories today. Broadway stars wlil provide entertainment.

The committee in charge has invited to be guests of honor Mayor Walker, Gov. Alfred E. Smith, Adolph S. Ochs, publisher, *New York Times,* Ralph Pulitzer, editor, *New York World,* Ogden M. Reid, publisher, *New York Tribune,* Cyrus H. K. Curtis, and William Randolph Hearst.

Edward Staats Luther, former political editor of the *New York Morning Telegraph,* is reception committee chairman, and George Henshall of Charles Frohman's staff is chairman of the entertainment committee. The officers of the club are Dwight S. Perrin, Herald Tribune, president; W. P. Beazell, New York World, vice-president; Frank E. Perley, *Record and Guide,* treasurer; and Augustin McNally, secretary.

PAPERS INCREASE CAPITAL

$250,000 Added to Stock Fort Worth Star-Telegram and Record-Telegram

Approval has been granted at Austin of an amendment to the charter of the Wortham-Carter Publishing Company, publishers of the *Star-Telegram* and the *Record-Telegram,* to change the name to the Carter Publications, Inc., and increase capital stock from $750,000 to $1,000,000.

Of the $250,000 in new stock, subscriptions are listed as follows: Amon G. Carter, president, $167,000; B. N. Honea, $25,000; J. M. North, Jr., $25,000; A. L. Shuman, $25,000 and H. S. Hough, $8,000.

Watkins Heads Missouri Group

Clarence Watkins, editor of the *Chilicothe,* (Mo.) *Constitution,* was elected president of the Northwest Missouri Press Association at the annual meeting in St. Joseph recently. Other officers include: first vice-president, Fred Mitchell, *Excelsior Springs Daily Standard;* second vice-president, Fred Kenower, Breckenridge; secretary, Mrs. Beatrix Winn Ford, *Maryville Democrat,* (re-elected), and J. P. Tucker, Parksville, treasurer.

"ROLLING SNOWBALLS"

Distributers of Baltimore Sun Hold 16th Annual Banquet

The Sun Route Owners Association, Baltimore, held its 16th annual banquet Jan. 20. The menu was decorated with a big Snowball not labelled, representing the circulation of the "Sunpapers," being rolled by a boy representing the spirit of Sun service.

The menu also carried a poem by Henry Edward Warner, member of the *Baltimore Sun* staff, and author of "Songs of the Craft," which appeared in EDITOR & PUBLISHER. Entitled "Rolling Snowballs," one verse was as follows:

"The bigger she grew the harder we pushed,
Straining to make her go,
And every inch was a triumph to us
Who watched our Snowball grow!
We rolled her up and we rolled her down
Over the white-garbed lawn,
Till she was as big as a house, and all
The snow on the place was gone!"

WEEK'S AD TIPS

Adirondack Advertising Agency, Union Station Building, Utica, N. Y. Has secured the accounts of the J. F. Friedel Paper Box Company of Syracuse, manufacturers of paper and fiber cartons and Pro Tex Moth Proof Cabinet.

Blackett & Sample, 58 East Washington street, Chicago. Have secured the advertising contract for the An-A-Cin products, through the consolidation of the Heidbrink Co., St. Paul, which manufactured this material, with the Van Ess laboratories, Chicago.

Botsford-Constantine Company, Inc., 45 Fourth street, Portland. Now Handling account of Oregon City Woolen Mills, Oregon City, Oregon, manufacturers of men's and boys' clothing, blankets and other wool products.

Buchen Company, 28 East Jackson boulevard, Chicago. Has arranged list of about 20 newspapers, for special advertising of Reo Motor Car Co., Lansing, Mich. To be billed through the Capital Adv. Agency, Lansing.

Burnett-Kuhn Advertising Company, 605 No. Michigan avenue, Chicago. Has secured account of Morris, Mann & Reilly, Inc., Chicago, manufacturers of Morris, Mann & Reilly, Inc., "Red Seal" hair nets and powder nets and fashion accessories.

Conover-Mooney Company, 111 West Monroe street, Chicago. Sending out orders and contracts for Louisville & Nashville R. R. Co., Louisville, Ky.

Dorrance, Sullivan & Company, 130 West 42nd street, New York. Sending out orders for a national rotogravure campaign, for L. T. Piver, Inc., perfumers, Paris. Will also conduct campaign for the American Cigar Company's Kelly Boquet Cigar.

Erwin, Wasey & Company, 844 Rush street, Chicago. Reported preparing a list on Post's Bran, Battle Creek, Mich. Contracts to be let through New York office of Erwin, Wasey & Co.

Guenther-Bradford Company, 15 East Huron street, Chicago. Sending out orders and contracts for Zemento Co., Milwaukee, Wis.

H. W. Kastor & Sons Company, 14 East Jackson boulevard, Chicago. Putting out for general distribution orders and contracts for Dr. Coffee, of Davenport, Ia.

Klau-Van Pietersom-Dunlap-Younggreen, Inc., 417 Sycamore street, Milwaukee. Now handling account of the American Metal Products Company, Milwaukee.

Kling-Gibson Company, 310 South Michigan avenue, Chicago. Issuing orders and contracts to small towns for the Pratt Food Co., Philadelphia.

Lord & Thomas, 400 North Michigan avenue, Chicago. Preparing a newspaper list for the advertising of a new talking machine for the Brunswick-Balke-Collender Co., Chicago. To issue contracts on Gets-It Co., sometime this month (Jan.).

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Handling newspaper list for A. Stein & Co., Chicago. Has cut list to about 35 papers. Appropriation is to go mostly to magazines.

McLain-Simpers Organization, 1411 Walnut street, Philadelphia. Now handling account of the Cortright Metal Roofing Company, Philadelphia, manufacturers of metal shingles.

Philip Morris Advertising Company, 68 East Monroe street, Chicago. Issuing orders and contracts for People's Popular Monthly, Des Moines, Ia.

Potts-Turnbull Company, 6 North Michigan avenue, Chicago. Preparing list of newspapers for advertising of Portland Cement Co., Chicago.

Ruthrauff & Ryan, 225 North Michigan avenue, Chicago. Handling the advertising for Paris Toilet Co., Paris, Tenn., which has increased its newspaper appropriation for 1926.

Stack Advertising Company, 29 East Madison street, Chicago. Issuing orders and contracts for general territory for Standard Oil Co., Chicago.

Touzalin Advertising Agency, 7 South Dearborn street, Chicago. Issuing small orders for the Great Western Tailoring Co.

Advertisers in

INDIANA

Direct Their Message to the Home

Conditions in Indiana have improved considerably in the past generation. Prosperity is state wide—and in considering prosperity we are no longer led to think of a favored few. The wealth of the State, derived mostly through industrial and agricultural channels, is distributed sufficiently to assure merchandise distributors of a general demand for luxuries as well as for foodstuffs and other necessities.

The educational standard of Indiana is high and the people are thoughtful, discerning buyers, well worth the careful consideration of manufacturers.

In keeping with the attractive purchasing power of this important territory, the National Advertiser is assured the cooperation of daily newspapers that rank high among the newspapers of the country.

These Indiana Newspapers have home distribution

	Circulation	Rate for 5,000 line
*Columbus Republican .....(E)	4,860	.03
†Connersville News-Examiner .....(E)	4,557	.025
†Decatur Democrat .....(E)	3,194	.025
*Fort Wayne Journal-Gazette .....(M)	34,198	.08
*Fort Wayne Journal-Gazette .....(S)	30,599	.08
*Fort Wayne News-Sentinel .....(E)	42,168	.10
*Gary Evening Post-Tribune .....(E)	15,019	.06
†Hammond Times .....(E)	17,127	.06
†Huntington Press .....(M & S)	3,836	.025
*Indianapolis News .....(E)	125,827	.25
*Lafayette Journal & Courier.. (M) 7,761 (E) 13,204	20,965	.06
†La Porte Herald-Argus .....(E)	6,560	.035
†Shelbyville Democrat .....(E)	4,012	.025
*South Bend News-Times ..... (M) 9,634 (E) 15,671	25,305	.07
*South Bend News-Times .....(S)	23,249	.07
South Bend Tribune ....(S) 19,735....(E)	20,697	.06
*Terre Haute Tribune .....(E&S)	22,784	.06

*A. B. C. Publishers' Statement, Oct. 1, 1925.
†Government Statement, Oct. 1, 1925.

NAT'L PRESS BUILDING OFFICERS NAMED

ermanent Board Effected at Meeting in Washington, Jan. 18, with John Hays Hammond President—New Members Added

Permanent organization of the board f directors of the National Press Build-ıg Corporation was effected Jan. 18, ·ith the election of a number of new ıembers to the temporary organization, nd by the selection of officers and the ppointment of an executive committee. teps were taken looking to the carrying ut of the project already under way for ıe erection of the $9,000,000, eleven-ory building which is to stand on the ·te of the old Ebbitt Hotel and the Hooe uilding at the southeast corner of ourteenth and F streets. Work of de-olishing these structures has already een started.

The meeting was held in the new ffices of the corporation on the seventh oor of the Westory Building, directly pposite and overlooking the proposed ational Press Building.

In addition to the incorporators and riginal board of directors, composed of ohn Hays Hammond, Henry L. Swein-art, John Joy Edson, James William ryan and Harvey D. Jacob, the follow-ıg were added today to the building orporation board: Robert Barry, *Phil-delphia Public Ledger;* Ulric Bell, *ouisville Courier-Journal,* president, ational Press Club; Gene Buck, presi-ent, American Society of Composers uthors and Publishers; James Wright rown, president, EDITOR & PUB-ISHER; Homer Joseph Dodge, Federal rade Information Service; W. J. onovan, assistant to the Attorney Gen-ral of the United States; J. Fred ssary, *Baltimore Sun;* Carter Field, *ew York Herald Tribune;* Robert V. leming, president Riggs National Bank; lliott H. Goodwin, resident vice-presi-ent, Chamber of Commerce of the nited States; Gilbert Grosvenor, presi-ent, National Geographic Society; obert N. Harper, president, District ational Bank; Frederic J. Haskin, the askin Service; Arthur S. Henning, *hicago Tribune;* George R. Holmes, In-ernational News Service; Herbert Hoo-er, Secretary of Commerce; A. H. irchhofer, *Buffalo Evening News;* avid Lawrence, Consolidated Press As-ociation; Avery C. Marks, Jr., *Wash-ıgton Times;* Stephen T. Mather, di-ector, National Park Service; Edward . McLean, president and publisher, *Vashington Post;* Graham B. Nichol, nited States Treasury; L. C. Probert, uperintendent, Washington Bureau, As-ociated Press; Thomas R. Shipp, the hipp Service; and Paul Wooton, Wash-ıgton representative, McGraw-Hill pub-cations.

John Hays Hammond was elected resident of the board, Henry L. Swein-art, vice-president; John Joy Edson, reasurer, and James William Bryan, ecretary. Harvey D. Jacob is general ounsel.

On motion the president was author-ed to appoint an executive committee nd Mr. Hammond named the following: ames William Bryan, chairman; Henry . Sweinhart, vice-chairman; Ulric Bell, ohn Joy Edson, Arthur S. Henning, A. . Kirchhofer, Avery C. Marks, Jr., and aul Wooton.

PLANNING A.N.P.A. PROGRAM

opics Committee Makes Recommendations for Directors' Action

Recommendations for the April pro-ram of the annual convention of the merican Newspaper Publishers Asso-ation were drawn up at a meeting of e topics committee in New York, Jan. , subject to the approval of the board directors who were to meet Jan. 22. is understood radical changes in the ·ogram system as regards speeches and ubject matter have been suggested.

W. B. Bryant, publisher of the *Paterson* (N. J.) *Press Guardian,* and topics committee chairman, declined to make public the contemplated changes when questioned by EDITOR & PUBLISHER. Mr. Bryant was responsible for the successful program of the first A. N. P. A. fall meeting held at White Sulphur Springs last November.

Committee members present this week were Wiley Morgan, general manager of the *Knoxville* (Tenn.) *Sentinel,* and Harry Grant, publisher of the *Milwaukee Journal.* Two other members, George E. Scroggie, *Toronto Mail and Empire,* and John L. Stewart, *Washington* (Pa.) *Observer,* were unable to be present. Mr. Stewart is on a trip around the world.

WILLIAM E. TAYLOR

St. Louis Post-Dispatch Veteran Dies After Leap from Bridge

William E. Taylor, 64, classified advertising director of the *St. Louis Post-Dispatch* and connected with the business office of that paper for more than 46 years, wandered from his home on the morning of Jan. 18 while suffering from mental aberration, and leaped into the Mississippi River from the Municipal Bridge. Although still alive when taken from the river by the crew of a tug, he died soon afterward from shock and exposure.

Mr. Taylor suffered the recurrence of a nervous illness experience in 1911, and had been confined to his home since last October.

Mr. Taylor entered the employ of the Post-Dispatch as a collector in 1879, when it was personally directed by the late Joseph Pulitzer. He was elected secretary of the Pulitzer Publishing Company in 1906, but retired from that position in 1911 because of illness. Since his return he had been in charge of "want ads."

SAN MATEO DAILIES MERGED

Amphlett of The Times Buys and Suspends News-Leader

Purchase of the *San Mateo* (Cal.) *Daily News-Leader* by Horace W. Amphlett, publisher of the *San Mateo Times* was announced Jan. 20, on which date the *Daily News-Leader* suspended publication and merged with the Times.

The News-Leader was established in 1914 and was purchased seven years ago by Ed. S. Riggins, who prior to that time was advertising manager on the *San Francisco Call.* Before going to the Call, Riggins held an executive position with the *San Francisco Chronicle.* Riggins has not announced his plans for the future.

The San Mateo Times was established as a weekly newspaper in 1901 and on Jan. 2, 1924, it was published for the first time as a daily.

Amphlett, in announcing his decision to merge the Daily News-Leader with the San Mateo Times, announced that there will be no change in his business and editorial staffs, which include the following executives: William L. Baber, business manager; Ralph A. Shelton, advertising manager; Murphy McHenry, managing editor, and T. P. Magilligan, city editor.

NEW MILWAUKEE B. M.

H. H. Knickerbocker Takes New Post on Wisconsin News

H. H. Knickerbocker has joined the *Milwaukee Wisconsin News,* Hearst newspaper, as business manager, it was announced this week.

Mr. Knickerbocker has had wide newspaper experience. In 1919 he was manager of the *Middletown* (N. Y.) *Times-Press,* later resigning to join the *Westfield* (Mass.) *Daily Journal.* Before going to Middletown he had been with the *Watertown Standard.*

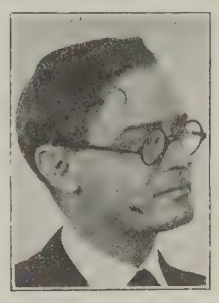
Mr. Knickerbocker came to New York and served for some time as business manager of the *New York Globe.*

In November, 1923, he went to Chicago as general manager of the National Newspaper Bureau, operated by Irl H. Marshall.

COMPLIMENT TO GAUVREAU

M.E. of New York Graphic Honor Guest at Staff Dinner

E. H. Gauvreau, managing editor of the *New York Evening Graphic,* will be given a complimentary dinner by the newspaper's staff on Jan. 23, on board the S.S. Cleveland. The affair was arranged by Martin H. Weyrauch, assistant managing editor, chairman of the dinner committee, and P. T. Trussell, city editor, vice-chairman.



E. H. GAUVREAU

Mr. Gauvreau was made managing editor of the Graphic when that tabloid was started by Bernarr Macfadden, Sept. 15, 1925. Prior to that he had been managing editor of the *Hartford Courant.*

NEW OGDENSBURG DAILY

Weekly Advance Launches Afternoon Paper Using I. N. S. Report

A new evening paper, the *Ogdensburg* (N. Y.) *Daily Advance,* made its initial appearance Monday, Jan. 11. Its telegraphic news is furnished by the International News Service. The paper is published in connection with the *Ogdensburg Weekly Advance and St. Lawrence Weekly Democrat,* which has been in existence for over 60 years. This is the only evening paper in this city.

Its editor is Colbert A. Bennett, who has been connected with the Weekly Advance for a number of years under the leadership of the late George F. Darrow. Since Mr. Darrow's death Mr. Bennett became part owner of the publication. Walton B. Stuart, also one of the owners, is vice-president and treasurer of the company, and C. P. Erney of Prescott, Canada, is the advertising manager.

LAUNCHING SUNDAY EDITION

New Venture of Winter Haven (Fla.) Chief to Start Jan. 31

The Florida Chief Publishing Company on Jan. 31 will add a Sunday edition to the *Winter Haven Daily Chief,* called the *Polk County Sunday Chief,* under the manangement of M. M. Lee, president of the corporation.

It will be served with Associated Press leased wire service, International News Reel pictures and King Features Syndicate. The advertising will be in charge of George R. Moon of the Daily Chief force, and C. G. Brodhecker, formerly managing editor of the *Jeffersonville* (Ind.) *Evening Bulletin.*

Paul O. Sergent Resigns

Paul O. Sergent, former circulation manager of the *New York Herald,* has resigned as business manager of the *Louisville Herald-Post,* his resignation to take effect immediately. Mr. Sargent came to Louisville from the New York Herald a year and a half ago to become circulation manager of the two papers. Mr. Sergent made no announcement of his plans for the future.

FINDLAY COURIER SOLD

Heminger Brothers of Morning Republican Buy Controlling Interest

R. L. and L. N. Heminger, editor and business manager of the *Findlay* (O.) *Morning Republican,* have bought the controlling interest of H. W. Brown, in the *Findlay Daily Courier,* and have already assumed possession of the property.

The Courier is in its 90th year and is the oldest Findlay newspaper, having started as a weekly in 1836. For a number of years, however, it has ranked second in the field in circulation and advertising linage.

Continuation of both newspapers under one management is contemplated. Plans, however, have not been completely developed.

Mr. Brown was the Courier's editor and proprietor for 25 years. He has in view a western trip shortly.

The Hemingers have had complete charge of the Findlay Republican for more than two years, assuming that responsibility when their father, I. N. Heminger, went to California for the benefit of Mrs. Heminger's health. The family owns a controlling interest in the Republican. The father has been identified with the Republican for 35 years, having started as a reporter after being graduated from college.

INLAND MEETING FEB. 16-17

Winter Convention of Mid-West Publishers at Hotel Sherman, Chicago

The Inland Daily Press Association is to meet Feb. 16 and 17 at the Hotel Sherman.

Included in the list of speakers are W. R. Ronald of the *Mitchell* (S. D.) *Republican;* Major H. B. Burgoyne, *St. Catherines* (Ont.) *Standard;* Harvey J. Kelly, chairman, special committee, A. N. P. A.; F. V. Hayden, executive secretary, Agricultural Publishers' Association, Chicago; A. Myhrum, western national advertising manager, *Chicago Tribune;* W. P. Strandborg, director, Oregon Public Utility Information Bureau, Portland; T. O. Huckle, Ypsilanti *Ypsilantian-Press;* H. L. Williamson, publisher, *United States Publisher,* Springfield, Ill.; J. M. Beck, *Centerville* (Ia.) *Iowegian and Citizen.*

Among the subjects to be discussed at the round table are; "The Cancer 'Cure' Indorsed by the Commercial Club of Taylorville, Ill."; "Fifty to One Hundred Thousand Lines You Have Lost or May Lose," and "Advertising Rates—Sliding Scale."

NORTH ADAMS HERALD QUITS

Oldest Daily in Northern Berkshire Suspended January 19

The *North Adams Herald,* oldest daily in northern Massachusetts, suspended publication with the afternoon issue of Jan. 19. A. W. Hardman, publisher of the *North Adams Transcript,* is negotiating for the purchase of the plant and equipment.

Thomas A. Haggerty, president and treasurer of the Herald Publishing Company and publisher of the paper, has resigned. Attorney E. D. Getman, representing interests to whom Mr. Haggerty has transferred his interest, has been elected to succeed him. It is understood that the corporation will be dissolved. According to Mr. Haggerty the paper has been carried on at a personal sacrifice for the past two years because of inability to operate at a profit in the field.

Vance Takes Journalism Chair

Henry Vance, conductor of the Coal Bin column in the *Birmingham News* has resigned to take the chair of journalism at Southern University, Lakeland, Fla. Mr. Vance was at one time sporting editor of the News.

Adds Saturday Edition

The *Daytona Beach* (Fla.) *News* on Jan. 9, began publishing a Saturday edition, making the News a seven day evening and Sunday paper.

Missouri Daily Suspends

The Excelsior Springs (Mo.) *News-Call,* daily, suspended publication Jan. 3. A. S. Blood was publisher.

Tulsa Tribune Starts "Pre-Date"

The *Tulsa* (Okla.) *Tribune* has started a new pre-date edition, using the United Press report.

Statistics, Corrections and New Surveys for the EDITOR & PUBLISH

TEXARKANA, ARK.-TEX.

(Miller County, Ark.—Bowie County, Tex.)

Note: This survey should be clipped and pasted in the Texas section of the Space Buyers' Guide for 1925. Most of the commercial and industrial enterprises are located in the part of Texarkana which is located in Texas. This will aid space buyers in keeping their market data correct. It is also advisable to insert the name of Texarkana in the index under Texas.

1920 Population, 19,737. (In Ark., 8,257; in Tex., 11,480.)

City and Suburban Estimate, 63,493. (Miller Co., Ark., and Bowie Co., Tex.)

Native Whites, 75%; Negroes, 20%; Foreign Born, 5%; Industrial Workers, 70%; English Reading, 90%; Families, 6,000.

Schools: Public Grade, 24; High, 2; Junior High, 2; Parochial, 1; Number of Pupils, 2,800.

Churches: Baptist, 5; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 5; Presbyterian, 2; Roman Catholic, 2.

Banks: National, 2; State, 2; Total Resources, $20,000,000. Savings Bank Deposits Total, $5,000,000. Other deposits, $20,500,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 5,000.

Location: On nine railroads, including trunk systems of the Mo. Pac., Texas Pacific, K. C. Southern, and the "Cotton Belt" Rys. To nearest large city (Shreveport, La.), by railroad, 3 hours; by automobile, 4 hours.

Principal Industries: Cotton, truck farming, lumber, caskets, live stock, and other agricultural products.

Manufacturing Establishments: 50. Leading firms: Texarkana Pine Works, Southern Furniture Factory, Gulf Cooperage Co., etc. Total value of yearly output of factories estimated at $2,500,000.

Special Information: All principal streets paved, including residential sections. New $800,000 hotel, 2 Municipal buildings to cost $200,000 each, $250,000 new theatre built. Superior church and school buildings, new Union Ry. station building, to cost $1,000,000.

Residential Features: Many palatial homes, costing up to $150,000, 6,000 homes, 40 apartment houses. Delightful climate, out door life for ten months in the year.

Trading Area: Legitimate trade area extends in a 50-mile radius around the city, with a prosperous population of 300,000, approximately.

Wholesale Houses: Groceries, 3; meats, 5; fruits, 1; hardware, 2; dry goods, 2; miscellaneous lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 5; automobile accessories, 4; automobile tire agencies, 8; bakers, 4; total cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 20; delicatessen, 6; dressmakers, 12; total druggists, 25; dry goods, 50; department stores, 5; electrical supplies, 15; florists, 5; fruits, 14; furniture, 7; furriers, 1; garages (public), 25; total grocers, 135; hardware, 10; jewelry, 8; total meat markets, 35; men's furnishings, 5; men's clothing, 15; merchant tailors, 10; milliners, 10; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; total restaurants (including hotels), 15; shoes, 5; sporting goods, 10; stationers, 4; women's apparel, 10.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 45; most pleasant months, March to June, September to December; doctors (medical, 20), (dentists, 10), (osteopaths, 8); number of wired houses, 4,000; street car service; gas, natural; electric current, alternating; water, soft.

TRINIDAD, COLO.

Make Following Correction

1920 Population, 10,906.

THREE RIVERS, QUEBEC, CANADA

Make Following Corrections and Additions

Population: 1925 est. 30,000.
Families: French, 4,432; English, 451.
Schools: Attendance, 6,000.
Banks: State, 6.
Total value of yearly output of factories estimated at $75,000,000.
Special Information: Annual industrial payroll more than $8,000,000.
Retail Outlets: Passenger automobile agencies, 8; commercial auto. agencies, 6.

FOSTORIA, OHIO

On page 196, Space Buyers' Guide under title line of Fostoria survey add Seneca County. This city is partly in Hancock and partly in Seneca Counties.

MIDDLETOWN, CONN.

On page 34, Space Buyers' Guide, add 1925 estimate of population, 22,129. Separate city and town governments were consolidated in October, 1924.

BALLSTON SPA, N. Y.

Note: Clip this survey and paste in the New York section of the 1925 Space Buyers' Guide. Ballston Spa is a separate market and should not be combined with Saratoga Springs.

1920 Population, 4,103. 1925 State Census, 5,010.

Native Whites, 88%; **Negroes,** very few; **Foreign Born,** 12%; **Industrial Workers,** 50%; **English Reading,** 75%.

Schools: Public Grade, 2; High, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Gospel Chapel.

Banks: National, 2; Total Resources, over $4,000,000.

Theatres: Moving Pictures, 1. Total number of seats, 671.

Location: Delaware & Hudson. To Schenectady, by railroad, 30 minutes; by trolley, 45 minutes, by auto, 45 minutes.

Principal Industries: Glove making, overalls, leather and knit goods. Paper making and sweater making, woolen socks.

Manufacturing Establishments: Leading firms: Ballston Knitting Co., Ballston Knit Glove, Cold Storage, American Hide & Leather Co., Miller Overall Factory, Spa Knitting Co., West Milton Paper Mill, Adirondack Knit Goods Co., Curtis-Abernethy Glove Co.

Special Information: One of largest tanneries in the world. Large knitting mill. One of largest wool socks manufacturing plants in U. S. producing 18,000,000 pairs annually. Excellent drinking water.

Residential Features: Very pretty residences, streets, trees, etc. Spring water. Most people own their homes. Healthful climate, air, general condition. Near Lakes.

Retail Shopping Section: Front Street, 4 blocks; Milton Avenue, 3 blocks; Bath Street, 1 block; South Street, 2 blocks.

Trading Area: Within 16 miles from southerly direction as Schenectady is at that distance. About 15 miles west of village as Amsterdam is 19 miles. About 15 miles east. About 7 miles north as Saratoga is there. Considering a 30 mile area.

Wholesale Houses: Miscellaneous lines, 1 store.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 1; automobile accessories, 7; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 15 (chain, 1); confectioners (including hotel stands), 7 or so; delicatessen, 3; dressmakers, 5; druggists, 4; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 3; fruits, 10; furniture, 1; garages (public), 6; grocers, 32 (chain, 2); hardware, 2; jewelry, 2; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants, 4; shoes, 4; sporting goods, 1; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 80; most pleasant months, May, June, Sept., Oct.; doctors (medical, 5), (dentists, 4); number of wired houses, 1,100; street car service; electric current, alternating; water, soft.

TARRYTOWN, (Including North Tarrytown) N. Y.

(Westchester County)

Note: Paste this correction over the first part of Tarrytown, N. Y., on page 178 of the Space Buyers' Guide. Tarrytown and North Tarrytown are considered one market and the remainder of the survey data was made up accordingly.

1920 Population, 11,734.

City and Suburban Estimate, 25,000.

NEW WESTMINSTER, BRITISH COLUMBIA, CANADA

Corrections and Additions

Population, 1925 est. 19,000.
City and Suburban Estimate, 30,000.
Schools: Number of pupils, 3,960.
Location: Add, To nearest larger city by railroad, 30 minutes; by trolley, 30 minutes; by auto, 20 minutes.
Manufacturing Establishments, 36. Take out B. C. Day Factory and add the following establishments: International Wood Products Co. (Kraft Cheese), Canadian Creosote Co., Brackman-Ker Milling Co., Galbraith & Sons, lumber, sash and door; B. C. Gypsum Co., Westminster Mills Ltd., B. C. Manufacturing Co., Ltd., Westminster Foundry Co., Frye & Co. Stock Yards, Westminster Paper Mills.
Retail Outlets: Radio supplies, 6; Women's apparel, 9.

Miscellaneous Data: Most pleasant months, May to October; doctors (medical, 18), (dentists, 11), (osteopaths, 3); number of wired houses, 4,450; street car service; gas, artificial; electric current, alternating; water, soft.

SOUTH HAVEN, MICH.

(Van Buren County)

1920 Population, 3,829.

City and Suburban Estimate, 5,166 (est. on school census) est. 7,000 vicinity.

Schools: Public Grade, 4; High, 1; Junior High, 1. Number of pupils, 1,157.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: State, 2; Total Resources, $3,463,391.39. Savings Bank Deposits Total, $598,769.67.

Theatres: Moving Pictures, 2; miscellaneous (Auditoriums, etc.), 3. Total number of seats 5,000—due to one large auditorium seating 3,000.

Location: East shore Lake Michigan; West terminal Mich., Cent. R. R., So. Haven Branch. Terminal K. L. S. & C. (Branch Pere Marquette). Chicago and South Haven Steamship Company. During seven months of year have boat service to Chicago, about seventy-five miles southwest across Lake Michigan. To nearest larger city by railroad, 2 hours; by automobile, 1½ hours.

Principal Industries: Piano manufacture, grey iron castings, wood carving, fruit canning large shipping point for Michigan Fruit Belt.

Manufacturing Establishments, 7. Leading firms: Cable-Nelson Piano Co., S. E. Overton Co. (Piano benches and wood-carving), National Motor Castings Co., South Haven Preserving Co., South Haven Fruit Exchange.

Special Information: Large population in summer colony (est. 10,000) due to nearness to Chicago. Recent marked increase in real estate transactions. Recent developments have made city importing point for European products used in paper industry. Center of prosperous fruit-growing region; boat service making city excellent shipping point for Chicago markets.

Residential Features: About one thousand homes, practically all single family. Very few apartment houses mostly two family.

Retail Shopping Section: Center St., 3 blocks; Phoenix St., 3 blocks; Quaker St., 1 block; Eagle St., 1 block.

Trading Area: West nothing. (L. Mich.) South about 15 miles: North and northeast 12 to 15 miles. East 10 to 14 miles Southeast 10 miles.

Wholesale Houses: Fruits, 1. Miscellaneous lines: candy and cigars, 8.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 3; automobile accessories, 4; automobile tire agencies, (also all auto. dealers); bakers, 6; total cigar stores and stands (including hotels) 11 (summer) (chain, 1); confectioners (including hotel stands), 6 (est. 15 summer); delicatessen 2; dressmakers, 6; total druggists, 3; dry goods 6; department stores, 1; electrical supplies, florists, 3; fruits, 1 (3 summer); furniture, garages (public), 7; total grocers, 17 (chain 1); hardware, 3; jewelry, 2; total meat markets, 5; men's furnishings, none exclusiv men's clothing, 3; merchant tailors, 4; milliners, 4; opticians, 3; photographers, pianos (and miscellaneous musical instruments 2; radio supplies, 4; total restaurants (including hotels), 7 (15 summer); shoes, 7; sporting goods, 2; stationers, 1; women's apparel, 2.

Miscellaneous Data: Average temperature 46.7 degrees; average number of rainy days p twelve months, 130; most pleasant months, Ma June, July, Aug., Sept.; doctors (medical, (dentists, 3), (osteopaths, 1); number of wir houses, 980; gas, artificial; electric curre alternating; water, hard.

GREENVILLE, S. C.

Corrected List of Retail Outlets

Number of Retail Outlets for Nationally A vertised Products: Passenger automobile age cies, 16; commercial automobile agencies, automobile accessories, 6; automobile tire age cies, 8; bakers, 5; total cigar stores and stan (including hotels), 7; confectioners (includi hotel stands, 5; dressmakers, 50 to 60; tot druggists, 24 (chain, 1); dry goods, 24; depa ment stores, 6; electrical supplies, 9; florist 4; fruits, 40; furniture, 11; garages (public 50; total grocers, 75 (chain, 10); hardware, jewelry, 5; total meat markets, 15; men's fu nishings, 10; men's clothing, 20; merchant t lors, 10; milliners, 10; opticians, 5; photograp ers, 7; pianos (and miscellaneous musical struments), 4; radio supplies, 9; total resta rants (including hotels), 35; shoes, 10; sporti goods, 4; stationers, 5; women's apparel, 7.

WILLIAMSPORT, PA.

Change total resources of banks to $35,29 339.39. Figure given in survey ($7,568,118.0 represents capital of banks.

Sell in Honolulu—

In prosperous Hawaii, advertising brings outstanding results. The Star-Bulletin, Hawaii's greatest and largest daily newspaper, blankets this rich market with a circulation of over **16,000** daily and over **18,000** Saturday—a forty-page paper.

Reaching the English speaking trading channels opening the door to a buying population of over a quarter million. American territory where American business methods prevail.

Over a million lines of national advertising carried in 1924 and 1925—and still growing—testify to the responsiveness of this market to consumer advertising.

HONOLULU STAR-BULLETIN

National Advertising Representatives

ALCORN & SEYMOUR COMPANY, INC.

NEW YORK — 270 Madison Ave.
CHICAGO — 410 N. Michigan Ave.

KIMBALL-MOGENSEN COMPANY, INC.

SAN FRANCISCO — 564 Market St.
LOS ANGELES — 723 Title Insurance Bldg.
SEATTLE — 603 Securities Bldg

25 Space Buyers' Guide Number

BRUNSWICK, GA.

(Glynn County)

1920 Population, 14,413.

City and Suburban Estimate, 20,000.

Native Whites, 60%; Negroes, 40%; Industrial Workers, 50%; English Reading, 100%; Families, 4,000.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 50.

Churches: Baptist, 5; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 6; Presbyterian, 1; Roman Catholic, 1. Miscellaneous, 1.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,000.

Location: A. B. & A. R. R. Southern R. R. Seaboard R. R., A. C. L. R. R., Clyde S. S. Co., Leyland S. S. Line. To nearest larger city by railroad, 3 hours; by automobile, 3 hours.

Principal Industries: Atlantic Refining Co., Hercules Powder Co., Gaveneer & Pkg. Co., Turpentining Co. (Naval Stores), Brunswick Manufacturing Cons. Co., Glynn Canning Co., Southern Automatics Co. 25 to 30 small industries.

Special Information: Payroll, $3,600,000. Home of 100 America's richest men. Winter and summer resort. Shipped $250,000 garden truck this year. 18,000 acres in 5 and 10 acres under process of development.

Retail Shopping Section: Newcastle St., 5 blocks; Gloucester St., 3 blocks; Norwich St., 3 blocks; Bay St., 5 blocks.

Trading Area: 50 miles north and south—100 miles west.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 3; hardware, 2; dry goods, 2; miscellaneous lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial auto. agencies, 2; automobile accessories, 5; automobile tire agencies, 6; bakers, 2; total cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 3; delicatessen, 3; dressmakers, 20; total druggists, 10; dry goods, 16; department stores, 2; electrical supplies, 2; florists, 2; fruits, 6; furniture, 9; garages (public), 16; total grocers, 25; hardware, 3; jewelry, 4; total meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 5; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, one; total restaurants (including hotels), 5; shoes, 3; sporting goods, 2; stationers, 1; women's apparel, 1.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per twelve months, 23; most pleasant months, Apr., May, June, July, Aug., Sept., Oct., Nov., Dec.; doctors (medical, 15), (dentists, 5), (osteopaths, 2); gas, artificial; electric current, alternating; water, hard.

OIL CITY, PA.

Make Following Corrections

Native Whites, 87.8%; Negroes, 1.1% Foreign Born, 11.1%; Families, 4,997.

PHOENIX, ARIZ.

Make Following Changes

1920 Population: Native Whites, 81.5%; Negroes, 3.7%; Foreign Born, 14.8%; Industrial Workers, 25%.

MONTROSE, COLO.

Make Following Changes

1920 Population: 3,581. City and Suburban Estimate, 7,200.

PERTH AMBOY, N. J.

Change per cent of English reading in Perth Amboy survey, page 152, from 30% to 85%.

SPOKANE, WASH.

Under heading "Retail Shopping Section" in Spokane survey, page 262, change retail trading territory to 150 mile radius.

TEMPLE, TEXAS

(Bell County)

1920 Population, 11,033.

City and Suburban Estimate, 16,000.

Native Whites, 76.3%; Negroes, 18.8%; Foreign Born, 4.9%; Industrial Workers, 5%; English Reading, 98%; Families, 3,500.

Schools: Public Grade, 7; High, 1; Parochial, 1. Number of Pupils, 3,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 13.

Banks: National, 2; State, 2; Total Resources, $3,500,000.

Theatres: Legitimate, 1; Moving Pictures, 3. Total number of seats, about 1,596.

Location: On M. K. T. and G. C. & S. F. Railroads. To nearest larger city by railroad, 5 hours; by automobile, 6 hours.

Principal Industries: Farming—Railroading.

Manufacturing Establishments, 20. Leading firms: Temple Candy Company, Texas Gum Company, Southland Cotton Oil Company, Temple Cotton Oil Company, Willig Brothers, Forsyth Engineering Company, Temple Iron Works, Bell Ice Cream & Bottling Company. Total value of yearly output of factories estimated at $2,500,000.

Special Information: Temple is noted for its hospitals. Five in number and all rated first class. Healthy climate, altitude 750 feet, fine water; central location.

Residential Features: Many pretty residences, 35,000; shades trees; fifteen miles paved streets.

Retail Shopping Section: Main, First, Second, Avenues A, Central; six blocks each.

Trading Area: 20 to 50 miles.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 2; automobile accessories, 14; automobile tire agencies, 14; bakers, 5; total cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 9; dressmakers, 10; total druggists, 9; dry goods, 15; department stores, 4; electrical supplies, 3; florists, 4; fruits, 5; furniture, 7; Garages (public), 7; total grocers, 50 (chain, 2); hardware, 4; jewelry, 5; total meat markets, 16; men's furnishings, 5; men's clothing, 8; merchant tailors, 1; milliners, 12; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; total restaurants (including hotels), 14; shoes, 8; sporting goods, 5; stationers, 2; women's apparel, 15.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 30; most pleasant months, April, May, Oct., Nov.; doctors (medical, 35), (dentists, 8), (osteopaths, 2); number of wired houses, 2,500; street car service; electric current, alternating; water, soft.

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO EMPLOYERS.

Item-Tribune
MONDAY-EVENING-SUNDAY
COMPLETE COVERAGE
at one cost
95,000 circulation—20c
a line week-days
Cover New Orleans
At ONE Cost

LOS ANGELES EVENING HERALD
Los Angeles, Calif.
Gained 7,505 Daily Average Circulation
Sworn Government Statement, Six Months Ending Sept. 30, 1924, 174,280 Daily. Six Months, Ending Sept. 30, 1925, 181,785 Daily. Increase in Daily Average Circulation, 7,505.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

AN UNEQUALLED SERVICE TO SUBSCRIBERS

THE EDITOR & PUBLISHER
International Year Book for 1926
(To be Issued Next Week)
and
THE EDITOR & PUBLISHER
Space Buyers' Guide for 1925

are included with every subscription to EDITOR & PUBLISHER.

These two issues form an unsurpassed service to space buyers, advertising managers, publishers and all other executives in the newspapers and advertising fields.

PROFIT BY THIS SERVICE

Send in your subscription NOW to

EDITOR & PUBLISHER
1700 Times Building
NEW YORK, N. Y.

Rates: Domestic $4.00; Canada $4.50; Foreign $5.00

DAILY ISSUES SURVEY

Cleveland Press Booklet Seeks to Analyze Local Field

A large booklet "Comparing the Selling Power of Cleveland Newspapers" has recently been issued by the *Cleveland Press* containing house-to-house surveys of various sections of the city.

The survey was suggested, the book states, by an executive of a large advertising agency in another city, and was carried out by two students of Carroll University, James E. Slivka and Val J. Mastny. They were instructed to ask, but suggest no answers to the following questions:

1. Which Cleveland newspaper do you take?
2. Which do you like best?
3. Which do you read most carefully?
4. In which newspaper does the advertising influence you most?
5. Is any buying for your home done at community markets?

The survey is presented by districts just as it was made with charts and graphs used profusely to illustrate conditions as found by the investigators.

EDITOR & PUBLISHER YEAR BOOK OUT NEXT WEEK.

BASKETBALL PLAY-BY-PLAY

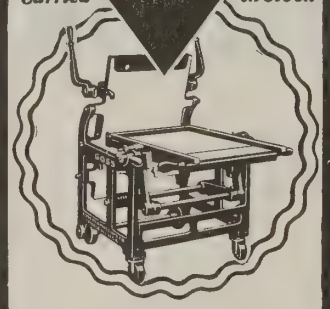
Madison (Wis.) State Journal Pioneering in Sport Reporting

Play by play reports of basketball games, consuming more than two columns in length, are being published experimentally by the *Madison* (Wis.) *State Journal* on its sport pages. These detailed reports are said never to have been attempted before. Sport editors from many parts of the country are watching the innovation.

The play by play is obtained by having a court reporter present to whom the sport editor dictates plays as they are made on the floor.

Supplies and Equipment

GOSS
STEREOTYPING MACHINERY
Carried in Stock



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

C-H
Printing Press Control
"The Safest System in the World"
For Large and Small Plants
Consult Our Nearest Office
The Cutler-Hammer Mfg. Co.
MILWAUKEE, WISCONSIN
New York Cincinnati Milwaukee
Chicago Boston Cleveland
Pittsburgh Detroit Buffalo
Philadelphia St. Louis
H. B. SQUIRES CO.—Los Angeles, San Francisco, Portland, Seattle.
CUTLER-HAMMER

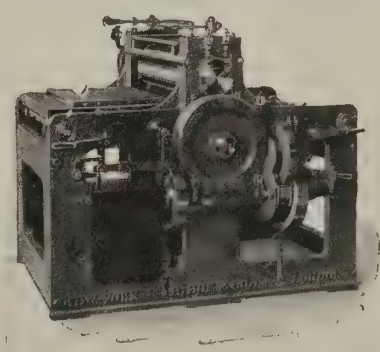
Wilke's METALS
THE HIGHEST STANDARD
Write for Information Concerning
Wilke's Metal Insurance Plan
It Will Save You Money
Metals Refining Co.
Hammond, Indiana
Warehouses in Principal Cities

Rebuilt
GOSS & HOE
PRESS BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT
Made in both wood and steel.
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.

Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

HOE New-Design Heavy-Duty Matrix Roller
Built especially for heavy-duty work from the best grade of materials. Heavy supporting Frames are cast in one piece and secured by two substantial crossbar castings. Bed, with five second travel in one direction for wet mats and twenty second travel for dry mats, accommodates the largest single and double-page chases in ordinary use.



Designed Especially for Dry Mats

R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street CHICAGO, ILL.
also at DUNELLEN, N. J.
7 Water Street BOSTON, MASS.

For the cost of a classified advertisement you can have a salesman ever present in the office of every publisher. List your product on the classified page of
EDITOR & PUBLISHER

Classified

EDITOR & PUBLISHER
Classified Advertising Information

TRANSIENT RATES
SITUATIONS (Cash with Order)
1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line
ALL OTHER CLASSIFICATIONS
(Cash with Order)
1 Time — .60 per line
4 Times — .55 per line
White space charge at same rate per line
insertion as earned by frequency of inser
Special rates quoted for 13, 26 and 52 insert
The Editor & Publisher reserves the rig
classify, edit or reject any advertisement
COUNT SIX WORDS TO LINE.

INDEX OF CLASSIFICATI

ADVERTISING
General Promotion
Special Editions Special Pages
BUSINESS OFFICE
Accounting Appraisers
Supplies Devices
BUSINESS OPPORTUNITIES
Brokers Newspapers Wanted
Newspapers For Sale
CIRCULATION
Promotion Distribution
Premiums
EDITORIAL
Business News Correspondents
Syndicate Features
Art Pages Radio
Comics Sports
Fashion Pages Statistical
Fiction Wire News
News Pictorial Women's Pages
EMPLOYMENT
Help Wanted Situations Wanted
MECHANICAL
Equipment For Sale Equipment Want

ADVERTISING

General Promotion

Advertising Promotion—If you want business, communicate with the Internat Publications Service, Suite 1004, 1841 B way, New York City.

Special Pages

Special Feature Pages—Local display devel from non-regular advertisers. Industrial, B ing, Church, Baby-Contest Pages, Special tions. Every account guaranteed. Williar Jordan, Newspaper Revenue Builder, care E & Publisher.

BUSINESS OPPORTUNITI

Brokers

A Real Bargain—Old established weekly job plant, including new linotype, occup exclusive field for radius of twenty m Very low price and easy terms. Good rea for selling. J. B. Shale, New York City.

Weekly or Small Daily—Client wants to ir $12,000 in good weekly or small daily in England or New York. What have Write me and tell me how much money have, where you want a paper, and I will it for you. I have many good proposition 42 states. Omar D. Gray, Sturgeon, Mo.

Newspapers for Sale

Weekly Newspaper and job office in Wisconsin town. Ill health reason for sel B-671, Editor & Publisher.

Newspapers Wanted

Evening Paper—Want to buy direct owner in city of from 10,000 to 20,000. fidential. B-637, Editor & Publisher.

Partnership

Partnership—Newspapermen, advertising m ger, city editor, printers, may obtain partne interest in established daily in small Calif city. Must be experienced and willing to w Address Batholomew, United Press, San F cisco.

Periodical for Sale

An Established Outdoor Periodical, in un field with excellent prospects, for sale. Re for selling: other publications require our tention. Address: MAGAZINE, Editor & lisher.

The Meeting Place of Buyer and Seller

CIRCULATION

Promotion

:ulation—When **quick, additional circulation** :erage becomes necessary, remember that our :nty years in this one line of endeavor is :r proof against experimenting. Write or e Pacific Coast Circulation Service, Bell ck, Cincinnati, Ohio.

'e Circulation—Our "Opportunity Club" n Campaigns are Circulation Builders. Let build your circulation. Sherman & Eckert, South Fourth Street, Easton, Pa.

:ulation Builders—Blair & Austin, 1504 Cen- Ave., Reading, Penn. Originators of Sales- nship Club Campaigns.

Premiums

miums—China appeals when everything fails. Use it the new way—Two pay plan. lers cost the publisher less than $0.30 each. Albright China Co., Carrollton, Ohio.

EDITORIAL

Syndicate Features

ffalo Times and Buffalo Dziennik Dla zystkich are the new customers this week. ite for samples of a live, alert, up-to-date vice. The Graphic Syndicate, 25 City Hall ce, New York.

EMPLOYMENT

Help Wanted

dvertising Manager; Business Manager; Man- ng Editor; City Editors; Reporters; Display n. Positions now open. Publishers' Place- nt Service, Seitz Bldg., Syracuse, N. Y.

dvertising Man wanted to handle new weekly wspaper. Must know Long Island territory l be thoroughly experienced. Give refer- es and salary expected to start in first letter. 666, Editor & Publisher.

dvertising Salesman—Must be first-class py-writer, lay-out man and salesman. If u deliver results we have a permanent posi- n for you as advertising director. We are cond paper and competition strong. Salary d bonus. Photo and full particulars. B- 07, Editor & Publisher.

dvertising Man wanted. One who is ex- rienced in selling, and writing good copy. ly daily paper in middle western city of 000. Splendid opportunity. Write fully, ing age, experience, references and salary to rt. B-627, Editor & Publisher.

dvertising Solicitor—Newspaper near New rk wants good salesman and copy writer. te salary and references. Address B-675, tor & Publisher.

dvertising Salesman, copy writer and layout n wanted for state's leading newspaper. cellent opportunity for aggressive man. In st letter state age, experience and salary ex- ted. Give references and enclose specimens work. New Mexico State Tribune, Al- uquerque, New Mexico.

Cable Advertising Man wanted. Must be e to prepare layouts and solicit. Morning per, southern city, leading A. B. C. circula- n. Salary and commission to right person. ply B-661, Editor & Publisher.

Cculation—We want, at once, a man who cf produce results the first week. Must be worker not a desk man. If you understand culation and can build and direct strong es force, this is a wonderful opportunity you. Length of service depends entirely on results. Permanent if you produce. lary and bonus. Full particulars, with photo first letter. B-656, Editor & Publisher.

Cculation Man wanted to handle new weekly wspaper. Must know Long Island territory d be thoroughly experienced in organizing rier system. Give references and salary pected to start in first letter. B-667, Edi- & Publisher.

Cculation—Man qualified to take charge of culation department of successful daily in Pacific Coast state. Give experience and ary. Address B-654, Editor & Publisher.

naging Editor wanted for daily in city of 0,000, near New York; good opportunity r capable man. State salary, and when ailable to B-650, Editor & Publisher.

chanical Superintendent—All-around experi- ced on metropolitan dailies; pyrotechnic with solute control; $10,000 year. B-668, Editor Publisher.

EMPLOYMENT

Help Wanted

Circulation Manager—Desirable openings for two experienced newspaper circulation managers to take charge and manage offices in a circulation organization extending from coast to coast. Prefer men with not less than five years' experience; over thirty years of age; and who have employed and managed forces of house-to-house canvassers. A minimum of $2,600 per year with opportunities to advance to position paying from $5,000 to $8,000. 65 former newspaper circulation managers and others now happily located in permanent positions. Will not employ habitual users of liquor. Answer with references. Ernest A. Scholz, Circulation Director, The Butterick Publishing Company, Butterick Building, New York.

Classified Salesman—We want a man who can produce results on second paper. Will take hard work and not theory. Permanent position to right man. Salary and bonus. Photo and references. B-658, Editor & Publisher.

Classified Advertising Manager—Leading newspaper in large Eastern City, carrying three times the volume of business of any other paper, wants a thoroughly experienced, seasoned, go-getter. Must have ability to sell and manage department with crew of men and girls. Good salary, permanent position. Address in confidence giving details, references, salary desired. B-660, Editor & Publisher.

Situations Wanted

Advertising—Experienced solicitor, Real Estate-Resort. Now employed New York City daily. No objection out of town. Address B-635, Editor & Publisher.

Advertising Manager, now employed, seeks new connection. Twelve years' experience in selling advertising. Age 35. Thoroughly familiar with local display, automobile accounts and publicity, national accounts and service work, also classified advertising. Employed at present as Advertising Manager of middle western daily with circulation about 85,000. Not satisfied with future here. Can furnish best of references. Box B-624, Editor & Publisher.

Advertising Manager—Experienced in writing clear, forceful copy and making attractive layouts. College man, 27 years of age. Prefer paper in Southwest or Pacific Coast with circulation of 8,000 to 12,000. Clean cut record showing 7 years of successful effort in increasing linage on substantial basis. Now employed. Services available April 1st. Address B-659, Editor & Publisher.

Advertising—Valuable man seeks connection where marked ability as manager, copy writer, lay-out man, solicitor, will provide permanency. West preferred. B-652, Editor & Publisher.

Advertising Man offers knowledge and twenty years' experience gained in selling space in the magazine and newspaper field. A man of mature judgment and demonstrated ability, possessing the poise to inspire confidence and accomplish results. Investigation will prove stability and establish the fact that I am a seasoned executive. Desire forming permanent connection, remuneration based upon results. Address B-664, Editor & Publisher.

Advertising Man—26, experienced, selling and managing, desires position where there is an opportunity to learn the business end of the publishing business. College education. Familiar with merchandising. Prefer to assist a business manager or publisher. Let's talk it over. B-666, Editor & Publisher.

Assistant Advertising Manager of Southern daily, 40,000 circulation, competent to handle entire department, good solicitor, good appearance, thoroughly experienced in writing copy and making layouts, desires an immediate advertising connection. Age 36. Can furnish excellent references as to reliability. Prefer South. Address B-655, Editor & Publisher.

Circulation Manager—Available Feb. 1st to live publisher, who will appreciate hard work. Fourteen years successful record showing enviable gains on hard propositions. Experienced promotion man and capable of producing maximum results at minimum cost. Good organizer and systematizer. Prefer second paper. Excellent reputation. Best references. Address B-663, Editor & Publisher for interview.

EMPLOYMENT

Situations Wanted

Circulation Manager with unusually successful record of many years, available Feb. 10th, seeks connections with live organization where a man with initiative and thorough knowledge of all branches of circulation work will have opportunity to continue an enviable record. My past record is proof of my ability to organize and put over hard propositions. Prefer second or third paper. Best of references from present employer. For interview address B-670, Editor & Publisher.

City Circulation Manager—Five years' good hard experience; 26 years old, married and have family. Very best references from present employer. Available on short notice. B-662, Editor & Publisher.

Classified Manager—Clean cut, go-getter, age 39, 13 years' experience. Classified, on paper where now employed ranked first. National seventh and local display sixteenth for cities of less than 100,000 first six months of 1925. Leading second paper by 72%; also previous years. Do you want a leader record? If so, let's get together; salary or commission; prefer city of 150,000 or over; South or Southwest. Address B-605, Editor & Publisher.

Classified Expert, with many years of successful experience in building classified business on Metropolitan and small town papers, offers personal service in training and management of classified department. My work includes training of local manager to succeed myself, installation of necessary system, training of selling force, promotional work, development of reader interest. My charge is based on department income and increase in earnings. William E. Jordan, care Editor & Publisher.

Classified Advertising Manager, experienced, who knows how to build classified volume that's real classified. An executive who can handle every detail of his department. Knows how to handle the organization to secure the maximum at a minimum cost. My past work speaks for itself. Let me prove it. No paper too small or too large. B-665, Editor & Publisher.

Classifid Advertising Manager wants change to paper with larger field for development. Now employed but could leave with two weeks' notice. Married, not a rover. Age 35. Have specialized in systemitizing in record details, collections and increased lineage in Classified Ads. Have had valuable experience in all phases of progressive, up-to-the-minute Classified Department. Best of references. Member of Classified Managers' Association. Address B-677, Editor & Publisher.

Classified Manager, now assistant on one of the largest Want Ad mediums in the country. Present position 5 years. A-1 references. B-649, Editor & Publisher.

Classified or Display Manager—Capable young man now employed, seeks greater opportunity. Eight years' experience, good record, age 28, married. B-651, Editor & Publisher.

Classified Advertising Manager of a metropolitan daily desires new opportunities this Spring and welcomes correspondence from first class newspapers. Address R-621, Editor & Publisher.

Dramatic and Music Critic, national reputation, wishes position in East outside New York. High priced but worth it, as proven by record of achievements. Now employed. Address B-642, Editor & Publisher.

Editorial—What have you to offer reliable man who can fill any position in editorial dept? References. B-653, Editor & Publisher.

Manager—I have just purchased a newspaper in town of 35,000 and taken over its management. This means letting out, through no fault of his own, present capable manager, who grew up with paper from subscription solicitor. If you are looking for some one to manage your paper I can recommend him highly. Address B-669, Editor & Publisher.

Managing Editor seeks opportunity to build small city Daily into live, money making property. My last success as Managing Editor was building a daily (name on request), from 7,200 to 16,000 circulation. My twenty year record carries no black marks and is well worth inquiry. My last pay was $110 a week, but will consider much less with assurance of a share in profits. Will meet prospective employer in New York or Philadelphia by appointment. B-634, Editor & Publisher.

Opportunity to lease, manage or edit daily or weekly newspaper wanted. Producer. Address "D," Editor & Publisher, Chicago.

Radio News Editor—Open for offer to conduct daily radio page or section. Well written, non-technical articles. Means more circulation, more business. George W. Rodriguez, Radio Journalist, Athens, Ala. State salary.

Reporter, 29, Pulitzer School graduate. Address B-676, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Sports Writer, Editor, experienced; age 24. East preferred. B-512, Editor & Publisher.

Young Reporter, three years' experience, desires position on daily in city of 20,000 or more. References. Good education. Address, R. K., Morning Republican, Findlay, Ohio.

Young Advertising Man wants to leave the city and return to the country. He is looking for a congenial connection with a country weekly. He knows advertising, job printing, and editorial work. He has some money which he will invest if conditions warrant. Address B-648, Editor & Publisher.

MECHANICAL

Equipment For Sale

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Eng. Co., 114 E. 13th St., N. Y. City.

Linotype Bargains—Several Model One Linotypes in good running order, price $600 each. Several Model Two and Model Four Linotypes reduced to one magazine machines, price $650 each. One Model Five Linotype, excellent condition $1 000. All without matrices. Prices strictly cash. You can use them until you need a better machine then trade in for twice as much on new machine. The Linograph Company, Davenport, Iowa.

One Goss Comet Flat Bed Press for sale; equipped in first-class condition, with extra set of eight column chases; for delivery within the next thirty days. Please communicate with The Morning Call, Key West, Florida.

Printers' Outfitters—Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON

Times Bldg. New York

WE ARE EQUAL TO YOUR PROBLEM:

To Buy a Newspaper,
To Sell a Newspaper,
To Appraise a Newspaper.

PALMER DeWITT & PALMER

For Thirty Years the Recognized Leaders in

SALES—APPRAISALS
NEWSPAPER PROPERTIES

350 Madison Ave., New York

WE CONNECT THE WIRES

MOTION PICTURE CRITIC. Four years with National Board of Review. Two years Film Bureau. Two years publicity department. Three years assistant publicity director large University. Several years successful as free lance writer for motion picture magazines and newspapers. Age 27. Single. Degree of M.A. Will go anywhere. Low salary. Our No. 3538.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G.. SPRINGFIELD, MASS.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLERS

HERE'S an idea that might prove profitable to the various newspapers about the country where the same condition arises. The Travelers Insurance Company, WTIC of Hartford, Conn., has established on their radio programs "Community Nights." On these respective nights, the Chamber of Commerce of one selected city is invited to furnish the program. "Meriden Night" was set for Jan. 15, and on the Wednesday prior to that Friday, the *Meriden Record* used a double page spread, with cuts of all the artists participating, arranged across the top of the two pages. The balance of the pages, beneath the program and publicity, was sold to radio dealers.—W. C. Smith.

What do you know about title insurance? Do you know that when you buy a property, you can guarantee that the title is absolutely clear? A lot of readers fail to have this knowledge and it is sometimes costly. That is why you ought to be able to induce some title insurance firms to carry a series of advertising in your columns—B. A. T.

In a part page ad running daily, with a head entitled "Timely Tips Toward Thrift," the *Milwaukee Leader* runs one or two inch ads of hardware, shoe dealers, meat markets, etc., establishments that are too small to advertise extensively. These ads are also classified according to the streets and various neighborhoods in the city and produce revenue that is often overlooked.—W. Polson, Milwaukee.

To impress upon readers and advertisers the extent of your circulation, compare city circulation with the number of wired homes in your city.—D. Simons.

While some department stores make out their advertising budgets in August others do so in February. Find out when the stores in your city make their budgets and then send them a four- or eight-page folder featuring the amount that various departments should spend for news paper advertising according to such authorities as L. D. Herrold and Robert Ramsey. The figures may be found on page 35 of Herrold's "Advertising for the Retailer" and also in Ramsey's "Constructive Merchandising." A very complete outline is also found on page 889 of Daniel Starch's "Principles of Advertising." Starch classifies expenditures by morning, evening and Sunday newspapers.—Norman J. Radder, Bloomington, Ind.

Are your big stores telling the public enough about their business, or merely advertising their values? Here are some subjects which would make interesting reading and serve as general promotion copy: A list of the "best sellers" for the past week, the six best during the past six months, the colors most in demand by women buyers during a recent period, the average amount of purchase by morning shoppers and by afternoon shoppers, the number of men who made purchases in women's departments during the past week, the number of women who made purchases in men's departments, the busiest shopping hours and the quietest ones, etc. One such subject a day, properly handled, would make interesting reading, and such a series would be closely followed.—V. M. K.

PLAN ADVERTISING TAX

Texas Scheme Provides Publicity Districts and Official Levy

An unusual plan to finance an organized advertising campaign for the Lower Rio Grande Valley region of Texas is shaping itself, with endorsements of numerous interested organizations. It is proposed to organize a publicity district, somewhat on the order of a road or school district, and to vote a tax, not to exceed two mills on the $1 property valuation, the money—$50,000 or more—thus raised to provide a Valley advertising fund. It will be necessary first to obtain passage of a bill permitting formation of the proposed district.

Brownsville and Harlingen chambers of commerce were first to approve the plan. Then similar endorsement was given by the San Benito chamber and by a gathering of Valley shippers and business men which met to seek the 1927 fruit jobbers' convention for the Valley.

coholic minimum thermometer, and rain and snow gauge.

Thus the newspaper has at all times curate information concerning temperat and precipitation. The paper prints daily weather story and each month r a story reviewing the weather of the p vious month. "The venture has pro entirely successful and we recommend to other papers," says W. Earl Hall, m aging editor.—Norman J. Radder, U versity of Indiana, Bloomington, Ind.

A search through the dusty old regist of Milwaukee's most prominent hotel g the *Milwaukee Wisconsin News* a co ing good feature story recently. T names of famous men, living and de who had visited the hotel were duplica by an expert pen artist, and a cut m of the signatures. A story was writ on these men, some of whom were me bers of European royalty, together wit second cut of the pretty clerk at the ho —Ruben Levin, Madison, Wis.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

A DAILY feature, for four weeks, at the bottom of page 1, under the heading: "The Traffic Cop Says," created considerable interest among readers of the *Waterloo* (Ia.) *Evening Courier*. Art of a traffic cop with hand outstretched was used. Six or eight word summaries of municipal traffic code provisions were run in large type.—Burton T. Burritt.

A small city daily with a sizable circulation makes a practice of donating all books and magazines submitted to it for review and press notice, to the local public library after they have served their purpose in the editorial department. Following the usual custom in the case of donations to the library, the name of the newspaper appears as the donor, on the fly leaf of each publication; so that the newspaper not only contributes to the benefit of the reading public but secures much friendly advertising. The same newspaper also presents each quarter to the library a bound volume of the newspaper for the previous three months, thereby insuring that a complete file will be carefully and safely preserved in the community.—E. R. L.

The *Mason City* (Ia.) *Globe-Gazette* has a new idea in weather service. The newspaper obtained the regular government co-operative observer's equipment consisting of a regulation shelter, a mercurial maximum thermometer, an al-

HAMBONE'S MEDITATIONS
By J. P. Alley



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THIS FEATURE IS FURNISHED DAILY IN MAT. FORM BY
THE BELL SYNDICATE, Inc.
JOHN N. WHEELER, Pres.
154 NASSAU ST. N. Y. CITY

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
World Building, New York

"SKIPPY"
By PERCY CROSBY
The best juvenile comic strip. Combines great humor, excellent drawing and emphatic adult appeal.
A feature you can't afford to miss
JOHNSON FEATURES, Inc.
1819 Broadway, New York, N. Y.

BY UNITED PRESS
AROUND THE WORLD AROUND THE CLOCK
UNITED PRESS ASSOCIATIONS
World Building New York

A weekly feature of great merit—
House Plans for Home Builders
Designs by leading architects which will attract readers and special advertising. For reservation terms, write
KING FEATURES SYNDICATE, Inc.
241 W. 58th St., New York City

THOS. W. BRIGGS CO.
Columbian Mutual Tower
MEMPHIS, TENN.
CREATORS OF LOCAL DISPLAY FROM A NEW SOURCE
Our Business Review and many other feature pages now running in more than 80 leading American and Canadian newspapers. Write or wire for our representative.

Frank H. Simonds
Sailed January 16
for the
First Meeting
of the
Disarmament Conference
He Will Visit
Paris — London — Berlin
Prague and Budapest
Wire for Option
on
His Articles
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

Statement from—

South

Formerly the Hollywood Magazine

SOUTH makes its appearance this month, not as a new Magazine, but as the NEW NAME of an ESTABLISHED PUBLICATION that has been in the field for more than a year. Our December cover bore the name Tropical America, which we cannot now use by reason of a legal conflict with another publishing company that had chosen the same title for a magazine announced to appear in March. Rather than jeopardize the future through long and costly litigation while the right to use the name is being determined, involving huge losses in addition to those already sustained, The Florida Society of America prefers to continue its publication under a new name.

This procedure is purely a concession to expediency, having in mind the welfare and interests of our many thousand readers, and is in no sense a conscious relinquishment of rights legal or moral. It happens that we like SOUTH and we believe the reading public will like it. SOUTH is a good, brief, original and timely name. It carries a certain tinge of audacity to stamp its impress upon the minds of a forgetful public. Capitalizing in the direction trend of the greatest migration in history, SOUTH will command attention through its arresting timeliness, and the provocative challenge of its picturesque appeal.

THE FLORIDA SOCIETY OF AMERICA, *Publishers*

Editorial and Publishing Offices: HOLLYWOOD, FLORIDA

Advertising Office: 250 Park Avenue, New York City—Room 410

GLENN W. SUTTON, *Advertising Manager*

Murray Hill 3980 Vanderbilt 3089

Chicago Representative: J. R. FERRIS, 537 S. Dearborn St., Chicago

In getting buying ACTION *for Telegram Food Advertisers, nothing is too good—no authority too great for The Telegram Food Buying Readers.*

Elizabeth Hallam Bohn — *Director New York Telegram Food Bureau*

Favorite Recipes of FAMOUS WOMEN

A New TELEGRAM *Feature* Beginning *January 25th*

MRS. CALVIN COOLIDGE, *"The First Lady in the Land,"* HEADING THE LIST — Immediately followed by Jane Cowl, Olga Petrova, Dorothy Canfield Fisher, Mrs. Curtis D. Wilbur, Mary Austin, Norma Talmadge, Mrs. John D. Sherman, Mme. Frances Alda — *and other women of* EQUAL *prominence.*

A PRACTICAL *Reader Service through* THE TELEGRAM'S *Helpful 2-page Household Section*

Each recipe to be scrupulously tested, meeting the every-day needs of housewives that want THE TELEGRAM'S *best* — the same type of service that's built one of the paper's soundest assets: an enthusiastic, RESPONSIVE, *food-buying* following. as hundreds of letters to Elizabeth Hallam Bohn are proving.

THE TELEGRAM—*through its daily Household Pages*—presents an opportunity to every manufacturer of HOME PRODUCTS distributed through metropolitan retail channels, to cash in on this special RECIPE FEATURE. Announcement of other equally important features to follow.

Is The Telegram On YOUR 1926 List?

The New York Telegram

PUBLICATION OFFICE: TELEGRAM SQUARE, NEW YORK CITY

DAN A. CARROLL—*Eastern Representative*
110 East 42nd Street, New York City

J. E. LUTZ—*Western Representative*
Tower Building, Chicago, Ill.

EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1926

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY

iginal second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 58. No. 36 | Two Sections Section One | NEW YORK, JANUARY 30, 1926 | By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign | 10c Per Copy

P. DIRECTORS HEAR ADVISORY REPORT

Central Division Questionnaire Reveals Suggestions of Member Editors—Arguments Heard on Dallas Journal Application for Admission

Results of a questionnaire submitted by gh J. Powell, of the *Coffeyville* an.) *Journal,* and chairman of the ad- ory board of the central division, presenting 40 per cent of the total sociated Press membership, was a ture of the quarterly A. P. directors eting held at New York headquarters s week.

Application of the *Dallas Evening rnal* for membership over the opposi- n of the *Dallas Times-Herald* was ler discussion when EDITOR & PUBLISHER went to press.

Walter Dealey was presenting the case the Journal, and Edwin J. Kiest, plisher, and Tom Gooch, general man- er, voiced objections of the Times- rald.

The questionnaire, sent out to 470 mem- rs in the central division, and answered 167, discusses 19 subjects regarding A. P. service, with recommendations d suggestions for improvement. The plies were accepted by the board to digested and acted upon if advisable.

Expressions of opinion were evenly ided answering one question as to ether or not the membership would ggest fines or other forms of dis- pline for infractions of the A. P. rule bidding member papers from furnish- g news to non-member papers. Of newspaper editors replying to this estion 40 were affirmative and 43 nega- e.

Those who answered the questionnaire re overwhelmingly opposed to any rther reduction in the volume of crime ws carried by the A. P. with the vote in favor and 87 against. Members pplying specific suggestions on this estion, which was number eight of the queries in the questionnaire, objected the manner in which the A. P. handled e Rhinelander case in White Plains, N.

One member wanted "all smut minated" from news stories while other deplored the tendency of crime ws writers to make a hero of a minal.

Another suggestion smothered under as that the A. P. experiment on "a nservative basis" in "producing a news cture service such as we now buy from her concerns and similar to such ser- ces furnished by other telegraph news ganizations." Vote opposing this stood to 38.

In answer to the question "What out- anding news accomplishments of the ssociated Press within the past year erit special mention in the advisory ard's report to the board of directors?", e following were listed:

World Series, Santa Barbara, Cal., rthquake, Collins cave story, P. N.-9 isaster, Missouri tornado, death of William Jennings Bryan, and the elec- on machinery set up by Kent Cooper for porting state political campaign results.

Eighty-three voted for continuance of e A. P.'s plan to run gratis advertise- ents on the association, compared to 32 pposed.



Chairmen of A. P. divisional advisory boards in session with directorate (left to right) J. N. Heiskell, *Little Rock* (Ark.) *Gazette;* Richard Hooker, *Springfield Republican;* and Hugh J. Powell, *Coffeyville* (Kan.) *Journal.*

GENEVA MEET APPROVED

THE Associated Press board of directors this week voted to confirm the action of Frank B. Noyes, president, in favoring the proposed Press Conference which may be called under the auspices of the League of Nations at Geneva

At the specific request of Melville E. Stone, secretary, the Board voted to designate Victor F. Lawson, late publisher of the *Chicago Daily News* as Associated Press founder. A steel engraving of Mr. Lawson is now being prepared and will be sent to each member of the A. P.

The middle western editors showed themselves favorable to the amount of foreign news now being carried on the wires. Asked if too much foreign news was being carried 88 replied no, and 30, yes. It was recommended that dispatches from European countries be made more interpretative.

It was suggested to the directors by members in this district answering the questionnaire that the A. P. add to its service a weekly Washington news letter, a New York letter, and a market letter. One specific request was made that the style of the A. P. writers be "livened up."

A total of 113 as opposed to 6 advised caution to the recommendation that magazine features be supplied at cost "by our cooperative organization."

In addition to Mr. Powell, chairman of other district advisory boards who conferred with the A. P. directorate were Richard Hooker, *Springfield Republican,* representing the eastern division, and J. N. Heiskell, *Little Rock* (Ark.) *Gazette,* southern district. All were unanimous in expressing appreciation in the improvement of the service under the general management of Kent Cooper.

This is the first time that district advisory board chairmen, elected by vote of the state A. P. associations in their various territories, have met with members of the board.

CHICAGO NEWS ELECTS

Strong President, Rogers V. P. and Treasurer, Houghteling Secretary

Election of officers in the newly formed syndicate which has purchased the *Chicago Daily News* was announced Jan. 22, by Walter A. Strong, publisher and owner of a controlling interest in the newspaper.

The officers are: Mr. Strong, president; Hopewell L. Rogers, vice-president and treasurer; James I. Houghteling, vice-president and secretary. The directors, in addition to the men named, are Charles H. Dennis, George F. Porter, Sewell Avery, Laird Bell, Benjamin V. Becker and Robert P. Lamont.

John J. Mitchell, president of the Illinois Merchants Trust Company, trustee under the will of Victor F. Lawson, late owner of the Daily News, stated that all details of the transfer of ownership had been completed.

TO CONTINUE SPRINGFIELD UNION

But Sunday Edition Will Be Merged with Republican, Hooker States

The *Springfield* (Mass.) *Union,* morning and evening, recently purchased by the *Springfield Republican,* will be continued as a separate publication, under the editorship of Maurice S. Sherman, Richard Hooker, president of the Republican Company, speaking on behalf of Sherman H. Bowles general manager, and himself, told EDITOR & PUBLISHER Jan. 27.

However, the Sunday editions of the Union and Republican will be merged at an early date, he stated.

Stockholders in the Republican Company believe, Mr. Hooker explained, that the community will be best served "by having different points of view honestly, sincerely and ably represented and that, therefore, the Springfield Republican will continue to be produced under the editorship of Waldo L. Cook, the Morning and Evening Union under the editorship of Maurice S. Sherman, and the *Springfield Daily News* under the editorship of John B. Callaghan, its veteran editor of many years."

LEWISTON, ME., JOURNAL ACQUIRED BY SUN

Paper Founded By Nelson Dingley in 1861 Will Continue Publication —Actual Transfer to Take Place Feb. 1

The *Lewiston Evening Journal,* its plant, equipment, and all its property, except the real estate and the job printing and engraving departments, have been sold to the owners of the *Lewiston Daily Sun,* the actual transfer of the property to be made Monday, Feb. 1.

Arthur G. Staples has been retained as editor of the Journal. Hartley L. Lord, who has been business manager of the Journal, retires from the paper and Frank S. Hoy of the Sun will take his place as manager. For a few months at least the Journal will be published in its present quarters. When the Sun building and plant have been made ready, both papers will be issued from the Sun plant at 104 Park Street.

The Journal was established as an evening daily in 1861 by the late Congressman Nelson Dingley who was soon joined by his brother, the late Frank L. Dingley. Together they made the paper one of the most influential in New England. It has been held by the Dingley family for 65 years, until this transfer to the owners of the Sun.

The Sun was established as a morning daily in 1893, and was acquired by its present owners in 1898. Both papers are members of the Associated Press, the Sun having the morning and the Journal the evening membership. This purchase gives the owners of the Sun both the morning and evening papers in Lewiston and Auburn and the control of the field. George W. Wood is president and L. B. Costello is treasurer and general manager.

NEW DAILY IN FLORIDA

Ft. Lauderdale News Launching Morning Sun February 1

The *Ft. Lauderdale Morning Sun* will make its appearance Feb. 1, carrying full Associated Press leased wire service, Chicago Tribune comics, a daily picture page, full Central Press Service and local news.

It will be entirely separated in operation from the *Daily News,* although issued from the same plant by the News owners. Frederick North Shorey, formerly supervising editor of the Vanderbilt papers in California and Florida is publisher. He also has direction of the Daily News. Rhodes McPhair, formerly of the *Miami Herald* and trained on Hearst newspapers is managing editor.

Milton J. Misner is business manager, Maynard Conklin, formerly of the *Lima* (O.) *News* is advertising manager, Dudley Paul, formerly of the *Lima* (O.) *Republican-Gazette* is classified manager, and Richard Howells, formerly of the *Miami News* is city editor.

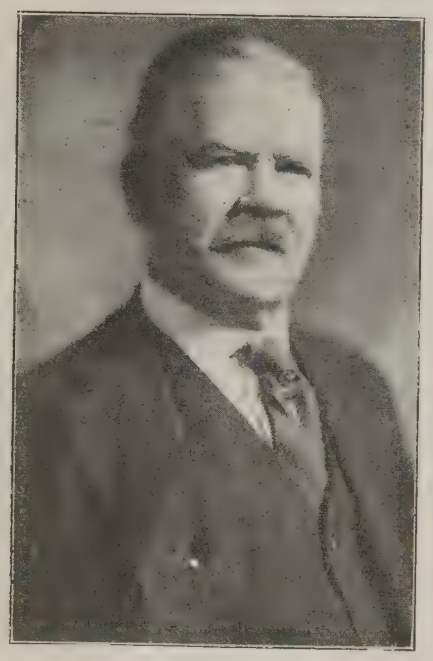
Mechanical improvement for two papers include purchase of a 32-page Scott press and two more linotypes. John H. Cornett, formerly of Huntington, W. Va., is mechanical superintendent.

The News and Sun are owned by Thomas N. and Horace C. Stillwell, formerly Anderson, Ind., business men.

LYNETT WHO OFFERED COAL PEACE PLAN SAYS PRESS SHOULD LEAD PUBLIC

Editor Who Made Scranton Times a Success, Believes in Crusading Policies—Paper Often Opposes Policies of Town Boosters to Fight for Right

E. J. LYNETT, owner and editor of the *Scranton* (Pa.) *Times,* whose strike settlement plan brought about a resumption of the wage parleys between anthracite operators and miners this week at a time when the outlook for further negotiations appeared most gloomy, has pursued the editorial policy that calls for the free and untrammeled presentation of news, without fear or bias.



E. J. Lynett

Mr. Lynett has neither affection nor sympathy for that sort of editorial policy, swiftly vanishing but still found occasionally, which presents its readers not with complete news but with what publishers think the public ought to know.

The Times, a puny thing before the days of Mr. Lynett's ownership, has on repeated occasions under his direction stood virtually alone in several important crusades in the interest of Scranton. Ten, and even five years ago, when the mine cave evil was the city's severest handicap, every civic organization of any account believed that no news of the people's suffering should not get out of Scranton. The Times saw that it did go out, in defiance of the suggestions of the corps of volunteer assistants recruited from the membership of local luncheon clubs. It is now generally admitted that the Times was right in its handling of this matter, just as the superior breadth of its vision is now admitted in several other instances where it found itself at variance with self-appointed community leaders.

"During the present coal controversy", Mr. Lynett said, "the Times has been interested only in the settlement of the strike. It has been wedded to no particular plan for settlement. It doesn't care a hoot at this moment whether its plan or somebody else's is the basis of final settlement, but it is inordinately anxious to see this settlement. Through the life of the conflict to date it has held up the hands of the operators on the issues in which it felt they were right, and those of the miners when it considered the right on their side. Its editorial policy in its treatment of the strike has been consistent in only one respect, that it has favored anything that seemed to promise settlement and a resumption of work at the mines."

Mr. Lynett is no proponent of the theory that newspapers should follow public opinion. For years he has tried quite successfully to lead it in the northern anthracite region, and if he has become noted in his territory for any single thing, it has been his complete disposition to do what appeared to him the best thing for Scranton regardless of what the ever present "civic organizations" thought.

In advancing his strike settlement plan, Editor Lynett did not advance the argument that his proposal was 100 per cent perfect. Instead he pointed out that it was "as loose as ashes." It was advanced simply as a basis for the resumption of wage negotiations, the Times pointed out, at the same time asking the operators and miners to make replies to the terms it had laid down.

Major W. W. Inglis, spokesman for the operators was the first to answer the Lynett proposals. In a letter addressed to Mr. Lynett the operators' chief said he accepted three of the clauses with comment which the Times considered favorable being offered on the rest of the scheme. The result was that the Times looked upon the Inglis letter as having accepted its plan in principle. Mr. Lynett then got in touch with Pres. Lewis of the miners. On the day the proposal was made Mr. Lewis was busy addressing mass meetings of miners. He said he couldn't hope to study the thing for a few days but that he would act with the least possible delay.

A few days later Mr. Lewis arranged to see Mr. Lynett at the Times office. At that time he accepted the Lynett plan as a basis for negotiations and it was thought the way was cleared for a speedy strike settlement. Unfortunately, however, the operators had a surprise. A few hours after the Lewis acceptance was announced the operators took occasion to deny that Mr. Inglis' letter was an acceptance, in fact denied the Lynett plan satisfied them. This was three or four days after the Inglis letter had been published. The Times promptly told the operators they were "welching" and not playing fair with the public. Mr. Lynett also told Mr. Inglis that some other higher power than he in the coal industry had interfered and warned the operators of the rights of the people.

The result of all these developments was climaxed last Saturday when the union leader demanded a resumption of the wage parley at the same time defending the Lynett settlement scheme as having many valuable features.

The strike conference opened in Philadelphia Tuesday, crowning Mr. Lynett's efforts with success, although his settlement plan was rejected by the operators.

The operators objected to his plan because it provided for no method of breaking a deadlock if the conferees failed to agree at the end of two years.

The miners sought to show that Major Inglis had accepted the Lynett plan in principle for two days last week and had issued a denial directly the acceptance of Mr. Lewis was made public.

A motion to accept the Lynett plan was blocked by the operators, and the deadlock, which has resulted in the breaking off of two series of conferences, was reached for the third time.

Mr. Lynett has been owner of the Scranton Times for some 30 years. When he took possession of it the newspaper had a daily circulation of around 1,300. As proof of the way it has grown and prospered under Mr. Lynett's able editorial policy and management it might be said that on the day Pres. Lewis demanded a new wage parley to consider the Lynett strike settlement plan over 52,000 copies of The Times were published. The Times is now having finished a new plant that will cost at least $1,000,000 when completed.

Mr. Lynett has always believed in the policy of close association with his workers. He knows nearly every employe by his first name whether that employe be simply an errand boy or one filling an executive position. Some of his employes are men who have been on his payroll sinc the day he took possession of the Times. They have formed a "Twenty-five Year" club, the only requirement for membership being that the employe had to be in the service of the Times for a quarter of a century.

The Scranton editor who has been engaged in an effort to settle the strike was at one time employed as a slate picker in the industry that is now crippled by the strike. He was born at Dunmore, Pa., which adjoins Scranton, and as a boy worked in the breaker there. Mr. Lynett has for years been recognized as one of the Democratic leaders of Pennsylvania and has on different occasions been honored by the state and national groups of that party. His newspaper has always been Democratic but this has not stopped him from encouraging the election of Republican judges who have made good records on the bench. He believes the bench should be divorced from politics. It was only a few years ago that the Times supported H. M. Edwards, a Republican, for re-election to the bench of Lackawanna county, and Mr. Edwards was elected.

Mr. Lynett has two members of his family enrolled among the scores who get out the Times daily. One of them, his oldest son, William R., is assistant to the publisher. Before assuming this position the younger Lynett served on the Times news staff and also as Washington correspondent. Miss Elizabeth Lynett is a member of the Times' news staff. Edward Lynett, Jr., is attending Holy Cross College at Worcester, Mass.

CIRCULATOR HONORED

Newman, of N. Y. Evening Post, Given Diamond Ring at Banquet

Representatives of New York newspapers presented a diamond ring to Abram Newman, manager of the circulation department of the *New York Evening Post,* at a dinner given in his honor Jan. 23, at the Hotel Pennsylvania, New York.

The *New York Telegram,* the Newsboys and Newsdealers' Association, the *New York Daily News,* the Interborough News, and the William Armstrong Publishing Company, presented other gifts to Mr. Newman.

Among those at the speakers' table were Hugh O'Donnell, assistant business manager, *New York Times;* Andrew Ford, managing editor, New York Telegram, and J. M. Annenberg, circulation director of the *Philadelphia Public Ledger* and the New York Evening Post. James Brady was toastmaster.

The dinner committee consisted of John Dunne, chairman; Thomas W. Canby, secretary; Harry Feldman, treasurer, and Frankie Fay, director of arrangements.

DURKIN SEEKS TO CASH IN

His Relatives Propose to Syndicate His Story But Newspapers Refuse

Chicago newspapers this week told of a plan whereby relatives of Martin Durkin, Chicago gunman indicted for the murder of a government agent and a policeman, were to form a "Durkin news syndicate," selling their material to the newspapers as a means of raising a defense fund.

After the plan had been announced by his relatives, Durkin refused to pose for pictures or to grant interviews to reporters, telling the newspaper men to "see" his relatives. The papers turned down the syndicate and the plan collapsed.

As certain sections of the public had begun to make Durkin a "lion," going so far as to cheer Durkin and hiss the police during the showing of newsreels, the papers are conducting a campaign through cartoons, editorials and interviews with civic and church leaders, to counteract his growing popularity.

Chief of Police Collins, incensed at the demonstrations favorable to Durkin, issued orders that producers withdraw the newsreels featuring the bandit.

EDITOR & PUBLISHER CALENDAR

Feb. 1—Select List of Ohio Daily Newspapers, annual meeting, Columbus, O.
Feb. 2—Representatives of State Press Assn.'s meeting, Winter Park, Fla.
Feb. 3—U. S. Severed Diplomatic Relations with Germany, 1917.
Feb. 4-5-6—Michigan Press Assn., anual meeting, East Lansing, Mich.
Feb. 5-6—New York Press Assn., annual meeting, Syracuse, N. Y.

MINNESOTANS ELECT WILLS

Eveleth Clarion Publisher Heads Northern Editorial Group

The Northern Minnesota Editorial Association held its annual business meeting at Sauk Centre, Jan. 21-23. Grove Wills, *Eveleth Clarion,* was elected president, Paul Kinney, *Alexandria News,* vice-president, and Dr. A. G. Rutledge, of Bemidji, was re-elected secretary. Keith Rogers, *Park Rapids Enterprise,* was elected to the executive committee.

A resolution was adopted urging the Minnesota Editorial Association to employ a field secretary. The retiring president, Horace W. Cutten, Red Lake Falls, in his address indorsed the campaign to stamp out "the evil existing in the government printing of stamped envelopes."

The Community Club gave a dinner to the editors, the principal speakers being two former newspaper men—Governor Theodore Christianson and Laurence C. Hodgson ("Larry Ho") of St. Paul.

STERN BUYS POST-TELEGRAM

Camden Courier Owner Will Operate New Property as Morning Paper

The *Camden* (N. J.) *Post Telegram,* evening paper, has been purchased by the *Camden Courier* and starting Saturday will be published as a morning newspaper from the recently enlarged plant of the Courier. The Courier will remain an afternoon newspaper. J. David Stern, editor and publisher of the Courier, will be president of the company which will publish both newspapers. He was editor and publisher of the *Springfield* (Ill.) *News-Record* from 1915 to 1919. He purchased the Camden Courier in December 1919. The Courier will be served by the International News Service and the United Press leased wires. The Post-Telegram will have the United News report.

The present management of the Courier will direct the affairs of both papers. Mr. Stern will be editor and publisher. Walter L. Tushingham is business manager and Harry T. Saylor managing editor. Frank Albright, who has been with the Post Telegram for years in an executive capacity, will be city editor of the Post Telegram.

H. D. BEAN TO CHICAGO

Named Western Representative of New York Telegram

Harry D. Bean has been appointed Western representative of the *New York Telegram.*

Effective Feb. 1, his office will be located at the Frank A. Munsey Organization, 208 South La Salle street, Chicago.

Mr. Bean has been representing the New York Telegram in the office of Dan A. Carroll, New York City, for the past six months. Previous to locating with Mr. Carroll, Mr. Bean was connected with the advertising department of the *New York American.*

Installing New Radio Equipment

The *Portland Oregonian,* operator of KGW, a 500-watt radio station, will install a new station of 1000-watt power, to be in operation by next April.

WHY HIGH-HAT THE GREAT AMERICAN DOLLAR?

Wage Earners Now in Yesterday's Bank President Class, Agency Man Handling Vantine's Exclusive Store Learns—Save Rent and Add to Advertising Appropriation

By PHILIP SCHUYLER

This is the third article in a series designed to answer: "What is the present advertising trend?"

Emil Maurice Scholtz and Charles M. Peck, who handle the advertising for Vantine's, exclusive New York Oriental store, learned by experience that advertising to the masses attracts real purchasers of the beautiful and the ornate.



E. M. Scholz

"THERE'S money in the pockets of the so-called masses, ready to be spent i shops held sacred to the rich. That is what Emil Maurice Scholz, president of the World Wide Advertising Corporation, New York, learned, following an eye-opening experiment with mass circulation in promoting Christmas shoping in Vantines, one of his personal accounts.

Here was an exclusive Oriental store, catering to igh society with merchandise imrted from the Far East, which l an increased advertising budget, incuding purchase of space in mediums ppealing to the masses, drew surprising owds to its doors.

"Why high-hat the great American ollar?" Mr. Scholz has now concluded.

Last October Vantine's first departed om a former fixed belief that its paonage must be drawn exclusively from e so-called "class element". To capre Christmas trade this specialty shop, ealing in the beautiful and ornate, reined its space in the class newspapers id in addition extended its appropriation place its advertising message in pracally all of New York's newspapers to greater or less extent.

Because of the success of the experient, the new policy will be continued uring 1926. Vantine's advertising udget for the present year is based on pproximately 12 per cent of the gross les, and, according to Mr. Scholz, will e in excess of $150,000.

The same experiment warranted the onclusion that it isn't necessary to be on fain street to be a successful retail merhant, Mr. Scholz declared, pointing out hat being off "the Avenue" was an asset nstead of a liability in that the saving rent could be used efficiently for adertising purposes. Vantine's is located n 39th street, around the corner from ifth avenue.

Mr. Scholz is a director of Vantine's, hich is a closed corporation capitalized t $500,000. He declined to make public efinite figures on the increased business hich followed the wider use of newsapers. He claimed the increase was 100 er cent over last year, when only a few f the available New York daily media ere employed.

On the second Saturday before Christas, the peak of the holiday season, 000 customers entered the store in one ay, a store small indeed compared with he majority of modern department tores. Favorable repercussion has folowed the heavy holiday advertising. ales for January, Mr. Scholz said, will un 35 or 50 per cent ahead of the same nonth last year. Up to and inclusive f Jan. 22, sales had equaled the total or the entire month in 1925.

"Wage earners are wage-spenders and here is a wider distribution of wealth n America today than is generally supposed", Mr. Scholz believes his advertising experiment proved. Working people, looked down upon by self-styled lass stores, are making salaries equal to hat of the bank president of yesterday.

"Class circulation is good, but if a business man is not too proud to ring up on his cash register the money of the masses, he will soon find out that 2,000,000 circulation is more productive of results than several hundred thousand.

"Many people, our own buyers among them, had the idea that Vantine's existed only for customers of large incomes. We have exploded that notion.

"One week-end test of mass circulation was sensational. Advertisements placed on a Friday in media of mass appeal promoting popular-priced objects in the basement, resulted in a vertical upswing in the sales of this department on Saturday, which was reflected throughout the store.

"The same experiment, I believe, would apply to almost any American city. Specialty shops with the 'exclusive complex' will find it worth the expense to buy circulation. Merchants objecting to higher rates for larger circulation are like those who close their eyes to the fact that cloth is purchased by the width as well as by the length.

"If retail merchants are to profit by Vantine's experiment, they must abandon their custom of hugging the class and shunning the mass. The toilers, they will find, have a large purchasing power, and prefer the well kept, carefully conducted store.

"The man or woman who buys a newspaper and can read it is a potential purchaser of merchandise, no matter how 'high-brow' that merchandise is."

Vantine's, a name established in New York when A. A. Vantine, returning from California in gold rush days 76 years ago, opened a small Oriental shop on lower Broadway and commenced consistent newspaper advertising, has, since 1923, been located on 39th street, a little out of the path beaten by New York's surging holiday shoppers, and one reason for the increased advertising energy was to attract gift-seekers from magnetic Fifth avenue. The expending of that energy paid.

"Liberal advertising most certainly will take away the so-called curse of not being on the shoppers' main highway", Mr. Scholz asserted.

"It isn't necessary to be on Main street to be a successful retail merchant today. I would rather be on the main street of newspaper circulation, than be putting my money in a landlord's pocket, thereby sacrificing my advertising appropriation. The $50,000 to $60,000 rental charges Vantine's saved by moving off the avenue has been put to excellent advertising use."

Other interesting points brought out by the experiment in widely distributed advertising were listed as follows by Mr. Scholz:

"Rainy day sales are equal to those in sunshine, if the advertising is kept large and constant.

"The rigid attention on the part of the newspapers to keep their advertising honest, has built up a remarkable and lasting public confidence in the newspaper advertising columns. It requires something more than confidence in a store, when out-of-town people, seeing an advertisement in a New York newspaper, will wire money to purchase the articles advertised. This has happened time and again in the case of Vantine's.



C. M. Peck

"Almost 30 per cent of our business is transacted in December of each year. July and August have hitherto been low-water marks. We expect our increased budget, however, will make possible more advertising in these months.

The Vantine copy is under the direction of Charles M. Peck, of the World Wide Advertising Corporation. His method of conducting the advertising department of Vantine's is fashioned after that of a daily newspaper's news room. The buyers of the various departments act as reporters, bringing in details of the articles to be advertised each day. Mr. Peck acts as combination managing editor and make-up man.

"We believe a highly illustrated advertisement is more productive than the mere plain statement of the article to be sold", Mr. Scholz continued. "Institutional copy for a store, while very pleasing to the owners of the business, is, we believe, frequently waste space, and we do not use it. The direct sales method of touching only on the merchandise itself is, in our opinion, the most desirable.

"It is our aim in the advertisement to present as nearly as possible a complete range of the store. We do not pick the articles we promote in our copy because of their bargain appeal. In some advertisements we have been able to mention and illustrate as many as 80 different articles, affording readers an opportunity to shop in the advertising columns."

A. A. Vantine, the founder of the store, was in California when that State was nearer to China and Japan than it was to New York, and he conceived the idea of making connections with Oriental merchants in order to return to New York and open a store to sell the teak woods, bronzes and perfumes he could thus obtain. Accomplishing his purpose, the store was opened first on lower Broadway, and subsequently moved to 18th street and then to 39th street and Fifth avenue. In 1923 the ownership was offered an excellent profit for sale of the Fifth avenue site and accepted. for a hiatus of about a year, the name of Vantine's was lost to the public. Then a specially constructed store was opened at the present location.

Prior to October of this year Vantine's, according to Mr. Scholz, had a 50,000-line contract in the *New York Times;* the same amount in the *New York Herald Tribune;* and a 35,000-line contract in the *New York Sun.*

The store's linage since the first of November, Mr. Scholz said, has been distributed as follows: 50,000 lines, New York Times: 40,000 lines, *New York World* and *Evening World;* 40,000 lines, New York Sun; 20,000 lines, New York Herald Tribune; 10,000 lines *New York Evening Journal;* 10,000 lines, *New York Daily News;* 10,000 lines, *New York Evening Graphic;* 10,000 lines, *New York Telegram;* and 2,500 lines, *New York Mirror.*

PARKHURST, COLORADO EDITOR, WINS FIGHT AGAINST RAILROADS

ARTHUR A. PARKHURST, editor of the *Boulder* (Col.) *News-Herald* through his vigorous and militant editorials forced the railroads to restore Boulder and the nearby towns of Longmont, Loveland, Ft. Collins, Brighton, Greeley, Eaton and Windsor as common passenger points. The victory of



Arthur A. Parkhurst

his battle against the railroads which he began in October, 1922, came in the decision handed down by the United States Interstate Commerce Commission, stating that Boulder, and the towns listed above should have the same summer tourist rates as Denver, Pueblo and Colorado Springs.

Before the government took over the railroads during the war, Boulder and the other cities enjoyed the common passenger point rates, that is about a fare and a tenth round trip to these points from St. Louis, Chicago, Kansas City and Omaha. But when the private companies took back the roads they eliminated these cities from the common passenger point list. It not only meant that it would cost more to get to Boulder but that Boulder and the other towns were deprived of the advertising that the roads give the places included in their summer tourist points.

Realizing that this seriously hampered tourist travel to that university city, upon which much of its summer trade depends, the editor took up the issue. Through the columns of his daily paper he aroused public sentiment and obtained the backing of the Chamber of Commerce.

When the case went before the Interstate Commerce Commission last summer Parkhurst went to Washington himself to present the facts to the commission. Now Boulder will be able to develop unhampered her plan to become a summer resort, as the new rate will become effective in March.

Parkhurst came to Boulder ten years ago to take the editorship of the Boulder News-Herald.

Today he can look back on a long series of public benefits that he has wrought through his editorials and news columns. From the first he assumed a militant editorial policy.

One of the first battles he waged was in 1918 when the city gas company was changing from natural to artificial gas. Consumer's bills increased about 200 per cent. Feeling that this increase was unjustified the editor wrote some forceful editorials. In less than three days the gas company refunded $2,000 to its customers.

HUMPHREY LEAVES SICK BED TO ATTACK TRADE BODY'S NEWSPAPER RULING

"Unanimous" Decision Upset By His Dissent to Ruling Linking Newspapers with Agencies in Complaint Involving 15 Per Cent Commission

By J. BART. CAMPBELL

WASHINGTON, Jan. 25.—A dramatic return from a sick bed by Commissioner William E. Humphrey tossed unexpectedly the traditional monkey-wrench into the apparently unanimous decision of the Federal Trade Commission in the newspaper advertising case.

Commissioner Humphrey, in at once dissenting from the decision, expressed himself as "astounded" that three fellow members of the Commission should have reached such a far-reaching conclusion not only in his unavoidable absence but in that of Commissioner Huston Thompson.

The three members of the Commission who arrived at the decision, which overruled the motion of counsel for newspaper and advertising organizations to dismiss the Commission's original complaint alleging that they combine to control national advertising upon the basis of a standard trade differential of 15 per cent, are John F. Nugent, the present chairman of the Commission; Charles W. Hunt and Vernon W. Van Fleet.

When EDITOR & PUBLISHER first learned officially of the decision, it was represented as a "unanimous" action by the Commission. That was soon after Commissioners Nugent, Hunt and Van Fleet agreed to overrule the motion for dismissal on Wednesday.

Coincident with the publication exclusively in EDITOR & PUBLISHER of the majority decision, Commissioner Humphrey returned to his office and made it known that he is not in accord with his three associates.

Since he was operated upon at a Washington hospital early in December, Commissioner Humphrey has been unable to attend to his official duties regularly.

But his return from a sick bed did not deter him from dictating a repudiation of the decision reached by his three fellow members, and to reveal that the Commission, instead of being "unanimous" regarding the extent of its jurisdiction over advertising, is split seriously upon the subject.

Commissioner Humphrey's ultimatum is this:

"There is not, in my judgment, a single fact, either in the record or in the argument of counsel, to justify making the various newspapers parties to this action. If the facts show anything on this point, it is that the newspapers are the victims and not the participants in this controversy."

He also declared that the 15 per cent commission referred to is "not unfair to anyone."

EDITOR & PUBLISHER learned that the action of Commissioner Humphrey's three fellow members was based largely upon the recommendations of William T. Kelley, assistant chief counsel for the Commission, who is credited with the preparation of the amended complaint issued by Commissioners Nugent, Hunt and Van Fleet at the same time they made their majority ruling.

Following his return here from an extended trip through the west, Commissioner Thompson informed EDITOR & PUBLISHER that while he was not present Wednesday when Commissioners Nugent, Hunt and Van Fleet reached their decision, that he did not care to comment upon it.

Commissioner Thompson also refused to state whether he would have voted with his three fellow commissioners had he been present.

It was, however, pointed out to EDITOR & PUBLISHER that the decision reached by Commissioners Nugent, Hunt and Van Fleet does not end the case by any means.

A regional examiner will be designated by the Commission soon, it was explained, to take testimony in the case in various cities. The taking of this testimony will probably require weeks. In the meanwhile the respondents, who under the amended majority complaint now include the American Newspaper Publishers' Association and the Six Point League, will be given ample opportunity to make replies.

Several months may elapse before the taking of testimony is completed and the complete testimony returned to the Commission. How soon a final decision may be reached in the case is therefore dependent upon how much time may be consumed by both sides in the presentation of testimony before the examiner wherever he may sit.

An itinerary for the examiner is now being prepared and will soon be announced by the Commission.

The text of Commissioner Humphrey's statement, which embodied his dissenting opinion, as furnished to EDITOR & PUBLISHER, follows:

"Being prevented by illness from being present when the motion of the respondents to dismiss this action for want of jurisdiction was decided, I want to place on record my dissent to the action of the Commission in their overruling such motion.

"In order to invoke the jurisdiction of the Commission, it must be alleged and proven that the respondents have been or are using an unfair method of competition in interstate commerce, which has a dangerous tendency to unduly hinder competition or create monopoly. The facts in this case, appearing from the record and from the argument of counsel, fail at every vital point.

"The agreements and practices alleged against which the Commission is asked to make an order to cease and desist:

"1. Do not constitute a method of competition in commerce; they relate entirely to the sale of advertising space in newspapers, and advertising is not commerce; it is service;

"2. Do not constitute a method of competition. Newspapers pay uniform commissions on their advertising rates, which rates are not uniform but fixed by each newspaper for its own purposes and on its own independent judgment. Newspapers may be competitors with each other, but they are not competitors with advertising agencies or advertisers. The Commission has no power over the commissions that the newspapers may pay to their agencies.

"Advertising agencies may compete with each other, but the uniform commission paid by newspapers for their service is not a method of competition as among them.

"The uniform commission referred to is not unfair to anyone. The agreements and practices complained of do not hinder competition in commerce or tend to create a monopoly therein. Not one fact in the case indicates such a tendency.

"It may be that certain advertising agencies desire to maintain a system of rebates to advertisers of portions of the commission paid to them by the newspapers. Admitted that such practices would be unfair, it is not a method of competition in commerce, and the federal trade commission would have no power to prevent such practices.

"There is not, in my judgment, a single fact, either in the record or in the argument of counsel, to justify making the various newspapers parties to this action. If the facts show anything on this point, it is that the newspapers are the victims and not the participants in this controversy.

"This whole case may be summed up in this statement: that it is the effort of a very few large advertisers to coerce the newspapers to give them a rebate equal to the commission that the newspaper pays to its advertising agencies. In other words, it is an effort on the part of certain large advertisers to compel the newspapers to grant them special privileges. Certainly the newspapers may fairly refuse to make such unfair discrimination in favor of a few powerful advertisers.

"The practices and methods followed by the newspapers in this controversy, are exactly analogous to the methods and practices of the insurance business of the country and all other businesses conducted on a commission basis.—W. E. Humphrey, Commissioner."

C. C. RHAME PROMOTED

Mergenthaler Salesman Named Assistant N. Y. Agency Manager

C. C. Rhame, for the last twelve years a salesman with the Mergenthaler Linotype Company has been made assistant manager of the New York agency of the makers of the Linotype. Fred C. Grumman is manager of the agency.



C. C. RHAME

Mr. Rhame, known to hundreds of printers, publishers and others in the industry as "C. C."—was born Jan. 26, 1881, at Sumter, S. C. He began his apprenticeship in printing at the age of 12, in the office of the *Sumter Watchman and Southern*. At 21 he was composing room foreman of a large book and job firm in Birmingham, Ala. At that time be became interested in Linotype operating, and was one of the first operators to produce commercial work on the machine.

Later he moved to New York, where he operated Linotypes for the J. J. Little & Ives Company, and eventually became foreman of Linotype composition for Howard O. Bullard.

In 1913 he joined the sales staff of the Mergenthaler Linotype Company. For eight years he represented the company in the District of Columbia, Delaware, Maryland, North Carolina, Virginia and West Virginia. He has sold Linotypes in New Jersey, New York and Pennsylvania.

In the fall of 1920 he left the road, to do special sales work, and to have charge of the salesmen of the New York agency.

To Re-enter Daily Field

The *Pulaski* (Va.) *Southwest Times* will return to the daily field about April 1, it has been announced. A financing campaign has been under way for ten days or more. Publication is to be each afternoon except Saturday, in lieu of which there will be a Sunday morning edition.

Wright Heads N. D. Press

Will Wright of Woodworth was elected president of the North Dakota Press Association at the annual meeting held last week at Minot. He succeeds Julius F. Bacon of Grand Forks. Other officers elected are George Collins of Carrington, vice-president; Walter Taylor of La Moure, second vice-president, and Hal S. Davies of Minot, third vice-president. M. E. Forkner of Langdon was reelected secretary and treasurer.

Police Using Daily's Radio

The South Bend police department has been accorded without cost the use of WBST broadcasting station, owned and operated by the *South Bend Tribune*.

SIXTH DISTRICT CLUBS MEET IN CHICAGO

Community Advertising Totalled $5,000,000 Last Year Mowry Reports — Woodbridge and Pierce Speak—Younggreen Renamed V. P.

Community advertising—the promotion of cities, districts, states and sections through the purchase of space in newspapers and magazines—has an application in all fields of advertising, Don Mowry, general secretary of the Madison (Wis.) Chamber of Commerce, said in an address before the Sixth District convention of the Associated Advertising Clubs of the World, meeting here at the Hotel LaSalle, Chicago, Jan. 21-22.

During 1925 $5,000,000 was spent in this field, according to Mr. Mowry, of which $750,000 was spent by states and other units of government. Resulting developments are the subject of a questionnaire sent out by Secretary of Commerce Herbert Hoover.

"The promotion work of hotels in the larger cities, definitely linked up with communities, has assumed such proportions," Mr. Mowry said, "that a department for hotel publicity and advertising men is to be created in the American Community Advertising Association at their meeting in Toledo the end of the month."

Mr. Mowry recommended that provision be made by the Associated Advertising Clubs so that a monthly bulletin could be published, giving the latest developments in the community advertising field.

C. King Woodbridge, president of the Associated Advertising Clubs of the World, pronounced organized advertising to be "the most constructive piece of work in speeding up the distribution of commodities and ideas from producer to consumer." This is represented by the work being accomplished by his clubs he said.

The National Better Business Bureau was characterized as "the savior of advertising," by Frank L. Pierce of Detroit who explained its work.

"We have found by practical experience," Mr. Pierce said, "that the cheat is always looking for some kind of an excuse for carrying on his false advertising and selling methods, so if he can find some dealer who stands well in the business world using loose advertising he is happy. He has found his alibi and points with confidence at the similarity of their transgressions, or we may find honest dealers using deceptive advertising that sprung from so-called trade practices such as deceptive trade names or the misuse of comparative prices, which antagonize their competitors, causing retaliatory methods.

C. C. Younggreen of Klau-Van Pietersom-Dunlap-Younggreen Advertising Agency, Milwaukee, was re-elected a vice-president for the district.

Louisville was chosen for the next meeting place.

S. N. P. A. BOARD TO MEET

Federal Trade Complaint Slated for Discussion in Chattanooga

A meeting of the officers and the board of directors of the Southern Newspaper Publishers' Association has been called by President W. C. Johnson to meet in Chattanooga Feb. 7 and 8.

At the approaching session several matters of importance to southern daily newspapers will be considered, including the prosecution of the newspapers by the Federal Trade Commission, changes in freight rates on newsprint paper, second class postal rates, plans and program for the next convention, the joint newspaper advertising campaign of the south, and cost finding methods and accounting.

Officers of the association are: W. C. Johnson, president; Cranston Williams, manager; Wiley L. Morgan, secretary-treasurer.

Advertising Co-Operation Sells Goods in Detroit!



Reproduction of Full Color Panel Placed In Store Windows

WINDOW displays of nationally advertised goods placed and arranged by The Detroit News in dealers' windows have double significance and attention-getting value because of the unique poster panel that forms a part of the display. This poster, illustrated above, has as its central figure, the famous Mr. Straphanger—now a nationally popular character—originated by Burt Thomas, staff cartoonist of The Detroit News. Mr. Straphanger is known to every man, woman and child of Detroit and vicinity. Mr. Straphanger represents the average man in every cartoon drawn by Burt Thomas for the editorial page of The News and is also the hero of a Sunday Comic Page in full color, which is not only being published in Detroit but also in Boston, Brooklyn, Milwaukee and other cities.

The attention-getting value of Mr. Straphanger was remarkably illustrated when thousands of letters, telegrams and even telephone calls responded to a request for prize winning solutions to the question, "What happened to Elmer, Straphanger's lost dog?" Had Straphanger been a flesh and blood citizen of Detroit of widest popular acclaim the interest in his lost dog could not have been greater or more real.

The Detroit News

The HOME Newspaper

NATIONAL AD COMMISSION ENDORSES $500,000 A. A. C. W. REFINANCING PLAN

Toledo Meeting Approves New Budget and Expansions—C. King Woodbridge Tells of International Scope of Ad Club Work—Fifth District Meets

TOLEDO, O., Jan. 27—Indorsement by the National Advertising Commission of the $500,000 refinancing campaign of the Associated Advertising Clubs of the World was the high spot in the Commission meeting at Hotel Secor here Tuesday and Wednesday.

An "On to Toledo in 1928" campaign was launched Wednesday noon at the joint meeting of the National Commission and the Fifth District meeting by Thomas H. Sewell, president of the Toledo Advertising Club.

The National Commission was welcomed by Mayor Mery, President Sewell and Miss Julia Colburn, advertising manager of La Salle & Kochs Department Store and president of the Toledo Woman's Advertising Club. After the opening session the commission went to the Willys-Overland factory for lunch which was followed by inspection of the plant.

At the Overland plant luncheon, Leroy Pede, sales manager, Willys-Overland, told the National Commission that the pulling power of a certain national weekly of immense circulation has fallen far below that it used to be.

C. King Woodbridge, president of the A. A. C. W. and head of the Dictaphone Corporation, New York, Tuesday afternoon urged the desirability of making the association truly international in scope. "In London the international convention made us cognizant that we were international in fact," he said. "Advertising clubs are being formed in South America, the British Advertising Association has just been organized to include all British ad clubs and Australia even sent a delegate to the Houston convention. Obviously the next step is to make the organization truly international.

"It might be wise to change the name of the Associated Advertising Clubs of World to the Associated Advertising Interests of the World to stress that the Association is more than an aggregation of clubs."

The National Commission also had before it Tuesday afternoon a discussion of coordination of the National Commission and the National Better Business Bureaus and allied organizations into one smooth-running group to avoid duplication of functions. Earle Pearson, general manager of the Associated Clubs, detailed progress of the plans for the Philadelphia convention, warning individual clubs to see that reservation for hotel accommodations are made at once.

The Commission attended a dinner in the Hotel Secor Tuesday night as guests of Toledo newspapers. President Woodbridge, Chairman W. Frank McClure of the Commission, and Toledo newspaper men spoke. Grove Patterson of the *Toledo Blade* was toastmaster.

Other speakers at the Tuesday night meeting included Frank Heller, editor *Toledo News-Bee* and Richard Patterson, president, Toledo Times Publishing Co.

Grove Patterson asserted that the eighth wonder of the world is the low price of newspaper advertising space. Don Bridge, merchandising and national advertising manager of the *Indianapolis News* seconded the assertion and said that advertising is largely responsible for newspaper circulation among the great mass of people.

George M. Burbach, director of advertising, *St. Louis Post-Dispatch* and representative of the Association of Newspaper Advertising Executives brought to attention again the statement of Mr. Pede regarding the failing strength of magazine advertising.

"I feel that the newspapers are largely responsible for the growth of the automobile industry," he said. "I am sorry to say that part of that growth came through space grafting in the newspapers while magazines got paid space."

C. King Woodbridge paid a tribute to newspaper advertising at the Tuesday night dinner saying: "I think the newspapers of this country are second to no other factor in contributing to the success of advertising."

The Fifth District clubs and the National Commission held a joint session Wednesday noon in the Chamber of Commerce, C. Frank McClure presiding. To give Toledo business men an opportunity to hear speakers at the joint meeting the Toledo ad clubs carried on a special membership campaign and enrolled 75 new members, including executives of several prominent business houses.

The commission merged sessions Wednesday with the Fifth District A. A. C. W. delegates at the general session Wednesday morning. Gordon K. Kingsbury, secretary of the Adcraft Club of Detroit presided and there were to be talks by Mrs. Edith McClure Patterson, of Dayton, home budget chairman of the general federation of woman clubs and by Don Bridge, of the *Indianapolis News.* Departmental round tables were held Wednesday afternoon.

Alfred B. Koch of the La Salle & Koch Company, Toledo, was toastmaster at the annual banquet and dance Wednesday evening.

Gilbert W. Montague, New York lawyer, spoke on the new attitude of government toward business. George W. Stevens, director of the Toledo Museum of Art also was a speaker.

The Thursday morning program was in charge of Prof. H. H. Maynard, Ohio State University, president, Advertising Club of Columbus.

The session closed with "The Anvil Chorus," a session for advertising critics. Karl Aschbacher, Swan Creek Lumber Company, Toledo, presided.

A.A.C.W. CAMPAIGN

Committee Members Named to Head Expansion Program

Francis H. Sisson, vice-president of the Guaranty Trust Company, New York, and chairman of the general campaign committee of the Associated Advertising Clubs of the World, has appointed the following members to his committee:

William Wrigley Jr., William Wrigley Jr. Company, Chicago; Frank W. Harwood, American Tobacco Company, New York; Don E. Gilman, *Christian Science Monitor;* William G. Rook, Canadian H. W. Gossard Company, Ltd., Montreal; Amon G. Carter, *Fort Worth* (Tex.) *Star-Telegram;* and Kerwin H. Fulton, General Outdoor Advertising Company, New York.

The A. A. C. W. campaign launched the first of this year seeks to raise $500,000 with which to expand various association departments.

Speaking at the Advertising Club of New York, Jan. 20, C. King Woodbridge, association president, spoke on the A. A. C. W. ideals and asked support of the drive.

Bomber Threatened Tabloid Plant

Vincenzo Capuiano, who said he had been editor of an archistic paper in Italy arrested by New York police this week told them he had intended to blow up the offices of the *Corriere d'America,* New York Italian tabloid, because this newspaper supported the fascist regime. Two bombs, either of them sufficiently powerful to blow up a 12-story building were found on him. He was charged with violating the Sullivan law, and held in default of $50,000 bail for further hearing. He had deferred setting off the bombs, he said, because the street in front of the newspapr plant was filled with children.

OHIO DAILY CHANGES HANDS

Raridan and Associates Buy Lima Republican Gazette

John D. Raridan with associates has purchased the majority interest in the *Lima* (O.) *Republican-Gazette,* and has assumed charge as president and general manager. For the last six years, he has been connected with King Feature Syndicate and International News Service as middle western business representative.

The majority stock into which Mr. Raridan and his associates come into possession has been owned by L. S. Galvin, of Lima. The minority interest, held by the Samuel A. Baxter Sons Company, is retained in the company and the cooperation of C. S. Baxter as vice-president, is continued.

Among Mr. Raridan's associates is Raymond E. Van Camp, of the Van Camp Construction Company, Columbus, O., who will be a director.

J. A. Abey, former circulation manager, *Ft. Worth Record,* has joined the organization as business manager.

INDIANA EDITORS MEETING

Syndicate Features, Lotteries and Radio Topics at Convention

Radio and the newspapers, syndicate features, and lottery schemes are subjects scheduled for discussion at the annual convention of the Indiana Republican Editorial Association, meeting at the Columbia Club, Indianapolis, Jan. 28-29. Secretary of Labor, James J. Davis, was invited to be guest of honor at the annual banquet to be held Jan. 29.

Willbur Sutton, *Muncie Press,* was to lead discussion on the topic "Radio and the Newspapers," while Arthur K. Remmell, *Fort Wayne News Sentinel,* and Franklin Hildebrand, Portland *Commercial Review,* were to talk on syndicate features and lottery schemes in newspapers respectively. Allen C. Hiner was on the program to deliver an address on "The Editor's Mail Bag," with subsequent discussion lead by E. E. Neal, *Noblesville Ledger.*

"Circulation and Ownership Statements—Postal Practices and Policies" was to be taken up by William C. Wood, superintendent division of classification, Post Office Department, Washington, D. C., and discussion on this topic led by Ed. J. Hancock, *Greensburg News.*

Advertising and business topics were to be presented in addresses by Frank T. Carroll, advertising director, *Indianapolis News,* Norman J. Radder, Department of Journalism, Indiana University, and Paul J. Morgan, advertising promotion department, *Indianapolis Star.*

Speakers at a special session for weekly newspapers include: Mrs. Claude Steele, *Knox Starke County Republican;* Foster W. Riddick, *Winamac Republican;* Miss Mary Cassin, *North Vernon Plain Dealer;* and Will B. Maddock, *Bloomfield News.*

La Porte (Ind.) Dailies Merged

The *LaPorte* (Ind.) *Times,* established Oct. 7, 1924, has been purchased and discontinued by the *LaPorte Herald-Argus.* Both were evening papers, the purchase leaving the Herald-Argus in control of the field. The Herald-Argus is owned and operated by H. A. Lindgren, president and general manager and Charles A. Beal, business manager. The Times was launched with Harold Van Trump as editor. The merger was handled by Palmer, De Witt & Palmer, Newspaper brokers, New York.

Padlocks for Boasting Cops

Policemen of Jersey City, N. J., were this week ordered to be modest in narrating their exploits to newspaper men. The order warns against "ornamentation" of stories given to reporters by individual policemen involved. Disciplinary action will follow violation.

EDITORS TO DISCUS EDUCATION PLANS

Representatives of 70 Southern Da Invited to Vanderbilt Universi Nashville, Feb. 1 to Plan Im provements for School System

Editors and publishers of 70 lead newspapers of the South have been vited to attend a conference to be h at Nashville, Tenn., Feb. 1, under auspices of Vanderbilt University to cuss development of Southern edu tional facilities to keep pace with its dustrial, commercial, and financial pansion.

The conferees invited represent da newspapers in Tennessee, Alabama, M sissippi, Louisiana, Arkansas, Kentuc North Carolina, South Carolina, Fl ida, Georgia, Texas, Missouri and V ginia.

The invitation is signed by Josepl Daniels, publisher, *Raleigh* (N. *News & Observer;* James M. Cox, p lisher,*Miami* (Fla.) *News;* Col. R ert W. Bingham, publisher, *Louisv* (Ky.) *Courier-Journal and Times;* M John S. Cohen, publisher, the *Atla Journal,* C. P. J. Mooney, manag editor, *Memphis Commercial App* and Victor H. Hanson, publisher of *Birmingham* (Ala.) *News,* in conju tion with Cornelius A. Craig, preside National Life and Accident Insura Company, Nashville, and chairman the committee in charge of the conf ence, and Chancellor James H. Kir land, of Vanderbilt University.

In announcing the conference, Cha cellor Kirkland and Mr. Craig e pressed the belief that it would be great importance to the South.

"Vanderbilt's object is to bring t gether leaders of thought who will n discuss the subject of educational d velopment from the viewpoint of tho actively engaged in educational work said Dr. Kirkland.

"We whose profession is teachi need the advice of those who can vie our problems with detachment a who have a knowledge of the needs the people of the South which shou be more intimate than our own know edge of those needs.

"It is an accepted truth that t newspapers and journals of the Sout in chronicling and encouraging tir lessly the commercial development this great region, have made to t South a contribution no less notab than that made by the leaders in t South's industrial and commerci growth."

E. P. ADLER HONORED

Lee Syndicate Veteran Given Surpris Dinner by Associates

E. P. Adler, president of the Lee Syn dicate of eight newspapers through th upper Mississippi valley and publisher o the *Davenport* (Ia.) *Times,* was honore at a dinner last Saturday at the Outin club upon completion of 25 years' serv ice with the Lee group. The affair wa in the nature of a surprise and member of the Times staff arranged the program Guests were chiefs of other papers of the syndicate and executives of tri-city news papers and their wives.

Robert Rexdale, telegraph editor of the Times, was toastmaster and among the speakers were: James F. Powell, editor and publisher *Ottumwa Courier;* Frank H. Burgess, publisher, *LaCrosse* (Wis.) *Tribune;* A. M. Brayton and I. U. Sears, publisher and business manager, *Madison* (Wis.) *State Journal;* Clyde Rabedeaux, business manager, *Muscatine Journal;* J. B. Jeffries and E. L. Sparks, *Hannibal* (Mo.) *Post,* all Lee Syndicate papers; Frank Throop, publisher, *Davenport Democrat;* Lee Blackman, editor, and Harry A. Sward, business manager, *Moline Dispatch;* Joe Carmichael, former city editor and advertising manager of the Times, now publicity director of the Iowa Utilities; John Potter, *Rock Island Argus,* and others. Gifts of a clock and a painting were presented Mr. Adler.

RECORD BREAKING YEAR IN NEWSPRINT MAKING

Production of 3,162,000 Tons in North America During 1925 Eclipses All Former Totals—Represents 9 Per Cent Gain

All previous newsprint production records were broken last year with a total North American output of 3,162,000 tons or 9 per cent more than in 1924, and a North American consumption equivalent to 98 per cent of the production, R. S. Kellogg, secretary reported at the annual meeting of the News Print Service Bureau in Montreal, Jan. 29.

For several years Canada has been aspiring to displace the United States as the world's premier newsprint paper producer, and the race in 1925 was neck and neck, with Canada a few tons ahead during each of seven months and only 8,000 tons behind on the year's total, Mr. Kellogg said. The final figures show 1,530,000 tons made in the United States, 1,522,000 tons in Canada, 97,000 tons in Newfoundland and 13,000 tons in Mexico making a Continental total of 60 per cent of the world total of some 5,000,000 tons of newsprint.

The United States output was 3 per cent more than in 1924 and 1 per cent greater than in the previous record year of 1920, while Canada made 12 per cent more than in 1924 and 74 per cent more than in 1920. In the face of all this, stocks of paper in the hands of both manufacturers and newspaper publishers were lower at the end of the year than for a long time past, due to the unprecedentedly heavy consumption during the last quarter of 1925.

There has been no change in Mexican newsprint production for several years, but an increase of 52 per cent over 1924 in Newfoundland was the beginning of an enlarged production in that colony which will be still more marked in 1926.

Newsprint consumption in the United States in 1925, amounting to nearly 3,000,000 tons, if spread out in a single sheet would cover 20,000 square miles, or the combined areas of Massachusetts, Connecticut and New Jersey. To furnish this amount for the newsprint users in the United States took all but 23,000 tons of the domestic production, 85 per cent of the Canadian output, 133,000 tons from overseas and 20,000 tons from Newfoundland. Imports of overseas newsprint into the United States, which began with 50,000 tons in 1920 and reached a maximum of 200,000 tons in 1923, dropped to 156,000 tons in 1924 and 23,000 tons lower in 1925. On the other hand, 1925 marks the definite entry of Newfoundland newsprint into the United States market, with a much greater amount to come in 1926. Altogether, only 51 per cent of the newsprint used in the United States in 1925 was of domestic production.

"A consumption of 52 pounds per capita last year, compared with only 25 pounds as recently as 1910 and 42 pounds in 1920 indicates smething of the inveterate appetites of the printing presses in the United States," Mr. Kellogg said. "It must not be assumed, however, that such a rate of increase in consumption will be indefinitely maintained.

"The present tremendous use of newsprint is the direct result of increased newspaper sizes and circulations, stimulated by newspaper advertising.

"Newspaper advertising in the leading cities of the United States totaled 5 per cent more in 1925 than in the previous year and 6 per cent more than in 1920, which was an advertising year not soon to be forgotten. On the other hand, the volume of periodical advertising, while 3 per cent more in 1925 than in 1924. was still 16 per cent less than the 1920 record.

"From 1919 to 1925 inclusive, additions to the North American newsprint manufacturing industry have totaled 50 machines of 3,500 tons daily capacity, of which 11 machines were in the United States, 35 in Canada and 4 in Newfoundland. Other new machines under construction which will be installed during the first half of 1926 will make a total manufacturing capacity of 6,300 tons daily in Canada and 5,500 tons in the United States, in addition to which there will be by that time a daily capacity of 700 tons in Newfoundland. During the past six years actual production of the newsprint mills has averaged about 90 per cent of rated capacity. On this basis, a Continental output of 3,500,000 tons will soon be possible."

ROEMLE STEPS UP

General Manager, Passaic Herald, Named Assistant Publisher

Edward H. Roemle, who became general manager of the *Passaic* (N. J.) *Daily Herald*, last July, has been elected assistant publisher and a director of the Passaic Herald Company. Mr. Roemle came to the Herald from the *Denver Post*.



E. H. Roemle

James H. Walden, vice-president, has been elected president and publisher of the Herald Company. Dow H. Drukker has been elected vice-president and treasurer and Dow H. Drukker, Jr., secretary. Other members of the board are William M. McBride, editor and J. Pelham Walden.

FREE PAPERS N. Y. TOPIC

They Offer Little Competition Northern Group Decides—Corse Re-elected

Free distribution newspapers cannot seriously compete with an established daily or weekly newspaper it was decided by members of the Northern New York Press Association, following thorough discussion of the subject at their 13th annual meeting in Watertown, Jan. 23.

A. Oberlander of Syracuse, who spoke on the free newspaper, said he did not believe that a small town publisher could possibly made a free distribution paper with a circulation of 5,000 pay a profit, He pointed out that the cost of mailing papers, which is one and a half cents to farmers on rural free delivery routes, was in itself prohibitive.

Evidence was submitted showing that in 12 or 15 towns where free papers had been established, only two of them have been successful.

At the business session Saturday morning a resolution favoring the Kendall bill to restrain the government from printing return cards on envelopes was passed. State legislation which would remove billboards from highways was favored. It was agreed by all members present that publishers should not accept advertising orders from concerns sending copy without asking for rates.

It was suggested that each publisher circulate a petition in his town asking that the village treasurer's reports be published.

F. D. Corse, publisher of the *Sandy Creek* (N. Y.) *News* was unanimously re-elected president. Other officers elected were: F. J. Rich, *Carthage Republican-Tribune*, secretary and treasurer, L. C. Sutton, *Massena Observer*, first vice-president, C. H. Congdon, *Watertown Times*, second vice-president. G. A. Willard, *Boonville Herald*, third vice-president.

Editor Cited for Contempt

Harold Stanley Pollard, editor *New York Evening World*, was this week summoned to appear before Justice A. J. Levy in Supreme Court Friday, Jan. 29, to show cause why he should not be punished for criminal contempt of court. Action is based on editorials regarding bail printed in the World.

NEYLAN HEADS HEARST COAST INTERESTS

Named Chief Counsel of Hearst Publications, Inc., and Member Executive Council—Young and Carrington Promoted

John Francis Neylan, vice-president of Hearst Publications, Inc., was renamed to that post and in addition appointed chief counsel of Hearst Publications, Inc., and it subsidiaries, with general supervision of the Hearst Pacific coast interests, in an announcement made in San Francisco, Jan. 21.

Charles S. Young was promoted to publisher of the *San Francisco Call* and Richard A. Carrington to publisher of the *Oakland Post-Enquirer* in the announcement, which read as follows:

"Because of the increasing importance of the western properties of Hearst Publications, Incorporated, and of the personal interests of Mr. William Randolph Hearst, in the western part of the United States generally, the following steps have been taken: John Francis Neylan retains the vice-presidency of Hearst Publications, Inc., and in addition, as of Jan. 1, 1926, becomes chief counsel of Hearst Publications, Inc., and its subsidiaries, with general supervision of Mr. Hearst's interests on the Pacific Coast. Neylan has also been elected a member of the Executive Council of all Hearst interests in America. He will retain the presidency of the Call Publishing Company and the chairmanship of its board of directors and will be relieved of the detail responsibility as publisher of the San Francisco Call.'

"Charles S. Young, for three years past publisher of the Oakland Post-Enquirer is promoted to the position of publisher of the San Francisco Call.

"Richard A. Carrington, for three years past advertising manager of the Oakland Post-Enquirer, is promoted to the position of publisher of the Oakland Post-Enquirer."

Old Time Writers at Club Meet

News veterans gathered at the New York Newspaper Club, Jan. 23, for the third annual "Old Timers' Night." Broadway talent furnished entertainment. Mayor James J. Walker, William T. Dewart, president of the Munsey newspapers, Louis Wiley, business manager, *New York Times*, and Ogden M. Reid, *New York Herald Tribune*, were guests of honor.

Art Gravure Buys Chicago Plant

The Art Gravure Corporation, New York, this week purchased the rotogravure plant of the Regensteiner Corporation, Chicago, Ill. Tht Art Gravure Corporation, is now operating plants in New York, in Cleveland and Chicago.

SENATOR CRITICIZES A. P.

Simmons of North Carolina Says Minority Views on Tax Bill Slighted

U. S. Senator Furnifold M. Simmons of North Carolina, ranking minority member of the Senate Finance Committee last week charged the Associated Press with "playing down" a statement embodying the views of the Democratic minority on the proposed tax reduction, in an interview given to Jonathan Daniels, son of former Secretary of the Navy Josephus Daniels, Washington correspondent for his father's newspaper, the *Raleigh* (N. C.) *News and Observer;* H. E. C. Bryant, Washington correspondent for the *Charlotte Observer, Asheville Citizen* and other North Carolina newspapers; and R. E. Powell, Washington correspondent for the *Durham Morning Herald*, the *Raleigh Evening Times*, and other newspapers of the same state. The story was printed in the South.

The gist of Senator Simmons' complaint was that the A. P. carried in almost full text the statement of Senator Reed Smoot of Utah, Republican chairman of the Finance Committee, while the statement made by himself as spokesman for the Democratic minority was "garbled, twisted and disarranged" preventing newspaper readers from getting both sides of the situation.

Investigation by the A. P. showed that copies of Senator Simmons' statement had, according to custom been left at the National Press Club for newspaper men, and that the A. P. did not directly receive a copy.

In a letter to L. C. Probert, head of the Washington A. P. bureau, Senator Simmons reiterated the statements made in the interview and after a full discussion of the case said:

"Notwithstanding the import of this new information, I submit that the circumstances of this situation should have suggested to the Associated Press representative, the propriety of obtaining upon his own initiative, some statement from the minority upon a matter of such importance as a compromise of conflicting views between the minority and the majority upon a matter of such acute interest to the taxpayers and people of the country."

At A. P. New York headquarters it was stated that thorough investigation of the charges was underway, and that no reply, statement, or comment would be made until such investigation was completed. It was indicated a reply would be ready for publication in Editor & Publisher next week.

New Jersey Press to Meet

The annual mid-winter meeting of the New Jersey Press Association will be held in Trenton, Feb. 8. Gov. A. Harry Moore, of New Jersey, and members of the state Senate and House will be guests of honor. Frederick Robertson, publisher of the *Washington* (N. J.) *Star* is association president.

ONE OF A SERIES

Letters That Speak for Themselves!

PRESS-TELEGRAM
Long Beach, Cal.

"After using your checking service for a little over two years we can certainly recommend it to other newspapers without the slightest hesitancy.

"It saves us money, time and inconvenience. It is very seldom that we receive a request from an agency for checking copies—your service is almost 100% perfect."

Very truly yours,
PRESS TELEGRAM PUBLISHING CO.,
R. W. Millard

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St.
CHICAGO

15-19 East 26th St.
NEW YORK

EDITORIAL

LYNETT—PEACEMAKER

ALL honor to E. J. Lynett, veteran publisher of the *Scranton* (Pa.) *Times* for a valiant, if unsuccessful effort, to bring the disastrous coal strike to an end. The way of the peace-maker is proverbially hard, but this well-established fact did not deter this editor from attempting to lead the warring elements out of the morass of bickering, while 158,000 strikers and their families continued idle, while vast numbers of men and women were indirectly injured, while every day meant an economic loss of 266,000 tons of needed coal, and great cities were being marred by sooted atmosphere.

Mr. Lynett nobly served a public cause, true to the best traditions of the American press, and his act stands out in bold relief in the journalism of the day.

To determine your newspaper's accuracy in prophesy and news statement read the 1925 *file in the light of present knowledge.*

INTELLIGENT EDITORSHIP

A VALUED acquaintance is the executive editor of a New York morning newspaper, whose modesty forbids identification here, for we are to tell of a truly great newspaper man.

He works a ten-hour day, running through the evening hours. It is doubtful if there are a dozen men in journalism who encounter a greater number of editorial experiences and routine operations in a week than does our friend. He is a calm man, working head, not feet, foremost. He may not always be right, but he is always decisive. There is no doubt in the minds of those associated with him where he stands on questions of policy. He says exactly what he means. He is a capable judge of news values and an indefatigble searcher for truth.

But this man knows more than one thing—more than his direct job. His crowded days are not too full to prohibit study. If you were to ask him what the milline advertising rate of his newspaper is, or how it compares with rates of rivals, he could tell you. He is a keen student of advertising science, reads advertising, studies merchandising methods, and could make an instructive impromptu talk to a group of merchants or copy writers, though he never does so.

Our friend seeks to know all that there is to be known concerning the circulation methods of the metropolis. He is a student of distribution statistics.

Because he is at home in the composing room, knowing what he is talking about, he is the newspaper's chief spokesman among the printers, his word respected. This editor knows what efficient type-setting is and what are fair costs.

This editor often tells us that he reads EDITOR & PUBLISHER every week, from cover to cover, taking it to his home and filing it there for future reference. It is with a sense of personal pleasure that we are giving to this man the topical annual index, to be found in the 1926 Year Book, as an aid to his use of this journal. He will use it and he will sift through, with a comprehending eye, the 300 pages of the Year Book and extract a thousand facts upon which to base sound calculations in his job.

Our friend should be an inspiration to young men just entering the broad field of journalism and advertising. As he has come up from the ranks, a poor country lad landing in one of the highest editorial positions of New York, they also may ascend if they possess the information and ability to apply it that our friend has gathered and uses as a part of his job. Young advertising man, school yourself in the art of writing, editing and printing, if you would run your course on both legs, not one! Young editorial man, penetrate every phase of this business, be an all-around student of your work, if you aspire to high position! Dig into the wealth of fact that is held between the covers of EDITOR & PUBLISHER'S 1926 YEAR BOOK, it will hold you spellbound if you are really serious in your aspirations. Follow week by week the current of trade and professional journalism in the columns of this paper. Fill your niche, do your local job, but build for the future a fund of technical information which will prepare you for ever ascending service. Men achieve in exact proportion to knowledge.



Who hath measured the waters in the hollow of his hand, and meted out heaven with the span, and comprehended the dust of the earth in a measure, and weighed the mountains in scales, and the hills in a balance?—Isaiah, XI; 12.

SWAY OF THE MOB

DOES "the mob" sway the press? William Hard talked interestingly on this topic at the recent convention of editors at Washington. His remarks were in reference to political reporting and interpretation.

There are all sorts of newspapers and surely there is no absolute standard of editorship. Almost anything can be said of "the press" and be both true and false. To deal fairly and accurately with newspaper practise one must speak in specific terms.

Editors there are who rise and fall at the command of "the mob," servile in their catering as waiters at a noonday club. Editors there are who, when the public is hysterical and all the seeming advantages lie on the side of "the mob," stand their ground for principle and "tell 'em" what they need to know. The great god Circulation is not possessed of absolute power, but great is he and black his crimes.

Here is an exception which proves again that no one may safely generalize about the press. Out in Chicago a young sheik had been terrorizing the police in a campaign of crime, running to murder. Flashy, daring, a "lady's man," he made a "hit" with the hysterical mob. Run to earth, he became a subject for the news-reel and when the police discovered that "the mob" was cheering this criminal as a hero at every performance, while hissing the officers of the law as they appeared on the screen, the mayor of Chicago ordered suppression of the film.

At the same time a proposal was made by members of the criminal's family to syndicate to the press his "own story." No experienced newspaper man would deny that it would have been a circulation success. The same commercial motive of the movie industry was present for the press.

But the mayor of Chicago was not compelled to intervene to stop the newspapers from glorifyi this red-handed terrorist. The syndicate proposal w promptly refused by newspaper editors.

It is a small incident, but more typical of editori temper than most people believe. Constantly, every newspaper office, conscientious men are strivi to conserve principle and sift the wheat from t chaff. It was well for the public to know of Durki Obviously, it was wrong to flatter his criminal co ceit or pander to a thoughtless mob's idea of "her worship.

Advertising men who do not understand the merchandising problems of their clients are like doctors prescribing for patients with total disregard of symptoms.

January 30, 1926 Volume 58, No. 36
EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER Co.,
Suite 1700 Times Building, 42d St. and B'way, N. Y.

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business Manager.
Charles B. Groomes, Advertising Manager.
S. L. Dare, Classified Advertising Manager.
James W. Brown, Jr., Promotion Manager.
George Strate, Circulation Manager.

Associated with The Advertising World of London.

Washington: J. Bart Campbell, 608 District National Bank Building. Telephone Franklin 4054, Adams 7625.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building. Telephone Garfield 117.
Chicago: L. B. Gilmore, Room 900, 30 North Dearborn St. Telephone Dearborn 5422.
Pacific Coast Office: I. Allen, care San Francisco Examiner.
London: The Advertising World represents EDITOR & PUBLISHER for the British Isles: 14 King Street, Covent Garden, London, W. C. 2.
Paris: G. Langelaan, 47 Avenue de l'Opera.
Tokio: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy, $4 a year; foreign $5; Canadian $4.50.

LETTERS FROM READERS

A PUBLISHER asks EDITOR & PUBLISHER to sug gest "some means of inducing our readers write brief letters to the editor which we ca print on the editorial page, as we consider this goo stuff, and many times there are ticklish local prob lems which the editor might hesitate to write abou but which a reader might bring out for general dis cussion."

Inasmuch as it has long been known that the publi forum is one of the best read features of a newspape it is remarkable that more editors do not encourag it. The way to make a forum in a newspaper success is to give contributors a full, free chance t be heard. A good way to kill the interest of both readers and contributors is to select only those letter which agree with your editorial policies and pa the paper on the back. Within sensible space limits and if the ordinary rules of decency and fair-play are conserved, the writers of letters to the edito should be permitted to have their fling, even if they are, by the editor, considered extreme, mistaken o ill-advised. Get one good letter, provoking though and discussion, and dozens more will flow.

Maybe there are some "ticklish local problems' that newspaper editors should dodge, but we can' imagine them or approve of such editorship. There is a way to meet every issue fairly and squarely in newspaper editing. Most of the fears of weak editors which inhibit free expression, are mere menta shadows. Speak out, Mr. Editor—have your say and if you are sincere you may even be dead wrong without dire consequences. When you begin to write from your heart and soul, without fear or favor, in behalf of what you conceive to be the welfare o your people and your town, country and world, the problem will be to find space for the letters that your good stuff will provoke among readers. Strong editorial pages invariably provoke good letters; it is one of the sure tests of editorial page efficiency.

Large city newspapers, averages show, are losing country circulation, thereby verifying the prediction that the Government's postal policy is calculated to limit newspaper reading—is that a good public policy?

SUGARING?

SPEAKING before the American Society of Newspaper Editors at Washington, W. O. Jones, *Lincoln* (Neb.) *State Journal,* said that the "brother of a rather famous sporting man" had told him that his brother had spent, in one year $24,000 in "sugaring" sports writers.

There was brief discussion of this matter, but it did not receive anywhere near the consideration it has long deserved.

It is the belief of EDITOR & PUBLISHER that the subject of "sugaring" should be vigorously investigated by a committee for the Society, both in the field of sports and in financial reporting. This is not to be taken as an inference that all sport or financial reporters accept bribes for favorable publicity, for many of them we know are as high above that practice as are reporters in any other branch of journalism. However, for years, we have been hearing that sport promoters and the promoters of financial concerns have slipped money to certain reporters, and an investigation should clear the matter up, either to exonorate the newspaper men or reform their practices.

PERSONAL

ROBERT D. FORD, editor-in-chief of the *Richmond* (Va.) *Times-Dispatch,* is recovering from a recent severe illness.

W. F. Muse, editor of the *Mason City* (Ia.) *Globe-Gazette,* has gone to Seattle, Wash., and will sail aboard the President McKinley for a trip around the world.

Oscar M. Wolf, editor of the *Libby* (Mont.) *Journal* has been named receiver of the Merchants State Bank of Libby.

Moses Strauss, managing editor of the *Cincinnati Times-Star,* and A. E. McKee, editorial writer, on the *Columbus Ohio State Journal,* have been appointed by the governor to represent Ohio at the National Safety Congress to be held in Washington, March 23-25.

Jonathan Bryan, of the Richmond News Leader Publishing Company, has been elected to the board of directors of the Virginia Trust Company of Richmond.

John Golobie, former editor of the *Guthrie* (Okla.) *Leader,* has returned to Guthrie from the John Hopkins hospital, Baltimore, Md., where he has been undergoing treatment. Mr. Golobie is at present vice-president of the Oklahoma Press Association.

IN THE BUSINESS OFFICE

JOSEPH A. McLOUGHLIN, business manager, *Kankakee* (Ill.) *Daily News,* has resigned to join Kellogg M. Patterson, western representative of the *Cincinnati Times-Star.* Mr. McLoughlin was formerly western manager and secretary of Carpenter & Co., publishers' representatives.

Milton R. Standish, director of advertising of the *San Bernardino* (Cal.) *Sun and Evening Telegram,* has been named assistant business manager of the Sun Company Enterprises which include the Sun, Evening Telegram, Sun Printing and Publishing House, Sun Engraving Company, Sun Advertising Service, Sun Investment Company, and the new Spanish weekly, *El Sol de San Bernardino.*

Lewis Boller of Canisteo, N. Y., has been appointed business representative of the *Hornell* (N. Y.) *Tribune-Times* in Canisteo.

Phil Hitchcock has been appointed advertising manager of the *East St. Louis News Review.* He formerly was in the advertising department of Stix, Baer & Fuller Company.

Vern Tester, assistant circulation manager, *Toledo Blade,* has resigned. Joe Musgrave, city circulator, also has left the Blade staff.

Miss Almeda Barr has joined the business office staff of the *Hagerstown* (Md.) *Herald-Mail.*

IN THE EDITORIAL ROOMS

HAROLD GOFF, managing editor of the *Salt Lake City Deseret News,* has gone to California for a few weeks for his health.

Louis Silverthorne has returned to the *Toledo Times* copy desk after several months in business.

M. R. Alexander, veteran city hall reporter and former news editor of the *Toledo Blade,* has resigned.

May Burkhead, society and fashion editor of the Paris edition of the *New York Herald Tribune,* sailed for Paris on Jan. 30, on the Majestic after a six week's visit to the United States.

E. Anderson of Seattle is now associate editor of the *Puyallup* (Wash.) *Valley Tribune* succeeding Cecil Holloway, who is now night editor, *Baker Morning Democrat.*

A. R. Holcombe, night editor of the *New York Herald Tribune,* returned to work last week after a severe attack of influenza.

Max A. Lazarus has joined the staff of the *Newark* (N. J.) *Morning Ledger.*

Harold R. Corbin, at one time a reporter on the *New York Herald* and *Herald Tribune,* has been made editor of *Physical Culture,* a Macfadden publication.

Humphreys F. Wood, reporter for the *Batavia* (N. Y.) *Daily News,* has been appointed clerk for Assemblyman Charles P. Miller of South Byron, N. Y., and has resigned from the News.

Robert E. Coulson has been made assistant city editor of the *Buffalo Evening Post.*

Richard Murray has been appointed night editor of the *Buffalo Evening News,* with Charles Ballou as assistant.

Robert Thompson of Omaha has joined the reportorial staff of the *St. Paul Pioneer Press.*

Elias Tobenken, novelist and special correspondent, has gone to Russia on a special assignment for the *New York Herald Tribune.* He sailed on the Andania, Jan. 23.

J. F. Sanwald has been named city editor of the *Newark* (N. J.) *Sunday Call.* He succeeds the late Herbert E. Ehlers, who guided the Call from the city desk for 40 years.

Robert Ring, assistant sporting editor, *Newark* (N. J.) *Sunday Call,* is now a special feature writer in the city department.

James Shay of the night editorial staff, *Minneapolis* (Minn.) *Tribune* has been called to Bridgeport, Conn., by the serious illness of his mother.

George C. Sutherland of the *Salt Lake City Tribune* editorial department, and Mrs. Sutherland are parents of a son.

Clement B. Hallam, city editor of the *Wilmington* (Del.) *Evening Journal,* has recovered from a recent iliness.

HOLDING NEW POSTS

WALTER LOOK, from telegraph editor, *Buffalo Evening News,* to copy desk, *Los Angeles Times.*

Thomas M. O'Neill, from staff, *Hagerstown* (Md.) *Morning Herald,* to editorial department, *Baltimore Post.*

SPECIAL EDITIONS

WINNIPEG (MANITOBA) FREE PRESS, annual agricultural and financial review, Jan. 9.

Corning (N. Y.) *Evening Leader,* 12-page special automobile section, Jan. 23.

Elmira (N. Y.) *Star-Gazette,* 18-page special automobile section, Jan. 18.

Binghamton (N. Y.) *Press,* 20-page autombile section, Jan. 22.

MARRIED

NEWLIN O. SHANKS, advertising manager, *Fullerton* (Cal.) *Tribune,* to Mrs. Florence Stewart.

Jonathan Garvin Hager, city editor, Hagerstown (Md.) *Daily Mail,* to Miss Bonnie Jacques, in Alexandria, Va.

Donald Dent, of the editorial staff, *Yakima* (Wash.) *Herald,* to Miss Dorothy Jane Baxter of Walla Walla, Jan. 20, at Yakima.

Gilbert Gordon, of the editorial staff, Seattle *Post-Intelligencer,* to Miss Naomi Martineau, Jan. 16, in Seattle.

Charles J. Betty, superintendent of the mechanical department, *Bath* (N. Y.) *Steuben Courier Press,* to Mrs. Charles Weber of Bath.

NEW PLANTS AND EQUIPMENT

WAXAHACHIE (TEX.) LIGHT has moved into a new home.

Moline (Ill.) *Dispatch* this week announced installation of a Scott straight-unit sextuple press and new stereotyping equipment of a total cost of $75,000. The work will be completed in about six weeks. The new press has three underfed units and two heavy duty 64-page folders. The Dispatch recently occupied a new home and additional press equipment has been contemplated since the erection of the building.

Property has been purchased by the *Salamanca* (N. Y.) *Press,* on which to erect a new plant.

St. Paul Daily News is putting in a Goss high speed octuple press. Since the News moved into its new building three years ago it has added an engraving plant, the Pollard-Alling automatic mailing system and two nonpareil stuffing machines.

Montevideo (Minn.) *American* has added Johnsonized Standard Babcock cylinder press.

Brownsdale (Minn.) *Six-Town News* has installed a Model Z, two magazine Intertype.

Lismore (Minn.) *Free Press* is installing a Challenge Gordon 10 x 15 job press.

H. W. Young and Allen Young, owners of the *Coquille* (Ore.) *Sentinel,* have announced the immediate construction of a new concrete building to house their paper.

A. H. Bertram will erect a $50,000 building for his free daily, the *Vinita* (Okla.) *Star* which he established 27 years ago.

Sedgwick (Kan.) *Pantagraph,* Earl Leedy editor, has purchased a new linotype.

FOLKS WORTH KNOWING

JAMES H. SKEWES, editor and publisher of the *Meridian* (Miss.) *Star,* was recently awarded a loving cup by the Kiwanis club of his city for "the most unselfish and effective effort in behalf of his community during 1925." The award was made by a disinterested committee.



JAMES H. SKEWES

"Mr. Skewes," said the committee, "has given his time, his splendid paper and himself, without stint and without remuneration, and most effectively to the development of a worthy and active Chamber of Commerce, to the establishment in Meridian of new industries and larger payrolls, and to the promotion of better business, schools, homes, churches and the upbuilding of the community in matters religious, civic and philanthropic.

"In his unselfish and splendid service he stands pre-eminent among the many like-minded citizens of Meridian for the year 1925, and in testimony whereof, the Kiwanis loving cup for 1925 is presented to him with the plaudits and best wishes of the Kiwanis Club and the gratitude of the community."

Besides being editor and publisher of the Meridian Star, Mr. Skewes is principal owner of the *Laurel* (Miss.) *Leader* and *Litchfield* (Ill.) *News-Herald;* vice-president of the Mississippi Press Association.

CHANGES OF OWNERSHIP

E. RANDELL COTTON is now in charge of the *Gunter* (Tex.) *Star,* succeeding R. W. Jones, former owner-editor.

Miss Ollie Stone of Slaton has sold the *Wilson* (Tex.) *Pointer,* which she has published the past year, to S. R. Redman of Abernathy.

Ernest G. Albright of Shawnee has bought the equipment of the defunct *Ponca City* (Okla.) *Daily Journal* and will begin publication of a weekly.

Elk City (Okla.) *News-Democrat* has purchased the *Elk City Press* and will continue publication of both papers.

D. O. Groff has sold the *Hartshorne* (Okla.) *Sun* to J. Gladstone Emory.

Frank C. Dustin has sold a half interest in the *Marietta* (Okla.) *Herald* to P. R. Masters. The Herald plant will be expanded.

J. L. Jacobs is now sole owner of the *Dawson* (Minn.) *Sentinel,* having bought out his partner, J. O. Johnson. Gov. Theodore Christianson was the former owner of the paper.

Mrs. Rose M. Egeley, former owner of the *Peshtigo* (Mich.) *Times* and more recently with the *Moorhead* (Minn.) *District Herald,* has bought the *Leonard* (N. D.) *Leader.*

Charles Troutman has sold his interest in the *Howard* (S. D.) *Miner County Messenger,* to become linotype operator in the government print shop in Washington.

SCHOOLS

DEAN WALTER WILLIAMS of the Missouri School of Journalism is expected to return in time for the opening of the new semester, February 1. Dean Williams is now lecturing as exchange professor in the National University of Mexico at Mexico City.

Alfred J. Graves, secretary-manager, Tulsa (Okla.) Better Business Bureau, has been appointed an instructor in journalism at the University of Kansas.

WITH THE SPECIALS

THE Eastern advertising office of the *St. Louis Post-Ditpatch* has been moved to 285 Madison avenue, New York.

C. L. Houser Company, newspaper publishers' representative, has been appointed the national advertising representative of the *Lawrence* (Mass.) *Sunday News* effective at once.

ON THE MECHANICAL SIDE

A. C. CLARK has been appointed foreman of the composing room of the *Daytona Beach* (Fla.) *Journal.*

COMPLETE and EXCLUSIVE

THE CENTRAL PRESS ASSOCIATION'S COMPLETE and exclusive daily illustrated news and feature service is satisfying more than four hundred newspapers in the United States and foreign countries. The superiority of its newsphotos, sports, editorial and women's features, special stories and preparedness art is ESTABLISHED.

CENTRAL PRESS produces the World's Best Daily Picture Page (see our full page advertisement elsewhere in this issue of the Editor and Publisher). It also produces the Best Sports Feature—the weekly full page sports pictorial.

CENTRAL PRESS' semi-monthly Morgue Service is the best means of having and keeping a reliable pictorial morgue.

CENTRAL PRESS' children's pictorial cross word puzzles—the original illustrated puzzle feature, have retained their hold on the juvenile readers of more than 50 newspapers while other cross word puzzles were being forgotten.

CENTRAL PRESS means merit—and Interested Readers.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Editor and Manager



TRAIL BLAZERS OF ADVERTISING

President Roosevelt's Navajo Rug

by Chalmers L. Pancoast

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Chapter XXIII

President Roosevelt's Navajo Rug Membership Card

WHEN Theodore Roosevelt was President of the United States, he was presented with a Navajo blanket which was a big advertisement for Albuquerque, New Mexico.

President Roosevelt on his Western tour had been elected an honorary member of the Albuquerque Commercial Club; his card of membership was a unique publicity stunt. It was a Navajo saddle blanket woven from natural wool, colored in red, white and blue, and bearing the credentials, woven in white and black letters, "The President, Honorary Membership Card, Commercial Club, Albuquerque, N. M., May 5th—1903." The blanket has been an advertisement of enduring value. It is now among the Roosevelt relics. The original design was framed and hung on the walls of the Commercial Club as a memoir of the President's visit.

An interesting incident connected with the presentation of the blanket was that it was the second of its kind made especially for a President of the United States; the first having been given to Abraham Lincoln in 1864.

The blanket was woven by Elle of Ganado, the most famous weaver of all Navajo squaws. She died in 1924 at the age of 90 years. For more than a quarter of a century Elle had her blanket loom in the Indian Museum at Albuquerque and there thousands of Santa Fé travelers watched her card and spin wool and weave her beautiful Navajo blankets.

Elle was the daughter of a long line of Navajo chiefs, and was the most widely known of her tribe. However, she had not much of the spirit of hero worship in her. At first, it did not effect her at all when she was told that she was to weave a blanket for the President of the United States. But when it was explained that the Great Father of our country was to have the blanket, and the great importance of the advertising message to the very biggest chief of all, Elle became enthusiastic.

The design of English letters caused her some very hard work, for she was not accustomed to weaving clock letters in her blankets. The design was made the actual size of the blanket, and the colors and lettering and every line was placed just as the Navajo squaw weaver had to bring them out in the finished blanket. The design was in red, white, blue and black, the outside working in the alternate borders of red and blue to a diamond center reaching with its points the end of the blanket. Within the square of blue was the lettering of the famous membership card for the President.

When she wove the English words into the blanket she understood no word of English. Perhaps she was not the only advertising writer on record who has written famous words of profound meaning of which they knew nothing. Many times I watched the weaving of this strange advertisement, and marveled at her ability, creative genius, and artistic taste.

The visit of the President to the Harvey Indian Building had been extensively advertised. An extract from the *Albuquerque Journal-Democrat,* May 6th—1903, tells of his visit:

"Mr. Roosevelt was shown through the Indian Curio rooms and he enjoyed every bit of it. He was introduced to Elle, the squaw who wove the blanket. The President gave her a hearty handshake and told her how much he appreciated her work. The little speech was interpreted and pleased the Indian woman beyond expression. Then the President was shown the Indians at work, weaving and making baskets, bracelets and bead work. He took a peep into every case in the curio and was intensely interested."



Elle of Ganado Weaving President Roosevelt's Membership "Card"

Since President Roosevelt was presented with the blanket many celebrities clamored for Elle's blankets. The one woven for Ex-President Taft was notable for its coloring and size. King Albert of Belgium selected an Elle blanket as his choice, from hundreds exhibited on his visit to New Mexico a few years ago.

But the presentation of the blanket to President Roosevelt was an event that gave wide publicity to Albuquerque; to Elle, the weaver; and to the Fred Harvey Indian Museum. Later all the newspaper articles about this event were collected and issued in an attractive advertising booklet. It was illustrated with photographs of, "The President's Blanket and Its Maker"—of "Elle of Ganado and Her Husband." Also views of various interesting corners of the Fred Harvey Indian and Mexican Building which was advertised as containing the largest and finest collection of Indian and Mexican curios in this country.

A most unusual advertising value was attached to the rare collection of Navajo blankets and serapes made many years ago, of exquisite colors and designs; quaint ollas, and tinajas of various shapes and tints; beautiful rose-colored bayettas, soft old dyes and fine weaves.

Transcontinental travelers on the Santa Fé were permitted to stop over and visit this Curio, which was also advertised by its old tapestries and altar cloths, pictures and relics from old Spanish missions; pirates' swords and chests; old candlesticks, chimallos, serapes, Spanish shawls, rebosas and mantillas.

Relics revealing the bloody history of the old Santa Fé Trail were also used in the advertising displays. Old Indian war clubs, spears, arrows and bows, armor, idols, carved prow heads used a century or more ago, were all good publicity material for a territory, a railroad, a hotel and an Indian Museum.

Elle of Ganado was a publicity expert who gave wide advertising to the art of Navajo blanket weaving. She came from a section famous as the home of skillful weavers. She was one of the few Navajo weavers who resisted to the last the temptation to use cheaply prepared dyes on sale at the trading posts, and secretly made her own from berries and roots which she gathered on the reservation.

The black, white and brown colors are natural wool from sheep of these colors. The grey produced from carding black and white wool together. The red and purple wools are dyed from minerals, berries and roots.

The Navajo Indian Blankets have successfully advertised a vast empire, the picturesqueness of the great Southwest; the mesas and desert of the Navajos; the painted desert; the strangest corner of the United States.

These blankets of fascinating designs and colorings, made by a primitive people have been used extensively for publicity purposes. The charming colors and decorative schemes have found a place for ideas in booklets, calendars and all sorts of advertising. Especially is this true of railways and firms doing business in the great Southwest. Next to the cowboy the most conspicuous advertisement of Western life and atmosphere has been the Navajo blanket.

Chapter XXIV

Town Boosting Experts

THE James Boys got a lot of advertising for shooting up towns. The Booster Boys didn't shoot things up, they just got busy and blew up the town knockers. They put life into dead towns, aroused self satisfied communities into feverish action. Making people get up on their feet and wave their arms and shout for their own home town takes *some* genius, and that is what the Boosting Expert did.

Most people will say a good word for their home town, but when it comes to saying a good word and then actually doing something, well, that is the other fellow's job.

The town boosting wave hits the country about every so often. It is an epidemic of civic patriotism brought on by some keen rambling advertising expert, whose great trick is to tell the other fellow he ought to be a booster and not a knocker.

I have met a number of these advertising experts who are a whiz at warming up the business men of a small town put on a boosting campaign.

The town boosting expert started t ball rolling by writing a series of sledg hammer boost talks which whaled t life out of every citizen, trying to arou him to boost his town.

Then the local Board of Trade, Chamber of Commerce held a Boost Dinner where much enthusiasm for t old town was on tap. Rousing speech were made, everybody was pepped up put the old town on the map. In t heat of the excitement everybody pledg to do something—it didn't matter wh just so it was something.

Somebody proposed a slogan. "Le go. Oh Bo! Let's go and grow," something equally as peppy.

With a slogan on banners and on wi dow cards the next idea is to sell t boosters a large quantity of boost buttons.

One of the most successful town boos ing events I ever saw, and in which took an active part was the schem worked to boom Minneapolis, Minn., bac in 1908.

On April 1, the Minneapolis Publicit Club put on a "Gridiron Foolfest." Eac diner wore a tall fool's cap. While th occasion partook of the traditional flavo of April Fool's Day, all was not give over to jesting. The real purpose of th banquet was to inaugurate a "button campaign to help raise the $100,000 th club was to spend promoting the city.

The five hundred men at the "Foolfest were supplied with 100 booster button in boxes of ten each, to dispose of i an endless chain plan. Each man was t give to each of his friends a box to sel Each button was sold for twenty-fiv cents. In two days the entire city ha been swept by boosters. The generosit of the newspapers in printing ads fre and the street car ads helped to mak the campaign a big success.

All the retail stores were selling booste buttons. Each merchant was provide with window cards and hangers. Eac day the button campaign gathered forc resulting in a vast success.

It was similar to the button campaig carried out in Kansas City, when th great convention hall was built.

The button idea spread over the coun try. Booster Buttons were used by citie and states. The "Button" ad became national idea. It has always been helpfu to any town that wanted to toot its own horn.

The big idea back of the local organization, such as Chamber of Commerce Board of Trade, Business Men's Association, etc., was to advertise—advertise—advertise, which in all its phases was embraced in that single expressive word "boost."

I spent several years adventuring around in the town boosting game, helping organize boosting clubs, writing publicity for membership campaigns in boosting clubs, editorials known as "Sledge-Hammer Talks on Town Boosting," writing articles for such maganizes as *Collier's Weekly, Leslie's,* and numerous trade journals; writing booklets and circulars giving concisely the attractive features of a town, to be distributed to business houses and to be mailed in their letters.

The job of a town booster was to show a town how to get more business, to develop more enthusiastic citizens, more loyal boosters, to get more factories and more business firms. The only way to get them was to raise money and advertise.

(To Be Continued Next Week)

Records Were Hung Up In

New York State

During the Past Year

It is not a mere coincidence that the newspapers of New York State surpassed their previous records in volume of National Advertising carried, while the industrial and commercial interests report a similar condition of prosperity, for 1925.

Advertising in great volume has always been closely followed by business prosperity and it happens with too much persistent regularity to be a coincidence.

Manufacturing and commercial enterprises were never more substantial financially, and have started the present year with a stride that will carry them steadily on to greater advancement.

The steady rise in average earnings of New York State factory workers has continued without interruption and the upward course has persisted through a period of rising employment. The standard of living is higher because of the enormous increase of purchasing power.

The manufacturer who distributes his merchandise has something substantial to sell, but his product is no more substantial than the advertising space offered him by the daily newspapers in his marketing territory.

The New York State daily newspapers offer cooperation that is essential to your plans for distribution and sales promotion. Retail outlets, the requirements of their readers and the extent of their trading area are familiar to them and available to you. Their readers—your consumers—have the utmost confidence in their home papers and are strongly influenced by the advertised offerings of the local dealers.

For greater success advertise in these New York State daily Newspapers

	Circulation	2,500 Lines	10,000 Lines
*Albany Evenings News (E)	30,060	.08	.08
*Albany Knickerbocker Press (M)	32,864	.10	.10
*Albany Knickerbocker Press (S)	56,014	.14	.14
*Amsterdam Recorder-Democrat (E)	7,603	.04	.04
†Auburn Citizen (E)	6,214	.045	.035
*Brooklyn Daily Eagle (E)	70,623	.22	.22
*Brooklyn Daily Eagle (S)	79,652	.22	.22
*Buffalo Star and Enquirer (E)	30,134	.13	.09
*Buffalo Courier (M)	63,491	.17	.13
*Buffalo Courier (S)	115,578	.27	.22
*Buffalo Evening News (E)	128,455	.25	.25
*Buffalo Evening Times (E)	98,824	.21	.21
*Buffalo Sunday Times (S)	100,016	.21	.21
*Buffalo Express (M)	50,796	.14	.12
*Buffalo Express (S)	57,682	.18	.14
*Corning Evening Leader (E)	9,148	.055	.05
*Elmira Star-Gazette Advertiser (E&M)	33,500	.11	.11
†Geneva Daily Times (E)	5,527	.04	.04
*Gloversville Leader Republican (E)	6,939	.035	.035
*Ithaca Journal-News (E)	7,473	.05	.05
*Jamestown Morning Post (M)	11,636	.04	.035
*Middletown Times-Press (E)	6,792	.04	.04
*Mount Vernon Daily Argus (E)	9,871	.05	.05
*Newburgh Daily News (E)	11,642	.06	.06
*New Rochelle Standard-Star (E)	8,108	.04	.04
*The Sun, New York (E)	254,189	...	.56
*New York Times (M)	350,406	.80	.784
*New York Times (S)	572,815	.95	.931
*New York Herald-Tribune (M)	281,672	.6435	.624
*New York Herald-Tribune (S)	321,889	.693	.672
*New York World (M)	309,386	.595	.58
*New York World (S)	542,386	.595	.58
*New York Evening World (E)	311,450	.595	.58
*Niagara Falls Gazette (E)	20,385	.06	.06
*Port Chester Item (E)	4,760	.03	.03
*Poughkeepsie Star and Enterprise (E)	12,429	.06	.06
†Rochester Times-Union (E)	67,974	.21	.20
*Syracuse Journal (E)	62,000	.14	.14
*Troy Record (M&E)	22,427	.06	.06
*Watertown Times (E)	16,216	.07	.07

* A. B. C. Statement, Sept. 30, 1925.

† Government Statement, Sept. 30, 1925.

WHAT'S WHAT IN THE FEATURE FIELD

Howard Wheeler Made Vice-President of United Features—Gen. Smedley Butler to Write for Newspapers—B. C. Forbes to "Discover" Florida

HOWARD D. WHEELER has been appointed vice-president and general manager of the United Feature Syndicate, it was announced this week by Karl A. Bickel, president of the United Press Associations. Wheeler assumed his new duties on Jan. 25, succeeding Tom W. Gerber who is returning to the U. P. business organization from which he was temporarily assigned to handle the work of the feature syndicate.



HOWARD WHEELER

Wheeler, who was formerly general manager of the McClure Newspaper Syndicate, severed his connection with that organization on the expiration of his contract, Dec. 31. Prior to his association with the McClure he was with the Scripps-Howard newspaper interests for nearly eight years, first as editor of the *San Francisco Daily News* and later as Pacific Coast manager of the Newspaper Enterprise Association. During two years following he was managing editor of *Harper's Weekly*, going from there to *Everybody's Magazine* where he remained for five years, first as managing editor and then as editor-in-chief.

The inside story of Gen. Smedley D. Butler's two-year fight in Philadelphia, is about to be told through newspaper syndication. The fighting marine, sailed Jan. 28, on the S. S. Colombia for the U. S. Marine Corps Base at Sandiego, Cal., which he is to command.

During the 26-day sea trip the former Director of Public Safety of Philadelphia will write a series of newspaper articles, to be released through the Bell Syndicate, New York, which will relate, "round-by-round", his battle in the Quaker City. Gen. Butler will not accept any payment for his efforts.

"Every cent that I make from this series," he said, "is to be turned over to a fund, to be managed by five Philadelphia newspaper men, the trust fund is to be used for one thing exclusively—to protect legally and otherwise, any policeman or police official who gets into a jam because he persisted in carrying out his oath of office in the face of powerful political influences."

Inez Haynes Irwin, novelist and short story writer, is writing a weekly series on human events and problems for the McClure Newspaper Syndicate. The series will be illustrated by Raeburn Van Buren.

B. C. Forbes, editor of *Forbes' Magazine*, and writer on business and financial subjects for the Premier Syndicate, New York, is now traveling in Florida writing stories on that state. The syndicate distributes Mr. Forbes daily stories through Universal Service.

W. H. Johnson, president of Johnson Features, Inc., and Editors Feature Service, Inc., spent this week at the Cleveland office of the latter syndicate.

International Syndicate, Baltimore, reports continued interest on the part of editors in Cross Word Puzzles.

Bell Syndicate, Inc., New York, has obtained second serial rights to a group of short stories by Clarence Budington Kelland, and they will be added to the Bell short fiction service.

Mr. and Mrs. Edward McCullough are parents of a daughter, Eleanore Jayne, born Jan. 6. Mr. McCullough draws the Elsie Janis strip "Hattie and Belle" now appearing in the *New York Graphic* and other papers.

ADVERTISING AGENCY AFFAIRS

John S. King Company, Cleveland, Moves to New Offices—McGinnis to Manage Edwin A. Machen & Co.'s Cleveland Branch —New Agency Started in Toronto

JOHN S. KING COMPANY, Inc., Cleveland advertising agency, has moved from the Newman-Stern Building, East 12th street and Walnut, to larger offices on the 11th floor of Carnegie Hall, Huron Road, N. E.

The following additions have recently been made to the staff: John E. Wiley, account executive, formerly with Green, Van Sant & Co., Baltimore; Lou Neiderlander, in the art department; Charles Weber, production department; Kenneth Ede, in the Research department, formerly with Henri, Hurst & McDonald, Chicago.

Frank J. McGinnis, formerly manager of the copy and plan Department of the Ames-Kiebler Advertising Company, Toledo, has joined Edwin A. Machen & Co. advertising agency as manager of the Cleveland office. Mr. McGinnis was formerly assistant advertising and sales promotion manager of the Willys-Knight Corporation. He will assume his new duties Feb. 1. Hubert C. Persons, Cleveland, has been transferred to the Toledo office.

E. W. Reynolds has resigned from the James Fisher Advertising Agency, Toronto, and has established the agency of E. W. Reynolds & Co., with offices in the Federal Building. He has already obtained several accounts and has made application to the Canadian Daily Newspapers Association for recognition.

W. A. Adriance, Jr., former art director of *Charm Magazine*, L. Bamberger & Co., and prior to that art director of James McCreery Company, has joined the creative staff of Dorrance, Sullivan & Co., New York.

Ralph Taylor, formerly of the *Omaha Daily News* display advertising department has joined the K. E. Shepard Advertising force in Des Moines, Iowa. He will be in charge of the merchandising research bureau.

Frank Presbrey, president of the Frank Presbrey Company, New York, was guest of honor at a dinner given by staff members Jan. 26, celebrating the agency's 13th anniversary.

George L. Sullivan has resigned as vice-president and secretary of Dorrance, Sullivan & Co., effective Feb. 7. With C. Henry Mason he intends to form a new agency to known as Mason-Sullivan, Inc., with headquarters in New York. Mr. Sullivan has been associated with Dorrance, Sullivan & Co., for the last five years. Mr. Mason conducted an agency under his own name in Rochester for 10 years.

WITH THE GENERAL ADVERTISERS

William Wrigley, Jr. Company and Liggett & Myers Show Big Earnings —A.N.A. to Meet in May—Western Motor Firm to Extend Advertising

RESULTS of persistent advertising were reflected in the earning statements of two big advertisers this week, William Wrigley, Jr., Company, Chicago, and the Liggett & Myers Tobacco Company.

The former concern shows for 1925 gross earnings of $18,246,397, against $17,133,960 for 1924, and net income of $9,146,768 after all expenses and charges against $5,380,414 in the previous year.

Directors of the Liggett & Myers Tobacco Company issued the most favorable earnings statement in its history, and declared an extra cash dividend of $1 a share in addition to the regular quarterly dividend.

The Association of National Advertisers is planning to hold its semi-annual convention in Chicago in May, Robert K. Leavitt, secretary, announced this week. The definite date has not yet been decided.

Gordon W. Kingsbury, for the past two years secretary-manager of the Detroit Adcraft Club, has resigned effective Feb. 15. He will become advertising manager of the Kelvinator Corporation and will be chairman of the advertising committee of the Electrical Refrigerator Company.

Newspapers in 11 states in the Pacific Coast and Rocky Mountain territory will be used in the 1926 advertising campaign of the Moreland Motor Truck Company, Los Angeles. James Houlihan, Inc., Oakland, handles the account.

W. R. Mills, advertising director of the Great Northern and other railroads, advertising men told the St. Paul Town Criers club at a meeting Jan. 22, that advertising carried on by Northwestern railroads since 1880 has done more than any other agency to bring population, enterprise, and prosperity to the Northwest. It was brought out that the roads having their general offices in St. Paul spend $94,000 monthly in advertising, in addition to the amount spent by railroads running into St. Paul, whose offices are elsewhere.

Because of growth of Wildroot sales last year, the Wildroot Company, Buffalo, N. Y. has announced it will increase its advertising activities during 1926.

W. W. Luedke, formerly general manager of the Cellucotton Products Company, Chicago, has been appointed advertising manger of the Peruna Corporation, Chicago, which recently purchased the Peruna company, Columbus, O.

EL PASO POST IN NEW HOME

Texas Daily Adds New Press and Linotypes—Launched in 1922

The *El Paso* (Tex.) *Post* on Jan. 18, moved to its new home at 109-11 South Mesa avenue.

In the pressroom it has installed a high-speed, Duplex-Tubular, 16-page press.

The Linotype battery has been augmented by two Model 8 and a Model 22 Mergenthaler machines.

The Post started publication on Aug. 21, 1922. The founders of the Post had an idea that a four-page daily could be made a success. Everybody "spoofed" them until the Scripps-Howard interests agreed to finance the start.

The Post started publication in a small wareroom outside the business district. Two ancient Model 1 Linotypes were bought for $700 each, including cost of rebuilding. The more ancient Potter press cost $1000. Total installation cost, including salaries, rent and all incidentals was $11,000.

The Potter press has a history. It was one of a battery of Potter presses in the original pressroom of the *Cleveland Press*. This was the first paper founded by E. W. Scripps. This same Potter printed the first issues of the *Minneapolis News*, the *Evansville Press* and the *Birmingham Post*. It is not through yet.

Pleasure All Ours

TO EDITOR & PUBLISHER: I cannot express too warmly my deep personal appreciation, and I am sure that every member of the American Society of Newspaper Editors, for the very liberal space your publication devoted to the recent meeting of the Society. From the inception of this organization, the attitude of the EDITOR & PUBLISHER has consistently been one of helpfuness, and whatever success the Society has attained is in no small degree due to your generous support. I want also to express my appreciation of the intelligent and helpful work of Mr. Robb during the sessions of the Society.

E. C. HOPWOOD,
Secretary American Society of Newspaper Editors.

Fertig Goes to St. Louis

August J. Fertig has resigned as advertising manager of the *Cleveland Waechter und Anzeiger*, to become general manager of the *St. Louis Westliche Post*.

WEEK'S AD TIPS

George Batten Company, Inc., 383 Madison avenue, New York. Placing account of the Dime Savings Bank of Brooklyn, N. Y.

Bauerlein, Inc., New Orleans. Placing copy on a list of papers in the south with a schedule of 300 lines, 6 times, on Illinois Central Railway.

Chappelow Advertising Company, St. Louis, is now handling the advertising accounts of the following concerns: The Brecht Co., St. Louis, manufacturers of electric freezer cases and other butchers' supplies; Copper-Clad Malleable Range Co., St. Louis; Hardy Salt Co., St. Louis, producers of iodized salt; Quincy Compressor Co., Quincy, Illinois.

Collins-Kirk, Inc., 752 North Michigan avenue, Chicago. Will use a limited list of Southern newspapers for the advertising of Mystic Dry Cleaner.

H. W. Kastor and Sons Company, 14 E. Jackson Boulevard, Chicago. Sending out copy on F. A. Stuart Company of Marshall, Michigan. Placing account of the Regal Shoe Company, Whitman, Massachusetts, manufacturers "Regal" shoes.

Charles Daniel Frey Company, 30 North Michigan avenue, Chicago. Sending out institutional copy on Crane Company which will be released shortly. This will be small copy 12 times schedule in towns where they have no distributors.

Thomas F. Logan, Inc., 680 5th avenue, New York. Placing account of Edward Miller & Company, Meriden, Connecticut, manufacturers lamps and lighting fixtures.

C. F. V. Nichols, 14 East Jackson boulevard, Chicago. Preparing a small list of papers for the Gossard Corset Company.

C. J. Ollendorf Company, 306 South Wabash avenue, Chicago. Placing copy in a list of newspapers in the south on Buchwalter Ragsdale Company.

Potts-Turnbull Advertising Agency, Tower Building, 7 North Michigan avenue, Chicago. Planning an advertising campaign on Milky Way, Grange Candy Bar, made by Shotwell Mfg. Co., Chicago, and will place copy in towns where they have secured distribution.

Fred M. Randall Company, Book Building, Detroit. Now handling account of the Detroit Incubator Company.

Roberts & MacAvinche, 30 North Dearborn street, Chicago. Planning on using a list of newspapers for the advertising of Brown-Tully Radio Company of Chicago.

Frank Seaman, Inc., 470 4th avenue, New York. Has secured account of the New England Southern Mills, Boston, manufacturers of "Startex" toweling.

J. Walter Thompson Advertising Agency, Wrigley Building, Chicago. Placing a general advertising campaign in Chicago on Lib McNeil & Libby.

Wortman, Brown & Company, 298 Genesee street, Utica, N. Y. Placing account of the N. Y. Mica Mfg. Company, Auburn, N. Y. manufacturers of Spark Plugs.

ADVERTISING IS NEWS IN
NEW ENGLAND
WHERE NEWSPAPERS ARE HOME PAPERS

With a compact population of close to eight million people, the New England States lead the country in many lines of industry—and they lead the country in savings.

The New England people are mostly average men and women, industrious, with occupations and requirements that are diversified.

Millions of dollars a day are spent by them for necessities and luxuries.

The New Englander reads and believes in his newspaper—he reads *all* the newspaper—he has confidence in it.

Consistent advertising in newspapers of home distribution that command the respect of their readers is profitable provided the manufacturer's merchandising plans permit him to take full advantage of this efficient method of sales promotion.

The National Advertiser or Space Buyer who reads this advertisement was probably not looking for it. Likely the same reader interest that prompted the perusal of the news and editorial columns of this publication induced him to turn to the advertised announcements for profitable information of another nature. He can profit immeasurably by the territorial information and cooperation offered by the New England daily newspapers that submit their circulation figures and national advertising rates in the following list.

These Daily Newspapers Thoroughly Cover New England

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
*Attleboro Sun .....(E)	5,778	.03	.03
*Boston Globe .....(M&S)	284,318	.50	.50
*Boston Globe .....(S)	331,259	.55	.55
*Boston Transcript .....(E)	31,978	.20	.20
†Boston Post .....(M)	378,597	.60	.60
†Boston Post .....(S)	342,318	.55	.55
*Fall River Herald.....(E)	16,245	.06	.06
*Fitchburg Sentinel .....(E)	11,603	.06	.045
*Haverhill Gazette .....(E)	15,729	.065	.05
*Lynn Item .....(E)	16,437	.06	.045
†Lowell Courier-Citizen and Evening Leader .....(M&E)	21,194	.07	.07
*New Bedford Standard Mercury (M&E)	32,111	.10	.10
*New Bedford Sunday Standard (S)	27,392	.10	.10
*North Adams Transcript..(E)	9,717	.04	.035
*Pittsfield Eagle .....(E)	16,712	.05	.05
*Salem News .....(E)	21,199	.09	.07
*Taunton Gazette .....(E)	8,970	.05	.035
*Worcester Telegram-Gazette (M&E)	91,768	.26	.23
*Worcester Sunday Telegram (S)	50,079	.19	.16

MAINE—Population, 768,014

*Augusta Kennebec Journal (M)	11,466	.05	.05
†Bangor Daily Commercial.(E)	19,487	.06	.05
*Portland Press-Herald and Express .....(E) (M&E)	66,546	.20	.16
*Portland Telegram .....(S) (Sunday Edition Express)	31,083	.10	.09

NEW HAMPSHIRE—Population, 443,683

*Concord Monitor-Patriot...(E)	5,041	.0375	.025
†Keene Sentinel .....(E)	3,806	.036	.023
†Manchester Union Leader (M&E)	29,422	.13	.10

RHODE ISLAND—Population, 604,397

†Newport Daily News.....(E)	6,460	.0336	.0293
*Pawtucket Times .....(E)	26,612	.07	.07
*Providence Bulletin .....(E)	66,403	.17	(B).23
*Providence Journal .....(M)	37,839	.10	(B).23
*Providence Journal .....(S)	65,304	.17	.17
*Providence News .....(E)	29,421	.08	.08
†Providence Tribune .....(E)	22,049	.10	.09
*Westerly Sun .....(E&S)	4,476	.025	.025
*Woonsocket Call .....(E)	13,959	.05	.05

VERMONT—Population, 352,428

*Barre Times .....(E)	7,131	.03	.025
†Bennington Banner .....(E)	3,132	.0125	.0125
Brattleboro Reformer ...(E)	3,370	.035	.035
*Burlington Free Press...(M)	13,030	.05	.05
*Rutland Herald .....(M)	11,038	.04	.04
St. Johnsbury Caledonian-Record (E)	4,046	.0214	.015

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram (E&M)	43,008	.15	.15
*Bridgeport Post .....(S)	20,827	.10	.10
*Hartford Courant .....(M)	37,412	.08	.08
*Hartford Courant .....(S)	54,087	.11	.11
†Hartford Times .....(E)	50,354	.13	.13
*Middletown Press .....(E)	8,214	.0325	.03
†New Haven Register ...(E&S)	44,406	.13	.12
*New London Day.....(E)	12,339	.07	.045
†Norwich Bulletin .....(M)	12,757	.08	.05
*Norwalk Hour .....(E)	6,069	.04	.04
†South Norwalk Sentinel...(E)	4,873	.035	.025
*Stamford Advocate .....(E)	10,033	.05	.04
*Waterbury Republican American (M&E)	23,856	.08	.08
*Waterbury Republican....(S)	15,284	.08	.08

*A. B. C. Publishers' Statement, September 30, 1925.

†Government Statement, September 30, 1925.

(B) Combination rate Daily Journal and Eve. Bulletin.

U. S. PRESS SPONSORS ORATORICAL CONTEST

About 30 Newspapers Handling Competition Among Students at Secondary Schools—Noyes, Committee Chairman

Nearly 30 American newspapers together with newspapers in England, France, Germany, Canada, and Mexico are sponsoring this year's international oratorical contest, the chief objective of which is to "increase interest in and respect for the basic principles of government in each of the participating nations." In the United States the contest will center around the Constitution.

The competition is open to all students in the secondary schools and will begin with the opening of the Spring term on Feb. 1. It takes the form of original ten-minute orations on the Constitution.

The contest has three aspects—regional, national, and international. The country is divided into seven regions, and the regional winners compete at a national contest in Washington, and the national champion then takes part in the international competition. All seven national finalists will receive as their awards at the national contest, trips to Europe this coming summer with all expenses paid. The national champion will have special recognition in the form of an emblem, and will represent this country at the international final.

Twice before the national contest has been held and has developed wide interest

The American Committee for the National Oratorical Contest are Frank B. Noyes, *Washington Star;* Adolph S. Ochs, *New York Times;* Walter A. Strong, *Chicago Daily News;* William L. McLean Jr., *Philadelphia Bulletin;* Frederick I. Thompson, *Birmingham Age-Herald;* R. E. Stout, *Kansas City Star;* Harry Chandler, *Los Angeles Times.*

The committee chairman abroad are Maurice Bunau-Varilla, publisher of *Le Matin,* Paris, for France; Henry N. Hall, London, for England; H. Becker, Ministry of Education, Berlin, for Germany; Miguel Lanz Duret, publisher of *El Universal,* Mexico City, for Mexico.

The American newspaper sponsors, are the New York Times, *Portland Oregonian, Pittsburgh Sun, Dayton News, Canton News, Deseret News* of Salt Lake City, Los Angeles Times, Chicago Daily News, *Indianapolis News,* Philadelphia Bulletin, Washington Star, *Atlanta Constitution,* Birmingham Age-Herald, *Des Moines Capital, Montgomery Journal, Mobile News-Item,* Kansas City Star, *Mobile Register, Louisville Courier-Journal and Times, Oklahoma City Oklahoman, Miami News, Chattanooga Times, Springfield News, Seattle Times, Rochester Democrat and Chronicle* and *Hartford Courant.*

Union Printers' League Meeting

Progress made in advancing the wage scale was detailed by Fred R. Cornell, of New York, speaking before the quarterly meeting of the Union Printers' League of New Jersey, held at Dunnellen, Jan. 23-24. Another speaker was Seth R. Brown of Indianapolis, representing the executive council of the International Typographical Union. A banquet was given Jan. 23, with honor guests including Charles Sachs, George Beach and Fred Ormberger, representing "Big Six." of New York City.

Executive Changes in Albany

Frank W. Clark, who has resigned as editorial director of the Press Company papers at Albany, the *Knickerbocker Press* and *Albany Evening News,* has been succeeded by Walter P. Plummer, for the last three years managing editor of the Evening News. Allen Eddy, for 12 years with the old Bennett organization on the *New York Herald* and lately with the *Syracuse Herald,* has become managing editor of the Knickerbocker Press.

Westport Standard Quits

The *Westport* (Conn.) *Standard,* started in opposition to the old established bi-weekly, the *Wesporter-Herald,* has ceased publication. John D. Lawson was publisher. W. S. Jones, with his sons L. J. Jones and E. C. Jones, publish the Westporter-Herald, established in 1874.

W. E. YOUNG, FORMER AKRON MAYOR, DEAD

Thirty Years Ago He Was on Times Staff—Later Had Part Interest —Brother of Harvey R. Young

William E. Young, 63 years old, who died last week at Akron, Ohio, was formerly a newspaper man and until a little more than a year ago associated in the ownership of the *Akron Evening Times.* He was a prominent attorney in Akron and a former mayor of the city and flags on city buildings were placed at half mast following his death.

Mr. Young, who was a brother of Harvey R. Young, advertising director of the *Columbus Dispatch,* was born at Mt. Hope, Ohio, and was educated at Ohio Normal University and the University of Michigan law school.

Upon his graduation in 1892, he came to Akron, and for the first year of his local residence was local editor and business manager of the *City Times,* which later became the Akron Evening Times. He was local correspondent for the *Cleveland Plain Dealer* for some time.

In 1893 he began practicing law, and that year formed his partnership with Justice Wanamaker.

Becoming active in politics, he was nominated on the Democratic ticket for mayor in 1896, and in the fall elections of that year was the only one of his party to be given a plurality.

It was during his tenure of the mayoralty that one of the most thrilling chapters of Akron's history was written—the riot which occurred here in 1900. During that trying period Young called for troops from the state and quelled a dangerous mob which destroyed the City Hall and Columbia Hall.

Civic and professional affairs claimed much of his time. He was a member of the Rotary Club, and was identified with the American Bar Association, the Ohio State Bar Association and with the Akron Bar Association.

EDWARD H. PAPE DIES

Patent Medicine Manufacturer Was Large Newspaper Advertiser

Edward H. Pape, millionaire proprietary medicine manufacturer, and buyer of large newspaper linage, known as the creator of Pape's Diapepsin and a dozen other patent medicines, died Monday at his home in Cincinnati.

Mr. Pape, it is claimed, a few months ago placed the largest appropriation for newspaper advertising for proprietary medicines ever made. His annual advertising budget is said to have run into the millions, and that virtually every daily newspaper in the civilized world shared in it to some extent.

Scores of advertising men attended his funeral which was held Wednesday.

Mr. Pape was born in Cincinnati in 1877 and in his youth entered the advertising field with the Parvin Doughty Advertising Agency.

Pape, with his brother, Harry, was one of the founders of the firm of the Pape, Thompson & Pape Company, manufacturers of proprietary medicines. About ten years ago the firm was purchased by Sterling Products, Inc., Wheeling, W. Va. Pape occupied the position of advertising director of the Sterling Company. His brother continued to be associated with him. Subsequently they founded the Edward Wesley Company, which manufactured a proprietary product.

JOHN D. PLUMMER

Former Publisher of Springfield (Mass.) Union Dies in Pinehurst

John D. Plummer, 56, former publisher of the *Springfield* (Mass.) *Union,* died at Pinehurst, N. C., early Sunday.

Mr. Plummer had been at Pinehurst since Dec. 15. He was confined to his bed Christmas night. Physicians, however, had been satisfied with his improvement until last Saturday.

He is survived by his widow, a daughter, Miss Ruth Plummer, a student at Wellesley, a son, Lawrence, of Long Beach, Cal., and two sisters.

Mr. Plummer was born in Gloversville, N. Y., and educated in the Springfield schools. He entered the business office of the Union as a young man and advanced rapidly, becoming part owner of the paper, with A. L. Langtry, former Massachusetts Secretary of State.

He disposed of his interest in the Union in March, 1923, because of ill health, to George L. von Meyer, who recently sold the paper to the *Springfield Republican.* Mr. Plummer has not been active in business since that time. Both his wife and daughter were with him at the time of his death.

The body was taken to Springfield for burial.

Underwood, Kentucky Editor, Dead

Thomas C. Underwood, 52, for many years editor of the *Hopkinsville* (Ky.) *New Era,* died Jan. 20, at his home in Hopkinsville. Practically all his newspaper career was spent with the New Era, first as reporter and later as editor, which office he held since 1902. He was originator of the "Daily Jots" column in the New Era. In 1910 he was president of the Kentucky Press Association.

Contesting Oliver's Will

Contest over two wills filed in a Westchester county court, both purporting to be the last testaments of the late Edwin A. Oliver, humorist and former publisher of the *Yonkers* (N. Y.) *Statesman,* opened Jan. 25, before Surrogate Slater in White Plains, N. Y.

Obituary

HARRY BERKSHIRE, traveling agent of the International Typographical Union, died in Kansas City Jan., 20, following an illness of several months.

JOHN B. KESSLER, 70, former editor of the *Bourbon County* (Mo.) *Democrat* and also of the *Queen City* (Mo.) *Herald,* died at his home in St. Louis.

A. C. SMITH, pioneer Oklahoma publisher and editor and publisher of the *Ponca City* (Okla.) *Democrat,* died following a heart attack. He started publication of the Ponca City Democrat three days after the Cherokee strip opened in the early 90's.

T. A. SAWHILL, 75, fomer editor of the *Concordia* (Kan.) *Empire,* predecessor of the *Concordia Blade Empire* died following a long illness.

MRS. S. A. JOHNSTONE, mother of Miss S. G. Johnstone, of the national advertising department of the *Seattle Post-Intelligencer,* died recently in Seattle.

J. A. LOEHL, who published the *St. Peter* (Minn.) *Tribune* before its absorption by the *Herald,* died recently. For several years he was a judge of the probate court.

WILL JOHN JOHNSON, 62, for 42 years a newspaper man in Rockford, Ill., died Jan. 16 in Rockford. He was reporter of the old *Rockford Gazette,* the *Aurora Beacon,* city editor of the *Rockford Morning Star* and in 1890 one of the founders of the *Rockford Republican,* which later became the *Republic.*

EDWARD HADDOCK, 71, for many years pressman at the *Decatur* (Ill.) *Herald,* was run down by an Illinois Central train Jan. 14 and died a few hours later.

H. B. NEWELL, 78, founder of th *Wayland* (N. Y.) *Union Advertisin* and its publisher for 30 years, startin in 1875, died recently. He retired 1905.

FRED E. FULLER, Jamestown, N. Y newspaper man, is dead as the result of long illness dating back to wounds r ceived while serving in France with th American army.

WALTER SCOTT JEFFERSON, 69, a ve eran employe of the *Chicago Dai Tribune,* died suddenly Jan. 22 in th plant of the *Chicago Journal of Com merce,* where he had gone on business.

Classified

EDITOR & PUBLISHE

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS (Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line p insertion as earned by frequency of insertio Special rates quoted for 13, 26 and 52 insertion The Editor & Publisher reserves the right classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE.

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ADVERTISING

General Promotion

Advertising Promotion—If you want mo business, communicate with the Internation Publications Service, Incorporated, Suite 100 1841 Broadway, New York City.

Special Pages

Special Feature Pages—Local display develope from non-regular advertisers. Industrial, Buil ing, Church, Baby-Contest Pages, Special Ed tions. Every account guaranteed. William J Jordan, Newspaper Revenue Builder, care Edito & Publisher.

BUSINESS OPPORTUNITIES

Brokers

Three Desirable Weeklies and Job Plan within 25 miles of New York. Good circul tion, advertising patronage; and returning 25% on price asked. Reasonable terms. J. I Shale, Times Building.

Newspapers for Sale

Northern Ohio Weekly for sale; over $7,5(annually; good equipment, excellent territory Priced right for quick sale. B-689, Editor Publisher.

Newspapers Wanted

Daily—Afternoon preferred, within 500 miles o New York, Dutchess County favored; part o whole interest by experienced newspaper ex ecutive. B-693, Editor & Publisher.

Employment—Equipment—Services

ISINESS OPPORTUNITIES

Newspapers Wanted

Vnt to Invest my time and $10,000 cash in ... while newspaper. Would like field where ...lidation might be effected with help of ...ler. Have sold majority holding in pres... ...newspaper, effective July 1. Had $1,200 ...ears ago when I bought. Now have ...000. Other references furnished on request. ... care Editor & Publisher.

Periodical for Sale

...stablished Outdoor Periodical, in unique ...with excellent prospects, for sale. Reason ...elling: other publications require our at... ...n. Address MAGAZINE, Editor & Pub... ...

CIRCULATION

Promotion

...iation—When quick, additional circulation ...age becomes necessary, remember that our ...y years in this one line of endeavor is ... proof against experimenting. Write or ... Pacific Coast Circulation Service, Bell ..., Cincinnati, Ohio.

...lation Builders—Blair & Austin, 1504 Cen... ...ve., Reading, Penn. Originators of Sales... ...hip Club Campaigns.

...ing Paper Publishers—A real circulation ... of unestimable value to your advertisers ...on the R. F. D. routes in your territory. ...rge eastern daily increased its mail list ...housand five hundred (6,500) new sub... ...rs through a plan requiring an outlay ... reasonable sum of money for financing, ...aid its entire cost. We will gladly advise ...n detail without obligation. The Albright ... Co., Carrollton, Ohio.

Premiums

...iums—In the short space of time since ...read our last ad., would you believe ...a—The leading afternoon paper, city of ...00, central west; the recognized leader, ...ing field, eastern city of over 1,000,000; ...leader, afternoon field, city of 135,000, ...tic coast, and three smaller dailies, cities ...75,000, have started circulation, promotion ...sses under our suggested plans. You ...od investigate to-day. Most competitors ...wide awake fellows. The Albright China ... Carrollton, Ohio.

EDITORIAL

Syndicate Features

...lo Star and Bradford, Pa., Era are the ...customers this week. Write for samples ...live, alert up-to-date service. The Graphic ...icate, 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

...rtising Manager; Business Manager; Man... ... Editor; City Editors; Reporters; Display ... Positions now open. Publishers' Place... ... Service, Seitz Bldg., Syracuse, N. Y.

...rtising Salesman—Must be first-class ...writer, lay-out man and salesman. If ...deliver results we have a permanent posi... ...for you as advertising director. We are ...d paper and competition strong. Salary ...bonus. Photo and full particulars. B-... Editor & Publisher.

...lation—We want, at once, a man who ...produce results the first week. Must be ...rker not a desk man. If you understand ...lation and can build and direct strong ... force, this is a wonderful opportunity ...you. Length of service depends entirely ... results. Permanent if you produce. ...y and bonus. Full particulars, with photo ...rst letter. B-656, Editor & Publisher.

...lation Manager—Desirable openings for ...experienced newspaper circulation man... ... to take charge and manage offices in a ...lation organization extending from coast ... east. Prefer men with not less than five ... experience; over thirty years of age; ...who have employed and managed forces ...use-to-house canvassers. A minimum of ...0 per year with opportunities to advance ...sition paying from $5,000 to $8,000. 65 ...r newspaper circulation managers and ...s now happily located in permanent posi... ... Will not employ habitual users of ...r. Answer with references. Ernest A. ...z, Circulation Director, The Butterick ...shing Company, Butterick Building, New ... .

...lation—Man qualified to take charge of ...lation department of successful daily in ...cific Coast state. Give experience and ... Address B-654, Editor & Publisher.

EMPLOYMENT

Help Wanted

Circulation Manager with clean record can secure position on tabloid newspaper in city of moderate size. Write fully regarding yourself. B-680, Editor & Publisher.

Classified Salesman—We want a man who can produce results on second paper. Will take hard work and not theory. Permanent position to right man. Salary and bonus. Photo and references. B-658, Editor & Publisher.

Desk Man and Two Reporters wanted on daily in middle western city. Give experience and reference. B-679, Editor & Publisher.

Editorial—New daily and Sunday newspaper in city over three hundred thousand desires experienced editorial men and women, advertising salesmen, circulation men, country and city. Also mechanical staff. Top salaries paid, working conditions ideal. For immediate action send complete record, experience, qualifications, salary expected and references to whom we can write. B-681, Editor & Publisher.

Local Representative wanted for suburban weekly—all branches except mechanical. B-686, Editor & Publisher.

Salesmen calling on daily newspapers wanted to handle successful editorial features as side line on commission basis. Only high-grade men with established contacts considered. Give full particulars including references. B-683, Editor & Publisher.

Situations Wanted

Advertising Manager—Six years' newspaper experience, capable of conducting department in city of twenty to thirty thousand. Good promoter and creater of advertising, well experienced in systematizing work of department. Five years in present position. Available at once. B-682, Editor & Publisher.

Advertising Solicitor, experienced, capable man. Many fine contacts in New York City. Box B-685, Editor & Publisher.

Advertising Manager—Several years on display staff metropolitan newspaper, later account executive large New York advertising agency, now branch manager same agency. Experience means successful handling both local and national business. Minimum salary, $75 weekly. B-695, Editor & Publisher.

Advertising Man—26, experienced, selling and managing, desires position where there is an opportunity to learn the business end of the publishing business. College education. Familiar with merchandising. Prefer to assist a business manager or publisher. Let's talk it over. B-666, Editor & Publisher.

Advertising or Business Manager—Experienced, 38 years old, married. Fifteen years' exceptional production as salesman, advertising manager and business manager. Record clean. Now in feature advertising. But want to settle. University education. Also graduate of college of "rooting." References. Am a newspaper man who is a success. Address B-690, Editor & Publisher.

Advertising Manager—Experienced in writing clear, forceful copy and making attractive layouts. College man, 27 years of age. Prefer paper in Southwest or Pacific Coast with circulation of 8,000 to 12,000. Clean cut record showing 7 years of successful effort in increasing linage on substantial basis. Now employed. Services available April 1st. Address B-659, Editor & Publisher.

Advertising Manager, now employed, seeks new connection. Twelve years' experience in selling advertising. Age 35. Thoroughly familiar with local display, automobile accounts and publicity, national accounts and service work, also classified advertising. Employed at present as Advertising Manager of middle western daily with circulation about 85,000. Not satisfied with future here. Can furnish best of references. Box B-624, Editor & Publisher.

An Advertising Manager who has been through the mill, a producer who in the small amount of space occupied here, cannot go into details, but he knows the answer to the problems that confront the head of the advertising department of a daily newspaper. Has had experience on both morning and evening papers published in cities from one hundred to five hundred thousand population. Is nationally known. Now employed but for logical reasons is desirous of making a change. Full details on request. B-694, Editor & Publisher.

Advertising Solicitor—Young man looks for a real opportunity; 7 years' experience in adv. agency and leading metropolitan dailies. A1 references available now. B-692, Editor & Publisher.

Artist—Cartoonist, experienced all newspaper art, desires change. B-696, Editor & Publisher.

A Sports Editor who can write intelligently, humorously, too; who knows sports and possesses judgment; who has energy and drive; who has ideas (new ones); who has ability to promote great amateur activities and big crowd spectacles, thereby making news and prestige, is available to a paper which is willing to spend money for the fastest growing and greatest-possibility department of today. B-698, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Assistant Advertising Manager of Southern daily, 40,000 circulation, competent to handle entire department, good solicitor, good appearance, thoroughly experienced in writing copy and making layouts, desires an immediate advertising connection. Age 36. Can furnish excellent references as to reliability. Prefer South. Address B-655, Editor & Publisher.

Business Manager or Advertising Manager. Successful executive record in more than one field. Available immediately. B-684, Editor & Publisher.

Circulation Manager, at present employed. At liberty about February fifteenth. Efficient and reliable, capable of thoroughly organizing a department, installing modern methods and increasing circulation at minimum cost. Make you proud of your next A. B. C. audit. Thirty-six years old, married, and have had sixteen years' experience on dailies from ten to fifty thousand. Best of references and reasons for desiring a change. Western or Eastern publication preferred. Address B-699, Editor & Publisher.

Circulation Manager—Available Feb. 1st to live publisher, who will appreciate hard work. Fourteen years successful record showing enviable gains on hard propositions. Experienced promotion man and capable of producing maximum results at minimum cost. Good organizer and systematizer. Prefer second paper. Excellent reputation. Best references. Address B-663, Editor & Publisher for interview.

Circulation—Man with many years' experience producing circulation against keenest kind of competition seeks connection with paper desiring to show big circulation gains in 1926. Able to plan big campaigns that will be in harmony with paper and that will bring utmost results at lowest cost. If necessary can install circulation systems and put department on systematic basis. Permanent or temporary propositions, either salary or commission basis. First class references. Tell just what you want and write or wire Box 422, St. Joseph, Mo.

Circulation Manager—Married, employed as Circulation Manager on newspaper of 35,000. Thoroughly acquainted with independent Carrier System County Circulation, Rural Routes, all phases of the A. B. C. Fifteen years' newspaper experience, seven years at present position. Past record, consistent gains in Circulation and cash without contest. Desires change. Member I. C. M. A. B-678, Editor & Publisher.

City Circulation Manager—Five years' good hard experience; 26 years old, married and have family. Very best references from present employer. Available on short notice. B-662, Editor & Publisher.

Classified Expert, with many years of successful experience in building classified business on Metropolitan and small town papers, offers personal service in training and management of classified department. My work includes training of local manager to succeed myself, installation of necessary system, training of selling force, promotional work, development of reader interest. My charge is based on department income and increase in earnings. William E. Jordan, care Editor & Publisher.

Classified Advertising Manager wants change to paper with larger field for development. Now employed but could leave with two weeks' notice. Married, not a rover. Age 35. Have specialized in systemitizing in record details, collections and increased lineage in Classified Ads. Have had valuable experience in all phases of progressive, up-to-the-minute Classified Department. Best of references. Member of Classified Managers' Association. Address B-677, Editor & Publisher.

Composing Room Foreman and Superintendent desires position with publisher expecting unusually good results. Have recommendations showing reduction of costs in every instance. Fifteen years as executive in metropolitan and smaller papers; 37 years of age. Married. Union. Prefer arrangement of salary with opportunity to share in savings effected. B-687, Editor & Publisher.

Copy Reader, 29, Pulitzer School graduate. Address B-676, Editor & Publisher.

Dramatic and Music Critic, national reputation, wishes position in East outside New York. High priced but worth it, as proven by record of achievements. Now employed. Address B-642, Editor & Publisher.

Editorial Assistant—Seasoned newspaperman, 33, with broad training and outstanding ability, wants place as general editorial assistant on high-grade daily; equally capable at writing, editing, directing a staff, make-up and public relations; go anywhere Opportunity beckons; your letter will bring a frank reply. Please address B-700, Editor & Publisher.

Editorial—What have you to offer reliable man who can fill any position in editorial dept? References. B-653, Editor & Publisher.

Editor, at present connected with morning paper, wants situation in evening field. Competent news man, capable of handling managing editorship. Knows all branches of news game, telegraph, local, feature, and is good executive. Experienced in writing editorials. Permanent post, with future, sought. Address John C. Patterson, 959½ Highland Street, Columbus, Ohio.

EMPLOYMENT

Situations Wanted

Foreman or Superintendent open for position in Union composing room. Several years' experience on large dailies, and can produce. All replies confidential. B-701, Editor & Publisher.

Manager—I have just purchased a newspaper in town of 35,000 and taken over its management. This means letting out, through no fault of his own, present capable manager, who grew up with paper from subscription solicitor. If you are looking for some one to manage your paper I can recommend him highly. Address B-669, Editor & Publisher.

Mechanical Superintendent—All-around experienced on metropolitan dailies; pyrotechnic with absolute control; available soon; $10,000 year. B-668, Editor & Publisher.

Newspaper Woman with 2 years' experience as Publictiy Director in a well-known New England Ladies' College, seeks new connections. Prefers Publicity, Feature Journalism, or Literary Research in English, French, or German. Address B-702, Editor & Publisher.

News—I can make news; have done it before and know I can for you. If interested in that phase of newspaper progress I would like to get in touch with you. I am open to the right kind of proposition. B-697, Editor & Publisher.

News Editor, energetic, 15 years' experience, editorial, advertising, job printing, seeks position as editor-manager of live weekly or managing editor of small afternoon daily in or near New England. Excellent references. Might acquire small interest, if suited. B-691, Editor & Publisher.

Production Manager capable of assuming responsibility of all mechanical departments and operations, with record of exceptional results, desires connection where efficiency methods as well as 20 years' practical experience can be applied to mutual advantage, and where publisher will share benefits with manager. B-688, Editor & Publisher.

Young Advertising Man wants to leave the city and return to the country. He is looking for a congenial connection with a country weekly. He knows advertising, job printing, and editorial work. He has some money which he will invest if conditions warrant. Address B-648, Editor & Publisher.

MECHANICAL

Equipment For Sale

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Eng. Co., 114 E. 13th St., N. Y. City.

Linotype Bargains—Several Model One Linotypes in good running order, price $600 each. Several Model Two and Model Four Linotypes reduced to one magazine machines, price $650 each. One Model Five Linotype, excellent condition $1 000. All without matrices. Prices strictly cash. You can use them until you need a better machine then trade in for twice as much on new machine. The Linograph Company, Davenport, Iowa.

Mats—Buy wet mats all made for use; saves labor, buying paste materials, paper. Shipped you dry; wet in a jiffy; made in large Union shop. Samples free. Mat-Making Materials House, 266 Sylvan St., Rutherford, N. J.

One Goss Comet Flat Bed Press for sale; equipped in first-class condition, with extra set of eight column chases; for delivery within the next thirty days. Please communicate with The Morning Call, Key West, Florida.

Printers' Outfitters—Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Six Fonts 8 Point Mats for Sale; No. 19 with title No. 1, modern figures for sale; see Mergenthaler linotype specimen book; proofs will be sent. The Republic, Yakima, Wash.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

WE CONNECT THE WIRES

OVER TWENTY-FIVE YEARS we have conducted a service bureau for employers and position seekers in the Advertising-Publishing field. Our lists include men and women fitted for positions up to the highest responsibility in all departments of newspapers, class journals, advertising agencies and the publicity departments of mercantile and manufacturing concerns. Registration free. No charge to employers.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

A New and Valuable Service Awaits You

in the

STATISTICAL SECTION OF THIS ISSUE OF

EDITOR & PUBLISHER

An Annual Topical Index to all issues of EDITOR & PUBLISHER for 1925 is presented for the first time and is an outstanding feature of the 1926 International Year Book Number.

Every significant news event covered by EDITOR & PUBLISHER during the year is indexed and cross-indexed, thus making of each issue a valuable file of all important activities in the newspaper and advertising field for the past year.

Newspaper executives and advertising men will find this service indispensable.

Now is the time to subscribe to EDITOR & PUBLISHER and thereby be assured first hand information and spot news of all publishing and advertising events during 1926.

Keep every issue on file for the coming year. The Topical Index will be a feature of all future International Year Book Numbers, thus increasing the value of your completed files of EDITOR & PUBLISHER, the newspaper advocate and leading spot news medium of international journalism and advertising.

Yearly Subscriptions: Domestic $4.00; Canada $4.50; Foreign $5.00

THE EDITOR & PUBLISHER CO.

1700 TIMES BLDG., NEW YORK, N. Y.

42nd St. and Broadway

Telephones: Bryant 3052—3053—3054—3055—3056

EDITOR AND PUBLISHER

INTERNATIONAL YEAR BOOK NUMBER FOR 1926

Vol. 58. No. 36 TWO SECTIONS SECTION TWO NEW YORK, SATURDAY, JANUARY 30, 1926 By Mail in Advance $4. U. S. A.; $4.50 Can.; $5 Foreign

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

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$215,000,000—National Newspaper Advertising 1925

1925 closed with the largest volume of national Newspaper advertising in history.

A conservative estimate by the Bureau of Advertising shows the stupendous total of $215,000,000 with a probability of the actual figures exceeding the estimate.

The national advertisers' annual trend toward Newspapers has been steadily up—up—up—

—for the simple and obvious reason that Newspapers, reaching everybody everywhere and anywhere at anytime, *actually sell more merchandise than any other advertising medium.*

Q. E. D.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York	Detroit	Kansas City
Chicago	Atlanta	San Francisco

Newspaper Publishers
should be contributing to a national fund to advertise the superior value of Newspapers as the dominant national medium.
1926 *is the year to do it!*

E. Katz Special Advertising Agency
58 West 40th Street, New York City

Buffalo the Wonder City of America

In 1925

THE BUFFALO EVENING NEWS

A Six Day Newspaper

Carried

14,767,190

Lines of Paid Advertising—a Gain of 837,381 Lines Over 1924

THIS is the largest total ever carried by any Buffalo newspaper, including both daily and the Sunday editions of the seven day publications.

The News produces profits for its advertisers because it gives them 83% of the newspaper readers in the Buffalo market as an audience for their advertising.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

A. B. C. Sept. 30, 1925
128,502

EDWARD H. BUTLER, *Editor and Publisher*

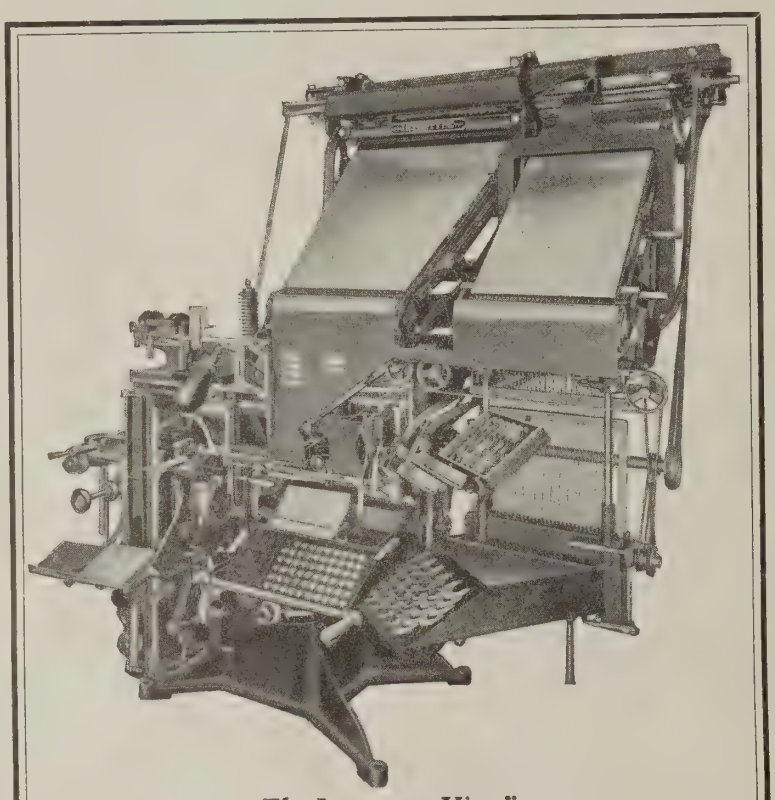
Present Average
135,674

National Representatives

KELLY-SMITH COMPANY

Marbridge Building, New York City
Waterman Building, Boston, Mass.
Atlantic Building, Philadelphia, Pa.
Tribune Tower, Chicago, Ill.

Yes! the new Intertype "Mixer" IS standardized



The Intertype "Mixer"

THOSE who have seen the Intertype "Mixer" in operation—and realize how much work it turns out—can hardly believe that a machine so radically different can still be a standardized and *Interchangeable Intertype.*

It IS standardized. Its main magazines and molds and matrices will interchange *on every other Standardized Intertype ever built.*

It is interesting to hear the comments of those who see the new "Mixer" first when it is speeding along on ordinary "straight" composition. "Why, that machine can't be a 'Mixer'; it has only one distributor box." Or, "Where is the special assembling mechanism?—this looks like any other machine."

But when they see the "Mixer" at work on complicated composition—or on work requiring constant changes from one magazine to another—all are amazed at the OUTPUT of this radically improved machine.

Send the coupon on the next page for our new booklet on the Intertype "Mixer." It illustrates many interesting features of the machine and shows practical specimens of its work.

New! Improved!

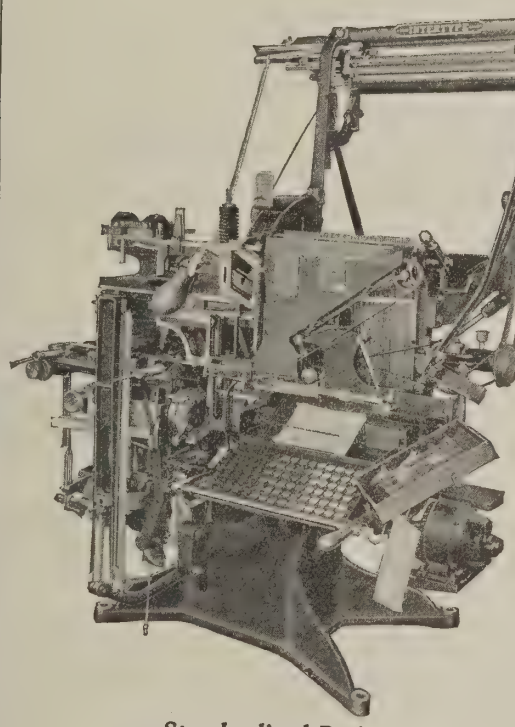
Don't try to compare the Intertype "Mixer" with any other machine, for there is nothing else like it. No other machine has the same simple assembling mechanism, without restrictions as to speed or large-size matrices. No other machine has anything like the single distributor box feature. The Intertype "Mixer" is built for dependable service under actual working conditions without special expert care.

Standardized INTERTYPE

Intertype Corporation, Executive Office, 1440-A Broadway at 40th Street, New York

NEW YORK CHICAGO MEMPHIS SAN FRANCISCO BOSTON LOS ANGELES LONDON

—and Unit-Built



Standardized Basic Unit

Equipment A
One Main Magazine

Equipment A-s.m. 1
One Main Magazine
One Side Magazine

Equipment A-s.m. 2
One Main Magazine
Three Side Magazines

Equipment B
Two Main Magazines

Equipment B-s.m. 1
Two Main Magazines
One Side Magazine

Equipment B-s.m. 2
Two Main Magazines
Three Side Magazines

Equipment C
Three Main Magazines

Equipment C-s.m. 1
Three Main Magazines
One Side Magazine

Equipment C-s.m. 2
Three Main Magazines
Three Side Magazines

Equipment E (Mixer)
Two Main Magazines

Equipment E-s.m. 3 (Mixer)
Two Main Magazines
Two Side Magazines

The Latest Standardized Units

ALL Standardized Intertypes are built up from this Standardized Basic Unit

Mail the coupon for literature—or wire collect if you'd like to see an Intertype salesman

Standardized INTERTYPE

No Standardized Intertype Has Ever Become Obsolete

Any or all of the following literature will be sent on request without obligation. Just check what you want and mail to the Intertype Corporation, 1440-A Broadway, New York, or to any of our branch offices.

☐ Send booklet about the Intertype "Mixer"
☐ Send booklet "Profit-Making Intertype Features"
☐ Send Matrix Specimen Book
☐ Send Parts and Supplies Catalogue
☐ Send SALESMAN

Name_____

Address _____

18,088,854

Lines of Paid Advertising

Published in 1925 by The New Orleans Times-Picayune

This is the largest volume of advertising ever printed by a New Orleans newspaper. It exceeds the previous year's record by a

Gain of 1,594,523 Lines

First again! Another year of supremacy in New Orleans and its prosperous trade territory! The Times-Picayune's record-breaking paid advertising lineage in 1925 represents the second paper's volume plus 81%, the third paper's volume plus 99% and the fourth paper's volume plus 192%.

Keeping the Record Straight

	Local	National	Classified	Total
THE TIMES-PICAYUNE (Mornings and Sunday)				
1925	10,166,735	2,772,775	5,149,344	18,088,854
1924	9,576,267	2,468,535	4,449,529	16,494,331
	Gain 590,468	Gain 304,240	Gain 699,815	Gain 1,594,523
*ITEM (Evenings and Sunday)				
1925	7,023,431	1,308,918	1,689,423	10,021,772
1924	7,220,053	1,262,720	1,266,683	9,749,456
	Loss 196,622	Gain 46,198	Gain 422,740	Gain 272,316
STATES (Evenings and Sunday)				
1925	6,860,574	966,694	1,265,397	9,092,665
1924	6,795,123	924,417	1,054,177	8,773,717
	Gain 65,451	Gain 42,277	Gain 211,220	Gain 318,948
†TRIBUNE (Week Day Mornings)				
1925	4,049,939	991,217	1,145,822	6,186,978

*Item figures do not include City Printing, published exclusively in that newspaper on a low-bid basis.

†First issue of The Morning Tribune, December 16, 1924, therefore no comparison of yearly figures possible.

The New Orleans

FIRST FOR

Representatives: Cone, Rothenburg and Noee, Inc., New York, Chicago, St. Louis, Detroit, Kansas City and Atlanta.

Member of the 100,000 Group

THE TIMES-PICAYUNE'S continued dominance in advertising is the best evidence that it produces more satisfactory results than any newspaper in New Orleans. Day after day, year after year, shrewd, careful advertisers who demand immediate, definite returns for every dollar they invest continue to show a tremendous preference for The Times-Picayune.

The effectiveness of Times-Picayune advertising is based on the interest and confidence with which it is read in nearly 100% of the able-to-buy homes in New Orleans and vicinity. It reaching BUYING readers and they look upon it as THEIR newspaper.

The Times-Picayune has the largest total circulation, daily and Sunday, the largest city circulation, the largest country circulation—and goes into more individual homes than any other nswspaper or combination of newspapers in New Orleans. It is CIRCULATION WITHOUT DUPLICATION.

Every statement made by The Times-Picayune is subject to check by trained outside auditors reporting under oath. An A B C report with distribution analyzed is available to every advertiser.

The Times-Picayune's unchallenged leadership is not on overnight "dash"—it is the result of 89 years of "Truth in Circulation" and "Truth in Advertising," and advertisers in 1926 will continue to find it the most profitable medium in the New Orleans field.

Advertising Classifications for 1925

	THE TIMES-PICAYUNE (Mornings & Sunday)	THE ITEM (Evenings & Sunday)	THE STATES (Evenings & Sunday)	THE TRIBUNE (Week-Day Mornings)
Amusements	174,139	172,781	183,847	125,248
Auction Sales (Classified)	647,537	39,999	19,844	35,784
Auto, Passenger and Trucks	512,488	237,104	241,065	72,061
Auto, Tires and Accessories	183,424	124,200	92,701	100,774
Auto, Undispl'ed (Classified)	405,814	219,401	175,553	145,264
Building Material	135,060	58,958	58,607	51,219
Candy and Gum	40,244	30,273	21,882	28,357
*City Printing		808,721		
Classified Advertisement	2,041,761	848,934	590,473	662,182
Department Stores	2,705,963	1,948,595	2,353,025	836,833
Druggists	100,849	85,090	36,235	25,739
Financial	559,687	333,556	282,545	308,456
Food Stuffs	1,044,949	454,058	282,553	590,040
Furniture	962,493	490,719	250,499	194,446
Homesteads	202,054	100,243	123,141	40,521
Hotels, Restaurants, Resorts	196,196	108,560	139,397	74,350
Household Articles	309,532	141,245	88,595	105,209
Jewelry	228,733	140,435	216,091	72,965
Men's Furnishings	747,671	423,919	309,883	387,414
Miscellaneous Display	1,141,523	1,090,904	947,100	654,104
Motion Pictures	162,559	190,879	89,281	94,672
Musical	363,129	269,436	227,172	143,404
Non-Intoxicating Beverages	113,310	42,425	29,384	35,385
Office Appliances	134,101	44,013	27,482	30,991
Proprietary Medicines	155,427	180,778	485,805	122,506
Publications	132,250	61,114	46,753	59,788
Radio	236,056	136,873	178,954	55,917
R. R. and S. S. and Travel	551,895	304,032	260,241	277,085
Real Estate (Classified)	2,054,232	581,089	479,527	302,592
Schools and Colleges	34,273	22,289	27,276	40,161
Shoes, Men	105,362	45,837	34,655	40,985
Shoes, Women	170,511	66,909	52,650	45,683
Special Editions	109,917	67,379	44,910	
Special Pages	274,741	361,938	302,444	88,656
Tobacco	73,981	71,852	35,100	48,608
Toilet Goods	324,796	159,517	132,328	125,251
Women's Wear	752,197	366,438	225,666	164,318
TOTAL	18,088,854	10,830,493	9,092,665	6,186,978

The Times-Picayune's Lead During 1925

Over the Item		Over the States		Over the Tribune	
Local	3,143,304 lines	Local	3,306,161 lines	Local	6,116,796 lines
National	1,463,857 lines	National	1,806,081 lines	National	1,781,558 lines
Classified	3,459,921 lines	Classified	3,883,947 lines	Classified	4,003,522 lines
TOTAL	8,067,082 lines	TOTAL	8,996,189 lines	TOTAL	11,901,876 lines

Times-Picayune

THE SOUTH

of American Cities, Inc.

Pacific Coast Representatives:
R. J. Bidwell Co., San Francisco and Los Angeles

The San Francisco Again 1st in

WITH MORE THAN NINETEEN MILLION LINES DURING 1925

EXAMINER 19,135,663

CHRONICLE 11,497,854

CALL & POST 9,334,345

DAILY NEWS 7,549,661

BULLETIN 7,106,631

HERALD 1,815,490

1 2 3 4 5 6

San Francisco

There is No Substitute

Francisco Examiner

Advertising

Shattering all former records for total volume of advertising with 19,135,663 lines!

9,757,666 lines of local advertising; 3,212,098 lines of national advertising and 6,165,899 lines of classified advertising makes up the grand total of 19,135,663 lines of advertising carried by the San Francisco Examiner during 1925—showing a gain of 899,862 lines over 1924 and breaking all former records for volume of advertising printed during any one year.

In The Examiner's tremendous excess over all its competitors is found a graphic testimonial of overwhelming leadership. The Examiner led all other San Francisco newspapers in every department of advertising—local—national—classified—printing 7,637,809 lines more than the Chronicle; 9,801,318 lines more than the Call and Post; 11,586,002 lines more than the Daily News; 12,029,032 lines more than the Bulletin and smothered the Herald by 17,320,173 lines.

Circulation supremacy is the guiding factor for this preference in advertising patronage. With a daily circulation in excess of 170,000 and a Sunday circulation in excess of 350,000 The Examiner delivers to advertisers a circulation daily 72% greater than the Call and Post; 100% greater than the Chronicle; 145% more than the Bulletin; 162% greater than the Daily News and 102% in excess of the Herald, and on Sunday leads its only competitor, the Chronicle, by 130%—offering advertisers by far the greatest merchandising potentialities of any newspaper in the Central and Northern California market.

Place your advertising where it will reach the greatest number of readers at lowest cost per reader

Examiner *for Circulation!*

National Representatives

W. W. CHEW
1819 Broadway, N. Y.

W. H. WILSON
Hearst Bldg., Chicago

CONGER-MOODY
Higgins Bldg.
Los Angeles

All behind the TIMES



BECAUSE IN 1925 The Buffalo Times carried 3,321,360 lines of department store advertising—564,364 more than the next Buffalo paper. The News carried 2,757,006 lines, the Courier 930,454 lines, the Express 526,618 and the Star 37,758 lines.

BECAUSE IN 1925 The Buffalo Times carried 840,644 lines of Automobile display advertising, 68,642 more lines than the second paper. The Courier carried 772,002 lines, the News 646,338 lines, the Express 514,346 lines, the Star 14,896 and the Post 13,944.

BECAUSE IN 1925 The Buffalo Sunday Times Rotogravure section advertising gained 43 per cent over 1924. This was 80 per cent of the total Rotogravure gains made by the three Buffalo Sunday papers.

BECAUSE IN 1925 The Buffalo Times carried a grand total of 11,603,200 lines of display advertising, 627,738 lines more than any other Buffalo newspaper. The News carried 10,796,426 lines, the Courier 6,760,176, the Express 5,168,870 lines, the Star 1,380,834 lines and the Post 747,180 lines.
N.B. (Times, Courier, Express, 7 issues per week.)

Other "becauses" could properly be mentioned as the Times leads in several other classifications but the above will demonstrate clearly what a well rounded superiority the Times enjoyed during 1925.

In connection with the Times' grand total it is well to bear in mind, that these figures represent just as in former years, more display advertising than was ever run before in any other Buffalo newspaper in any single year. In the past two years the Times gained 1,269,646 lines of display advertising, almost three times more than the increase of the paper making the next highest gain during the same period.

Circulation of Buffalo Evening and Sunday Times now over 105,000

THE importance of The Los Angeles Evening Herald in the advertising field is reflected in its remarkable gain in National advertising the past year—an increase of 371,392 lines over 1924.

182,210 lines more than the combined gains of all other Los Angeles newspapers, daily and Sunday included!

Many successful advertisers cover the entire Los Angeles field by concentrating their appropriations in The Evening Herald alone

LOS ANGELES EVENING HERALD
AN INDEPENDENT NEWSPAPER

REPRESENTATIVES

H. W. MOLONEY, 604 Times Building, New York

G. LOGAN PAYNE CO., 401 Tower Bldg., 6 N. Michigan Ave., Chicago, Ill.

A. J. NORRIS HILL, 710 Hearst Building, San Francisco

WE HAVE THE TOPNOTCHERS

Editors know that McNaught Syndicate does not annoy them with presentation of second-rate features. All headliners. Look over the list.

RUBE GOLDBERG

Preeminent in comic strip art for many years. His phrases have become part of our common language. "Life's Little Jokes," "Bolony," absurd mechanical contrivances. Hilarious nonsense dialogue.

WILL ROGERS

Nothing but Rogers will satisfy the millions of followers of the cowboy humorist-philosopher. Weekly article on matters of current interest. Daily "Worst Story."

O. O. McINTYRE

Daily column of sidelights on New York life. Weekly article with two-column art. No writer has more devoted following all over America.

Here's Important News!

McNaught Syndicate will soon release a smashing new humorous feature by Irvin S. Cobb, King of all the fun-makers.

H. J. TUTHILL'S daily comic strip, *Home Sweet Home,* and weekly comic page, *The Bungle Family,* is pulling circulation for nearly a hundred papers. Funny in text as well as in the drawings.

CLIFFORD McBRIDE, the newest sensation in fun. Wordless art, weekly page for tabloids or in half-page form for standard-size papers.

GUS MAGER is doing a daily strip of *The Fifty-Fifty Family* which touches the homely and human things. It is making hosts of new friends every day.

ROE FULKERSON is producing *Andrew and Imogene* and *The Hotel Stenographer* daily, and *Sunday Morning Breakfast weekly.* Human interest, woman interest, cleverness.

ALBERT PAYSON TERHUNE is doing an entirely new series, *Tales of Real Dogs.* This famous writer's best work. Weekly, with two-column art.

JOHN ROACH STRATON and **HUBERT C. HERRING** in the religious feature of the hour, *The Two-Way Pulpit,* weekly. Modernist and Fundamentalist.

Ellis Sunday School Lessons (standard for many years), Glenna Collett writes Her Own Story for golfers. Fatty Lewis in weekly good-humored philosophy for home folk. Will Dilg, The Call of the Outdoors. Carolyn Wells, daily funny story. Opie Read writes weekly Poker Stories, giving glimpses of famous men at play. Don Herold draws a weekly cartoon and writes the humorous text that goes with it.

JULIA BOYD. Three-times-a-week Fashion Service. Three-column art, sketched from life, showing the clothes on real women. While most of the sketches are done in the fashion centers, Miss Boyd also travels everywhere, and frequently sketches women and clothes at social functions in your own town.

THE BEST ONLY
THE McNAUGHT SYNDICATE, INC.

V. V. McNITT, President — Times Building, New York — C. V. McADAM, Vice-President

The World's Best Picture Page

(A typical release—Sent out Saturday, Jan. 9, 1926)



FLOATING A SHIPMENT—This striking photo discloses a part of the dock system of Seville, Spain, entirely under water from floods. Twenty-five American automobiles, imported, are being swept away in their cases, by the swift current.



HOW DRY IT IS! — William E. (Pussyfoot) Johnson, international prohibitionist, is joyfully tackling the task of trying to dry up the U. S. after a trip to Europe where he preached his doctrine. On a former visit abroad he lost one eye as the result of an encounter while speaking.



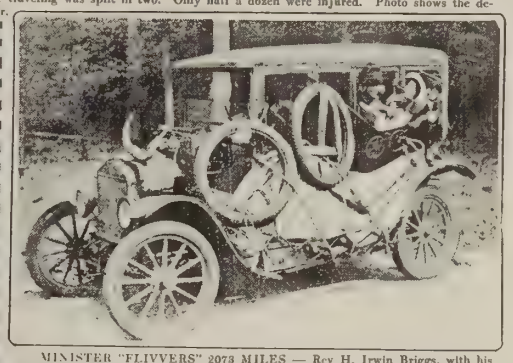
NARROW ESCAPE FOR 50 PASSENGERS—By some trick of fate no one was killed when the Paris-Basle express was derailed near the French capital. The sleeping car in which the 50 were traveling was split in two. Only half a dozen were injured. Photo shows the demolished car.



COMMUNISTIC REVENGE—Greek Orthodox Cathedral in Moscow, erected by the late czar of Russia, is being razed by Soviet hands to eliminate the last sign of Imperial Russia. Photo shows church in process of demolition.



GREATEST FRENCH SOPRANO—Mlle. Bonavia, member of the French Opera Comique, is coming to our shores for an extended tour of the principal musical centers. The singer is shown garbed in an elaborate stage costume.



MINISTER "FLIVVERS" 2073 MILES — Rev H. Irwin Briggs, with his wife and three children, drove his car from Harrison, Neb., across nine states, two Indian reservations and two mountain ranges to Drew University, at Madison, N. J., where he is to study for three years. The trip took 23 days, 11 of which were spent in repairs and visiting friends.



BOTH THANK COOLIDGE — Railroad brotherhoods and transportation chiefs are giving president credit for help that brought the two to agreement on legislation which would enable them by abolishing U. S. labor board to settle their differences without strikes. Photos show representatives calling at executive mansion to thank the president. L. to r., B. M. Jewel, shopcraft unions; D. R Richberg, general counsel; D. B. Robertson, B. of L. E.; W. N Doak, trainmen; inset is, William W. Atterbury, president of Pennsylvania System.



YOUNGEST LICENSED AVIATOR—In United States, is title claimed by Farman Parker, 14, above, of Anderson, Indiana. He was taught by his father, a pioneer flyer.

©1926 CENTRAL PRESS ASS'N.



GIRL PREACHER — Miss Pattye Horn, 19, pastor of the Christian Church, at Promise City, Iowa, declares the church "is traveling in a buggy and needs a speed wagon." She is a sophomore at the Bible College of Drake U., (Des Moines, Ia).



ONE HORSE POWER — Here's a Swedish cavalry officer skijoring near Stockholm, in training for participation in the Northern Games, to be held there in February. These games, coming every four years, correspond to the Olympics, except that only winter sports are on the card.



BACK IN POWER—The dismissed war commissar of the Soviets, Leon Trotsky, once more in Russia's good graces, is seen granting an interview to newspaper men at the opening of a new power station in Moscow

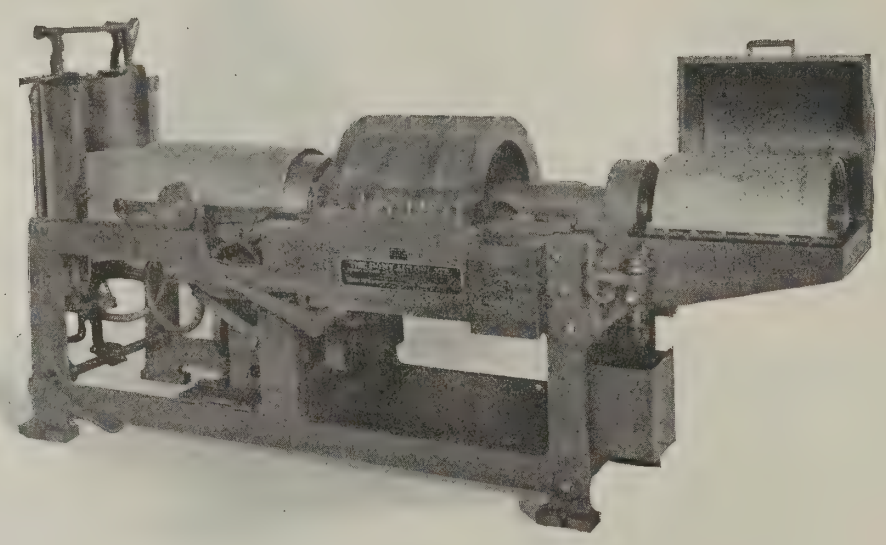
THE CENTRAL PRESS ASSOCIATION

V. V. McNITT, President — Central Press Building, Cleveland — H. A. McNITT, Editor and Manager

See Our Advertisement every week, opposite the editorial page in the Editor & Publisher

THE PONY AUTOPLATE MACHINE

CASTS, shapes, shaves, trims, and cools the plate, delivering it dry and completely finished. Saves time, space, and hard work.



Price, fully motorized, $5,500. Purchasable on the time payment plan. Is shipped completely assembled ready for work and may be installed by a local mechanic.

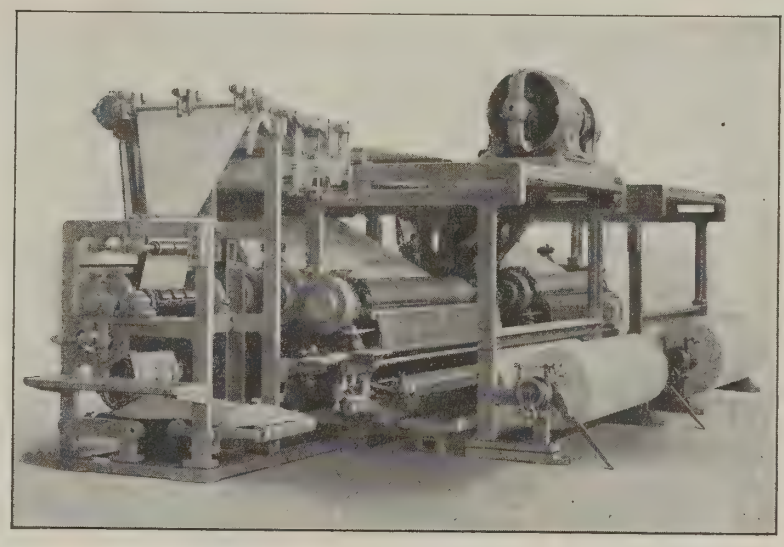
For the first time plates may be made in a one or two press plant with swiftness, economy, accuracy of curvature and thickness, and a perfect printing face.

WOOD NEWSPAPER MACHINERY CORPORATION

501 Fifth Avenue, New York City

THE BEE-LINE PRESS

IS made especially for the smaller-city publisher who wants to give his readers as handsome a sheet as the metropolitan newspaper. This it enables him to do without the metropolitan publisher's heavy investment charge, or his high operating costs.



It needs neither pit, motor-base, nor paper hoist.

Being ultra-modern in its printing qualities the BEE-LINE is capable of turning out first-class tabloid work.

Having fewer parts than any other press, and being more cheaply installed and more easily handled, the BEE-LINE is the most economical printing press on the market.

NET PRICES WOOD BEE-LINE PRESSES

No. 1-16, Single Unit 4-6-8-12-16 pages		$15,130
No. 1-20, Single Unit 4-6-8-10-12-16-20 pages		16,590
No. 1-32, Double Unit 4-6-8-10-12-14-16-20-24-28-32 pages		25,240
Prices quoted above are for presses fully motorized, without stereotyping equipment.		
Additional 16 paged units ready for attachment	@	9,830
Additional 20 paged units ready for attachment	@	11,280

May be purchased on the time payment plan at current rates for the accommodation furnished. All prices f. o. b. Plainfield, N. J.

WOOD NEWSPAPER MACHINERY CORPORATION

501 Fifth Avenue, New York City

METROPOLITAN FEATURES

COMIC STRIPS



ELLA CINDERS

"A Comedy Strip Of Quality With An All-Star Comic Cast"

By BILL CONSELMAN AND CHARLIE PLUMB

A Buoyant—Dramatic—Ludicrous Scintillating Cartoon Serial

GAS BUGGIES



The Sprightly Adventures Of
HEM AND AMY
And Their Assorted Friends
BY FRANK BECK

A Sparkling Human Interest Comic Stretching A Grin From Coast To Coast With "Characters As Real As Rent"

SPORTS



FEG MURRAY

Champion Athlete and Champion Sports Cartoonist

A FLASH OF ACTION EVERY DAY

Living Drawings—Informative Dope—Wise-Cracks

2-Col. Cut Five Days A Week—4-Col. Cut For Saturday Or Sunday

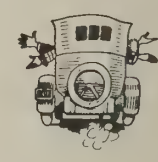
Swing Around The Circle Of Sports With Murray

WEEKLY CARTOONS

DOWN THE ROAD

With
FRANK BECK

"Twenty Smiles To The Gallon"
In 3-Column or 4-Column Size





DICKEY'S DOGS

They "Speak" For Themselves
A Weekly Chronicle Of Dogland
By ROBERT L. DICKEY
The National Dog Artist

DAILY FEATURES



MILDRED BARBOUR

"Mistress Of The Emotions"

Her Swiftly Moving, Riveting Love Serials Keep Your Interest At The Boiling Point!

Illustrations Every Day

PINNACLE AND ZENITH, Weekly Short Stories for Six or Seven-Day Serialization

STANDARD SERIALS By Established Writers, Selected Especially For Newspaper Purposes

NUTTY NATURAL HISTORY

Hugh Hutton's Delectable Little One-Column Morsel, With Specimens Of The Strangest Zoo The World Has Ever Seen



JUVENILE



SECKATARY HAWKINS

The King-Pin Of All Juvenile Features
Real, Red-Blooded Boy Adventures,
Enjoyed Alike By Boys And Girls

Clean—Humorous—"Fair and Square"

With A Special Introductory Chapter To Start Each New Subscriber

METROPOLITAN NEWSPAPER SERVICE

MAXIMILIAN ELSER, Jr., General Manager EARL J. HADLEY, Associate

150 Nassau Street, New York

METROPOLITAN FEATURES

WEEKLY SHORT FICTION

PINNACLE FICTION SERVICE

"The Essence Of Entertainment"
For All Who Read
Love—Excitement—Suspense
The Cream Of Short Stories
By Leading Writers Of The Day

ZENITH FICTION SERVICE

The Height Of Enjoyment
Stories That Stir, Stimulate,
And Satisfy
Mystery—Humor—Romance
Picked From The Pick Of
Current Fiction



EXPLOIT AND ADVENTURE

Excursions On The Wings Of Daring
Authentic—Informative—Vivid
Fact With The Flare Of Fiction
An Illustrated Article Every Week
Ranging The World With Adventurers—Strange
Lands, Strange Peoples, Strange Experiences

WEEKLY HUMOR

STEPHEN LEACOCK

Ace of Humorists

"A Leacock Laugh Is A Laugh That
Lingers"—On Five Continents—
He Writes The Universal Language
Of Humor



Without Parallel in the Newspaper Field

PRE-EMINENT ARTICLES

Life — Love — Happiness — Success
Marriage and the Modern Woman

AMONG THE CONTRIBUTORS:

SAMUEL HOPKINS ADAMS
GERTRUDE ATHERTON
BRUCE BARTON
ARNOLD BENNETT
ROYAL BROWN
DANA BURNET
DOROTHY CANFIELD
LUCIAN CARY
RICHARD WASHBURN CHILD
IRVIN S. COBB
EDNA FERBER
F. SCOTT FITZGERALD
ZONA GALE
W. L. GEORGE
BEATRICE GRIMSHAW
RUPERT HUGHES
INEZ HAYNES IRWIN
WILL IRWIN
MARY JOHNSTON
SOPHIE KERR
FANNY HEASLIP LEA
SAMUEL MERWIN
ALICE DUER MILLER
MRS. GOUVERNEUR MORRIS
MEREDITH NICHOLSON
E. PHILLIPS OPPENHEIM
MARY ROBERTS RINEHART
RAFAEL SABATINI
ARTHUR STRINGER
BOOTH TARKINGTON
ALBERT PAYSON TERHUNE
ARTHUR TRAIN
LOUIS JOSEPH VANCE
ALBERT EDWARD WIGGAM
JESSE LYNCH WILLIAMS
ALICE M. WILLIAMSON
MRS. WILSON WOODROW

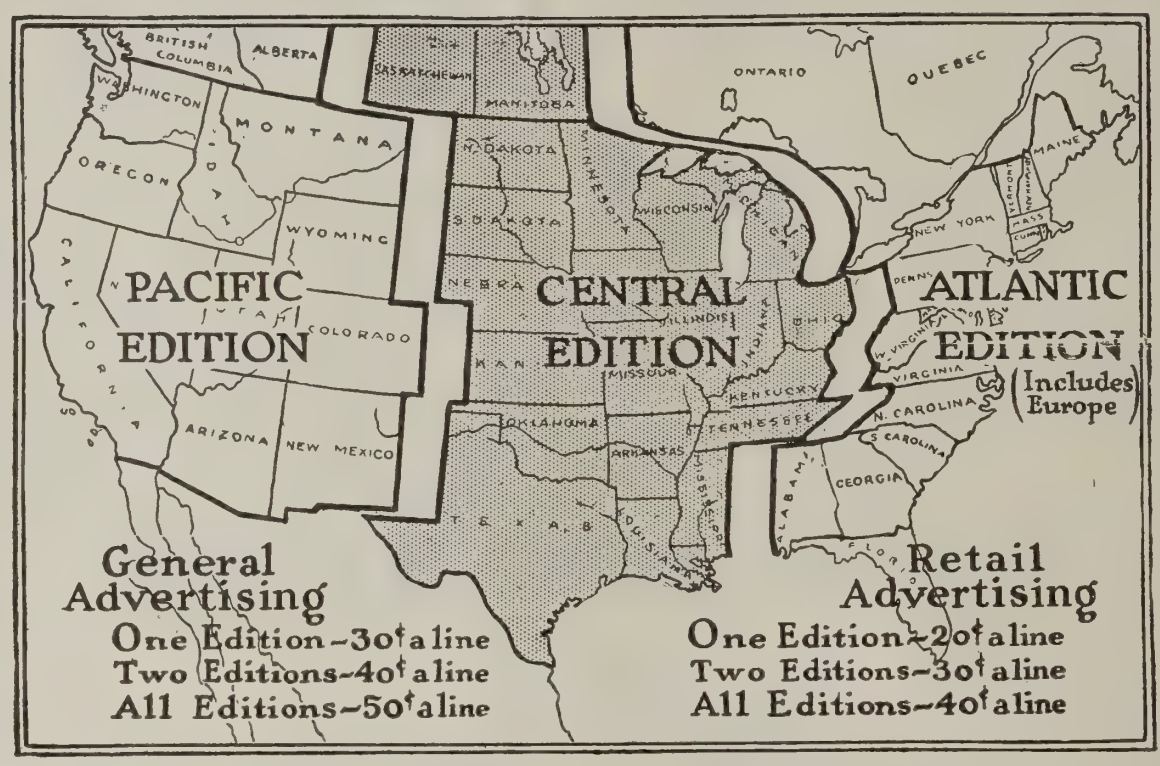
"A Lustrous Name—An Arresting Idea"
Every Week

METROPOLITAN NEWSPAPER SERVICE

MAXIMILIAN ELSER, Jr., General Manager EARL J. HADLEY, Associate

150 Nassau Street, New York

Regional Advertising at Regional Rates



To the National Advertiser whose product has only Regional Distribution—

To the Agency representing such Accounts—

"Regional Advertising at Regional Rates" is well worth your early attention.

Ask Any Monitor Advertising Office
for Full Information

The Christian Science Monitor

ADVERTISING OFFICES

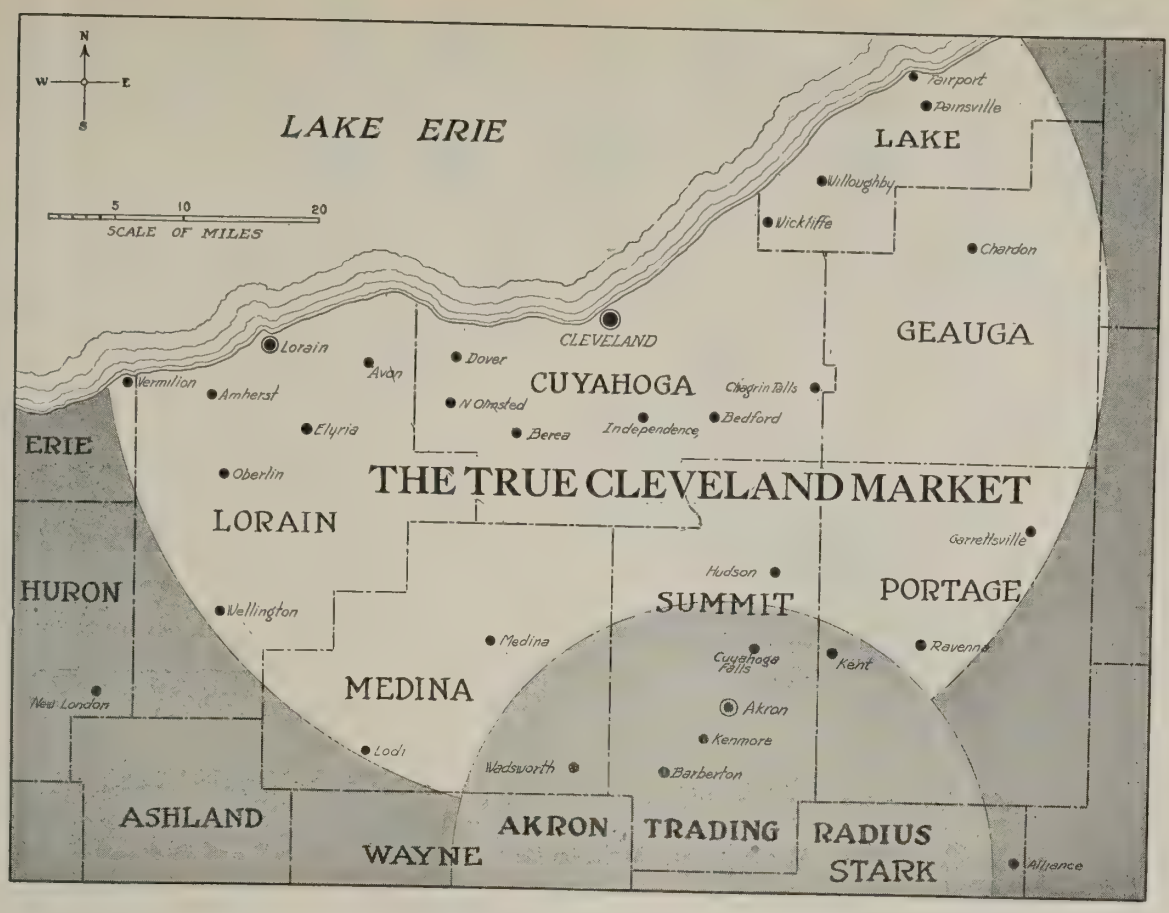
BOSTON
NEW YORK
PHILADELPHIA

CHICAGO
CLEVELAND
DETROIT
KANSAS CITY

SAN FRANCISCO
LOS ANGELES
SEATTLE
PORTLAND

LONDON
PARIS
FLORENCE

An International Daily Newspaper Publishing ***SELECTED ADVERTISING***



This is a True picture of the

TRUE CLEVELAND MARKET

Twenty-Two Cleveland Merchants says it's *True!*

A representative of The Cleveland Press has just obtained a statement from the 22 largest merchants of Cleveland that 96.1% of their business comes from the people who live within the True Cleveland Market.

The Cleveland Bell Telephone Co. says it's *True!*

Cleveland business men can pick up their phones and talk to associates in the towns in the True Cleveland Market by giving their *local* operator the number wanted. A map on the front cover of the telephone directory which enumerates the towns where this service is possible coincides exactly with that territory which is *truly* the True Cleveland Market! . . . Common sense and business necessity limit the activities of Cleveland business men—and therefore the telephone company—to this territory.

The Audit Bureau of Circulations says it's *True!*

At the bottom of the first page of the A. B. C. statement of any Cleveland daily newspaper—morning or evening—you will find that A. B. C. defines the True Cleveland Trading territory as that territory within a 35-mile radius of Cleveland.

Editor and Publisher says it's *True!*

This is what Editor and Publisher, in its "Space Buyers' Guide for 1925" on page 192, column two, under the sub-head "Trading Area" says about The True Cleveland Market: "Cleveland secures 98 per cent of its retail business in a radius of thirty-five miles—the city does not enjoy a commuter business in proportion to most cities of its size."

and The Cleveland Press says it's *True!*

We say it's true, because every impartial investigation and unbiased trade survey has PROVEN it to be True. And because we know it is absolutely impossible for people who live 50 and 100 miles away to do much buying in Cleveland.

HERE are a few facts to remember when advertising in Cleveland newspapers:

1. The True Cleveland Market — that territory within which advertising in Cleveland newspapers can successfully function—is restricted to a 35-mile radius of Cleveland.

2. In this territory The Press has 191,275 daily circulation — 45,382 more than the leading morning paper, 55,101 more than the other evening paper.

3. The Press goes into the home in the EVENING when buying plans are made.

The Press is the First Advertising Buy in Cleveland

4. The Press has the largest city—largest city and suburban—largest total daily circulation of any newspaper in the State of Ohio.

5. Day after day, week after week, month after month, year after year, The Press publishes more advertising than any other Cleveland daily newspaper. In 1925 it published 14,270,228 lines of paid advertising—531,272 more lines than in 1924.

6. The Press has the lowest milline rate of any Cleveland newspaper, and one of the lowest among the large papers in the United States.

The Cleveland Press

FIRST IN CLEVELAND!

NATIONAL REPRESENTATIVES:— ALLIED NEWSPAPERS, INC.,
250 Park Ave., New York City 410 N. Michigan Blvd., Chicago
CLEVELAND, CINCINNATI, SAN FRANCISCO, SEATTLE, LOS ANGELES

A SCRIPPS-HOWARD NEWSPAPER

Space Buyers' Guide to Philadelphia

America's Third Largest Market



Map of the Philadelphia Trading Area

Embraces 524,404 separate homes. Population, 3,005,090 people.

Advertisers who want their advertising outlay to do them the most good in Philadelphia should read and analyze the facts given below:

Question	Answer
What is the third largest market in the United States?	—Philadelphia
What is the city population?	—1,823,779
What's the population of the Philadelphia trading zone?	—3,005,090
How many separate dwellings in the Philadelphia trading zone?	—524,404
What Philadelphia newspaper goes daily into nearly every home in Philadelphia.	—The Evening Bulletin
What Philadelphia newspaper goes into most homes in the Philadelphia trading zone?	—The Evening Bulletin
What was the net paid daily average circulation of The Evening Bulletin for twelve months ending December 31, 1925?	—524,662 copies
In what Philadelphia newspaper can you buy advertising space at the lowest rate per line per thousand copies?	—The Evening Bulletin
What is the agate line rate of The Evening Bulletin?	—65 cents
What Philadelphia newspaper carries most local retail and national display advertisements?	—The Evening Bulletin
What kind of a newspaper is The Evening Bulletin?	—High class and conservative
What Philadelphia newspaper has the largest circulation?	—The Evening Bulletin
What is the annual business done in Philadelphia, as indicated by the 1925 figures of the Philadelphia Clearing House?	—$29,079,000,000.00
What city and newspaper should be on the schedule of every advertiser?	—Philadelphia and The Evening Bulletin

The above questionnaire is the "acid test" of the Philadelphia newspaper advertising situation.

To get results it is important that your advertising should be in the newspaper that goes daily into nearly every home in Philadelphia, Camden and their vicinity.

(Copyright 1925—Bulletin Company)

CELEBRATING PEAK YEAR OF AMERICAN PRESS

EDITOR & PUBLISHER Statistical Review of 1925 Shows Highest Records in History for Volume of Newspaper Advertising and Circulation—Unusual Year of Readjustment of Press Ownership Constantly Expanding Public Service of Daily Journalism—How to Use This Year Book

IN the 296 pages of facts and figures in this, the EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK for 1926, the story is told of the greatest year in the history of the American press.

Stupendous industrial advances were scored by the newspapers of this Continent, reflecting generally stable social and political conditions and unprecedented economic activity.

The year 1925 witnessed interesting press development in many countries beyond the seas. There was continued spread of the great American idea of finding and sustaining free expression in print through economic independence founded upon profitable advertising service and large reading audiences encouraged by low copy prices and efficient distribution. In Great Britain, populous centers of South America, Japan, and among some of the nations of Europe which were less disturbed by post-war confusion, advertising science continued in 1925 to make remarkable gains. Prosperity characterized the year among the newspapers of London, in contrast to generally unfavorable conditions in many other industries, and newspapers of South America, Mexico, Central America and in Asia, particularly Japan, were reported as making circulation and advertising gains of a sensational order.

One of the interesting international press developments of the year, on the professional side, was the movement to assemble representatives of the press from all nations, under the auspices of the League of Nations at Geneva, to discuss improved world news communication service for better popular understanding of international affairs and consequent reduction of the hazards of war.

THE American newspaper, according to the law of averages, established peak operating records in 1925. In the advertising department, economic backbone of publishing, our review shows use of paid space by the public to an extent exceeding all previous years. The remarkable fact is that 1925 advertising linage volume doubled that of 1914 and ran a full five per cent ahead of last year. The previous high record was recorded in the marvelous advertising year, 1923.

These advertising linage statistics are based on a calculation made among 107 newspapers in 23 cities. The detailed tabulation to be found elsewhere in this issue covers twelve years of operation and is a proud record of industrial progress, with few equals among the old, established industries of the country.

EDITOR & PUBLISHER again respectfully calls to the attention of the advertising fraternity the serviceability of its Ready Reckoner, an original and regular feature of this number, by means of which quick estimate may be made of an advertising campaign's cost in the United States or Canada.

Advertising rates for newspapers in metropolitan centers have generally advanced according to circulation increases, but our statistics indicate a widespread movement on the part of newspapers in smaller cities and towns to balance rates in proportion to increased operating expense, thus to remedy a long neglected inequality.

In the following pages will be found revised lists of advertising agencies of the United States, Canada and United Kingdom, with information regarding publisher recognition, addresses and space buyers. The names of advertising managers of the newspapers of the United States, Canada and the United Kingdom are available in the revised personnel lists. The special advertising representatives of newspapers of the United States and Canada are separately listed.

By consulting the Ready Reckoner readers will find that 1925 established for the United States the following rates per agate line per million of circulation: Morning newspapers, $2.66; evening newspapers, $3.39; Sunday newspapers, $2.32.

Organized advertising made further important strides in 1925 in America and across seas. There was continued development of the association of clubs, several important conventions and noticeable advancement of ethical standards of practice.

THE year 1925 witnessed the circulation of the average American newspaper, always a dependable barometer of public interest and approval, reach the highest point in history. The paid distribution volume over the twelve months period rolled up the following astonishing totals: Aggregate total daily circulation of the 427 morning newspapers, 12,440,387; aggregate daily circulation of the 1,581 evening newspapers, 21,208,982; aggregate weekly circulation of the 548 Sunday newspapers, 23,354,622.

This broad coverage means that the morning and evening newspapers of the United States provide 1⅓ newspapers for every family in the United States, while the Sunday newspapers produce 23,354,000 newspapers for America's 24,351,000 families, an average of nearly one paper for each family.

Retail prices for newspapers remained generally unchanged during the year. The list of changes will be found in this issue.

One of the important facts revealed by 1925 circulation statistics in the Year Book is that daily newspaper country circulations are not increasing at the same ratio as city circulation. This may be the effect of abnormal postal rates and the "zone system," which publishers have bitterly protested. Certainly the situation merits the careful consideration of every city publisher. The statistics and deductions may be found among the Audit Bureau of Circulations reports in this number.

HOW TO USE EDITOR & PUBLISHER'S NEW TOPICAL ANNUAL INDEX

A NEW service feature of EDITOR & PUBLISHER Year Book is the topical index of the significant trade news and technical articles that have appeared in the columns of EDITOR & PUBLISHER during 1925. This is in response to frequent and urgent requests of readers who keep EDITOR & PUBLISHER'S regular numbers on file for ready reference. The decision to add this feature was finally formulated when a reader informed us that he was painstakingly card indexing every issue of this journal as an aid to his publishing business. Hereafter, readers may keep EDITOR & PUBLISHER copies on file throughout the year and refer to any important trade news development or feature article by turning to the index which will be a permanent department in the Year Book. If you wish to refer to any event or article in 1925 see page 283 of this number. The index, with many cross indexes, points to the date of the EDITOR & PUBLISHER containing the article sought, with number of page noted.

EDITOR & PUBLISHER, responding to the needs of world journalism and international advertising and trading interests, presents for the first time in the Year Book a listing, sponsored by the United States Department of Commerce, of the newspapers of practically all of the nations on the globe, with data calculated to guide advertisers and others in the selection of media. Owing to disparities and uncertainties in circulation records in these lists, the bulk being unauthenticated, circulation figures are omitted, but we have sought to be careful to preserve accurate information which serves to specify reader appeal.

The Year Book section for Great Britain, especially prepared by the London representative of EDITOR & PUBLISHER, is again presented with revisions to date. Another feature of this book is EDITOR & PUBLISHER'S exclusive list of foreign language newspapers published in the United States, with circulations and base advertising rates.

THE year 1925 was remarkable in the annals of American journalism for changes of ownership, consolidations, mergers, reorganizations and financial readjustments, as the statistics in the following pages attest. It was notable, as well, for the number of new newspaper buildings constructed and re-equipment of old plants, many ventures being on an elaborate scale. Broadly speaking, American journalism has rehouse and re-equipped itself since 1914.

THERE was in 1925 the usual annual readjustment of executive personnel of the newspapers of the United States and Canada, as will be noticed in our listing, which is according to states and cities. This tabulation has been made through direct communication between EDITOR & PUBLISHER and responsible executives of all of the newspapers of the United States and Canada, the work occupying the attention of a staff for more than six weeks. We believe our present list is more nearly accurate than ever before, thanks to a double checking system. In addition to the population, circulation, advertising rate and executive personnel data, customarily reported in this widely-used list, the 1926 Year Book gives the names of Sunday editors and sports editors.

IT was a year of light news, contrasted with the dark years of war and those of post-war confusion in industry and politics. Perhaps the leading professional discussion of the year concerned the treatment of news concerning outlawry and criminals. A movement starting in the middle west to censor or segregate such news was interesting as a "stunt," but was not seriously accepted in the profession.

By questionnaire EDITOR & PUBLISHER revealed that the vast majority of newspapers regarded the publication of individual income tax returns as an "invasion of private affairs," which gave encouragement to legislation to cut the publicity feature from the income tax law.

During the year EDITOR & PUBLISHER recorded a number of excellent editorial enterprises, but there was no instance of editorial achievement which might be termed historic. Efficient routine operation rather than brilliant flights of editorial leadership was the ideal generally served.

OTHER important departments, to be located in the Year Book Index, at the back of this number, are: U. S. Senate press gallery, press galleries of the leading state legislatures, list of syndicates catering to newspapers, list of journalism books published during the year, comparative newspaper labor scales, list of newspaper radio broadcast stations, comparative circulations of leading magazines and daily papers, with the cost of space in each and all; newsprint production statistics, and a wealth of handy reference for all engaged in journalism and advertising.

This is the sixth annual publication of EDITOR & PUBLISHER'S Year Book, now an established event in newspaper and advertising circles. This number is approximately 25 per cent larger than last year's issue and as our readers will appreciate contains the largest assembly of data concerning the publishing field ever offered to the journalism of the world.

A COMPLETE INDEX OF CONTENTS OF THIS ISSUE ON PAGES 290 AND 292

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS

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Explanation: Asterisk (*) indicates morning newspapers. (m) indicates Sunday morning edition. (I) politically independent; (R) Republican; (D) Democratis; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic; (P-R) Prog. Republican; (P-D) Prog. Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as D for Daily, S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, st of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C net paid, six months' statement ending Septe Boldface circulation figures are A. B. C. net paid, six months' statement ending September 30, 1925; X indicates three month statement ending September 30, 1925. All other circulation figures are Government statements for six months ending September 30, 1925. All quoted advertising rates are per agate line. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. In third column superior figure [5] following name indicates Sunday editor. In fourth column superior figure [4] indicates sports editor. In seventh column superior figure [3] designates National Advertising Manager. List of special representatives with key numbers on Pages 108-110.

ALABAMA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Local	Publisher	Editor	Managing Editor Sunday Editor	City Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ALBANY-DECATUR, 15,000.													
Albany-Decatur Daily (D) (J) (none)	3,723	.03	...	Tennessee Valley Ptg. Co.	B. M. Bloodworth	B. C. Shelton	B. M. Bloodworth. B. C. Shelton[4]	B. C. Shelton	R. T. Sheppard	W. S. Finch	J. M. Hatfield	E. T. Sheppard	H. M. Safley. R. T. Sheppard[1]
ANDALUSIA, 4,023.													
Star (67)	1,755	.025	...	Oscar M. Dugger	Oscar M. Dugger								
ANNISTON, 17,734.													
Star (m) (I-D) (67)	5,546	.035	.035	Harry M. Ayers	T. R. Gordon	T. R. Gordon	DeWitt Carmichael[4]	Harry M. Ayers	C. S. Leyden	C. S. Leyden	E. G. Shields	M. L. Davis	C. M. Leahy
Sunday edition	5,546	.035	.035										
BIRMINGHAM, 280,000.													
*Age-Herald (m) (D) (E) (20)	35,945	.09	.065	Frederick I. Thompson	Warren H. Roberts	C. M. Stanley	Robert Kincey Howard Pill[4]	T. B. Goodwin		Bromfield Ridley Roy Garner[5]	J. H. Moye	Carter Otey	
Sunday edition	47,744	.11	.075										
News (m) (D) (E) (*S) (mer) (87-75)	76,335	.18	...	Victor H. Hanson	Garrard Harris A. B. Bealle	Charles Fell	J. G. Rothermel Zipp Newman[4]	Victor H. Hanson	J. C. Clark	G. C. Biggers Julian J. Schwarz[3]	Ray S. South	R. C. Calloway	W. A. Carus
Sunday edition	86,613	.18	...										
Post (I) (mer) (3)	45,993	.12	...	E. T. Leech	E. T. Leech	Robert Talley	Jack Bethea W. W. Ladd[4]	E. T. Leech		W. C. Tichenor C. D. Mowlin[3]	R. S. Nix	C. R. Nelson	R. E. Cargil
DOTHAN, 10,034.													
Eagle (D) (J) (none)	.....	.026	...	W. T. Hall	W. T. Hall								
EUFAULA, 4,939.													
Citizen (I-D) (J) (none)	420	.018	...	H. DeWitt Thomas	H. DeWitt Thomas								
FLORENCE, 17,000.													
News (m) (I-D) (67)	2,505	.025	...	News Pub. Co.	Donald McDonald	Donald McDonald	John H. Gwathmey	Donald McDonald	Donald McDonald	M. C. Giles	E. S. Wooten		A. Bellanger
Muscle Shoals Sunday News	4,615	.045	...										
Times (D) (J) (49-157)	3,228	.03	...	Florence Times, Inc.	A. B. Camper			W. M. Sparks					
GADSDEN, 19,125.													
Times (I-D) (37)	5,692	.054	.054	Times Ptg. Co.	J. L. Meeks			J. L. Meeks					
Star (D) (new daily)		.025	.025	Star Pub. Co.	W. I. Martin	W. I. Martin	Pauline McClain	J. O. Powell		T. J. Whitworth	Joe Thornton		W. B. Greene
HUNTSVILLE, 8,018.													
Times (m) (D) (67)	3,262	.025	.025	Times Pub. Co.	J. E. Pierce	J. E. Pierce	R. E. Oneal Wm. H. Pierce[4]	J. E. Pierce	J. E. Pierce	I. A. Burdette	B. G. Pierce	B. G. Pierce	Ernest White
Sunday edition	3,466	.025	.025										
MOBILE, 60,777.													
News-Item (D) (20)	11,663	.05	...	Frederick I. Thompson	J. E. Hope (E). E. Craighead (M).	Barney Sheridan, Jr.	D. E. Stout (M)	T. B. Goodwin	W. M. Fincher	George Adams (E). James Alvarez (M). J. W. Webb[3]	J. O. Stuardi	C. E. Doughty	H. B. Bowen
*Register (m) (D) (20)	20,544	.08	...										
Sunday edition	32,421	.10	...										
MONTGOMERY, 55,000.													
*Advertiser (m) (D) (E) (87)	19,504	.06	.0535	Victor H. Hanson	W. T. Sheehan	J. G. Weisz	George L. Davis Thomas Hall[4]	R. F. Hudson		Henry Ehlbert P. W. Walsh[3]	J. K. Hughes		Fred Martin
Sunday edition	26,262	.08	.068										
Journal (D) (20)	17,874	.06	.055	F. Harvey Miller	Fred Gormley	R. T. Dozier	H. G. Punnell	Brame Hood		J. B. DeMotte Brame Hood[3]	O. Anderson	Walter Knighton	J. B. Walker
Times (D) (none)	9,169	.06	...	Times Pub. Co.	D. W. McIver	D. W. McIver							
OPELIKA, 4,960.													
News (D) (d) (none)	2,550	.014	...	Wear & Wilson	W. H. Wilson			W. C. Wear					E. P. Blackmon
SELMA, 15,589.													
Times-Journal (m) (D) (67)	5,686	.035	.028	F. T. Raiford	F. T. Raiford	William Tanquery	Mrs. C. W. Wynn	F. T. Raiford	M. H. Raiford	Jack Dair	Leon K. Albea	Mrs. W. C. Galt	F. C. DeBray
Sunday edition	5,686	.035	.032										
SHEFFIELD & TUSCUMBIA, 11,500.													
Tri-Cities Daily (m) (none)	.....	.025	...	M. S. Hansbrough	M. S. Hansbrough								
Sunday edition	.....	.025	...										
TALLADEGA, 6,546.													
Home (none)	.....	.021	...	John C. Williams	John C. Williams								
TROY, 5,696.													
Messenger (I-D) (none)	1,460	.018	...	McKinnon Bros. & Dodson	M. N. Dodson	M. N. Dodson	H. P. Hall[4]	M. N. Dodson		H. P. Hall	Mrs. Grady Johnston	H. P. Hall	Mink Grantham
TUSCALOOSA, 11,996.													
News & Times-Gazette (m) (I) (none)	4,105	.036	.036	News Pub. Co.	Aaron Miller	Aaron Miller		Aaron Miller		I. P. Cooke	C. A. Huffman		J. F. Williamson
Sunday edition	4,520	.036	.036										

ARIZONA

BISBEE, 9,205.													
Ore (I) (J) (37-165)	1,800	.032	...	Mrs. A. T. Hoy & J. T. Hoy.	J. T. Hoy								
*Review (m) (D) (161-13)	4,026	.035	...	Cochise Pub. Co.				Folsom Moore		S. P. Schaffer	E. H. Broderick	F. E. Stickler	
Sunday edition	4,026	.035	...										
DOUGLAS, 9,916.													
*Dispatch (m) (R) (J) (165)	3,085	.036	.036	Dispatch Pub. Co.	W. F. McCafferty	James Logie	A. G. Mathews	James Logie	James Logie	L. R. Hancock	James Logie		
Sunday edition	3,085	.036	.036										
GLOBE, 8,500.													
*Arizona Record (m) (I) (J) (157)	2,535	.036	.025	Joseph H. Hamill	Joseph H. Hamill	Joseph H. Hamill	A. A. Anderson Harold King[4]	Joseph H. Hamill	Joseph H. Hamill	Ralph E. Herron	R. P. Van Landingham	Ralph E. Herron	Joseph Cochrane Harry Tallon[1]
Sunday edition	2,535	.036	.025										
MIAMI, 6,689.													
Arizona Silver Belt (I-D) (J) (37-73)	2,100	.036	.036	So. Arizona Pub. Co.	Le Roy Kennedy			Le Roy Kennedy					
Bulletin (R) (J) (110)	2,100	.036	.036	Miami P. & P. Co., Inc.	T. W. B. Anderson		Jack Stevens, Jr.	T. S. Garlow	T. S. Garlow	Fred Crain	W. S. Parkyn	W. S. Parkyn	Frank Luther J. W. Mayer[1]
NOGALES, 5,199.													
Herald (I-R) (J) (4)	2,342	.025	...	H. R. Sisk	Arthur Powell	Arthur Powell		H. R. Sisk	H. C. Wayte	H. C. Wayte	C. C. Ortiz	C. C. Ortiz	Edw. F. Stoller Thomas Pereida[1]
PHOENIX, 40,000.													
Arizona Gazette (I-D) (J) (110-78)	10,864	.055	.05	Arizona Gazette Co., Bryan Akers (Pres.)	J. H. Whyte		Ralph Rollins D. D. Beardsley[4]	H. H. Fris	Geo. W. Comparet	Carl Bartle Craig Espy[3]	John Akers	W. H. Watson	R. R. Porter H. H. McNeill[1]
*Arizona Republican (m) (I-P) (J) (168-89)	18,575	.07	.054	Dwight B. Heard	J. W. Spear	Charles A. Stauffer	E. D. Harrington	Chas. A. Stauffer	W. W. Knorpp	Fred Myers Robert C. Hall[3]	Oliver King	Sidney Myers	Cliff Hanlon Fred O. Adams[1]
Sunday edition	19,920	.07	.054										
PRESCOTT, 5,010.													
*Arizona Journal-Miner (m) (R) (J) (67)	3,416	.021	...	Journal-Miner Pub. Co.	Lyle Abbott	J. W. Milnes		J. W. Milnes					
Sunday edition	3,416	.021	...										
Courier (D) (J) (1-73)	3,512	.021	.021	W. P. Stuart	W. P. Stuart		M. R. Hirshfeld	W. P. Stuart	K. B. Palmer	K. B. Palmer	P. J. Keohane	P. J. Keohane	Ben. F. Wood[2]

16,972,872

LINES of Advertising Carried During 1925 By

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

A gain of 1,077,426 lines over 1924 or 3,706,440 lines more than the combined totals of the other two papers

During 1925 The News carried more than twice as much advertising as the second Birmingham paper, and three and a half times as much as the third paper. Every lineage record in the history of The News was broken during 1925.

For a newspaper to occupy such a dominant, outstanding position in its field, it must have circulation, reader confidence, good will and prestige. The News has all these. The above figures prove that national and local advertisers know it.

Lineage Figures For Three Birmingham Papers

	THE NEWS		AGE-HERALD		THE POST	
	1925 *Lines*	1924 *Lines*	1925 *Lines*	1924 *Lines*	1925 *Lines*	1924 *Lines*
Local	12,121,802	11,481,330	5,481,896	5,958,904	4,039,616	2,577,610
Classified	2,001,244	1,825,558	1,507,856	1,337,546	318,682	229,446
National	2,849,826	2,574,558	1,354,850	1,253,588	553,532	511,154
TOTAL	16,972,872	15,881,446	8,344,602	8,550,038	4,911,830	3,318,210
	Gain 1,077,426 Lines		**Loss 205,436 Lines**		**Gain 1,539,620**	

RESULTS ALONE COUNT

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

Has No Records to Break But Its Own

National Representatives

KELLY-SMITH COMPANY

Marbridge Building, New York City — Waterman Building, Boston, Mass. — Atlantic Building, Philadelphia, Pa. — Tribune Tower, Chicago, Ill.

J. C. HARRIS, JR.
Atlanta

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

ARIZONA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
TUCSON, 30,000.													
*Arizona Star (m) (D) (114-149-13)	4,758	.038	.038	Wm. R. Mathews & R. E. Ellinwood	R. E. Ellinwood	R. E. Ellinwood	Talbot T. Smith / C. H. Garrigus[4]	Wm. R. Mathews	Wm. R. Mathews	H. A. Nornabell / Wm. R. Mathews[3]	E. F. Gay	H. F. Frick	Grover C. Linn
Sunday edition	4,925	.038	.038										
Citizen (m) (R) (89)	4,095	.038	.038	Citizen Pub. Co.	A. K. Parker			O. B. Jaynes	O. B. Jaynes				
Sunday edition	4,235	.038	.038										
YUMA, 4,320.													
Herald (I) (4)	2,466	.03	.03	Herald Pub. Co., Inc.	George W. Lynn	George W. Lynn	A. Valjean	George W. Lynn	George W. Lynn	Jack Rowe	Georgette Brooks	Jack Rowe	Frank Pattee
*Sun (m) (D) (J) (49-165)	1,810	.03	.03	Sun Ptg. Co.	Gil Rankin	J. H. Westover / C. V. Kinter[5]	Elizabeth Sinclair / Gil Rankin[4]	J. H. Westover	J. H. Westover	C. V. Kinter	J. H. Westover	J. H. Westover	Bert Beatty[2]
Sunday edition	1,918	.03	.03										

ARKANSAS

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
ARKADELPHIA, 3,311.													
Siftings Herald (none)	800	.014	...	Siftings Herald Pub. Co.	Philip McCorkle								
BLYTHEVILLE, 11,000.													
Courier (I) (8)	4,216	.035	.03	Edgar G. Harris	Edgar G. Harris	E. L. Stainton	Lloyd G. Harris	Edgar G. Harris	Beulah L. Harris	C. Fisher	Allen Rushing	Steve Brooks	
CAMDEN, 4,500.													
News (D) (J) (none)	890	.018	.018	Hurley Ptg. Co.	Curtis B. Hurley	Curtis B. Hurley	Alfred W. Rose[4]	Curtis B. Hurley	Fred D. James	Fred D. James	Mrs. K. Speelman		James J. Burdine / Guy Wilson[1]
CONWAY, 4,564.													
Log Cabin Democrat (D) (J) (none)	1,157	.014	.014	Conway Ptg. Co.	Frank E. Robins		R. C. Reid / Joe B. McGee[4]	Frank E. Robins	Frank E. Robins, Jr.				E. G. Riedmatten[2]
EL DORADO, 25,000.													
*News (m) (I) (J) (8)	6,948	...	.025	C. A. Berry	Stanley Andrews	Stanley Andrews / A. H. Washburn[5]	A. H. Washburn (M) / Robert Hays (E)	Lewis C. Callow	Lewis C. Callow	K. B. Roy (M) / J. D. Baynham (E) / K. B. Roy[3]	Floyd Miller	Sue Woolford	C. T. Ristine / E. V. Alpuente[1]
Times (see News)	2,642	...	.018										
Combined daily	9,590	.07	...										
Sunday edition	7,597	.07	.027										
EUREKA SPRINGS, 2,429.													
Times-Echo (D) (4)	440	.011	...	S. A. Diehl	S. A. Diehl								
FAYETTEVILLE, 5,362.													
Democrat (I-D) (J) (157)	1,900	.02	.017	Democrat Pub. Co.	L. S. Read			J. D. Hurst					E. G. Murphy / E. A. Bridenthal[1]
FORT SMITH, 35,000.													
Southwest American (m) (I-D) (mer) (10)	11,894	...	...	J. S. Parks & Geo. D. Carney	J. S. Parks	P. E. Bryant	C. A. VerBeck / Ray Williams[4]	Harry Robinson	Sam E. Gerheart / Harry Robinson[3]	G. C. Gardner	E. L. Byrnes	C. C. Crandall	
Times-Record (see above)	8,497	...	...										
Combined daily	20,391	.08	...										
Sunday S. W. Times-Record	22,575	.08	...										
HARRISON, 3,477.													
Times (D) (J) (4-37)	1,000	.014	...	J. R. Newman & Sons	Thos. M. Newman			John R. Newman	Fred Newman				Thomas Newman
HELENA, 9,112.													
World (m) (I-D) (157)	2,860	.025	.025	C. M. Young	J. P. Burks		C. H. Maughan	C. M. Young	E. L. Burks	Walter Walker			
Sunday edition	3,200	.025	.025										
HOPE, 4,790.													
Star of Hope (D) (157)	1,079	.018	...	Star Ptg. Co.	Ed McCorkle								
HOT SPRINGS, 11,695.													
New Era (I) (157)	.....	.025	...	E. Marion Riggs	Charles Goslee								
*Sentinel-Record (m) (D) (none)	3,315	.016	...	John G. Higgins	John G. Higgins								
Sunday edition	3,315	.016	...										
JONESBORO, 9,385.													
Sun (D) (J) (157)	2,172	.02	...	W. O. Troutt & Sons	Fred D. Troutt	Fred D. Troutt	Fred D. Troutt / John W. Troutt[4]	W. O. Troutt	W. O. Troutt	John W. Troutt	William Bauer		Otis Fleming / C. A. Stiles[1]
Tribune (D) (d) (37)	.....	.021	...	Williams & Williams	H. L. Williams								
LITTLE ROCK, 100,000.													
Arkansas Democrat (m) (D) (20)	24,613	.07	.07	Elmer E. Clarke	Elmer E. Clarke	W. T. Sitlington		K. A. Engel	E. J. Herndon				
Sunday edition	29,378	.07	.07										
*Arkansas Gazette (m) (I-D) (23)	38,452	.10	...	Gazette Pub. Co.	J. N. Heiskell	Fred Heiskell	W. A. Wilson / H. Loesch[4]	Fred W. Allsopp	Fred W. Allsopp	William C. Allsopp	Dan W. Smith	Charles Webber	A. N. Guthrie
Sunday edition	46,028	.12	...										
News (D) (128)	9,843	.03	...	L. B. Meyers	J. Cruikshank								
MALVERN, 5,000.													
Record (D) (d) (4)	700	.021	...	J. H. Beestecher	J. H. Beestecher								
MENA, 3,453.													
Star (I) (J) (none)	770	.011	.011	Mena Star Co.	V. W. St. John	V. W. St. John	R. M. Berry	V. W. St. John	D. D. Clement	D. D. Clement	D. D. Clement	D. D. Clement	E. W. St. John[2]
NEWPORT, 3,599.													
Independent (I) (J) (157)	675	.015	.015	A. C. Wilkerson	A. C. Wilkerson	A. C. Wilkerson		J. W. Case	J. W. Case	Boyce Coe			William Raymond[2]
PARAGOULD, 6,306.													
Press (D) (none)	1,250	.02	...	Rupert C. Wright	Rupert C. Wright			Rupert C. Wright					
PINE BLUFF, 19,280.													
Commercial (D) (J) (4)	7,004	.035	...	E. W. Freeman	W. L. Vennell								
*Graphic (m) (D) (none)	5,232	.03	.025	Geo. H. Adams	J. S. Wiley	J. S. Wiley	W. R. Clarke / Edgar Chestnut[4]	Geo. H. Adams	Geo. H. Adams	Geo. H. Adams	Geo. Warley		Raymond Richardson
Sunday edition	5,232	.03	.025										
PRESCOTT, 2,691.													
News (D) (d) (none)	.....	.014	...	News Ptg. Co.									
ROGERS, 3,318.													
Post (D) (J) (83)	1,273	.015	.01	Four States Press Pub. Co., Texarkana, Tex.	Coletta S. Hammack				J. Ruddick				Holmes Dixon[1]
RUSSELLVILLE, 6,025.													
Courier-Democrat (D) (none)	730	.014	.014	J. A. Livingston	J. A. Livingston			John L. Fletcher	Erwin Livingston	John L. Fletcher			Roy W. Young
SEARCY, 2,836.													
Citizen (D) (d) (none)	570	.007	...	Citizen Pub. Co.	J. A. Baugh								
SILOAM SPRINGS, 2,500.													
Register (I) (d) (4-37)	600	.014	...	E. L. Kokanour	E. L. Kokanour								
STUTTGART, 4,522.													
Arkansawyer (I-D) (none)	800	.014	...	Fagan & Drummond	Fagan & Drummond								
TEXARKANA, 8,257 (see TEXARKANA, TEX.)													
Texarkanian (D) (J) (none)	2,820	.025	.025	Texarkana Pub. Co.	J. L. Wadley	J. L. Wadley, Jr.	J. W. Stowell	J. L. Wadley	J. L. Wadley	A. F. Wadley	C. D. Schmidt		Robert H. Hendricks[2]

CALIFORNIA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
ALAMEDA, 28,806.													
Times-Star (I-R) (J) (73)	4,155	.025	.025	Times-Star Co.	J. Sherman McDowell	J. S. McDowell	E. C. Soules / W. W. Howell[4]	J. Sherman McDowell	Thomas J. McCabe	R. Stark			W. A. Grahn[1]
ALHAMBRA, 25,000.							Al Wesson	E. S. Kellogg	E. S. Kellogg				

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
ANAHEIM, 7,500.													
Bulletin (I) (J) (89)	3,903	.04	.03	Lotus H. Loudon	Floyd McCracken		James Heffron[4]	Lotus H. Loudon	Lotus H. Loudon	Max Brunstein	J. A. Morgan		Fred Van Raes; A. I. Hull[1]
BAKERSFIELD, 24,229.													
Californian (D) (J) (22-65-89)	8,279	.045	.045	Alfred Harrell	Alfred Harrell	Ross C. Miller	Lawrence Kimball; James Day[4]	Edward Benson	Edward Benson	Walter Kane		William W. Quinn	Elmer Forgy[2]
*Echo (m) (R) (84)	3,189	.04	.032	George M. Swindell	Geo. M. Swindell	Geo. M. Swindell	R. D. Chubbuck	Geo. M. Swindell	Geo. M. Swindell	Basil F. Anstruther	Ray A. Williams		George E. Franks
Sunday edition	3,485	.04	.032										
BERKELEY, 55,886.													
Gazette (E) (J) (73)	7,396	.035	.035	Charles E. Dunscomb	James E. Wales	James E. Wales	George N. Haven; Phil Rolfe[4]	Charles E. Dunscomb	C. M. Wales	Edwin W. Denning	Ben Swasey		E. H. Yarley[2]
BRAWLEY, 6,763.													
News (R) (J) (none)	1,550	.025	...	M. D. Witter	M. D. Witter		A. V. Burns		T. M. Chesebrough	R. Peck			Ira Burris[2]
BURLINGAME, 12,500.													
Advance (R) (J) (57)	1,975	.03	.025	S. D. Merk	S. D. Merk	S. D. Merk	Charles Prior; Al Dipman[4]		D. H. Moore	D. H. Moore	L. Griffin		E. A. Malone[2]
Star (none)	(new daily)	.021	.021	E. C. Rodgers	George H. Uhl			E. C. Rodgers					
CALEXICO, 7,028.													
Chronicle (I) (J) (none)	1,428	.021	.021	Henderson & Watson	Randall Henderson		P. M. Vissman	Myron L. Watson	Myron L. Watson	Mark Drum			D. A. Clark; George McConn[1]
CHICO, 10,000.													
Enterprise (I-R) (89)	2,176	.03	.03	Enterprise Pub. Co., Inc.	Florence J. O'Brien	F. J. O'Brien	Guerdon A. Cowan; Pete Steele[4]	Florence J. O'Brien	Herbert A. Barber	Herbert A. Barber	Ernest Brown	Matilda Ellena	Fairly J. Milne
*Record (m) (D) (J) (57)	2,096	.025	.025	Richards & Deuel	C. H. Deuel	C. H. Deuel	Wayne Sellick; Hugh Lytle[4]	R. C. Hurst	R. C. Hurst		D. A. Honodel		Emil Bardill; B. D. Moore[1]
Sunday edition	2,096	.025	.025										
COALINGA, 2,935.													
Record (I) (J) (d) (none)	1,040	.025	...	McCollum & Mason	F. J. McCollum			H. M. Mason					
COLTON, 8,700.													
Courier (R) (J) (4-165)	1,635	.025	.025	F. S. Hosfelt	Verna G. Hosfelt	Verna G. Hosfelt	E. B. Hinckley	F. S. Hosfelt	K. W. Alexander	J. H. Weaver; M. W. Carter[3]	W. L. Ferguson	N. E. Roberts	W. W. Elliott[2]
COLUSA, 2,000.													
Sun (d) (4-37-165)	885	.021	...	Sun Pub. Co	Mrs. W. S. Green								
CORNING, 1,449.													
Observer (I) (J) (9)	715	.021	.021	T. E. Harper	T. E. Harper			T. E. Harper		B. M. Harper			A. C. Keiser; P. H. Fallows[1]
CORONA, 5,687.													
Independent (I-R) (J) (165)	903	.021	.021	George M. Blair	E. F. Lindenberger	George M. Blair	E. F. Lindenberger	George M. Blair	C. R. Miller; H. G. Blair[3]	H. G. Blair	H. G. Blair	A. M. Creech[2]	
DINUBA, 3,400.													
Sentinel (I-R) (J) (4-165)	1,307	.025	.025	J. R. Locke	J. R. Locke	J. R. Locke	R. H. Nicol	J. R. Locke	Raymond Rudeen	Raymond Rudeen	Everett Ford	Everett Ford	Herbert Yaryan; O. H. Chappell[1]
EL CENTRO, 5,464.													
Imperial Valley Press (R) (89)	2,600	.032	...	Imperial Valley Press, Inc.	W. A. Hillam		J. Green[4]	A. W. Hammond	W. C. Costello	Earl Bodine	W. H. Howard	Mae Johnston	E. C. Hamilton
ESCONDIDO, 2,200.													
Times-Advocate (I) (J) (d) (4)	750	.018	...	Percy Evans	Percy Evans	Percy Evans	Alan McGrew	Alan McGrew	Percy Evans	Percy Evans	Percy Evans	Elsie Walck	Guy B. Ashley; Aubrey Ashley[1]
EUREKA, 19,865.													
Humboldt Standard (R) (J) (E) (161)	4,881	.03	.03	Standard Pub. Co	F. W. Georgeson	E. S. Ballard	Don H. O'Kane; G. J. Mullany[4]	F. W. Georgeson	D. R. Georgeson; B. H. Bracken[3]	D. R. Georgeson	B. M. Ellis		W. J. Kirkpatrick; Charles Harms
*Humboldt Times (m) (R) (J) (110-73)	4,925	.03	.03	Times Pub. Co	J. H. Crothers	J. H. Crothers	J. H. Crothers	J. H. Crothers	J. H. Crothers	H. Irvine Sprague; J. H. Crothers[3]	J. L. Kennedy		William Wagle; Arthur M. Smith[1]
Sunday edition	5,353	.03	.03										
FRESNO, 54,966.													
Bee (m) (I) (125)	25,494	.08	...	Jas. McClatchy Pub. Co	Carlos K. McClatchy	H. R. McLaughlin	W. E. Lockwood	Carlos K. McClatchy	W. H. James (Dir.); Geo. S. Smith		T. J. Desmond	E. H. Hendrick	S. L. James
Sunday edition	24,576	.08	...										
*Republican (m) (I-R) (118-73)	29,447	.10	...	Geo. A. Osborn and Chase S. Osborn, Jr.	Chase S. Osborn, Jr.	Ben R. Walker	Ralph Cole; T. P. Spink[4]	George A. Osborn	Harry B. Gregory	Victor H. Wallace; Frank L. Adams[3]	Harry H. Cahill	Gordon Blade	
Sunday edition	29,880	.10	...										
FULLERTON, 11,000.													
Tribune (I) (89)	3,274	.035	.035	Edgar Johnson	Edgar Johnson	Edgar Johnson		Edgar Johnson	N. O. Shanks				
GILROY, 4,200.													
Dispatch (I) (J) (none)	(new daily)	.022	.022	Hall & Losey	John N. Hall				Thos. Losey				
GLENDALE, 13,536.													
News (I-R) (89)	6,885	.06	.05	A. T. Cowan	A. T. Cowan	W. S. Ingram	A. S. Hall; H. A. Van Dusen[4]	A. T. Cowan	A. T. Cowan	R. H. Cowan	G. E. Clark		
Press (I) (J) (125)	5,746	.05	.03	F. W. Kellogg	Fred C. Runyon	Fred C. Runyon	Earl Welty; Al. Wesson[4]	F. W. Kellogg	W. H. Taylor	A. Holst	D. S. Rathbun	H. F. Thompson	A. E. McDowell
GRASS VALLEY, 4,006.													
*Union (m) (I-D) (J) (168-89)	1,587	.025	...	Union Pub. Co	W. F. Prisk	Thomas Ingram		M. Henry Argall	M. Henry Argall	M. Henry Argall	M. Henry Argall	M. Henry Argall	Thomas Ingram[2]
Sunday edition	1,590	.025	...										
GRIDLEY, 2,500.													
Globe (D) (J) (d) (none)	....	.007	...	Don B. Robb				Don B. Robb					
HANFORD, 5,888.													
*Journal (m) (D) (J) (73)	1,627	.025	.025	A. D. Driver			E. J. Doyle; F. R. Cameron[4]	A. D. Driver	P. E. Adams; A. D. Driver[3]	S. McShay	P. E. Adams	M. J. Pilkenton[2]	
Sunday edition	1,627	.025	.025										
Sentinel (R) (J) (89)	1,769	.025	.025	J. E. Richmond	J. E. Richmond	J. E. Richmond	Robert R. Brown; E. S. Richmond[4]	J. E. Richmond	J. E. Richmond	F. E. Newton	E. G. Ayers	F. E. Newton	F. L. Kokroski; J. E. Richmond[1]
HAWTHORNE, 5,000.													
Leader (I-D) (J) (37)	(new daily)	.029	...	W. K. Barrett; J. W. Caskey	W. K. Barrett	W. K. Barrett	Ben Arid	W. K. Barrett	W. K. Barrett	W. K. Barrett	Ben Arid	Ben Arid	J. H. Caskey[1]
HAYWARD, 5,000.													
News (d) (none)	(new daily)	.021	...										
Review (I) (J) (4-165)	600	.025	.025	Melo & Moore	N. R. Moore	N. R. Moore		John S. Melo, Jr.					W. E. Legge
HEALDSBURG, 2,500.													
Tribune (I) (J) (4)	650	.014	.014	M. Earle Adams	M. Earle Adams			M. Earle Adams					Gordon Dixon[1]
HOLLISTER, 2,781.													
Free Lance (I-R) (J) (4-165)	1,006	.021	.011	M. F. Hoyle	Herbert Sutton		M. F. Hoyle			Alma Arnold			F. J. Voll; M. C. Arthur[1]
HOLLYWOOD, 100,000.													
Citizen (m) (I) (J) (89)	4,796	.05	.035	Harlan G. Palmer	Harlan G. Palmer	Edwin J. Westrate	Genevieve Jewell; Claude Newman[4]	Harlan G. Palmer	T. Harwood Young	T. Harwood Young	Harold Searles	J. R. Tobin	Harold Winn; George Bennett[1]
Sunday edition (free)	30,000	.07	...										
News (R) (J) (125)	9,957	.05	...	F. W. Kellogg				W. L. Beebe			D. S. Rathbun		
HUNTINGTON PARK, no pop.													
Signal	(new daily)	.032	...	J. A. Bowen	J. A. Bowen								
INGLEWOOD, 12,000.													
News (I) (J) (none)	2,686	.032	...	Crow & Shaw	Crow & Shaw	Carl Blaker	Thad. N. Shaw	Thad. N. Shaw		E. L. Neville			A. Lee; C. Schuerck[1]
LONG BEACH, 140,000.													
Press-Telegram (m) (R) (J) (*S) (168-89)	34,157	.12	...	Press-Telegram Pub. Co	W. F. Prisk	F. M. Selover; Frank P. Goss[5]	W. E. Monfort; Frank T. Blair[4]	W. H. Hosking	G. L. Burt; R. W. Millard[3]	Ed Pugh	Ed Olson	J. Hammond	
Sunday edition	32,870	.12	...										
*Sun (m) (R) (8-43)	12,323	.06	.045	Morning Sun Pub. Co	C. F. Adelsperger	C. F. Adelsperger; R. Dunfee[5]	Walter Case; R. Dunfee[4]	C. F. Adelsperger	D. H. Lawson; J. Shocker[3]	R. D. Davis	G. H. Rickard	A. H. Coates	
Sunday edition	12,956	.06	.045										

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

CALIFORNIA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
LOS ANGELES, 1,000,000.													
*Examiner (m) (I) (E) (mer) (34-169-44)	167,935	.37	.235	G. G. Young	F. W. Eldridge	F. W. Eldridge / A. E. Dunning[5]	R. T. Van Ettisch / Mark Kelly[4]	G. G. Young	B. P. Guild	S. P. Bartlett / F. W. McMahon[3]	R. J. Corrigan	R. E. Seller	George Hesse
Sunday edition	370,689	.70	.31										
Express (I) (E) (125)	91,565	.20	.155	Guy C. Earl, Jr.	Edward A. Dickson	A. Y. Tully	Harvey Evans / Jack James[4]	Frederick Wagner	H. S. Sharpless	M. S. Day / Frederick Wagner[3]	N. R. Jensen	Frank Mathews	
Herald (I) (E) (J) (mer) (117-128-78)	181,785	.40	...	Frank F. Barham	Frank F. Barham	E. R. Collins	Jas. H. Richardson / William Smith[4]	Frank F. Barham	D. G. Keeler	Arthur Holliday / E. O. Menz[3]	Fred E. Neal	C. B. Nissen	M. S. Culver
*Illustrated Daily News (tab) (I) (*S) (E) (10)	106,358	.30	.215	Cornelius Vanderbilt, Jr.	C. Vanderbilt, Jr.	Lester Adams	Richard Nail / "Bob" Cronin[4]	Harvey L. Johnson	H. B. Granlee	Howard Hill	Frank V. See	Charles H. Powell	Art Stanley
Sunday edition	90,970	.30	.215										
Record (I) (E) (mer) (68)	53,466	.12	.11	Record Pub. Co.	H. B. R. Briggs	Gilbert Brown	Rodney Brink / Eddie Frayne[4]		Neil S. Hellis	Neil S. Hellis / Mae English[3]	Arthur Reynolds	T. H. Schramm	A. W. Thresher
*Times (m) (R) (J) (E) (*S) (mer) (168-13)	129,417	.27	...	Harry Chandler	Ralph W. Trueblood (Exec. Ed.)	Harry E. Andrews / W. M. Henry[5]	Warden Woolard / Paul Lowry[4]	Harry Chandler	Jacob Baum	Irving R. Smith / W. Pfaffenberger[3]	A. L. Parker	H. W. Jacobi	Mark Bentley / S. W. Crabill[1]
Sunday edition	185,934	.37	...										
MADERA, 4,250.													
Tribune & Mercury (D) (J) (4)	....	.025	...	George A. Clark	H. A. Clark			George A. Clark					
MARTINEZ, 3,898.													
Gazette (R) (J) (none)	985	.021	...	W. A. Rugg	W. A. Rugg	W. A. Rugg	J. R. Boothe	W. A. Rugg	W. A. Rugg / B. E. Stotts				B. E. Stotts[2]
Standard (R) (J) (none)	1,365	.021	.021	Contra Costa Pub. Co.	Will R. Sharkey		Cyril L. Cairns		Will R. Sharkey	L. A. Sirard			H. D. Lyford[1]
MARYSVILLE, 10,000.													
*Appeal (m) (R) (J) (89)	2,205	.03	...	James M. Cremin	James M. Cremin				J. C. Allison	Harold G. Brewer			
Sunday edition	2,204	.03	...										
Democrat (I-D) (73)	2,310	.03	.03	F. W. McKechnie, Jr.	F. W. McKechnie, Jr.	F. W. McKechnie, Jr.	L. A. Eichler		Harry R. Butler	Harry R. Butler	Farwell Brown		Clarence A. Davy
MERCED, 6,320.													
Sun-Star (I) (J) (89)	3,600	.035	.031	Hugh McClung	Ray McClung		Howard Freeman		Hugh McClung	Hugh McClung	Donald Munro	A. M. Loewen	W. S. Ford[2]
MODESTO, 16,000.													
*News-Herald (R) (168-73)	3,582	...	...	E. L. Sherman	E. L. Sherman	E. L. Sherman / H. E. Conway[5]	D. L. Beebe / James Roach[4]	E. L. Sherman	H. P. Walls	H. P. Walls / M. J. Hunter[3]	H. V. Parratt	C. S. Richardson	
News-Herald (see above)	6,431	...	...										
Combined daily	10,013	.06	.06										
Sunday edition	3,594	.06	.06										
MONROVIA, 8,500.													
News (I) (J) (none)	2,289	.025	.025	C. C. Howard	John L. Wiley	C. C. Howard	Wallace C. Blakey / Kester Brewer[4]		H. W. Fredericks	H. W. Fredericks	W. H. Northrup	B. Page	Archie Bales / Ed. Watkins[1]
MONTEREY, 8,516.													
Peninsula Herald (R) (J) (89)	2,579	.025	...	Herald Co.	Allen Griffin								
NAPA, 6,757.													
*Journal (m) (D) (J) (4)	1,780	.018	.018	Walden & Muller	Edward W. Longan	Edward W. Longan	Edward W. Longan	Mrs. Theresa Prey	Mrs. Theresa Prey	Elwin A. Muller	C. Muller		Herman H. Muller[2]
Sunday edition	1,780	.018	.018										
Register (R) (none)	2,257	.021	.021	G. M. & G. H. Francis	G. M. Francis	G. H. Francis	Theodore Marois / Jule Ojeda[4]	G. M. Francis	G. H. Francis	Harold Koethen	Mrs. Roy Thompson		George Gerlach
OAKLAND, 389,800.													
Post-Enquirer (I) (E) (158)	43,315	.13	.11	Charles S. Young	Earl Hoffman	Howard Krueger	Homer Thomas / Al Santoro[4]		R. A. Carrington, Jr.	Victor Lattanner	Jack Maher		F. L. Steenrod
Tribune (m) (I-R) (J) (E) (168-73)	66,180	.18	.18	Joseph R. Knowland	J. R. Knowland	L. I. Levy / Roy Sharpe[5]	R. H. Danforth / Bob Shand[4]	B. A. Forsterer	B. A. Forsterer	R. J. Breeze / C. L. Irish[3]	W. F. D. Brown	M. J. A. McDonald	Alexander Doig / C. B. Hill[1]
Sunday edition	65,964	.18	.18										
ONTARIO, 11,934.													
Report (I) (J) (none)	2,915	.03	.03	Ontario Pub. Co.	Crombie Allen			H. L. Allen					Walter Axley[1]
ORANGE, 9,500.													
News (R) (J) (none)	2,586	.021	...	Hart & Craemer	W. O. Hart	W. O. Hart	R. S. Arguello	J. F. Craemer	J. F. Craemer	O. G. Franke	H. W. Batterman		C. A. Armstrong / Thomas Wright[1]
OROVILLE, 3,340.													
Mercury (R) (J) (none)	1,118	.011	...	Edythe Dungan	Edythe Dungan								
*Register (m) (R) (J) (158)	....	.025	.025	Register Pub. Co.	Geo. C. Mansfield			Talbot J. Powers					
Sunday edition	....	.025	.025										
OXNARD, 4,417.													
Courier (R) (J) (none)	1,600	.021	...	J. J. Krouser	J. J. Krouser								
*Tribune (m) (I) (J) (37-73)	1,150	.02	.02	Denton Crow	Graham Saunders	Denton Crow		Denton Crow	Denton Crow	O. T. Maxwell	O. T. Maxwell	O. T. Maxwell	Frank W. Roach[2]
Sunday edition	1,150	.02	.02										
PACIFIC GROVE, 2,974.													
Review (I-R) (J) (none)	....	.018	...	W. J. Thyer	L. Thomas			W. J. Thyer					
PALO ALTO, 10,500.													
Times (I) (89)	2,559	.04	.03	George F. Morell	Dallas E. Wood	Dallas E. Wood	Elinor Cogswell / Norris James[4]		E. R. Lovett	E. R. Lovett / J. Paul Moore[3]	K. T. Boardman		W. F. Henry
PASADENA, 65,000.													
Post (I) (J) (125)	8,967	.05	.04	F. W. Kellogg	F. F. Runyon		J. B. Gibson	Wm. S. Kellogg	A. J. Baum		A. S. Adams		H. F. McDowell / H. W. Hall[1]
Star-News (R) (J) (E) (168-89)	16,687	.06	.055	Star-News Pub. Co.	Charles H. Prisk	Charles H. Prisk	C. F. Shoop / R. O. Foote[4]	Charles H. Prisk	H. M. Sears	George R. Fugate	E. Hamrick	Geo. R. Fugate	Charles P. Medland / W. C. Peck[1]
*Sun (R) (10)	(new daily)	.04	.0355	Pasadena Morning Sun, Inc.	J. Leo Meehan	Harlan W. Hall	Ross Marshall / W. C. McClurg[4]	E. C. Schmidt	Roger Wilson	C. R. Bowers	H. H. Cantrell	James Meehan	George Chamberlain
PETALUMA, 6,226.													
Argus (R) (J) (4)	2,500	.021	...	Olmsted Co.	J. E. Olmsted			John A. Olmsted					
*Courier (m) (R) (J) (157)	1,650	.025	...	Homer W. Wood	Homer W. Wood								
Sunday edition	1,650	.025	...										
PLACERVILLE, 1,650.													
Republican (I-R) (J) (4)	(new daily)	.025	.025	El Dorado Pub. Co.	H. B. Thomas	H. B. Thomas		H. B. Thomas					
POMONA, 21,000.													
*Bulletin (m) (I) (J) (73)	3,412	.028	.021	King Ptg. Co.	Edwin E. King	Roy L. Driscoll	Roy L. Driscoll	E. E. King	Nelson J. King	O. K. Williams	C. E. Hutchins	W. J. Averill[1]	
Sunday edition	3,412	...	...										
Progress (R) (J) (none)	4,076	.03	.03	Progress Pub. Co., Inc.	A. T. Richardson			W. E. Stevens					W. E. Stevens[2]
PORTERVILLE, 7,000.													
Recorder (I) (J) (none)	2,132	.025	.025	C. L. Day	C. L. Day		Tracy W. Byers			G. O. Davis / C. L. Day[3]	M. Waterman	G. O. Davis	W. B. McQuown[2]
RED BLUFF, 3,104.													
News (D (J) (89)	1,350	.018	...	John G. Miller	John G. Miller								
REDDING, 6,000.													
Courier-Free Press (I-R) (J) (none)	1,221	.018	.018	Walter H. Fink	Walter H. Fink		S. R. Leedom			Walter H. Fink			
*Searchlight (m) (I) (J) (89)	1,666	.021	...	H. L. Moody	H. L. Moody	H. L. Moody	I. D. Stanford	H. L. Moody	E. W. Nobbs	H. L. Moody	E. W. Nobbs		J. W. Schloesser[2]
Sunday edition	1,666	.021	...										
REDLANDS, 9,571.													
Facts (R) (9)	2,910	.03	.03	Redlands Daily Facts	Lyman M. King	Lyman M. King	F. K. Arthur / C. E. Arthur[2]	Paul W. Moore	Paul W. Moore	Paul W. Moore	L. O. Hammond	Paul W. Moore	H. A. Hargraves
REDONDO, 9,500.													
[illegible]													H. S. Angell

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RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

CALIFORNIA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor Sunday Editor	City Editor Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
RICHMOND, 16,843.													
Independent (R) (J) (157)	3,410	.029	.029	Independent Pub. Co., Inc.	R. S. Crose		George Bramley; William Werner[4]	John F. Galvin	F. S. Newsom	Earnest Woodfeldt	L. K. Heady		G. T. Griffin; H. C. Brombacher[1]
*Record-Herald (m) (R) (J) (none)	2,532	.029	...	Grover E. Milnes				Grover E. Milnes					
Sunday edition	2,532	.029	...										
RIVERSIDE, 27,000.													
*Enterprise (m) (R) (J) (37-73)	4,205	.03	.025	Frederick F. Forbes	Janet H. Stewart	Janet H. Stewart	Mabel Janet Scott; Frederick Lawless[4]	Frederick F. Forbes	C. D. McPherson	William E. Rose	Miller H. Hurt	Anna Carr	W. B. Phillips[3]
Sunday edition	4,205	.03	.025										
Press (R) (J) (89)	6,442	.03	.03	Riverside Daily Press, Inc.	E. P. Clarke		A. A. Piddington; W. L. Leamon[4]	Harry Hammond	Harry Ross; M. M. Gaston[3]	John L. Wagner			M. J. Westerfield[1]
SACRAMENTO, 100,000.													
Bee (I) (125)	46,535	.12	...	James McClatchy Pub. Co.	Chas. K. McClatchy	J. E. Langdon	Donald Ashton	Carlos K. McClatchy	W. H. James (Dir.); G. C. Hamilton	T. A. Cody	R. B. Kinard	L. W. Averill	C. Schwabe
*Union (m) (R) (168-73)	10,082	.06	.055	W. W. Chapin	Frederick Faulkner	Mort J. Donoghue	K. C. Adams; K. L. Robertson[4]	C. H. Brockhagen		Charles E. Fisher	Fred G. Rotermund	J. W. Potter	W. J. Brunton
Sunday edition	10,324	.07	.06										
SALINAS, 4,308.													
Index (R) (J) (89)	1,893	.0215	.0215	Fred Weybret	Deane H. Townes		Frank Connor	Fred Weybret		N. Hetherington			Fred Weybret[1]
*Journal (m) (J) (165)	1,380	.021	...	Paul P. Parker	W. C. Lewis								
Sunday edition	1,380	.021	...										
SAN BERNARDINO, 32,000.													
*Sun (m) (R) (J) (E) (89)	8,149x	...	...	Sun Co.	R. C. Harbison	James A. Guthrie	L. Burr Belden; Sid Olin[4]	M. R. Standish	Harry S. Webster	Cyril Garratt; A. L. Mason[3]	O. F. Thayer	H. P. Graham	L. L. McFall; E. D. Paul[1]
Telegram (see Sun)	2,592x	...	...										
Combined daily	10,741x	.055	...										
Sunday edition	8,218x	.055	...										
SAN DIEGO, 126,231.													
*Independent (m) (I) (56)	(new daily)	.05	.05	Franklin O. Schroeder	Franklin O. Schroeder	Chas. F. Massey	Travers Clement; Fred Osenberg[4]	Franklin O. Schroeder	M. H. Myers	Chas. Plombeck	Vernon Moxon	Horace Elliott	W. C. Kautenberg; Al. Sussey[1]
Sunday edition	....	.05	.05										
Sun (I) (mer) (3)	18,572	.045	.04	Sun Pub. Co.	Paul C. Edwards	Raynor De Burn	L. W. Randall; Jo Grossman[4]	W. S. Dayton	A. L. Housser	P. Blumenberg	H. W. Hall		
*Union (R) (E) (125)	22,771	...	...	Union Co.-Tribune Co.	James MacMullen	James MacMullen; C. A. McGrew[6]	C. A. McGrew (M). F. B. Goodman (E). Ted Steinman (M)[5]. E. Leighninger (E)[4].	James MacMullen	E. F. Parmelee	E. F. Parmelee	W. V. O'Farrell	E. F. Parmelee	Ray D. Tyler
Tribune (m) (see Union)	18,188	...	...										
Combined daily	40,959	.10	.084										
Sunday edition	30,797	.10	.09										
SAN FRANCISCO, 548,284.													
Bulletin (R) (J) (E) (125)	70,121	.16	.16	Charles S. Stanton	Charles S. Stanton	William M. Hines	Frank Farrar; Lawrence Lavers[4]	B. B. Page	B. B. Page; S. Gold[3]	Presley Mallory	M. Rogers		George Trent; David Alves[1]
Call-Post (I) (E) (117-128)	100,051	.23	.18	Charles H. Young	Fremont Older	E. J. Gough	Eugene Block; Pat Frayne[4]	Peter J. Tehaney	W. R. Penny; R. L. Litchfield[3]	John E. Grey			
*Chronicle (m) (I-R) (*S) (E)	87,067	.25	...	George Cameron	Karl M. Anderson	E. O. Kelsey	W. H. B. Fowler	W. H. B. Fowler	E. C. Griffith; C. F. King[3]	George A. Fisher	Robert Henri	Mark Wayman	
Sunday edition	146,247	.30	...										
*Examiner (m) (I) (E) (mer) (34-169-43)	172,293	.35	.22	E. D. Coblentz	E. D. Coblentz	E. D. Coblentz; Edward Clark[5]	William Wren	J. A. Callahan	J. A. Callahan	J. A. Callahan; R. W. Madison[3]	A. E. Crawford	C. A. Sternberger	W. C. Townsell
Sunday edition	337,679	.65	.30			A. T. Baum[4]							
*Illustrated Daily Herald (tab) (I) (E) (10)	84,976	.25	.25	Cornelius Vanderbilt, Jr.	C. Vanderbilt, Jr.	Lester Adams	Joel Rickman; Victor Klee[4]	Harvey L. Johnson	James Wood	E. A. Holman	James S. Louvan	E. A. Holman	
News (I) (E) (mer) (3-89)	65,095	.15	.12	Daily News Co.	W. N. Burkhardt	Richard Jones	A. C. Bartlett; Thomas Liard[4]	W. W. Hawkins	J. L. Cauthorn	E. T. Cox; L. H. La Rash[3]	F. W. Anderson	H. J. Harrison	Roy Pitts
SAN JOSE, 43,000.													
*Mercury-Herald (m) (I-R) (E) (95-51-89)	16,210	.06	.06	E. A. Hayes	E. K. Johnson	E. K. Johnston	John Brokenshire	W. P. Lyon	Frank L. Baker	Edwin L. Simpkins			
Sunday edition	16,911	.06	.06	J. O. Hayes									
News (I) (4-127-128)	6,734	.04	...	H. L. Boggerly	R. L. Burgis								
SAN LUIS OBISPO, 8,000.													
*Tribune-Herald (m) (I) (J) (89)	2,137	...	...	J. A. Easton	J. A. Easton	J. F. Shoemaker	J. F. Shoemaker	Tremont Kutnewsky	I. Leitner				George Murphy; H. Lessard[1]
Sunday edition	2,137	.045	.034										
Telegram (see above)	2,140	...	...										
Combined daily	4,277	.045	.034										
SAN MATEO, 12,000.													
Times (R) (J) (67-63)	2,787	.03	.03	Horace W. Amphlett	Horace W. Amphlett	J. Murphy McHenry	T. P. Magilligan	Horace W. Amphlett	Wm. L. Baber	R. A. Shelton	C. F. Simms	A. E. Hopkins	Lloyd Borchers; W. F. Baber[1]
(Note: News-Leader merged with Times, Jan. 20, 1926.)													
SAN PEDRO, 15,000.													
News (I-R) (125)	5,064	.04	.03	San Pedro P. & P. Co.	F. W. Kellogg (Pres.)	J. Frishman	Louis Jessen; C. Eckerson[4]	J. Frishman		Edward Reese	M. Weir		Jos. Harris
Pilot (I) (J) (110-73)	3,793	.035	...	Waite Bros.	C. F. Waite	C. F. Waite	E. Davis; F. J. Quinlan[4]	C. F. Waite	C. F. Waite	A. L. Waite; C. F. Waite[3]	C. A. Fay	J. Croft	J. A. Waite[2]
SANTA ANA, 27,000.													
Register (I-R) (none)	9,921	.045	...	J. P. Baumgartner	J. P. Baumgartner	T. E. Stephenson	Mason Yould; Edmund C. West[4]	J. P. Baumgartner	Wm. Hanley	Wm. Hanley; T. G. McDonour[3]	Wm. McKay		O. K. Johnson
SANTA BARBARA, 30,000.													
News (I-D) (J) (114-149-73)	6,541x	.035	...	T. M. Storke	T. M. Storke	L. C. Simpson	Guy C. Stafford; Ray V. Simpson[4]	J. V. McClatchy	B. D. Lane	S. W. Powers	S. A. Barnes	J. C. Hayser	
*Press (m) (R) (89)	6,014x	.035	.03	R. G. Fernald	R. G. Fernald	G. A. Martin	Marshall Selover; Leicester Wagner[4]	Jacques D'Armand	L. A. Baxter	H. B. Reid, Jr.	R. A. Nowak	J. R. Leonard	
Sunday edition	6,248x	.035	.03										
SANTA CRUZ, 15,000.													
News (I-R) (89)	2,945	.03	.03	Devlin & Judah	Edward J. Devlin	E. J. Devlin	J. H. Leonard	H. R. Judah, Jr.	H. R. Judah, Jr.	R. C. Evans	H. R. Judah, Jr.	Henry Osgood	
*Sentinel (m) (R) (J) (73)	2,943	.03	.03	Sentinel Pub. Co.	James Floyd	F. D. McPherson	Earnest Otto	F. D. McPherson	Wm. E. Davis			Ed Fields[2]	
Sunday edition	2,943	.03	.03										
SANTA MARIA, 3,943.													
Times (R) (J) (66-43)	1,215	.014	.014	O. M. Cannon	A. S. Scroggs			H. J. Bowles	F. M. Terril	E. S. Cannon		J. L. Corey[2]	
SANTA MONICA, 45,000.													
Outlook (m) (I-R) (J) (125)	8,524	.06	.05	F. W. Kellogg & R. P. Holliday	Robert P. Holliday	Charles S. Warren; Robert E. Hutton[5]	Leslie Storrs; Roger D. Greene[4]	Robert P. Holliday	Arthur K. Whyte	V. P. Benawa; Joseph M. Levy[3]	E. T. Linden	Clarence Millius	Stanley Wills; Frank Calfee[1]
Sunday edition	....	.06	.05										
SANTA PAULA, 7,000.													
Chronicle (R) (J) (none)	1,712	.025	.025	Leo A. Smith	Leo A. Smith		Fred Jenkins[4]	Leo A. Smith	Leo A. Smith	Leo A. Smith	Carl Durbin		Charles McCool[2]
SANTA ROSA, 8,758.													
*Press-Democrat (m) (D) (J) (none)	8,738	.045	.03	E. L. Finley	E. L. Finley		Julian I. Mayar	Carl R. Lehman	Carl R. Lehman	McBride Smith	Paul M. Johnson		C. A. Brendlin; Grant Kellogg[1]
Sunday edition	8,738	.045	.03										
Republican (R) (J) (89)	5,138	.035	.03	G. Lansing Hurd	G. Lansing Hurd	G. Lansing Hurd	H. L. Roberts	G. Lansing Hurd	G. Lansing Hurd	George A. Farmer			J. B. Rice[2]
STOCKTON, 40,296.													
*Independent (m) (I) (89)	6,137	.04	.035	W. A. Fitzgerald	W. A. Fitzgerald	David Anderson	Robert Couchman; Herbert Ferguson[4]	W. A. Fitzgerald	George D. Murphy	W. B. O'Shea	E. N. Bidwell		C. C. Nunnally
Sunday edition	6,137	.04	.03										
Record (I) (95-73)	16,512	.07	...	Record Pub. Co.	Irving Martin, Sr.	G. E. Reynolds	Richard Rea; John Perl[4]	H. J. F. Berkeley	Howard Dillon; N. S. Mohney[3]	L. V. Peterson	H. Lloyd		J. E. Malloy

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
TAFT, 55,000.													
Midway Driller (D) (J) (none)	3,275	.03	.03	A. M. Keene	A. M. Keene	A. M. Keene	E. W. Callander	A. M. Keene	J. D. Peterson	H. G. Arndt	H. Echols	H. Echols	J. Pound[2]
TULARE, 5,000.													
*Advance (m) (I) (J) (89)	1,571	.025	.014	Tulare Pub. Co.	Tom Irwin	Patterson D. Nowell	Tom Irwin	Patterson D. Nowell	Patterson D. Nowell	Al. M. Mead	Frances Barnes	Frances Barnes	Sam R. Sprecher[2]
Sunday edition	1,571	.025	.014										
Register (R) (J) (157-165)	950	.021	...	H. A. Charters	Percy Whiteside								
TURLOCK, 4,630.													
Journal (I) (J) (none)	2,418	.029	...	Mrs. Josie Goodwin	Mrs. Josie Goodwin			Mrs. Josie Goodwin		Lewis L. Goodwin	Lewis L. Goodwin		Irving Delbon / Josie Goodwin[1]
VALLEJO, 21,000.													
Chronicle (R) (J) (37-73)	1,383	.021	...	Russell D. Pennycook	Orvin Gaston		Orvin Gaston / Ambrose Ryan[4]	R. D. Pennycook	R. D. Pennycook	Dick P. Harris	E. F. Harden		Robert E. Wade / L. G. Beach[1]
News (R) (J) (37)	1,495	.018	...	Henry F. Stahl	George Roe	Henry F. Stahl	Henry J. Elvin[4]	George Roe	Henry F. Stahl	Fred Brown / Henry F. Stahl[3]	Fred Brown		Henry J. Elvin[2]
*Times-Herald (m) (I) (J) (89)	2,074	.025	...	Times-Herald Pub. Co.	George Motzko								
Sunday edition	2,060	.025	...										
VENICE, 15,000.													
Vanguard (R) (125)	3,747	.03	...	F. W. Kellogg					R. B. Hayes		G. C. Smith		
VENTURA, 10,000.													
County Star (I) (73)	1,277	.025	.02	Ventura County Star, Inc.	Roy Pinkerton	Roy Pinkerton	Roy Pinkerton	Roy Pinkerton	Talbot Kendall	Talbot Kendall	William S. Barton		T. B. Cumbow
Free Press (R) (J) (none)	1,444	.03	.02	Free Press Pub. Co.	Oscar T. Conklin	Oscar T. Conklin	Glenn Baker	Oscar T. Conklin		Elmer Byrne	Grace M. Woodruff	Elmer Byrne	
*Post & Democrat (m) (R) (J) (89)	1,785	.021	...	A. H. Davis									
Sunday edition	1,785	.021	...										
VISALIA, 8,250.													
*Delta (m) (R) (J) (73)	1,781	.025	.025	Charles A. Whitmore	C. A. Whitmore	C. A. Whitmore	Floyd Byrnes	C. A. Whitmore	C. A. Whitmore	C. B. Stevenson	Geo. H. Swasey		H. O. Paulson[2]
Sunday edition	1,781	.025	.025										
Times (D) (J) (89)	1,634	.025	...	M. M. Maddox	A. A. Smith								
WATSONVILLE, 5,013.													
Pajaronian (R) (J) (none)	1,500	.021	...	James G. Piratsky	James G. Piratsky	James G. Piratsky	R. McMaster		James G. Piratsky				
*Register (m) (I-R) (J) (none)	1,865	.025	.025	F. W. Atkinson	F. W. Atkinson	F. W. Atkinson	R. A. Wilson		F. W. Atkinson				George A. Smith[1]
Sunday edition	1,865	.025	.025							E. W. Smutz			
WHITTIER, 7,997.													
News (I) (J) (mer) (none)	3,108	.03	...	H. C. Holdsworth	R. B. Kennedy	R. B. Kennedy	G. G. Holt		H. C. Holdsworth	Wm. Cathriner	H. W. Boyce		Samuel Jackson[2]
WILLOWS, 4,000.													
Journal (I-D) (167)	1,002	.018	...	E. M. Sehorn	E. M. Sehorn		J. F. Sidgmore		C. O. McDonnell	C. O. McDonnell	C. O. McDonnell	C. O. McDonnell	R. W. Crawford
WILMINGTON, 2,500.													
Journal (I) (J) (none)	1,435	.018	.018	R. F. Bowers	R. F. Bowers	R. F. Bowers	I. R. Terrell	R. F. Bowers	R. F. Bowers	C. M. Davis	Joe Lanwert		
WOODLAND, 5,400.													
Democrat (D) (J) (57)	2,240	.036	.017	Ed. E. Leake	Ed. E. Leake	Paul R. Leake	H. C. MacArthur. / Paul R. Leake[4]	Paul R. Leake	N. M. Lamb	Paul R. Leake	E. I. Leake		M. H. Orser[2]
*Mail (m) (R) (J) (none)	1,655	.036	...	Eugene C. Stowe	Eugene C. Stowe								
Sunday edition	1,655	.036	...										

COLORADO

ASPEN, 2,250.													
Democrat-Times (I) (J) (d) (4)	455	.018	.018	Charles Dailey	Charles Dailey	Charles Dailey	Charles Dailey, Jr.[4]		Charles Dailey, Jr.		E. B. Dailey		Charles Dailey[1]
BOULDER, 10,989.													
Camera (D) (J) (none)	2,335	.018	.014	Boulder Pub. Co.	L. C. Paddock	L. C. Paddock	A. A. Paddock / W. H. Rawles[4]	L. C. Paddock	A. A. Paddock	Hiram Fullen	A. A. Paddock	Hiram Fullen	A. W. Howard[2]
News-Herald (R) (J) (none)	2,400	.021	...	Union Pub. Co.	A. A. Parkhurst								
CANON CITY, 4,551.													
American (Klan) (none)	(new daily)	.025	.02	Paul B. Watrous	Paul B. Watrous	T. W. Schwamb	P. B. Watrous	P. B. Watrous	T. W. Schwamb		J. Radcliff	Vah Haggart	Wm. Howell[2]
Record (R) (J) (none)	1,795	.02	.02	Guy U. Hardy	W. W. Emmerson	J. Leo Sterling	W. W. Emmerson	J. Leo Sterling	J. Leo Sterling	J. W. Pearson	J. H. Putney	Alwyn Evans	W. A. Johnson[2]
COLORADO SPRINGS, 35,750.													
*Gazette (m) (I-R) (84)	5,493	...	...	Gazette & Telegraph Co.	C. C. Hamlin	T. E. Nowels	J. F. Lawson (M). / T. W. Ross (E). / F. F. Frawley (M)[4] / B. L. Akers (E)[4].	E. A. Powell	Harry H. Garnett	Will A. Butler	Almberon M. Barr	Frank R. Foster	
Telegraph (m) (I-R) (84)	7,114	...	...										
Combined daily	12,607	.07	...										
Sunday edition	11,536	.07	...										
CRIPPLE CREEK, 2,325.													
*Times-Record (m) (157-4)	895	.02	...	Times Co.	W. A. Kyner								
Sunday edition	895	.02	...										
DENVER, 275,000.													
Express (I) (3)	14,553	.05	...	Express Pub. Co.	S. B. Whipple	R. E. Wilson	Joe Myers[4]	W. W. Hawkins	A. J. Gillis	S. C. Montrose	A. L. Northway	V. Philpott	
Post (m) (I) (E) (103)	144,927	.30	...	Post P. & P. Co.	F. G. Bonfils	W. C. Shepherd	J. B. Day	F. W. Bonfils	F. W. Bonfils	F. I. Carruthers	John Levand	L. C. Bartlett	F. E. Brown
Sunday edition	240,598	.35	...	W. C. Shanklin (Asst.)			C. L. Parsons[4]			E. F. Wilkerson[3]			
*Rocky Mntn. News (m) (I) (E) (*S) (158-13)	32,058	...	...	J. C. Shaffer	J. C. Shaffer	George S. Holmes. / Val Putnam[5]	Wm. Bradshar / E. C. Lyons[4] / Frank Farley[4]	S. S. Sherman	L. P. Eppich	C. Hecker / C. L. Shepard[3]	C. P. Harvey	Sam Styles	H. Carstarphen
Times (see above)	26,116	...	...										
Combined daily	58,174	.18	...										
Sunday edition	58,195	.15	...										
DURANGO, 4,116.													
*Democrat (m) (D) (J) (37)	1,800	.018	...	Rod S. Day	Rod S. Day								
Sunday edition	1,800	.018	...										
Herald (R) (J) (157-165)	1,800	.018	.018	Herald Pub. Co.	Irena S. Ingham	Irena S. Ingham	Irena S. Ingham		W. F. McDevitt	W. F. McDevitt	Frederic R. Hamlin	W. F. McDevitt	D. B. McGue / John Winner[2]
FLORENCE, 3,000.													
Citizen (I) (J) (165)	845	.014	...	Citizen Pub. Co.	Lynn Smith								
FORT COLLINS, 16,875.													
Express-Courier (m) (R) (J) (110)	5,025	.035	.036	Express-Courier Pub. Co.	George C. McCormick	G. C. McCormick / E. A. Hancock[5]	E. A. Hancock	G. C. McCormick	G. C. McCormick	W. G. Jackson			J. G. McCormick / W. A. Berry[1]
Sunday edition	5,025	.035	.036										
FORT MORGAN, 3,818.													
Times (R) (J) (4)	1,440	.018	.018	R. B. Spencer	R. B. Spencer	Ralph Johnston	R. B. Spencer	R. B. Spencer	R. B. Spencer	Pauline Trumbo	R. B. Spencer	Pauline Trumbo	P. P. Whipple[2]
GRAND JUNCTION, 11,340.													
Sentinel (m) (D) (J) (83)	4,024	.025	.025	Sentinel P. & P. Co.	Walter Walker / R. C. Walker	Walter Walker	Frank Reeds / LeRoy Wood[4]	Walter Walker	Walter Walker	W. A. Williamson	J. H. Dodson		Frank A. Hoisington / P. M. Peterson[1]
Sunday edition	4,033	.025	.025										
GREELEY, 12,000.													
*Tribune-Republican (I-R) (none)	1,394	...	...	Tribune-Republican Pub. Co.	F. E. Merrill	Charles Hansen	F. E. Merrill / George Helmer[4]	Charles Hansen	F. C. Peterson	F. P. Matthews	Mrs. E. E. Lewis	Jerome Bunker	I. L. Page
Tribune-Republican (see above)	2,944	...	...										
Combined daily	4,338	.03	...										
LA JUNTA, 4,964.													
Democrat (D) (J) (none)	1,400	.029	.025	Daily Democrat	James B. Pearce	James B. Pearce	James A. Sevitz	James B. Pearce		Fred C. Betry			Irving B. Johnson[2]
LAMAR, 4,500.													
News (I) (J) (none)	2,103	.029	...	Betz Pub. Co.	Frederick M. Betz	Frederick M. Betz		Frederick M. Betz		R. W. Dryden / Edward O. Russell[3]	Edward O. Russell	F. M. Betz[2]	

Explanation: Asterisk (*) indicates morning newspapers. (m) indicates Sunday morning edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic; (P-R) Prog. Republican; (P-D) Prog. Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as D for Daily, S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months' statement ending September 30, 1925; X indicates three-month statement ending September 30, 1925. All quoted advertising rates are per agate line. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. In third column superior figure [5] following name indicates Sunday editor. In fourth column superior figure [4] indicates sports editor. In seventh column superior figure [3] designates National Advertising Manager. List of special representatives with key numbers on Pages 108-110.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

COLORADO—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
LEADVILLE, 4,959.													
*Herald-Democrat (m) (R) (J) (d) (8)	3,214	.025	...	Leadville P. & P. Co.	Henry C. Butler			Frank E. Vaughn	Frank E. Vaughn				
Sunday edition	3,214	.025	...										
LONGMONT, 5,848.													
Call (R) (J) (none)	1,470	.021	.021	Jean Johnson	George W. Johnson	G. M. Johnson	Jean Johnson						L. H. Johnson[2]
Times (I) (J) (none)	1,495	.02	.02	Times Ptg. Co.	Ray Lanyon	Ray Lanyon	Leo A. Noble	Otis Moore	Leo A. Noble	Otis Moore	Leo A. Noble	Leo A. Noble	Otis Moore[3]
LOVELAND, 5,279.													
Reporter-Herald (I) (none)	2,020	.021	.021	Ball & Etter	R. J. Ball	R. J. Ball		R. L. Etter					
MONTROSE, 3,980.													
Press (R) (J) (157)	3,076	.025	.025	C. E. Adams	C. E. Adams	C. E. Adams	W. F. Wilcox	C. E. Adams		C. E. Adams			E. L. Milner[2]
PUEBLO, 45,000.													
*Chieftain (m) (I-R) (t) (20-167)	7,494	.04	...	Chieftain Ptg. Co.	Walter L. Wilder	Walter L. Wilder	Will J. Orange	G. G. Withers	G. G. Withers	Newton Withers	Gus Epeneter	J. L. Lovern	Harry Davis
Sunday edition	9,733	.04	...				George Newton[4]			Harry J. Amick[3]			
Star-Journal (m) (I) (mer) (110).	9,206	.05	.05	Frank S. Hoag	J. R. Shea	Frank S. Hoag	Al G. Fields	Frank S. Hoag		John Kelly	D. F. Steele	Fred Jones	Carl Hed
Sunday edition	10,087	.05	.05			J. R. Shea[5]	Ed Orizem[4]			Morris Townsend[3]			
SALIDA, 4,689.													
Record (none)	(new daily)	.018	...	O. R. Meacham	O. R. Meacham								
STERLING, 6,415.													
Advocate (R) (J) (84)	4,244	.035	.035	J. J. Woodring	A. M. Biggerstaff	J. J. Woodring	L. Stansbury	J. J. Woodring	J. J. Woodring	K. M. Killen	Sallie Lea Davis	E. R. Hayden	J. L. Rose
							Cal Chealrs[4]			J. J. Woodring[3]			C. F. Pierson[1]
TELLURIDE, 2,000.													
Journal (D) (J) (d) (none)	602	.015	.015	Geo. R. Painter	Geo. R. Painter								A. E. Orser[1]
TRINIDAD, 10,900.													
Chronicle-News (m) (R) (J) (157).	3,064	.02	...	Chronicle-News Pub. Co.	F. E. Winsor			R. E. McClung		Jos. Wheeler	C. C. Harvey		Henry Foster[1]
Sunday edition	3,064	.02	...										
Picketwire (R) (J) (161-89)	3,350	.025	.0225	Robinson-Wright Pub. Co.	Frank R. Rose	A. W. Wright	Frank R. Rose	A. W. Wright	A. W. Wright	L. R. Pfeiderer	M. Rose	L. R. Pfeiderer	R. W. Robinson[2]

CONNECTICUT

ANSONIA, 49,615.													
Sentinel (I-R) (J) (84)	6,829	.04	...	Emerson Bros., Inc.	J. R. Emerson	J. R. Emerson	H. F. Emerson	H. F. Emerson	H. F. Emerson				H. F. Emerson / H. A. McCready[1]
BRIDGEPORT, 175,000.													
Post (m) (I) (mer) (68)	28,584	...	...	Post Pub. Co.	George C. Waldo, Jr.		Thomas Murphy[4]	Edward Flicker		T. A. D. Weaver	Clyde T. Oppel	Elmer Pfriem	
*Telegram (see Post)	14,424	...	...							R. F. Kiehl[3]			
Combined daily	43,008	.15	.12										
Sunday Post	20,827	.10	.08										
Star (I) (74)	8,357	.04	...	Geo. B. Clark	Lynn Wilson								
Times & Farmer (I-D) (10)	6,982	.05	.05	Kendall B. Cressey	Kendall B. Cressey	James L. McGovern	George C. Orton	Kendall B. Cressey	Blanche G. Cressey	Wm. J. Montague	Wm. S. MacDonald	John W. Dragon	George C. Hawman
							Paul C. Creaton[4]						
Sunday Herald (I) (80)	20,267	.06	.04	Est. of F. R. Swift	Richard Howell	Richard Howell	J. Lester Cargill	Richard Howell	Richard Howell	Steven L. Oswald	G. H. Baldwin	Steven L. Oswald	A. W. Cleland
						J. Lester Cargill[5]	M. O. Welch[4]						
BRISTOL, 20,620.													
Press (I-R) (74)	4,225	.025	...	Press Pub. Co.	Wallace H. Miller	Arthur S. Barnes	Thomas A. Tracy		Arthur S. Barnes	Arthur S. Barnes			
DANBURY, 22,325.													
News (I) (none)	7,277	.021	.025	News Pub. Co.	F. B. Dalton			F. B. Dalton					
HARTFORD, 158,461.													
*Courant (m) (R) (*8) (mer) (68)	37,412	.09	...	Hartfoord Courant Co.	Chas. Hopkins Clark	George Armstead	John Reitemeyer	Henry H. Conland	Henry H. Conland	J. W. Thurston	P. F. Viets	H. E. Palmer	
Sunday edition	54,087	.13	...			Payson Jones[5]	John Greene[4]						
Times (D) (J) (87)	49,718	.13	.10	Burr Ptg. Co.	C. L. Sherman	C. E. Perkins	A. I. Prince	E. C. Willson	J. M. Linton	N. C. Johnson	J. M. Linton	E. F. Linke	
							A. B. McGinley[4]					M. Trommert[1]	
MANCHESTER, 18,370.													
Herald (R) (74)	4,453	.025	.025	Herald Ptg. Co.	Thomas Ferguson	Thomas Ferguson	Ronald Ferguson	Thomas Ferguson	Thomas Ferguson	E. H. Crosby	Thomas Ferguson	E. H. Crosby	
MERIDEN, 38,907.													
Journal (I) (113)	6,812	.03	.03	F. E. Sands	F. E. Sands	E. B. Whitney	Walter Allen		C. H. Tryon	S. H. Wendover	Thos. J. Moroney	Clarence Hubbard	E. W. Woollen
										C. H. Tryon[3]			
*Morning Record (I-R) (68)	7,637	.03	.03	E. E. Smith	T. H. Warnock	Julia Lansing Hull	Hugh Lee		Wayne C. Smith	Wayne C. Smith	Arthur E. Owen	Andrew J. Penders	Christopher Glasnap
							F. J. Adams[4]						A. B. Steele
MIDDLETOWN, 22,129.													
Press (I) (113)	8,214x	.03	...	Press Pub. Co.	Elmer S. Hubbell				Elmer S. Hubbell				Burr E. Stevens
NAUGATUCK, 15,051.													
News (I) (J) (74)	3,180	.03	.025	News Co., Inc.	C. J. Baxter	E. J. Ahern	J. J. Hackett	T. W. Ahern	E. J. Ahern	E. J. Ahern	James B. Carroll	James B. Carroll	John S. Barry[2]
NEW BRITAIN, 70,000.													
Herald (I) (119-5)	11,493x	.05	.045	Herald Pub. Co.	Johnstone Vance	Johnstone Vance	A. E. McEvoy	T. F. Jackson	M. J. Smith	Ernest Griswold	W. J. Hennessey	Thomas Lawler	
							Gerald Crean[4]						
Record (R) (J) (74)	11,067	.04	...	Record Co.	H. A. Tirbrell	J. L. Doyle			C. A. Boland				
NEW HAVEN, 218,000.													
*Journal-Courier (I) (68)	18,452	.06	.06	Herbert Peterson	N. G. Osborn	A. J. Sloane	K. J. Dalquist[4]	Herbert Peterson	Everett B. Harvey	H. N. French	J. L. Connelly	John Yaeger	
										E. B. Harvey[3]			
Register (m) (I) (113)	44,406	.12	....	John Day Jackson	John Day Jackson	Roger Connolly	Stanley Carroll	Hugh B. Kennedy	Hugh B. Kennedy	Hugh B. Kennedy	Walter B. Mills	Charles R. Buck	Walter F. Walsh
Sunday edition	44,406	.12	....				Dan Mulvey[4]			H. I. Jenks[3]			
Times-Leader (I) (8)	15,352	.06	.06	William A. Hendrick	Charles W. Pickett	Avery D. Toohey	Avery D. Toohey	W. A. Hendrick	James R. Lyon	James R. Lyon	J. F. McBirney	Katherine Brennan	Edward P. Skinner
							G. A. Goldsmith[4]						
Union (m) (J-D) (130)	16,845	.045	.045	Philip Troup	Philip Troup	Paul Stevens	John E. Sullivan	Edward J. Sullivan	Edward J. Sullivan	Wm. F. Hamilton	Vincent Glynn	Elmer Proctor	D. F. Fitzgerald
Sunday edition	10,110	.045	.045			Philip Troup[5]	Robert C. Wilson[4]			Norman Rothchild[3]			
NEW LONDON, 29,000.													
Day (R) (68)	12,339x	.045	.045	Theodore Bodenwein	Willard Cooper	T. H. Brannan	Luke Phillips[4]	Orvin G. Andrews					
Globe (none)	....	.011	...	Adams & Adams	Samuel T. Adams			Henry H. Adams					
NORWALK, 27,557.													
Hour (I) (t) (49)	6,069	.04	.03	Edward J. Thomas				Edward J. Thomas		D. E. Shields			
NORWICH, 29,685.													
*Bulletin (R) (J) (none)	12,757	.05	.05	Norwich Bulletin	Harvey M. Briggs		Chas. F. Whitney	William H. Oat	William H. Oat	William H. Oat	Stephen P. Coffey	William H. Oat	Joseph P. Sullivan
							Myles Standish[4]						John Trankla[1]
Record (I) (J) (none)	3,779	.025	...	Frank H. Pullen	Frank H. Pullen								
SOUTH NORWALK, 32,747.													
Sentinel (I-R) (none)	4,873	.025	.025	Leigh Danenberg	Leigh Danenberg		David Morrisey	W. P. Milligan	W. P. Milligan	Elton Snell	Herbert Wilkenson	I. DeCeasre	Henry Schenck
							Roy Downs[4]						
STAMFORD, 45,000.													
Advocate (R) (J) (113)	10,033	.04	.0325	R. H. Gillespie	R. H. Gillespie	Paul Lockwood	M. T. Kane[4]	R. H. Gillespie		E. L. Witham	J. F. McKeon	M. B. Noggle	S. W. Gillespie[2]
TORRINGTON, 20,623.													
Register (I-R) (J) (113)	4,860	.03	.03	Torrington Ptg. Co.	Geo. W. Peterson	Geo. W. Peterson	J. H. Thompson	Geo. W. Peterson	Geo. W. Peterson	Anna Bilodeau	Helen Zecher	Muriel Jewiss	W. B. McIntosh
							H. Knickerbocker[4]						J. Walden Peterson[1]

The Hartford Times.

"Since 1817—Connecticut's Greatest Newspaper"

1925—ANOTHER YEAR OF ACHIEVEMENT

Total Advertising for 1925 was 13,601,540 Lines

The best possible proof of the hold a newspaper has on its readers is the record of its growth in circulation---particularly if the circulation is secured without the aid of premiums or contests of any kind. The proof of the pulling power of a newspaper as an advertising medium is the continued growth in the volume of advertising carried. In the past five years The Times has shown a steady and substantial growth in both circulation and advertising. The following details prove this statement.

THE ADVERTISING ACHIEVEMENT

These figures show the lineage total for the past five years

Year 1921, Total 9,914,919
Year 1922, Total 10,962,262
Year 1923, Total 12,139,863
Year 1924, Total - 13,260,240
Year 1925, Total 13,601,540

Detail Figures for 1925

Local Display - - - 10,386,609
Foreign Display - - 2,126,044
Classified - - - - 1,088,887
13,601,540

Advertising Rate 13 cents per line flat

THE CIRCULATION ACHIEVEMENT

The Times circulation has been growing consistently as shown by the following returns for past five years:

Average for 6 Months, April 1, 1920 . . 37,324
Average for 6 Months, Oct. 1, 1920 . . 38,117
Average for 6 Months, April 1, 1921 . . 42,537
Average for 6 Months, Oct. 1, 1922 . . 42,772
Average for 6 Months, April 1, 1923 . . 44,077
Average for 6 Months, Oct. 1, 1923 . . 43,674
Average for 6 Months, April 1, 1924 . . 45,532
Average for 6 Months, Oct. 1, 1924 . . 45,125
Average for 6 Months, April 1, 1925 . . 49,566
Average for 6 Months, Oct. 1, 1925 . . 50,354

This is a gain in five years of 13,030
Or a percentage gain of 35%
Present net paid circulation is about 53,000

PRICE PER COPY 3c—$8.00 A YEAR

"CONNECTICUT'S GREATEST NEWSPAPER"

leads all other Connecticut newspapers—six-day or seven-day newspapers—in advertising lineage and net paid circulation by a wide margin. It leads all other single New England dailies in advertising lineage. Few single dailies in the entire country carry as much local display as does The Hartford Times.

National Representatives

KELLY-SMITH COMPANY

Marbridge Building, New York City
Waterman Building, Boston, Mass.
Atlantic Building, Philadelphia, Pa.
Tribune Tower, Chicago, Ill.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

CONNECTICUT—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
WATERBURY, 116,366.													
Democrat (D) (J) (113)	9,234	.035	.04	Waterbury Democrat, Inc.	E. Vincent Maloney.	E. Vincent Maloney.	Martin Scully / Clarence Cassin[4]	E. V. Maloney	John A. Hayden	Rudolph Hennick / J. A. Hayden[3]	Peter B. Lynch	Lawrence Kenney	Henry White[1]
•Republican (m) (I-R) (E) (*S) (mer) (68)	12,077	...	...										
American (see Republican)	11,779	...	...	William J. Pape	E. R. Stevenson (M) / C. F. Chapin (E)	E. R. Stevenson / R. Fanning[5]	G. C. Baldwin / B. G. Getsinger / J. C. Keefe[4]		I. B. Myers	I. B. Myers / E. J. Frey[3]	C. W. Schofield	J. H. Darcey	G. E. Benjamin / B. H. Dupuy
Combined daily	23,856	.08	.08										
Sunday Republican	15,284	.06	...										
Sunday Herald (I) (80)	18,648	.06	.03	Est. of F. R. Swift	Richard Howell	Richard Howell / J. Lester Cargill[5]	J. Lester Cargill / M. O. Welch[4]	Richard Howell	Richard Howell	Steven L. Oswald	G. H. Baldwin	Steven L. Oswald	A. W. Cleland
WILLIMANTIC, 12,330.													
Chronicle (I) (J) (113)	3,250	.02	.015	Chronicle Pub. Co.	R. W. Downer	R. W. Downer		H. N. Bullard	H. N. Bullard	H. N. Bullard	H. N. Bullard		John Pickett
WINSTED, 8,248.													
Citizen (I). (J) (119-16)	2,241	.02	...	Citizen Ptg. Co.	R. S. Hulbert	L. T. Stone		R. S. Hulbert	R. S. Hulbert	R. S. Hulbert / T. A. Hulbert[3]	T. A. Hulbert	E. M. Hayes	J. Van A. Duyser[2]

DELAWARE

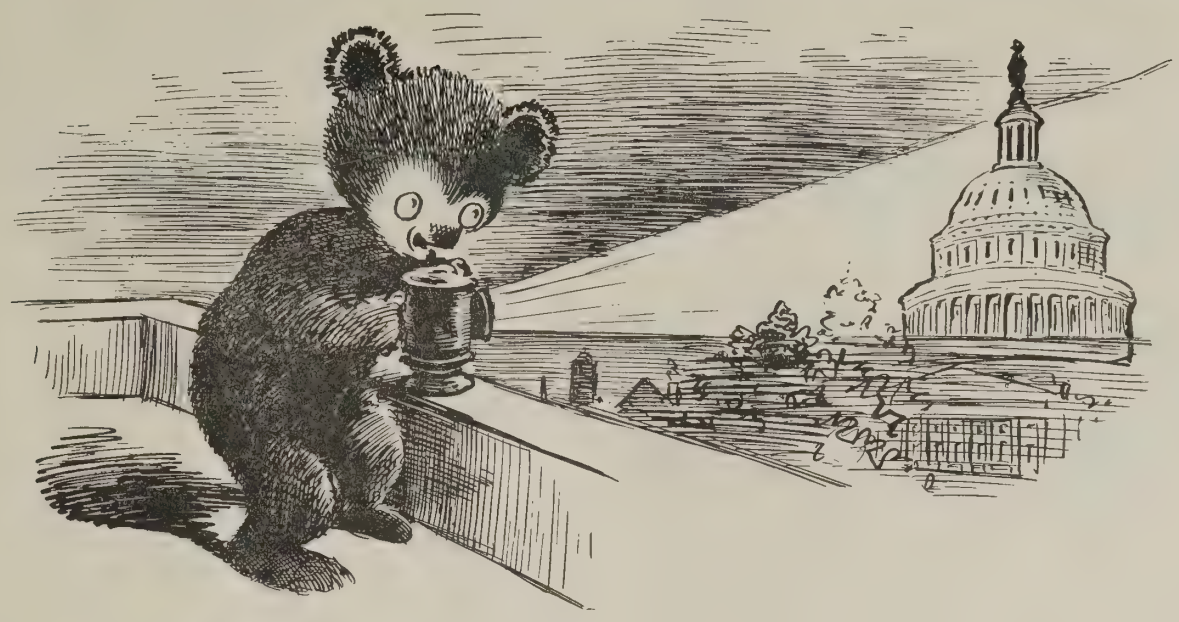
WILMINGTON, 117,727.													
Every Evening (I-D) (22)	15,334	.05	.05	William F. Metten	Wm. J. Robertson	F. K. Reybold	A. O. H. Grier	Wm. F. Metten	Wm. F. Metten				
Journal (E) (150)	20,737	.06	.05	News-Journal Co.	George Carter	George Carter	Clement B. Hallam / Benj. Greenstein[4]	Clarence J. Pyle	Clarence J. Pyle	L. M. Wickersham / Clarence J. Pyle[3]	McCoy Moretz	B. T. Brown	R. M. Megginson
•Morning News (R) (150)	8,316	.04	.03	News-Journal Co.	Albert W. Cummins	Charles E. Gray	John A. Maue / John A. Brady[4]	Clarence J. Pyle	Clarence J. Pyle	L. M. Wickersham / Clarence J. Pyle[3]	McCoy Moretz	B. T. Brown	R. M. Megginson
News-Journal combination	29,053	.08	...										
Sunday Star (I) (J) (81)	13,192	.06	.0375	Joseph H. Martin	Joseph H. Martin	Joseph H. Martin	George Whitenack / Alex. Abrahams[4]	H. P. Warrington	H. P. Warrington	H. P. Warrington	Ralph Davis	Helen Smith	Charles Belton[2]

DISTRICT OF COLUMBIA

WASHINGTON, 475,966.													
Daily News (tab) (I) (3)	62,324	.18	...	Scripps-Howard Newspapers	John M. Gleissner		Willis Thornton / Gene Kessler[4]	Ralph H. Quinn			J. C. Rowett		
•Post (m) (I) (*S) (14)	64,571	.19	.14	Edward B. McLean		Edward B. McLean / Harry Hites[5]	Aubrey Taylor	Charles S. Abell		Ernest S. Johnston	B. C. Still	H. W. Klink	
Sunday edition	73,414	.21	...				N. W. Baxter[4]						
•Star (m) (I) (*S) (mer) (30-106)	93,456	.22	.138	Evg. Star Newspaper Co.	Theodore W. Noyes	Rudolph Kauffmann / C. E. Nelson[5]	Ben McKelway / Denman Thompson[4]	Fleming Newbold		Leroy W. Herron	Galt Burns	N. D. Miller	Charles H. Ruth
Sunday edition	101,829	.22	.138										
•Herald (m) (I) (E) (127-128)	57,416	.15	.12	G. Logan Payne		Michael W. Flynn[5]	Bryan Morse / Harvey W. Miller[4]			George F. Neiberg / A. R. R. Onyun[3]	Louis A. MacMahon	D. G. Heintzelman	
Sunday edition	111,277	.28	.085										
Times (I) (E) (127-128)	57,700	.18	.095	G. Logan Payne	Arthur Brisbane	Avery C. Marks, Jr.	Daniel E. O'Connell / Louis A. Dougher[4]			George F. Neiberg / A. R. R. Onyun[3]	Louis A. MacMahon	D. G. Heintzelman	
Herald-Times combination	115,116	.25	...										

FLORIDA

AVON PARK and SEBRING, 1,500.													
Scenic Highlands Sun (D) (J) (none)	(new daily)	.035	.035	Pilot Press, Inc.	Gilbert Freeman	K. C. Craig	Robert Bowman	Gilbert Freeman		F. B. Langley	H. D. Brooks		J. W. Mabry / F. K. Stevens[1]
BARTOW, 4,203.													
Record (D) (none)	(new daily)	...	...	Mrs. J. G. & Roy F. Gallemore.	R. T. Gallemore								
BRADENEOWN, 7,364.													
Herald (D) (4)	2,900	.029	...	Sponenbarger & Bentley	Sponenbarger & Bentley	R. W. Bentley	Earl Stumpf	R. P. Sponenbarger	R. P. Sponenbarger	R. P. Sponenbarger	Ropley Armstrong	Ropley Armstrong	Ropley Armstrong
CLEARWATER, 11,500.													
Sun (I-D) (67)	2,497	.03	.03	J. R. Brumby	J. R. Brumby	O. C. Lane	E. D. Coe	J. R. Brumby	J. R. Brumby	J. A. Scarlet	J. W. Price	W. P. Harris	P. S. Johnson	C. J. Lockridge
DAYTONA BEACH, 20,000.													
•Journal (m) (D) (E) (157)	4,400	.05	.04	Horace E. Loomis		Sam Ballard / John Benson[4]	Ross Doyle / Earle Watson[4]	Horace E. Loomis	R. H. Dunlop	R. H. Dunlop	Joe Watchell		A. C. Clark
Sunday edition	5,000	.05	.04										
News (m) (D) (67)	3,293	.035	...	T. E. Fitzgerald	M. T. Gaines		Frank Pericola[4]	T. E. Fitzgerald		W. E. Burkley	W. T. Buck	K. Wall	Henry Chairsell, Jr.
Sunday edition	3,606	.035	...										
Tribune (I) (none)	(new daily)	.05	...	Frank Jones	Frank Jones	H. E. Bates							
DE LAND ,7,213.													
News (I-D) (67)	3,310	.025	.025		Clayton C. Codrington	C. C. Codrington	J. Oren Hassell / John Davis[4]			E. Richardson	A. B. Codrington	Hallie B. Taylor	W. A. Keirn	J. M. Connell
DELRAY,													
Press	(new daily)	.05	.07	Realty Pub. Co.	F. von Falkenberg		Wilbur G. Lewis						
EUSTIS, 1,193.													
Lake Region (m) (D) (J) (d) (4)	....	.025	...	Lake Region Ptg. Co	L. L. Bonner								
Sunday edition	....	.029	...										
FORT LAUDERDALE, 14,500.													
News (m) (D) (J) (67)	4,716	.04	.043	W. J. Galvin	W. J. Galvin	Richard C. Howells	Richard C. Howells / W. D. Clark[4]	W. J. Galvin	Milton J. Misner	Milton J. Misner	David Black	Leone Rittershofer	F. W. Pyles / Shelby Tribble[1]
Sunday edition	4,716	.04	.043										
FORT MYERS, 15,000.													
Press (I-D) (J) (67)	2,742	.03	...	George E. Hosmer	George E. Hosmer	George E. Hosmer	D. J. Powers / Forrest Castleberry[4]	George E. Hosmer	George E. Hosmer	T. B. Copeland			Frank Mallory
•Tropical News (m) (I) (none)	4,016	.04	.034	Harrison Fuller	Carl Hanton	Carl Hanton	Dudley Geddes	Harrison Fuller	Harrison Fuller	John K. Mortland, Jr.	M. G. Lewis		Richard H. Price
Sunday edition	4,016	.04	.034										
FORT PIERCE, 6,000.													
•Record (m) (D) (J) (67)	(new daily)	.03	.02	Robert E. Falls	Robert E. Falls		J. F. Murphy	Robert E. Falls	Robert E. Falls	Harry J. Schultz, Jr.	D. A. Sheehan		E. M. Myers[1]
Sunday edition	....	.03	.02										
News-Tribune (D) (J) (119-5)	1,515	.025	.025	News Ptg. Co.	Gerald F. Beane	Gerald F. Beane	Gerald F. Beane	F. D. Covey		Geo. S. Schworm	Leonard Paulk	Geo. S. Schworm	J. H. Price[2]
GAINESVILLE, 8,469.													
•Sun (m) (D) (J) (67)	2,718	.025	...	Pepper Pub. Co.	Col. R. W. Davis								
Sunday edition	2,718	.03	...										
HAINES CITY, 3,500.													
Herald (I) (J) (none)	(new daily)	.036	.036	M. J. Lee	Eugene G. Denham	Eugene G. Denham	L. H. Denham	M. J. Lee	M. J. Lee	George Moon	Bertha Garrett		George R. Hardy[2]
HOLLYWOOD, 12,500.													
•News (m) (49)	(new daily)	.05	...	J. W. Young	J. Rogers Gore	J. M. Healey	F. P. Townsend						
Sunday edition	.....	.06	...										
HOMESTEAD, 1,307.													
Leader (none)	(new daily)	.036	...	South Dade Pub. Co.	Ben. J. E. Archer (Pres.)	Marjorie L. Archer (Sec.-Treas.)	Ben J. Archer	Ben J. Archer					
HOMOSASSA, ————													
News (none)	(new daily)	...	...	Frank Greenway									
JACKSONVILLE, 102,471.													
•Florida Times-Union (m) (D) (E) (10-69)	40,791	.12	...	Florida Pub. Co.	W. M. Ball	P. M. Ball		W. A. Elliott	J. M. Elliott[3]	C. R. Norton			
Sunday edition	45,705	.15	...										
Journal (D) (84)	21,889	.08	...	Metropolis Co.	John H. Perry			F. P. Beddow	F. P. Beddow	John Othen / Geo. A. Riley[3]	F. M. Grim		



Throwing Light on The National Capital—

A Market of Great Possibilities

Washington is not only the National Capital — but is recognized today as the Capital City of the civilized world—gathering within its borders the leading factors in the political, industrial, scientific, educational, social, national and international life.

A point of contact through Washington, not possible in any other way.

The greatest density of population of any state in the Union is in the District of Columbia.

There is a larger population in Washington than in nine entire states.

For 1923 Washingtonians made a larger number of personal tax returns than 28 states.

Only 9 cities of the entire country exceeded Washington in the number of personal income tax returns and Washington paid a greater income tax than 27 states.

Washington is the 5th city in the country in use of telephones as rated per hundred by the Telephone Company. It has 116,136 telephones — or what amounts to one for every 3.9 people.

Washington is the headquarters of many important national civic, political, commercial and industrial organizations—such as—Chamber of Commerce of the United States, Pan American Union, American Institute of Architects, Southern Railway, Daughters of the American Revolution, National Geographic Society, American Red Cross, American Federation of Labor.

All of the above are located in buildings erected for their use.

Washingtonians own and operate upwards of 97,000 motor vehicles—more than are in use in 10 states combined. There's a motor vehicle in Washington to every 3.3 of its adult population.

Although not a manufacturing city of any pretention it has some 500 distinct industries, producing finished products amounting annually to over $67,500,000—and including everything from automobile parts to yeast.

Washington is a city of well-to-do people—the Government's payroll alone amounts to $160,000,000.00 annually—and they spend accordingly.

Washington is an easy market to cover because one newspaper—THE STAR—EVENING AND SUNDAY—completely reaches the field. Practically everybody in Washington reads The Star REGULARLY.

Send for "Facts about Washington, D. C., and its importance as a market."

It gives detailed information about Washington in which you will be interested.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE
Dan A. Carroll
110 E. 42nd Street

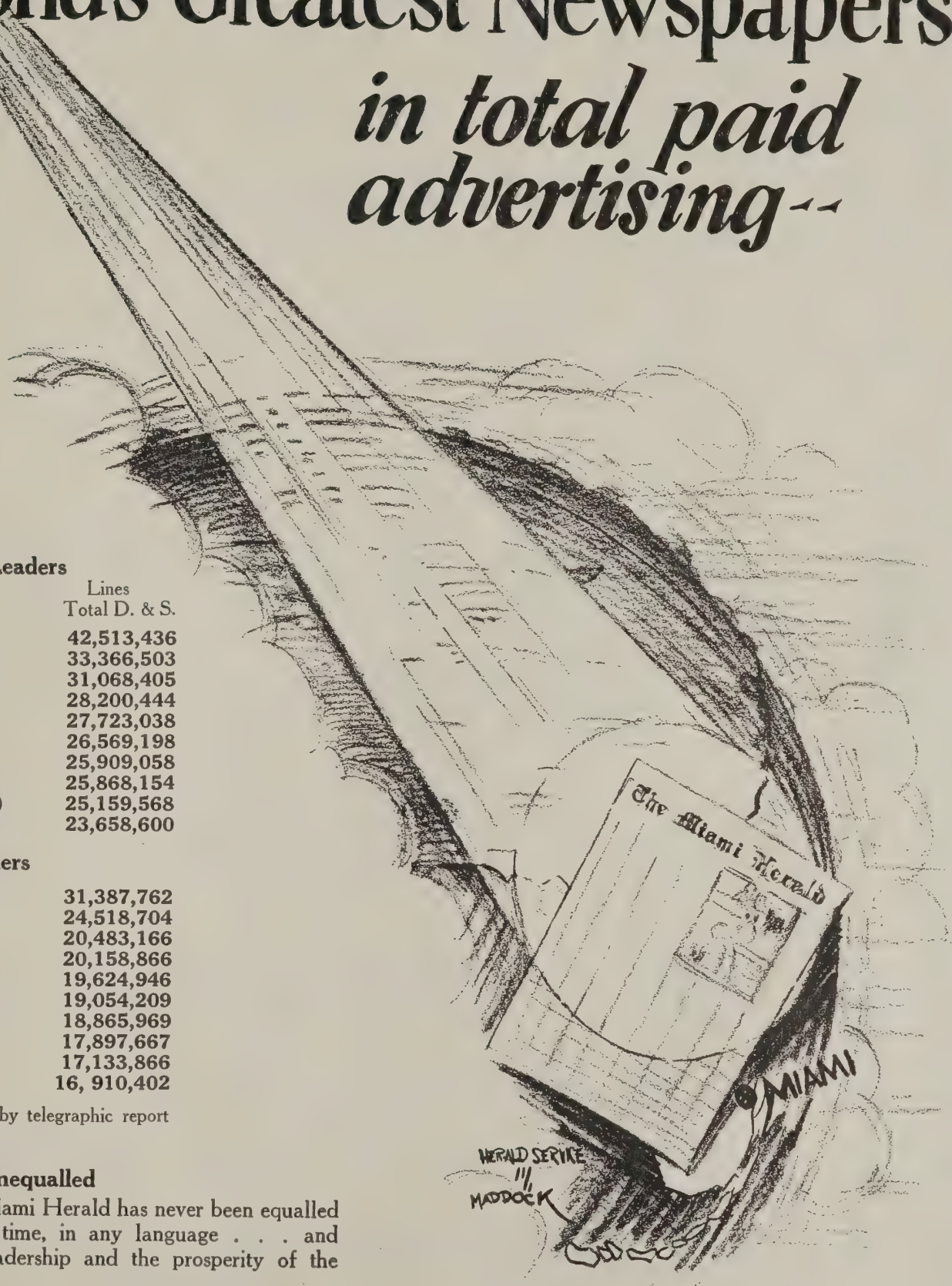
CHICAGO OFFICE
J. E. Lutz
Tower Building

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

FLORIDA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
KEY WEST, 18,749.													
*Call (m) (I) (110)	2,700	.02	.03	E. H. Dutcher	W. A. Gilbert		Earl Adams	R. G. Brown	S. M. Fewster	R. R. Moore			C. A. Attwood
Sunday edition	3,100	.02	.03										
Citizen (D) (none)	2,060	.02	...	L. P. Artman	L. P. Artman	L. P. Artman	J. W. Cargile	I. J. Moon	I. J. Moon	I. J. Moon	J. B. de Boer	C. P. Curry	
KISSIMMEE, 4,500.													
Gazette (D) (4)	668	.025	...	Kissimmee Valley Gazette Co.	H. A. Neel								
LAKELAND, 17,400.													
Ledger (m) (I) (23)	4,283	.03	.03	Ledger Pub. Co., Inc.	Sam H. Farabee	Edwin P. Thomas	Mrs. Wm. Steitz	Earl Mullen	Dewey M. Murphy	A. D. Potter	A. G. Marsh	W. H. Cornwell	
Sunday edition	4,283	.03	.03				Lawton Carver[4]		Robert Freeman[3]				
*Star-Telegram (m) (D) (J) (67)	4,619	.04	.04	Star-Telegram Co.	Harry Brown	T. D. Philpott	F. D. Vanover	L. W. Bloom	L. W. Bloom	Charles R. Collins	A. le Comte	W. T. Sloan	Terrell H. Smith
Sunday edition	4,918	.04	.04				Wm. Hardin[4]						Geo. R. Morrison[1]
LAKE WORTH, 1,106.													
Leader (*Sat) (J) (4)	(new daily)	.025	...	W. M. Stafford & W. R. Jackson	Clarence E. Staats	C. E. Staats	C. E. Staats	Stafford & Jackson	Stafford & Jackson	W. R. Jackson	W. R. Jackson	W. R. Jackson	W. M. Stafford[2]
Herald (none)	(new daily)	.036	...	L. R. Smith	L. R. Smith		L. R. Smith						
News	(new daily)	.05	.07	Realty Pub. Co.	George Krick		George Krick						
MIAM, 71,419.													
*Herald (m) (E) (I-D) (110)	31,714	.11	.11	Frank B. Shutts	Frank B. Stoneman	Olin W. Kennedy	John Pennykamp	George V. Harper		Charles S. Bates	J. L. Barksdale, Jr.	C. A. Sargent	
Sunday edition	40,347	.12	.12			Nathan S. Noble[5]	Howard Purser[4]			Ray B. Dean[3]			
*Illustrated Tab (m) (I) (*DS) (E) (10)	9,163	.06	...	Cornelius Vanderbilt, Jr.	Lindsay McKenna	Harold Gross	Frank Bailey	Roy de Long	Alan Price	A. V. Phillips, Jr.	Ray Kennedy		
Sunday edition	10,905	.06	...			Larry Dailey[4]							
News (m) (D) (90-78)	25,300	.11	.11	James M. Cox	Morton M. Milford	H. A. Leyshon[5]	Ed. May	Ross A. Reeder	B. P. Perkins	V. A. Bridge	B. P. Perkins		
Sunday edition	23,532	.11	.11				Ralph Perry[4]		Elsie Gullander[3]				
Tribune (none)	....	.12	...	F. P. Fildes									
NEW SMYRNA, 2,607.													
News (D) (none)	(new daily)	.025	.025	New Smyrna News Co.	Harry L. Rood	Harry L. Rood	Harry L. Rood	Harry L. Rood	Belle T. Rood	L. E. Sanders	C. J. Hickam		H. L. Rood
OCALA, 6,721.													
Star (D) (J) (d) (none)	1,300	.029	.029	Star Pub. Co.	R. N. Dosh		Wilton Martin	P. V. Leavengood	H. D. Leavengood				H. D. Leavengood / A. R. Cassella[1]
ORLANDO, 22,273.													
Reporter-Star (D) (22)	5,124	.06	.06	Reporter-Star Pub. Co.	J. F. Schumann	J. Clement Brossier	J. M. Miller	J. Clement Bressier	R. B. Clement Brossier	A. G. Bradley	C. L. Purvis	L. C. Berry	R. T. Walsh
*Sentinel (m) (D) (67)	6,018	.05	.047	W. M. Glenn	W. M. Glenn	W. M. Pryse	M. J. Wade	W. M. Glenn	M. H. Smith	Frank T. Hastings			
Sunday edition	7,097	.05	.047				C. H. Ward[4]			L. S. Wade[3]	Frank Stanford	G. W. Newhart	Charles G. Woods
PALATKA, 7,241.													
News (I-D) (J) (4)	3,150	.03	...	Palatka Pub. Co.	Calvert L. Estill	Calvert L. Estill		M. M. Vickers	M. M. Vickers				M. M. Vickers[1]
PALM BEACH, 20,000 (including West Palm Beach).													
*News (I) (J) (68A)	....	.107	.107	Oscar G. Davies	Ruby Edna Pierce	Ruby Edna Pierce	Ruby Edna Pierce	Ruby Edna Pierce	Ruby Edna Pierce	Oscar D. Davies			H. E. Penick[2]
(Published only during January, February, March)													
*Post (m) (D) (*S) (E) (67)	8,519	.06	.053	D. H. Cankling	Vernon L. Smith	Vernon L. Smith	Vernon L. Smith	W. A. Payne	W. A. Payne	M. W. Geer	C. J. Niblock	R. Oscar Smith	T. M. Jenkins
Sunday edition	9,994	.06	.053							Jack B. Peix[3]			W. B. James
Times (m) (I-D) (E) (84)	8,647	.06	...	Southern Pub. Co.	John Temple Graves, II	W. B. Ratliffe	Chas. W. Voorhis	Edw. F. Stumpf	H. J. Kight	C. L. Eanes	L. E. Rea	J. B. Engel	W. G. Cooke
Sunday edition	10,450	.06	...				Harry Van Lunger[4]						
World (m) (I) (J) (68)	(new daily)	.05	.07	Realty Pub. Co. / A. McNeil, Jr. (Asst. Pub.)	L. F. Whiteside	L. F. Whiteside	C. J. Parker / Chas. W. Yoorhis[4]	W. O. Lipsomb	C. H. Peterson	S. McCutcheon	P. Y. Rudd	S. McCutcheon	George L. Burr / P. Ambrese[1]
PENSACOLA, 38,000.													
*Journal (m) (D) (84)	5,097	...	...	John H. Perry	Percy S. Hayes		John W. Cole (M) / Don McLellan (E)	D. C. Barrow	D. C. Barrow	H. P. Neuman / Geo. A. Riley[3]	C. B. McAllister		I. J. Cook
News (see Journal)	3,592	...	...										
Combined daily	8,689	.06	...										
Sunday edition	7,899	.06	...										
PLANT CITY, 8,000.													
*Courier (m) (D) (J) (none)	(new daily)	.025	...	Courier Pub. Co., Inc.	Arthur G. Ivey			Arthur G. Ivey	Arthur G. Ivey	W. H. Berry	M. V. Huntsman	M. V. Huntsman	
Sunday edition	....	.025	...										
News (m) (I) (J) (56)	(new daily)	.025	.018	Pierce Ptg. Co.	F. M. Prewitt & G. R. Patten			J. N. Pierce	J. N. Pierce	T. J. Wright			J. N. Pierce
Sunday edition	....	.025	.018										
ST. AUGUSTINE, 6,192.													
Record (m) (D) (J) (161)	2,575	.025	.025	Record Co.	Herbert Felkel	Nina S. Hawkins		Herbert Felkel	Herbert Felkel	J. H. Turner	Raymond Hill	J. H. Turner	O. W. Rawlings[2]
Sunday edition	....	.025	.025										
ST. PETERSBURG, 37,000.													
Independent (I-D) (67)	8,062	.055	.045	Lew B. & L. C. Brown	Lew B. Brown	A. R. Dunlap	R. H. Donaldson	L. C. Brown	A. M. Wing	R. D. Peterson	Oliver Richmond	W. A. Hemphill	J. H. Livingston
*News (m) (tab) (49)	(new daily)	.06	.05				Leo Wise[4]			L. C. Brown[3]			
Sunday edition	....	.10	...		Maj. Alfred Birdsall	W. A. Huggins	R. H. Armstrong	Major Alfred Birdsall	C. P. Branley	J. P. Banta	Don P. Davis	C. O. Jones	M. E. Torell
*Times (m) (I) (157)	10,279	.055	.045	Paul Poynter	W. L. Straub	J. W. Falconnier	H. Frampton	David B. Lindsay	Ed. W. Camp	A. E. Newman	C. Armstrong	J. Plaskett	H. A. Orrell
Sunday edition	13,819	.065	.045				Keith Johns[4]			Ed. W. Camp[3]			
SANFORD, 10,432.													
Herald (I) (67)	1,953	.03	.03	Sanford Herald	R. L. Dean	R. H. Berg	Earle E. Jones	R. H. Berg	R. H. Berg	R. R. Alford	W. H. Stone	C. C. Dabney	Hugh S. Osborne
Signal (none)	....	...	...	T. R. Higgins & Son			R. O. Travis[4]						
SARASOTA, 12,500.													
*Herald (m) (I) (none)	(new daily)	.03	...	Herald Co.	Geo. D. Lindsay	C. M. Brown	Everett Houser	George D. Lindsay	Donald Call	F. G. Taytor	R. E. Lindsay	Hite Tuttle	H. T. Green
Sunday edition	....	.03	...										
Times (m) (J) (67)	2,072	.03	.029	L. D. Reagin	L. D. Reagin	Walter S. Adams	Stephen S. Kelly	L. D. Reagin		R. R. Carroll	R. S. Dailey	E. P. Poyer	R. Bass
Sunday edition	2,072	.03	.029										J. D. Dodd[1]
SEBRING, 5,500.													
American (m) (I) (67)	(new daily)	.04	.04	Highlands County Pub. Co., Inc.	Charles W. Small	M. J. Sheen / R. R. Tryon / George P. Welch[5]	Allen Smith	Horace D. Hinshaw	C. Dunham	George Peters	H. G. Wooding	Andrew McCormack	
Sunday edition	....	.04	.04										
STUART, 1,500.													
News (D) (J) (119-5)	(new daily)	.035	.035	Clyma Pub. Co.	James S. Hurley	Carleton B. Clyma		Carleton B. Clyma	Carleton B. Clyma	E. Ramon Clyma	Leonard J. Maloney	Curtiss Bean	Leonard J. Maloney	J. E. Ellis[2]
TALLAHASSEE, 6,415.													
Democrat (D) (J) (4)	1,960	.025	.025	Milton A. Smith	Milton A. Smith	J. K. Howard (Asso.)	De Witt Lamb	Milton A. Smith					Stonewall Howard
*State (D) (J) (4)	(new daily)	.025	.025										
TAMPA, 124,116.													
Globe (tab) (I) (E) (67)	(new daily)	.15	.14	John C. Martin	John C. Martin	V. A. Arnold	James H. Patton / Franklin Lewis[4]	John C. Martin	John C. Martin	F. R. Hammett	Fred Schneider		
*Telegraph (m) (D) (84)	(new daily)	.06	.05	Gulf City Pub. Co.	W. O. Stovall	T. G. Hallinan / J. W. Rand[6]	J. Croom / W. T. Huff[4]	S. Lloyd Frisbie		D. B. Barkley	M. E. Griner	R. D. Rainey	
Sunday edition	....	.07	.057										
Times (D) (E) (23)	19,228	.08	.07	D. B. McKay	D. B. McKay	Harry C. Slichter	John L. Hackney / Ray Parmely[4]	Charles G. Mullen	Charles G. Mullen	O. A. Groff / V. G. Clyde[3]	J. L. Brooks	Ollie A. Groff	J. A. Lyles
*Tribune (m) (D) (J) (8)	28,312	.09	.08	Tampa Tribune, Inc.	E. D. Lambright	R. W. Simpson / M. L. Richardson[5]	J. R. McLeod / Marvin McCarthy[4]	J. S. Mims	J. H. Hampton	Frank Hamilton	B. B. Jones	John Kastor	
Sunday edition	43,872	.11	.09										Hewett Hill[1]

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Seven Day Leaders

Newspaper	Lines Total D. & S.
1. The Miami Herald (Fla.)	**42,513,436**
2. The Detroit News	**33,366,503**
3. Chicago Tribune	**31,068,405**
4. New York Times	**28,200,444**
5. Miami Daily News (Fla.)	**27,723,038**
6. Washington Star	**26,569,198**
7. Los Angeles Times	**25,909,058**
8. Baltimore Sun	**25,868,154**
9. St. Petersburg Times (Fla.)	**25,159,568**
10. St. Louis Post Dispatch	**23,658,600**

Six Day Leaders

1. The Miami Herald (Fla.)	**31,387,762**
2. Detroit News	**24,518,704**
3. Chicago Daily News	**20,483,166**
4. Miami Daily News (Fla.)	**20,158,866**
5. Washington Star	**19,624,946**
6. Chicago Tribune	**19,054,209**
7. St. Petersburg Times (Fla.)	**18,865,969**
8. Indianapolis News	**17,897,667**
9. Baltimore Sun	**17,133,866**
10. New York Times	**16, 910,402**

Note: Tabulation compiled by telegraphic report from newspapers listed.

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The record made by The Miami Herald has never been equalled by any newspaper, at any time, in any language . . . and clearly indicates Herald leadership and the prosperity of the Miami and Florida market.

THE MIAMI HERALD

"Florida's Most Important Newspaper"

FRANK B. SHUTTS, Publisher

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

FLORIDA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
WEST PALM BEACH, 20,000 (see Palm Beach)													
WINTER HAVEN, 5,000.													
Chief (I) (J) (67)	2,235	.036	.036	Florida Chief Pub. Co.	M. M. Lee	R. N. Haas	C. L. Lee	C. L. Lee	G. R. Moore	K. Kavanaugh	K. Kavanaugh	Havard Hull[1]

GEORGIA

ALBANY, 11,555.													
Herald (D) (I) (22)	5,592	.03	.03	Herald Pub. Co.	H. T. McIntosh	H. T. McIntosh	H. D. Weaver	J. A. Davis	J. A. Davis	K. M. Dickson[3]	J. T. Lawrence	W. A. Rachals / W. B. Neal[1]
AMERICUS, 9,010.													
Times-Recorder (D) (J) (67)	2,686	.025	.025	Lovelace Eve	Lovelace Eve				J. T. Jones	C. J. Williams			S. R. Sheppard[3]
ATHENS, 20,000.													
Banner-Herald (m) (D) (59-88)	3,700	.035	...	E. B. Braswell	H. J. Rowe								
Sunday edition	3,618	.035	...										
ATLANTA, 272,000.													
*Constitution (m) (D) (*S) (150-50-13)	66,830x	.15	.15	Constitution Pub. Co.	Clark Howell	F. W. Clarke	Lloyd Wilhoit / George Congdon[4]	Clark Howell	Clark Howell, Jr.	T. B. French / J. R. Holliday[3]	John T. Toler	Thomas O'Brien	J. A. Hubbard
Sunday edition	100,937x	.16	.16										
Georgian (m) (I) (E) (mer) (127-128)	56,570	.12	.09	F. A. Wilson-Lawrenson	James B. Nevin	W. M. Baskervill / W. S. Kirkpatrick[5]	Lamar Ball / Ed Danforth[4]			Herbert Porter / Roger M. Reynolds[3]	George B. Moffett	Louis J. Frankel	F. R. Connell
Sunday edition	130,159	.21	.10										
Journal (m) (I-D) (E) (*S-Wed). (20-167)	68,490	.16	.15	John S. Cohen	John S. Cohen	John Paschall / Angus Perkerson[5]	Hunter Bell / Morgan Blake / O. B. Keeler[4]	John S. Cohen	Charles D. Atkinson	J. D. Jernigan / C. D. Atkinson[3]	John D. Simmons	W. M. Cunningham	J. Armistead
Sunday edition	110,372	.18	.15										
AUGUSTA, 60,000.													
*Chronicle (m) (D) (8-43)	10,942	.045	...	Thomas J. Hamilton	Thos. J. Hamilton	H. H. Mangum	John Battle / Bob Parks[4]		Thomas N. Hardin	L. R. Duvall	Lindsay Wells	L. R. Duvall	T. H. Atkinson
Sunday edition	11,000	.045	...										
Herald (m) (D) (59)	14,561	.05	.045	Bowdre Phinizy	Bowdre Phinizy	M. Owens / W. A. Lufburrow[5]	Richard E. Riley / R. S. Samuels[4]		James C. Harrison	Ben B. Boeckman / James C. Harrison[3]	W. T MacKendree	H. S. Shearer	A. H. Huntington
Sunday edition	14,420	.05	.045										
BRUNSWICK, 14,413.													
News (m) (D) (37)	4,250	.03	...	News Pub. Co.	C. H. Leavy	A. H. Leavy		C. H. Leavy					
COLUMBUS, 55,000.													
*Enquirer-Sun (m) (I-D) (8)	6,346	.04	.033	Enquirer-Sun Co.	Julian Harris	Bradley Chester	W. C. Tucker	Julian Harris	F. E. LaCoste	M. L. Wallis	N. E. Stuardi	Berta Murrah	O. E. Petry
Sunday edition	6,346	.04	.033										
Ledger (m) (D) (20)	10,999	.05	.05	W. E. Page	R. M. Page	H. L. Watkins / R. M. Page[5]	H. F. Hofferbert / William Ellison[4]	W. E. Page	J. E. Page	F. C. Bunting / J. E. Page[3]	A. H. Chapman	T. McCluskey	C. A. Brash
Sunday edition	10,989	.05	.05										
CORDELE, 6,538.													
Dispatch (m) (D) (J) (none)	1,650	.018	...	Dispatch Pub. Co.	Charles E. Brown	Charles E. Brown / Julia Neal[5]	Julia Neal	Charles E. Brown	Charles E. Brown	Charles E. Brown	Charles E. Brown	Charles E. Brown	Charles E. Brown[2]
Sunday edition	1,650	.018	...										
DUBLIN, 10,840.													
Courier-Herald (D) (67)	1,500	.021	...	Courier-Herald Pub. Co.	Frank Lawson								
GRIFFIN, 8,240.													
News & Sun (D) (none)	2,546	.021	.02	Quimby Melton	Quimby Melton	R. L. Duke	E. L. Boyd / E. D. Payne[4]	Quimby Melton	R. L. Sewell	R. L. Sewell	E. D. Payne	R. L. Sewell	T. M. Maher
LA GRANGE, 17,038.													
Reporter (I) (J) (67)	2,240	.021	.018	Jack Williams	J. Boyce Smith	J. Boyce Smith		J. Boyce Smith		H. R. Emery	C. T. Jones		
MACON, 65,000.													
News (m) (D) (8)	14,888	.06	.05	News Ptg. Co.	R. L. McKenney	R. L. Clifton	Patrick Richards / W. H. Brumbach[4]	Roy R. Wallis	Roy R. Wallis	Joe C. Haire / E. H. Hardin[3]	Dan Hall, Jr.	W. H. Clifton	J. F. Laney
Sunday edition	14,794	.06	.05										
*Telegraph (m) (D) (20-88)	26,753	.08	...	Telegraph Pub. Co.	W. T. Anderson	Mark Ethridge	Garlan Ashcroft / Taylor Glenn[4]	P. T. Anderson		Roy T. Neal	J. T. Webb	Curtis DeLamar	T. E. Billings
Sunday edition	27,165	.08	...										
MOULTRIE, 6,789.													
Observer (D) (J) (67)	1,550	.014	.014	Observer Pub. Co.	C. B. Allen	Grady Adams		C. B. Allen		Grady Adams	A. N. Davis		J. S. Davis / J. D. Jones[1]
ROME, 15,000.													
News-Tribune (m) (D) (67)	4,004	.03	.02	T. E. Edwards	R. H. Clagett			W. A. Patton	T. E. Edwards		C. B. Wright	E. W. Hine	E. L. Dempsey
Sunday edition	4,053	.03	.02										
SAVANNAH, 85,000.													
*News (m) (D) (59-93)	21,015	.06	.05	Morning News, Inc.	W. R. Neal	J. P. Miller	R. M. Charlton / W. D. McMillan[4]	F. G. Bell		Boykin Paschal	E. D. Hood		Malcolm Bell
Sunday edition	22,024	.07	.06										
Press (D) (23)	15,558	.05	.05	Press Pub. Co.	Pleasant A. Stovall	Wm. G. Sutlive	John Sutlive / F. Basil Abrams[4]	B. C. Mason	T. S. Whitfield	T. S. Whitfield	E. F. Applegate		
THOMASVILLE, 8,196.													
Times-Enterprise (D) (J) (none)	1,400	.014	.014	Times-Enterprise Co.	E. R. Jerger			W. D. Hargrave					W. D. Hargrave[1]
TIFTON, 3,005.													
Gazette (D) (J) (157)	1,219	.014	.014	Gazette Pub. Co.	John G. Herring	John G. Herring	Robert. S. Herring / N. P. Herring[4]	John G. Herring	H. E. Herring	H. E. Herring	W. W. Whiddon	H. E. Herring	F. N. Goggins[2]
VALDOSTA, 10,783.													
Times (D) (J) (none)	2,774	.02	...	Times Pub. Co.	C. C. Brantley			E. L. Turner					
WAYCROSS, 18,068.													
Journal-Herald (m) (D) (J) (67)	3,120	.025	...	Jack Williams	Jack Williams	H. A. Stallings	Carey Sutlive / L. D. Elkins[4]	Jack Williams	L. B. Deason	L. B. Deason	John MacJennings		W. L. Barber / Charles N. Wilson[1]
Sunday edition	3,120	.025	...										

TERRITORY OF HAWAII

HILO, 11,000.													
Tribune-Herald (R) (J) (1-89)	1,763	.03	.03	Tribune-Herald Pub. Co.	B. D. Chilson		H. R. L. Stroup[4]	Frank J. Cody	M. C. Baptiste	Wm. Belknap		Wm. J. Belknap	Frank Soares[2]
HONOLULU, 64,895.													
*Advertiser (m) (I-R) (J) (E) (84)	12,432	.06	...	L. A. Thurston	Raymond Coll	Raymond Coll[5]	A. A. Green / William Peets[4]	Charles S. Crane	Charles S. Crane	F. Green / R. S. Thurston[3]	E. R. Powell	R. D. Seal	M. T. Lutzon / A. McGowan[1]
Sunday edition	18,987	.07	...										
Star-Bulletin (I-R) (J) (E) (1-89)	16,444	.065	.065	Honolulu Star-Bulletin, Ltd.	Riley H. Allen	Jos. Farrington	Mike Mitchell / Mike Jay[4]	H. S. Hayward	H. S. Hayward	H. F. Cooper / Fay King Watts[3]	W. B. Taylor	H. F. Cooper	Ben. Stearns / William Hamm[1]
Saturday edition	17,761	.07	.07										

IDAHO

BOISE, 23,00.													
Capital News (m) (R) (J) (1)	10,543	.04	...	E. H. & W. C. Dewey	Harry A. Lawson	Harry A. Lawson	A. F. Riddle		John W. Veatch				
Sunday edition	10,543	.04	...										
*Idaho Statesman (m) (R) (J) (E) (118-73)	12,588	.06	...	Calvin Cobb	Milo M. Thompson	Milo M. Thompson		Calvin Cobb	J. C. Adams	J. G. Dunham	E. E. Walden	A. S. Parker	William J. McVety / Ray Cunningham[1]
Sunday edition	13,423	.06	...										
COEUR D'ALENE, 6,447.													
Press (I-R) (J) (none)	2,100	.0225	.018	G. R. Scott	G. R. Scott	G. R. Scott	D. G. Scott / J. K. Coe[4]	G. R. Scott	G. R. Scott	E. C. Collins	Fred Nelson	E. C. Collins	Roy Manley / A. E. Aspinwall[1]

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
IDAHO FALLS, 8,064.													
Post (R) (J) (165)	3,675	.03	.025	Post Co.	J. Robb Brady	J. Robb Brady	R. M. Pressey; A. J. Rutherford[4]	J. Robb Brady	A. Ross Rutherford	W. G. Powers[3]	C. L. Marler	W. G. Powers	L. F. Baker; J. L. Fisk[1]
*Post ("bulldog") (see above)													
LEWISTON, 6,574.													
*Tribune (m) (I-D) (J) (none)	4,545	.03	...	Tribune Pub. Co.	A. H. Alford	A. H. Alford	B. F. Savage; Lester Robinson[4]	A. H. Alford	E. L. Alford	T. J. Campbell; O. Crumpacker[3]	H. W. Hamblin	O. Crumpacker	E. R. Flickinger[2]
Sunday edition	4,695	.03	...										
MOSCOW, 5,234.													
Star-Mirror (I) (J) (none)	1,625	.021	...	Moscow Pub. Co.	Brown M. Schick			G. N. Lamphere	G. N. Lamphere				John F. Yost[1]
NAMPA, 7,621.													
*Free Press (m) (I) (J) (8)	4,294	.03	.03	Co-Op. Pub. Co.	M. D. Polk		T. J. LaFonde[4]	M. D. Polk					A. Blickfeldt; E. A. Schwartz[2]
Sunday edition	4,294	.03	.03										
POCATELLO, 18,337.													
*Idaho State Journal (I) (J) (132-73)	4,184	.04	.035	Frank W. Brown	John L. Brady	D. Howard	D. Mullarky; G. N. Malmquist[4]	Frank W. Brown	H. V. Tower	F. K. Finlayson	H. V. Tower	F. K. Finlayson	S. Cady; E. Potter[1]
Tribune (m) (R) (J) (133-57)	5,804	.04	.0357	Tribune Co., Ltd.	Charles G. Sumner	William Wallin	G. Nicholas Ifft	William Wallin	E. R. Cornwell	E. G. Fulton	E. E. Huffman		M. H. Mogge; Thomas Brantley[1]
Sunday edition	7,319	.05	.0357										
TWIN FALLS, 8,400.													
*News (m) (R) (132-73)	3,005x	.03	.03	Roy A. Read	Roy A. Read	Roy A. Read	John C. Harvey		O. L. Hicks	M. E. Tucker			
Sunday edition	3,027x	.03	.03										
Times (I) (J) (83-165)	3,116	.03	.03	Ira H. Masters	J. D. Whelan	Ira H. Masters	J. D. Whelan	Ira H. Masters	Ira H. Masters	Frank Kleffner	W. H. Taylor		E. F. Asbury[2]
WALLACE, 3,500.													
*Press-Times (m) (I) (J) (49-86)	2,138	.03	.03	Press-Times Pub. Co.	Larry Crosby	Larry Crosby	R. Seysler; Wes. Lieb[5]	Larry Crosby	Frank Shreve	Russell D. Hardy	Elaine Couper	Frank Marvick	Henry A. Brown[3]
Sunday edition	2,138	.03	.03				R. Bucklin[4]						

ILLINOIS

ALTON, 24,714.													
Telegraph (I-R) (1)	10,109	.04	.04	Telegraph Ptg. Co.	Paul B. Cousley	John D. McAdams	Jos. J. Dromgoole	John D. McAdams	John D. McAdams		Paul Vine	Erwin Huebner	W. H. Murphy
AURORA, 40,000.													
Beacon-News (m) (R) (mer) (1-51)	18,075	.06	.05	Beacon Pub. Co.	A. M. Snook	Fred Flanders	John Corcory; Wayne Miller	A. M. Snook	G. M. Dieterich	C. W. Hoefer; J. K. Groom[3]	Charles D. Chaffee	F. L. Lee	A. A. Anderson
Sunday edition	18,925	.06	.05										
BEARDSTOWN, 7,111.													
Illinoian-Star (I) (J) (4)	2,522	.021	...	Schaeffer Pub. Co.	L. G. Schaeffer								
BELLEVILLE, 26,000.													
Advocate (R) (J) (29)	5,999	.03	.02	Advocate Ptg. Co.	F. E. Evans	F. E. Evans	Walter D. Schmitt; Erwin Baechle[4]	F. E. Evans	W. W. Evans	W. W. Evans	Henry Wagoner	Harry D. Schwarz	Charles Lenz; W. W. Evans[1]
News-Democrat (I-D) (J) (none)	7,026	.025	.015	Fred J. Kern	Alfred E. Kern	Fred J. Kern	Alfred E. Kern	Fred J. Kern	Henrietta B. Schrodi				Robert L. Kern
BELVIDERE, 7,804.													
Republican (R) (J) (d) (none)	3,267	.018	...	Frank T. Moran & Co.	Frank T. Moran	A. F. Conklin	F. E. Loomis; L. T. McCleneghan[4]	Jos. E. Tabor	Joe E. Tabor	G. D. Laing	E. J. Barr	E. J. Barr	Herman Klein; M. J. Askin[1]
BENTON, 7,201.													
News (R) (J) (29)	2,900	.025	.025	Evening News Co.	M. C. Page			F. D. Whittington					P. R. Lyon; W. B. Bey[1]
BLOOMINGTON, 35,000.													
Bulletin (m) (I) (none)	5,613	.035	...	W. Kee Maxwell	Burnett K. Maxwell	Curtis Bill	Curtis Bill; Claude Miller[4]	W. Kee Maxwell	W. Kee Maxwell	Robert E. Holley	J. Frost	Robert E. Holley	Ed. Ott
Sunday edition	7,734	.035	...										
*Pantagraph (I-R) (24-71)	18,341	.06	.045	Daily Pantagraph, Inc.	J. L. Hasbrouck		S. L. Bishop; Fred Young[4]	Davis Merwin	C. C. Marquis	J. M. McMurry	Joseph Bunting	H. L. Richards	William Holt
CAIRO, 17,000.													
*Bulletin (m) (R) (none)	....	.022	...	Bulletin Co.	Thomas W. Williams								
Sunday edition	....	.022	...										
Citizen (R) (29)	4,635x	.03	.025	Citizen Co.	John C. Fisher	W. W. Bloss	W. W. Bloss; George B. Curry[4]	John C. Fisher	John C. Fisher	H. L. Arbogast; Selden Fisher[3]	J. D. Johnson	B. V. Brown	H. M. Hill
CANTON, 12,000.													
Ledger (I-R) (J) (2)	4,692	.03	.03	Ledger Co.	A. C. Baker			U. G. Orendorff	C. E. Warwick	M. J. Miller; C. E. Warwick[3]	Dora Zink	Loyle Bowman	L. L. Conrad[2]
Register (R) (J) (29)	3,466	.02	...	Register Pub. Co.	C. E. Snively	A. J. Slater	W. C. Gullett; C. L. Simmons[4]	C. E. Snively	C. E. Snively; Earl Snively (Asst.)	Earl Snively	Earl Snively	Earl Snively	Ray J. Kerr; C. L. Simmons[1]
CARBONDALE, 6,267.										C. E. Snively[3]			
Free Press (R) (J) (d) (119-5)	1,546	.015	...	Davis & McGuire	James F. McGuire			Robert W. Davis					
CARLINVILLE, 5,212.													
Enquirer (D) (J) (none)	665	.014	.014	C. J. Lumpkin	C. J. Lumpkin	C. J. Lumpkin		C. J. Lumpkin					F. W. Burgdorff[2]
CENTRALIA, 15,200.													
Sentinel (I) (J) (none)	5,985	.03	...	Verne E. Joy	Verne E. Joy	J. A. Morrison	J. A. Morrison	Verne E. Joy	H. B. Mapes	H. B. Mapes; Verne E. Joy[3]	Clyde Harvey	H. B. Mapes	O. B. Correll; H. B. Mapes[1]
CHAMPAIGN, 34,023.													
News-Gazette (m) (I-R) (66-1)	13,151x	.05	.04	D. W. Stevick	D. W. Stevick	George Chapin	M. W. Hout; Eddie Jaquin[4]	D. W. Stevick	E. C. Bleau	E. C. Bleau	J. A. McDermott	E. C. Bleau	J. A. Bartley
Sunday edition	13,122x	.05	.04										
CHARLESTON, 6,615.													
Courier (D) (J) (none)	2,911	.02	.018	Benj. Weir	Benj. Weir	Benj. Weir	Arthur Lynch; Lee Lynch[4]	Benj. Weir					
*News (d) (none)	....	...	...										
News (see above)	....	...	...										
Total daily	....	.018	...	Claude S. Rardin	Claude S. Rardin								Loat Lankford[2]
CHICAGO, 2,970,185.													
American (I) (E) (17-92)	441,227	.75	.52	Herman Black	William A. Curley	William A. Curley	W. W. Major; Ed. W. Smith[4]		William Holmes	M. C. Meigs	J. N. Eisenlord	O. E. Schenck	
*Herald & Examiner (m) (I) (mer) (E) (32-44)	363,162	.55	.35	Roy D. Keehn (Pres.)	Hector Elwell		Frank Carson		C. F. Gladfelter	Hays McFarland	J. M. Ragen	C. L. Perkins	M. Hesse
Sunday edition	1,030,812	1.10	.50	Hays McFarland (Asst. Pub.)	L. R. Murdock[5]		Warren Brown[4]			P. R. Levings[3]			
Journal (D-I) (E) (150)	123,293	.24	.24	Journal Co., W. Frank Dunne (Pres.)	O. L. Hall	Richard J. Finnegan	Fred Logan; Joe Foley[4]		H. C. Deuter	W. Frank Dunne	Benjamin Anderson	H. H. Williams	G. R. Ritchey
*Journal of Commerce (I) (71A)	20,383	.23	.23	K. L. Ames, Jr.	Glenn Griswold			K. L. Ames, Jr.	E. E. Suffern	R. D. Bokum	H. E. Sibley		
News (I) (E) (*Sat) (171-172-94)	387,284	.65	.52	Chicago Daily News Co.	Charles H. Dennis	C. H. Dennis	John Craig; David Rotroff[4]		Walter A. Strong	John B. Woodward	George H. Baker	Charles Winters	Irving Stone
Post (I) (87)	36,672	.12	...	John C. Shaffer	John C. Shaffer	Charles A. Segner	W. A. Washburne; Howard Mann[4]	Carroll Shaffer	Frank R. Hussey	Frank R. Hussey	H. M. Van Dusen		
Thursday edition	49,756	.12	...										
*Tribune (m) (E) (*S) (mer) (J) (E) (77-105)	658,948	.90	.60	Tribune Co.	R. R. McCormick	E. S. Beck; Mary King[5]	Robert M. Lee; Don Maxwell[4]	S. E. Thomason	E. W. Parsons; D. F. McMahon[3]	M. Annenberg	W. E. MacFarlane		
Sunday edition	1,020,427	1.25	.90										
CLINTON, 5,898.													
*Journal (m) (I) (J) (4-86)	2,286	.032	...	B. F. Peltz	R. C. Peltz	R. C. Peltz	R. C. Peltz	R. C. Peltz	R. C. Peltz	R. C. Peltz	R. C. Peltz	R. C. Peltz	B. Ford[1]
Sunday edition	2,286	.032	...										
Public (R) (J) (4)	....	.018	...	Sigler & Wood	J. Earl Sigler			Bruce R. Wood	Bruce R. Wood				
DANVILLE, 35,000.													
Commercial-News (R) (133-128)	21,432	.065	.0414	Commercial-News Co.	John H. Harrison	George Tilton	H. C. Gibson; Dan Farrell[4]	W. J. Parrett	W. J. Parrett	A. E. Price; W. J. Parrett[3]	E. C. Hewes	Lester C. Schultz	John Cope; Kenneth Wiandt
*Press (m) (D) (2)	9,328	.04	.032	Danville Press, Inc.	Frank F. Hanafin	Guy T. Robinson; J. F. Hiertz[5]	S. L. Van Petten; H. A. Hughes[4]	F. P. Hanafin	F. P. Hanafin	Harry E. Mueller	J. S. McMillan		
Sunday edition	9,356	.04	.032										

Explanation: Asterisk (*) indicates morning newspapers. (m) indicates Sunday morning edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic; (P-R) Prog. Republican; (P-D) Prog. Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as D for Daily, S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months' statement ending September 30, 1925; X indicates three-month statement ending September 30, 1925. All other circulation figures are Government statements for six months ending September 30, 1925. All quoted advertising rates are per agate line. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. In third column superior figure [4] following name indicates Sunday editor. In fourth column superior figure [4] indicates sports editor. In seventh column superior figure [3] designates National Advertising Manager. List of special representatives with key numbers on Pages 108-110.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

ILLINOIS—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
DECATUR, 52,500.													
*Herald (m) (R) (59)	21,126	.06	.05	Herald Co.	W. F. Hardy	W. F. Hardy	P. D. Aird / Lee Watson[4]	F. M. Lindsay	P. H. Wire	H. F. Wilson / R. S. White[3]	R. C. Parrish	A. Ghehrette	B. A. Stewart
Sunday edition	20,955	.06	.05										
Review (m) (I-D) (42)	19,932	.06	...	Review Pub. Co.	Jerry Donahue	H. C. Schaub		H. C. Schaub	F. W. Schaub	F. W. Schaub[3]	M. M. Bergen		
Sunday edition	19,075	.06	...										
DE KALB, 7,871.													
Chronicle (R) (157-161)	3,277	.025	.02	Chronicle Pub. Co.	F. W. Greenaway		Emil Anderson / Earle R. Morris[4]	E. J. Raymond	Glen Dellinger	Inez Taylor			H. Robinson
Independent (d) (4)	....	.014	...	Tyrell Sons & Newcomer	D. G. Tyrell						Robert Sutton		Robert Shaw[1]
DIXON, 10,000.													
Telegraph (J) (2)	4,805	.035	035	George B. Shaw	M. S. Shaw		Earl Haldridge / E. E. Fulmer[4]	M. S. Shaw					
DU QUOIN, 7,285.													
Call (I) (J) (d) (none)	1,300	.02	...	A. W. Essick	A. W. Essick								
EAST ST. LOUIS, 75,000.													
Journal (m) (I) (J) (49-86-21-107)	11,413	.05	...	A. T. Spivey	A. T. Spivey	A. L. Bowling	A. L. Bowling	A. T. Spivey					
Sunday edition	11,416	.05	...										
News-Review (none)	(new daily)	.04	...	Roy L. Elliott									
EDWARDSVILLE, 5,336.													
Intelligencer (R) (J) (29)	5,034	.03	.03	Intelligencer Co.	C. H. Spilman		H. C. Crocker		Gilbert S. Giese	John Flavin	Gilbert S. Giese	Gilbert S. Giese	C. H. Spilman[2]
EFFINGHAM, 4,024.													
Record (none)	....	.032	...	Geo. M. LeCrone	Geo. M. Le Crone								
ELDORADO, 5,004.													
Journal (R) (J) (none)	1,410	.018	.018	L. O. Trigg	L. O. Trigg	L. O. Trigg		Grace T. Karns	L. O. Trigg	Jessie Jarrell / L. O. Trigg[3]	Jessie Jarrell		Charles R. Wills[2]
News (4)	912	.014	...	Eldorado Pub. Co., Inc.	Ralph Clippenger								
ELGIN, 30,199.													
Courier-News (I) (J) (1-51)	....	.06	.047	D. A. McKenzie	D. A. McKenzie / A. Richard Lowrie (Asso.)	John E. Thompson	Robert Larkin[4]	D. A. McKenzie	D. A. McKenzie	C. Raymond Long / Herbert Clark[3]	Howard Jones	Ione Spaulding	Herbert Clark[2]

Note: Courier and News now consolidated. Circulation prior to consolidation (A. B. C. figures): Courier, 11,314; News, 8,615.

EVANSTON, 58,000.													
News-Index (R) (J) (10)	6,608	.04	.03	Bowman Pub. Co.	Willard J. Dixon	Paul F. Watkins	Joseph C. Northrup	Willard J. Dixon	Willard J. Dixon	John H. Lawton	Charles Duerr	J. H. Lawton	F. A. Davidson[2]
FREEPORT, 21,000.													
Journal-Standard (I) (mer) (J) (2)	9,053	.045	...	Journal-Standard Pub. Co.	James R. Cowley	James R. Cowley	Thos. R. Lawless. / M. Douglas Grant[4]	Donald L. Breed	Donald L. Breed	Karl Hepler / D. L. Breed[3]	Arthur Wheeland	Karl Hepler	W. H. Kunz[1]
GALENA, 4,742.													
Gazette (R) (J) (4)	1,150	.018	...	Galena Gazette, Inc.	Edward Grimm				M. A. Vincent				J. A. Grimm[2]
GALESBURG, 28,207.													
Mail (J) (24)	10,290	.03	.03	Robert A. Chandler	W. W. Whipple		G. E. Temple / Walter Creighton[4]	Robert A. Chandler	Robert A. Chandler	George W. Cowan	J. D. Inness	F. S. Hinman	F. C. Hinchman, Jr. / W. E. Secord[1]
Republican-Register (R) (J) (2)	10,187	.03	.03	Galesburg P. & P. Co.	Fred R. Jelliff	Fred R. Jelliff	Emil Dalberg / Marland Wolf[4]		George A. Perry	J. M. Carley / George A. Perry[3]	T. M. Kearney	T. M. Kearney	A. E. Schneider / L. A. Dudman[1]
HARRISBURG, 7,125.													
Register (R) (J) (29)	4,840	.025	.021	Register Pub. Co.	Roy L. Seright	Roy L. Seright	Mark Smith[4]		Roy L. Seright		F. A. Leberman	Curtis Small	M. E. Richardson
HERRIN, 10,986.													Orville Wells[2]
Journal (I) (none)	2,270	.018	...	D. C. Grear	D. C. Grear	Charles W. Lintner							
HOOPESTON, 6,000.													
Chronicle-Herald (I) (J) (157)	2,212	.02	.02	Aldrich P. & P. Co.	Chester A. Aldrich	C. A. Aldrich	S. V. Cox	Chester A. Aldrich	C. A. Aldrich	C. A. Aldrich	L. E. Tucker		Dall Milburn / Warren Martin[1]
Times (29)	2,051	.02	...	Eve. Times Pub. Co.	J. Clayton Hughes	Roy C. Evans							
JACKSONVILLE, 15,713.													
Courier (D) (J) (86)	2,372x	.022	...	Courier Co.	B. B. Ridgway				J. W. Walton				
*Journal (m) (R) (J) (56-86)	3,222x	.029	...	Journal Co.	W. L. Fay				J. W. Walton				
Sunday edition	3,275x	.029	...										
JERSEYVILLE, 3,839.													
Democrat (D) (J) (d) (none)	500	.004	...	J. M. Page	J. M. Page								
JOLIET, 50,000.													
Herald-News (m) (I-R) (1-51-72)	18,924	.06	...	Edward Corlett	Edward Corlett	Lester F. Filson		Edward Corlett	Edward Corlett		James J. Morrisey		
Sunday edition	18,801	.06	...										
KANKAKEE, 19,000.													
News (I-R) (J) (none)	5,350	.02	.018	Kankakee Pub. Co.	H. F. Schmidt	H. F. Schmidt	Karl E. Allen / Howard Schmidt[4]	H. F. Schmidt	Jos. A. McLoughlin.	E. F. Karr / J. A. McLoughlin[3]	Howard Schmidt	Howard Schmidt	Henry Lutz[2]
Republican (R) (J) (161)	8,265	.025	...	Republican Co.	H. B. De Selm	Leslie Small			A. Deslauriers	A. Deslauriers	A. Deslauriers		
KEWANEE, 20,000.													
Star-Courier (R) (J) (83)	4,071	.02	.018	Kewanee P. & P. Co.	L. H. Lowe	L. H. Lowe	J. T. Miller / C. R. Ketridge[4]	L. H. Lowe	L. H. Lowe	C. C. Farr / L. H. Lowe[3]	M. W. Chesley	L. H. Lowe	A. A. Wiltz[1]
LA SALLE, 23,657.													
Post (I) (J) (2)	3,078	.02	...	Tessie R. McLain	Tessie R. McLain			John Rendler	Elizabeth McLain				
Tribune (R) (J) (mer) (119-5)	3,629	.025	.021	Tribune Co.	W. T. Bedford	W. T. Bedford	Geo. W. Hasselman		A. M. Carr	J. E. Hazel	Arthur Shinske	Pearl Sandusky	Edward B. Snow / William H. Volk[1]
LAWRENCEVILLE, 5,080.													
Record (I) (J) (mer) (none)	1,982	.025	.021	Lawrenceville Pub. Co.	R. R. Denison			R. R. Denison		V. H. Wiseman			Carl Shaw[2]
LEWISTOWN, 2,279.													
Record (4)	1,080	.014	...	W. J. Duvall	W. J. Duvall								
LINCOLN, 12,800.													
Courier (I-R) (J) (29)	2,948	.025	.02	Allyne V. Carpenter		Brainerd C. Snider	John Larison			Max Hardy			B. McGaughey / John Lenhardt[1]
Star (I) (J) (157)	1,825	.02	.02	Star Pub. Co.	N. L. Gordon		William H. Beatty / L. B. Shroyer[4]	N. L. Gordon		Mollie C. Lannan			Ralph Arthur[2]
LITCHFIELD, 6,200.													
News-Herald (I) (J) (29)	2,509	.02	.02	M. M. Burson	E. E. Burson	J. H. Burson	J. H. Burson	E. E. Burson	J. H. Burson	E. E. Burson			Carl Sexauer[2]
Union (d) (none)	1,400	.023	...	Union Ptg. Co.	John J. Murray								
MACOMB, 6,714.													
Journal (R) (none)	5,064	.036	...	Journal Ptg. Co.	F. W. Harris				F. W. Harris				
MARION, 9,582.													
Post (D) (J) (none)	2,200	.05	.035	S. K. Casey & James H. Felts	E. R. Jones & E. T. Holland	S. K. Casey	E. R. Jones	S. K. Casey	S. K. Casey	Mrs. J. D. Goddard	Ora Barth	J. H. Felts	W. T. Wilson[2]
Republican (R) (J) (none)	2,924	.02	...	W. O. Paisley	W. O. Paisley	Oldham Paisley	Oldham Paisley	W. O. Paisley		Mrs. W. O. Paisley	Geo W. Paisley	Mrs. W. O. Paisley	Leroy Ray
MARSEILLES, 3,391.													
Press (4)	780	.018	...	W. I. Dunlap & Sons									
MATTOON, 13,552.													
Journal-Gazette (I-R) (J) (2)	5,470	.03	...	Journal Co.	H. F. Kendall		J. J. Pennington	H. F. Kendall	H. F. Kendall / E. B. Tucker	Katherine E. Wilson	Eva M. Jones		C. A. Rude
MOLINE, 83,799.													
Dispatch (I-R) (2)	11,193x	.045	.04	Patterson S. McGlynn	L. R. Blackman	Patterson S. McGlynn	Fred A. Klann / H. W. Patten[4]	Harry A. Sward	Harry A. Sward	Clarence Lucas / Harry A. Sward[3]	Leonard Barland	Earl Killian	N. O. W. Johnson

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
MONMOUTH, 9,547.													
Review-Atlas (I) (J) (86)	5,162	.035	.035	Review-Atlas Ptg. Co.	H. R. Moffet			A. W. Barnes	A. W. Barnes	A. W. Barnes			Leigh Hamilton[1]
MORRIS, 4,725.													
Herald (R) (J) (29)	2,498	.02	.02	L. B. Sackett	G. G. Gentry								L. B. Sackett[1]
MOUNT CARMEL, 7,456.													
Republican-Register (I) (J) (none)	3,285	.02	.02	Register Co.	A. L. Richmond	A. L. Richmond	Earl Allison	A. L. Richmond	A. L. Richmond	John Moore; A. L. Richmond[3]	Edwin Fesler	P. Cyr	L. C. Decker[2]
MOUNT CARROLL, 2,000.													
Mirror-Democrat (R) (d) (4)	1,200	.021	...	Mirror-Democrat Co., Inc.	Cal M. Feezer & F. H. Hurless								
MOUNT VERNON, 9,815.													
Herald (D) (J) (119-5)	5,212	.025	.015	Mt. Vernon Ptg. Co.			C. Harmon Phillips		Mrs. F. N. Mabry	George F. Reeder	C. Harmon Phillips		Troy Sheehorn; Thomas Westcott[1]
Register-News (I) (J) (29)	6,597	.03	.025	Register-News Co.	J. Edwin Rackaway		J. Frank Bogan	J. Edwin Rackaway	Charles J. Thompson	Floyd Purcell; C. J. Thompson[3]	Orian Metcalf	Raymond Tish	Leslie Shehorn; Aubrey Crowder[1]
MURPHYSBORO, 10,703.													
Independent (I) (J) (119-5)	3,338	.03	.03	Fred M. Rolens	Fred M. Rolens					A. F. Pilzer			Albert Charles[1]
OLNEY, 4,491.													
Mail (I) (none)	1,730	.012	...	Lozier D. Yount	Lozier D. Yount								
OTTAWA, 12,960.													
Free-Trader-Journal (I) (J) (157)	4,643	.021	...	Free Trader-Journal Ptg. Co.	William H. Osman	Edith White	Edith White; Ernest Nink[4]	Thomas Yasm	Thomas Yasm	Wiliam Martin	William Martin	Billy Amendt	Thomas Yasm[2]
Republican-Times (R) (J) (29)	5,420	.03	...	Republican-Times Ptg. Co.	Frank M. Sapp				Charles E. Pettit				
PANA, 6,122.													
Palladium (D) (J) (157)	1,450	.025	.025	Jordan Bros.	Winfield B. Jordan	W. B. Jordan	W. F. Jordan	Winfield B. Jordan	W. B. Jordan	W. B. Jordan; Miss Gussie Lewis[3]	W. B. Jordan	Miss Gussie Lewis	W. B. Jordan[2]
PARIS, 7,985.													
Beacon (R) (J) (127-128)	2,496	.02	...	F. A. Feare	W. A. Leath								
*Gazette (m) (d) (none)	....	.016	...	Shoaff Bros.	C. A. Jones								
Sunday edition	....	.016	...										
News (I) (29)	2,740	.02	...	News Pub. Co.	H. P. Twyman	H. P. Twyman		H. P. Twyman					
PAXTON, 3,033.													
Record (R) (J) (d) (4)	942	.009	...	N. E. Stevens Ptg. Co.	Harold H. Stevens	H. H. Stevens	H. H. Stevens	Herbert N. Stevens	Herbert N. Stevens	Herbert N. Stevens			R. S. Rickard; H. N. Stevens[1]
PEKIN, 12,086.													
Times (J) (29)	4,562	.03	...	Times Pub. Co.	Fred S. Austin								
PEORIA, 91,345.													
Journal (m) (I) (E) (*S) (mer) (59)	24,868	...	...										
*Transcript (see Journal)	10,799	...	...	Carl P. Slane	Frederick A. Stowe	Merle Slane; Marilee Barger[5]	Max Bosler; Malcolm Adams; Kenneth Jones	Carl P. Slane	Carl P. Slane	Earl H. Maloney; Roy A. Pratt[3]	I. F. Block	Harold A. Dryden	Frank Tobias
Combined daily	35,667	.09	.079	Merle Slane									
Sunday edition	25,114	.09	.079										
Star (m) (I-R) (66)	30,269	.07	...	Fannie G. Baldwin	S. A. Oakley	Chi. Gamble[5]	Charles B. Smith; Fred W. Tuerk[4]			Louis Proebl	Clarence Eyster	Roy Ballou	Bert Manning
Sunday edition	23,021	.07	...										
PERU, 8,869.													
News-Herald (29)	2,826	.025	...	Corwin & Corrwin	H. R. Corwin								
PONTIAC, 7,400.													
Leader (R) (J) (none)	3,280	.02	...	Leader Pub. Co.	L. V. Pearre	L. V. Pearre	Geo. L. Bigelow	L. A. Clark	L. A. Clark	L. A. Clark	Helen Donnell		Chas. S. Brydia[2]
QUINCY, 40,000.													
Herald (m) (I-D) (2)	16,912	.06	...	Herald Co.	C. F. Eichenauer		Helen Osborn; C. F. Allonby[4]	Ray M. Oakley	Ray M. Oakley	Ray M. Oakley	O. R. Myers; L. Thornhill	Milton Mester	
Sunday edition	(new issue)	.07	...										
Whig-Journal (m) (I) (1)	17,575	.06	...	Whig Company	A. O. Lindsay	W. C. Marquiss	Fred Gray; Harry Haley[4]	A. O. Lindsay	A. O. Lindsay	J. W. Hart; A. O. Lindsay[3]	W. E. Hoots		Emil Voss
Sunday edition	18,126	.07	...										
ROBINSON, 4,000.													
News (I) (J) (none)	1,600	.015	...	F. W. Lewis	F. W. Lewis	F. W. Lewis				Bill T. Price			Bill T. Price[2]
ROCKFORD, 75,000.													
*Morning Star (m) (I) (2)	13,674	.05	.037	Roscoe S. Chapman	John V. Riley	John V. Riley	L. H. Fredrichs; S. G. Wilson; Bruce Dennis[4]	Roscoe S. Chapman	Russell Chapman	J. V. Hawkinson; Russell Chapman[3]	Walter Ritchie	Webster Merrick	C. D. Humeston
Sunday edition	15,316	.06	.037										
Register-Gazette (R) (161)	14,686	.05	...	Edgar E. Bartlett	Fred E. Sterling	F. S. Edmison	Edw. Aitchison; A. O. Brophy[4]		E. S. Bartlett	C. H. Wallin	G. S. Galloway	C. E. Phillips	
Republic (R) (24)	10,059	.04	.031	Republic Co.	T. Barney Thompson	T. B. Thompson	W. Ashton Johnson; Harry Milne[4]	Harry M. Johnson	H. W. Pollard	John E. Bollman; H. W. Pollard[3]	E. K. Todd	W. D. McMillin	Earl Anderson
ROCK ISLAND, 73,033.													
Argus (I) (2)	11,082x	.045	.03	John W. Potter	John W. Potter	John M. Colligan	James L. Hughes; Richard E. Jeanes[4]	Ben H. Potter	F. J. Mueller	F. J. Mueller	C. L. Schnitger	Wm. Billesbach	
SAVANNA, 5,237.													
Times-Journal (I) (J) (none)	1,960	.018	.018	Will H. Gharrity	Will H. Gharrity					J. E. King			Frank Reafsnyder; E. F. Greenleaf[1]
SHELBYVILLE, 3,590.													
Union (I) (d) (none)	1,258	.014	.014	Union Pub. Co.	W. H. Taylor	W. H. Taylor		W. H. Taylor					
SPRINGFIELD, 71,835.													
*Illinois State Journal (m) (R) (J) (mer) (59)	29,464	.07	...	S. Leigh Call & Will H. McConnell	S. Leigh Call	J. W. Sheenan	Paul Hubbard; R. A. Drysdale[4]	Will H. McConnell	Will H. McConnell	M. R. Plaisted, Sr.; C. C. Callihan[3]	J. P. Kienzle	S. D. Friedman	T. F. Grady; John S. Gault[1]
Sunday edition	25,041	.07	...										
Illinois State Register (m) (I) (mer) (J) (158)	28,451	.07	...	Thomas Rees	H. W. Clendenin	V. Y. Dallman	R. L. Stubbs; Dave Felts[4]	Thomas Rees	Geo. M. Clendenin	W. J. Barnes	F. V. Schuch	Frank Harbour	A. L. Wilcox; A. T. McCreery[1]
Sunday edition	26,271	.07	...										
STERLING, 12,300.													
Gazette (I) (2)	6,141	.04	.04	Gazette Co.	D. W. Grandon	Geo. W. Grandon	Orville S. Storm; H. E. Kidd[4]	D. W. Grandon	A. M. Clapp	A. M. Clapp	R. C. Pettit	R. C. Pettit	T. H. Tuttle
STREATOR, 15,000.													
Free Press (R) (2)	4,352x	.025	.025	Free Press Co.	John R. Fornof	John L. Perry	E. Miller; W. R. Calle[4]		John L. Perry	D. B. Bane	R. E. Cook		George Davidson
Independent Times (D) (J) (29)	4,803x	.025	.021	Fred LeRoy	Virginia LeRoy	Fred LeRoy	Jeanette Preston; William Godfrey[4]	Fred LeRoy	Fred LeRoy	Sylvester Dennehe	George C. Stevens	Sylvester Dennehe	Irving LeRoy; Ralph Price[1]
TAYLORVILLE, 8,000.													
Breeze (R) (J) (4)	1,558x	.018	...	Breeze Ptg. Co.	Frank Reed				Raymond J. Hanon				
Courier (D) (29)	2,494x	.02	.014	Lon E. Martin	Lon E. Martin	Lon E. Martin			Lon E. Martin	Lon E. Martin			
URBANA, 10,230.													
Courier (R) (J) (37-86)	4,293	.03	.025	A. T. Burrows	A. T. Burrows	Wayne Rea	Wayne Rea; Clair Kelley[4]	A. T. Burrows	A. T. Burrows	Kenneth Buchanan; A. T. Burrows[3]	Charles McQuay	Kenneth Buchanan	W. H. Wright[2]

Explanation: Asterisk (*) indicates morning newspapers. (m) indicates Sunday morning edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic; (P-R) Prog. Republican; (P-D) Prog. Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as D for Daily, S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months' statement ending September 30, 1925; X indicates three-month statement ending September 30, 1925. All other circulation figures are Government statements for six months ending September 30, 1925. All quoted advertising rates are per agate line. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. In third column superior figure [5] following name indicates Sunday editor. In fourth column superior figure [4] indicates sports editor. In seventh column superior figure [3] designates National Advertising Manager. List of special representatives with key numbers on Pages 108-110.

LIBRARY U. OF I., URBANA, ILLINOIS

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

ILLINOIS—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
WAUKEGAN, 27,000.													
News (R) (119-136)	3,501	.03	...	F. H. Just	F. H. Just	F. H. Just		F. H. Just	F. H. Just		F. H. Barney		
Sun (I-R) (J) (29)	4,928	.03	.03	Lake Co. P. & P. Co.	W. J. Smith	W. J. Smith	W. T. Stupey / Geo. C. Crawford[2]	F. G. Smith	F. G. Smith	F. G. Smith	J. L. Price	F. G. Smith	W. H. Grams[2]
WEST FRANKFORT, 18,167.													
American (E) (J) (29)	3,300	.03	.018	Daily American Co.	B. W. Elkins	B. W. Elkins	W. Henson Purcell / R. G. Kelly[4]	B. W. Elkins	C. F. Jewell	C. F. Jewell	Tyke Elkins	C. F. Jewell	G. T. Redman[2]
WOODSTOCK, 5,523.													
Sentinel (R) (J) (none)	2,241	.029	...	Charles F. Renich	Charles F. Renich	Charles F. Renich		Charles F. Renich	Charles F. Renich	Charles F. Renich	Charles F. Renich		

INDIANA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
ALEXANDRIA, 4,172.													
News (4)	850	.011	...	Kenneth J. Sullivan	Kenneth J. Sullivan								
Times-Tribune (I) (J) (4)	1,265	.014	.014	DeLoss Arnold	DeLoss Arnold				De Loss Arnold				
ANDERSON, 32,268.													
Bulletin (I) (J) (2)	8,035	.035	.035	Bulletin P. & P. Co.	Dale J. Crittenberger.	D. J. Crittenberger.	Geo. D. Crittenberger.	Thos. McCullough	Thos. McCullough		R. W. Clark		A. W. Clark[1]
*Herald (m) (R) (J) (127-128)	8,355	.035	.03	Herald Pub. Co.	Edward C. Toner	T. A. Branson	H. R. Baldwin	Edward C. Toner	Charles H. Neff	M. L. Walker	Charles Simmonds	M. L. Walker	F. G. Ridge / Charles H. Neff[1]
Sunday edition	9,973	.035	.03										
ATTICA, 3,392.													
Ledger-Tribune (R) (J) (29)	1,900	.02	...	J. Frank McDermond, Jr.	J. F. McDermond, Jr.	J. F. McDermond, Jr.	G. C. Dickey[4]	J. F. McDermond, Jr.	J. F. McDermond, Jr.		LeRoy Babs		Zell Tracy[2]
AUBURN, 4,650.													
Star (I) (J) (none)	2,000	.014	...	Auburn Ptg. Co.	V. E. Buchanan								
BEDFORD, 9,076.													
Mail (R) (d) (none)	3,300	.025	...	Fred B. Otis	Fred B. Otis								
Times (none)	2,050	.018	...	C. P. Butler	C. P. Butler								
BICKNELL, 8,000.													
News (I) (29)	2,953x	.02	...	F. F. McNaughton				Edith Baugh		Ruth McCarty	R. E. Osborn	Noble R. Skomp	Eva Purcell
BLOOMINGTON, 11,595.													
Telephone (119-136)	.....	.02	...	Walter & Blaine Bradfurte	Walter & Blaine Bradfurte								
World (D) (J) (37-29)	4,187	.02	.02	Oscar H. Cravens	Oscar H. Cravens	D. C. Miller	D. C. Miller / William Miller[4]		D. C. Miller	Ray Sidell	Mrs. Earle Payne	Myrtle Dudley	Roy Watts[2]
BLUFFTON, 5,391.													
Banner (D) (J) (119-136)	2,970	.02	.015	Banner Pub. Co.	Geo. L. Saunders	Geo. L. Saunders	Franklin Buckner		Geo. L. Saunders	Hazen Gossett			Charles Anderson
News (I) (J) (none)	3,007	.02	.014	David H. Swain	David H. Swain	Roger G. Swain	Orin O. Craven / Geo. H. Kirkwood[4]	David H. Swain	David H. Swain	Roger G. Swain	Roger G. Swain	Roger G. Swain	H. H. Bartlemay / Frank Ulmer[1]
BRAZIL, 9,293.													
Times (R) (J) (none)	4,570	.03	.025	Henkel Pub. Co.	Ralph H. Plumb	Geo. H. James	Joe D. Badger[4]	James A. Raper		Herbert A. Potts	John Race	Ruth Tate	James Asdale / John H. Frew[1]
CLINTON, 11,000.													
Clintonian (R) (J) (29)	3,246	.025	.015	Harriet R. Pierce	Harriet R. Pierce	Harriet R. Pierce	Francis Malloy	D. L. Stitt	Harriet R. Pierce / D. L. Stitt	D. L. Stitt	Donald O. Combes	Erma Murray	Maurice J. Byrnes[2]
COLUMBIA CITY, 3,499.													
Commercial-Mail (R) (J) (none)	1,450	.021	...	W. W. Williamson	W. W. Williamson								
Post (D) (J) (d) (none)	1,350	.014	.014	J. W. Adams	J. W. Adams								
COLUMBUS, 10,000.													
Herald (D) (J) (none)	1,100	.011	.011	M. A. Locke	M. A. Locke								
Republican (I) (none)	4,860	.03	.02	Raymond S. Brown	Yandell C. Cline	Raymond S. Brown	Yandell C. Cline / Robert Lindsay[4]	Raymond S. Brown	Raymond S. Brown	Dallas Robertson / Yandell C. Cline[3]	Lloyd Mellinger	Lillian Fahy	Raymond S. Brown
CONNERSVILLE, 9,901.													
Free Press (37)	3,738	.025	.015	Free Press Ptg. Co.	Earl W. Williams	Earl W. Williams							
News-Examiner (I) (J) (119-136)	4,557	.025	...	News-Examiner Co.	E. I. Higgs		Candace Murray / E. P. Wainwright[4]	C. E. Kester	C. E. Kester	C. E. Kester	Wm. F. Francis	Mary Louise Murray	Harry Eberhart
CRAWFORDSVILLE, 10,200.								Chester Boone		J. L. Foster	H. D. Gilliland		G. C. Chitwood
Journal (R) (J) (119-136)	2,703	.02	...	Journal Co.	G. A. Ryan	A. M. Smith			C. V. Smith				
*Review (I-D) (29)	5,501	.03	.03	Crawfordsville Review, Inc.	W. E. Coons	W. E. Coons		Foster Fudge	Foster Fudge		Cora V. Hawkins		
DECATUR, 7,252.													
Democrat (D) (J) (29)	3,208	.025	...	Decatur Democrat Co.	J. H. Heller	J. H. Heller	J. R. Blair	J. H. Heller	A. R. Holthouse	A. R. Holthouse	Dick Heller	R. C. Ehinger	David Adams / H. Hollman[1]
EDINBURG, 3,000.													
Courier (I) (J) (D) (157)	1,560	.02	...	E. C. Allison	E. C. Allison								
ELKHART, 33,000.													
Truth (I-E) (1)	12,226	.045	.037	Truth Pub. Co.	Tom H. Keene	Tom H. Keene	Maurice M. Frink / Ed Critchlow[4]	Tom H. Keene	Harry Sibbet	W. M. Fuller	S. D. Danforth	W. M. Fuller	
ELWOOD, 10,790.													
Call-Leader (R) (J) (none)	3,126	.013	.014	Robt. H. Carpenter			H. D. Beyers / Harry Manover[4]		Robt. H. Carpenter		Mary Daugherty		
EVANSVILLE, 93,601.													
*Courier (m) (127-128)	27,343	.07	...	Evansville Courier	Don Scism		Martin Hansen / Allen Price[4]	Ed. J. Fehn		A. G. Hollander	H. S. Butler	D. H. Roberts	
Sunday edition	29,918	.08	...										
Journal (m) (127-128)	12,476	.04	...	Evansville Courier	A. Sanders	Clarence Kerlin		Ed. J. Fehn		A. G. Hollander	H. S. Butler	D. H. Roberts	
Press (m) (I) (3)	20,708	.05	...	Evansville Press Co.	F. R. Peters	Hal Hazelrigg[5]	Paul Hayward / Russ Gudgeon[4]	F. R. Peters	W. C. Bussing	Hyman Skelton / H. Bennett[3]	Stanley Swan	James Little	
Sunday edition	18,285	.05	...										
FORT WAYNE, 100,000.													
*Journal-Gazette (m) (D) (150)	34,198	.08	.07	L. G. Ellingham	H. M. Williams	R. S. Nelson / M. M. Ellingham[3]	L. F. Levenberg / R. A. Reed[4]	L. G. Ellingham	L. G. Ellingham	A. Schaefer	W. G. Mercier	E. G. Strebig	C. F. Schafer
Sunday edition	30,599	.08	.07										
News-Sentinel (R) (2)	42,168	.10	...	Oscar G. Foellinger	Arthur K. Remmel		Herbert R. Miller / Jim Doss[4]	Oscar G. Foellinger	Frank G. Hamilton	Clark A. Ferris	H. E. Miller		
FRANKFORT, 11,585.													
*Times (m) (I) (J) (119-136)	6,594	.035	.03	G. Y. Fowler's Sons	W. S. Fowler	Max Fowler	Paul Meifeld / Robert C. Starr[4]	Max Fowler	Max Fowler	Ralph W. McCarty	George E. Long	R. W. McCarty	Joseph B. Agnew[2]
Sunday edition	6,594	.035	.03										
FRANKLIN, 5,050.													
Star (I) (J) (none)	2,754	.021	...	W. W. Aikens & R. H. Sellers.	R. H. Sellers	R. H. Sellers	William Bridges / Wayne Cox[4]	W. W. Aikens	W. W. Aikens	W. W. Aikens	W. W. Aikens	W. W. Aikens	R. H. Mendelhall / W. W. Aikens[1]
GARY, 84,000.													
Post-Tribune (I) (24)	14,573x	.06	.04	J. R. Snyder	H. B. Snyder	A. M. Harris	A. M. Harris / N. S. Werry[4]	J. R. Snyder	G. R. Scott	F. E. Westcott / G. R. Scott[3]	E. L. Todd	P. H. Blue	A. T. Cutshaw
GOSHEN, 10,000.													
Democrat (D) (J) (none)	2,847	.015	.012	Dean L. Barnhart	Dean L. Barnhart	Joseph A. Beane	Charles Miller / Paul Shanahan[4]			Howard W. Zinn	Howard W. Zinn		Ed O'Conner[1]
News-Times (R) (J) (1)	3,321	.02	.02	News Ptg. Co.	W. A. Moxley	O. M. Kinnison	R. C. Lehman / L. Hutchinson, Jr.[4]	O. M. Kinnison	O. M. Kinnison	W. B. Barnard / O. M. Kinnison[3]	Lloyd W. Slagle	Miss E. Weinstein	

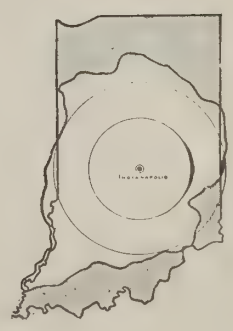
Indiana's largest and most powerful advertising medium--a great newspaper

By every test known to novice and expert, The Indianapolis News demonstrates a convincing supremacy, a towering dominance of its field.

Editorially. For fifty-six years The News has been Indianapolis' and Indiana's greatest *news*paper. Its circulation and advertising dominance are founded on sheer merit as a newspaper.

Circulation. With morning and evening competition, The News has a circulation *in Indianapolis* that exceeds by thousands that of the Sunday paper *without competition.* In the compact and marvelously rich territory that surrounds the Hoosier capital, The News is circulated daily, by private motor trucks, as far as seventy miles from Indianapolis at the same hour it is delivered by carrier in the city. This unique outside distribution is unsurpassed in the evening field.

Advertising Endorsement. In 1925, The Indianapolis News published 17,897,667 lines of advertising. This is greater than the total of both other daily Indianapolis newspapers *combined*—six issues a week against twelve. In millines, agate lines, or dollars invested in space, no other Indianapolis newspaper has ever even approached The News. Proof positive of greatest return in sales and profits per advertising dollar!



The Indianapolis Radius, roughly 70 miles in all directions from the center of the city, is the zone of concentrated circulation and influence of The Indianapolis News. The population is 1,992,713. Buying power, standards of living and accessibility to retail outlets are highest. This is one of the primary markets of the nation, and because of the dominance of The News one of the most economical to cultivate intensively.

The Indianapolis News

Frank T. Carroll, Advertising Director

New York Office
Dan A. Carroll
110 E. 42d St.

Chicago Office
J. E. Lutz
The Tower Bldg.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS—Continued.

INDIANA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
GREENCASTLE, 5,000.													
Banner (R) (J) (4)	2,135	.021	...	Harry M. Smith	Samuel R. Rariden	S. R. Rariden		S. R. Rariden		S. R. Rariden			
Herald (D) (157)	2,170	.021	...	Charles J. Arnold	Charles J. Arnold	Charles J. Arnold	Roy Bee						
GREENFIELD, 4,500.													
Reporter (I) (none)	2,240	.014	.014	Viola B. Spencer	Dale B. Spencer	Viola B. Spencer	Dale B. Spencer		Viola B. Spencer	Viola B. Spencer	Viola B. Spencer		
GREENSBURG, 5,345.													
News (I-R) (J) (119-136)	3,262	.02	...	News Pub. Co.	L. D. Braden & E. J. Hancock			E. J. Hancock	E. J. Hancock	Walter Lowe	Harold Thomas	Walter Lowe	Will Wintin
Times (D) (J) (4)	2,012	.017	...	Democrat Co.	Smiley Fowler					William B. Porter	William B. Porter		Wilbur Kendall[1]
HAMMOND, 36,004.													Charles Bridges[2]
Lake County Times (J) (127-128)	17,127	.06	...	Lake Co. P. & P. Co.	P. A. Parry			R. H. McHie	R. H. McHie				
HARTFORD CITY, 6,183.													
*News (D) (J) (29)	2,437	.02	...	James Chapman	Nelson Townsend								
News (See above)	....	...	...										
Times-Gazette (R) (J) (119-136)	2,442	.02	.015	Times-Gazette Co.	H. E. Honey		Malcolm Moore			H. E. Honey / R. W. Monfort[3]	H. E. Honey		C. E. Moler / J. A. Brothers[1]
HUNTINGTON, 15,000.													
Herald (R) (J) (none)	3,758	.025	.02	Walter H. Ball	Walter H. Ball	Charles M. Paul	Hayden Tobias[4]	Walter H. Ball	Walter H. Ball	Carl Hullinger		M. Gardner	J. D. Skelis
*Press (m) (D) (29)	3,504	.025	.021	Huntington Pub. Co.	M. H. Ormsby	C. F. Ogle	C. F. Ogle / Cassius Keller[4]	A. J. Wilhelm	A. J. Wilhelm	T. A. Coughlin	W. L. Ames	Edward Snyder	W. B. Deems[1]
Sunday edition	3,691	.025	.021										M. G. Teddy
INDIANAPOLIS, 360,000.													
*Commercial (I) (130)	4,118	.05	.05	Commercial P. & P. Co.	Mary R. Gray			Albert O. Evans		Albert O. Evans			Roy Rafert
News (I) (E) (J) (mer) (30-106)	125,827	.25	.17	News Pub. Co., W. C. Fairbanks (Pres.)	Louis Howland	R. D. Everson, (Asst. M. E.)	James R. Branson / R. C. Thompson[4] (Man. Ed.)	John M. Schmid		Frank T. Carroll / Don J. Bridge[3]	Geo. Schmid (acting)	W. H. Pickett	Clarence W. Doll[2]
*Star (m) (I-R) (*S) (mer) (87)	100,628	.18	...	John C. Shaffer	John C. Shaffer	James A. Stuart / Donald McClure[5]	William L. McClure / W. Blaine Patton[4]	Curtis Hodges / B. F. Lawrence	B. F. Lawrence	W. D. Keenan / W. P. Klingensmith[3]	Charles Payne	E. F. Emmel	Frank Eckert
Sunday edition	122,630	.25	...										
Times (I) (E) (3)	52,454	.12	.06	Times Pub. Co.	Felix F. Bruner	Volney B. Fowler	Robert G. Batman. / Edward Ash[4]		William A. Mayborn	John L. Naylor	Julius H. Theobald	J. A. Harper	J. E. Pigman
JEFFERSONVILLE, 10,098.													
News (D) (J) (37)	1,210	.02	.02	H. A. Wenige	H. A. Wenige		Forrest McCord		H. A. Wenige				Earl Krear / Paul Taylor[1]
KENDALLVILLE, 5,273.													
News-Sun (I) (J) (157)	2,155	.02	.018	Kendallville Pub. Co.	C. W. Bridenthal		R. V. Fischer / Harold M. Shew[4]	C. W. Bridenthal		C. W. Bridenthal			W. S. Osborn[2]
KOKOMO, 36,000.													
*Dispatch (m) (D) (157)	8,876	.03	.02	Paul Poynter and L. C. Gifford	Paul Poynter	C. M. Ogle	Lena M. Shannon / Raymond Learner[4]	L. C. Gifford	L. C. Gifford	Roy V. Crawford / L. C. Gifford[3]	R. F. Crumley	Samuel Tony	Max Miller
Sunday edition	10,513	.04	.04										
Tribune (R) (2)	9,762	.045	.045	J. A. Kautz	J. A. Kautz	Ed. M. Souder	Ed. M. Souder / C. E. Tunnison[4]	J. A. Kautz	H. A. Rayburn	H. A. Rayburn[3]	R. J. Hamp	G. J. Murphy	E. T. Hamilton
LAFAYETTE, 30,000.													
*Journal and Courier (I-R) (127-128)	7,761	...	...	Henry W. Marshall	George W. Stout	Herbert C. Light	H. H. Helmlich / T. A. Day[4]	Henry W. Marshall	H. M. Marshall, Jr.	Walter L. Cuppy	John T. Hoffman	Samuel T. Barnes	George Kummings
Journal and Courier (see above)	13,204	...	...										
Combined daily	20,965	.06	.0425										
LA PORTE, 15,158.													
Herald-Argus (I) (J) (1)	6,560	.035	.025	La Porte Ptg. Co.	Chas. A. Beal	Ray E. Smith	Cyril Parker / Forbes Julian[4]	H. A. Lindgren	Charles A. Beal	G. E. Moss / C. A. Beal[3]	R. W. Tennant	J. Ludwig	P. F. Wells
Times (R) (157)	new daily)	.025	.025	Harold Van Trump	Harold Van Trump	Glen Rouch	Arthur E. Stern / Al. Jones[4]	Harold Van Trump	Stephen L. Chase	Robert P. Moore	T. J. Mason	Irene Shepherd	H. A. Lindgren[1] / E. M. Shepherd[2]
LEBANON, 6,267.													
Reporter (I) (J) (29)	3,367	.025	.025	Eugene C. Pulliam	Eugene C. Pulliam	Jesse D. Batterson	Alva Wynkoop	Eugene C. Pulliam	Eugene C. Pulliam	Don Estes	Glenn Eaton	Wendell Gullion	Earl Gillette[2]
LINTON, 5,845.													
Citizen (I) (J) (none)	2,874	.018	...	Turner & Bryan				S. D. Bryan					S. D. Bryan
LOGANSPORT, 24,000.													
Pharos-Tribune (I) (1)	11,037	.05	.045	Pharos-Tribune Pub. Co.	Marion Swadener	W. R. Emslie	Allen Q. Sauers... / George Grubbs[4]	W. R. Emslie	H. A. Foltz	H. C. Mull / H. A. Foltz[3]	John M. Dunn	Dale Gardener	John Dwyer
*Press (m) (R) (2)	9,922	.04	...	W. H. Kerrigan				W. H. Kerrigan	E. F. Caldwell	T. J. Planck / C. E. Elliott[3]	F. P. McNickle		Everett Kerney
Sunday edition	10,781	.04	...										
MADISON, 6,711.													
Courier (R) (119-5)	2,810	.02	.013	Courier Co.	M. C. Garber	M. E. Garber	H. O. Woolford		M. E. Garber			G. P. Skeldon	
Herald (D) (J) (4)	1,040	.018	...	Herald Co., Inc.	M. H. Cochrane			John B. Niesse					
MARION, 26,000.													
Chronicle (R) (8)	9,633	.04	...	George D. Lindsay	Harry G. Copeland		Lowell Nussbaum... / Maurice Klefeker[4]		Gardner J. Thomas	Fred A. Christen... / Gardner J. Thomas[3]	C. E. Love	F. L. Sailors	Earl L. Hall
*Leader-Tribune (m) (I-D) (J) (2)	8,915	.04	.03	E. H. Johnson	Carl L. Houston		Carl Hunter[4]	E. H. Johnson	J. E. McDonald	J. E. McDonald	Mark Hinkle	Mark Klain	William Enslen / J. A. Hardman[1]
Sunday edition	9,653	.04	.03										
MARTINSVILLE, 4,895.													
Reporter (d) (none)	....	.011	...	H. J. Martin	H. J. Martin								
MICHIGAN CITY, 19,475.													
Dispatch (D) (J) (161)	3,248	.015	...	John B. Faulkner	John B. Faulkner		Charles Gray... / Alfred Hansen[4]		H. C. Crosby	C. W. Crosby	Miss Martha Schmock		Otto Stolze / Glenn Friend[1]
News (I-R) (J) (none)	4,786	.025	.025	Robb & Misener	Charles J. Robb		J. E. Purple... / Irvin Nieman[4]		H. R. Misener				
MISHAWAKA, 22,168.													
Enterprise (1)	2,100	.025	.025	Enterprise Pub. Co.	J. H. Jernegan	B. L. Taylor	Eugene F. Noon		James H. Cloetingh	James H. Cloetingh	R. H. Steivader		John Rhodes
MONTICELLO, 2,800.													
Journal (I) (J) (157)	1,185	.015	...	Democrat-Journal Co., Inc.	Lawrence O. Corey	Lawrence O. Corey	Mabel Henke	Donald J. Wickizer	Donald J. Wickizer				Edwin Shell / Leon Murlin[1]
MOUNT VERNON, 5,284.													
Democrat (D) (J) (37)	1,300	.015	.015	Edward F. Alles	Edward F. Alles	Orvan R. Hall	Orvan R. Hall... / Hilton C. Scheller[4]	Edward F. Alles	Edward F. Alles	Edward F. Alles	Anne V. Fullinwider	A. V. Fullinwider	N. Jay Rowe[2]
MUNCIE, 42,000.													
Press (I-R) (127-128)	11,131	.045	.03	Press Pub. Co.	Wilbur E. Sutton	Leon Parkinson	Herbert Silverburg[4]	Walter A. Letzler	Walter A. Letzler	Walter A. Letzler	John Edwards		
*Star (m) (I-R) (mer) (87-13)	23,661	.07	.04	Star Pub. Co.	John C. Shaffer	F. E. Harrold		Harry F. Guthrie		L. A. Baldwin	H. E. Payne	T. E. Skillman	
Sunday edition	15,254	.07	.04										
NEW ALBANY, 22,992.													
Tribune (R) (J) (157)	2,017	.02	...	W. S. Montgomery	W. S. Montgomery			W. S. Montgomery					
NEW CASTLE, 17,000.													
Courier (R) (119-136)	4,529	.025	...	Courier Co.	Allen C. Hiner		Wm. Thomburg... / Robert Gordon[4]	Alfred Marshall, Jr. / Ralph W. Barnard		Ralph W. Barnard	A. P. Haines	Edith Roll	LeRoy Decker
Times (D) (none)	3,020	.025	.025	Times Pub. Co.	W. S. Chambers	W. S. Chambers	Newton Goudy... / Eugene Bock[4]	W. S. Chambers	A. L. Young	A. L. Eller	John Heffernan	Lillian Risk	
NOBLESVILLE, 4,758.													
Ledger (R) (J) (none)	3,248	.02	...	Enterprise P. & P. Co.	E. E. Neal				C. S. Neal				

—in Indianapolis

The year of 1925 brought a change in the newspaper situation

ONE newspaper, THE TIMES, GAINED 2,005,272 lines of Local Display advertising in its six issues per week as against the COMBINED gain of 958,806 lines for ALL OTHER Indianapolis newspapers in their THIRTEEN ISSUES per week.

ONE newspaper, THE TIMES, GAINED 6,796 in daily net paid circulation March 31 to Sept. 30, 1925, while ALL OTHER Indianapolis newspapers LOST.

And that newspaper, THE TIMES, grew from 42,008 in January to 55,709 DAILY AVERAGE NET PAID CIRCULATION for the last quarter of 1925.

FOR many years one Indianapolis newspaper advertised broadly its privilege of carrying the "unabridged" advertising of Indianapolis merchants.

Today that claim can no longer be truthfully made. Indianapolis merchants have discovered in the growing circulation of The Times a profitable field for advertising, and not a few of them are placing the bulk of their space in The Times—a number use it EXCLUSIVELY.

The Times offers direct contact with one-third of the homes in Indianapolis, and the most of these homes can not be reached through any other publication.

For detailed information on the *new* Indianapolis situation consult

ALLIED NEWSPAPERS, Inc.

250 Park Ave., New York City
Federal Reserve Bldg., Cleveland, Ohio.
723 Title Insurance Bldg., Los Angeles, Cal.
410 N. Michigan Ave., Chicago, Illinois.
564 Market St., San Francisco, Cal.
212 Madison Ave., Seattle, Wash.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

INDIANA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
PERU, 12,561.													
*Chronicle (157)	1,875	.015	...	A. C. Petty									
*Journal (I) (56)	....	...	...	Journal Pub. Co	W. G. Hendricks	W. G. Hendricks	Thos. J. Walsh	W. G. Hendricks.					
Journal (see above)	....	...	...										
Combined daily	3,825	.03	...										
Tribune (I) (29)	4,471	.025	.025	Tribune Pub. Co	Frank O. Evens	E. C. Walpe	Frank O. Evens	Frank O. Evens					
PLYMOUTH, 4,338.													
Democrat (4)	2,392	.026	.026	Clay W. Metsker	Clay W. Metsker								
Pilot (E) (J) (29)	2,516	.02	.021	Pilot Co.	Samuel E. Boys	Samuel E. Boys	Paul M. Riddick	Samuel E. Boys	Samuel E. Boys	Samuel E. Boys	Paul M. Riddick		Walter Heighton[1]
PORTLAND, 5,958.													
*Commercial Review (E) (J) (127-128)													
Commercial Review (see above)													
Combined daily	2,390	.015	.015	Franklin Hildebrandt	Franklin Hildebrandt	F. Hildebrandt	C. K. Harris	Franklin Hildebrandt	F. Hildebrandt	Leo Maxwell	H. F. Haines	Pauline Syphers	H. B. Davenport[2]
Republican (R) (29)	2,750	.018	...	Republican Co.	A. A. Kist								
Sun (D) (J) (119-136)	2,425	.015	...	Sun Pub. Co	Ralph W. Ewry								
PRINCETON, 7,132.													
Clarion-News (R) (J) (29)	2,920	.018	...	Clarion Pub. Co	Fred R. Ewing	R. S. Munford	Ruskin Swan		Geo. B. Grigsby				Geo. B. Wire
Democrat (I-D) (J) (none)	2,987	.02	.02	John C. Gorman				John C. Gorman					John C. Gorman[1]
RENSSELAER, 2,912.													
Republican (R) (J) (4)	800	.016	...	H. B. Clerk	H. B. Clark	H. B. Clark	Mabel Nowels	S. C. Robinson	S. C. Robinson	S. C. Robinson	H. B. Clark		O. E. Byler[2]
RICHMOND, 28,000.													
*Item (m) (I) (J) (150)	13,009	.05	.04	F. S. Dodd	G. A. Copeland	C. A. Clay	John Green / Paul Mulligan[4]	F. S. Dodd	F. S. Dodd	E. J. Treffinger	R. L. Babylon	R. J. Kern	G. A. Righter[2]
Sunday edition	13,515	.05	.04										
Palladium (I) (22)	12,032	.05	...	Paladium Ptg. Co	R. G. Leeds	L. M. Feeger	Ralph Winslow / Bob Reed[4]	E. H. Harris	Hoyt F. Boylan	J. F. Bollmeyer			Emory Wissler
ROCHESTER, 3,720.													
News-Sentinel (I) (J) (157)	2,920	.025	...	Barnhart-Van Trump Co	Hugh A. Barnhart		Harry Onstott / Arthur Copeland[4]		Carl Van Trump				Floyd Van Trump[2]
RUSHVILLE, 5,850.													
Republican (R) (J) (d) (119-136)	2,905	.02	.015	Republican Co.	Roy E. Harrold	Roy E. Harrold	Louis C. Hiner	W. O. Feudner	B. O. Simpson	B. O. Simpson	Oliver Cartmel	Ruth Seward	Frank Priest[2]
SEYMOUR, 7,348.													
Tribune (I) (J) (119-136)	2,459	.018	.018	Jay C. Smith	Melvin S. Lostutter	John H. Conner	Melvin S. Lostutter	Jay C. Smith	Jay C. Smith	John H. Conner	Jay C. Smith	John H. Conner	Charles H. Resiner / Wm. H. Noelker[1]
SHELBYVILLE, 9,701.													
Democrat (D) (J) (119-136)	4,012	.025	...	Democrat Pub. Co	Wray E. Fleming	John D. DePrez	Wray E. Fleming / Ralph Cheshire[4]	John D. DePrez	John DePrez	Pleas E. Greenlee	Charles Blair	Sally Fortner	D. W. Avery / W. L. McNeely[1]
Republican (R) (none)	....	.017	...	Shelby Ptg. Co	T. E. Goodrich								
SOUTH BEND, 117,867.													
*News-Times (m) (I) (*S) (103-48)	9,634x	...	...										
News-Times (see above)	15,671x	...	...										
Combined daily	25,305x	.07	...	Joseph M. Stephenson	Boyd Gurley	Boyd Gurley	R. R. Reed / W. J. Dunn[4]	J. M. Stephenson	Mortimer M. Reed	Neal B. Welch / R. H. McAuliffe[3]	Robt. W. McInerny	Dean J. Wilhelm	Wm. J. Hafner
Sunday edition	23,249x	.07	...										
Tribune (m) (I-R) (150)	20,515x	.06	...	South Bend Tribune	F. A. Miller (Pres.)	R. H. Horst	L. C. Morehouse / Kenneth Conn[4]	Charles E. Crockett	W. S. Bowman	N. C. Snyder	H. M. Hatfield		Clarence Ott
Sunday edition	19,539x	.06	...										
SULLIVAN, 4,489.													
Times (D) (157)	3,500	.02	...	Poynter & McGuire	Paul Poynter	A. G. McGuire		A. G. McGuire	A. G. McGuire				
TERRE HAUTE, 70,000.													
Post (I) (3)	12,266	.038	...	Post Company	Edwin D. Minteer	F. R. Peters	Guy A. Bowsher / Franklyn Hunt[4]	F. R. Peters	Earl D. Baker	John Daily	C. W. Bevinger	Christina Powell	Charles Pritchett
*Star (m) (I-R) (87)	25,543	.06	.04	Star Pub. Co	John C. Shaffer	George D. Padgett	R. L. Grant / Jack C. Hannan[4]	B. F. Lawrence	J. E. White	Frank E. Hollis	B. W. Reasoner	Hugh A. Ralston	
Sunday edition	23,885	.06	.04										
Tribune (m) (I-D) (127-128)	22,818	.06	...	Tribune Pub. Co	William F. Cronin	Wm. F. Cronin	Morton P. House / Ralph White[4]	Andrew C. Kiefer	Andrew C. Kiefer	Frank Shannon / Louis F. Keifer[3]	James T. Hanrahan		Albert White
Sunday edition	22,578	.06	...										
TIPTON, 4,878.													
Tribune (I) (J) (none)	3,055	.02	.02	Ramsay & O'Banion	A. W. Ramsay	F. N. Ramsay	Fred S. Oglebay	J. M. O'Banion	C. L. O'Banion	F. N. Ramsay	John Neenan		Fred Saissline / J. Gordon[1]
UNION CITY, 5,880.													
Times (R) (J) (d) (37-4)	2,271	.021	.021	James J. Patchell	James J. Patchell	Roy Patchell	James J. Patchell	Roy Patchell	James J. Patchell	James J. Patchell	James J. Patchell		Roy Patchell / James J. Patchell[1]
VALPARAISO, 6,518.													
Messenger (D) (119-136)	1,967	.015	...	H. F. Strother	H. F. Strother								
Vidette (R) (29)	2,000	.02	.02	John M. Mavity	John M. Mavity		E. Zimmerman / Freddie Le Pell[4]	John M. Mavity	John M. Mavity	J. Earle Mavity			Harvey Field
VINCENNES, 19,500.													
*Commercial (m) (R) (135)	5,739x	.035	.03	Thomas H. Adams	Thomas H. Adams	A. B. Brouillette	A. R. Cochran / O. V. Agar / H. B. Houghton[4]	Chester W. Adams	Chester W. Adams	E. A. Cash	H. J. Thayer	Virgil Faust	C. L. Kuhn
Sunday edition	6,050x	.035	.03										
Sun (D) (J) (mer) (119-136)	3,416	.02	.018	R. E. Purcell & Sons	George W. Purcell	Geo. W. Purcell	Harley E. Presnell. / Geo. W. Purcell[4]		John T. Harris	Stephen Reep	James Law		John T. Harris[2]
WABASH, 9,875.													
Plain Dealer (R) (J) (29)	2,800	.02	...	Don M. Nixon	Geo. H. Scruton, Jr								
Times-Star (D) (J) (119-136)	2,893	.018	...	Wabash P. & P. Co	Ira D. Rohrer								
WARSAW, 5,478.													
Times (R) (J) (mer) (none)	3,525	.025	.025	Logan H. Williams	Ted Williams	R. B. Williams	E. H. Dodge / Jim Runyan[4]	L. H. Williams	Raymond Williams	B. B. Smith	Raymond Williams		Frank Gibbard / George Byrer[1]
Union (D) (none)	2,518	.02	.021	Warsaw Union, Inc	R. O. Nusbaum			Ralph W. Bartol		Fred C. Bartol / Ralph W. Bartol[3]			
WASHINGTON, 8,748.													
Democrat (D) (J) (none)	2,735	.02	.02	S. B. Boyd & Henry Backes	Henry Backes	Sam B. Boyd	Donald Ellis / Ralph Burris[4]		Henry Backes	Sam Boyd			
Herald (R) (J) (56)	2,841	.025	.025	Gazette & Herald Co	Earl McCafferty	Hugh G. Faith	Russell Alexander		Hugh G. Faith	J. Verne Dailey	J. Verne Dailey	J. Verne Dailey	Charles White / Everett Spaulding[1]

IOWA

AMES, 9,350.													
Tribune (I) (J) (none)	2,917	.03	.029	Tribune Pub. Co	J. L. Powers	T. F. Crocker	T. F. Crocker	J. L. Powers	J. L. Powers, Jr	J. A. Longley	J. L. Powers, Jr	J. L. Powers, Jr	C. O. Powers[2]
ATLANTIC, 5,477.													
News-Telegraph (I-R) (24)	3,800	.04	.03	Chas. F. & E. P. Chase	C. F. & E. P. Chase	C. F. & E. P Chase	E. P. Chase	E. P. Chase	E. P. Chase	Lydia R. Otto	Mabel Kennedy	Mabel Kennedy	Walter Genereux
BOONE, 14,174.													
News-Republican (R) (J) (none)	4,755x	.035	.0265	S. G. Goldthwaite	S. G. Goldthwaite	George Brunton	Cecil Douglass	S. G. Goldthwaite	Paul Lindemeyer	M. K. Sawyer			Fred E. Henry[2]

Iowa first on these ten counts!



Iowa Daily Newspaper Publishers will help you get distribution in Iowa. They have bound themselves together under the "Iowa Plan." Write for information.

Iowa has a greater per capita wealth than any other state in the Union.

It is first in the number of automobiles on farms.

The value of its corn, oats, horses, hogs, poultry and eggs tops all other states.

In value of farm lands and buildings it is again first.

Iowa also leads in total value of farm products.

It is at the head of the list in combined value of live stock.

The total value of its farm property is far in advance of that of any other state.

In percentage of farm land improved it is the pace maker for the entire nation.

It also has the greatest number of farms equipped with telephones.

Finally, Iowa has a smaller percentage of illiteracy than any other state.

All of which goes to show that one of the best selling mediums for any advertiser is in the daily Iowa newspapers.

THE IOWA DAILY PRESS ASSOCIATION

Davenport, Iowa

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register & Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Times-Tribune

IOWA—Where Every Family Takes a Daily Newspaper

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS—Continued.

IOWA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BURLINGTON, 28,000.													
Gazette (I-D) (E) (127-128)	10,310	.045	...	George A. Stivers	George A. Stivers	Thomas Green			Charles M. Morgan				
*Hawk-Eye (m) (R) (10)	10,673	.045	...	Jno. F. D. Aué	Tracy Garrett			Jno. F. D. Aué	C. M. Waite	H. E. Morgan	Fred Longstreth	H. E. Morgan	
Sunday edition	13,713	.045	...										
CEDAR FALLS, 6,316.													
Record (R) (J) (127-128)	2,110	.025	.025	C. S. Coddington	C. S. Coddington	C. S. Coddington	Guy C. Campbell; Paul Harmon[4]	G. C. McElroy	F. Pixley	H. Willadsen			A. E. Brown[2]
CEDAR RAPIDS, 51,041.													
Gazette (I) (2)	20,731	.07	.049	J. L. Miller	H. L. Marshall	Verne Marshall	Frank Wasson; Earl Coughlin[4]	J. L. Miller	J. S. Young	J. S. Young	C. H. Harmer	J. S. Young	J. L. Miller
Republican (m) (R) (J) (127-128)	13,142	.065	.045	J. S. Farquhar	Fred Lazell	R. S. Toffiemire	J. F. McElderry; C. A. Siegfried[4]	C. A. Siegfried	W. B. Bechtel; C. A. Siegfried[3]	B. Capion			R. L. Turner
Sunday edition	13,600	.065	.045										
CENTERVILLE, 8,486.													
Iowegian & Citizen (R) (J) (130)	4,583	.025	.02	Beck & Needham	J. M. Beck	J. Ray Ellis	C. B. DePuy	J. R. Needham	F. C. Robbins; J. M. Beck[3]	G. A. McKee	Madeline Ellis		Glenn Frink[1]
Southern Iowa American (I) (J) (4)	3,150	.025	...	Southern Ia. Pub. Co.	Glenn Reed	Glenn Reed		Glenn Reed	Glenn Reed	Glenn Reed			
CHARLES CITY, 7,350.													
Press-Intelligencer (R) (J) (4)	3,000	.025	...	L. H. Henry & Sons	L. H. Henry								
CLINTON, 27,000.													
Advertiser (I) (2)	8,926	.045	.04	G. L. Higgins	T. V. Murphy	G. L. Higgins	C. D. Stewart; Charles Stewart[4]	W. P. Lovell	K. M. Keegan	W. P. Lovell	Ross LaBatt		John Stanger
Herald (I) (127-128)	8,241	.04	.03	L. M. Michelson	W. C. Eastland		J. A. Ryan	L. M. Michelson	L. M. Michaelsen	J. J. O'Connor	A. E. Meyer		John Butzbach
COUNCIL BLUFFS, 41,000.													
Nonpareil (m) (I-R) (mer) (132)	16,263	.06	.06	Nanpareil Pub. Co	W. R. Orchard	John Henry		Robert R. O'Brien	James Winters; A. S. Gallegher[3]	John O'Brien			
Sunday edition	16,310	.06	.06										
CRESTON, 8,034.													
Advertiser (I) (none)	3,534	.025	.025	Advertiser-Gazette Co.	W. A. Roseberry & Carl Davenport	W. A. Roseberry & Carl Davenport	George A. Croft	W. A. Roseberry & Carl Davenport	W. A. Roseberry & Carl Davenport	Carl Davenport	E. G. Smeltzer	William Rath	W. A. Roseberry
DAVENPORT, 68,000.													
Democrat & Leader (m) (D) (59)	13,473x	.06	.04	Frank D. Throop	Ralph W. Cram	Ralph W. Cram	Hugh Harrison; Frank Gordon[4]	Frank D. Throop	Frank D. Throop	Victor Martin	V. N. Dorgan	R. W. Meng	Charles H. Bleuer
Sunday edition	16,040x	.06	.04							Frank D. Throop[3]			
Times (I-R) (42)	24,246x	.08	...	E. P. Adler		R. J. Leysen	R. L. Klauer; L. Kautz[4]	E. P. Adler	F. Russell	L. M. Turnbull; E. P. Adler[3]	R. J. Evans	J. P. Klenda	T. J. Kelley
DES MOINES, 147,500.													
Capital (m) (R) (E) (125)	52,585	.14	.085	Lafayette Young, Sr.	Lafayette Young, Sr.	John Evans	Carl Stuart; Sam Smith[4]	Lafayette Young, Jr.	Lafayette Young, Jr.	J. E. Hammer	H. E. Cowgill	R. B. Copley	W. S. Jones
Sunday edition	21,184	.14	.085										
*Register (m) (I-R) (*S) (J) (E) (90-126-13)	80,545	...	...	Gardner Cowles & John Cowles, Asso. Pub.	Harvey Ingham	W. W. Waymack	W. G. Hale; Sec Taylor[4]	Gardner Cowles	Harry T. Watts	Forrest R. Geneva; Martin M. Mauger[3]	W. A. Cordingley	F. E. McCray	Geo. D. Riggs; W. H. Ammons[1]
Tribune (see Register)	81,717	...	...										
Combined daily	162,262	.30	.30										
Sunday edition	134,887	.30	.30										
DUBUQUE, 42,811.													
Daily American Tribune (m) (I) (80-16)	17,596	.05	.05	Catholic Ptg. Co., Inc.	Leo M. Doyle	John P. Gonner; Charles N. Nennig[5]	Charles N. Nennig; Carl D. Ochs[4]	John P. Gonner	John P. Gonner	J. J. Clardy	J. Ray Brown	J. J. Clardy	
Sunday edition	17,596	.05	.05										
Telegraph-Herald (m) (I-D) (J) (I)	19,615	.06	...	F. W. Woodward	Walter Wendt	Walter Wendt	Walter Wendt; Carl Wilhelm[4]	F. W. Woodward	F. W. Woodward	F. J. McLaughlin	William J. Arndt	C. Ritter	A. Lange; W. W. Lilly[1]
Sunday edition	19,769	.06	...										
Times-Journal (m) (R) (J) (2)	12,887	.05	...	Times-Journal Co.	E. G. Fairfield	W. J. Schaefle; Ed. G. Fairfield[5]	Payson Berg; Merril Smith[4]	W. J. Schaefle	W. J. Schaefle	John Ingram; John E. Rock[3]	J. A. Kenneally	John E. Rock	G. A. McLaughlin[2]
Sunday edition	12,881	.05	...										
FAIRFIELD, 5,948.													
Ledger (R) (2)	4,837	.03	...	Paul S. Junkin	H. F. McDougal	Paul S. Junkin	H. F. McDougal; Virgil Smith[4]	Paul S. Junkin	O. H. Seifert; Paul S. Junkin[3]	Carl Jay	O. H. Seifert	Fred Doyle	
FORT DODGE, 29,000.													
Messenger & Chronicle (I-R) (J) (132)	10,056	.05	...	Messenger Ptg. Co.	C. A. Roberts (Pres.)	W. S. Merryman (Treas)		W. S. Merryman		T. F. Welch			
FORT MADISON, 15,000.													
Democrat (I) (J) (2)	4,515x	.035	.03	W. J. McGiffin	S. W. Mitchell	W. J. McGiffin	J. W. Brown; E. Connelly[4]		Ward T. Mershon; W. J. McGiffen[3]	L. H. Danley	Dick Gaston		Ernest Carstens; E. J. Lawrence[1]
IOWA CITY, 14,600.													
Press-Citizen (I) (mer) (161)	6,511	.035	...	Merritt C. Speidel	M. C. Speidel	Graham M. Dean	J. E. Reizenstein; G. M. Dean[4]	Merritt C. Speidel	William F. Wade	Edward A. Chappell; G. L. Dibb[3]	W. F. Wade	E. F. Edwards	Eugene Johnson
KEOKUK, 17,000.													
Gate City (I) (2)	5,516	.035	.03	Gate City Co.	Walter Burton	Dale E. Carrell	F. C. Smith; Dale E. Carrell[4]	S. E. Carrell	C. C. Carrell	C. R. Thornton; P. R. Finiay[3]	Henry Nelson		
MARSHALLTOWN, 17,500.													
Times-Republican (R) (none)	10,980x	.045	...	Times-Republican Ptg. Co.	D. W. Norris	R. C. Wells	H. J. Rodgers; J. A. Whitacre[4]	G. F. Thayer	G. F. Thayer	G. F. Thayer	G. F. Thayer	G. F. Thayer	
MASON CITY, 24,000.													
Globe-Gazette (R) (42)	13,002x	.05	.034	Globe-Gazette Co.	Will F. Muse	W. Earl Hall	E. A. Norem; Al Smillie[4]	Lee P. Loomis	Lloyd Geer; A. Jeppesen[3]	I. W. Hillstrom			
MISSOURI VALLEY, 3,985.													
Times (I) (J) (4)	525	.017	...	R. C. Lahman	R. C. Lahman		Samuel Holmes						J. W. Harris; Willard Dale[1]
MOUNT PLEASANT, 3,987.													
News (R) (J) (none)	1,485	.02	.014	Charles S. Rogers	Warren K. Rogers			Warren K. Rogers	L. M. Tresdell				O. D. Pennywill; E. J. Peterson[1]
MUSCATINE, 18,173.													
Journal & News-Tribune (I) (42)	7,717	.04	.028	C. Rabedeaux	Geo. Hinshaw	Geo. Hinshaw	Geo. Newton; Walter Van Zyl[4]	C. Rabedeaux	C. Rabedeaux	A. M. Geibel	L. L. Boice		Nathan Hoefflin
NEWTON, 6,627.													
News (I-R) (J) (none)	2,619	.025	.025	James R. Rhodes	James R. Rhodes	George H. Seigle	George H. Seigle; Mary Little[4]	James R. Rhodes	L. O. Brewer	G. E. Whitehead	Charles P. Starrett	G. E. Whitehead	W. E. Rose[2]
OELWEIN, 8,525.													
Register (I-R) (J) (mer) (none)	3,104	.03	.029	H. V. Hoyer, R. V. Lucas & W. T. Armbruster	R. V. Lucas	R. V. Lucas	R. V. Lucas	H. V. Hoyer	H. V. Hoyer	W. T. Armbruster	R. V. Lucas	W. T. Armbruster	H. V. Hoyer[2]
OSKALOOSA, 9,427.													
Herald (d) (none)	5,250	.03	...	Oskaloosa Herald Co.	Phil Hoffman								
OTTUMWA, 27,000.													
Courier (R) (42)	12,820	.06	...	James F. Powell		Clarence Johnston	Clyde Hightshoe; Emmett Mowery[4]	John Huston	C. C. Meisters	John Canny			
*Dispatch (m) (37)	(new daily)	...	...										
Sunday edition	....	...	...										
PERRY, 5,642.													
Chief (I-R) (J) (119-5)	2,186	.025	.018	Chief Ptg. Co., Inc.	Herbert L. Adams	Herbert L. Adams			Fred F. Harvey	Verne J. Hall	Anne A. Adams		Claude Colle[2]
SHENANDOAH, 5,255.													
Sentinel-World (I-R) (157)	4,326	.032	...	Sentinel Pub. Co.	C. N. Marvin	R. K. Tindall	R. K. Tindall	Don McGiffen	Don McGiffen	B. L. Williams; Nelle Howard[3]	C. N. Marvin	B. L. Williams	Graham Hendricks
SIOUX CITY, 78,571.													
*Journal (m) (R) (J) (E) (132-65)	8,054	...	...	Perkins Bros. Co.	A. F. Allen	H. E. Cody; A. F. Allen[5]	Willis Forbes; Joe Ryan[4]	W. H. Sammons	W. H. Sammons	John B. Perkins	E. E. Towns	C. E. Moore	C. D. Whitney[1]
Journal (see above)	44,915	...	...										
Combined daily	52,969	.12	.11										
Sunday edition	43,495	.12	.11										
(Note—After June 1, 1926, minimum rate (flat) will be .13 per line, national; .11 per line, local.)													
Tribune (I) (E) (168)	52,085	.12	.11	Tribune Co.	John H. Kelly	Everett G. Tripp	Irwin Harrison; C. D. Alcott[4]	Eugene Kelly	Eugene Kelly	A. T. Zeller; William Eilers[3]	J. H. Bruggeman; T. H. McBride	A. E. Davis	Frank J. Kelly
VINTON, 4,120.													
Cedar Valley Times (I) (J) (none)	4,889	.035	.035	H. G. Kruse	W. P. Kruse	W. P. Kruse		H. G. Kruse	F. B. Kruse	Fred A. Braginton	E. Williams	D. G. Palmer	Z. V. Wyatt; C. J. Burkhart[1]
WASHINGTON, 4,800.													
Journal (R) (J) (4)	3,084	.025	.025	Elder, Shannon & Co.	Orville Elder		Bruce Cowden	Ralph Shannon	Ralph Shannon; Orville Elder[3]	Paul Gorham			Floyde Parke[2]

First! in AMERICA

In proportion to the population of the city of publication, the circulation of THE DES MOINES SUNDAY REGISTER is the largest in America! No other Sunday newspaper in the United States in a city of 100,000 or more population publishes and sells as many papers as there are people in its home city. The Sunday Register publishes and sells MORE!

The list below was compiled from the Standard Rate and Data Service for November. It includes all Sunday papers having over 100,000 circulation. The circulations given are from the Government Statements or A. B. C. averages for the six months ending Sept. 30, 1925.

Name of Paper	Pop. of City of Pub. 1920 Census	Av. Circulation 6 Mo. Ending Sept. 30, 1925	Per Cent of Circulation Compared to Pop.
Des Moines Sunday Register	**131,119***	**134,887†**	**103**
Forth Worth Star Telegram	106,482	104,191	98
Denver Sunday Post	263,372	228,264	87
Memphis Sunday Commercial Appeal	162,351	126,063	78
San Francisco Sunday Examiner	506,676	345,852	68
Boston Sunday Advertiser	748,000	488,347	65
Los Angeles Sunday Examiner	612,348	383,179	62
St. Paul Sunday Dispatch	248,677	151,943	61
Kansas City Sunday Star	447,747	269,417	60
Atlanta Sunday American	235,704	135,729	57
Portland Sunday Oregonian	258,288	144,817	56
Omaha Sunday World Herald	191,601	104,740	54
Atlanta Sunday Journal	235,704	114,434	49
Boston Sunday Post	748,000	359,335	48
Minneapolis Sunday Tribune	385,880	173,546	45
Portland Sunday Oregon Journal	258,288	114,070	44
Boston Sunday Globe	748,000	331,221	44
Seattle Sunday Post Intelligencer	315,652	137,919	43
Cincinnati Sunday Enquirer	401,247	173,579	43
Minneapolis Sunday Journal	385,880	158,214	41
Chicago Sunday Herald Examiner	2,701,705	1,115,769	41
Kansas City Sunday Journal Post	447,747	177,044	39
Chicago Sunday Tribune	2,701,705	1,016,516	38
Indianapolis Sunday Star	365,000	134,976	37
St. Louis Sunday Post Dispatch	933,013	348,693	37
Milwaukee Sunday Sentinel	457,147	159,354	35
Seattle Sunday Times	315,652	103,600	33
Los Angeles Sunday Times	613,348	187,466	31
Cleveland Sunday Plain Dealer	796,841	242,987	30
New Orleans Sunday Times Picayune	387,219	113,549	29
Milwaukee Sunday Journal	457,147	127,365	28
Washington, D. C., Sunday Herald	437,571	121,568	28
San Francisco Sunday Chronicle	506,676	138,745	27
Detroit Sunday News	1,106,211	297,915	27
Los Angeles Illustrated Sunday News	612,348	157,011	26
Pittsburgh Sunday Press	898,430	235,934	26
St. Louis Sunday Globe Democrat	933,013	248,386	26
Baltimore Sunday Sun	733,826	183,889	25
Cleveland Sunday News	796,841	191,081	24
Detroit Sunday Times	1,106,211	271,731	24
Washington, D. C., Sunday Star	437,571	104,769	24
Buffalo Sunday Courier	506,775	120,499	23
Philadelphia Sunday Inquirer	1,823,779	419,051	23
Detroit Sunday Free Press	1,106,211	242,132	22
Philadelphia Sunday Public Ledger	1,823,779	387,387	21
Pittsburgh Sunday Post	898,430	180,615	21
Baltimore Sunday American	733,826	137,479	19
New York Sunday News	5,620,048	1,122,065	19
New York Sunday American	5,620,048	1,088,303	19
Boston Sunday Herald	748,000	124,132	17
Pittsburgh Sunday Gazette-Times	898,430	147,104	16
New York Sunday Times	5,620,048	598,244	11
New York Sunday World	5,620,048	581,660	10
Philadelphia Sunday Record	1,823,779	115,067	6
New York Sunday Herald Tribune	5,620,048	321,889	6

** Greater Des Moines Population, State Census 1925, 150,165*

† Sunday Register Circulation for November, 1925, 150,835

Des Moines Sunday Register

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

IOWA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
WATERLOO, 38,000.													
Courier (I-R) (mer) (150)	17,377	.06	.06	W. H. Hartman Co.	John C. Hartman	E. R. Moore	Burton T. Burritt. / Wilton Floberg[4]	Jackson McCoy	Jackson McCoy	E. G. Carey	Jackson McCoy	Marie Gleason	R. E. Boller
*Tribune (m) (I) (J) (84)	11,772	.05	...	Tribune Pub. Co.	William Reed	William Ragan		Harry Shaw			Earl Stearns		
Sunday edition	12,035	.05	...										
WEBSTER CITY, 6,492.													
Freeman-Journal (E) (J) (157)	3,610	.035	.035	Freeman-Journal Pub. Co.	W. F. Hunter	G. C. Tucker	G. C. Tucker / L. L. Dillworth[4]	J. N. Stonebraker	J. N. Stonebraker	J. N. Stonebraker	M. M. McCoy	M. M. McCoy	H. R. Packard[2]

KANSAS

ABILENE, 5,150.													
Chronicle (I) (J) (157)	1,505	.014	...	E. C. Reeves	E. C. Reeves								E. C. Reeves[1]
Reflector (E) (J) (none)	1,420	.011	.011	Reflector Ptg. Co.	C. M. Harger	H. W. Wilson		H. W. Wilson					H. W. Wilson[1]
ARKANSAS CITY, 14,403.													
Traveler (I-R) (J) (84)	5,745	.04	.04	Oscar S. Stauffer	Oscar S. Stauffer	Alfred G. Hill		Oscar S. Stauffer	Oscar S. Stauffer	R. M. Davis	D. H. Stone		
ATCHISON, 17,300.													
Globe (m) (I-R) (132-65-115)	7,260x	.04	.04	Globe Pub. Co.	Gene A. Howe	J. E. Rank	Fred Kenner / Evan Tonsing[4]	Wilbur C. Hawk	Wilbur C. Hawk	James Todd. / Wilbur C. Hawk[3]	Bert Baumner	Alta Oldham	Charles O'Keefe
Sunday edition	7,239x	.04	.04										
AUGUSTA, 4,219.													
Gazette (I) (J) (157)	2,038	.018	...	Burns Hegler	Burns Hegler								
BELOIT, 3,315.													
Call (I) (J) (none)	1,990	.011	...	Adamson & Houghton	Harry K. Houghton	H. K. Houghton	Mrs. R. H. Butler	H. K. Houghton	H. K. Houghton	H. K. Houghton	H. K. Houghton	H. K Houghton	W. B. Springer[2]
BURLINGTON, 2,560.													
Republican (I-R) (J) (157)	2,393	.015	.015	John Redmond	John Redmond		Bill Batdorf	Floyd S. Ecord		Wilma Dabbs			Most Easy Budd[2]
CALDWELL, 2,191.													
Messenger (I) (J) (none)	1,012	.014	.014	Harold A. Hammond	Harold A. Hammond			Harold A. Hammond		H. P. Quinn			Ralph Noble[1]
CANEY, 3,427.													
Chronicle (I) (none)	.....	.021	...	Chronicle Pub. Co.									
CHANUTE, 10,286.													
Tribune (R) (J) (none)	2,763	.015	.016	Wilfrid Cavaness	Herbert Cavaness		Fletcher Maclary	W. Cavaness	W. Cavaness				W. Cavaness[1]
CHERRYVALE, 4,698.													
Republican (R) (157)	.....	.015	...	Will H. Burge	Will H. Burge								
CLAY CENTER, 4,473.													
Dispatch-Republican (R) (J) (none)	1,380	.014	...	Clay Center Pub. Co.	F. W. Parrott								
COFFEYVILLE, 13,452.													
Journal (I-R) (J) (84)	5,672	.03	.025	Powell & Platz	Powell & Platz	H. J. Powell	Stanley Platz. / F. W. Walden[4]	H. J. Powell	H. J. Powell	Charles M. Dunham	R. E. Kane	Mrs. R. E. Kane	Ray Dameron[2]
*News (m) (none)	4,968	.02	...	A. J. Valentine	A. J. Valentine								
Sunday edition	4,968	.02	...										
COLUMBUS, 3,155.													
Advocate (R) (d) (none)	.....	.011	...	N. W. Huston	N. W. Huston								
CONCORDIA, 4,705.													
Blade-Empire (R) (J) (none)	2,943	.029	.029	Ray Green	Ray Green	Charles R. Cook	Charles R. Cook	Lester Shrouf	Lester Shrouf	Victor McKinnon			Lee Shrouf[2]
COUNCIL GROVE, 2,650.													
Republican (I-R) (J) (none)	2,190	.02	...	Jack Lawrence	Jack Lawrence			W. F. Law					Darrell Taylor / H. Sheldon[1]
DODGE CITY, 5,061.													
Globe (I) (none)	2,760	.025	.025	J. C. Denious	J. C. Denious	C. L. Jacoby	B. W. Crone	J. C. Denious	N. C. Petersen	Helen Havely / N. C. Petersen[3]	Jack Cason	Bruce Gibbons	D. H. Tucker
EL DORADO, 10,995.													
Times (R) (J) (84)	4,283	.03	.025	Times Pub. Co.	R. A. Clymer		W. R. Feder	R. A. Clymer			Albert Letts		Otto Huttenhoff / A. G. Hudson[1]
EMPORIA, 13,000.													
Gazette (I-R) (J) (84)	5,174x	.035	.035	William Allen White	W. A. White		C. H. Lambert	W. E. Hughes	W. E. Hughes	E. T. Lowther			
FORT SCOTT, 10,693.													
Tribune-Monitor (I) (157)	3,449	.025	...	Tribune-Monitor Co.	George W. Marble	George W. Marble			George W. Marble				
FRANKFORT, 2,000.													
Index (I) (4)	1,330	.018	...	F. M. Hartman	F. M. Hartman								
FREDONIA, 3,954.													
Herald (I) (J) (86)	1,486	.018	...	Ben S. Hudson	Ben S. Hudson								
GALENA, 5,240.													
Times (I) (J) (157)	1,185	.015	.015	Arthur S. McNay	Arthur S. McNay	Arthur S. McNay	Hattie C. McNay	Arthur S. McNay	Arthur S. McNay	Arthur S. McNay	N. J. Carver	N. J. Carver	Ollie Smith[2]
GREAT BEND, 5,000.													
Tribune (R) (86)	3,165	.025	.02	Will Townsley	Chas. Townsley	Will Townsley	M. S. Spencer	Will Townsley	E. C. Vollmer	E. C. Vollmer			E. C. Vollmer
HIAWATHA, 3,222.													
World (I) (J) (none)	3,175	.029	.029	Ewing Herbert	Ewing Herbert								
HUTCHINSON, 28,000.													
*Herald (m) (R) (mer) (84)	7,834	...	...	News Co.	W. Y. Morgan	Fred Henney	H. Waggoner (D). / Virgil Fulling (N).	R. C. Ballard	R. C. Ballard	C. L. Nicholson	Stewart MacDonald	R. L. Weyher	Elmer Brewer
News (see Herald)	15,465	...	...										
Combined daily	23,299	.09	.075										
Sunday edition	8,111	...	...										
Evening and Sunday	.....	.09	.075										
INDEPENDENCE, 15,271.													
*Free Press (m) (R) (J) (none)	3,471	.021	...	D. Clyde Knock	Roy Fruit								
Sunday edition	3,471	.021	...										
Reporter (I-R) (none)	3,984	.03	.03	Clyde H. Knox	Clyde H. Knox	Chas. T. Errett	Earl Cox	Clyde H. Knox	Clyde H. Knox	Clyde H. Knox			J. F. Atkisson
IOLA, 9,500.													
Register (E) (J) (none)	3,501x	.025	...	Charles F. Scott	Charles F. Scott	Charles F. Scott	W. T. Smiley	Charles F. Scott	Angelo C. Scott	M. C. Langley	George L. Williams	Kenneth Drake	H. C. Whitaker / R. L. Varner[1]
JUNCTION CITY, 7,533.													
Union (I) (J) (157)	.....	.02	...	John Montgomery & Son	Harry Montgomery								
KANSAS CITY, 120,000.													
Kansan (m) (I) (mer) (28)	21,955	.07	.06	Senator Arthur Capper	Carl F. White		Camille Nohe. / Joseph S. Turner[3]	W. A. Bailey	W. A. Bailey	Knowlton Parker	Lloyd Smith	Floyd Yost	
Sunday edition	22,105	.07	.06										
KIOWA, 1,520.													
*Record (m) (I) (d) (none)	.....	.013	...	F. E. Hagenbuch	F. E. Hagenbuch								
Sunday edition	.....	.013	...										
LAWRENCE, 15,000.													
Journal-World (E) (J) (1-86)	5,507x	.03	.022	World Co.	W. C. Simons	J. W. Murray	J. W Murray. / Harry Morrow[4]	W. C. Simons	W. E. Simons	R. de Watteville. / Dolph Simons[3]	Grace S. Farris	Roland de Watteville.	Earl A. Farris[2]

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
LEAVENWORTH, 16,912.													
Times (m) (I) (132-160-73)	6,927	.035	...	Estate of D. R. Anthony	D. R. Anthony, Jr.	D. R. Anthony, Jr.	G. Fred Post / G.F. Vanderschmidt[4]	D. R. Anthony, Jr.	H. H. Seckler	H. H. Seckler	Ed. Smith	J. K. Krueger	Henry Hampel
Sunday edition	6,927	.035	...										
LYONS, 3,200.													
News (I) (J) (none)	2,015	.02	.02	Lyons Pub. Co.	Paul A. Jones	Paul A. Jones	Nat Laddin		Paul A. Jones	S. H. Jones	M. A. Jones		C. S. Day[1] / J. H. Myers
McPHERSON, 4,595.													
Republican (R) (J) (d) (none) ..	1,232	.014	...	W. J. Krehbiel	W. J. Krehbiel								
MANHATTAN, 9,321.													
*Chronicle (m) (none)	2,594	.021	...	Fay N. Seaton	Fay N. Seaton								
Sunday edition	2,594	.021	...										
Mercury (R) (J) (none)	1,250	.014	.014	Fay N. Seaton	Fay N. Seaton	Clarence E. Hill	Dwight King / Fred A. Seaton[4]	Fay N. Seaton	Fay N. Seaton	C. W. Claybaugh	B. F. Sweet		H. F. Parsons / A. H. Carmain[1]
Nationalist (R) (J) (157)	.....	.018	...	Ed. Shellenbaum	Ed Shellenbaum								
NEODESHA, 3,943.													
Sun (I-R) (none)	1,120	.014	...	C. E. Cowdery Estate	Charles P. Beebe	Harley E. Holden	Harley E. Holden		Charles P. Beebe	Charles P. Beebe	Wilma Saxe	Wilma Saxe	P. A. Klayer
NEWTON, 9,781.													
Kansas-Republican (R) (J) (157)..	3,310	.025	...	Kansan Ptg. Co.	J. L. Napier	J. L. Napier	J. L. Napier	J. C. Mack	J. C. Mack	Mrs. Roy Black / Grace Long[3]	Mrs. May Mills		H. F. Nolte[2]
NORTON, 2,300.													
Telegram (I) (J) (157)	1,800	.015	...	Moore Bros.	T. N. & Everett Moore								
OTTAWA, 10,165.													
Herald (I) (J) (84)	4,574x	.03	.025	R. A. Harris	R. A. Harris	W. E. Gilliland	W. E. Gilliland / S. F. Harris[4]	John P. Harris	John P. Harris	C. W. Moody	E. S. Bigler	C. W. Moody	G. N. Spenny[2]
PARSONS, 20,000.													
*Republican (m) (R) (29)	4,400	.03	.025	A. D. Murlin	A. D. Murlin	A. D. Murlin	Sarada A. Murlin. / M. F. Pember[4]		Gertrude Murlin	S. Dixon	N. Patton		F. Powers
Sunday edition	4,400	.03	.025										
Sun (R) (84)	4,182	.025	...	Clyde M. Reed	Lester Combs				Lester Combs		George C. Krause		
PITTSBURG, 20,000.													
Headlight (R) (J) (54)	9,105x	.04	.03	Moore Bros.	Fred Brinkerhoff	Fred Brinkerhoff	George Boyd / H. Edmundson[4]	J. T. Moore	J. T. Moore	Fred A. Hamlin	D. E. Slagel	Lee Cochran	W. E. Edmunds / G. T. Moore[1]
*Sun (m) (I) (84)	6,454	.035	.03	J. H. Strong	J. H. Strong	C. Runion	Ed Prell[4]	W. G. Strong		Fred Vandergrif	Frank Barnett		August Simion
Sunday edition	6,454	.035	.03										
PRATT, 5,111.													
Tribune (R) (J) (none)	2,070	.025	.015	Tribune Pub. Co.	Charles W. Pratt	W. N. Paxton			Cecil P. Rich	Charles W. Pratt	Wade Eubank	Wade Eubank	Cecil P. Rich[2]
SALINA, 17,000.													
Journal (R) (J) (84)	7,529	.06	...	R. J. Laubengayer	Fred J. Ludes	Dorothea Smith	Roy F. Bailey			Earl C. Woodward. / C. H. Harper[3]	John B. Smith		L. C. Magill / C. W. Wheeler[1]
TOPEKA, 55,000.													
*Capital (m) (R) (J) (E) (28)..	36,861	.09	...	Arthur Capper	Harold T. Chase	Charles Sessions	Clark Crose / Arthur Conklin[4]	J. E. Griest	J. E. Griest	F. B. Cunningham	H. S. Blake	W. R. Gilmore	H. J. Brockman[1]
Sunday edition	38,169	.09	...										
State Journal (I) (14)	21,300	.06	...	Frank P. MacLennan	Frank P. MacLennan	Arthur J. Carruth	Robert E. Lewis. / Carlos E. Hobbs[4]	F. P. MacLennan	Wm. P. Snyder	Paul T. Morgan	Morris D. Milam	Paul T. Morgan	M. H. Gardner
WELLINGTON, 7,048.													
News (I) (J) (none)	2,400	.021	...	H. L. Woods	H. L. Woods	H. L. Woods	Edward Shaw	H. L. Woods	H. L. Woods	Kenneth Irwin	Kenneth Irwin	Josephine Hoge	Wilbur Scott / Charles De Vore[1]
WICHITA, 95,000.													
Beacon (I-R) (84)	43,967	.12	.107	Henry J. Allen	Elmer T. Peterson	S. A. Coleman	D. Senn Lawler	S. A. Coleman	A. T. Butler		A. T. Butler		
Sunday edition	46,299	.12	.107			D. Senn Lawler[5]	C. L. McPherson[4]						
*Eagle (m) (I) (*S) (mer) (J) (E) (8)	54,246	.15	...	Marcellus M. Murdock	Victor Murdock	John A. Reed	S. B. Kiefner		Sidney D. Long (Mgr.)	H. W. Allen	Sidney D. Long	Walter P. Pruitt	Dee Allen[1]
Sunday edition	66,989	.15	...			L. F. Kimmel[5]	Paul Lightner[4]		Clyde Speer (Spprvr.)				
WINFIELD, 11,700.													
Courier & Free Press (I) (J) (none)	4,854	.032	.032	W. G. Anderson	W. G. Anderson	H. L. Hart		W. G. Anderson		M. A. Bangs / G. F. Honnold[3]	R. Rose		Glenn W. Seaman / W. J. Sage[1]

KENTUCKY

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
ASHLAND, 14,729.													
Independent (m) (I) (84)	7,192	.04	.027	Ashland Pub. Co.	B. F. Forgey	B. F. Forgey	E. W. Donaldson. / Geo. Hatcher[4]	B. F. Forgey	James T. Norris	E. S. Cogan	James T. Norris	E. B. Gevedon	James W. Hughes
Sunday edition	8,011	.04	.027										
BOWLING GREEN, 18,000.													
Park-City News (D) (157)	3,328	.025	.02	C. M. Gaines	O. A. Raup	D. T. Caywood	O. A. Raup. / A. Temple[4]	C. M. Gaines	C. M. Gaines	O. J. Wade	W. H. Riley	J. Hines	Joe B. Sublett
Times-Journal (D) (J) (4-37)	3,810	.018	...	Times-Journal Pub. Co., Inc.	J. G. Denhardt	Geo. J. Moss	P. S. Turpin	J. G. Denhardt	J. G. Denhardt	J. G. Denhardt			W. H. Jackson[1]
COVINGTON, 57,121.													
Kentucky Post (m) (I) (3)	24,279	.065	.05	Post Pub. Co.	Bruce I. Susong	E. H. Dressman[5]	Tom Green, Jr.		Chas. H. Willenborg	Clayton B. Lepper	Harris Jarrett	John B. Green	
Sunday edition	16,081	.065	.05										
Kentucky Times-Star (112A-126A)..	.....	.07	...	Kentucky edition of Cincinnati Times-Star (which see)									
DANVILLE, 5,034.													
Advocate (D) (d) (none)	1,850	.021	...	W. V. Richardson	H. V. Richardson								
Messenger (D) (J) (4)	2,050	.021	.015	J. Curtis Alcock	J. Curtis Alcock	J. Curtis Alcock	J. Sterling Towles	J. Curtis Alcock	J. Curtis Alcock	C. M. Whiddon			Wm. Arnold / I. G. Jackson[1]
FRANKFORT, 9,805.													
*State Journal (m) (D) (J) (1)..	3,212	.025	.025	State Journal Co.	James L. Newman	Dulin Moss	M. M. Moss. / Sonny Harper[4]	J. P. Newman	J. L. Newman	J. P. Newman	M. L. Coleman	W. W. Land	Geo. H. Mayes[2]
Sunday edition	3,212	.025	.025										
FULTON, 3,145.													
Leader (D) (J) (d) (none)	1,310	.018	.014	R. T. & J. H. Moore	R. T. & J. H. Moore			T. F. Moore	T. F. Moore				
HENDERSON, 15,500.													
*Gleaner (m) (D) (56)	2,504	.025	...	Leigh Harris	Leigh Harris					Elliott C. Porter			
Journal (m) (see Gleaner)	1,200	.015	...										
Sunday Gleaner-Journal	3,130	.04	...										
HOPKINSVILLE, 9,696.													
New Era (D) (J) (none)	3,750	.025	.025	A. W. Wood	T. C. Underwood	T. C. Underwood	N. J. Burch. / T. P. McShane[4]	A. W. Wood	T. F. Wood	A. W. Wood, Jr.	Robert L. Moseley	A. W. Wood, Jr.	Frank Torian / William Wade[1]
LEXINGTON, 48,641.													
*Herald (m) (D) (42)	16,835	.06	.04	Desha Breckinridge	Desha Breckinridge	T. R. Underwood	J. A. Estes. / Norris Royden[4]	Robt. J. Breckinridge	R. J. Breckinridge	Herbert E. Byrd	Harry V. Wheat	C. D. Thompson	Norman P. Miller
Sunday edition	16,619	.06	.04										
Leader (m) (R) (84)	18,171	.06	.05	John G. Stoll	Harry Giovannoli	James M. Ross	C. G. Dickerson	Harry Giovannoli	Fred B. Wachs	David B. Weer. / Fred B. Wachs[3]	Charles W. Crum	B. Self	
Sunday edition	18,506	.06	.05										

Explanation: Asterisk (*) indicates morning newspapers. (m) indicates Sunday morning edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic; (P-R) Prog. Republican; (P-D) Prog. Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as D for Daily, S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months' statement ending September 30, 1925; X indicates three-month statement ending September 30, 1925. All other circulation figures are Government statements for six months ending September 30, 1925. All quoted advertising rates are per agate line. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. In third column superior figure [5] following name indicates Sunday editor. In fourth column superior figure [4] indicates sports editor. In seventh column superior figure [3] designates National Advertising Manager. List of special representatives with key numbers on Pages 108-110.

LIBRARY U. OF I., URBANA-CHAMPAIGN

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

KENTUCKY—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
LOUISVILLE, 267,981.													
*Courier-Journal (m) (I) (*S) (E) (8)	63,662	.14	.10	Robert W. Bingham	Robert W. Bingham. Harrison Robertson. (Chief of Staff)	C. E. Heberhart / O. R. Cook[5]	Neil Dalton / Bruce Dudley[4]	Emanuel Levi (V.-P.)	H. W. Stodghill	M. F. Aronhime. A. R. Magee[3]	H. W. Stodghill	O. S. Wespe	
Sunday edition	101,496	.20	.15										
*Herald-Post (m) (tab) (I) (E) (87)	38,077	.12	...	James B. Brown	James B. Brown	George R. Newman	Charles Foley. Robert Dundon[4]	R. Campbell Kennedy	Paul O. Sergent	M. W. Ridenour. Max Brown[3]	J. H. Scales	Earl Bain	John N. Rees
Herald-Post (not tab)	36,595	.10	...										
Sunday edition	57,808	.14	...										
(Note: Sunday edition issued both tabloid and regular size, tabloid section carrying .14 rate, newspaper size section carrying .12 rate per agate line)													
Times (see Courier-Journal)	66,076	.17	.12	Robert W. Bingham	Robert W. Bingham. T. Wallace (Chief)	A. Y. Aronson	Harold Ruby. Lester Barnes[4]	Emanuel Levi (V.-P.)	H. W. Stodghill	M. F. Aronhime. A. R. Magee[3]	H. W. Stodghill	O. S. Wespe	
MADISONVILLE, 5,030.													
Messenger (D) (J) (none)	3,012	.02	.018	Madisonville Pub. Co.	Edgar Arnold	Woodson Browning	Albert Larmouth		Hall Allen	Mary Royster			Carl Harris[1] J. D. Shain[1]
MAYFIELD, 6,583.													
Messenger (D) (157)		.03	...	Scott Lemon	Scott Lemon								
MAYSVILLE, 6,385.													
*Bulletin (D) (J) (none)	1,565	.014	...	M. J. McCarthy & Co.	M. J. McCarthy	Geo. R. McCarthy	A. F. Curran	M. J. McCarthy	M. J. McCarthy	M. J. McCarthy	M. J. McCarthy	M. J. McCarthy	James R. Ellis[2]
*Independent (D) (d) (4-157)	2,750	.02	...	Purdon & Schatzmann	Purdon & Schatzmann								
Public Ledger (R) (J) (4)		.014	...	Ledger Pub. Co.	Clarence Mathews								
MIDDLESBORO, 8,045.													
News (R) (J) (119-5)	1,897	.025	...	Citizens News Co.	A. H. Humphries								
OWENSBORO, 23,000.													
Inquirer (m) (D) (1)	6,263x	.03	.025	Owensboro Inquirer, Inc.	Lawrence W. Hager	Lawrence W. Hager	L. W. Hager. H. O. Potter[4]	W. B. Hager	W. B. Hager	Gordon A. Yancey	J. C. Conrey	Rex Hurt	M. R. Smith
Sunday edition	6,565x	.03	.025										
*Messenger (m) (D) (10)	7,653x	.03	...	Messenger Pub. Co., Inc.	Urey Woodson	J. M. Pendleton	D. O'C. Dougherty. James Whitmer[4]	George M. Fuqua		L. C. Cummings. Geo. M. Fuqua[3]	W. P. Minette	C. P. Clarke, Jr.	Ernest Vogel
Sunday edition	7,986x	.03	...										
PADUCAH, 28,800.													
*News-Democrat (m) (D) (84)	9,264x	.04	.028	Geo. H. Goodman	Geo. H. Goodman	Lloyd P. Robertson	Joe La Gore	W. H. Lackey	W. H. Lackey	W. H. Lackey	Kenney Brown	Spencer E. Harper	W. M. Smoot
Sunday edition	10,179x	.04	.028										
Sun (I) (1)	9,353x	.04	.035	E. J. Paxton (Pres.)	E. C. Mitchell	E. C. Mitchell		E. J. Paxton	E. H. Mammen	C. M. Givens	K. O. Grassham	Wm. Munsell	
RICHMOND, 5,622.													
Register (D) (J) (none)	2,000	.025	.021	Register Co., Inc.	Keen Johnson	Keen Johnson	Keen Johnson. John Goodloe[3]	Keen Johnson	Keen Johnson	E. T. Wiggins	J. W. Wiggins	Mrs. T. T. Covington.	E. T. Wiggins[3] J. W. Wiggins[3]
WINCHESTER, 7,866.													
Sun (D) (J) (67)	4,910	.025	...	C. C. Robbins	C. C. Robbins								

LOUISIANA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
ALEXANDRIA, 17,510.													
Town Talk (D) (J) (162-86)	6,603	.035	.03	H. M. Huie	R. C. Jarreau	H. M. Huie	H. H. Mobley. R. W. Brewer[4]	H. M. Huie	H. M. Huie	R. L. Wilson	J. E. Richardson	Miss Julia Brown	George H. Dale John R. Senseney[1]
BATON ROUGE, 27,000.													
*Advocate (m) (D) (23)	(new daily)	...	...	Charles P. Manship	Chas. P. Manship	E. J. Webster		Charles P. Manship	Charles P. Manship				
State-Times (see above)	8,130	...	...										
Combined daily	....	.06	...										
Sunday edition	....	...	...										N. S DeGrummond (Asst.)
CROWLEY, 6,108.													
Signal (none)	1,150	.018	...	Signal Pub. Co.	W. W. Duson, Jr.								
LAFAYETTE, 7,855.													
Advertiser (I) (J) (74)	2,485	.025	.025	Advertiser-Gazette, Inc.	T. M. Callahan	Will F. Candler	Will F. Candler	T. M. Callahan	Scranton Mouton	Scranton Mouton. T. M. Callahan[3]	Horace Forey	Scranton Mouton	O. A. Fournet[2]
LAKE CHARLES, 13,088.													
American-Press (I-D) (162-86)	4,427	.035	.025		Frank A. Smith	Frank A. Smith	J. L. Hereford. R. F. Faxon[4]		Frank A. Smith	A. S. Harris	Leon Meaux	Van Andrus	Clay Ruckstuhl
MONROE, 25,000.													
News-Star (D) (J) (84)	5,625x	.04	.025	News-Star Pub. Co., Ltd.	C. E. Faulk	C. A. Hazen	H. H. Brinsmade. C. A. Hazen[4]	C. E. Faulk	James W. Worthington	C. V. Powers. J. W. Worthington[3]	W. R. Hagendoorn	Irene Simms	L. Hawkins P. L. Elliott[1]
NEW ORLEANS, 412,000.													
Item (m) (I-D) (J) (E) (mer) (23)	62,848	.15	...	James M. Thomson	Marshall Ballard	Clark Salmon	Fred Coburn. Fred Digby[4]	A. G. Newmyer	P. J. Thomson	Bowden Caldwell. Leo R. Jalenak[3]	P. J. Thomson	John Irwin	J. W. Fanz P. J. Thomson[1]
*Tribune (see Item)	30,092	.10	...										
Combined daily	92,940	.20	...										
Sunday edition	83,916	.18	...										
States (m) (I) (E) (20)	51,269	.13	.08	Col. Robert Ewing	Col. Robert Ewing	J. Walker Ross. J. E. Crown[5]	J. E. Crown. Harry Martinez[4]		M. Beyersdorfer	James L. Ewing, (Dir.) D. W. Bernstein[3]	Chas. Goehringer (Dir.) F. L. Knecht	P. K. Ewing	
Sunday edition	79,345	.16	.08										
*Times-Picayune (m) (I-D) (*S) (J) (E) (mer) (42-13)	77,831	.16	...	Times-Picayune Pub. Co.	L. K. Nicholson	M. T. Durkin. C. P. Jones[5]	J. L. Griswold. Wm. McG. Keefe[4]	L. K. Nicholson	John F. Tims, Jr.	L. F. Blackburn. Roland Ladreyt[3]	A. H. Baker	A. J. Combe	Leslie Hausse[1]
Sunday edition	113,549	.20	...										
*Journal of Commerce (159)	....	.043	...	News Pub. Co.	W. L. Kidston								
RUSTON, 3,389.													
Leader (d) (none)	....	.011	...	Savery M. Lewis	Savery M. Lewis								
SHREVEPORT, 72,000.													
Journal (I-D) (J) (84)	16,916x	.06	.05	Journal Pub. Co., Inc.	D. G. Frantz	D. G. Frantz	W. W. Moore. Otis Harris[4]	D. Attaway	D. Attaway	W. H. Specht. Homer Cox[3]	Grady Gardner	L. M. Sloan	S. B. Harper[2]
*Times (m) (D) (20)	35,164x	.08	.05	Robert Ewing	Albert Witt	Albert Witt	B. F. Anthony. J. Carter[4]	John D. Ewing	L. A. Mailhes	R. D. Holt. Otis Lowe[3]	M. Cohen		
Sunday edition	49,881x	.11	.065										

MAINE

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
AUGUSTA, 17,954.													
*Kennebec Journal (R) (J) (113)	11,466	.05	...	Kennebec Journal Co.	John V. Lane	John V. Lane	Clyde W. Metcalf. Dan Berran[4]	Charles F. Flynt	Charles F. Flynt	Lester M. Hart. Charles F. Flint[3]	Edward Byron	Lester M. Hart	Osma L. Sumner[2]
BANGOR, 25,978.													
Commercial (R) (J) (E) (113)	19,487	.05	.04	H. F. Ross			C. K McCaleb. Robt. Collins[4]	A. I. Babb	A. I. Babb	L. H. Kittel			Frederick King A. I. Babb[1]
*News (R) (127-128)	26,795	.06	...	Bangor Pub. Co.	J. Norman Towle	J. Norman Towle	Laurence T. Smyth Laurence A. Smyth[4]	Walter B. Reed	Walter B. Reed	Walter B. Reed	Walter B. Reed	Walter B. Reed	Henry Welch
BATH, 14,731.													
Times (R) (113)	2,107	.013	...	Times Co.	H. C. Webber	H. C. Webber	A. K. Purington. Elford Stover[4]	F. B. Nichols	F. B. Nichols	F. B. Nichols	M. C. Stewart	M. C. Stewart	
BIDDEFORD, 18,008.													
Journal (I-R) (J) (113)	4,909	.02	.018	Journal Pub. Co.	R. F. Wormwood	R. F. Wormwood	M. J. Twomey	James A. Cook		James A. Cook			Wm. H. Harmon C. A. Watson[1]
Record (D) (d) (none)	3,096	.012	...	John W. Robinson	John W. Robinson			C. A. Sutherland	Ira B. Brunham				
LEWISTON, 31,791.													
Journal (132)	12,853	.05	...	Journal Co.	Arthur G. Staples	Arthur G. Staples		H. L. Lord	H. L. Lord	R. H. Dingley			
*Sun (I) (113)	17,360	.05	...	Lewiston Sun, Inc.	Geo. W. Wood		N. W. Benner	L. B. Costello	F. S. Hoy	H. D. Phillips			
PORTLAND, 69,272.													
Express (I) (113)	30,136	...	...	Portland Maine Pub. Co.	Guy P. Gannett, (President)	D. W. Hoegg, Jr. (E) Fred K. Owen (M) Thomas Flaherty[5]	P. A. Bachelder. A. M. Goodwin[4]	R. L. Wardwell	R. L. Wardwell	D. R. Davis	Ralph Gray	Henry S. Beverage	
*Press-Herald (I) (113)	36,410	...	...										
Combined daily	66,546	.16	.12										
Sunday Telegram	31,082	.09	...										
WATERVILLE, 13,351.													
*Sentinel (I) (113)	6,119	.03	.03	Sentinel Pub. Co.	Frank W. Manson	Frank W. Manson	Henry D. Teague. Edward Talberth[4]	Caleb A. Lewis	Caleb A. Lewis	H. R. Mitchell		C. R. Fitch	

IN LOUISVILLE
Not A Record Left Standing!

Live Louisville *now a city of* 305,936

A special U. S. census, completed December 24, 1925, shows that Louisville now has a population of 305,936. Greater Louisville, including New Albany and Jeffersonville, on the opposite bank of the Ohio, now has approximately

400,000

Since 1920

Louisville has gained over 72,000 population and The Courier-Journal and The Louisville Times have GAINED

27,207 Daily
42,258 Sunday

During the same period the other Louisville newspapers have LOST 15,598 Daily and practically stood still in Sunday circulation.

1925 *began the golden age for* Live Louisville *and it's* Biggest and Best Newspapers

With only their own records to beat, these progressive newspapers proceeded to do it with a vengeance---

Establishing Record Leads and Registering Record Gains in Every Branch of Circulation and Advertising

Over **129,000** *Daily*

!

Over **101,000** *Sunday*

The Courier-Journal
THE LOUISVILLE TIMES

first — *as always* but never before as far ahead as this!

Leading Daily By 55,066—On Sundays By 43,689

Represented Nationally By The S. C. Beckwith Special Agency

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

MARYLAND

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ANNAPOLIS, 11,214.													
Capital (I-J) (J) (none)	2,450	.021	...	Ridgely P. Melvin	Ridgely P. Melvin								
BALTIMORE, 773,580.													
*American (m) (I) (E) (J) (127-128)	55,445	.15	...	William R. Hearst	John T. Burke	John T. Burke		E. B. Redman		C. B. Julian			
Sunday edition	137,479	.30	...										
News (I) (J) (E) (127-128)	102,318	.25	.14	John E. Cullen	John R. Hastings	R. J. McCabe	R. D. Steuart; Roger Pippen[4]	John E. Cullen	E. B. Redman	Walter Lane; William R. Wright[3]	Carl B. Julian	W. E. Jordan	E. B. Redman; G. Felling[1]
Post (I) (E) (3)	111,196	.20	.18	Scripps-Howard Newspapers, Inc.	Harold D. Jacobs	Louis F. Kemle	Ralph Roddy; Hugh F. Bradley[4]	W. W. Hawkins	J. C. Flagg	C. S. Gernand; W. H. Gladmon[3]	Nathan Sherry	A. L. Rivken	Nathan Sherry
*Sun (m) (I) (E) (*S) (171-126)													
Evening Sun (see above)	126,685	...	.16										
Combined daily	112,727	...	.16										
Sunday edition	239,412	.40	...	A. S. Abell Co.	J. H. Adams (M). Hamilton Owens (E)	S. M. Reynolds (M) J. E. Murphy (E). H. L. Cooling[5]	C. P. Trussell (M) C. Bruce Ernest (E) Paul Menton (M)[4] J. A. Linthicum (E)[4]	Paul Patterson (Pres.)	Wm. F. Schmick	W. K. Wall. J. W. Dove[3]	C. O. Reville	H. J. Moehlmann	
CAMBRIDGE, 8,000.	183,889	.40	.20										
Banner (D) (J) (56)	1,325	.02	.02	Webb & Webb	P. Watson Webb	P. Watson Webb		P. Watson Webb	P. Watson Webb	P. Watson Webb	E. Cannon	E. Cannon	Marion Hart; G. Messick[1]
CUMBERLAND, 34,810.													
*News (m) (R) (49-86)	8,236	.04	.022	Daily News Co.	H. S. Hayward	William W. Brown	G. Horace Fyle... Clarence V. Burns[4]	C. W. Donnelly		John T. Taylor... C. W. Donnelly[3]	Raymond Armbruster	Howard Knox	Geo. C. Woerner
Sunday edition	(new issue)	.04	...										
Times (D) (J) (56)	13,867	.05	...	Times & Alleganian	Jos. B. Finan	Joseph B. Finan	Frank Lee Carl... M. F. Prendergast[4]	Joseph B. Finan	Joseph B. Finan	W. J. Wilkinson	J. K. Mooney		W. J. Wickard[1]
(Note: National rate .06, after Feb. 28, 1926)													
FREDERICK, 11,066.													
News (I) (J) (145)	4,510	...	...	Great Southern Ptg. & Mfg. Co.	R. E. & W. T. Delaplaine		August T. Brust (E) J. L. C. Sunday (M) J.F. Eisenhauer (E)[4] R. Atkinson (M)[4]				Robert Baer		W. S. Bennett; T. Arnold Whitmore[1]
*Post (see News)	3,751	...	...										
Combined daily	8,261	.035	.036										
HAGERSTOWN, 35,000.													
Globe (I) (J) (56)	2,404	.025	...	Globe Pub. Co.	Leonard D. Emmert			Leonard D. Emmert					
*Herald (R) (J) (24)	4,563	...	...										
Mail (D) (J) (24)	6,899	...	...	Herald-Mail Co.	E. Neil Baylor (M) J. A. Hawkin (E).		Frank Colley (M)[4] J. G. Hager (E)[4]	S. E. Phillips		J. S. Hade. S. E. Phillips[3]	William A. Corbett	R. N. Startzman[1]	
Combined daily	11,462	.05	.037										
SALISBURY, 8,000.													
Times (I) (J) (56)	2,312	.025	.02	News Pub. Co.	Charles J. Truitt	Alfred T. Truitt	Helen G. Stiles... Hal G. Jackson[4]	Alfred T. Truitt	Alfred T. Truitt	Alfred T. Truitt	Grant Ingersoll	Alfred T. Truitt	W. S. Dougherty[2]

MASSACHUSETTS

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ATTLEBORO, 23,019.													
Sun (I-R) (J) (74)	5,505x	.03	.025	Sun Pub. Co.	C. C. Cain, Jr.	J. H. Vallette	F. P. Feeney Elden Berthold[4]	J. H. Vallette	J. H. Vallette	H. A. Millard	Elden Berthold	Elmer K. Whitman	A. A. Penney; Robert Belcher[1]
AYER, 3,052.													
News & Times (I) (J) (4)	....	.018	...	News Ptg. Co., Inc.	E. A. Merriman								
BEVERLY, 22,561.													
Times (R) (127-128)	5,224	.036	...	Thomas Leavitt	Thomas Leavitt								
BOSTON, 748,000.													
*Advertiser (tab) (m) (I) (E) (146-100-44)	130,647	.25	...	Edgar D. Shaw		W. L. Randall J. K. Gowen, Jr.[6]		J. F. Cullen	M. Berkowitz	M. S. Lunn	T. R. Longcope		
Sunday edition	472,975	.75	...										
American (I) (E) (17-92)	223,810	.50	...	Edgar D. Shaw	James T. Williams, Jr.	Edward A. Mahoney		J. F. Cullen	C. I. Putnam	M. S. Lunn	T. R. Longcope		
Christian Science Monitor (I) (J) (E) (36)	100,233	.50	.40	Christian Science Pub. Society.	Willis J. Abbot	R. R. Harrison (Exec. Ed.)	Paul S. Deland G. M. R. Holmes[4]	Charles E. Jarvis	Norman S. Rose	G. W. Furbeck			G. I. Fiske; E. W. Estabrook[1]
One regional edition	....	.40	.30										
Two regional editions	....	.30	.20										
*Globe (m) (I) (E) (171-126-94)	127,558	...	...	Globe Newspaper Co.									
Globe (see above)	151,252	...	...	Wm. O. Taylor (Pres.)				Charles H. Taylor	William O. Taylor		Charles A. Rumble		
Combined daily	278,810	.50	.30	Chas. H. Taylor (Treas.)									
Sunday edition	322,022	.55	.35										
*Herald (m) (R) (*S) (mer) (J) (E) (108)	107,047	...	...										
Traveler (see Herald)	129,504	...	...	E. W. Preston	R. Lincoln O'Brien. H. F. Wheeler			E. W. Preston	E. W. Preston		F. W. Worsley		
Combined daily	236,551	.45	...										
Sunday edition	120,918	.35	...										
*News Bureau (I) (80A-120A)	....	...	...										
News Bureau (see above)	....	...	...	C. W. Barron	C. W. Barron	H. M. Cole		Hugh Bancroft	Guy Bancroft	Guy Bancroft	T. F. Lyons		J. H. Kelly
Combined daily	11,418	.25	.25										
*Post (m) (I) (87-13)	378,597	.60	...	Richard Grozier	Richard Grozier	Clifton B. Carberry		William A. Grozier	A. H. Marchant	Edwin J. Maguire			
Sunday edition	342,318	.55	...										
Telegram (I) (10)	....	.25	...	F. W. Enwright									
Transcript (I-R) (59-13)	31,978	.20	...	Boston Transcript Co.	Henry T. Claus	George S. Mandell	Frank C. Bowker	L. M. Hammond, Sr.	William F. Rogers	L. M. Hammond, Jr.	J. A. Currier	Fred Young	
Saturday edition	49,625	.30	...										
BROCKTON, 70,599.													
Enterprise (I) (none)	22,981	.065	.065	Enterprise Pub. Co.		S. H. Rich D. M. Travis (News Ed.)	Robert Riordon J. H. Burke[4]	A. H. Fuller	C. L. Fuller				W. T. S. Shields
*Times (I) (none)	11,220	.045	.061	John D. Bogart	John D. Bogart	C. A. G. Jackson	Frank McDermot James Durant[4]	John D. Bogart	Wesley N. Churchill.	Ernest W. Lawson.	Wesley N. Churchill.	Ernest W. Lawson	Chester E. Roach
CHELSEA, 47,052.													
Record (I) (d) (none)	3,355	.018	...	Samuel H. Robie	Samuel H. Robie	Samuel H. Robie	Samuel H. Robie H. D. Hancock[4]	Samuel H. Robie	Samuel H. Robie	Gladys G. Mills	P. H. Carroll	Gladys G. Mills	
CLINTON, 13,000.													
Item (I) (J) (113)	2,791	.015	.015	C. C. Coulter	Harry F. Hartwell			C. C. Coulter	C. C. Coulter				C. C. Coulter[1]
FALL RIVER, 130,000.													
Globe (I-D) (113)	8,387	.04	.03	Globe Pub. Co.	Thomas A. McDonald	Thomas A. McDonald.	Carlton T. Reynolds.	Henry F. Nickerson	J. Fred Tangney	J. Otis Hull	J. Fred Tangney	J. Otis Hull	Wm. A. McGrath
Herald (I) (127-128)	16,245	.06	...	Edward Gans	Edward D. Toohill	Edward D. Toohill	Edward J. Leary Edward Walsh[4]	Edward Gans	John P. Riley	James E. Hennessey			
News (R) (87)	5,216	.02	...	Frank S. Almy	J. D. Milne			Frank S. Almy					
FITCHBURG, 41,029.													
Sentinel (I-R) (J) (113)	11,517	.045	.029	Sentinel Ptg. Co.	George H. Godbeer	George H. Godbeer	Dennis T. Mulcahy	Frank C. Hoyt	F. B. Cressy	E. G. Wellington	E. G. Wellington		William R. Rankin; Frank C. Hoyt[1]
FRAMINGHAM, 21,072.													
News (I-R) (d) (127-128)	4,543	.025	...	News Pub. Co.	C. J. McPherson								

For Seventeen Years The Boston Post Has Led ALL Boston Newspapers in Display Advertising!

First in 1925
First in 1924
First in 1923
First in 1922
First in 1921
First in 1920
First in 1919
First in 1918
First in 1917
First in 1916
First in 1915
First in 1914
First in 1913
First in 1912
First in 1911
First in 1910
First in 1909

—a total of 11,203,047 lines for the year 1925
—a GAIN of HALF-A-MILLION lines over 1924

Real Returns in Advertising Are Always the Fruits of a Real and Dominating Circulation

(From Latest Sworn Six Months' Net Paid Figures)

Boston Daily Post		Boston Sunday Post	
378,597		**342,318**	
100,000	more than the Morning and Evening Globe COMBINED.	**22,000**	more than the Sunday Globe.
142,000	more than the Herald and Traveler COMBINED.	**221,000**	more than the Sunday Herald.
154,000	more than the American.	**122,000**	more than the Sunday Advertiser, excluding its predate editions.

SPECIAL REPRESENTATIVES—KELLY-SMITH COMPANY—New York, Chicago, Philadelphia, Boston

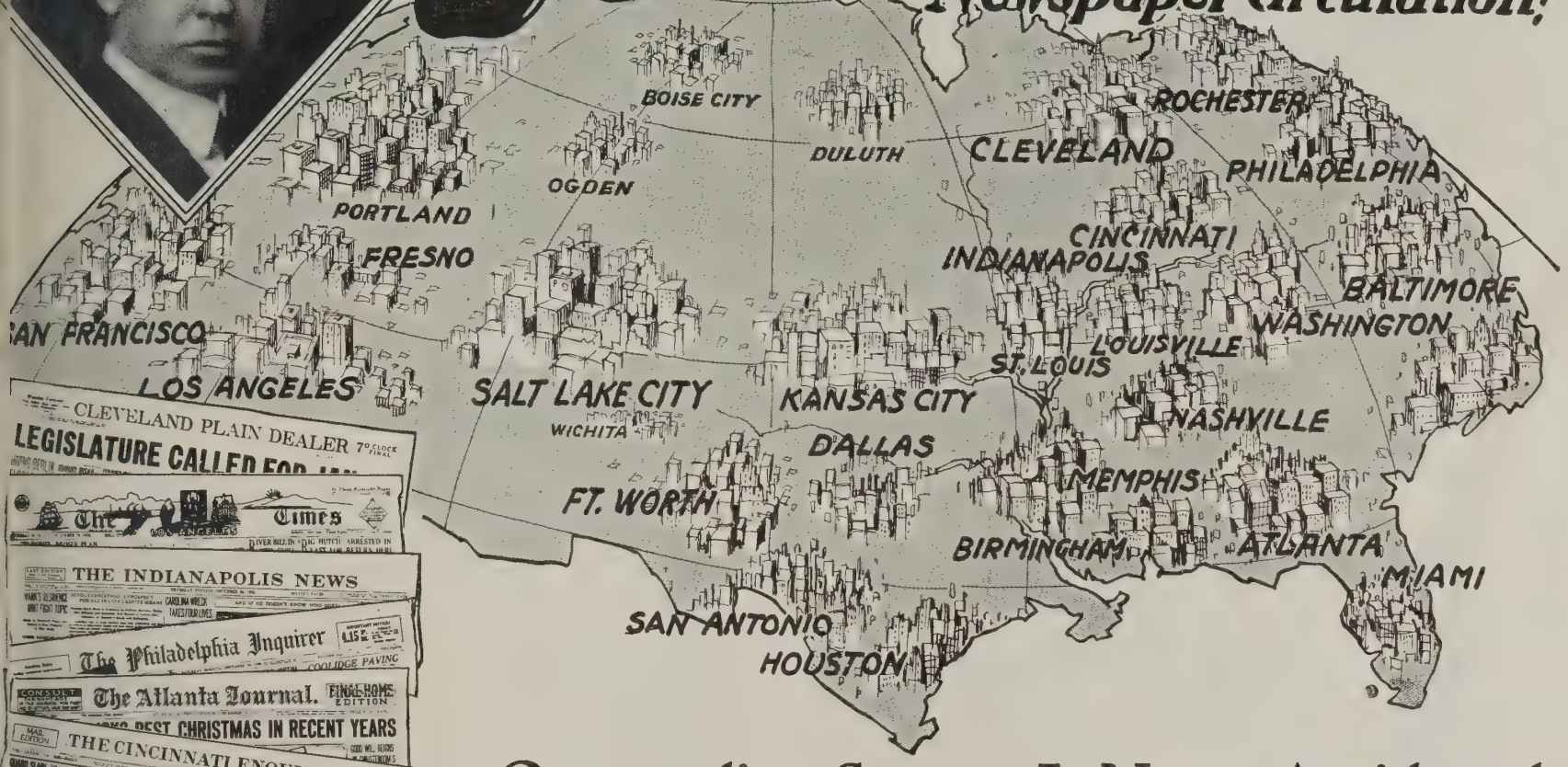
RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

MASSACHUSETTS—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
GARDNER, 16,960.													
News (I) (113)	4,565	.02	.021	Walter E. Hubbard	Walter E. Hubbard		Joseph K. Colton / Thomas F. Flynn[4]	S. Walter Rogers	S. Walter Rogers	S. Walter Rogers	Rudolph C. Carlson		Arsene J. Lajoie
GLOUCESTER, 22,947.													
Times (I-R) (127-128)	7,360x	.03	...	Times Co., Inc.	Fred E. Smith			William A. Proctor			Lester K. Brown		
(Note: After April 1, 1926, minimum national advertising rate will be .035.)													
GREENFIELD, 15,462.													
Recorder (I) (J) (113)	3,650	.02	...	Recorder Co.	John W. Haigis	John W. Haigis	W. L. Corey / E. E. Belding[4]	John W. Haigis	John W. Haigis	E. G. McHugh	G. H. Bottom	B. Z. Stebbins	Floyd McGarrah / John Streble[1]
HAVERHILL, 55,000.													
Gazette (I-R) (113)	15,729	.05	...	Robert L. Wright		Robert L. Wright		Robert L. Wright			Joseph A. Fareta		
Sunday Record (R) (J) (119-5)	12,610	.05	.04	Record Pub. Co.	Lewis R. Hovey	Lewis R. Hovey	Ray L. Horsch	L. R. Hovey	L. R. Hovey	N. W. Beane	Clayton Maynard		C. N. Pingree[2]
HOLYOKE, 60,203.													
Telegram (I-D) (J) (22)	9,861	.04	.03	William T. Dillon	Thomas A. Dillon		Roland F. Shea / Edwin Seible[4]	W. T. Dillon		Edward J. Kelly	Harold E. Browne	Madeline F. O'Connor	David F. Sullivan / Wm. F. McManus[1]
Transcript (R) (113)	13,358	.04	.043	William G. Dwight	William G. Dwight	Arthur Ryan	Michael O'Connor / William Keating[4]	Arthur Ryan	Arthur Ryan	Catherine Moriarty	Jeremiah Conway	Catherine Moriarty	Louis Hughes
HUDSON, 7,607.													
Sun (R) (127-128)	1,816	.021	...	Sun Co., Inc.	W. A. Pierson			Dustin S. Lucier					
LAWRENCE, 98,152.													
Telegram (I) (J) (E) (113)	8,197	.05	.043	Benjamin S. Pouzzner		Thomas P. McKiernan			William H. Bruce	William H. Bruce		Edward Blanchard	
Sunday Sun (I) (J) (E) (113)	13,465	.05	.043										
*Eagle (D) (J) (22)	1,796	...	...										
Tribune (see Eagle)	19,058	...	...	Hildreth & Rogers Co.		George A. Mellen	T. D. Mann / J. A. O'Hearn / W. P. Peters[4]		Alexander H. Rogers.	Charles T. Schueler / G. A. Mellen[3]	Frank R. Brailsford.	David M. Kimel	William P. Pederick / John J. Ragan[1]
Combined daily	20,854	.07	.061										
LEOMINSTER, 19,745.													
Enterprise (R) (J) (113)	3,970	.016	...	Enterprise Co.	Nathan H. Gist	Nathan H. Gist		Walter N. Howe	Walter N. Howe	Walter N. Howe			A. R. Griffin / G. S. Gibson[1]
LOWELL, 112,759.													
*Courier-Citizen (I) (22)	16,829	...	...										
Leader (see above)	4,365	...	...	Courier-Citizen Newspaper Co.	Ph. S. Marden (M)	A. L. MacKinnon	C. Gallagher (M). / W. Beane (E) / R. C. Paradis[4]	William G. Spence.	William G. Spence.	S. Foster Whipple	Albert Holdsworth	William O'Connell	
Combined daily	21,194	.07	.06										
Sun (D) (113)	....	.05	...	John H. Harrington	E. J. Gallagher								
Sunday Journal (I) (*S) (none)	(new paper)	.07	.05	Henry L. Mulcahy	William Sullivan	George E. Groves	William Sullivan	Henry L. Mulcahy	Henry L. Mulcahy	Henry L. Mulcahy			Joseph Sullivan
Sunday Telegram (I) (154-119-5)	17,562	.06	.053	B. S. Pouzzner	J. A. Lamberton	J. A. Lamberton	J. A. Lamberton / F. E. MacLean[4]	T. R. Atkinson	T. R. Atkinson	T. R. Atkinson	B. S. Pouzzner	A. G. Nickles	J. A. Cronin
LYNN, 109,063.													
Item (R) (113)	16,437	.04	.04	Charles H. Hastings		Harold D. Valpey	Albert H. Pashby / Willard C. Chase[4]	Chas. H. Hastings	Chas. H. Hastings	Chas. H. Hastings	Chas. H. Hastings	Chas. H. Hastings	Everett E. Condon
Telegram-News (m) (D) (10)	17,516	.05	...	F. W. Enwright	F. W. Enwright	Edward C. McAdams	Paul Ed. Barron / H. L. Southward[4]						
Sunday edition	18,392	.05	...					Arthur G. Flynn	W. E. Buckingham	Harry Rower	Harry Martin	Fred L. Twomey	
MALDEN, 50,877.													
News (P-R) (none)	9,329	.05	...	F. A. Bayrd	F. A. Bayrd								
MARLBORO, 18,500.													
Enterprise (R) (mer) (127-128)	4,151	.029	.021	Dustin S. Lucier	Dustin S. Lucier	Robert Wilcox	Robert Wilcox / John Purcell[4]	Dustin S. Lucier	Oscar J. Zettler	Oscar J. Zettler	George Dolan	George Dolan	John Fahey
MILFORD, 13,471.													
News (I) (113)	4,625	.018	...	William D. Leahy	William D. Leahy								
NEW BEDFORD, 131,000.													
*Mercury (I) (E) (mer) (59)	7,489x	...	...										
Standard (m) (R) (E) (*S) (59)	24,622x	...	...	Mercury Pub. Co.	Zephaniah W. Pease.	Z. W. Pease	L. G. Sowle						
Combined daily	32,111x	.10	.089	E. Anthony & Sons, Inc.	Cooper Gaw	Geore A. Hough	G. A. Hough, Jr.	Benjamin H. Anthony	James T. Murray	James T. Murray	A. G. Luce (M) / A. B. Croshere (E)	Harold J. Cotter	William Rogers
Sunday edition	27,392x	.10	.089			Geo. A. Hough, Jr.[5]	H. H. Williamson[4]						
Times (I) (E) (8)	11,729x	.045	...	J. L. Druck	James T. Dunn	A. B. Sherman	B. B. Tribe / Al Cassidy[4]	J. L. Druck	C. A. Sherwood	T. V. Brennan	Samuel L. Rosoff	Mary Murphy	George Bellenoit
NEWBURYPORT, 15,784.													
News (I-R) (J) (127-128)	5,619x	.03	.03	News Pub. Co., Inc.	Fred E. Smith	Fred E. Smith	James E. Mannix	Edward E. Hicken	Edward E. Hicken	Edward E. Hicken	Edward E. Hicken	Edward E. Hicken	N. D. Rodigrass / Calvin Lawyer[1]
NORTH ADAMS, 25,500.													
Transcript (I) (113)	9,717	.035	.03	A. W. Hardman	James A. Hardman	James A. Hardman	Patrick J. Ryan / Stuart N. Schouler[4]	James A. Hardman	James A. Hardman	Charles Gatslick	David T. Williams	Clarence F. Miller	
NORTHAMPTON, 23,000.													
Hampshire Gazette (I-R) (113)	7,161	.03	.0225	H. S. Gere & Sons, Inc.	Collins H. Gere	Edward C. Gere	Joseph M. Lyman	H. W. De Rose	H. W. De Rose	H. W. De Rose	A. F. Malley	A. F. Malley	T. F. Flynn
NORTH ATTLEBOROUGH, 9,238.													
Chronicle (R) (J) (127-128)	2,248	.016	...	Chronicle Co.	Jos. W. Martin, Jr.	Jos. W. Martin, Jr.	Charles F. Martin. / Albert Martin[4]	Jos. W. Martin, Jr.	Jos. W. Martin, Jr.	Charles F. Martin	William Kittredge	Grace Ward	C. E. Stewart / Wm. A. Brackett[1]
PITTSFIELD, 47,241.													
Berkshire Eagle (I-R) (none)	16,712	.05	...	K. B. Miller	K. B. Miller	K. B. Miller	Clarence Crandall / John Flynn[4]	K. B. Miller	D. B. Miller	Frank Couch / M. D. Conroy[3]	George Fisher		Roy Powell
QUINCY, 47,876.													
Patriot-Ledger (I) (J) (22)	10,274	.055	.055	Geo. W. Prescott Pub. Co.	Oscar L. Stevens	Oscar L. Stevens	Clarence L. Moody	Donald F. Grey	Donald F. Grey	George P. Parker	Walter H. Whitney		Leroy F. Dyer[1]
Telegram (I) (J) (37)	....	.025	...	W. G. Spargo	W. G. Spargo								
SALEM, 45,000.													
News (I-R) (113)	21,197x	.07	.071	Salem News Pub. Co.			Willard B. Porter	Harry E. Flint	Harry E. Flint	Willis S. Perry	Willis S. Perry		William Somes
SOUTHBRIDGE, 15,735.													
News (I) (127-128)	2,561	.021	.021	W. A. Niland	R. R. Baker	R. R. Baker	R. R. Baker	C. H. Tobey	C. H. Tobey	W. W. Townsend. / W. A. Niland[3]		W. W. Townsend	
SPRINGFIELD, 148,402.													
News (I) (87-154)	39,085	...	...										
*Republican (m) (I) (*S) (87-154)	20,897	...	...	Richard Hooker	Waldo L. Cook		Howard K. Regal / Madeline Ball[5]	William H. Walsh / F. J. Collins[4]	Sherman H. Bowles.	Arthur H. Yunker	James E. Welch	R. H. Beach	John M. Small	Arthur H. Yunker
Combined daily	59,982	.15	...										
Sunday edition	35,581	.12	...										
*Union (m) (R) (132-73)	34,027	...	...										
Union (see above)	28,342	...	...										
Combined daily	62,369	.17	.17			M. S. Sherman	M. W. Dickey / G. H. Parker[5]	W. M. Hatch / A. W. Keane[4]	Fred Mozley	H. N. Bowman	H. F. King / G. Cook[3]	J. W. Nolan	J. B. Chamberlain	Carl Withe
Sunday edition	32,778	.12	.12										
(Note:—Union was purchased Jan. 15 by Sherman H. Bowles of Republican. Plans not announced at press time.)													
TAUNTON, 39,286.													
Gazette (I-R) (113)	8,946x	.035	.025	William Reed & Sons Co.	Geo. D. Guthrie	William H. Reed	Clifford L. King / Edward F. Lehan[4]	William H. Reed	William H. Reed	William H. Reed	R. W. MacGlashing.	G. Donald Guthrie	
WAKEFIELD, 13,025.													
Item (I) (J) (79)	3,085	.025	.025	Harris M. Dolbeare	Harris M. Dolbeare	Gardner E. Campbell.	G. E. Campbell / S. O. Urquhart[4]		Gardner E. Campbell.	Gardner E. Campbell.			Paul W. Mortimer[2]
WALTHAM, 30,915.													
News-Tribune (R) (J) (113)	7,000	.035	.027	Albert P. Langtry	Albert P Langtry	Edwin A. Lowe	P. Shain[4]		A T. Skakle	R G. Conner			F. Reck / E. Rau[4]

as always, National SUPREMACY in building Newspaper Circulation!







Outstanding Success Is Never Accidental

HOLLISTER'S supremacy in building newspaper circulation is unrivalled and unquestioned. For several years practically every BIG campaign has been a Hollister campaign. Surely it is no mere coincidence that the publishers of the greatest and most successful newspapers invariably prefer Hollister and, satisfied with his methods and results, invite him to repeat his successes for them! It is because Hollister's organization is larger, more capable, and better trained; it is because Hollister methods are better, more efficient, more dependable; it is because Hollister results are surer, greater and more everlasting.

THE PROOF of Hollister supremacy is in the papers we serve, a few of which are indicated on this page. Like them, you can benefit by a Hollister campaign. You can look forward to a circulation increase ranging from 20 to 35 per cent—the ordinary growth of years but obtained within 10 or 12 weeks through the medium of a sales force of hundreds of prominent men and women of the highest prestige, positions and popularity, who will be organized throughout your circulation territory by Hollister. Such a rapid, bona-fide increase in NEW, prepaid, home-delivered subscriptions naturally brings an immediate and substantial increase in advertising revenue. Hollister can make 1926 your very greatest year.

After so many years of leadership, our regular clientele has grown to such proportions that it naturally keeps us busy a large part of the time, but we are prepared to handle campaigns during 1926 for a few more metropolitan dailies wishing the benefit of Hollister service.

HOLLISTER'S Circulation Organization

517-18 Commercial Exchange Bldg. **Los Angeles, Cal.**

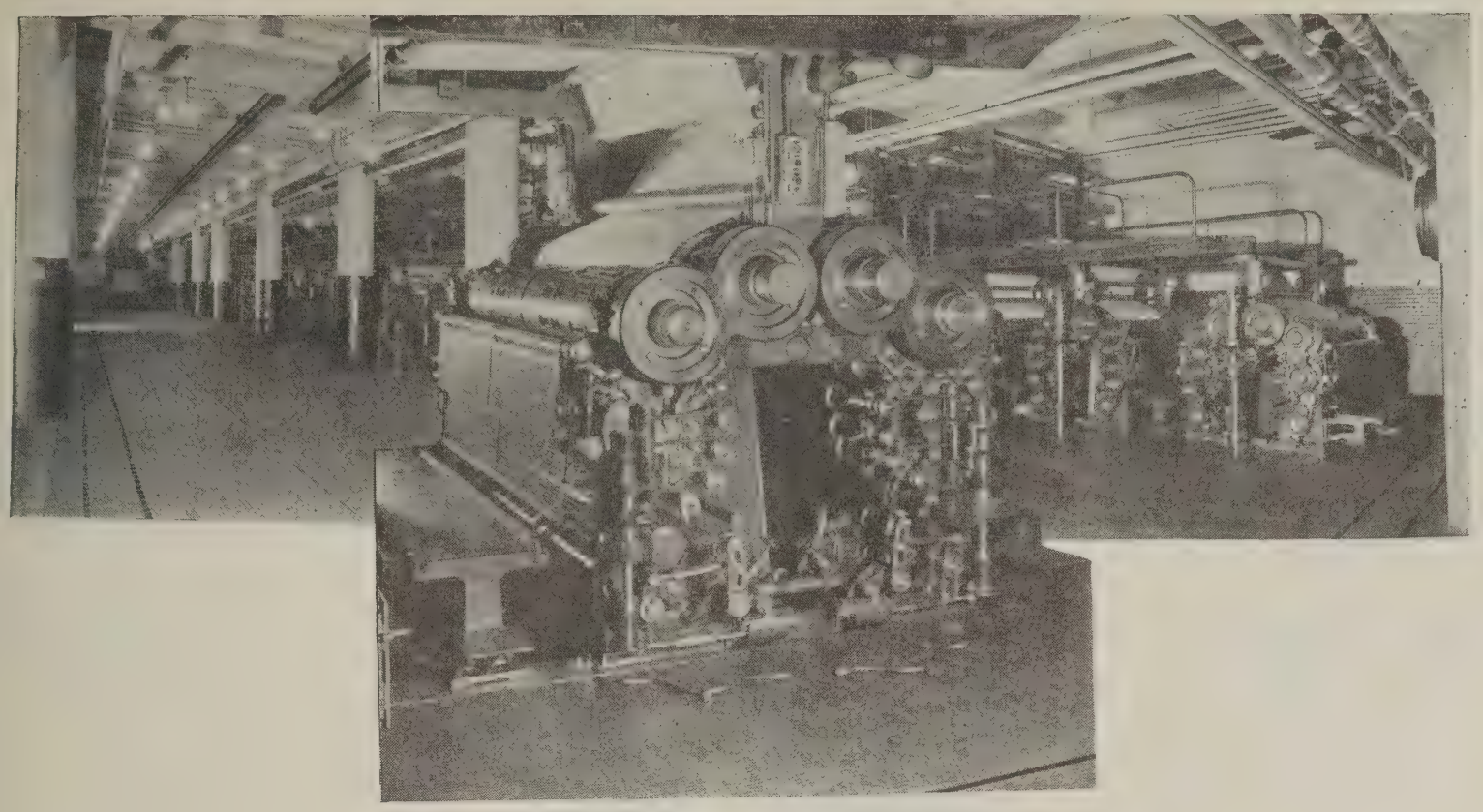
RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS—Continued.

MASSACHUSETTS—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
WEBSTER, 13,258.													
Times (I) (J) (113)	2,423	.02	...	R. W. Sheldon	L. J. Daly			R. W. Sheldon	R. W. Sheldon	E. M. Lazarus	E. M. Lazarus	A. Brunner	F. I. Love[2]
WESTFIELD, 18,604.													
Journal (I) (127-128)	2,960	.021	...	Sherman H. Bowles	F. E. Drew	F. E. Drew							
WOBURN, 16,574.													
Times (I) (J) (113)	3,750	.02	...	James D. Haggerty	James D. Haggerty	James D. Haggerty	James D. Haggerty[4] / John J. Walsh[4]	James D. Haggerty	James D. Haggerty	James D. Haggerty	James D. Haggerty, Jr.	James D. Haggerty, Jr.	Joseph E. McGann[2]
WORCESTER, 193,666.													
Post (I) (113)	27,047x	.08	.075	John H. Fahey	Geo. T. Richardson	Clarence L. Wilson	William J. Larkin / Ed. W. Scannell[4]	James J. Conroy	James J. Conroy	Clifford G. Franklin	Harold H. Sloan	Wm. G. De Rosset	Martin Casey
Gazette (I) (mer) (E) (14)	48,413x	...	...										
*Telegram (m) (R) (14)	43,355x	...	...										
Combined daily	91,768x	.23	...	George F. Booth	Roland F. Andrews	Moses H. Williams. / J. F. De Wolf / N. Henry Arnold[5]	James H. Guilfoyle. / A. F. Smith / P. F. Duggan[4] / J. F. McQueeny[4]	Charles H. Morse	Charles H. Morse	Walter L. Thomas. / O. Carl Williams[3]	E. D. Dolheny	J. J. Powers	
Sunday edition	50,079x	.16	...										

MICHIGAN

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
ADRIAN, 11,878.													
Telegram (I) (none)	9,452	.035	.025	Stuart H. Perry	Stuart H. Perry	J. S. Gray	John L. Shields / W. R. Katz[4]	Lindley B. Oberlin	L. B. Oberlin	F. M. Meyerhuber	Mrs. Alice Hoff		
ALBION, 8,354.													
Recorder (I) (J) (119-136)	2,511	.018	.015	Recorder Press Co.	W. S. Kennedy	W. S. Kennedy	R. T. Baldwin / M. H. Fall[4]	J. A. Baldwin	J. A. Baldwin	J. A. Baldwin / W. S. Kennedy[3]	J. A. Baldwin	P. J. Church[2]	
ALPENA, 11,101.													
News (I) (157)	3,466	.025	...	News Pub. Co.	J. Emmet Richards	Clarence A. Lawrence	C. A. Lawrence / Joseph Singer[4]	J. Emmet Richards		Arthur J. Hanna	Bernard J. Lamp	Bernard J. Lamp	A. J. Fortin
ANN ARBOR, 25,471.													
Times-News (I) (90-106)	9,311x	.04	.04	Booth Pub. Co.	R. Ray Baker		G. H. Bastien / F. H. V. Marsh[4]	C. H. McKinley	C. H. McKinley	S. L. Squier	C. G. Cooke	Paul Prowel	L. J. Lockwood
BATTLE CREEK, 42,500.													
Enquirer & News (m) (I) (2)	12,415	.05	...	A. L. Miller	A. L. Miller	Paul A. Martin	Leo C. Sheehan	A. L. Miller	A. C. Pfander	J. A. Allen	A. C. Pfander	W. C. Melville	D. W. Olmstead
Sunday edition	12,282	.05	...										
Moon-Journal (I) (119-136)	8,506	.025	...	Moon-Journal Pub. Co.	Geo. B. Dolliver	Geo. B. Dolliver		N. E. Conine	N. E. Conine				
BAY CITY, 51,000.													
Times-Tribune (m) (I) (90-106)	17,899	.06	...	Booth Pub. Co.	W. H. Gustin			S. J. Armstrong	A. J. Simpson	F. O. Rouse			
Sunday edition	16,371	.06	...										
BENTON HARBOR, 12,233.													
News-Palladium (R) (127-128)	6,446	.035	.032	Palladium Pub. Co.	S. R. Banyon	S. R. Banyon	L. R. White / Larry Sizer[4]	R. M. Boothby	R. H. Boothby	R. H. Boothby	G. M. Daugherty	M. Carmichael	O. H. Buckley
BIG RAPIDS, 5,000.													
Pioneer (I) (J) (119-136)	2,243	.02	.015	Wells F. Harvey	Wells F. Harvey	R. L. Lorraine	R. L. Lorraine	Wells F. Harvey	Russell Brown	Russell Brown	Cyril Erdman	Myrtle Lardner	E. P. Mather[2]
CADILLAC, 11,672.													
News (I-R) (J) (119-136)	3,600	.025	.013	Felix M. Church	Felix M. Church	M. M. Van Valkenburgh		C. A. Paulson	C. A. Paulson[3]	Ralph Boughner	E. Benson	Clarence Huntley[2]	
CALUMET, 22,379.													
News (R) (d) (127-128)	2,614	.017	...	Mining Gazette Co.	C. J. Prideaux								
CHEBOYGAN, 5,642.													
Tribune (I-R) (119-136)	3,127	.02	...	Tom Fuller	L. Geyer								
COLDWATER, 6,765.													
Reporter (J) (119-136)	3,300	.02	...	Horace Kitchel estate	H. D. Lansing								
DETROIT, 1,283,822.													
*Free Press (m) (I-R) (J) (E) (*S) (mer) (158)	190,146	.35	.255	Detroit Free Press	W. B. Lowe (Man. Dir.)	Phil J. Reid / Mary Humphrey[5]	Arthur C. Bowman / Harry Bullion[4]	Wm. H. Pettibone	Otis Morse	E. R. Hatton	W. C. Murdock	George Cunningham / Arthur Wonnacott[1]	
Sunday edition	252,181	.40	.295										
News (m) (I) (*S) (mer) (90-106)	285,860	.45	.33	Evening News Ass'n	George E. Miller	Malcolm W. Bingay / W. M. Park[5]	Fred Gaertner, Jr. / H. G. Salsinger[4]	H. S. Scott	H. Ponting	H. C. Paterson / W. H. Moore[3]	J. C. Montgomery	L. C. Hanmer	S. Johansen
Sunday edition	300,150	.45	.33										
Times (m) (I) (E) (mer) (17-92-35)	228,636	.40	.30	W. R. Hearst	H. M. Bitner	Henry Montgomery. / Charles Wagoner[5]	John Manning / Bert Walker[4]	Clarence R. Lindner	C. R. Lindner	W. E. Anderman. / A. Brasley[3]	J. M. Kenny	A. C. Ball	Clarence R. Lindner
Sunday edition	259,245	.40	.30										
DOWAGIAC, 5,440.													
News (I) (J) (119-136)	2,047	.018	.013	Daily News Co.	John Coller	Harry H. Whiteley		Harry H. Whiteley	Harry H. Whiteley	Karl Easton	Dorothy Cummings	Dorothy Cummings	Tom Taylor / Leonard Bright[1]
ESCANABA, 14,552.													
*Press (m) (R) (J) (119-136)	6,542	.035	.032	Escanaba Morning Press Co., Inc.	John P. Norton	Hal K. Rammel	John P. Norton	W. H. Holreth / L. A. Stade	R. W. Clark / L. A. Stade[3]	F. Burns	Miss E. Johnson	W. H. Holreth / Edgar Johnson[1]	
Sunday edition	6,542	.035	.032										
FLINT, 135,000.													
Journal (m) (I) (90-106)	35,253	.10	...	Booth Pub. Co.	J. R. Taylor	George Perry / Earl Davidson[5]	Roy Lawrence / Harry Dayton[4]	J. R. Taylor	J. R. Taylor	L. G. Karr / B. Baker[3]	Robert W. Taylor	Frank Becker	George Crammond
Sunday edition	30,073	.10	...										
GRAND HAVEN, 7,205.													
Tribune (d) (none)	.....	.015	...	Harry Nichols	Kingsbury Scott								
GRAND RAPIDS, 153,877.													
*Herald (m) (R) (E) (158)	33,052	.09	...	A. H. Vandenberg	A. H. Vandenberg	John Wurz	John Kelly / E. W. Dickerson[4]	A. H. Vandenberg	C. J. Toot	J. C. Van Norman	C. J. Toot		
Sunday edition	29,362	.09	...										
Press (I) (mer) (90-106)	86,711	.18	...	Booth Pub. Co.	Edmund W. Booth	H. B. Stitt	Bert Post. / Roscoe D. Bennett[4]	Edmund W. Booth	Elmer J. Slemons	Herbert S. Conlon. / Louis F. Hodgins[3]	Ted Booth	Elbert T. Lockhart	
GREENVILLE, 5,100.													
Independent Daily News (I-R) (J) (119-136)	2,058	.02	.012	Independent Press, Inc.	F. H. Goodrich	Donald Glascoff		S. D. R. Smith	S. D. R. Smith			Lynn Tribby[2]	
HANCOCK, 7,527.													
Copper Journal (I-R) (J))86)	4,021	.025	...	Hancock Journal Co.	Albert S. Ley	Hennesy Finnegan	A. S. Ley	James Gill	W. Kevern			P. H. Fenton / T. J. Prince[1]	
HILLSDALE, 5,476.													
News (I) (1)	4,517	.025	.018	Harvey J. Burgess	Harvey J. Burgess	Charles A. Manning	Harvey J. Burgess	Harvey J. Burgess	Maurice C. Burnham			A. T. Spencer	
HOLLAND, 12,166.													
Sentinel (none)	.....	.018	...	Sentinel Pub. Co.	Arnold Mulder								
HOUGHTON, 4,456.													
*Mining Gazette (m) (R) (J) (127-128)	6,472	.02	.02	Mining Gazette Co.	M. W. Youngs			J. R. Pimlott					
Sunday edition	6,472	.02	.02										
IONIA, 6,935.													
Sentinel-Standard (I) (J) (119-136)	3,306	.02	.015	Fred M. Kidd	Fred M. Kidd	Fred M. Kidd	John Pontius	Dwight Whipple				Frank Stevenson[2]	
IRON MOUNTAIN, 8,251.													
News (I) (119-136)	5,512	.03	.025	Iron Mountain Pub. Co.	Frank J. Russell	T. J. Masterson	T. J. Masterson / C. J. Markle[4]	Frank J. Russell	William F. Russell	William F. Russell	Ernest L. Steele	Wm. F. Russell	Max Antonino
IRONWOOD, 15,739.													
Globe (I-R) (2-128)	5,251	.03	.025	Globe Pub. Co.	Howard A. Quirt	Howard A. Quirt	W. C. Janson	Linwood I. Noyes	Siegel Mayer / J. Nyberg[3]	Ed Verhelst	Walter Yankee	Henry Linbloom	
JACKSON, 52,000.													
Citizen-Patriot (m) (I) (90-106)	26,074	.08	...	Booth Pub. Co.	B. M. Wynkoop	George W. Scotford	Charles A. Ihrkey	B. M. Wynkoop	J. E. Noll	J. E. Noll	L. H. Kimball		
Sunday edition	25,136	.08	...										
KALAMAZOO, 55,000.													
Gazette (m) (I) (mer) (90-106)	26,419x	.08	...	Booth Pub. Co.		John K. Walsh / Ross Coller[5]	Lowell Plasterer / Harrison Merrill[4]	E. R. Chapman	C. M. Greenway, Jr.	Carl Austin	H. F. Bailey	Clare Klose	
Sunday edition	25,783x	.08	...										
LANSING, 82,000.													
Capital News (I) (114-140)	9,532x	.04	.028	B. Brewer	B. Brewer	Walter Morrow	Morris J. Baker						



A Million Dollar Press Room

8:15 P. M. Zero hour in the great press room of the Detroit Free Press. Shaded lamps set high in the ceiling throw their rays upon ink stained men making an adjustment here, turning a knob there, grooming the huge intricate machines that actually manufacture this newspaper.

A button is touched and a row of presses a block long roars and thunders into life.

The new home of The Detroit Free Press, formally opened on November 22, 1925, was really built around its remarkable press room. Here more than a million dollars has been spent in machinery and equipment, which consists in the main of twenty-five Goss high speed multiple type presses with a capacity of 504,000 sixteen page papers per hour. In addition to these twenty-five units there is a twelve cylinder multicolor press, printing 25,000 eight-page comics and twelve-page magazines per hour, in four colors. Foundations have been laid in this press room to permit the eventual inclusion of thirty-eight more units identical with the equipment already installed.



The new home of The Detroit Free Press represents an investment of $6,000,000. *Occupancy of the new plant represents the eleventh time in 94 years the paper has been forced to seek larger quarters to care for growth and expansion.*

Today The Free Press has a plant and equipment that is one of the world's finest, and there is none more efficient in America, made necessary by its remarkable growth in both circulation and advertising.

THE DETROIT FREE PRESS

"Starts the Day in Detroit"

Verree & Conklin, Inc., *National Representatives*

New York Chicago Detroit San Francisco

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

MICHIGAN—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
LUDINGTON, 9,000.													
News (m) (I) (157)	3,548	.025	.021	Ludington Daily News, Inc.	G. H. D. Sutherland.	Agnes E. MacLaren.	George L. Doubledee[4].	G. H. D. Sutherland.		Mrs. C. A. Sutherland.		Harold Rockwell.	
Sunday edition	3,554	.025	.021										
MANISTEE, 9,697.													
News-Advocate (I) (119-136)	3,248	.025	...	Harry W. Musselwhite.	H. W. Musselwhite.	H. W. Musselwhite.	Clarence V. Smazel. / Winston Kuehl[4].	H. W. Musselwhite.	William E. Smith.	Carl G. Sackett.	William E. Smith.	William E. Smith.	William C. Schimke
MARQUETTE, 13,000.													
*Mining Journal (I) (J) (119-136)	7,357	.035	...	Mining Journal Co.	Frank J. Russell.			Leo G. Brott.		A. W. Urbach.			
MARSHALL, 4,270.													
Chronicle (I) (119-136)	2,526	.02	.014	J. M. Moses & Son.	J. M. Moses.	F. R. Moses.	P. J. J. Higgins. / James Albaugh[4].	F. R. Moses.	F. R. Moses.	W. J. Foster.	Miss Alma Caines.	Mrs. Wm. Rushford.	Walter McKever
MENOMINEE, 8,907.													
Herald-Leader (R) (J) (none)	3,608	.025	...	Herald-Leader Co.	R. M. Andrews.			P. C. Munroe.					
MONROE, 11,573.													
News (I) (J) (119-136)	5,000	.03	...	Evening News Co.	C. A. French.			C. A. French.					
MOUNT CLEMENS, 14,823.													
Leader (I) (4)	6,228	.025	...	F. N. Price.	S. N. Price.		L. L. Richards	S. Norton Price	S. N. Price.	R. A. Waterbury		C. L. Thielk	
MUSKEGON, 56,240.													
Chronicle (I) (90-106)	16,302	.06	...	Booth Pub. Co.	Arthur E. Boswell.	Archie E. McCrea.	Francis Hooker. / James Henderson[4].	Arthur E. Boswell.	Arthur E. Boswell.	Gardner Oakes. / A. E. Boswell[3].	J. M. Earle.	M. Schillaci	Wm. W. Bristol
NILES, 7,311.													
Star (I) (119-136)	3,052	.025	.02	Star Pub. Co.	Richard G. Tobin.	Richard G. Tobin.	Anna McBride. / LeRoy Stroupe[4].	Richard G. Tobin.		W. A. Bernatski.	John R. Schamehorn.	W. A. Bernatski.	Louis Volke
OWOSSO, 12,575.													
Argus-Press (I-R) (127-128)	6,937	.025	.018	Argus-Press Co.	J. E. Campbell.	J. E. Dingwall.	J. E. Campbell.			Ray E. Gardner. / G. W. Campbell[3].	A. W. Raymond.	Winifred Rank.	Clare Brewster
PETOSKEY, 5,064.													
News (I) (J) (119-136)	1,814	.015	.015	News Ptg. Co.	H. Lee North.			C. E. Garvin.	C. E. Garvin.	H. B. Lee.			C. E. Garvin[1]
PONTIAC, 42,000.													
Press (I) (none)	18,069	.06	...	Harry Y. Fitzgerald.	Harry Y. Fitzgerald.			Harold A. Fitzgerald.			Kenneth L. Butler.		
PORT HURON, 38,000.													
Times-Herald (I) (1)	19,071	.06	.04	Times-Herald Co.	Louis A. Weil.	Louis A. Weil.	George M. Hunter. / R. W. Bouslog[4].	E. J. Ottaway (Pres.)	O. G. Allen (Asst.).	Geo. A. Ashpole.	J. L. Doolittle.	L. Lawrie	
SAGINAW, 72,000.													
News-Courier (m) (I) (90-106)	25,580	.08	.046	Booth Pub. Co.	Arthur R. Treanor.	M. A. Gorman.	Robt. T. McMillen. / Wm. Whatley[4].	A. R. Treanor.	A. R. Treanor.	M. C. Hinken. / P. Campbell[3].	J. A. McDonald.	M. C. Hinken.	Martin Dwan
Sunday edition	24,362	.08	.046										
ST. JOSEPH, 7,251.													
Herald-Press (I) (119-136)	3,683	.025	.02	Herald-Press Co.	Rex Wynkoop.	Rex Wynkoop.	Art Glass.	Willard Brewer.	Willard Brewer.	Wm. Kuschel. / Willard Brewer[3].	Ray Ward.	Geo. Ellerman.	Lou Willie
SAULT STE. MARIE, 12,096.													
News (I-R) (J) (none)	4,207	.025	...	Sault News Ptg. Co.	Geo. A. Osborn.	Norman H. Hill.	J. P. Chandler. / John Zabelka[4].	Norman H. Hill.	Norman H. Hill.	Charles Zylstra.	C. M. Smith.	Charles Zylstra.	Thos. J. Watchorn / Chester R. Moran[1]
SOUTH HAVEN, 3,829.													
Tribune (I) (J) (119-136)	1,750	.015	.014	Tribune Co.	C. O. Monroe.		Ella M. Bratton. / Ben F. Clark[4].	C. O. Monroe	C. O. Monroe	Ben F. Clark	Ben F. Clark	J. M. Wicksall	Jessie G. Stedman / H. R. Hemenway[1]
STURGIS, 5,995.													
Journal (I) (J) (119-136)	3,302	.02	.015	Mark P. Haines.	Mark P. Haines.	A. C. Sleight.	Joe Linder.	Mark P. Haines.	Mark P. Haines.	J. Fred Mayer.		L. A. Good[1]	
THREE RIVERS, 5,209.													
Commercial (I) (J) (119-136)	2,469	.02	...	Wm. H. Shumaker.									
TRAVERSE CITY, 10,925.													
Record-Eagle (I) (J) (mer) (119-136)	5,016	.03	.018	Herald & Record Co.	Austin C. Batdorff.	Austin C. Batdorff.	Jay P. Smith. / L. A. Holliday[4].	A. C. Batdorff.	B. Burgess	G. W. Williams. / A. C. Batdorff[3].	Charles Saunders.	Hilda Hoard.	M. E. Fuller / Fred Dawson[1]
YPSILANTI, 10,433.													
Ypsilantian-Press (I-R) (J) (119-136)	3,629	.025	...	G. C. Handy.	H. H. Carr.		Marion Richardson. / Victor Bates[4].	T. O. Huckle.	T. O. Huckle.	Paul Ward	T. O. Huckle.		Norman Evans / G. W. Simmons[1]

MINNESOTA

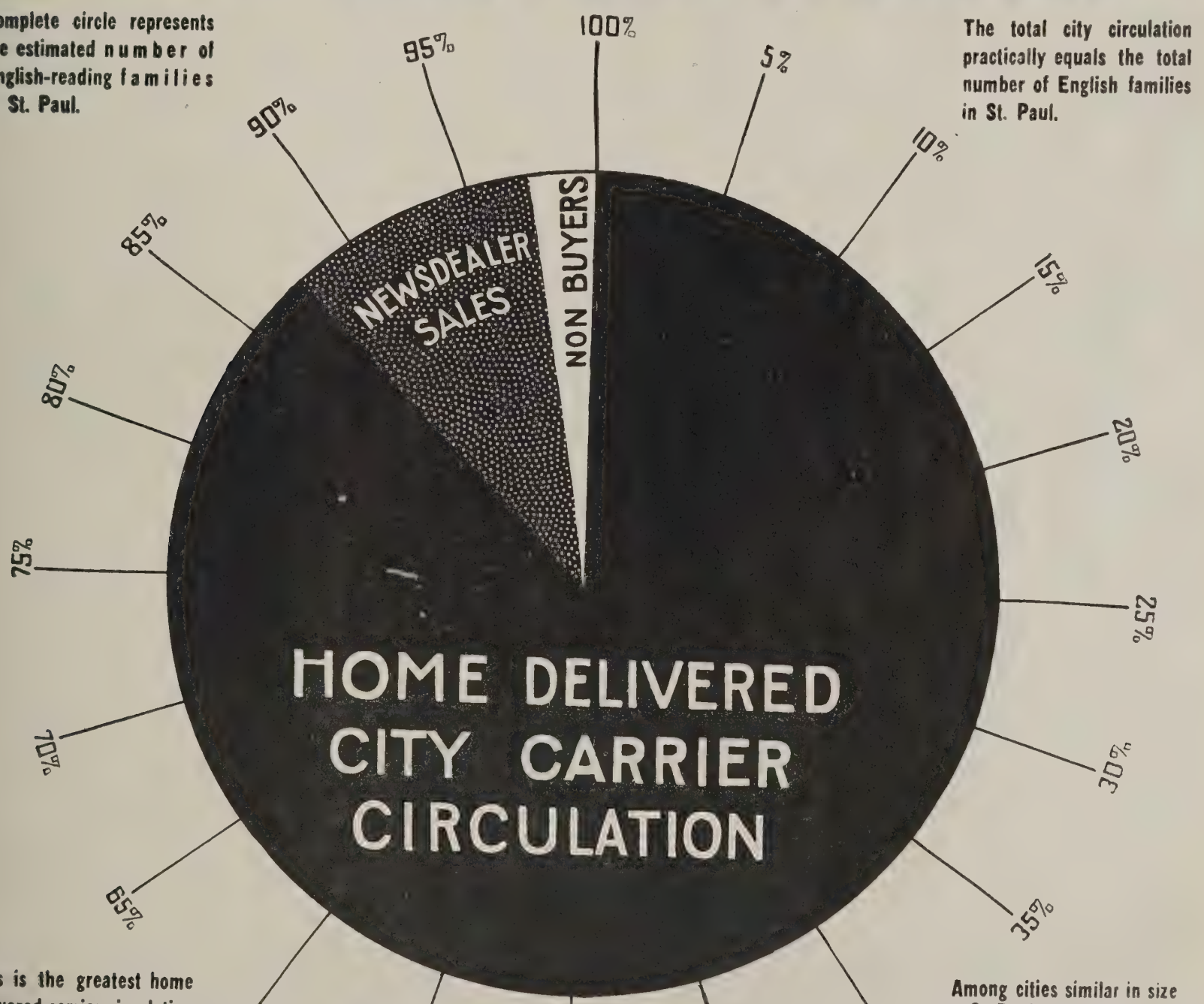
ALBERT LEA, 8,056.													
Tribune (I-R) (J) (157)	4,557	.03	...	Albert Lea Pub. Co.	Burt May	S. O. Simonson.	Russell Voigt	S. O. Simonson.	S. O. Simonson.	F. A. Gordon.	F. A. Gordon	F. A. Gordon.	S. O. Simonson[2]
AUSTIN, 10,118.													
Herald (I) (J) (157-123A)	3,434	.025	.021	Herald Pub. Co.	J. H. Skinner.	Arnold Daane.	Arnold Daane. / Warren D. Olson[4].	H. E. Rasmussen	H. E. Rasmussen.	Kenneth W. Howard.	Clarence Beadell.	Geraldine Rasmussen.	Thomas Sheehan / O. G. Bluhm[1]
BEMIDJI, 7,086.													
Pioneer (R) (J) (157-123A)	2,543	.025	.....	Pioneer Pub. Co.	H. Z. Mitchell.	J. D. Winter.	J. D. Winter.	H. Z. Mitchell.	W. F. Marcum.	Fred Fraser. / H. Z. Mitchell[3].	M. Rice	D. Miller	W. F. Marcum[2]
BRAINERD, 9,591.													
Dispatch (R) (J) (123A)	2,375	.018	...	Dispatch Co.	F. W. Wieland.			F. W. Wieland.					
CROOKSTON, 6,825.													
Times (I-R) (J) (157)	2,900	.025	.02	Times Ptg. Co.	W. E. McKenzie.	W. E. McKenzie.	Thorval Tunheim. / O. A. Stortroen[4].	D. A. McKenzie.	D. A. McKenzie.	Harry Hendricks.	Emily Beveridge	Emily Beveridge.	Geo. Charbonneau / Roy Kinshella[1]
DULUTH, 105,000.													
Herald (I) (E) (mer) (14)	43,439	.13	...	M. F. Hanson.	S. H. Bingham.	Wm. T. Thompson.	James A. Stuart. / A. P. Macdonald[4].		William F. Henry.	William F. Henry[3].	George F. Hunter.	Paul J. Robinson.	Louis Bennett
*News-Tribune (m) (R) (E) (24)	30,167	.07	.07	J. E. Rockwell.	J. E. Rockwell.	R. T. Bain	H. H. Rachlin. / C. Campbell[4].	R. D. Handy.	J. H. Jordan.	I. Malwick			W. A. Sheehan
Sunday edition	30,571	.09	.09										
FAIRMONT, 4,630.													
Independent (R) (37)	2,635	.017	...	Independent-Zeitung Co.	Stuart Strobridge.		Stuart Strobridge. / James F. Canes[4].	A. L. Ward.	J. T. Welch	J T. Welch.	Mrs. J. T. Welch.	Mrs. J. T. Welch.	
Sentinel (D) (J) (4)	3,053	.028	.02	Sentinel Pub. Co., Inc.	Frank A. Day.	H. S. Fairley.	H. S. Fairley. / Harry Earle[4].	Arthur M. Nelson.	F. L. Whitney.	F. L. Whitney.	L. B. Derby.	A. M. Nelson.	F. V. Burdick / B. F. Bird[1]
FARIBAULT, 11,089.													
News (I) (J) (mer) (157-123A)	3,632	.03	.018	Howard Bratton	Howard Bratton.	E. Hammer.	Will Pickett[4].		H. G. Savoie.	H. G. Savoie.	L. St. Martin.		H. G. Savoie
FERGUS FALLS, 7,581.													
Journal (R) (J) (none)	5,682	.03	.03	Fergus Journal Co.	W. L. Robertson.		Carl Nelson.		R. J. Underwood.				Ed Lidstrand[1]
HIBBING, 17,132.													
News (m) (I-D) (J) (130)	3,636	.025	.015	Marc Atkinson	Claude M. Atkinson.	Marc Atkinson.	C. J. Reiter. / Harold Smith[4].	Marc Atkinson.	R. E. Joy.	Jack Barenbaum	R. E. Joy.		Al Heitman
Sunday edition	3,900	.025	.015										
Tribune (I-R) (J) (157)	4,473	.03	.03	R. W. Hitchcock	R. W. Hitchcock.	George M. Fisher.	Geo. M. Fisher. / Geo. Redmond[4].	James G. Early.	James G. Early.	Irving Feldman. / Irene Bedard[3].	W. H. Kemp.	Rose Dandrea.	Fred G. Hancock
INTERNATIONAL FALLS, 3,448.													
Journal (4-157)	1,460	.02	...	C. B. Montgomery.	C. B. Montgomery.								
LITTLE FALLS, 5,500.													
Transcript (R) (J) (157)	2,070	.02	..	Transcript Pub. Co.	Ed M. La Fond.		Guilbert Jarvis.		Geo. L. Johnson.	Geo. L. Johnson.	Geo. L. Johnson.	Geo. L. Johnson.	Gus T. Larson[2]
MANKATO, 15,000.													
Free Press (I-R) (J) (E) (132)	7,083	.04	.04	Free Press Co.	J. E. Reynolds.	M. D. Fritz, Pres. / I. N. Tompkins, Vice-Pres. / C. R. Butler, Sec.	Clifford Russell. / Herman Wiecking[4].	M. D. Fritz, Pres. / I. N. Tompkins, Vice-Pres. / C. R. Butler, Sec.	M. D. Fritz, Pres. / I. N. Tompkins, Vice-Pres. / C. R. Butler, Sec.	Rolf Jolsrud.	M. D. Fritz, Pres. / I. N. Tompkins, Vice-Pres. / C. R. Butler, Sec.	Rolf Jolsrud	Elmer Glenn[2]
MINNEAPOLIS, 421,000.													
Journal (m) (I-R) (*S) (125)	116,408	.25	...	H. V. Jones.	H. V. Jones.		Geo. H. Adams. / H. B. Wakefield[5].	R. D. Andrews. / H. S. McKanna[4].	Carl W. Jones.	G. B. Bickelhaupt.	E. I. Harlow. / T. N. Williams[3].	Franklin Rook.	E. A. Vincent.	H. L. Foster
Sunday edition	158,710	.30	...										
Star (I) (E) (8-43)	58,072	.14	.11	John Thompson & A. B. Frisell	W. C. Robertson.	M. Turnbull	M. Halloran	H. D. Bratter	H. D. Bratter.	C. E. Doherty	W. D. Parsons.	D. O. Mystrom	C. H. Jorgenson
*Tribune (m) (R) (E) (*S) (171-126-94)	68,215	...	...	Frederick E. Murphy	F. E. Murphy.		A. F. Jones (D). / Neil E. Kelly (N). / Geo. A. Barton[4].	F. E. Murphy.	Edwin P. Stewart.	E. C. Hillweg. / Willis Williams[3].	J. E. Medley.	P. M. Hughes.	Joseph E. Murphy
Tribune (see above)	67,834	...	...				Thomas J. Dillon. / Joy Libby[5].						
Combined daily	136,049	.28	.18										
Sunday edition	162,411	.32	.18										
MOORHEAD, 6,884.													
News (I-R) (J) (5)	1,000	.021	.018	J. F. Dotson	J. P. Dotson	Perry Dotson	Perry Dotson	J. F. Dotson	J. P. Dotson	J. P. Melberg	J P. Dotson	J. P. Melberg	Hugo Strub / D. W. Dickinson[2]

St. Paul Dispatch
St. Paul Pioneer Press

You can reach close to 100% of St. Paul's English-reading families with these newspapers

Complete circle represents the estimated number of English-reading families of St. Paul.

The total city circulation practically equals the total number of English families in St. Paul.



This is the greatest home delivered carrier circulation in the Northwest.

Among cities similar in size to St. Paul this is the second largest home delivered city carrier circulation.

Average circulation for December 1925

Combined morning and evening home delivered 96,355

Combined morning and evening total city 103,766

All figures are net paid

Combined total circulation morning and evening 163,003

St. Paul Sunday Pioneer Press 150,255

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

MINNESOTA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
OWATONNA, 7,252.													
*People's Press (m) (I) (J) (157-123A)	2,680	.025	...	Benjamin E. Darby	George F. Darby	George F. Darby	George F. Darby	Benj. E. Darby	Benj. E. Darby	Will H. Darby	Benj. E. Darby	Will H. Darby	Harry B. Darby[2]
Sunday edition	2,680	.025	...										
RED WING, 8,637.													
Eagle (I) (none)	2,100	.021	...	Daily Eagle Pub. Co.	N. P. Olson	A. H. Olson		N. P. Olson					
*Republican (I) (J) (157-123A)	498	...	...										
Republican (see above)	2,365	...	...	Red Wing Ptg. Co.	Jens K. Grondahl	Jens K. Grondahl		Jens K. Grondahl					
Combined daily	2,863	.025	.025										
ROCHESTER, 13,722.													
Post-Bulletin (I) (J) (119-5)	8,249	.04	.04	Post-Bulletin Co.	G. S. Witherstine		Jack Crewe	C. W. Blakely	C. W. Blakely	Carl Thomas	George Rowe		P. J. Theisen / H. A. Bresee[1]
ST. CLOUD, 15,873.													
Journal-Press (R) (none)	....	.03	...	Alvah Eastman	Alvah Eastman	P. M. Weyrens	John F. Gaspard	John F. Gaspard					
Times (I) (157-123A)	5,287	.03	.025	Fred Schilplin	Fred Schilplin	Fred Schilplin	Harold Schoelkoepf	Harold Gustafson		Emil Lauer		Joseph F. Hick	
ST. PAUL, 281,000.													
Dispatch (m) (I) (E) (*S) (mer) (125)	86,256	...	...	C. K. Blandin	H. R. Galt	H. R. Galt / A. H. Cook[5]	L. L. Perrin (Dis.) / C. D. Johnston (P. Press) / R. A. Cullum[4]	J. M. Riegel		Rhey T. Snodgrass / R. B. Liggett[3]	J. A. Mathews	Earl M. Dempsey	D. B. Donnelly
*Pioneer Press (see Dispatch)	72,544	...	...										
Combined daily	158,800	.28	.245										
Sunday Pioneer Press	144,473	.28	.175										
News (m) (I) (J) (E) (*S) (170-12-78)	85,349	.17	.11	N. W. Reay	Howard Kahn	Don Voigt[5]	George Bradley / Ed L. Shave[4]	N. W. Reay	W. H. Neal	M. W. Thompson	T. H. Hoivik	G. F. LaVelle	J. J. Holley[1]
Sunday edition	61,171	.17	.11										
SOUTH ST. PAUL, 8,000.													
Reporter (I) (J) (119-5)	5,142	.025	.025	Daily Reporter Co., Inc.	E. L. Ogilvie	W. M. Fisk	C. T. Burnley / Henry Bortz[4]	E. L. Ogilvie	R. T. Ogilvie	C. MacBeath	Hazel Palmer	M. J. Moster[2]	
STILLWATER, 7,735.													
Gazette (R) (J) (none)	1,520	.018	...	Easton-Masterman Co.	W. E. Easton / W. C. Masterman	W. E. Easton / W. C. Masterman	Roy Westlund	Ned Easton	Ned Easton			J. M. Niederer[1]	
VIRGINIA, 14,022.													
Enterprise (I) (157-123A)	3,122	.025	.025	Enterprise P. & P. Co.	Elbridge C. Smith	Donald J. McIver	Dave N. Laury[4]	Elbridge C. Smith	Ethel H. Wilk	Vivian Swanson	Vivian Swanson	Burtis Fredericks	
WINONA, 20,000.													
Republican-Herald (I) (J) (119-5)	11,465	.045	...	Republican-Herald Pub. Co.	H. G. White	H. G. White	A. C. Gernes / Gordon Clowsway[4]	F. J. Rucker		Lloyd S. Belville / F. J. Rucker[3]	H. G. Hymes	M. H. White	

MISSISSIPPI

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
BILOXI & GULFPORT, 23,000.													
Herald (D) (none)	5,015	.03	.03	Geo. W. Wilkes' Sons	Geo. P. Money	W. G. Wilkes	Cosman Eisendrath / A. G. Osoinach	W. G. Wilkes	W. G. Wilkes	W. G. Wilkes	C. H. Rose	W. G. Wilkes	E. P. Wilkes
CLARKSDALE, 7,550.													
Register (D) (J) (none)	4,000	.021	...	Register Pub. Co.	G. F. Clark								
CORINTH, 5,498.													
Corinthian (D) (d) (none)	1,172	.018	...	Klyce & Bishop	Klyce & Bishop		Joe W. Cooper		J. C. Bishop	J. C. Bishop	J. C. Bishop	E. O. Klyce	
GREENVILLE, 11,560.													
Democrat-Times (D) (J) (157)	1,943	.02	.02	Greenville News. & Ptg. Co.	L. Pink Smith		Chares S. Kerg	Ernest Smith		S. R. Dunn		Lewis Smith[2]	
GREENWOOD, 11,000.													
Commonwealth (D) (J) (none)	2,025	.021	.021	Sumter Gillespie	Sumter Gillespie	Sumter Gillespie	Littleton Upshur	Sumter Gillespie	Sumter Gillespie	L. Upshur	M. L. Brown	Annie Dixon	M. L. N. Busam[2]
HATTIESBURG, 15,115.													
American (D) (J) (8)	6,184	.035	...	G. S. Harman	G. S. Harman	C. M. Willoughby		G. S. Harman	Thomas St. John	Frank Hammond / Thomas St. John[3]	C. H. Praytor	F. Delsing	Lee Praytor / C. G. A. Harman[1]
JACKSON, 31,000.													
*Clarion-Ledger (m) (D) (42)	....	.03	...	T. M. Hederman	T. M. Hederman								
Sunday edition	....	.03	...										
News (m) (D) (8)	11,064	.04	.04	News Pub. Co.	Frederick Sullens	George Suggs	Earl C. Magee / O. F. Cayce[4]	W. G. Johnson	W. G. Johnson	H. Roscoe Bailey	T. L. Biles	Mrs. H. R. Bailey	W. T. Anderson
Sunday edition	10,793	.04	.04										
LAUREL, 17,600.													
Leader (I) (8)	4,464	.03	.03	Laurel Leader, Inc.	James H. Skewes	E. E. Hoffman	Ralph Hayes			R. C. Jones / E. Herring[3]	L. R. Allison		Guy E. Cathcart
MERIDIAN, 23,436.													
Star (m) (I) (8)	11,845	.06	.05	James H. Skewes	James H. Skewes	W. L. Ellison	Paul D. McCoy / George Ellison[4]	James H. Skewes	W. E. Buckingham	James T. Dement / Emmett Lourie[3]	Miss Alpha Matheney		H. G. Hodge
Sunday edition	11,952	.06	.05										
NATCHEZ, 12,608.													
*Democrat (m) (D) (J) (67)	3,425	.025	.025	James K. Lambert	James K. Lambert	James K. Lambert	R. E. Smith / J. W. Lambert[4]	C. C. Goetz		W. P. Abbott / C. C. Goetz[3]	Miss Effie Phelps	Miss I. Rutherford	William Eldt / Chas. Stretenroth[1]
Sunday edition	3,650	.04	.04										
VICKSBURG, 18,072.													
Herald (m) (I-D) (8)	3,969	.02	...	Vicksburg P. & P. Co.	G. S. Harmon								
Sunday edition	3,969	.02	...										
Post (D) (67)	4,604	.03	...	J. G. Cashman & Sons				L. P. Cashman	P. L. Barclift	J. C. Campbell	P. L. Barclift		

MISSOURI

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
AURORA, 3,575.													
Advertiser (I) (J) (none)	800	.014	...	W. B. Lowry				C. A. Haney					C. A. Haney[1]
BOONVILLE, 4,665.													
Republican (I) (J) (157)	1,488	.02	.018	C. M. Harrison	C. M. Harrison	C. M. Harrison	A. K. Mills, Jr.	C. M. Harrison	C. M. Harrison	L. E. Erhardt	Agnes Hain	Agnes Hain	W. J. Niederjohn[3]
BROOKFIELD, 6,304.													
Argus (D) (d) (none)	2,340	.018	...	Charles W. Green	Charles W. Green								
Budget (I-R) (J) (37-4)	1,800	.014	...	Mendenhall & Hannan	J. D. Mendenhall		Nellie E. Hannan	J. D. Mendenhall	N. E. Hannan			Glenn Hill	
BUTLER, 2,894.													
Democrat (D) (J) (d) (4)	425	.02	...	Harry H. Henry	Harry H. Henry							R. U. Lotspeich[1]	
CAMERON, 3,248.													
News-Observer (I) (J) (d) (none)	1,050	.014	.014	B. B. Witt	B. B. Witt	B. B. Witt	J. F. Frazier	B. B. Witt	B. B. Witt	B. B. Witt	B. B. Witt	B. B. Witt	Jeff Marcum[2]
CAPE GIRARDEAU, 18,000.													
Southeast Missourian (J) (127-128)	7,222	.04	.04	Naeter Bros.	Naeter Bros.	Chester A. Letts		Alvin Macke	E. E. Campbell	R. Spann		W. H. Kiehne[1]	
CARROLLTON, 3,218.													
Democrat (D) (4)	610	.011	...	Democrat Ptg. Co.	W. R. Painter	W. H. Holliday							
CARTHAGE, 10,068.													
Press (R) (J) (none)	3,028	.018	.014	Press Pub. Co.	W. J. Sewall	W. J. Sewall	E. L. Dale / Harry Rollins[4]	W. J. Sewall	W. J. Sewall	H. L. Howe / W. L. Schrantz[3]	Elmer Johnson	W. L. Schrantz	H. K. Steward[2]
*Democrat (m) (D) (none)	1,225	.018	...	Eugene B. Roach	Eugene B. Roach								
Sunday edition	1,225	.018	...										
CHILLICOTHE, 6,772.													
Constitution (I-D) (J) (157)	2,914	.021	.021	C. E. Watkins	C. E. Watkins	C. E. Watkins	C. A. Spooner / M. P. Watkins[4]	C. E. Watkins	J. D. McHolland	M. D. Sims / J. D. McHolland[3]	I. W. Watkins	J. D. McHolland	D. O. Smith / Wilbur Dunnington[1]
Tribune (R) (J) (none)	....	.021	...	Frank C. Fay	Frank C. Fay								
CLINTON, 5,098.													
Democrat (D) (4)	780	.011	...	C. H. Whitaker & Son	C. H. Whitaker & Son								

City, Population, Newspaper	Circulation	Min. Agate Rate National	Local	Publisher	Editor	Managing Editor Sunday Editor	City Editor Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
COLUMBIA, 13,000.													
Missourian (I) (E) (29)	3,126	.025	.021	Missourian Pub. Assn.	E. A. Soderstrom			E. A. Soderstrom		E. A. Soderstrom	R. A. Jordan	L. B. Crowley	E. B. Swift
Tribune (D) (none)	3,072	.025	...	E. M. Watson	E. M. Watson	E. M. Watson	L. H. Edwards; J. P. Hamel[4]		M. D. Jett	H. J. Waters		V. C. Comstock	Carl Schwamb
EXCELSIOR SPRINGS, 4,165.													
Standard (m) (I-R) (J) (none)	1,590	.021	...	Fred W. Mitchell	Fred W. Mitchell	Florence K. Mitchell	F. W. Mitchell	F. W. Mitchell	F. K. Mitchell	F. K. Mitchell	F. K. Mitchell	F. K. Mitchell	Walter Malone; L. C. Patterson[1]
Sunday edition	1,590	.021	...										
FULTON, 5,595.													
Gazette (D) (J) (none)	1,690	.018	...	Ovid Bell	Ovid Bell	Ovid Bell	Grace Patton	Ovid Bell	Ovid Bell	Thomas L. Yates	H. Lee Whitlow	Thomas L. Yates	W. C. Brown[2]
Sun (D) (4)	1,560	.015	...	J. W. & G. P. Johnston	J. W. & G. P. Johnston								
HANNIBAL, 20,000.													
Courier-Post (I) (42)	6,266	.04	...	J. B. Jeffries	J. B. Jeffries			E. L. Sparks			R. D. Wolfe		
INDEPENDENCE, 11,686.													
Examiner (I-D) (119-136)	3,674	.025	.025	Examiner Ptg. Co.	Wm. Southern, Jr.	Wm. Southern, Jr.	John B. McDonald. Harlie F. Clark[4]	Frank W. Rucker	Frank W. Rucker	Frank W. Rucker			Ellis Wright
News (R) (J) (d) (none)	1,750	.016	...	C. A. Carroll	C. A. Carroll			C. A. Carroll					B. A. Purdy[1]
JEFFERSON CITY, 14,490.													
*Capital-News (m) (D) (J) (49-86)	4,750	.03	...	Capital-News Ptg. Co.	W. R. Hollister								
Sunday edition	4,750	.03	...										
Post (R) (J) (29)	3,720	.02	...	Daily Post Co.	Heber Nations		James King	Heber Nations	P. D. Nations				Burroughs Sanders[1]
Tribune (I) (J) (157)	2,642	.025	.02	Tribune Ptg. Co.	L. R. Lutkewitte	John F. Koester		John F. Koester	John F. Koester	John F. Koester; L. R. Lutkewitte[3]	John F. Koester	L. R. Lutkewitte	John F. Koester
JOPLIN, 31,000.													
*Globe (m) (I) (mer) (84)	23,683x	...	...	Globe Pub. Co.	Philip Coldren	R. S. Cochran		Cowgill Blair	Cowgill Blair	J. J. McClellan	H. J. Leggett		Joseph Schulte
News-Herald (see Globe)	11,027x	...	...										
Combined daily	34,710x	.13	...										
Sunday edition	26,277x	...	...										
Evening and Sunday	.....	.13	...										
KANSAS CITY, 500,000.													
*Journal (m) (R) (*S) (mer) (E) (103)	145,778	.20	...	W. Laurence Dickey	W. S. Dickey	Ralph Ellis; Tom Collins[5]	Dan Kelliher (M). Paul Jones (E). Edw. W. Cochrane[4].	Marion B. Sharp	W. Courtright Smith	Bayard Taylor	Walter J. Evans		Walter A. Masters
Post (m) (see Journal)	156,308	.25	...										
Combined daily	302,086	.38	...										
Sunday Journal-Post	170,509	.29	...										
*Star (m) (I) (E) (47-164)	240,269	...	...										
Star (see above)	244,950	...	...										
Combined daily	485,219	.60	.60	W. R. Nelson Estate	Irwin W. Kirkwood	Ralph Stout; E. B. Garnett[5]	Fritz Hinkel; C. E. McBride[4]	A. F. Seested	A. F. Seested	J. T. Barrons; E. E. Robertson[3]	F. C. Seested	R. G Shryock	E. M. McCollum
Sunday edition	269,417	.42	.42										
KIRKSVILLE, 7,213.													
Express & News (m) (I) (157)	5,043	.03	...	E. E. Swain	E. E. Swain	Dow Jones	E. Stone[4]	E. E. Swain	P. N. Nicholson	J. D. Buckingham			L. F. Shubert
Sunday edition	5,043	.03	...										
LAMAR, 2,500.													
Democrat (I) (J) (d) (none)	700	.012	...	Arthur Aull	Arthur Aull								
LEXINGTON, 4,695.													
Advertiser (I) (d) (none)	....	.018	...	Harry Dunford & Ralph R. Johnson	Harry Dunford								
Intelligencer (D) (d) (none)	....	.018	...	Lexington Intelligencer	A. W. Allen								
MACON, 3,549.													
Chronicle-Herald (D) (J) (157)	3,084	.025	...	Chronicle-Herald Pub. Co.	Frank P. Briggs								
MARSHALL, 5,200.													
Democrat-News (D) (none)	2,200	.03	...	Democrat-News Ptg. Co.	A. L. Preston			Rosier N. Hains					
MARYVILLE, 4,762.													
Democrat-Forum & Tribune (I) (J) (157)	4,291x	.035	.025	James Todd	James Todd	George Butts	George Butts; Wm. Maple[4]	James Todd	James Todd	W. J. Studer	Miss Helen Todd	Richard Baker	Walter Todd; Charles Shelton[1]
MEXICO, 6,018.													
Intelligencer (D) (J) (d) (none)	....	.018	...	Gale F. Johnston	Gale F. Johnston								
Ledger (I-D) (J) (157)	1,672	.018	...	R. M. White & Son	L. M. White	H. C. Schooley		L. M. White	L. M. White	Linwood Robison			John Williams[3]
MOBERLY, 12,808.													
Monitor-Index & Democrat (I-D) (J) (157)	5,177	.03	.021	Index Ptg. Co.	W. C. Van Cleve	R. J. Stribley (News Ed.)	Gordon Hudelson	W. C. Van Cleve	J. K. Van Cleve	E. C. Fuller; F. H. Scott[3]	G. P. Delaney	Isabel Gollehon	C. M. Keller[2]
MONETT, 4,206.													
Times (I) (J) (4)	1,180	.014	...	Pearl Peters	Pearl Peters								
MT. WASHINGTON,													
News (none)	2,300	.029	...	W. B. Midyette	W. B. Midyette								
NEOSHO, 3,968.													
Democrat (I) (J) (d) (none)	680	.015	.015	Will G. Anderson	Will G. Anderson								
NEVADA, 7,139.													
Mail & Post (D) (J) (d) (none)	2,320	.018	.018	Southwest Mail Ptg. Co.	J. H. Bean	J. H. Bean	J. H. Bean	W. L. Earp	W. L. Earp	W. L. Earp	H. G. Foster	P. M. Beam	James G. Anderson[2]; C. E. Kunkel[2]
POPLAR BLUFF, 8,042.													
Interstate American (I) (mer) (J) (29)	3,165	.025	.025	Citizen Ptg. Co.	Dwight H. Browne		Wm. M. Gibson; V. H. Steward[4]	Dwight H. Browne	V. H. Steward	Dwight H. Brown[3]			Clyde White; E. Cunningham[1]
Republican (R) (J) (none)	2,621	.021	.021	Poplar Bluff Ptg. Co.	J. H. Wolpers		J. D. Hendrickson	J. H. Wolpers	Bula Henson	Herbert McGee			E. Magruder; Chas. Fitzgerald[1]
RICH HILL, 3,500.													
Review (D) (d) (none)	....	.011	...	Review Ptg. Co.	E. E. Bean								
ST. CHARLES, 8,503.													
Banner-News (I) (4)	1,280	.014	.014	Thomson & Belding	R. M. Thomson	R. M. Thomson	W. C. Fuhr	H. C. Belding	H. C. Belding				
Cosmos-Monitor (R) (J) (none)	1,240	.02	.015	St. Charles Pub. Co.	M. L. Comann	M. L. Comann	M. L. Comann	B. M. Renno	B. M. Renno				A. C. Weeke[2]
ST. JOSEPH, 77,939.													
*Gazette (m) (I) (84)	....	.06	...	New Gazette Co.									
Sunday edition	....	.07	...										
News-Press (I) (90-65)	40,317x	.10	.10	Louis T. Golding	Louis T. Golding	C. L. Rutt	C. C. Calvert; Raymond Osborne[4]	H. A. Sprague	H. A. Sprague	W. M. Badger	H. A. Sprague		
Stock Yards Journal (I) (J) (none)	5,783	.025	.025	P. R. Manifold	P. R. Manifold	P. R. Manifold		P. R. Manifold	P. R. Manifold	John Albus	Ernest Ray		D. C. Kennedy[1]

Explanation: Asterisk (*) indicates morning newspapers. (m) indicates Sunday morning edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic; (P-R) Prog. Republican; (P-D) Prog. Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as D for Daily, S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months' statement ending September 30, 1925; X indicates three-month statement ending September 30, 1925. All other circulation figures are Government statements for six months ending September 30, 1925. All quoted advertising rates are per agate line. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. In third column superior figure [5] following name indicates Sunday editor. In fourth column superior figure [4] indicates sports editor. In seventh column superior figure [3] designates National Advertising Manager. List of special representatives with key numbers on Pages 108-110.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

MISSOURI—Continued

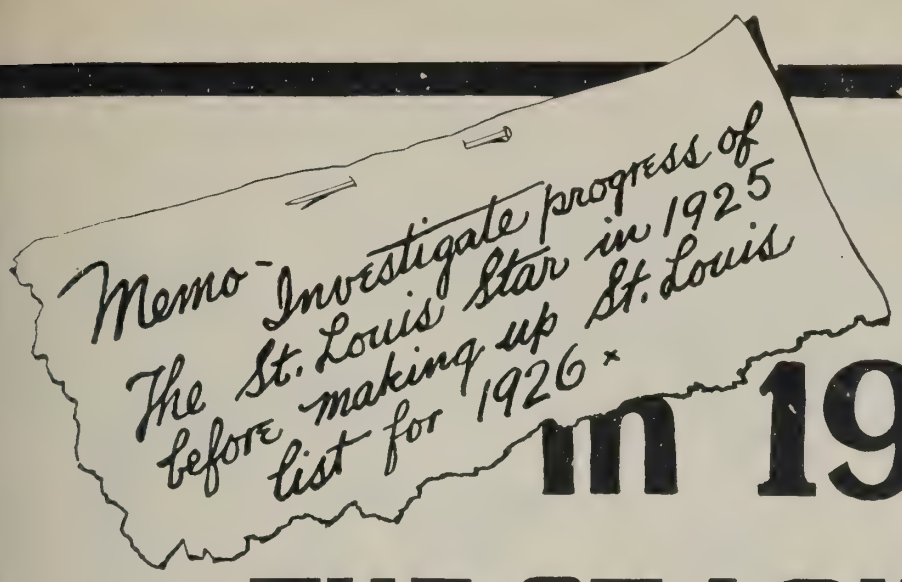
City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ST. LOUIS, 1,000,000.													
*Globe-Democrat (m) (I) (*S) (J) (E) (134-126-137-94)	226,579	.40	.24	E. Lansing Ray	Casper S. Yost	Joseph McAuliffe / Walter Ames[5]	Francis Douglas / Glenn Wallar[4]	E. Lansing Ray		Douglas B. Houser	Wm. H. Herrington	Charles W. Nax	J. Coombs / A. T. Webb[1]
Sunday edition	248,386	.40	.24										
Post-Dispatch (m) (I) (*S) (J) (E) (63-76-89)	207,894	.38	.28	Joseph Pulitzer	George S. Johns	O. K. Bovard / Paul Palmer[5]	Ben Reese / J. E. Wray[4]			Geo. M. Burbach / S. M. Chambers[3]	A. G. Lincoln	W. E. Taylor	
Sunday edition	348,693	.48	.30										
Star (I) (J) (E) (8)	115,807	.24	.21	Elzey Roberts	F. W. Taylor, Jr.	Wm. F. Hawkes	Thomas L. Ryan			A. E. Kaye / C. W. Aubuchon[2]	L. J. Hoffmann	A. H. Van Duyne	
Times (R) (150)	60,139	.15	.15	American Press, Inc.	Nels Anderson	W. K. Mathews	Aaron Benesch / Sid Keener[4]	F. D. McDonald	O. E. Knisely	Carl Gogel	C. D. O'Rourke	Thomas M. Engle	
SEDALIA, 21,144.													
*Capital (m) (R) (157)	....	...	...	Democrat Co., Inc.	Glenn B. Brill			Walter J. Brill					
Sunday edition	....	...	...										
Democrat (m) (D) (157)	....	...	...	Democrat Co., Inc.				A. D. Stanley					
Sunday edition	....	...	...										
Combined daily	....	.045	...										
Combined Sunday	....	.045	...										
Republican (R) (37)	(new daily)	.04	...	Sedalia Ptg. Co.		Paul Page		C. B. Page		Heber Page			
SPRINGFIELD, 50,000.													
Leader (m) (D) (150-65)	23,309	.06	.05	H. S. Jewell	R. L. Kennedy	R. L. Kennedy	F. L. Sullivan / C. D. Monteith[4]	H. S. Jewell	T. W. Duvall	J. M. Acuff / J. McG. Jewell[3]	R. C. Parks	Bert Dunham	J. M. Acuff
Sunday edition	22,493	.06	.05										
*Republican (m) (R) (110)	....	.06	...	E. E. E. McJimsey	E. E. E. McJimsey			L. H. Whiteside		Bert Mace			
Sunday edition	....	.06	...										
TRENTON, 6,951.													
Republican & Tribune (R) (J) (37)	1,655	.018	...	Carrie Rogers Clark	Carrie Rogers Clark								
Times (I) (J) (none)	1,100	.014	...	Henry S. Beardsley	Ralph Eubanks		Vera DeVaul	Henry S. Beardsley		Henry S. Beardsley	Emma Hall		T. Harold White / W. H. Riley[1]
WARRENSBURG, 4,811.													
Star-Journal (D) (J) (157)	1,150	.02	.018	Wallace Crossley	Wallace Crossley	Wallace Crossley	E. W. Hoberecht	O. A. Palmer	O. A. Palmer	O. A. Palmer	O. A. Palmer	O. A. Palmer	H. L. Bradly[1]
WEBB CITY, 7,807.													
Sentinel (R) (J) (none)	590	.014	...	Hal M. Wise	Hal M. Wise								R. R. Roberson[1]
WEST PLAINS, 3,718.													
Quill (I) (d) (none)	900	.018	...	Williams Sisters	Williams Sisters	Cleora B. Williams	Ella M. V. Williams	Cleora B. Williams		Fritze W. Dixon			

MONTANA

ANACONDA, 11,668.													
*Standard (m) (I-D) (J) (132)	8,843	.06	...	Standard Pub. Co.	E. G. Leipheimer	E. G. Leipheimer / Glenn W. Moon[5]	Warren B. Davis / Law Riskin[4]	Joe L. Markham		Dave Kilroy / J. Haterman[3]	Rufus Johnson	Ward Fanning	E. B. Catlin[1]
Sunday edition	12,824	.07	...										
BILLINGS, 15,100.													
*Gazette (m) (I-R) (J) (E) (132)	6,739	...	...	Leon Shaw	P. B. Snelson	Herrick Swan / Harvey Gibbons[5]	W. L. Browne / Harry Griffin[4]	Leon Shaw	Leon Shaw	W. H. MacDonald	E. L. Shovers	Sara Sage	E. A. Swan / L. W. Prill[1]
Gazette (see above)	1,916	...	...										
Combined daily	8,655	.06	.04										
Sunday edition	9,078	.065	.04										
BOZEMAN, 6,183.													
*Chronicle (m) (D) (J) (132)	2,298	.025	.025	Chronicle Pub. Co.	James P. Bole		F. H. Wilson	H. H. Howard		T. Menard			F. Alderson / A. H. Peterson[1]
Sunday edition	2,298	.025	.025										
BUTTE, 45,771.													
*Miner (m) (D) (J) (10)	10,299	.06	...	Butte Miner Co.	J. L. Dobell		Don O. Noel / Jean Jordan[4]	B. E. Woolston	B. E. Woolston / Ann Mullen[3]	R. C. Hooley			William Purnett / A. L. Pierce[1]
Sunday edition	20,868	.08	...										
Post (I-R) (84)	11,073	.05	.045	J. H. Durston	J. H. Durston		James Cummins / Ed Hamner[4]	J. H. Dickey, Jr.					
GREAT FALLS, 24,121.													
Leader (R) (110)	3,226	.03	.029	Leader Co.	E. H. Cooney	E. H. Cooney	Donald K. Stevens	F. M. Tenney	F. M. Tenney	W. C. Searles / F. M. Tenney[3]	L. E. Eberling	G. M. Gilchrist	L. C. Larson
*Tribune (m) (D) (J) (10)	11,810	.05	.036	O. S. Warden	W. M. Bole	Lee Thurston / Herbert M. Peet[5]	Lee Thurston / T. E. Wade[4]	O. S. Warden	Leonard G. Diehl	L. W. Wendt	Donald Hoffman	Art Gemberling	E. J. Stephens / W. F. Bennyhoff[1]
Sunday edition	14,046	.05	.036										
HAVRE, 5,429.													
*Promotor (m) (R) (J) (none)	1,709	.025	.025	R. G. Linebarger & Sam D. Goza	R. G. Linebarger			R. G. Linebarger	R. G. Linebarger				R. G. Linebarger[2]
Sunday edition	1,709	.025	.025										
HELENA, 12,037.													
*Independent (m) (132-73)	5,411	.035	...	Independent Pub. Co.	Will A. Campbell								
Sunday edition	5,411	.035	...										
Montana Record-Herald (R) (J) (110)	5,480	.03	...	Montana Record Pub. Co.	James W. Scott			C. H. Reifenrath		Leo Lareau			
KALISPELL, 5,147.													
Inter-Lake (R) (J) (none)	2,397	.018	...	Daily Inter-Lake, Inc.	L. D. Spafford			L. D. Spafford					
LEWISTOWN, 9,200.													
*Democrat-News (m) (D) (J) (83)	6,149	.03	.03	Democrat-News Co., Inc.	Tom Stout	E. G. Ivins	C. R. Fowler[4]	Harry E. Lay	Harry E. Lay	J. W. Hanley / Earl F. McGinnis[3]	Miss E. Trepp		Earl F. McGinnis / L. C. Raw[1]
Sunday edition	6,149	.03	.03										
LIVINGSTON, 6,326.													
*Enterprise (m) (I) (J) (132)	2,432	.025	.025	Livingston Pub. Co.	L. E. Flint	L. E. Flint	L. E. Flint / Thomas Astle, Jr.[4]	L. E. Flint	L. E. Flint	B. C. Benecke	B. C. Benecke	B. C. Benecke	Robert Dick, Jr.[2]
Sunday edition	2,432	.025	.025										
MILES CITY, 7,937.													
Star (m) (R) (J) (132)	2,841	.03	...	Independent Pub. Co.	Joseph D. Scanlan	Lou F. Grill	Thomas Wilson	Joseph D. Scanlan	F. M. Ammon	H. L. Miller / F. M. Ammon[3]	Loren Brownlee		H. G. Potter[2]
Sunday edition	4,087	.03	...										
MISSOULA, 14,500.													
*Missoulian (m) (J) (132)	4,481	...	...	Martin J. Hutchins	F. T. Ferguson	Ralph Swartz	E. Mosby / R. Rocene[4]	James A. Sage	James A. Sage	S. McConnel / A. Luraski[3]	Harry B. Healy	Margaret Young	John Leach / C. A. Colby[1]
Sentinel (see Missoulian)	2,320	...	...										
Combined daily	6,801	.05	.05										
Sunday edition	6,167	.05	.05										

NEBRASKA

BEATRICE, 9,664.													
*Sun (m) (I) (none)	5,225	.03	.03	E. M. Marvin	E. M. Marvin	T. D. Bradley	C. M. Rothenburger[4]		Hazel Sabin	C. J. Lash	H. E. Morris		J. D. Faris
Sunday edition	5,225	.03	.03										
COLUMBUS, 5,410.													
Telegram (I-D) (J) (119-5)	3,672	.025	...	Telegram Co.	Edgar Howard	J. H. Loomis / Al E. Smith		A. H. Backus	A. H. Backus	Lloyd Swain	A. H. Backus	A. H. Backus	W. J. Gregorius / A. H. Backus[1]
FALLS CITY, 4,930.													
Journal (I) (J) (none)	3,066	.025	.025	Virgil Falloon	Virgil Falloon		Claron Davidson / Charles Nutter[4]	J. H. Falloon	J. H. Falloon				M. W. Hadley[2]
*News (m) (D) (none)	2,082	.021	...	C. C. Davis	C. C. Davis	C. D. Davis	Mrs. A. Humphrey	C. C. Davis	C. C. Davis	E. M. Davis	E. M. Davis		C. W. Davis



in 1925

THE ST. LOUIS STAR

Was the Only St. Louis Newspaper that

Gained in *Everything!*

The St. Louis Star in 1925 was the only St. Louis newspaper to show a gain in everything—circulation and each classification of advertising.

During the six months ending September 30, 1925, this newspaper reached the highest sustained average circulation in its history.

In total paid advertising The St. Louis Star registered a

GAIN OF 446,358 LINES

—representing a substantial increase in every department of advertising—local, national, real estate and classified.

Early in 1925, through a spectacular news coup, The Star set up a record for sudden attraction of general public interest that has never been equaled in St. Louis journalism.

In brief, this newspaper has risen to new heights as a factor in St. Louis social and business life. It has established itself as an indispensable element in the sales plan of every national advertiser who expects returns from his advertising investment in St. Louis proportionate to the size and purchasing power of this market.

don't say "Paper"—say "STAR"

Trade-Mark Registered

---***regarding***

Merchandising Assistance

The St. Louis Star renders a form of individualized service to National Advertisers that is complete and designed to meet the requirements of specific cases . . . . No, we have no booklets or "canned" data.

National Advertising Representative—THE S. C. BECKWITH SPECIAL AGENCY

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

NEBRASKA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
FREMONT, 9,605.													
Tribune (R) (J) (132)	6,670	.04	.03	Hammond Ptg. Co.	Chas. S. Ryckman		Barney Yanofsky / Herbert S. Putnam[4]	Ray W. Hammond	R. W. Hammond	Ben I. Conant	Walt B. Reynolds		L. R. Hammond[1]
GRAND ISLAND, 13,960.													
Independent (R) (J) (132)	6,856	.04	...	Independent Pub. Co.	A. F. Buechler	A. F. Buechler			J. R. Fulton	J. R. Fulton	Don Boehm		F. G. Baldwin[2]
HASTINGS, 11,647.							H. G. Smith						
Tribune (I) (J) (mer) (132)	8,125	.05	...	Adam Breede	Adam Breede	H. G. Smith	Charles Wicker[4]		E. A. Francis	H. E. Riggert			O. C. Fearn[1]
KEARNEY, 7,702.													
Hub (R) (132)	3,480	.03	.025	Kearney Hub	M. A. Brown	Hugh R. Brown	Henry C. Kroger	Hugh R. Brown	Hugh R. Brown	Stanley T. Riegel	E. H. Blakely		F. C. Carlson
LINCOLN, 66,161.													
Star (m) (I) (E) (10-65)	35,019	.09	.075	H. E. Gooch	James L. Lawrence	James L. Lawrence	Lorraine Becker / Cy Sherman[4]	L. B. Tobin	Fred I. Archibald	Fred I. Archibald / George W. Dill[3]	O. E. Jerner	Walter W. White	J. I. Moore
Sunday edition	26,684	.09	.075										
*State Journal (m) (I) (J) (E) (20)	25,028	...	...										
State Journal (see above)	13,835	...	...										
Combined daily	38,863	.09	.07	J. C. Seacrest	W. O. Jones	W. O. Jones	Frank Williams / Paul Walsh[4]	J. C. Seacrest	Fred Seacrest	Al DuTeau	L. C. Schlagel	W. H. Sherburne	Fred Mann / Pierce Caldwell[1]
Sunday edition	27,066	.09	.07										
McCOOK, 7,000.													
Gazette (I) (J) (none)	3,100	.029	.024	H. D. Strunk	H. D. Strunk	Mark H. Knight	Charles Speedie		H. D. Strunk				W. A. Stewart
NEBRASKA CITY, 6,279.													
*Nebraska Press (m) (I) (J) (5)	3,189	.02	.02	Press Ptg. Co.	J. H. Sweet	J. H. Sweet	Anne Wary / Ben Thornburg[4]	J. H. Sweet		Marie J. Duncan	Ben Thornburg		F. E. Olmsted[2]
Sunday edition	3,189	.02	.02										
News (I) (J) (4)	1,605	.014	.014	News Co.	C. M. Hubner		E. D. Marnell	E. D. Marnell	E. D. Marnell	E. D. Marnell			
NORFOLK, 11,000.													
News (I) (J) (132-73)	8,708	.05	...	Gene Huse	Gene Huse	S. H. McCaw	Nelson Barth	Gene Huse	F. C. Asmus	William Reckert	F. C. Asmus	R. F. Kennedy	B. W. Nightengale[2]
NORTH PLATTE, 10,466.													
Telegraph (R) (J) (none)	2,200	.021	...	A. P. Kelly	A. P. Kelly								
OMAHA, 240,000.													
*Bee (m) (R) (*S) (E) (132-73)	46,926	...	...	Nelson B. Updike	Ballard Dunn	Fred H. Hunter	Frank Mangan / Ralph Wagner[4]	Joy M. Hackler		Leo Wilson (Dir.) / I. M. Baker[3]	F. J. DeTemple (Tr.)	Verne Coy	
Bee (see above)	27,146	...	...										
Combined daily	74,072	.18	.11										
Sunday edition	75,002	.18	.11										
News (m) (I) (J) (E) (170-12-78)	74,874	.17	...	Daily News Pub. Co.	Joseph Polcar	Neal Jones	Oliver S. Morris / Ivan L. Gaddis[4]	O. L. Sitzman	W. H. Tolson	J. W. Kurtz	F. P. McMahon	M. N. Griffith	
Sunday edition	73,717	.16	...										
*World-Herald (m) (I-D) (E) (125)	51,775	...	...	World Pub. Co.	H. E. Newbranch	W. R. Watson	B. F. Sylvester / Frederick D. Ware[4]	H. Doorly	H. Doorly	W. E. Lamb / H. Christian[3]	M. B. McNab	W. A. Moran	M. B. McNab
World-Herald (see above)	52,890	...	...										
Combined daily	104,665	.20	...										
Sunday edition	104,335	.20	...										
PLATTSMOUTH, 4,190.													
Journal (D) (J) (none)	....	.011	...	R. A. Bates	M. A. Bates								
SCOTTSBLUFF, 6,912.													
*Star-Herald (m) (I) (J) (none)	2,473	.03	.03	Star-Herald Ptg. Co., Inc.	Claude H. Trickett	Harry J. Wisner	Claude H. Trickett		Harry J. Wisner	Clarence E. Cooper			Frank Stenson[2]
Sunday edition	2,473	.03	.03										
SOUTH OMAHA (included in Omaha)													
Sun (none)	....	.071	...										
WYMORE, 2,592.													
Arbor State (none)	320	.011	...	Hohensee & Green									
YORK, 5,388.													
News-Times (I) (J) (none)	2,475	.025	.025	York Blank Book Co.	Thos. A. Curran	Thos. Curran	Thos. L. Curran / Thos. D. Burke[4]	Thos. Curran	Thos. Curran	R. O. Bartlett			

NEVADA

CARSON CITY, 2,500.													
Appeal (d) (165)	....	.011	...	L. J. Blake	L. J. Blake								
*News (m) (R) (J) (d) (4-165)	525	.018	...	E. T. Clyde	E. T. Clyde								
Sunday edition	525	.011	...										
ELY, 2,090.													
Times (I) (J) (none)	725	.021	...	Expositor P. & P. Co.	Vail M. Pittman		Vail M. Pittman		Mrs. Vail Pittman				Vail M. Pittman[1]
GOLDFIELD, 1,558.													
Tribune (J) (d) (none)	860	.029	...	Esmeralda County Ptg. Co.	C. S. Herzig								Harry Moon[1]
RENO, 12,016.													
Gazette (R) (22-89)	5,698	04	.034	Evening Gazette Co.	D. E. W. Williamson	H. H. Jones	Graham Sanford	Leigh Sanford		M. M. Stampfli / Leigh Sanford[3]			
*Nevada State Journal (m) (D) (J) (10)	4,929	.03	.029	Nevada State Journal, Inc.	W. F. Helmick	W. F. Helmick[5]	Emmet D. Boyle	Joe F. McDonald	Joe F. McDonald[3]				Dennis Wortham / George Knauth[1]
Sunday edition	4,929	.03	.029										
TONOPAH, 4,144.													
Bonanza (R) (J) (none)	1,100	.018	...	W. W. Booth	W. W. Booth		M. A. Farrell	H. E. Heikes	Eva Hatton				H. E. Heikes / John Connors[1]
WINNEMUCCA, 2,800.													
Humboldt Star (I) (J) (89)	1,265	.018	.018	F. E. Garside	F. E. Garside								
*Times (m) (I-D) (J) (none)	1,890	.025	.02	Rollin C. Stitser	Stanley Bailey		R. C. Stitser		R. C. Stitser				

NEW HAMPSHIRE

CLAREMONT, 9,524.													
Eagle (I-R) (J) (d) (113)	2,075	.0107	.0136	Eagle Press, Inc.	William E. Langdon	Benj. G. Welch			Harold L. Woodward	Leonard S. Powers / E. B. Woodward[3]			
CONCORD, 23,000.													
Monitor-Patriot (I-R) (113)	5,041	.025	.025	James M. Langley	James M. Langley		James M. Langley						
Telegram (I-R) (130)	2,834	.02	.02	Laurence J. Moynihan	Cal S. Chalmers	Cal. S. Chalmers	Mark J. Staples / R. S. Laraba[4]	L. J. Moynihan	George Mozley	John N. Pearsons	George Mozley	William S. Brownell	
DOVER, 13,029.													
Foster's Democrat (113)	2,975	.015	...	Geo. J. Foster & Co.	George J. Foster								
KEENE, 11,210.													
Sentinel (R) (J) (154)	3,806	.022	...	C. J. Woodward	Harry C. Shaw	Harry C. Shaw	John H. Kline	C. J. Woodward	C. J. Woodward	C. R. Rodgers	C. R. Rodgers	W. E. Bullard[1]	
LACONIA, 10,897.													
Citizen (I) (119) ..	(new daily)	.011	.011	Edward J. Gallagher									
MANCHESTER, 78,384.													
*Union (I) (E) (14)	13,986	...	...	Union-Leader Pub. Co.	Frank Knox				J. A. Muehling				
Leader (see Union)	14,805	...	...										
Combined daily	28,791	.10	...										
NASHUA, 28,379.													
Telegraph (R) (none)	6,240	.025	.025	B. E. Warren	B. E. Warren	Geo. Parkhurst	David P. Stevens / Fred Dobens[4]	F. J. Gagnon	Leolyn E. Annis	L. A. Richard / D. E. Farmer[3]	D. C. Thiffault	V. M. Farmer	A. M. Brown
PORTSMOUTH, 13,569.													
Herald (I) (J) (none)	6,150	.025	...	Chronicle & Gazette Pub. Co.	F. W. Hartford		P. A. Moulton		W. R. Dearborn		W. R. Dearborn		



National Representatives

KELLY-SMITH COMPANY

Marbridge Building New York City	Waterman Building Boston, Mass.	Atlantic Building Philadelphia, Pa.	Tribune Tower Chicago, Ill.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

NEW JERSEY

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ASBURY PARK, 15,000.													
Press (m) (I-D) (127-128)	10,467	.035	.025	J. Lyle Kinmouth	J. Lyle Kinmouth	E. S. Longstreet, Jr.		Wayne D. McMurray	David Thurston	Charles F. Abel			
Sunday edition	5,671	.035	.025										
ATLANTIC CITY, 60,000.													
*Press (m) (I) (E) (mer) (87)	22,600	...	...	Press-Union Pub. Co.	F. E. Croasdale	F. E. Croasdale	Edward P. Beach	Albert J. Feyl	Albert J. Feyl	Robert E. Peifer	W. L. Lippincott	M. L. Mendelsohn	E. W. Ely
Union (see Press)	7,969	...	...			James Farrell[5]	Louis Greenberg[4]						
Combined daily	30,569	.08	.07										
Sunday press	15,600	.06	.07										
BAYONNE, 76,754.													
News (I) (49)	10,216	.04	...	Carl A. Ruhlmann	J. Allen Cassino		Ed Browne	L. Kramer	Harry J. Schamber	Harry J. Schamber	Ellis Shapiro	John McNulty	
Times (I-D) (none)	13,070	.04	.04	Mrs. M. M. Lazarus	Philip Hockstein	Philip Hockstein	J. Edward Bennett[4] / L. J. Herschdorfer	Morris Zinader	Morris Zinader	Morris Zinader	M. J. Liberty	Sidney A. Lazarus	
BRIDGETON, 14,323.							Morris Rosenberg[1]			Harry L. Shaver[3]			
News (E) (J) (127-128)	6,440	.03	...	Evening News Co.	Robert E. Fithian	William B. Kirby	William B. Kirby	Robert E. Fithian					
*Pioneer (m) (d) (none)	....	.011	...										
Sunday edition	....	.011	...	George W. McCowan	H. L. Tyler								
BURLINGTON, 9,049.													
Enterprise (E) (J) (22)	5,135	.02	.02	Enterprise Pub. Co.	Joseph R. Cheesman	Joseph R. Cheesman	John H. Naylor, (Associate editor)	J. R. Cheesman	J. Harry Roberts, Jr.	Wm. Megonigal	Katherine O'Connell	Frank Cheesman / W. E. Cheesman[1]	
CAMDEN, 138,000.													
Courier (I-R) (150)	38,592	.10	...	J. David Stern	J. David Stern	Harry T. Saylor	Frank H. Ryan	W. L. Tushingham	Frank J. Kinsella / O. H. Williams[3]	C. D. Baylass	Frank B. Richardson	Elmer C. Pratt	
Post-Telegram (R) (49)	17,136	.06	.045	Post-Telegram Co.	P. I. Prentice	Frank S. Albright	B. W. Courter / D. P. O'Connell[4]	P. I. Prentice	Geo. A. Somarindyck	C. J. Sheppard / G. A. Somarindyck[3]	Samuel F. Brown	L. M. Flynn	
ELIZABETH, 105,000.													
Journal (R) (59)	23,176	.08	...	Fred L. Crane	Fred L. Crane	George W. Swift	E. H. Griffen / A. G. Whitehouse[4]	Fred L. Crane	Elmer E. Stanion	F. Ernest Wallace	A. W. Ruck	G. F. Aiken	W. F. Burke
Times (I) (39)	10,000	.04	.04	Elizabeth Times Co.	Arthur E. Warner	Arthur E. Warner	W. Scanlon / W. Bostock[4]	A. N. Knox	A. N. Knox	Henry Haber			Milton Kamtrowitz
Sunday edition	20,000	.08	.04										
HACKENSACK, 20,000.													
Bergen Record (I) (127-128)	9,484x	.04	.035	Evening Record Corp.	James M. Smith	Matt C. Ely	Hugh C. O'Reilly / R. H. Wynkoop[4]	Russell L. Binder	Willard A. Clarkson / R. L. Binder[3]	R. C. Picinich, Jr.	M. L. Zimmerman	Charles A. Young	
HOBOKEN, 68,166.													
Jersey Observer (I-D) (J) (68)	41,907	.11	...	G. A. Seide	John McCormick						Harry Kelly		
JERSEY CITY, 298,193.													
Jersey Journal (I-R) (150)	42,510	.12	.12	Walter M. Dear	Joseph A. Dear	Joseph A. Dear	Fred J. Gainsway / Frank Dunham[4]	Walter M. Dear	Walter M. Dear	Charlotte Stuhr	Frederick M. Helland	R. B. Donaghy	
LONG BRANCH, 13,521.													
Record (I) (J) (none)	5,384	.035	.035	F. M. Taylor Pub. Co.	G. P. Wilson			Bryant B. Newcomb	Bryant B. Newcomb	Herbert S. Meyers	Morris Robinson		Frank M. Taylor[1]
MILLVILLE, 14,691.													
Republican (R) (J) (83)	4,000	.03	.03	Republican Pub. Co.	B. Frank Buck		Clarence Socwell / Earl Westcott[4]	A. L. Wheat			Howard Tomlin		Charles Carter / A. L. Wheat[1]
MORRISTOWN, 12,548.													
Jerseyman (R) (122)	4,826	.03	.012	Jerseyman, Inc.	Ernest Henry Smith	Ernest H. Smith	E. H. Smith / Ben Wildey[4]	Alva E. Lamberton	Alva E. Lamberton	Philip L. Meyer	Joseph M. Crimmins	G. S. Harold	Thomas J. McClosky
Record (I) (J) (127-128)	4,147	.02	.016	Norman B. Tomlinson	Norman B. Tomlinson	Norman B. Tomlinson	N. B. Tomlinson / Wm. P. O'Neill[4]	N. B. Tomlinson	N. B. Tomlinson	N. B. Tomlinson	N. B. Tomlinson	Mable C. Quinn	Wilmot E. Wulfers[2]
NEWARK, 697,591.													
*Ledger (m) (I) (E) (170-12-78)	46,737	.10	.10	L. T. Russell	J. A. McKaughan	E. B. Goodrich / Miss M. Todd[5]	C. L. Gibson	L. T. Russell	W. V. Sullivan	A. C. Solod	M. Kabcenell	D. A. Nemeth	Louis Keller
Sunday edition	27,079	.10	.10				Joe Donovan[4]						
News (I) (E) (125)	111,023	.21	.18	Wallace M. Scudder	Edward W. Scudder	Arthur J. Sinnott	Hubert Ede / John H. Shields[4]	Eugene W. Farrell	Eugene W. Farrell / Edgar H. Lackey[3]	Harry G. Kallop	Benjamin J. Foley	John MacMorran	
Star-Eagle (I) (14)	85,137	.16	...	Star Pub. Co.	Calvin Goodrich	Willard E. Bowman	James J. Kennedy / Bert Dodge[4]	Henry J. Auth	Henry J. Auth	Karl F. Hall	Thomas McInerney	Frank Connery	
Sunday Call (I) (E) (*S) (22)	70,277	.13	.13	Call Ptg. & Pub. Co.	G. Wisner Thorne	W. S. Hunt	H. E. Ehlers / Gus Faizer[4]	Louis Hannoch	P. H. Baldwin	Louis Reskin			
NEW BRUNSWICK, 32,779.													
Home News (m) (I) (19)	12,339	.05	...	William B. Boyd	George C. Ingling	Elmer B. Boyd / George C. Ingling[5]	Harold O'Neill	William B. Boyd	Harvey A. Huff	Raymond De Hart	Harvey A. Huff		
Sunday Times	10,128	.05	...				Wm. Tunison[4]						
PASSAIC, 115,407.													
Herald (I) (113)	13,247	.05	.032	Herald Co.	Wm. M. McBride	Wm. M. McBride	Louis F. McMahon / Robert E. Irwin[4]	Edward H. Roemle	Edward H. Roemle	Charles W. Delaney / Claude W. Brocker[3]	Daniel L. Minster	Peter M. Contant	James C. Sigler
News (I) (122)	12,774	.05	.029	R. E. Lent	G. M. Hartt	H. W. Gras	H. W. Gras / W. Merrill[4]	R. E. Lent	R. E. Lent	C. W. Kievit	J. C. Healy	G. Mufson	F. Hoffman
PATERSON, 149,000.													
*Call (R) (J) (59)	16,652x	.06	...	Call Ptg. & Pub. Co.	Ferd. A. Friedrich		John J. Sweeney / William Harvey[4]	Garret H. Sturr	Theo. W. Hendershot	Henry De Yong			
News (I) (150)	13,429x	.05	...	Harry B. Haines	Harry B. Haines	Harry B. Haines	Abram Green	Jules C. Levine	Jules C. Levine	H. M. Schmidt / Milt. G. Levine[3]	Thomas Dunkerley	S. Alexander	D. B. Watson
Press-Guardian (m) (I) (J) (127-128)	14,506x	.05	.03	W. B. Bryant	John L. Matthews	John L. Matthews	E. J. Callahan[4]						
Sunday Chronicle	12,401x	.05	.03				August Epple / Richard L. Healey[4]	W. B. Bryant	W. B. Bryant	H. J. Durkin	A. C. Messman	C. M. Foyle	James T. Peto / C. R. Webster[1]
PERTH AMBOY, 42,000.													
News (I) (127-128)	11,417	.045	...	Evening News Co.	J. Logan Clevenger		J. I. Reimers	D. P. Olmstead		J. Y. Duff			
PLAINFIELD, 30,000.													
Courier-News (R) (1)	9,394	.04	.04	Courier-News Pub. Co.	John A. Gaffney	Charles H. Frost		Charles H. Frost	Charles H. Frost	A. W. Zimmerman	C. F. Stout	Harriet C. Niles	William Morrison
TRENTON, 126,000.													
*State Gazette (I-R) (J) (E) (56)	15,528	.06	...	Frank D. Schroth	Frank D. Schroth		Helen W. John		Chas. B. Riley	Harry W. Burdett			
Times (m) (I) (87)	39,432	.11	.11	James Kerney	James Kerney	Thom. F. Waldron / Albert Thompson[5]	Harold Levy	A. Crozer Reeves	Thomas L. Kerney	Jos. A. Kerney / Esther Stearn[3]	Albert V. Ambrose	Joseph C. Groul	Russell Stirling
Sunday edition	28,560	.11	.11				Edward F. Connelly[4]						
UNION CITY, 75,000.													
*Hudson Dispatch (D) (J) (114-149)	16,108	.06	.06	Thomas F. Martin	Haddon Ivins	Haddon Ivins	Frank Boyce		William Rubel	John Z. Herbster	John W. Schuler	Harry Strauss	Frederick Wood / William Rubel[1]
VINELAND, 6,799.													
Journal (I) (122)	2,783	.025	...	Evening Journal Co.	Edward H. Ladd		David W. Sigafoo / Jack H. Kealey[4]		George C. Ladd	Arthur J. Scholz / George C. Ladd[3]			
WOODBURY, 7,000.													
Times (I) (J) (none)	3,625	.025	.025	Daily Times Co.	J. Frank Wilson	J. Frank Wilson		J. Frank Wilson					

NEW MEXICO

ALBUQUERQUE, 18,000.													
Herald (I) (8)	5,881	.03	...	T. M. Pepperday	H. P. Pickrell	H. P. Pickrell		T. M. Pepperday	Q. Landis Wilson	R. O. McKenzie			
*Journal (m) (I-R) (119-5)	4,929	.03	...										
Sunday edition	5,230	.03	.03										
New Mexico State Tribune (I-D) (3)	10,409	.04	.036	N. M. State Tribune Co.	Carl C. Magee	E. H. Shaffer	E. H. Shaffer / T. M. Mannix[4]	W. C. Mayborn	R. B. Waggoman	R. B. Waggoman	G. E. Peer	Hubert Atherton	W. H. Reed
Optic (I-R) (J) (none)													
EAST LAS VEGAS, 8,000.	3,085	.02	.018	Optic Pub. Co.	H. W. Kane	H. W. Kane		H. W. Kane	C. F. Kohl	C. F. Kohl	Ray Thompson	Ray Thompson	R. M. Hemstreet[2]
BATON, 5,544.													
Range (R) (J) (none)	1,473	.023	.015	W. G. Brown	W. G. Brown					W. H. Blaine			C. R. Blackburn[2]
ROSWELL, 7,062.													
Record (none)	....	.021	...	C. E. Mason	C. E. Mason								
SANTA FE, 7,236.													
New Mexican (I) (J) (127-128)	2,125	.021	.018	Santa Fe New Mexican	E. Dana Johnson			J. C. McConvery					



Atlantic City

PRESS-Union

Circulation

FOR 6 MONTHS ENDING OCT. 1st, 1925

30,569

A GAIN IN 6 MONTHS OF

8,377

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KELLY-SMITH COMPANY

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Chicago, Ill.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

NEW YORK

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
ALBANY, 124,167.													
*Knickerbocker Press (m) (I-R) (E) (*S) (20)	32,864	.11	.07	Lynn J. Arnold, Jr.	Frank W. Clark	J. Joseph Delaney	James J. Delaney. / Charles F. Young[4].	Lynn J. Arnold, Jr.	Arthur D. Hecox	John J. Connors	M. H. Brandon	James McGovern	Percy Varian
Sunday edition	56,014	.16	.09										
News (see above)	30,059	.10	.07	Lynn J. Arnold, Jr.	Frank W. Clark	Walter P. Plummer.	Albert E. Dale... / Charles F. Young[4].	Lynn J. Arnold, Jr.	Arthur D. Hecox	John J. Connors	H. H. Kantor	James McGovern	Percy Varian
Combined daily	62,923	.17	.11										
Sunday Telegram (R) (J) (101)	21,787	.08	...	Sunday Telegram Corp.	J. H. Walker	J. H. Walker	J. H. Walker... / L. H. Stoltz[4].	N. W. Jones	William J. McCann.	Henry S. Schock	W. J. Comstock	John Lehman / William Harrison[1]	
Times-Union (I) (158)	35,029	.12	.09	Evening Union Co.	Dan Carrol		E. W. Bates... / J. H. Fitzpatrick[4].	R. G. Johnson	T. E. Kavanagh.. / J. D. Sullivan[3]...	F. M. Glynn	A. B. Harris	Richard Lewis	
AMSTERDAM, 38,000.													
Recorder & Democrat (R) (J) (80)	7,603	.04	.028	Wm. J. Kline & Son, Inc.	William J. Kline	J. E. Willoughby	B. H. Simmons... / W. B. Maroney[4].	Gardiner Kline	A. W. Savage	William H. Kuhn	James Rogers	Milo Dressler	E. D. Trull[1]
AUBURN, 36,192.													
Advertiser-Journal (R) (83)	3,867	...	...	Auburn Pub. Co.	R. O. Chamberlain	Victor J. Callanan	Victor J. Callanan	Charles D. Osborne.	Charles D. Osborne.				
Citizen (I) (J) (83)	6,214	...	...										
Combined daily	10,081	.055	...	Auburn Pub. Co.	William O. Dapping.	Wm. O. Dapping	Harry R. Melone. / John W. Shields[4].	Charles D. Osborne.	Charles D. Osborne.	Charles D. Osborne.	Charles D. Osborne.	Charles D. Osborne.	James C. Jacobs[1]
BALLSTON SPA, 4,800.													
Journal (R) (d) (J) (37)	1,100	.03	.02	C. H. Grose & Son	Arthur Mathers	C. H. Grose, Jr.		C. H. Grose, Jr.	C. H. Grose, Jr.				Frank McIntosh / C. H. Grose, Sr.
BATAVIA, 15,000.													
News (I-R) (J) (110)	8,669	.04	.04	Griswold & McWain, Inc.	A. J. McWain	L. W. Griswold	F. J. Schindelmeyer.	M. R. Miller	G. S. Griswold				H. A. Clark / Harold Moran[1]
BEACON, 10,996.													
Herald (R) (J) (37)	2,277	.018	...	K. H. Donoghue	C. E. L. Norris	C. E. L. Norris	C. E. L. Norris	C. E. L. Norris	C. E. L. Norris	G. E. MacDonald	G. E. MacDonald	G. E. MacDonald	John MacIntosh[2]
Journal (I) (J) (49-86)	....	.018	.014	Journal Co.	Morgan H. Hoyt	Ferdinand A. Hoyt	Edward T. Hayden / W. J. Messerik[4].	F. A. Hoyt					J. W. Quick[1]
BINGHAMTON, 74,000.													
Press (I-R) (E) (mer) (23)	34,211x	.10	...	Press Co.	Frank W. Spaulding.	Frank W. Spaulding.	Pierce Weller... / Albert Lamb[4].	Ralph E. Bennett.	Ralph E. Bennett.	L. S. Chubbuck... / Teresa Cosgrove[3].	Charles E. Blewer	James Burnett	Walter Kettle
*Sun (R) (8)	19,337x	...	...	Herbert J. Fowler	Herbert J. Fowler			Herbert J. Fowler				J. F. Harrington	
Sun (see above)	4,601x	...	...										
Combined daily	23,938x	.07	...										
BROOKLYN, 2,233,647.													
Citizen (m) (D) (83)	42,470	.12	.12	David J. McLean	Solon Barbanell	Arthur G. Dore..	James J. Dempsey..	David J. McLean	E. F. Seixas	P. J. Flannery	M. C. Liana	B. Glass	F. E. Michelsen
Sunday edition	42,985	.12	.12			Harry E. Tower[5].	W. J. Granger[4].						
Eagle (m) (I-D) (J) (E) (125)	70,622	.22	.22	Herbert F. Gunnison	Arthur M. Howe	Harris M. Crist..	Edwin B. Wilson...	Edwin G. Martin	Robert V. Titus	J. J. Allardice, (Dir.)	T. F. Mulhern	Geo. Windram / E. J. Aberle[1]	
Sunday edition	79,652	.22	.22			F. B. Stevenson[5].	Abe Yager[4]			M. J. Burke, (Mgr.)			
Standard Union (m) (R) (123B)	63,395	.20	.20	R. F. R. Huntsman	John A. Halton	Joseph J. Early..	Paul Tierney	T. O. Bosshard	Wm. F. Reynolds. / R. J. O'Donnell[3].	James Hennessey			
Sunday edition	51,762	.20	.20			Charles Mulligan[5].	William A. Rafter[4].						
Times (m) (R) (E) (103)	81,018	.18	.17	Fremont C. Peck	John N. Harman	Walter M. Oestreicher.	John W. Smith.. / L. F. Wooster[4].	John N. Harman.	George R. Rothwell.	William M. Horner.	Edward S. Dobson	John McPherson	
Sunday edition	72,346	.18	.17										
BUFFALO, 545,273.													
*Courier (m) (D) (*S) (mer) (103)	71,981	.13	.13	Wm. J. Conners, Jr.	Wm. J. Conners, Jr.	D. S. Taylor (M). / J. H. Tranter (E).	J. McChesney (M). / M. Taylor (E)... / Wm. J. Kelly (M)[4] / Ed Tranter (E)[4].	Wm. S. Bennett.	Wm. S. Bennett.	Wm. E. O'Brien	Robert J. Bulger	Frank McCormick	Andrew Bennett
Sunday edition	115,565	.22	.22										
Star & Enquirer (tab) (see above)	29,929	.09	.09										
*Express (m) (I-R) (E) (*S) (59)	50,796	.12	.12	William M. Ramsdell	James W. Greene	Fred M. McLennan	John F. Koine	Burrows Matthews	Frank J. Clancy	William G. Bryan. / Wm. M. Ramsdell[3].	Frank J. Clancy	Brock Davy	
Sunday edition	57,682	.14	.14										
News (R) (E) (mer) (87)	128,455	.25	.23	Edward H. Butler	Edward H. Butler	Marc A. Rose	Wm. F. O'Connell. / James B. Parke[4].		C. G. Underhill, (Asst. B. M.)	Joseph F. Melia	Geo. N. Therrien	Ernest D. Anderson.	John R. Rosenbach
Post (I-R) (J) (8)	27,000	.07	.08	Richard R. Coley	Richard R. Coley	Harvey W. White	Samuel Seibert... / Charles J. Murray[4].	William S. Jarrett.	William S. Jarrett.	Thomas R. Chase	G. H. Conklin		William Rorick[1]
Times (m) (I-D) (E) (*S) (mer) (158)	98,824	.21	.18	Norman E. Mack	Norman E. Mack	John D. Wells... / S. W. Hippler[5].	Walter Fix / Robert C. Stedler[4].	Thomas M. Clark	M. D. Condon	F. L. McGrath... / H. E. Pocock[3].	M. D. Treble	C. D. McLucas	
Sunday edition	100,016	.21	.18										H. D. Eiseline
CANANDAIGUA, 7,356.													
Messenger (I) (81)	3,100	.03	.018	E. D. DeWitt	Edwin H. Gooding			Richard DeWitt					
CATSKILL, 5,000.													
Mail (D) (J) (d) (83)	2,960	.025	...	M. Edward Silberstein	M. Edw. Silberstein.	Gilbert H. Benedict.	Frank Palmer ... / Marguerite Kayser[4].	M. E. Silberstein.	M. E. Silberstein.	W. P. Fisher	Elizabeth Morrison	Elizabeth Morrison	R. W. Plusch[2]
COHOES, 26,500.													
American (I) (J) (80-16)	10,842	.04	.04	Cohoes American, Inc.	Frank V. Kennedy.	Frank V. Kennedy.	Stanton A. Blett. / William Higgins[4].	J. J. Wallace	J. J. Wallace	J. J. Wallace	A. A. Scully	Chas. Bunevitsky	Henry Bessette[2]
COOPERSTOWN, 2,725.													
Glimmerglass (J) (none)	600	.02	.016	R. O. Spraker				W. R. Littell		F. C. Carpenter			Carl H. Johnson[1]
CORNING, 20,238.													
Leader (I) (J) (83)	9,148	.06	.028	Edwin S. Underhill	John F. Rolfe	John F. Rolfe	Leon J. McCarthy. / George Mackenzie[4].		E. S. Underhill, Jr. / W. A. Underhill	John R. F. Osborne. / E. S. Underhill, Jr.[3].	W. A. Underhill	W. A. Underhill	Leon W. Taylor / Will H. Older[1]
CORTLAND, 13,294.													
Standard (R) (J) (22)	5,698	.04	.029	Standard Ptg. Co., Inc.	Edward D. Blodgett	William H. Clark	Edward D. Blodgett / William Dowd[4].	William H. Clark	Edward H. Clark	E. H. Stanley... / William H. Clark[3].	Edward H. Clark	Leon P. Randall	Edward H. Clark / E. J. Ryan[1]
DANSVILLE, 5,300.													
Breeze (R) (J) (4)	1,500	.018	.018	Bayard H. Knapp	B. H. Knapp	B. H. Knapp	Francis O'Hara... / Leonard King[4].	B. H. Knapp	B. H. Knapp	Leonard King	Francis O'Hara	Leonard King	Carlos Knapp[2]
DUNKIRK, 20,407.													
Observer (49)	4,326	.03	...	Dunkirk Ptg. Co.	Gerald B. Williams			H. K. Williams			A. K. Fulston		
ELMIRA, 51,067.													
*Advertiser (I) (E) (110)	8,296	...	...	Frank E. Tripp	Frank E. Gannet	G. S. Crandall (E) / Roy D. Waid (M).	J. P. Hanrahan (E) / Roy D. Waid (M) / F. Rockwell (E)[4]. / G. Sherwood (M)[4]	Frank E. Tripp	John T. Calkins	Warren M. Ingalls	James Peck	M. Deuell	Frank J. Genger
Star-Gazette (see Advertiser)	25,204	...	...										
Combined daily	33,500	.11	...										
Sunday Telegram (I) (E) (110)	22,404	.08	...	Frank E. Tripp	Frank E. Gannet	M. D. Richardson	Chs. Mathews, Sr.. / Frank Rockwell[4].	Frank E. Tripp	John T. Calkins	Warren M. Ingalls	Harry Baltz	M. Deuell	Frank J. Genger
FLUSHING, 45,000.													
Journal (I) (J) (49-124-86)	8,035	.04	.04	J. H. Ridenour		J. H. Ridenour	George Quint... / Noble Reid[4].	J. H. Ridenour	Lester Parmenter	Joseph R. Hemler	Joseph R. Hemler		John Schlagel[2]
FREEPORT, 13,000.													
Review (R) (J) (49)	6,394	.04	.04	James E. Stiles	James E. Stiles	Charles A. Burleigh		Albert S. Brodeur		Theodore Edson	Charles H. Nye		R. C. Hallock / Wilbur Raynor[1]
GENEVA, 16,000.													
Times (I-R) (119-86)	4,926	.04	...	Geneva Ptg. Co.	W. A. Gracey			G. B. Williams					
GLENS FALLS, 18,796.													
*Post-Star (D) (J) (80-16)	9,266	.04	...	J. I. Fowler	Claude Fox			J. I. Fowler	A. P. Irving	C. V. Furness	Fred N. Pulver	George E. Russell	Harris Lindsay	John J. Jones[2]
Times (I-R) (J) (39)	7,184	.04	.04	Glens Falls Pub. Co.	J. A. Jones	J. Harry Wallace[4]	C. V. Furness						
GLOVERSVILLE, 24,000.													
*Herald (I-R) (J) (110)	6,351	.03	.025	Morning Herald	James A. Beach		James A. Beach.. / W. S. Beeman[4].	E. H. Cullings	E. H. Cullings	Leonard Hannig... / C. J. Taafe[3].	R. J. Church	Mrs. M. Myers	James Eaton[2]
Leader-Republican (R) (J) (114-149)	6,939	.035	.025	Wm. R. Collins Co.	F. L. Rogers	W.	Hine	Edward H. Mills	J. R. Paul	Fred R. Arn			C. J. Wilmot[1]

In NEW YORK
The World's Greatest Market

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
1	Times	Times	Times	Times	Times	Times	Times	Times	Times	Times	Times	Times	1
2	World	World	World	Eagle	Eagle	Eagle	World	World	World	**Herald Tribune**	**Herald Tribune**	**Herald Tribune**	2
3	Eagle	Journal	Eagle	Journal	World	World	Eagle	Eagle	**Herald Tribune**	World	World	Sun	3
4	Journal	Eagle	**Herald Tribune**	World	**Herald Tribune**	**Herald Tribune**	**Herald Tribune**	**Herald Tribune**	Eagle	Eagle	Sun	Journal	4
5	**Herald Tribune**	**Herald Tribune**	American	**Herald Tribune**	Journal	Journal	American	American	Sun	Sun	Eagle	World	5
6	Sun	American	Journal	Sun	American	Sun	Sun	Sun	Journal	Journal	American	Eagle	6
7	American	Sun	Sun	American	Sun	American	Journal	Journal	American	American	Journal	American	7
8	Eve. World	Eve. World	Eve. World	Eve. World	Eve. World	Eve. World	Eve. World	Eve. World	Eve. World	Eve. World	Eve. World	Eve. World	8
9	Telegram	Telegram	News	Telegram	Telegram	St'd Union	Telegram	News	News	News	News	News	9
10	St'd Union	St'd Union	Telegram	St'd Union	News	Telegram	St'd Union	Telegram	Telegram	Telegram	St'd Union	BklynTimes	10
11	News	News	St'd Union	News	St'd Union	News	News	St'd Union	St'd Union	St'd Union	Telegram	Eve. Post	11
12	Post	Post	Post	BklynTimes	Post	BklynTimes	BklynTimes	BklynTimes	BklynTimes	BklynTimes	BklynTimes	Telegram	12
13	BklynTimes	BklynTimes	BklynTimes	Post	BklynTimes	Post	Eve. Post	Eve. Post	Eve. Post	Eve. Post	Eve. Post	St'd Union	13
14	Mirror	Mirror	Mirror	Mirror	Mirror	Mirror	Mirror	Mirror	Mirror	Mirror	Mirror	Mirror	14
15	Bulletin	Bulletin	Bulletin	Graphic	Graphic	Graphic	Graphic	Graphic	Graphic	Graphic	Graphic	Graphic	15
16	Graphic	Graphic	Graphic										

This chart shows the relative positions in total advertising of New York newspapers, month by month, in 1925.

In 1925 the Herald Tribune gained 3,218,864 lines—over one million lines more than any other New York newspaper gained, and 923,636 lines more than the combined gain of the Times, American and World.

New York Herald Tribune

FIRST TO LAST—*THE TRUTH:* NEWS—EDITORIALS—ADVERTISEMENTS

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS—Continued.

NEW YORK—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
HORNELL, 15,025.													
Tribune-Times (I) (J) (83)	7,402	.04	.028	W. H. Greenhow Co	Mabel Wombough		L. J. Raisor / W. H. Fleming[4]	Olive G. Buisch	Olive G. Buisch		E. L. Foster	Olive G. Buisch	A. H. Howard / H. M. Wicks[1]
HUDSON, 13,000.													
Register (D) (J) (83)	2,823x	.025	...	Record P. & P. Co.	Fred J. Cook				William S. Decker		L. T. Belknap		
*Star (R) (J) (110)	3,315x	.03	...	Albert W. Fell	Henry M. James	Frank L. Kent		Emory C. Van Loan		Emile F. Freniere			Edward R. Aldbeck[1]
ITHACA, 18,000.													
Journal-News (I) (110)	7,473	.05	.021	Journal-News, Inc.	Harry G. Stutz	Harry G. Stutz	Lionel E. Mintz / William J. Fahey[4]	John W. Baker	John W. Baker	Wester W. Baker	LaVerne Lewis	Evan M. Mitchell	
JAMAICA, 89,000.													
Long Island Press (I) (J) (119-5)	15,167	.06	.06	R. L. Marvin	Walter Funnell		Walter Funnell / Murray Robinson[4]	Benjamin Marvin	R. Haken	F. X. Mangan	H. Fenton	Sylvester Andrews	H. Scott / Morris Rich[1]
JAMESTOWN, 45,000.													
Journal (R) (80-16)	8,198x	.03	.025	Journal Ptg. Co.	Frederick P. Hall	Frederick P. Hall	E. B. Briggs / George Dodds[4]	Frederick P. Hall	Henri M. Hall	L. M. Hall / Henri M. Hall[3]	James M. Armstrong	J. S. Metcalfe	
*Post (R) (14)	11,636x	.035	...	Post Pub. Co.	Edward L. Allen	Edward L. Allen	J. Harold Swanson. / C. Everett Roberts[4].	Robert K. Beach	O. W. Bunting	G. R. Miller	Roy W. Anderson		
KINGSTON, 29,000.													
Freeman (R) (J) (83)	7,960	.04	.021	Freeman Pub. Co.	Jay E. Klock	A. W. Hoffman	Edward L. Merritt. / Louis Netter[4]	Harry D. Frey	Mae Brodhead / Harry D. Frey[3]	Eugene Cornwell			James E. Low / Peter Spotz[1]
*Leader (D) (J) (none)	3,540	.025	.025	Leader Co.	Thos. J. Comerford		Floyd G. Edinger / Nate Markson[4]	Ira V. D. Warren	Edward Whitney	G. E. Bruck			Ira V. D. Warren[1]
LITTLE FALLS, 14,000													
Times (I) (J) (74)	4,500	.03	...	Crowley Co.	John Crowley	John Crowley	John Crowley / J. B. McGuire[4]	John Crowley	K. F. Crowley	J. S. Hughes	J. S. Hughes	J. S. Hughes	Charles D. Crowley[2]
LOCKPORT, 25,000.													
Union-Sun & Journal (I) (83)	8,735	.045	.04	Union-Sun & Journal, Inc.	T. E. Brundage			G. E. Fitzsimmons			R. W. O'Shaughnessy		
LONG ISLAND CITY, 736,000.													
Star (I-D) (74)	21,015	.08	.07	LeRoy L. Smith	LeRoy L. Smith	David A. Butler	David A. Butler / Frank C. Ferguson[4]	Robert J. Setchanove	R. J. Setchanove		Alfred A. Brandon	William C. Fowley	
MALONE, 7,556.													
Telegram (R) (d) (133)	4,681	.025	.025	Charles M. Redfield / Leon L. Turner / Douglas N. Callander									
MAMARONECK, 6,500.													
Times (83)	1,800	.03	.02	George P. Forbes	W. R. Marvin, Jr.			James Proctor	George P. Forbes	W. R. Seltman			
MEDINA, 6,237.													
Journal (I-R) (J) (4)	2,112	.025	.025	Medina Journal Pub. Co.	Alonzo L. Waters	W. John Hinckley		Alonzo L. Waters	Alonzo L. Waters	Joseph Mooney	Agnes Benedict	Agnes Benedict	Edward Bedell / William Baker[1]
MIDDLETOWN, 20,412.													
Herald (I) (8)	3,265	.025	...	Orange Co. Independent Corp.	Thomas J. Kennedy	Thomas J. Kennedy	Sam Nash[4]	Talcott W. Powell	John J. De Cent	Fred A. Treyz	H. H. Blanchard	Frances J. Bannon	Al Kessler
Times-Press (R) (J) (E) (66)	6,792	.04	.03	Stivers Ptg. Co.	J. D. Stivers	H. L. Rennick	C. B. Walling	Fred B. Stuart	Fred B. Stuart	J. D. Schultz	R. Sturman	J. D. Schultz	A. Hamel / Charles E. Ogden[1]
MOUNT VERNON, 50,382.													
Argus (I) (mer) (49)	9,866	.05	.05	Franklin A. Merriam	Maurice S. Porter		William F. Stevens / William J. Harper[4]		Louis G. Speidell				
NEWBURGH, 35,000.													
News (R) (J) (83)	11,842	.06	.032	Frederick H. Keefe	Frank E. Gannett	Calvin D. Myers	Edward P. Dumphy / Francis McShane[4].	Frederick H. Keefe	Frederick H. Keefe	Harry Cohen	Prestley MacLaughlin	Anna C. Stapleton	Robinson Bentley[2]
NEW ROCHELLE, 40,000.													
Standard-Star (I) (49-86)	8,108x	.04	...	T. Harold Forbes	T. Harold Forbes	T. Harold Forbes	Douglas E. Cooper.				Harry Furey	Ann E. Drew	Edward J. Brophy
NEW YORK CITY, 6,500,000.													
*American (m) (I) (E) (mer) (32-98-44)	251,368	.50	...	E. M. Alexander, (V.-P.)	H. H. Stansbury	F. J. McCarthy[5]	J. E. Watson / William Slocum[4]	Hugh Murray	H. M. Roberts	Chester B. Fox / E. N. Chalfant[3]	Joseph Willicombe	William Kernahan	J. S. Healy
Sunday edition	1,036,114	1.50	...										
*Commercial (I) (59A-164A)	11,591	.14	.14	Russell R. Whitman	Fred R. Marvin	Ralph Duncan		Lee Heyer White			Earle F. Jones		
*Financial News (I) (none)	....	.225	.225	J. M. Torr	J. M. Torr	F. C. Reynolds	R. P. Mills	J. M. Torr					
Graphic (tab) (I) (*Sat) (130)	96,998	.20	.20	Bernarr Macfadden	Bernarr Macfadden	E. H. Cauvreau	P. L. Trussell / William Hershey[4]	John C. Cook	John C. Cook	Henry A. Ahern	C. C. Scattergood	Charles Fearing	
*Herald Tribune (m) (I-R) (*S) (154-172-94)	281,672	.559	...	Ogden Reid			Julian S. Mason / Ralph E. Renaud[5]	Dwight S. Perrin / W. O. McGeehan[4]	Howard Davis	R. H. Schooley / George J. Auer[3]	C. H. Sandkam	Louis Heaton	A. H. Burns
Sunday edition	321,889	.602	...										
Home News (m) (I) (none)	160,000	.40	...	Home News Pub. Co.	Harry Goodwin	Harry Goodwin		James O'Flaherty	James O'Flaherty				
Sunday edition	160,000	.40	...										
Journal (I) (E) (mer) (46)	635,805	1.25	...	James C. Dayton		Arthur Brisbane	Joseph Mulcahy	James C. Dayton			Joseph D. Bannon		J. S. Healy
*Journal of Commerce (I) (43)	....	.245	...	R. R. Govin	H. Parker Willis			R. R. Govin					
*Mirror (tab) (I) (E) (122A)	249,144	.40	...	J. M. Annenberg			Philip A. Payne		George D'Utassy	J. Mora Boyle	B. W. Bloom		
*Morning Telegraph (m) (D) (83A-118A)	45,428	.25	.09	E. R. Thomas			Hugh Kent / John Forbes[5]	Dan O'Keefe	A. Bornefeld	C. G. Snyder	Louis F. Gautier		J. T. Lynch
Sunday edition	54,632	.29	.13					James P. Sinnott[4]					
*News (m) (tab) (I) (E) (118B-116)	920,956	1.20	1.10	News Syndicate Co., Inc.	J. M. Patterson / R. R. McCormick	Frank Hause / R. M. Yates[5]	J. Masters / P. W. Gallico[4]	William H. Field	J. W. Barnhart	R. T. Wilken / H. B. Sherwood[3]	J. S. Sullivan		John Gow
Sunday edition	1,122,065	1.30	1.00										
*News-Record (I) (59B-59C-123C)	14,008	.20	...	Fairchild Adv., Inc.	Melbourne Smith								
North Side News (m) (I) (J) (none)	....	.105	.105	George W. Markey	George W. Markey	George W. Markey	George King Barry	J. K. Markey	J. K. Markey	Charles H. Torpey	Fred A. Halliday	V. Donnelly	E. J. Markey[2]
Sunday edition	....	.105	.105										
Post (I-R) (*Sat) (126)	29,420	.30	.15	N. Y. Evening Post, Inc.	David E. Smiley	Merritt Bond	Vincent G. Byers / Paul Neuman[4]	John C. Martin	Charles C. Lane	Harry Brown	Abram Newman		
Saturday edition	48,650	.30	.15										
Sun (R) (E) (38-94)	254,189	.52	.27	William T. Dewart	William T. Dewart	Keats Speed	Edmund Bartnett / Joe Vila[4]		Edwin S. Friendly	H. B. Fairchild / E. A. Sutphin[3]	J. E. Hasenack	H. L. Goldman	J. E. Martin
Telegram (I) (30-106)	199,566	.42	...	Stuart Olivier	Stuart Olivier		Andrew W. Ford / Nat Fleischer[4]	Stuart Olivier		G. N. Gunderson	J. J. Winters	G. N. Gunderson	
*Times (m) (I) (E) (*S) (126-13)	350,406	.66	...	Adolph S. Ochs	Rollo Ogden		Carr V. Van Anda / Lester Markel[5]	Osmund Phillips	Louis Wiley	B. T. Butterworth	Chas. A. Flanagan	Wm. W. Miller	Charles F. Hart
Sunday edition	572,815	.792	...					Bernard Thomson[4]					
*Wall St. Journal (I) (18)	....	...	...	Dow, Jones & Co.	W. P. Hamilton	Kenneth C. Hogate	Cyril E. Kissane	C. W. Barron	H. A. Hopkins	Paul B. Howard	Edward E. Ely		David O'Connell
Wall St. Journal (see above)	....	...	...										
Combined daily	28,329	.30	.30										
*Wall St. News (I) (34A-122B)	2,949	.15	.15	N. Y. News Bureau Assn., Inc.	Wm. M. Craig	W. M. Condon	Charles A. Dochez	George E. Brown	John J. Kennedy	John J. Kennedy	L. A. Glacken		William Mosher
Evening World (I) (J) (E) (144-89)	311,450	.44	...	Press Pub. Co.	H. S. Pollard	J. H. Tennant	J. M. Rainey / Richard Freyer[4]	Florence D. White	J. F. Bresnahan / Foster Gilroy (Asst.)	Walker J. Merrill / R. S. MacMichael[3]	N. R. Hoover	Frank McCabe	G. S. Williamson / L. E. Owens / Willis C. Ring[1]
*World (m) (I) (J) (E) (*S) (144-89)	309,386	.44	...	Press Pub. Co.	Ralph Pulitzer		Herbert B. Swope / J. O'H. Cosgrave[5]	James W. Barrett / George H. Daley[4]	Florence D. White	J. F. Bresnahan / Foster Gilroy (Asst.)	Walker J. Merrill / R. S. MacMichael[3]	N. R. Hoover	Frank McCabe	G. S. Williamson / L. E. Owens / Willis C. Ring[1]
Sunday edition	542,386	.44	...										
Women's Wear (tab) (59B-59C-123C)	27,989	.20	...	Women's Wear Co.	E. Doorly	E. W. Fairchild	J. B. Bernstein		L. E. Fairchild	N. W. Doorly	M. Adler	L. E. Williams	
NIAGARA FALLS, 65,000.													
Gazette (I-R) (J) (mer) (127-128)	20,385	.06	.0375	Gazette Pub. Co.	N. F. Maddever			John Ormsby	A. C. Deuel	A. C. Deuel	N. Bradley Norton	Fred S. Ohrt	W. B. MacPherson	Lyman Chandler[1]
NORTH TONAWANDA, 35,000.													
News (I-R) (161)	4,341	.02	.02	Charles E. Hewitt	J. A. Campbell	Charles E. Hewitt	J. A. Campbell / Edwin C. Hewitt[4].	J. H. Tillitson			L. E. Jones		C. A. Martin
NORWICH, 8,269.													
Sun (I-R) (J) (22)	2,960	.025	.021	Norwich Pub. Co.	P. L. Clark	William H. Clark	W. E. Bellinger / F. P. Browne, Jr.[4].	William H. Clark	William H. Clark	F. P. Browne, Jr. / Lyall Montgomery[3].	Ward Curley	F. P. Browne, Jr.	J. A. Haynes[2]
NYACK, 8,000.													
Journal (R) (J) (49)	2,400	.025	...	Charles Brace		Donald Mockler		Charles Brace	Charles Brace				A. Harniman / H. Knarick[1]
News (D) (J) (80)	1,470	.025	.025	Rockland Pig. Co., Inc.		Walter E. Williams			John W. Martin				F. R. Miller[2]



LEADERSHIP with CHARACTER

THE CIRCULATION of The New York Times, average daily and Sunday, for the full year 1925, was 386,284 copies, the highest of any year in The Times' history and greater than that of any other New York morning newspaper of standard size. This circulation was among intelligent, thinking, substantial persons, a quality of readers not equaled by any other newspaper.

The New York Times, newspaper advertising leader in the greatest market in the world, established a new high record of 28,200,444 agate lines in 1925. It led in every major classification.

THE NEW YORK TIMES published a greater volume of local display advertising than any other New York newspaper, 16,086,580 lines in 1925.

The New York Times published a greater volume of national advertising than any other newspaper in the United States, 6,282,004 lines in 1925.

The New York Times published a greater volume of financial advertising than any other newspaper in the United States, 2,967,274 lines in 1925.

The New York Times published a greater volume of real estate advertising than any other New York newspaper (nearly twice the total of the second newspaper), 4,763,744 lines in 1925.

The New York Times published a greater volume of automobile advertising than any other New York newspaper, 1,427,502 lines in 1925.

The New York Times published a greater volume of dry goods and women's specialty shop advertising than any other New York newspaper, 6,250,570 lines in 1925.

The New York Times published more rotogravure advertising than any other newspaper in the United States, 905,442 lines in 1925.

The New York Times, because of its censorship, excluded more misleading and objectionable advertising than any other newspaper

The New York Times

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS—Continued.

NEW YORK—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
OGDENSBURG, 18,000.													
Advance	(new daily)	.015	...										
*News (m) (D) (J) (37)	....	.03	...	News Co.	Henry Holland								
Sunday edition	....	.03	...										
*Republican-Journal (R) (J) (133-39)	4,600	.03	.025	A. E. Sansoucy	Henry Belgard		Charles Cantwell[4]	A. E. Sansoucy		George C. Marclay			Bert Morgan; Everett Brown[1]
OLEAN, 24,000.													
Herald (I) (J) (83)	4,330	.035	...	Herald Co., Inc.	H. W. Wright	S. W. Ostrom	H. W. Wright; Fred Stein[4]	S. W. Ostrom	M. C. Ostrom	E. N. Severn	F. C. Oswick		Robert Kershaw; Eleanor Klock[1]
Times (I) (J) (49-86)	7,839	.04	.021	M. G. Fitzpatrick	H. R. Helsby	H. R. Helsby	M. G. Fitzpatrick; John Crowley[4]	W. S. Dodson	H. A. McCaul; W. S. Dodson[3]	George Hill	J. R. Galligan		Lee Johnson; Arthur Rafferty[1]
ONEONTA, 11,582.													
*Star (I) (J) (74)	8,058	.04	...	Otsego Pub. Co.	H. W. Lee	H. W. Lee	A. B. Saxton; C. L. Slade[4]	H. W. Lee	F. M. H. Jackson	F. M. Hill	F. M. Shippey		J. L. Leal[2]
OSSINING, 12,000.													
Citizen-Sentinel (I) (49)	2,450	.025	.02	Citizen-Sentinel, Inc.	Timothy F. Walsh	T. F. Walsh	B. C. Feeney	Edward Hallgring	Edward Hallgring	Kevin Morley; G. B. David[3]	E. Riker		J. J. Reilly
OSWEGO, 23,626.													
Palladium-Times (I) (J) (49-86)	10,213	.05	.04	Palladium-Times, Inc.	Clark Morrison, Sr.	John M. Gill	Clark Morrison, Jr.; C. T. Leighton[4]	E. M. Waterbury		Richard Glynn; E. M. Waterbury[3]	Jason Steinburg	F. M. Mack	William Lynch; George C. Miller[1]
PEEKSKILL, 15,868.													
Star (I) (80-16)	3,225	.025	.018	Donald F. Ikeler; E. Joe Albertson	E. Joe Albertson	Donald F. Ikeler				Albert Sayman[3]			
Union (R) (J) (101)	3,000	.025	...	Cassius M. Gardner, Sr.	C. M. Gardner, Sr.	C. M. Gardner, Jr.	C. L. Whitney	C. M. Gardner, Jr.					C. M. Gardner, Jr.[1]
PLATTSBURG, 10,909.													
*Press (E) (J) (133)	4,069	.03	.02	Sentinel Pub. Co.	Thos. H. Weldon		T. S. Abbott; L. J. Provost[4]	William M. Lynch		William M. Lynch	William M. Lynch	William M. Lynch	Ralph Geddes[1]
*Republican (D) (37)	4,005	.04	...	Republican Pub. Co.	C. K. Franklin	C. K. Franklin		T. M. Farrell	T. M. Farrell				
PORT CHESTER, 19,000.													
Item (I-R) (J) (49-86)	4,760	.03	.021	Daily Item Press, Inc.	Edward J. Hughes	Thomas J. Blain	Arthur M. Jordan[4]	Clarence H. Wilson		Arthur C. Saunders	Allan R. Hunter	Grace R. Rathgeb	Frank W. Anyan[3]
PORT JERVIS, 12,000.													
Union-Gazette (I) (J) (none)	3,156	.025	.018	Tri-States Pub. Co.	F. R. Salmon	D. N. Raynor	A. L. Stage; Vince Hauber[4]	Fred D. Salmon	Fred D. Salmon	William O. Cooley	Wilbur Happ		Fred W. Schlund[2]
POUGHKEEPSIE, 43,000.													
*Eagle-News (R) (80)	6,811	.035	.021	Francis W. Platt	Francis W. Platt	William E. Seeley	Clifford Kuhn	Francis W. Platt	Francis W. Platt	G. E. MacDonald; William Wetzel[3]	William Wetzel		
Star & Enterprise (D) (83)	12,429	.06	...	Poughkeepsie Pub. Corp.	Arthur A. Parks	Richard E. Coons, Jr.	Ray G. Walter	Ernest L. Owen	Richard Brown	Irving Kilmer	Clarence Young	Edward A. Phalen	F. Landmesser
Sunday Courier (I) (74)	13,667	.05	.032	Est. of Arthur G. Tobey	Walter S. Leach		Emmet G. Lavery; Perry J. Walsh[4]	Earle D. Tobey		John R. Sullivan			Joseph J. Merte
ROCHESTER, 325,000.													
*Democrat & Chronicle (m) (*S) (J) (14)	62,825	.18	.115	Rochester Ptg. Co.	A. C. Ross	H. Sanford		F. S. Todd	F. S. Todd	Fred G. Beach; E. Snyder[3]	R. D. Decker	F. Guilfoil	J. Davis[2]
Sunday edition	70,760	.20	...										
*Herald (m) (D) (J) (E) (*S) (20)	27,182	.09	.07	Rochester Herald Co.	W. DeWitt Manning	W. DeWitt Manning; J. H. Thompson[5]	Fremont Chester; J. E. Whitcombe[4]	M. Bruce Potter	M. Bruce Potter	W. A. Pfaff; E. C. Mason[3]	E. L. V. Beebe	K. O. Tinkham	Frederick Stauffer; H. D. Henderson[1]
Sunday edition (tab)	19,079	.09	.07										
Journal-Post-Express (m) (I) (17-35-92)	38,746	.14	.07	Charles F. McCahill	Arthur Brisbane	Guy V. Norton; Ralph P. Young[5]	W. G. Broadbrooks; C. L. Remington[4]		H. W. Cruikshank	L. D. Gehrig; Fred H. Druehl[3]	Harry H. Irish	John G. Foran	John A. Burke
Sunday American	58,537	.20	.06										
Times-Union (I-R) (E) (110)	67,974	.20	.10	Frank E. Gannett	Frank E. Gannett	Roy C. Kates	Norman Nairn; John E. Burgess[4]		Wm. W. Oliver	E. P. Gosling	Frank E. Roberts	J. M. Donnavan	George Seip
ROME, 26,341.													
Sentinel (I-D) (J) (83)	7,191	.04	.037	Rome Sentinel Co.	A. C. Kessinger	F. E. Kessinger	W. O. Jenks; J. LeRoy Mumpton[4]	A. R. Kessinger	W. P. Doyle	W. J. Lackey; W. P. Doyle[3]	A. R. Kessinger	A. C. Babcock	F. C. Campbell[1]
SALAMANCA, 9,276.													
Republican Press (R) (J) (none)	2,320	.015	.015	B. B. Weber; Matthew Weber	Matthew Weber	Matthew Weber	John L. F. King; John F. Ledden[4]	Matthew Weber	Matthew Weber	B. B. Weber[3]			A. F. Baldwin[2]
SARATOGA SPRINGS, 14,000.													
Saratogian (I) (J) (81)	8,973	.05	...	John K. Walbridge	W. Howard Moody		W. S. Hill	John K. Walbridge	John K. Walbridge	W. G. Kern			J. W. Lee[1]
SAUGERTIES, 4,490.													
Post (d) (4)	760	.014	...	Telegram P. & P. Co.	Jos. W. Frankel								
SCHENECTADY, 100,000.													
*Gazette (I-D) (J) (10)	23,026	.07	.05	Daily Gazette Co.	Dudley T. Hill	G. A. Lindsay, (News Ed.)	Morgan B. Strong; Louis H. Stoltz[4]	Austin N. Liecty	Austin N. Liecty	Ramon L. Hall	John S. Brennan	John H. Goetz	Albert J. Pauley; Wm. P. Delaney[1]
Union-Star (I-R) (J) (59)	15,734	.05	.045	Union Pub. Co.	Walter H. Main	R. A. Mowers	Daniel J. Duval; A. Maas[4]	F. R. Champion	F. R. Champion	E. R. Cullings	J. T. Henley	M. B. Sacks	O. A. Maynard; L. M. Burt[1]
STATEN ISLAND, 125,000.													
Advance (I-D) (none)	13,688	.06	...	S. I. Newhouse	Chauncey Derbey			S. I. Newhouse	William Wolfe	William Wolfe; H. L. Shaver[3]	Frank Crawford	Theo. Newhouse	Ben Lyons
SYRACUSE, 185,000.													
Herald (m) (I) (132)	39,704	.14	...	E. H. O'Hara	E. H. O'Hara	George W. O'Hara; Allen Eddy[5]	R. D. Chryst; Lawrence Skiddy[4]	E. A. O'Hara	E. F. McIntyre	Geo. N. Graham	Bernard V. Knight	G. E. Mellen	Louis Schneider
Sunday edition	71,472	.20	...										
Journal-Telegram (I) (23)	.....	.14	...	Syracuse Newspapers, Inc.	Marshall M. Alden	F. Howard Hosmer; M. F. Wesp[5]	J. Harold Slater; Robert J. Kenefick[4]	H. D. Burrill	Louis D. Burrill	C. E. Van Dyke; Fred. Jonner[3]	Milton J. Picou	A. D. Theobald	Wm. Le Clare; A. D. Theobald[1]
Sunday American (I) (mer)	75,032	.20	...										

(Note:—Journal and Telegram consolidated November 4, 1925, Syracuse Journal-Syracuse Telegram. Circulation prior to consolidation, Journal, 45,204; Telegram, 50,314.)

*Post-Standard (m) (R) (*S) (mer) (14)	55,951	.16	...	Jerome D. Barnum	William P. Baker	Horace P. Bull; Wm. H. Tuckley[5]	Albert V. Brewster; Richard Larned[4]	Jerome D. Barnum	Richard W. Disque	Roy Andrews	W. C. Hixson	Grant W. Ernst	George Wilson
Sunday edition	58,307	.16	...										
TARRYTOWN, 12,000.													
News (E) (J) (49)	2,355	.025	.025	Van Tassel & Odell, Inc.	Wallace Odell	Wallace Odell	Alex. Goldberger	Wallace Odell	Wallace Odell	William Cannon	G. F. Van Tassel		John Grochan; Allen H. Pepper[1]
TROY, 76,000.													
*Record (I-R) (59)	4,937	...	...	Troy Record Co.	Dwight Marvin		F. L. Donovan; C. A. McGrath; John J. McGrath[4]	David B. Plum	Frank L. York	J. Arthur Viger	Edward G. Buck	Joseph J. Kennedy	Granville Hutchinson
Record (see above)	17,490	...	...										
Combined daily	22,427	.06	.06										
Times (R) (J) (168)	18,159	.05	.055	Francis & Anderson	James H. Potts		James M. McGrath; John Hayden[4]	W. H. Anderson	C. F. Anderson	John P. Ruddy; R. P. Anderson[3]	M. J. Sheridan	S. J. McLaughlin	F. K. Kaufmann; Horace Rescott[1]
Sunday Budget (D) (J) (74)	17,423	.05	.04	Troy Publications, Inc.	James F. Connell, Jr.	James F. Connell, Jr.	James F. Connell, Jr.	J. F. Connell, Jr.	J. F. Connell, Jr.	Charles F. Griffin	Joseph M. O'Brien	Charles H. Guffin	Edward Rand
Sunday Observer (D) (J) (80)	15,275	.025	.025	M. F. Collins	M. F. Collins	F. M. Collins	F. M. Collins	M. F. Collins	M. F. Collins	J. E. Collins	E. R. Collins		W. J. Tyner[2]
UTICA, 105,000.													
Observer-Dispatch (m) (I) (110)	37,819x	.09	.061	Observer-Dispatch, Inc.	F. E. Gannett	M. V. Atwood; Geo. A. Bradley[5]	George H. Waldron; Stanley L. Clarke[4]	Prentiss Bailey	Prentiss Bailey	Harry J. Benner; A. F. Kellbach[3]	Daniel W. Tanner	William A. Baaske	Leon W. Parmiter
Sunday edition	23,980	.055	.057										
*Press (I) (mer) (158)	29,437x	.06	.046	Daily Press Co.	Paul B. Williams	Harry A. Fox	Harry Coupe; Francis E. Carney[4]		William V. Jones	Russell C. Harris; William V. Jones[3]	Alfred W. Cockerill		
WATERTOWN, 33,396.													
Standard (R) (81)	15,278	.055	...	Standard Pub. Co.	George A. Glynn	A. J. Durkan	A. J. Durkan; Earl Knapp[4]	A. B. Parker	A. B. Parker	P. H. Wertz	Frank C. Conley	C. M. Dailey	
Times (R) (158)	16,449	.07	.06	Charles H. Congdon	Harold B. Johnson	Harold B. Johnson	Harry F. Landon	Charles H. Congdon	Charles H. Congdon	Clarence M. Kendall			
WELLSVILLE, 5,000.													
Reporter (I) (d) (none)	2,100	.018	...	Reporter Co.	C. M. Barnes								
WHITE PLAINS, 26,000.													
Reporter (I) (49-86)	7,586	.04	...	W. Lee Tuller	Walter V. Hogan	Walter V. Hogan	Milton Harker; John Mackenzie[4]	W. Lee Tuller	W. Lee Tuller	John W. Lynch; W. Lee Tuller[3]	Joseph Hogan	Edward Keeffe	John Brendel
YONKERS, 110,000.													
Herald (I-D) (J) (49-86)	13,059	.06	.054	Frank E. Xavier	Frank E. Xavier	Frank E. Xavier	Paul Palmer; Gus T. Stahl[4]	Frank E. Xavier	John Brennan	Justin X. McCarthy	John Dickson, Sr.	Charles Demarest	Edward Fitzpatrick[2]

Yes,—

BINGHAMTON

Is In the 100,000 Class

Binghamton, Johnson City, Endicott, Port Dickinson and Union are practically one community so far as the national advertiser is concerned. They are all so closely interwoven that it is difficult to tell where one leaves off and the other begins. This community has a population of 110,000 with 258 factories employing 33,000 workers, an industrial pay-roll of more than $50,000,000 and with a manufactured output valued at more than $160,000,000 per year.

Binghamton, the great metropolis of south central New York State, is a great jobbing and wholesale center controlling retail outlets in a large territory.

Binghamton therefore belongs in any advertising campaign which contemplates cities of 100,000 population or more.

The great variety of its manufactured products and the general prosperity of its residents make Binghamton newspaper advertising unusually and quickly responsive.

The BINGHAMTON PRESS, published every evening except Sunday, has over 34,000 daily circulation in this exceptional field. It is known and recognized everywhere as an advertising medium of extraordinary merit, not only because of its large circulation, but its remarkable reader and dealer confidence.

The Merchandising and Promotion Departments of the BINGHAMTON PRESS are especially fitted to assist not only BINGHAMTON PRESS advertisers in distribution problems and dealer cooperation, but to help other manufacturers not already represented in Binghamton to secure jobber or distributor connection as well as retail distribution.

Send for a copy of the BINGHAMTON PRESS AD-VISER—a 16-page publication that will be worth your while.

We will tell you more about the wonderful Binghamton territory, at any time, anywhere.

THE JOHN BUDD COMPANY

National Advertising Representatives

9 E. 37th St. New York | Tribune Tower Chicago | Chemical Bldg. St. Louis | Healey Bldg. Atlanta

Sharon Bldg. San Francisco | KNOWN CIRCULATION | Higgins Bldg. Los Angeles

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

NORTH CAROLINA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
ASHEVILLE, 40,000													
•Citizen (m) (I-D) (E) (84)	13,917x	.055	.045	Citizen Co.	M. M. Capps		M. M. Capps / R. B. Wasson[4]		W. Randall Harris	C. R. MacIntire / A. D. La Prade[3]	E. E. Stafford	Jno. W. Crowell	
Sunday edition	13,461x	.055	.045										
Times (m) (I-D) (20)	10,426x	.04	...	D. S. Elias	Chas. K. Robinson	W. C. Hendricks	Ernest Philips[4]	D. S. Elias	D. S. Elias	J. J. Jelks	W. O. Boger	H. M. Schachte	D. E. Howell
Sunday edition	8,960x	.04	...										
BURLINGTON, 8,750.													
Times (I) (J) (E) (67)	2,600	.021	...	News Co.	O. F. Crowson								
CHARLOTTE, 60,000.													
News (m) (D) (J) (20)	16,907x	.05	...	W. C. Dowd	Julian S. Miller	B. S. Griffith / Julian S. Miller[6]	J. A. Daly / Edward V. Mitchell[4]	W. C. Dowd	W. C. Dowd, Jr.	W. M. Bell	S. D. Bagwell	Currie F. Mebane	W. E. Adams / S. O. Rush[1]
Sunday edition	17,748x	.05	...										
•Observer (m) (D) (150)	31,778x	.08	.055	Curtis B. Johnson	Wade H. Harris	J. A. Parham	M. R. Dunnagan / Eddie Brietz[4]	Curtis B. Johnson		T. J. Pierson / J. W. Jones, Jr.[3]	H. L. Strickland	H. C. Fowler	H. L. Fentress
Sunday edition	35,884x	.09	.06										
CONCORD, 9,903.													
Tribune (D) (J) (67)	2,043	.021	...	J. B. Sherrill	J. B. Sherrill / W. M. Sherrill (Asso.)		W. M. Sherrill / M. H. Wolff[4]	J. B. Sherrill	J. B. Sherrill	A. C. Cline			R. P. Benson[1]
DURHAM, 42,258.													
•Herald (m) (I) (mer) (84)	10,791x	.05	.03	E. T. Rollins	W. N. Keener	J. E. Clarke	Wyatt T. Dixon / F. L. Haney[4]	C. C. Council	M. F. Murdaugh	M. F. Murdaugh	C. C. Council	M. F. Murdaugh	J. B. Taylor
Sunday edition	11,014x	.05	.03										
Sun (m) (D) (22)	5,135	.03	.025	J. A. Grant	John R. Barry	John R. Barry	Royal G. Frazier / Rex Lewis[4]	J. A. Grant	Grover C. Baker	J. W. Enoch	A. Frank Baker	Lee Breece	
Sunday edition	5,135	.03	.025										
EDENTON, 2,777.													
News (I) (J) (37)	1,980	.018	.018	R. G. Shackell	R. G. Shackell								
ELIZABETH CITY, 8,925.													
Advance (D) (J) (none)	2,514	.021	...	Herbert Peele & Joseph Peele	Herbert Peele / Ralph Pool (Asso.)	Herbert Peele	Herbert Peele[4]	Herbert Peele	Herbert Peele				Earl Sawyer / George Haskett[1]
FAYETTEVILLE, 8,877.													
Observer (I) (22)	3,461	.03	.021	C. R. Wilson	G. G. Myrover	A. M. Carpenter	A. M. Carpenter	C. R. Wilson	C. R. Wilson	R. L. Burnette	Raymond Fuson	V. L. Cromartie	C. G. Bland
GASTONIA, 12,871.													
Gazette (I-D) (67)	5,051	.03	.03	Gazette Pub. Co., Inc.	Hugh A. Query	James W. Atkins	C. K. Marshall, Jr.	E. D. Atkins	H. G. Thomas	R. R. Stowe	H. G. Thomas	O. O. Baber	
GOLDSBORO, 11,296.													
Argus (D) (37)	2,318	.02	...	Argus Pub. Co.	Joseph E. Robinson								
•News (m) (D) (4)	1,980	.025	.02			J. D. Langston (Pres.)	W. W. Minton	Jennings Sadler	W. W. Minton	W. W. Minton	W. W. Minton	C. B. Sanford	W. H. Langston / Ernest Pate
Sunday edition	1,980	.025	.02										
GREENSBORO, 45,000.													
•News (m) (I) (E) (42-93)	25,713	.07	.04	Greensboro News Co.	Earle Godbey	A. L. Stockton	E. B. Hunter / A. W. Stamey[4]	E. B. Jeffress	Vance Jerome	W. S. Dickson / Branson Price[3]	W. T. Corbin	C. J. Lambe	L. C. Penry
Sunday edition	31,152	.07	.04										
Record (m) (D) (67)	7,929	.04	.04	Edney Ridge	Arthur H. Taylor	Johnson Hall / Arthur H. Taylor[5]	Harry Hayden	Edney Ridge	Edney Ridge	Edney Ridge	Ben R. Avant, Jr.	Elizabeth J. Mann	W. S. Brittain
Sunday edition	7,929	.04	.04										
GREENVILLE, 5,772.													
Reflector (22)	2,153	.025	...	D. J. Wichard	Mannie I. Bowling								
HENDERSON, 5,627.													
Dispatch (D) (67)	2,216	.02	...	Dispatch Co., Inc.	Henry A. Dennis	Henry A. Dennis	Henry A. Dennis	M. L. Finch	M. L. Finch	S. A. Jones	M. L. Finch	S. A. Jones	
HENDERSONVILLE, 3,720.													
Times (D) (J) (none	2,340	.025	.025	J. T. Fain	J. T. Fain	J. N. Benton		J. T. Fain	J. T. Fain	P. H. Rhyne	W. A. Wright		
HICKORY, 14,000.													
Record (I) (J) (67)	2,286	.025	.025	Clay Ptg. Co., Inc.	Johnson Avery	Johnson Avery	Miss Mabel Miller / Victor Shuford[4]	J. C. Miller	J. C. Miller	J. C. Miller	R. J. Shinn	J. C. Miller	F. B. Lanier / Guy S. Hawn[1]
HIGH POINT, 25,000.													
Enterprise (m) (I) (67)	4,554	.03	.03	J. P. Rawley	C. M. Waynick		J. W. Bacon	J. P. Rawley	H. A. Cecil	Dan A. Schroder	S. T. Bryan	C. E. Smith	Baxter Younts
Sunday edition	4,554	.03	.03										
KINSTON, 10,772.													
Free Press (I-D) (J) (119-5)	2,894	.025	.015	H. Galt Braxton	H. Galt Braxton	C. W. McDevitt	C. W. McDevitt	H. Galt Braxton	H. Galt Braxton	Robert E. Todd	E. H. Jekel		J. F. Ballard[2]
•News (m) (D) (67)	....	.025	...	Kinston Pub. Co.	C. F. Carroll								
Sunday edition	....	.025	...										
NEW BERN, 12,198.													
•New Bernian (m) (D) (22)	3,189	...	...	J. B. Dawson	J. B. Dawson	N. G. Gooding (M) / S. B. Bledsoe (E)	Gertrude Carraway / C. G. Fisher[4]	J. B. Dawson	J. B. Dawson	C. Green / Mrs. J. B. Dawson[3]	Mrs. J. B. Dawson	Mrs. J. B. Dawson	H. B. Jones (E) / A. G. Pierce (M)
Sun-Journal (see above)	2,976	...	...										
Combined daily	6,165	.04	.03										
Sunday edition	3,189	.04	.03										
RALEIGH, 33,000.													
•News & Observer (m) (D) (20)	31,460	.07	...	Josephus Daniels	Josephus Daniels	Frank Smethurst	R. E. Williams / Jonathan Daniels[4]		Josephus Daniels, Jr.	Josephus Daniels, Jr.	Will X. Coley	A. D. Gregg	L. F. Alford
Sunday edition	35,258	.07	...										
Times (I) (22)	10,739	.04	.03	John A. Park	Oscar J. Coffin	Robt. M. Duckett	Charles Parker, Jr. / Irvin M. Cheek[4]	John A. Park	John A. Park	W. Nash Penny / J. L. Marcom[3]	Charles H. Herring	J. L. Marcom	P. D. McLean
ROCKY MOUNT, 12,742.													
Telegram (I) (J) (67)	3,627	.021	.021	Rocky Mount Pub. Co., Inc.	J. L. Horne, Jr.	H. W. Kendall	A. J. McKelvin	J. L. Horne, Jr.	P. B. Doub	P. B. Doub / J. L. Horne, Jr.[3]	Sylvester Parker	C. V. Smith	J. A. Hartness / D. H. Brock[1]
•Tribune (none)	(new daily)	...	...	Tribune Pub. Co., Inc.	G. W. Holloway	A. E. Holloway			G. W. Holloway				
SALISBURY, 18,512.													
Post (I) (67)	7,171	.035	.035	J. F. Hurley	J. F. Hurley	C. F. Daniels	F. B. Irvin	J. F. Hurley, Jr.	J. F. Hurley, Jr.	P. G. Laughbridge	B. R. Martin	E. R. Russell	H. M. Aull
SCOTLAND NECK, 2,000.													
Commonwealth (D) (d) (none)	900	.018	...	Clee Vaughn	Norfleet S. Smith								
STATESVILLE, 9,350.													
Daily (I-D) (none)	1,800	.018	...	Pegram A. Bryant	Pegram A. Bryant								
•Ledger (m) (I) (J) (67)	1,800	.029	.014	R. S. Pickens	R. S. Pickens	R. S. Pickens	Mamie Revish	R. S. Pickens	R. S. Pickens	Geo. M. Kinard	Milton S. Meacham	Blanch Lackey	George M. Kinard / James Cloer[1]
Sunday edition	1,800	.029	.014										
TARBORO, 5,500.													
Southerner (D) (d) (67)	1,940	.02	...	Bourne & Creech	V. H. Creech				V. H. Creech				
WASHINGTON, 6,166.													
News (D) (J) (67)	2,125	.025	.018	Wm. D. W. Bishop	Wm. D. W. Bishop	Wm. D. W. Bishop	J. E. Sawyer / Chas. B. Cozzens[4]	M. Osborne	E. Warren	M. Osborne			B. B. Ross / A. Osborne[1]
WILMINGTON, 40,000.													
News-Dispatch (I) (67)	4,764	.035	.03	News-Dispatch, Inc.	Everett Ewing	Everett Ewing		C. C. Bellamy	L. W. Garrett	Paul A. Nadol, Jr. / L. W. Garrett[3]	W. P. Duncan	P. A. Nadol, Jr.	Geo. McFarlane
•Star (m) (D) (22)	6,926	.04	...	Star Co.	Lamont Smith			P. H. Batte			W. R. Pruett		
Sunday edition	8,300	.05	...										
WILSON, 10,653.													
Times (D) (37)	....	.036	...	P. D. Gold Pub. Co., Inc.	John D. Gold								
WINSTON-SALEM, 70,000.													
•Journal (m) (I) (87-69)	11,374x	.05	.0275	Owen Moon	Sanford Martin	Edwin Holman	J. Worth Bacon / J. McDaniels, Jr.[4]	W. K. Hoyt	W. K. Hoyt	Rex H. Freeman / W. K. Hoyt[3]	J. R. Marks	E. W. Stearns	Eugene F. LeGrande
Sunday edition	11,532x	.05	.0275										
Twin City Sentinel (D) (67-93)	16,132x	.06	.04	Sentinel P. & P. Co.	H. R. Dwire	H. R. Dwire	H. B. Martin / W. S. Christian[4]	Rufus Shore	Rufus Shore	H. F. Aitchison / Rufus Shore[3]	B. L. Welfare	J. T. Newman, Jr.	Lem Houston

14,477,071

That's The 1925 Lineage Of

The Akron Beacon Journal

Akron, Ohio

and it's only a six-day issue, too

Supreme? Yes, Absolutely Supreme

Supreme in News **Supreme in Circulation** **Supreme in Advertising**

THE CIRCULATION IS NOW OVER 50,000

This large, productive circulation, covering as it does 90% of the English speaking homes in Akron and 70% of the homes in the surrounding territory, awaits the National advertiser. And don't forget that Akron is undoubtedly the most prosperous and thriving city in the country.

A Live Newspaper in a Live City Means a Live Market

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

NORTH DAKOTA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
BISMARCK, 9,253.													
Tribune (R) (J) (127-128)	4,043x	.03	.026	George D. Mann	George D. Mann	George D. Mann	M. Joslin	George D. Mann	George D. Mann	Arch. O. Johnson	Beatrice Mann		
DEVIL'S LAKE, 5,140.													
Journal (R) (J) (none)	2,400	.025	...	M. H. Graham	M. H. Graham								
FARGO, 30,000.													
*Forum (m) (I-R) (mer) (87-123A)	5,460x	...	...										
Forum (see above)	14,456x	...	...										
Combined daily	19,916x	.08	.08	N. B. Black	H. D. Paulson	E. K. Bitzing	M. Drake & A. Harris; J. A. Purcell[4]	Norman D. Black	Norman D. Black	Harry R. Hill	N. D. Black	Harry R. Hill	A. Oliver & J. Zeller
Sunday edition	9,722x	.06	.06										
GRAND FORKS, 18,772.													
*Herald (m) (I-R) (132)	11,590x	...	...										
Herald (see above)	5,039x	...	...										
Combined daily	16,629x	.07	.05	Grand Forks Herald Co.	W. P. Davies	John B. Cooley	Glen Parson (M). R. G. Davies (E) C. D. Locklin[4]	Julius F. Bacon	Julius F. Bacon	J. H. Pearson	F. R. Campbell	J. H. Pearson	J. F. Richards
Sunday edition	13,178x	.07	.05										
JAMESTOWN, 6,627.													
Sun and Alert (I) (J) (E) (157)	2,704	.03	...	Hansen Brothers	Percy M. Hansen	S. V. Anderson		P. M. Hansen	John Cheshire	John Cheshire	S. S. Witt		John Brinton
MANDAN, 5,168.													
Pioneer (R) (J) (119-136)	2,477	.025	.025	E. A. Tostevin	E. A. Tostevin	Earl H. Tostevin	Edwin D. Tostevin	E. A. Tostevin	E. A. Tostevin	Walter C. Tostevin			Charles F. Pierce[3]
MINOT, 10,476.													
News & Optic-Reporter (I) (87)	4,922	.03	.025	H. S. Davies	H. S. Davies	W. H. Johnson	Raymond Dobson	H. S. Davies	H. S. Davies	John Connolly; H. S. Davies[3]	M. M. Miles	M. Kordahl	Peter Eckert
VALLEY CITY, 4,783.													
Times-Record (R) (J) (157)	2,100	.025	.02	P. R. Trubshaw	P. R. Trubshaw	P. R. Trubshaw	Charles G. Burke	P. R. Trubshaw					O. H. Mason; Art Mackey[1]

OHIO

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
AKRON, 200,000.													
Beacon-Journal (R) (150)	47,326	.10	...	C. L. Knight	John S. Knight	J. S. Knight	Russ J. Henderson. James Schlemmer[4]	C. L. Knight	John H. Barry	E. A. Neutzenholzer	H. S. Seymour	F. J. Wynhoff	Harry B. Reese
Times-Press (m) (I) (3)	43,275	.09	...	Scripps Pub. Co.	L. E. Judd	H. M. Van Doren; L. L. Leake[5]	H. C. Atkinson. Lynn F. Wagner[4]	L. E. Herman	F. G. Morrison	V. P. Willett	W. A. Osterday		
Sunday edition	28,874	.09	...										
ALLIANCE, 25,762.													
Review (R) (J) (161)	10,456	.04	...	Review Pub. Co.	N. A. Geyer	F. A. Holles	Paul W. Reed. Lester Ruth[4]	Paul C. Siddall	Paul C. Siddall	Harry Farroll. Paul C. Siddall[3]	John Shilling	Leona Greenawalt	J. F. Sullivan; Ralph Miller[1]
ASHLAND, 11,500.													
Times-Gazette (I) (161)	4,892	.025	...	Ashland Ptg. Co.	William A. Duff		Harry Horne	F. R. Beer	F. R. Beer	S. A. Fluke	Bertha E. Kerr	Thomas Moberman	M. G. Bachmann
ASHTABULA, 28,000.													
Star-Beacon (R) (161)	9,187	.04	.025	C. A. Rowley	J. J. Mundy	G. H. Leggett	John Morehead[4]	C. A. Rowley	J. W. Quigley	C. E. Abbey	Roscoe Conklin	R. H. Grimm	H. Healey
ATHENS, 7,500.													
Messenger (m) (R) (161)	9,810	.04	.03	F. W. Bush	F. W. Bush	C. H. Harriss	J. W. Maurer. M. R. Alfred[4]			P. O. Nichols. F. W. Bush[3]	W. B. Johnson	J. A. Caldwell	Roy Dupler
Sunday edition	10,022	.04	.03										
BELLAIRE, 17,000.													
Leader (I-R) (119-5)	6,371	.03	.025	Sherlock Bros. Pub. Co.	M. F. Sherlock	A. J. Sherlock	M. F. Sherlock	B. A. Sherlock	A. J. Sherlock	A. J. Sherlock	H. E. Sherlock	H. E. Sherlock	D. A. Sherlock
BELLEFONTAINE, 10,000.													
Examiner (I) (161)	5,116	.025	.025	H. K. Hubbard & Co.	M. J. & H. K. Hubbard	M. J. & H. K. Hubbard		Frank G. McCracken					
BELLEVUE, 5,776.													
Gazette (I) (J) (161)	2,108	.014	...	Gazette Pub. Co.	A. C. Callaghan			M. J. Callaghan					
BOWLING GREEN, 6,500.													
Sentinel-Tribune (R) (J) (161)	3,555	.02	.02	Sentinel Co.	Spencer A. Canary	Spencer A. Canary	Spencer A. Canary. Ivan Lake[4]	Alfred Haswell	Alfred Haswell	Virgil Taylor. Geo. Katzenmeyer[3]	Fermont Fluhart	A. Katzenmeyer	Charles Repass
BUCYRUS, 10,425.													
Telegraph-Forum (I) (161)	6,060	.03	...	Crawford P. & P. Co.	John F. Burke			Loyal H. Kletzien					
CAMBRIDGE, 14,304.													
Jeffersonian (I) (161)	11,056x	.04	...	Jeffersonian Co., Inc.	H. W. Amos		F. S. Dollison. Ernest Sheehan[4]	T. E. Amos		L. H. Merrick. T. S. Moorehead[3]	T. S. Moorehead	V. E. Arnold	H. E. Amos
CANTON, 102,754.													
News (m) (D) (E) (mer) (90-78)	25,588	.055	...	D. R. Mellett	H. W. Miner			D. R. Mellett	D. R. Mellett		Vic Adler		
Sunday edition	20,917	.055	...										
Repository (m) (R) (150)	35,735	.075	...	Repository Ptg. Co.		J. S. Wilhelm; H. S. Hoover[5]	C. E. Hovis. Warren Cross[4]	George B. Frease	Wm. A. Frease, (Secy. & Asst. G. M.)	W. A. Ernst. W. A. Frease[3]	W. S. Brain	C. V. Hughes	C. C. Peebles
Sunday edition	30,994	.075	...										
CELINA, 4,226.													
Standard (D) (J) (4-37)	2,165	.014	.014	Standard Ptg. Co.	F. A. Snyder	F. A. Snyder		F. A. Snyder	F. A. Snyder	F. A. Snyder	C. S. Fishbaugh	C. S. Fishbaugh	Rube Sacher[3]
CHILLICOTHE, 15,831.													
News-Advertiser (D) (119-5)	4,631	.015	.016	News-Advertiser Co.	T. A. Waters	J. K. Hunter	E. A. Ortman. Gilbert Chandler[4]	J. K. Hunter	J. K. Hunter	O. O. Overly. J. K. Hunter[3]	C. A. Armstrong	E. I. Aid	Morris Small
Scioto Gazette (R) (J) (161)	4,927	.025	.025	Scioto Gazette Co.	James Hannan	E. S. Wenis		James Hannan		Lucien Jenness	D. D. Dahill		A. Hafler[1]
CINCINNATI, 560,281.													
*Commercial Tribune (m) (R) (J) (E) (42)	60,185	.14	.07	Harry W. Brown	Harry W. Brown	Wade Mountfortt; Harold W. Coates[5]	Royal W. Ryan. Lincoln Plant[4]	Harry W. Brown	W. B. Fortlage	Louis B. Hart	Frank Eastin	A. H. Todd	W. B. Fortlage; Merrill C. Dionne[1]
Sunday edition	43,832	.17	.07										
*Enquirer (m) (I) (E) (*S) (mer) (90-13)	67,040	.17	.10	Est. of John R. McLean	W. F. Wiley	H. M. Potter; W. L. Brilmayer[5]	C. Bocklet. J. Nolan[4]	W. F. Wiley	W. K. Nottingham	R. F. Ferger. G. H. Schultz[3]	H. L. Kloecker	John M. Stevens	A. Quint
Sunday edition	173,579	.35	.10										
Post (I) (E) (3)	185,142	.28	.18	Post Pub. Co.	Elmer P. Fries	John G. Gordon	David S. Austin. Tom Swope[4]		Frank W. Rostock	Lynn O. Roark. Clare E. Cook[3]	Walter R. Rauck	Burley Laurimore	Harry H. Hobbs
Times-Star (R) (J) (E) (112A-126A)	151,300	.26	.18	Charles P. Taft	Hulbert Taft	M. Strauss	E. Steinborn. Charles O'Connor[4]	C. H. Rembold	C. H. Rembold. George Fries (Asst.)	C. E. Bennett. F. J. Oexman[3]	Arthur Grossheim	E. A. Sigafoose	Joseph Illig[1]
CIRCLEVILLE, 7,049.													
*Herald (4-37)	....	...	...	Walter C. Darst	Walter C. Darst								
Herald (see above)	....	...	...										
Combined daily	1,975	.016	...										
Union-Herald (d) (4)	....	.016	...	C. C. Chappelear	W. F. Wyley								
CLEVELAND, 1,087,670.													
News (m) (I-R) (*S) (E) (108)	157,739	.32	...	Cleveland Co.	T. A. Robertson	T. A. Robertson; Howard Denby[5]	A. E. M. Bergerner. Ed Bang[4]	D. R. Hanna, Jr.	D. R. Hanna, Jr.	C. M. Marvin. A. B. Mackinnon[3]	Arthur McBride	J. A. Byrne	W. V. Cowgill
Sunday edition	194,159	.35	...										
*Plain Dealer (m) (I) (*S) (E) (171-172-13)	199,628	.36	.265	Plain Dealer Pub. Co.	Erie C. Hopwood	Paul Bellamy; W. G. Vorpe[5]	W. W. Raynolds. S. D. Otis[4]	George M. Rogers	John S. McCarrens	H. W. Roberts. B. A. Collins[3]	John J. Kirk	H. C. MacDonald	H. J. Graham
Sunday edition	245,529	.45	.33										
Press (I) (E) (3)	211,210	.37	...	Scripps Pub. Co.	Earle E. Martin	T. O. Thackrey	M. B. Cook; J. P. Williams[4]		R. A. Huber	J. G. Mellink. W. S. Cady[3]	T. J. Dowling	C. C. Armstrong	A. Chabek
*Times (m) (I-R) (130)	32,132	.17	...	Commercial Pub. Co.	John L. Shissler[5]	Boyd S. Hilton; Dan Taylor[4]	Samuel Scovil		E. J. Lally	J. Omansky	Joseph Gannon	Louis Cowgill	
Sunday edition	38,600	.17	...										

True to the Traditions of Years The Cincinnati Times-Star Maintains Unchallenged Leadership in Advertising Lineage

In the year ending December 31, 1925, for the eighteenth consecutive time the Times-Star set the pace and broke the record for display lineage in Cincinnati newspapers.

Times-Star leadership remains unchallenged in local and in national display. It is almost double that of the second afternoon newspaper, 2.7 times as great as that of the leading morning newspaper published on the same days and more than twice that of both Sunday papers combined.

Comparative Statement of Display Lineage Published in the Cincinnati Newspapers 1925

DAILY	LOCAL	NATIONAL	TOTAL
Times-Star, P. M.	9,764,153	2,386,433	12,150,586
Post, P. M.	5,125,330	1,322,447	6,447,777
Enquirer, A. M.	3,660,636	817,390	4,478,026
Commercial Tribune, A. M..	1,684,536	143,976	1,828,512
SUNDAY			
Enquirer, A. M.	4,486,188	916,468	5,402,656
Commercial Tribune, A. M..	564,662	33,222	597,884

The Times-Star Leads in Daily Display in the Following Classifications:

Accessories	Cigars and Cigarettes	Electrical Goods	Medical	Radio
Automobiles	Clothing	Food Stuffs	Men's Wear	Real Estate
Beverages	Confections	Furniture and Furnishings	Miscellaneous	Specialty Shops
Books and Periodicals	Department Stores	Groceries	Musical Instruments	Sporting Goods
Boots and Shoes	Drug Stores	Hardware	Office Appliances	Tires
Building Materials	Dry Goods Stores	Household Furnishings	Publications	Tobacco Products

Judged by any standard of comparison, the Times-Star is the most efficient and the most economical medium for reaching and holding the Cincinnati market.

The Cincinnati Times-Star

Member Audit Bureau of Circulations

CHARLES P. TAFT, Publisher — **C. H. REMBOLD, Manager**

Martin L. Marsh, Eastern Representative
927 Brunswick Bldg., New York

Kellogg M. Patterson, Western Representative
904 Union Trust Bldg., Chicago

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

OHIO—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Local	Publisher	Editor	Managing Editor Sunday Editor	City Editor Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
COLUMBUS, 266,709.													
Citizen (I) (E) (mer) (3)	81,439	.15	...	Citizen Pub. Co.	H. P. Woodbury	H. F. Busey	J. L. Ayres; Lewis Byrer[4]		Charles E. Fischer	M. R. Thomas; J. Q. Doty[3]	R. O. Dyer	C. H. Schober	
Dispatch (m) (I) (E) (mer) (125	103,526	.20	.17	Dispatch Ptg. Co.	A. C. Johnson, Sr.	Charles J. Rieker	Ray A. Hoyt; Wm. A. McKinnon[4]		Arthur E. Campbell	Harvey R. Young; Lewis B. Hill[3]	Charles S. Wilson	Charles T. Harden	John P. Kuhns
Sunday edition	84,800	.20	.17										
*Ohio State Journal (m) (R) (E) (150)	46,007	.11	...	Ohio State Journal Co.	R. O. Ryder & A. E. McKee	H. P. Brandon	Hershey Mowrey; Clyde Tuttle[4]		W. H. Rible	Ralph Hirsch	R. R. Bartram	W. H. Hershey	
Sunday edition	46,007	.11	...										
CONNEAUT, 9,343.													
News-Herald (R) (J) (29)	3,167	.0225	.018	Conneaut Ptg. Co.	W. E. Putnam	H. W. Hawke	William G. Smith	W. E. Putnam	C. S. Putnam	A. E. Towne; C. S. Putnam[3]	E. W. Green		F. T. Hall; D. K. Clemm[1]
COSHOCTON, 12,000.													
Tribune & Times-Age (m) (I) (161)	8,346x	.025	...	Tribune Co.	Fred S. Wallace				Fred S. Wallace		Russell Shaw		
Sunday edition	6,289x	.025	...										
DAYTON, 175,000.													
Herald (I) (E) (150)	38,013	.09	.07	E. G. Burkam	E. G. Burkam	Dwight Young	E. Rossiter; Robert Husted[4]	Ralph M. Jones	A. J. Wilson	Allen Martin; Allen Yoder[3]	Charles E. Snyder	Lee Bohnert	A. Milliard
*Journal (m) (R) (E) (150)	26,355	.08	.07	E. G. Burkam	E. G. Burkam	Dwight Young; Dean Norris[5]	Larry Collins; Harry L. Kennedy[4]	Ralph M. Jones	A. J. Wilson	Allen Martin; Allen Yoder[3]	Charles E. Snyder	Lee Bohnert	A. Milliard
Sunday edition	43,613	.09	.08										
News (m) (D) (mer) (E) (90-78))	49,234	.10	.082	James M. Cox	Charles E. Morris	D. E. Kumler; Howard Burba[5]	R. L. McCormick; Carl Finke[4]	D. J. Mahoney		Harry A. Brandt; H. Hollyday, Jr.[3]	T. J. Kavanaugh	Joseph H. Kelly	Roy Zicht
Sunday edition	44,192	.10	.082										
DEFIANCE, 8,876.													
Crescent-News (I) (J) (119-5)	3,512	.025	.02	Crescent Ptg. Co.	Ralph W. Peters	Lee O. Tustison	C. F. Christian; Ralph W. Peters[4]	Lee O. Tustison	Lee O. Tustison	W. F. Kimberly; Lee O. Tustison[3]	Lee O. Tustison	Pauline Weaver	E. T. Runnion; L. B. Fretz[1]
DELAWARE, 10,000.													
Gazette (R) (J) (161)	2,173x	.014	.011	W. D. Thomson	W. D. Thomson	W. D. Thomson	P. O. Satterfield; Charles Ferran[4]	W. D. Thomson	W. D. Thomson	L. Shapiro; W. D. Thomson[3]	M. Gay	L. Shapiro	O. B. Case[2]
Journal-Herald (4)	1,369	.011	...	Journal-Herald Pub. Co.	J. D. Knowles								
DELPHOS, 5,745.													
Herald (I) (J) (none)	1,401	.014	.013	Delphos P. & P. Co.	A. J. Laudick			L. C. Laudick					
DENNISON, 5,524.													
Paragraph (D) (d) (none)	1,904	.014	...	Daily Paragraph	G. C. Haverstack								
DOVER, 11,103.													
Reporter (I) (J) (49-86)	6,439	.03	.025	Tuscarawas Pub. Co.	A. A. Hoopingarner	Henry Hagloch	Henry Hagloch; Robert A. Bassett[4]	A. A. Hoopingarner	Kathryn M. Weber	E. A. Barthelmeh; A. Hoopingarner[3]	David E. Lindberg	Phyllis Hoopingarner	D. C. Burkholder[2]
EAST LIVERPOOL, 25,000.													
Review-Tribune (R) (161)	11,213x	.045	...	Louis H. Brush	Frank R. O'Hanlon			T. S. Brush	T. S. Brush		E. G. Jackson		
EAST PALESTINE, 5,750.													
Leader (R) (J) (none)	1,600	.014	.011	C. L. Merwin	C. E. Oliver			C. L. Oliver	C. L. Merwin	C. L. Merwin			
ELYRIA, 25,000.													
Chronicle-Telegram (I-R) (161)	8,524x	.04	...	Lorain City P. & P. Co.	J. F. Burke			A. C. Hudnutt			Roscoe N. Kauffman		
FINDLAY, 17,021.													
Courier (D) (none)	2,800	.014	...	Findlay Pub. Co.	R. L. Heminger		Albert Groves[4]	L. N. Heminger	L. N. Heminger	George White; Edna Decker[3]	John R. Schuck		O. Goble[1]
*Republican (R) (J) (161)	8,038	.03	.025										
FOSTORIA, 9,987.													
Review (R) (J) (56)	3,346	.02	...	Review Ptg. Co.	E. M. Hopkins	E. M. Hopkins	H. E. Stout	E. M. Hopkins					A. R. Winkler[2]
Times (D) (J) (161)	....	.013	...	Roscoe Carle	Roscoe Carle								
FREMONT, 12,468.													
Messenger (D) (119-5)	1,736	.013	.014	Messenger Co.	Albert O'Farrell	F. J. Daubel	F. Neibling; J. Murphy[4]	F. J. Daubel	F. J. Daubel	F. J. Daubel	T. M. Reardon		Wm. A. Krupp
News (I) (161)	3,933	.018	...	Wrigley Bros. Ptg. Co.	George A. Hoot			A. C. Wrigley					
GALION, 9,000.													
Inquirer (D) (J) (119-5)	2,650	.015	...	Inquirer Ptg. Co.	C. F. Eise	W. V. Goshorn		I. C. Guinther	I. C. Guinther				
GALLIPOLIS, 6,070.													
Tribune (R) (J) (none)	866	.008	.008	H. W. Wetherholt	H. W. Wetherholt								W. S. Downtaine[1]
GENEVA, 3,100.													
Free Press (R) (80-16)	1,730	.02	...	C. A. Rowley	Edmunds Baker	Charles A. Bonsor		C. A. Rowley	Charles A. Bonsor	A. M. Tinker			W. C. Edy
GREENVILLE, 7,104.													
Advocate (D) (J) (161)	4,325	.018	...	W. A. Browne, Sr.	W. A. Browne, Jr.			W. A. Browne, Sr.					
News-Tribune (R) (J) (4)	3,100	.021	.018	Martin B. Trainor	Martin B. Trainor			E. C. Otwell		S. A. Overholser			E. C. Otwell[1]
HAMILTON, 47,615.													
Journal (D) (J) (161)	10,439	.0425	.0429	Homer Gard (Pres.)	C. A. Leiter		Richard Connelly[4]	Homer Gard	L. R. Hensley & G. E. Holdefer	L. R. Hensley	S. A. Weber		Geo. E. Holdefer[1]
News (R) (J) (39)	10,172	.045	.045	Republican Pub. Co.	W. L. Tobey	E. P. Robinson	Sam Carr; Geo. Hutchison[4]	W. L. Tobey	W. L. Tobey	C. R. Greenawalt	B. J. Alf	A. J. Wesselman	William Kettler; J. M. Kaiser[1]
IRONTON, 20,000.													
*Tribune (m) (D) (91)	6,364x	.03	...	Harry E. Taylor	Harry E. Taylor			Felonise B. Moore					
Sunday edition	6,481x	.03	...										
Tribune (see above) (m) (R) (J) (119-5)	....	.03	...										
KENTON, 7,690.													
Democrat (D) (none)	2,500	.015	...	Democrat Pub. Co.	C. E. Flanagan	C. E. Flanagan	Charles E. Born	C. E. Flanagan	C. E. Flanagan	Grant Moore	W. J. Glenn		
News-Republican (R) (J) (d) (161)	3,023	.015	.012	Republican Co.	E. E. Rutledge	E. E. Rutledge	Ivan P. Johnson	E. E. Rutledge	E. E. Rutledge	E. W. Bodell			
LANCASTER, 14,706.													
Eagle (D) (none)	5,376	.02	...	Eagle Ptg. Co.	Edw. T. Wetzler								
Gazette (I) (161)	5,560	.0202	.018	C. J. Beach	A. M. Fuller		Jos. Gallagher	C. J. Beach	C. J. Beach	A. M. Fuller	R. S. Lockhart		J. Shonk
LIMA, 50,000.													
News (m) (D) (J) (39)	16,157	.06	...	L. S. Galvin	L. S. Galvin	E. R. Leach; Ed Layporte[5]	Harry Bradbury[4]	L. S. Galvin	L. S. Galvin	Andrew J. Gruber	R. F. Corcoran	Andrew J. Gruber	Al Peltier[1]
Sunday edition	16,765	.06	...										
Republican-Gazette (m) (I-R) (J) (39)	8,157	.05	.04	Republican-Gazette Co.	Donald Campbell	C. W. Orcutt	William Hagen; Gilson Wright[4]	Donald Campbell	H. Macdonald	C. A. McLaughlin; H. Macdonald[3]	J. W. Strange	E. Owen	A. H. Tebben; Carl Dhom[1]
Sunday edition	8,119	.05	.04										
*Star (I-R) (80)	9,161	.05	.03	Star Pub. Co.	J. O. Abernethy	Amby Falk[4]		R. E. Ashley	C. S. Peltier	J. A. Abey	R. C. Dodson		H. Hiatt
LISBON, 3,000.													
Journal (R) (J) (d) (4)	1,450	.018	...	Buckeye Pub. Co.	D. H. Frew			W. A. Frew	J. P. Frew				O. R. Peterson[1]
LORAIN, 39,295.													
Journal (I-D) (130)	7,892x	.025	...	David Gibson	J. B. Sheppard	Frank Maloy	Frank Maloy; Donald Linsey[4]	David Gibson	D. F. Williams	John Clarke	H. E. Hughes		Lloyd Dickinson
Times-Herald (I-R) (161)	7,270x	.03	.025	R. C. Hoiles	Tex. DeWeese	R. C. Hoiles	Tex. DeWeese; Jos E. Kuebler[4]	R. C. Hoiles	R. C. Hoiles	Jas. E. Lyons	Arthur Dernier	Jas. E. Lyons	Alfred Clucher

Continuous Ohio Leadership

103,526
Daily Average
PAID CIRCULATION
First
in Central Ohio
by Many Thousands

Year after year The Columbus Dispatch continues first in volume of paid advertising. By publishing 21,544,376 lines in 1925 this newspaper enjoyed its greatest year. The Dispatch not only exceeded the second newspaper in the State by 2,648,383 lines, but led all other Columbus newspapers combined by 3,680,065 lines.

Note Advertising Linage of the First 7 Ohio Newspapers for 1925

Columbus Dispatch	**21,544,376**
Cleveland Plain Dealer	18,895,993
Dayton News	16,781,576
Toledo Blade	15,539,337
Cleveland Press	14,291,866
Cincinnati Times-Star	14,177,908
Cincinnati Enquirer	13,509,160

The state-wide leadership of The Columbus Dispatch in advertising is backed up by a great local leadership in circulation forcibly emphasizing the importance of the Dispatch to national advertisers desiring to reach the 1,000,000 prosperous responsive people in the Central Ohio market.

The Columbus Dispatch

· OHIO'S · GREATEST · HOME · DAILY ·

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS—Continued.

OHIO—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
MANSFIELD, 33,000.													
Journal (m) (I) (22)	8,506	.03	...	Journal Co.	G. J. Kochenderfer	G. J. Kochenderfer	H. C. Ditwiler	H. G. Brunner	Leo M. Corbett	Louis Them	Vic. Adler	O. E. Kelley	Carl Hautz
Sunday edition	8,505	.03	...				S. Stahl[4]			O. E. Kelley[3]			
News (m) (R) (161)	11,059x	.04	.03	R. C. Hoiles	P. Wolfe	P. Wolfe		Earnest M. Grimes	H. Greenfield		H. Heinley		
Sunday edition	10,795x	.04	.03										
MARIETTA, 16,500.													
Register (I-R) (119-58)	4,793	.03	.025	Register Co.	J. D. Chamberlain	J. D. Chamberlain	H. L. Schultheis	J. D. Chamberlain	E. H. Rood	Ray S. Sprague	Ray C. Caldwell	Edward Jennings	Henry Kilmer
Times (m) (D) (161)	5,921	.025	.025										
Sunday edition	3,694	.025	.025	Times Co.	Frank B. McKinney	Frank B. McKinney	Frank B. McKinney	Will P. McKinney	Will P. McKinney	L. E. Toller	E. C. Angert		Cecil Echols
MARION, 30,000.													
Star (I) (161)	13,302x	.045	.03	Harding Pub. Co.	Geo. H. Van Fleet	H. B. Kerr	Geo. E. McCormick / Richard Dunkel[4]	R. D. Moore	H. R. Schaffner	R. F. Fletcher	James C. Woods		C. W. Kramer
MARTINS FERRY, 13,000.													
Times (I-R) (161)	9,097x	.04	...	Daily Times Co.	A. L. Sedgwick	A. L. Sedgwick	A. L. Sedgwick	A. L. Sedgwick	A. L. Sedgwick	W. R. May	J. A. Dunkle		
MARYSVILLE, 4,000.													
Tribune (I-R) (161)	1,921	.015	.015	Huber Bros. & Otte	Irvin C. Henry	J. M. Huber	J. M. Huber	J. M. Huber	J. M. Huber	J. M. Huber			
MASSILLON, 20,000.													
Independent (I-R) (84)	8,208	.04	...	Independent Co.	B. V. R. Skinner	C. E. Chidester	Fred Becker	J. J. Bernstein	J. J. Bernstein	K. C. De Long / J. J. Bernstein[2]			J. J. Bernstein
MECHANICSBURG, 1,470.													
Telegram (R) (4)	720	.014	...	C. C. Slater	C. C. Slater								
MIDDLETOWN, 30,000.													
Journal (m) (R) (161)	5,437	.025	.025	J. A. Chew	E. S. Myers	E. L. Sterne	E. E. Nichols / H. P. Kraft[4]	E. S. Myers	E. S. Myers	C. B. Hinkle / Jane Jordan[3]	W. C. Hunter	M. H. Sauer	Herbert Kraft
Sunday edition	5,882	.025	.025										
News-Signal (D) (119-5)	5,116	.025	...	News Ptg. Co.	John Q. Baker	Paul J. Banker	Paul J. Banker / R. C. Oglesby[4]		E. R. Shafer	Glen Hankins	C. Ryan	F. Noble	W. J. O'Brien
MOUNT VERNON, 12,000.													
Banner (D) (119-5)	3,215	.015	.018	S. J. Dorgan	R. B. Armstrong	R. B. Armstrong	R. V. Hess	S. J. Dorgan	S. J. Dorgan	S. J. Dorgan	S. J. Dorgan	S. J. Dorgan	Carl Fettig
Republican-News (R) (J) (161)	4,082x	.018	.018	Republican Pub. Co.	Charles C. Iams	Charles C. Iams	J. E. Devalon / James Metcalf[4]		L. A. Culbertson	Rush Bell / L. A. Culbertson[3]	C. P. Wenger	L. M. Bell	L. M. Bell[1]
NEWARK, 30,408.													
Advocate (I-D) (J) (161)	10,224x	.035	.021	Advocate Ptg. Co.	C. H. Spencer	C. H. Spencer	Frank A. Woolson / Vic. Weaver[4]	C. H. Spencer	C. H. Spencer	C. W. Bluthart	J. D. Spencer	Frank W. Spencer	J. S. Gilcrest / F. F. Frasier[1]
American-Tribune (R) (119-5)	9,054	.025	.025	News P. & P. Co.	Charles L'H. Long		Harry D. Hale / H. H. Scott[4]	F. S. Neighbor	F. S. Neighbor	Roy Hohl / F. S. Neighbor[3]	Robert Bentz	Marie Ewing	Fred Foster
NEW PHILADELPHIA, 12,000.													
Times (I) (161)	8,058	.03	.025	Democrat Pub. Co.	J. E. Hurst	J. E. Hurst	Dale Empfield	J. E. Hurst	J. E. Hurst	Dean G. Warner	Eugene Schumaker	E. W. Mantzel	L. Kimmel
NILES, 13,080.													
Times (119-5)	(new daily)	.02	...										
NORWALK, 10,000.													
Reflector-Herald (R) (J) (161)	3,664	.018	...	R. C. Snyder	R. C. Snyder								
PAINESVILLE, 14,000.													
Telegraph (R) (J) (none)	4,080	.02	.019	Telegraph-Republican Co., Inc.	H. E. Johnson	C. A. Rowley	H. E. Johnson / Harold E. Shoaf[4]	H. H. Henes	R. Norris Heyer / H. H. Henes[3]	C. C. Sheats	R. Norris Heyer	Lorin L. Bruce / H. B. Hurst[1]	
PIQUA, 18,000.													
Call & Press-Dispatch (I-R) (161)	6,047	.025	.025	C. F. Ridenour	C. F. Ridenour	Ray H. Heater	Ray H. Heater / Earl Wilson[4]	C. F. Ridenour	C. F. Ridenour	E. A. Flowers / C. F. Ridenour[3]	Paul W. Stiles	Margaret Graff	Lewis Davidson
POMEROY, 4,294.													
News (none)	2,212	.018	...	Ralston Russell									
PORTSMOUTH, 33,011.													
*Sun (m) (R) (90)	6,909	...	...	Harry E. Taylor	Harry E. Taylor	Harry E. Taylor / Valle Harold	W. P. Minego	Harry E. Taylor	Maurice A. Coe	Frank Sheridan / Ethel M. Oakes[3]	J. W. Gableman	L. B. Chandler	Frank Duncan
Times (m) (D) (90)	14,761	...	...										
Total daily	21,670	.08	.06										
Sunday edition	13,892	.06	...										
RAVENNA, 7,219.													
RAVENA, 7,219.													
Republican (R) (J) (119-5)	3,367	.025	.025	Republican Pub. Co.	A. D. Robinson		Theodore Mackin		Harry Fox		Harry Fox		C. E. Nodine
ST. MARYS, 7,000.													
Leader (D) (J) (56)	2,715	.025	.025	Leader Ptg. Co.	John L. Sullivan	John L. Sullivan	F. A. Levering	John L. Sullivan	John L. Sullivan				L. J. Nagel[1]
SALEM, 12,000.													
News (R) (J) (161)	3,394	.018	...	Salem Pub. Co.	R. W. Hawley		Donald Webb	L. H. Brush	N. C. Cowan	L. D. Beardmore / N. C. Cowan[3]	Scott Chisholm	N. C. Cowan	S. K. Todd[1]
SANDUSKY, 24,000.													
*Register (m) (R) (J) (161)	10,130x	.035	.029	Register Pub. Co.	E. H. Mack	Earl Walrath	Earl Walrath / Charles Fenton[4]		John D. Mack	Charles Linkenbach	W. L. Shepherd	Harry Holmes	Geo. Icsman / A. Leiter[1]
Sunday edition	10,477x	.035	.029										
Star-Journal (D) (95-5)	9,122x	.03	.035	Alvord & Peters Co.	R. M. Struble	R. M. Struble	C. C. Slocum / Paul Heiberger[4]	F. E. Alvord	F. E. Alvord / A. J. Peters	Lee Staffier	Lambert Liddell	Robert G. Trimmer	Robert Krewson
SHELBY, 5,578.										F. E. Alvord[3]	T. W. Campbell		
Globe (I) (J) (none)	2,350	.014	.014	Stambaugh & Stambaugh	R. L. Castor			J. C. Stambaugh					
SIDNEY, 8,590.													
Journal (R) (J) (4)	....	.014	...	Harry Oldham	Harry Oldham								J. C. Stambaugh[1]
News (I-D) (J) (E) (none)	3,795	.02	.02	Sidney P. & P. Co.	E. C. Amos	W. T. Amos	H. A. Amos						
SPRINGFIELD, 70,000.													
News (m) (D) (mer) (E) (90-78)	19,342	.05	.045	Edgar Morris	Bert A. Teeters	Bert A. Teeters	Bert A. Teeters / John A. Reid[4]	Edgar Morris	Edgar Morris	C. G. Shaefer / H. J. Holloday[3]	C. G. Phares	D. H. Rayburn	W. A. Cramer
Sunday edition	18,181	.05	.045										
*Sun (m) (R) (E) (150)	13,671	.035	.035	C. L. Knight	W. J. Murty	W. J. Murty	Harold Hartly (Day) / James Renick[4]		L. B. Krob	Nelson B. Bolan / L. B. Krob[3]	Elwood Perrin	W. E. Morrow	Fred Waigand
Sunday edition	11,104	.035	.035										
STEUBENVILLE, 35,631.													
Herald-Star (R) (161)	15,331	.06	...	Herald Ptg. Co.	Roy D. Moore		Edward Worstall / L. H. Dougherty[4]	Roy D. Moore	Herbert W. Nichols	I. R. Van Aurman	Smith H. Witter	R. H. Merrill	H. W. Nichols
TIFFIN, 15,000.													
Advertiser (D) (J) (161)	3,472	.021	.018	Advertiser Co.	U. S. Abbott	U. S. Abbott	R. H. Keller / Fred Ball[4]	E. T. Rodgers	E. T. Rodgers	J. Claget / E. T. Rodgers[3]	Albert G. Ball	E. T. Rodgers	Grover Harshman / F. M. Mealey[1]
Tribune (R) (37)	2,702	.021	.018	O. T. Locke & Son	Charles O. Locke	Robert L. Rohe		Robert L. Rohe	Robert L. Rohe	Robert L. Rohe[3]	Walter A. Lorentz		
TOLEDO, 283,000.													
Blade (I-R) (14)	115,100	.25	...	Toledo Blade Co.	Grove Patterson	W. F. Hedrick	Raymond Wernke / George Fulford[1]	H. S. Talmadge	H. S. Talmage	W. E. Myers / F. E. Cottrell[3]	L. E. Neafie	W. S. Campbell	E. P. Doyle
News-Bee (I) (mer) (E) (3)	87,604	.20	.13	Toledo Newspaper Co.	F. M. Heller	F. L. Mollenkopf	Ralph Snyder / R. J. Meade[4]	W. G. Chandler		J. G. Tritsch	B. J. Hoffman	Harry Kahlert	
*Times (m) (R) (E) (150)	25,372	.06	.06	Times Pub. Co.	John D. Dun	C. W. Howard / F. W. Hineline[5]	L. E. Harshman / Paul Schrader[4]	R. Patterson (Pres.)		Charles T. Tefft	C. E. Veller	Frank Medford	Leo Long
Sunday edition	48,119	12	.11										
TORONTO, 4,271.													
Tribune (I) (4)	1,681	.02	.02	Forrest Richmond	Forrest Richmond				Forrest Richmond				Thomas Doran
TROY, 7,260.													
News (R) (J) (161)	2,581	.014	.014	Miami Union Pub. Co.	H. A. Pauly	R. D. Steinmetz	Jack Sedgwick / W. J. Miller[4]	A. C. McClung	A. C. McClung	Charles Mattocks			

1925 LINEAGE LEADERSHIP IN CLEVELAND, O.

And Again!

CLEVELAND'S Largest Advertisers have expressed, indisputably, their confidence in the value of The Cleveland News as an Advertising medium. During 1925, Cleveland's five largest Department Stores, The May Co., The Bailey Co., Wm. Taylor Son and Co., the Higbee Co., The Halle Bros. Co., combined, placed a greater volume of their Advertising, aggregating a greater lineage, in The Cleveland News than in any other Cleveland paper. Here are the figures:

The Cleveland News	**12,325 Columns**
The Cleveland Press	**9,480 Columns**
The Cleveland Plain Dealer	**8,372 Columns**

News EXCESS over Press,
2,845 columns, or 30%

News EXCESS over Plain Dealer,
3,953 columns, or 47%

Represented by
Geo. McDevitt Company
250 Park Ave.
New York
People's Gas Bldg.
Chicago

THESE stores merchandise, successfully, a large bulk of nationally advertised products. Their knowledge of local advertising media is unquestioned. And they use most space, in Cleveland, where they get best results, in—

The Cleveland News
DAILY AND SUNDAY

Ohio's Greatest Newspaper

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS—Continued.

OHIO—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor Sunday Editor	City Editor Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
UHRICHSVILLE, 6,428.													
Chronicle (R) (161)	2,664	.015	...	Chronicle Co.	Paul H. Stoutt								
UPPER SANDUSKY, 3,779.													
Chief (D) (J) (d) (119-5)	2,840	.015	...	Chief Co.	Charles V. Read								
Union (I) (J) (none)	2,176	.011	...	Wyandot Union Pub. Co.	L. M. Newcomer					L. M. Newcomer			J. K. Everhart[1]
URBANA, 7,621.													
*Citizen (R) (J) (161)	634	...	...	Gaumer Pub. Co.	Norman W. Ralston	Norman W. Ralston	Ed Hullinger; Ray Ball[4]	C. F. Ridenour	Herman E. Harmer	Lou Hovey	Forrest Toomire		Geo. Ginn[2]
Democrat (D) (see Citizen)	4,597	...	...										
Combined daily	5,231	.025	...										
VAN WERT, 8,100.													
Bulletin (R (J) (d) (119-5)	2,274	.015	.015	J. H. Foster's Sons	Caples Foster	Caples Foster	H. Glenn Foster		Jay H. Foster	Caples Foster	H. Glenn Foster		Charles E. Walls; Jay H. Foster[1]
Times (I-D) (J) (none)	2,035	.013	.01	Times Ptg. Co.	Ford G. Owens		Julius Chandler	Ford G. Owens		A. C. Feigert			Ira Redlinger; M. J. Dannecker[1]
WAPAKONETA, 5,295.													
News (D) (J) (4)	4,150	.021	...	Democrat Ptg. Co.	Rue P. Melching	C. K. Rockwell		C. K. Rockwell					A. L. Edmiston[2]
WARREN, 35,000.													
Tribune-Chronicle (R) (161)	11,320	.045	039	Tribune Co.	Thomas H. Deming	Thomas H. Deming	Donald C. McCurdy; Clyde Schell[1]	Zell Hart Deming	Zell Hart Deming	Harry Rubenson	C. E. Gilliam	Marguerite Hunter	E. J. Gozzard
WASHINGTON COURT HOUSE, 7,962.													
*Herald (J) (none)	3,182	.018	.013	Herald Pub. Co.	Joseph H. Harper	Joseph H. Harper	B. E. Kelley; Howard S. Harper[4]	Joseph H. Harper	Earl McCoy	Earl McCoy	Earl McCoy	Earl McCoy	E. R. Hunt
Evening edition	....	...	...										
WELLSTON, 6,687.													
Sentinel (d) (none)	....	.009	...	Sentinel Pub. Co.	John D. Littleohn								
WILMINGTON, 5,037.													
News-Journal (R) (39)	3,403	.02	.02	W. J. Galvin	C. F. Davison	C. F. Davison	E. Reardon; Kroger Babb[4]	W. J. Galvin	R. K. Kerr	W. Hansford, Jr.; R. K. Kerr[3]	G. H. Willett	W. B. Hansford, Jr.	E. H. Parr
WOOSTER, 9,500.													
Record (I) (161)	6,779	.03	.03	Albert Dix & E. C. Dix	E. H. Hauenstein	E. C. Dix	Asa Williams	E. C. Dix	Albert Dix	Albert V. Dix; E. C. Dix[3]	W. E. Richard; John Flood		
XENIA, 12,000.													
Gazette (R) (161)	3,670	...	...	Chew Pub. Co.	J. A. Chew	R. A. Higgins	P. H. Frame	J. A. Chew		Charles A. Hinkle; R. A. Morgan[3]	L. A. Bales	Max Sauer	
*Republican (see Gazette)	1,548	...	...										
Combined daily	5,218	.025	...										
YOUNGSTOWN, 155,153.													
Telegram (I) (3)	32,522	.08	.061	Scripps-Howard League	W. L. Sturdevant	A. A. Reilly			J. T. Walters	A. G. McGarrity; Raymond Weber[3]	Walter L. Test	Raymond Weber	R. C. Binder
Vindicator (m) (I-D) (J) (95)	30,768	.08	.061	Vindicator Ptg. Co.	F. A. Douglas	Wm. F. Maag, Jr.; Arthur D. Maag[6]	W. L. Rook; Frank B. Ward[4]	William F. Maag, Jr.	W. O. Brown	W. O. Brown	B. J. Ullman	Wm. Fiffick	Carl Maag[1]
Sunday edition	29,720	.08	.061										
ZANESVILLE, 40,000.													
Signal (m) (D) (E) (161)	11,024	...	...	Zanesville Pub. Co.	W. O. Littick (M); J. R. Downs (E)	W. O. Littick (M); J. R. Downs (E)	W. O. Littick (M); J. R. Downs (E)	W. O. Littick (M); J. R. Downs (E)	C. W. Gibson	C. Nelson; F. J. Dosch[3]	C. L. Sink	Harry Cook	William Donnelly
*Times-Recorder (R) (E) (161)	19,208	...	...										
Combined daily	30,232	.07	...										
Sunday edition	8,334	.035	...										

OKLAHOMA

ADA, 8,012.													
News (m) (D) (J) (66)	2,405	.025	.02	News P. & P. Co.	W. D. Little	Byron Norrell; V. L. Hobson[5]	Vertis L. Hobson; Milton Yarbro[4]	W. D. Little	J. Hugh Biles	Cecil Qualls	Nina Collins	T. W. Brydia[3]	
Sunday edition	2,405	.025	.02										
ALVA, 5,100.													
Review-Courier (R) (J) (37)	2,725	.014	.011	C. D. Willard	C. D. Willard	C. D. Willard	Joe Beach	C. D. Willard	C. D. Willard	C. D. Willard	C. D. Willard	C. D. Willard	J. C. McConnell[2]
ARDMORE, 14,181.													
Ardmoreite (m) (D) (84)	6,135	.03	.027	John F. Easley	Wm. T. Lampe	Wm. T. Lampe; Harold Banks[5]	Wm. T. Lampe; Arthur Davenport[4]		Albert Riesen	Albert Riesen	W. C. De Cordova	E. P. Riesen	M. M. Bramlett
Sunday edition	6,135	.03	.027										
*Press (m) (D) (127-128)	6,203	.03	.025										
Sunday edition	6,203	.03	.025	J. A. Lloyd	Sam Blackburn		H. A. Davis	J. A. Lloyd	R. A. Lloyd	R. C. Horner; Hal Hussey[3]	W. F. Spearman	Larkin Braden	J. E. Jahnigan
BARTLESVILLE, 18,334.													
Enterprise (R) (J) (162-58)	4,310	.03	...	Bartlesville Pub. Co.	J. S. Leach	J. S. Leach	A. B. Hamlin; Warren Milligan[4]		E. M. Freiburger	E. J. Bosley	Frederick Wright		Ben Grubb; George Doran[1]
*Examiner (m) (I-R) (J) (66)	3,941	.03	.02	Examiner Co.	N. D. Welty	N. D. Welty	Clark Musgrove	N. D. Welty	Donald R. Welty	A. W. Trotter; Donald R. Welty[3]	W. R. Cooper	Gertrude McNabb	R. D. Callaway; C. D. Campbell[1]
Sunday edition	3,997	.03	.02										
BLACKWELL, 15,150.													
News (D) (J) (84)	3,004	...	...	C. Robert Bellatti	C. Robert Bellatti								
*Tribune (m) (D) (84)	8,380	...	...										
Combined daily	11,384	.06	.06										
Sunday edition	8,380	.06	.06										
BRISTOW, 12,000.													
Record (I) (J) (162-58)	2,324	.032	.032	Bristow Record Co.	L. M. Nichols	L. M. Nichols	Bert Huddleston; Robert Collins[4]	T. M. Nichols	T. M. Nichols	Fred L. Yates	George E. Bannister		Geo. C. Parker[2]
CHICKASHA, 10,179.													
Express (D) (none)	2,839	.021	...	Geo. H. Evans	Geo. H. Evans	J. Edwin Pool		Geo. H. Evans		Geo. Dismukes	W. D. Collier	V. B. Sanford	A. C. Crossman
CLAREMORE, 3,425.													
Progress (d) (157-4)	1,200	.018	...	A. L. Kates	W. C. Kates								
CUSHING, 10,000.													
Citizen (I) (J) (66)	2,560	.025	...	O. H. Lachenmeyer	Richard Elam	Richard Elam	Vernon Snell; Sam Hoover[4]	O. H. Lachenmeyer	O. H. Lachenmeyer	O. H. Lachenmeyer; H. M. Lachenmeyer[3]	H. M. Ely	M. Teskey	R. E. Miller; Louis Hawkins[1]
DRUMRIGHT, 6,460.													
Derrick (37)	3,166	.036	...	Lou S. Allard	Lou S. Allard								
DUNCAN, 8,000.													
Banner (m) (D) (J) (4-37)	....	.025	.025	Ed J. Leeman	Ed. J. Leeman								
Sunday edition	....	.025	.025										
DURANT, 7,340.													
Democrat (I) (J) (66)	2,167	.025	.018	Democrat Ptg. Co.	R. F. Story	R. F. Story	Wesley Dickey	G. W. Archibald	G. W. Archibald	Allen Hill; G. W. Archibald[3]	Allen Hill	Allen Hill	W. J. Hurst[3]
EL RENO, 7,737.													
Democrat (D) (J) (157)	2,800	.025	.025	Maher Bros.	T. W. Maher	T. W. Maher		J. R. Maher	J. R. Maher	J. R. Maher[3]	Ray Maher		John Owens; Ted Page[1]
ENID, 16,576.													
Eagle (I-R) (162-58)	5,722	...	...	Enid Pub. Co.	M. C. Garber	H. J. Godschalk	H. J. Godschalk; A. J. Strauss[4]	Wm. M. Taylor	Wm. M. Taylor	E. J. Freeman; M. T. Sexsmith[3]	Charles A. Killam	Mrs. J. H. Gherkin	Wm. A. Nutt
*News (m) (I-R) (162-58)	6,274	...	...										
Combined daily	11,996	.06	.045										
Sunday edition	8,100	.06	.045										

In TULSA—
The Tribune Leads!

1—The Publishers' Statements to the A. B. C. for the period ending Sept. 30, 1925, show that The Tulsa Tribune has a daily CITY CIRCULATION LEAD of 536 over the second Tulsa newspaper.

2—During 1925 The Tulsa Tribune led the second Tulsa newspaper by

622,048 Lines

of Local Advertising (excepting classified).

The Tribune led the second Tulsa newspaper

—in Department Store advertising by 84,952 lines
—in Men's Clothing advertising by 23,268 lines
—in Furniture advertising by 119,756 lines
—in Shoe advertising by 45,122 lines
—Amusement and Theatre advertising by 22,358 lines

Business is good in the Tulsa territory. The preference of Tulsa advertisers points the way for national advertisers to cultivate efficiently this rich market.

The Tulsa Tribune

RICHARD LLOYD JONES, Editor and Publisher
Published Evenings and Sunday Mornings
FIRST IN TULSA

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS—Continued.

OKLAHOMA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
FREDERICK, 3,822.													
*Leader (D) (J) (56)	....	...	...	J. L. Newland	J. L. Newland			R. O. Cull					L. M. Harris / R. D. Houser[1]
Leader (see above)	....	...	...										
Combined daily	2,230	.029	.029										
GUTHRIE, 11,757.													
Leader (m) (I) (mer) (66)	6,179	.05	.04	Leader Pub. Co., Inc.	Raymond Fields	George Davis	Robert Miller[4]	E. M. McIntyre	E. M. McIntyre	Gene Gillespie	William Duncan	Ruth Sawicki	John J. Loveless
Sunday edition	6,179	.05	.04										
HENRYETTA, 5,889.													
Free Lance (m) (none)	....	.029	...	George Riley Hall	Geo. Riley Hall								
Sunday edition	....	.029	...										
HUGO, 6,368.													
News (m) (D) (J) (162-58)	1,485	.021	.021	W. E. Schooler	E. M. De Weese								
Sunday edition	1,485	.021	.021										
LAWTON, 8,930.													
Constitution (m) (D) (J) (157)	3,468	.029	.029	Constitution Co., Inc.	Ned Shepler	Ned Shepler	Ned Shepler / Frank Hall[4]	Fred Shepler	W. R. Rice	Erin McKinney			J. L. Fergusson[2]
Sunday edition	3,468	.029	.029										
McALESTER, 13,200.													
News-Capital (I-D) (J) (66)	3,478	.025	.025	News-Capital Co.	Leon R. Calonkey	Leon R. Calonkey	Tom Steed	Fred G. Cowles	Fred G. Cowles	Sherman M. Goss. / Fred G. Cowles[3]	Joe L. Howe		
MIAMI, 6,802.													
News-Record (m) (I) (mer) (J) (161)	8,288	.04	.04	E. P. Martin	H. B. Hutchison	H. B. Hutchison	J. Bennett Wolfe	E. P. Martin		C. A. Cartlidge / L. E. Martin[3]	J. G. Carpenter	S. A. Dixon / C. E. Newton[1]	
Sunday edition	8,288	.04	.04										
MUSKOGEE, 42,000.													
News (m) (I) (8)	8,344	.045	.032	Eastern Okla. Pub. Co.	Carl Held	Carl Held / Paul Montgomery[5]	Pat Walsh / Walter Biscup[4]	A. O. Fuller	B. G. Gossett	C. R. Carson / A. O. Fuller[3]	A. E. White	L. W. Peckenpaugh	U. S. Taylor
Sunday edition	8,344	.045	.032										
*Phoenix (m) (I) (20)	12,743	...	...	Okla. Press Pub. Co.	C. H. Hopkins (E)	E. K. Bixby (M)	Roy Wallen (E)	C. A. Looney (E)	Joel H. Bixby (M)	D H. Wheeler (M) / G. W. Preston (E)	P. J. Schaefer (M) / Herbert Peters (E)		O. M. Alleger (E)
Times-Democrat (D) (20)	10,705	...	...										
Combined daily	23,448	.10	...										
Sunday edition	14,197	...	...										
Evening and Sunday	....	.10	...										
NEWKIRK, 2,533.													
Reporter (I) (J) (none)	612	.011	...	Hamlin Bros.	D. M. & J. E. Hamlin								J. E. Hamlin[1]
NORMAN, 9,000.													
Transcript (m) (I) (J) (162-58)	2,448	.028	.028	Transcript-Enterprise Pub. Co.	Fred E. Tarman	Fred E. Tarman	Fred E. Tarman / Harrell Lee[4]	R. H. Parham	R. H. Parham	T. E. Miller	Alfred Sloan	T. E. Miller	H. H. Royaltey / George Ellsworth[1]
Sunday edition	2,448	.028	.028										
NOWATA, 6,500.													
Star (m) (D) (J) (4)	....	.021	...	Star Pub. Co.	J. T. Norton								
OKLAHOMA CITY, 110,000.													
Oklahoma News (I) (3)	37,594	.10	.08	Oklahoma News Co.	E. A. Evans	Lee B. Woods	Grant McGee / Fred Jay[4]	Ward C. Mayborn	M. L. Crowther	Ed H. Johnson / S. S. Wallace, Jr.[3]	O. L. Cross	Helen J. Gregg	
*Oklahoman (m) (I-D) (E) (84)	65,629	...	...	Oklahoma Pub. Co.	E. K. Gaylord	Walter M. Harrison / H. C. Henderson[5]	R. G. Miller / Charles J. Brill[4]	E. K. Gaylord	Edgar T. Bell	H. E. Dreier / McHenry Tichenor[3]	Max W. Halmbacher	W. C. Grimes	R. E. L. Brown
Times (see Oklahoman)	58,310	...	...										
Combined daily	123,939	.02	...										
Sunday edition	82,433	.019	...										
Evening and Sunday	....	.025	...										
OKEMAH,													
Leader	(new daily)	.035	...	Okemah Pub. Co.	Raymond H. Fields	Virgil A. Fields		William Loftus					
OKMULGEE, 25,000.													
Democrat (m) (84)	3,506x	...	...	Times Pub. Co.	H. H. Horton			H. H. Horton			J. T. Horton		
Sunday edition	3,384x	...	...										
*Times (m) (84)	6,253x	...	...										
Sunday edition	6,301x	...	...										
Combined daily	9,759x	.065	...										
Combined Sunday	9,685x	.065	...										
PAWHUSKA, 10,000.													
Journal-Capital (m) (I-D) (J) (66)	2,743	.025	.025	Richard Elam	E. L. Gay	A. G. Marple	A. G. Marple	Richard Elam	V. J. Puryear	Roland Blanc	Lillian Stiner	Lillian Stiner	E. W. West / F. G. Forgy[1]
Sunday edition	2,743	.025	.025										
PERRY, 3,154.													
Journal (I) (J) (157)	1,069	.018	.018	W. K. Leatherock	W. K. Leatherock			W. K. Leatherock	W. K. Leatherock	W. K. Leatherock			
PONCA CITY, 14,360.													
News (m) (I) (J) (66)	4,525	.033	.025	Ponca City Pub. Co.	Clyde E. Muchmore	Clyde E. Muchmore.	Joe Meyer / E. G. Smith[4]	H. T. Leonard		J. E. Bemis / H. T. Leonard[3]	Glen Cornwell	Stella Rinehardt	Louis Ressler / J. E. Brewer[1]
Sunday edition	4,525	.033	.025										
SAPULPA, 11,634.													
*Times (m) (I) (J) (162-58)	3,185	.035	.025	Creek Co. Pub. Co.	Larue Thomas	Larue Thomas	A. M. Crooke / M. L. Thomas[4]	Larue Thomas	Bass Henry Clark	G. von den Linden	Helen Morris		M. L. Thomas / A. O. Hart[1]
Sunday edition	3,185	.035	.025										
Herald (I-R) (J) (none)	....	.025	...	John W. Young	John W. Young								
SHAWNEE, 15,348.													
*News (m) (I-D) (66)	6,321	.04	.05	H. G. Spaulding	H. G. Spaulding	H. G. Spaulding	H. A. Stroud	H. T. Nisbett	C. D. Parker	R. T. Meeker	C. D. Parker	J. E. Smith	
Sunday edition	6,563	.04	.05										
STILLWATER, 5,000.													
Press (I) (J) (4)	1,800	.021	.021	John P. Hinkel & Sons	Edwin H. Brown	Randle Perdue			Ethel M. Westbrook	William S. Hinkel			John W. Hinkel[1]
TULSA, 109,920.													
Tribune (m) (I) (150-128)	35,100	.09	...	Richard Lloyd Jones	Richard Lloyd Jones	Victor Barnett	H. R. Tucker / Lou Duffy[4]	Wm. B. Dimon		Charles M. Barde	J. V. Hollett	E. V. Willey	
Sunday edition	37,830	.09	...										
*World (m) (R) (22-65)	44,569	.11	.08	Eugene Lorton	T. A. Latta	B. A. Bridgewater / C. B. Poole[5]	Len Schneider / J. B. Olds[4]	F. O. Larson	F. O. Larson	R. A. Justus / C. P. Flynn[3]	E. E. Scott	W. R. Huffman	O. M. Harper
Sunday edition	49,286	.12	.08										
VINITA, 5,010.													
Journal (d) (4)	....	.018	...	Leader Ptg. Co.	Willis F. Allen								
WILSON, 2,286.													
Post (4)	(new daily)	.018	...										
WOODWARD, 3,849.													
Press (D) (J) (4)	396	.025	...	G. C. Lawrence	Pierce Munsey	G. C. Lawrence							

OREGON

ALBANY, 7,000.													
Democrat-Herald (I) (89)	4,109	.035	.035	W. L. Jackson & R. R. Cronise	W. L. Jackson	T. D. Potwin	W. C. Eakin / J. H. VanWinkle[6]	R. R. Cronise	R. R. Cronise	J. F. Howard	Elva Brown	Bruce Hunter	
ASHLAND, 4,283.													
Tidings (I) (J) (none)	1,785	.021	.021	Ashland Ptg. Co.	G. M. Green	G. M. Green	T. R. Jackson	G. M. Green	G. M. Green	G. M. Green	Georgie Coffee	Georgie Coffee	E. M. Berg[3]
ASTORIA, 13,000.													
*Astorian (m) (E) (J) (37)	2,422	.03	.017	J. S. Dellinger	J. S. Dellinger	J. S. Dellinger	James H. Cellars	J. S. Dellinger	J. S. Dellinger	Margaret Hubler	Harry W. Brooks	Margaret Hubler	Paul H. Kraetch[3]
Sunday edition	2,482	.03	.017										
Budget (I) (J) (none)	2,421	.029	.021	Budget Pub. Co., Inc.	M. R. Chessman		J. D. Gilbert	Lee D. Drake	Lee D. Drake	L. K. Miller	John Verschauren		J. L. Miller / L. J. Butterfield[1]
BAKER, 7,729.													
*Democrat (m) (D) (114-149-165)	1,479	.025	.025	I. B. Bowen	I. B. Bowen	I. B. Bowen	I. B. Bowen	Will H. Evans	Will H. Evans	Will H. Evans	Klass V. Powell	Will H. Evans	J. A. Smurthwaite
Sunday edition	1,477	.025	.025								Mrs. A. A. Whitaker		Fred L. Sheets

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Local	Publisher	Editor	Managing Editor Sunday Editor	City Editor Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BEND, 7,759.													
Bulletin (R) (J) (none)	1,870	.025	.025	Robert W. Sawyer	Henry N. Fowler	Henry N. Fowler	Henry N. Fowler, Ralph C. Curtis[4]	Robert W. Sawyer	Robert W. Sawyer	George T. Pearce	George Curtis	E. D. Belden	Ralph Spencer, R. W. Sawyer[1]
Central Oregon Press (I) (J) (89)	1,635	.025	.025	Bend Pub. Co.	*H. A. Moore	H. A. Moore	H. A. Moore	J. W. Jones	J. W. Jones	Dean Sellars	L. J. Sholtz	Dean Sellars	W. A. Beers[2]
CORVALLIS, 5,752.													
Gazette-Times (R) (J) (none)	2,115	.03	.025	C. A. Sprague	C. E. Ingalls	M. K. Myers		C. A. Sprague	C. A. Sprague	Sam Walters			Harry Lehnert[2]
EUGENE, 16,000.													
Guard (I) (89)	6,037	.035	.028	Guard Ptg. Co.	Paul R. Kelty		Fred Guyon	Eugene S. Kelty	E. L. Kimball, Eugene S. Kelty[3]	Gerald Garner	Sam Bronough		Elmer Wells
*Register (m) (R) (114-149-89)	5,728	.035	.03	Register Pub. Co.	Frank Jenkins	Otto Gilstrap[5]	H. E. Burnett, Otto Gilstrap[4]	E. R. Gilstrap	E. R. Gilstrap	Fred Baker			C. P. Sylvester
Sunday edition	5,869	.035	.03										
GRANTS PASS, 4,801.													
Courier (I-R) (J) (none)	1,317	.022	.022	A. E. Voorhies	Wilford Allen, Jr.	A. E. Voorhies	Wilford Allen, Jr.	A. E. Voorhies	A. E. Voorhies	A. E. Voorhies	Earle E. Voorhies		J. R. Higginbotham[2]
KLAMATH FALLS, 7,300.													
Herald (m) (R) (89)	3,160	.025	.025	Herald Pub. Co.	E. J. Murray	A. H. Raymond[5]	W. H. Perkins	R. M. Murray	Levant Pease	M. Kartes			George W. Rowe
Sunday edition	1,807	.025	.025										
*News (m) (I-R) (57)	2,818	.03	.021	News Pub. Co.		B. H. Stevenson	Charles F. Hunt	B. H. Stevenson	B. H. Stevenson	W. H. Grubbs	A. E. LaDieu	W. H. Grubbs	Walter Stronach
Sunday edition	2,818	.03	.021										
LA GRANDE, 6,913.													
Observer (I) (none)	2,611	.03	.029	Frank B. Appleby	Frank B. Appleby	Frank B. Appleby	Nolan Skiff	Frank P. Appleby	Harvey F. Mathews	O. E. Moran, H. F. Matthews[3]	D. E. Thrasher		Milton Price
MARSHFIELD, 4,034.													
Coos Bay Times (I-R) (89)	3,701	.03	.03	M. C. Maloney	M. C. Maloney	Dan E. Maloney	C. V. Bernard	M. C. Maloney	M. C. Maloney	H. Merriman	D. E. Maloney	H. Hartley	C. E. Hicks
Southwest Ore. News (R) (J) (37-57)	4,117	.03	.03	Lionel D. Gordon	Lionel D. Gordon	L. N. Prince	J. J. Burton, Peter Laurs[4]	Lionel D. Gordon	L. D. Gordon	A. W. Gust, S. Brooks[3]	C. J. Hanson	Elsie Fresh	Wm. K. Brownlow[2]
MEDFORD, 8,200.													
Mail Tribune (m) (I) (J) (none)	3,919	.03	.03	Medford Ptg. Co.	Robert W. Ruhl	Robert W. Ruhl	R. A. Koppas, Arthur Perry[4]	S. Sumpter Smith	S. Sumpter Smith	Herbert Crey, S. Sumpter Smith[3]	Inez Patton		A. F. Stennett, Al Hagen[1]
Sunday Sun	3,919	.03	.03										
OREGON CITY, 5,686.													
*Enterprise (m) (R) (J) (37)	2,115	.025	.029	E. E. Brodie	E. E. Brodie	E. E. Brodie	Taylor E. Huston, James B. Johnson[4]	Hal E. Hoss	B. O. Garrett	James B. Johnson	B. O. Garrett	H. B. Cartlidge[3]	
Sunday edition	2,115	.025	.029										
PENDLETON, 8,000.													
East Oregonian (I) (J) (133)	2,818	.025	.025	East Oregonian Pub. Co.	E. B. Aldrich	E. B. Aldrich	J. S. Harvey, E. P. Hoyt[4]	F. W. Lampkin	F. W. Lampkin	L. E. Gibbs	J. M. Dunning	L. E. Gibbs	Forrest L. Baker[2]
PORTLAND, 285,000.													
News (I) (mer) (68)	43,330	.10	.08	C. W. Myers	Fred L. Boalt	Floyd R. Fessler	Tom E. Shea, Billy Stepp[4]	C. W. Myers	C. W. Myers	Douglass D. Bellis, Paul C. Wicker[3]	Harry W. Ely	Earl W. Granger	Guy W. Hoyt
*Oregonian (m) (E) (R) (158)	99,404	.20	...	Oregonian Pub. Co.	E. B. Piper	E. B. Piper	H. E. Thomas	C. A. Morden	W. E. Hartmus	W. J. Hofmann	E. P. Hopwood		
Sunday edition	144,817	.25	...										
Oregon Journal (m) (I) (E) (mer) (10)	90,107	.18	.14	P. L. Jackson	B. F. Irvine	D. J. Sterling, Curtis Merrick[5]	C. T. Hoge, George Bertz[4]	P. L. Jackson	S. R. Winch	Gordon Brown, Will F. Hessian[3]	D. H. Smith	W. B. Schade	Mike Ritter
Sunday edition	114,803	.20	.15										
Telegram (I-R) (E) (163)	58,768	.14	.12	Telegram Pub. Co.	J.E. & L.R.Wheeler	O. C. Leiter	A. L. Crookham, L. M. Kennedy[4]	W. S. Jones	G. F. Law	Franklin S. Allen, J. F. Clement[3]	E. G. Wendling	W. B. Dunn	
ROSEBURG, 4,381.													
News-Review (I) (J) (57)	4,260	.021	.021	News-Review Co.	B. W. Bates	Bert G. Bates	Charles Stanton, L. F. Reizenstein[4]	B. W. Bates	M. M. Miller				U. I. Hunnicut[1]
SALEM, 22,000.													
Capital-Journal (I) (114-149-89)	6,835	.025	.025	George Putnam	George Putnam	Harry N. Crain		George Putnam	H. N. Yockey	E. A. Brown	W. A. Scott		Dan J. Agnew
*Oregon Statesman (m) (R) (J) (37-57)	5,607	.035	...	R. J. Hendricks	R. J. Hendricks	Fred. J. Tooze	Lee M. Merriman	R. J. Hendricks	R. J. Hendricks	Ralph H. Kletzing	W. H. Henderson	Ralph H. Kletzing	F. Jaskoski[2]
Sunday edition	5,876	.035	...										
THE DALLES, 7,500.													
Chronicle (R) (J) (none)	2,138	.025	.025	Ben. R. Litfin	K. L. Hicks	Ben R. Litfin	George Couper	Ben R. Litfin	Ben R. Litfin	H. P. Davey	L. Schassen	H. P. Davey	A. H. Larrabee[3]

PENNSYLVANIA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Local	Publisher	Editor	Managing Editor Sunday Editor	City Editor Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
ALLENTOWN, 87,329.													
*Call (m) (I) (J) (E) (150)	30,274x	.10	...	Call Pub. Co.	Percy B. Ruhe	C. J. Smith, John Y. Kohl[5]	E. J. McGottigan, Jos. McCarron[4]	P. W. Leisenring	P. W. Leisenring	P. W. Leisenring	Royal W. Weiler	Norman Bannerman	Harry Sherman
Sunday edition	21,285x	.10	...										
Chronicle & News & Evg. Item (R) (10)	10,807x	.05	.045	Chronicle & News Pub. Co.	John W. Stickle	John W. Stickle	Eugene T. Quinn, Fred P. Ward[4]	John W. Stickle	John W. Stickle	Arnold H. Frederick	Edward F. Fluck	Richard G. Martin	Walter S. Readinger
Leader (86-145)	....	.02	...	Leader Pub. Co.	George R. Roth								
ALTOONA, 66,000.													
Mirror (J) (none)	27,343x	.07	.042	Mirror Ptg. Co.	Harry L. Johnston	Harry L. Johnston	Elmer C. Ake, Herman Reifsnyder[4]	D. N. Slep	D. N. Slep	Fred G. Pearce	F. M. Hetrick		D. O. Nelson, A. Spencer[1]
*Tribune (I-R) (J) (8)	14,422x	.07	.03	Henry W. Shoemaker	J. Herbert Walker	Herbert Walker	F. Brantlinger[4]	Theodore Arter, Jr.	Herbert D. Brauff	P. H. Crawford, H. B. Zabriskie[3]	John H. Kuntz	L. B. Bradley	J. H. Thompson, A. B. Crane[1]
ASHLAND, 6,666.													
News (R) (J) (101)	2,710	.021	.021	Kyler Ptg. Co.	Nolan Kyler	Nolan Kyler	Kathryn Stief, Hubert Strunk[4]	Nolan Kyler	Nolan Kyler	Nolan Kyler	Agnes Simons	Agnes Simons	Kenneth Keller[2]
BANGOR, 5,402.													
News (I) (J) (d) (4)	1,400	.016	...	W. R. Grubb Estate	W. E. Grubb								
BEAVER, 4,200.													
Times (I-R) (22)	4,635	.03	.021	Daily Times Co.	Geo. R. Hemphill	E. L. Freeland	Geo. R. Hemphill, Ralph Bennett[4]	E. L. Freeland	E. L. Freeland	R. E. Slough	M. F. McBrier	M. F. McBrier	Robert Nulton
BEAVER FALLS, 12,802.													
Tribune (I-R) (J) (22)	6,183	.03	...	Tribune Ptg. Co.	Walter Hamilton		John Ray[4]	James H. March	James H. March	James H. March	John S. McLean		R. N. Johnson
BERWICK, 12,181.													
Enterprise (I) (74)	3,257	.021	...	R. L. Harder & R. E. Eyerly	R. L. Harder			R. E. Eyerly	R. E. Eyerly	C. A. Laubach			
BETHLEHEM, 50,358.													
Globe-Times (I) (81)	....	.06	.04	Globe Pub. Co.	H. B. Farquhar	R. E. Shafer	J. M. Litsch			L. C. Atwood, W. Wannemacher[3]	J. G. Williams	L. C. Horn	G. P. Moyer
(Note:—Globe purchased Times Oct. 19, 1925. Circulations prior to consolidations—Globe, 10,242; Times, 5,790.)													
BLOOMSBURG, 7,819.													
*Press (I) (J) (101)	7,535	.04	...	Vanderslice & Eyerly	Paul R. Eyerly			C. T. Vanderslice					
BRADDOCK, 20,879.													
News-Herald (R) (J) (37)	3,800	.035	...	Clark W. Kelly				Clark W. Kelly					
BRADFORD, 15,525.													
*Era (I) (101)	5,183	.029	.029	Era Pub. Co.	D. W. Dean	D. W. Dean	Ed C. Pearson	J. W. Milligan	J. W. Milligan	Wm. Eysinger, J. W. Milligan[3]	Romayne Hyland		T. E. Hoskins
Star & Record (R) (none)	4,977	.014	.014	Star Pub. Co.	R. P. Habgood	Gustine Cable	Miss G. E. Marsters, Raymond Siff[4]	R. P. Habgood					
BRISTOL, 10,273.													
Courier (R) (J) (4)	2,211	.017	.014	Bristol Ptg. Co.	Serrill D. Detlefson	S. D. Detlefson		James R. Wells		Edith Allen	Elma Haefner		W. C. Watson[2]

Explanation: Asterisk (*) indicates morning newspapers. (m) indicates Sunday morning edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic; (P-R) Prog. Republican; (P-D) Prog. Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as D for Daily, S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months' statement ending September 30, 1925; X indicates three-month statement ending September 30, 1925. All other circulation figures are Government statements for six months ending September 30, 1925. All quoted advertising rates are per agate line. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. In third column superior figure [3] following name indicates Sunday editor. In fourth column superior figure [4] indicates sports editor. In seventh column superior figure [5] designates National Advertising Manager. List of special representatives with key numbers on Pages 108-110.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS—Continued.

PENNSYLVANIA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor Sunday Editor	City Editor Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BROWNSVILLE, 9,077.													
Telegraph (R) (J) (101)	6,855	.036	.021	Brownsville Ptg. Co	Henry Baker Reiley	H. E. McCamic	Thorne Lane; Abe Herskovitz[4]	Henry Baker Reiley	Edw. O'Donnell	M. S. De Shong	S. M. Burns	Walter Catterall	M. A. Miterko[2]
BUTLER, 23,778.													
Eagle (I) (none)	13,017	.04	.027	Eagle Ptg. Co., Inc.	John Laing Wise	John Laing Wise	J. H. Reed; Foraker Ferrell[4]	B. L. Wise	B. L. Wise	Vernon L. Wise	J. F. Pollock	Vernon L. Wise	Ed Donnell
CANONSBURG, 10,632.													
Notes (I) (none)	....	.03	...	Notes P. & P. Co.	D. H. Fee			R. C. Potts	R. C. Potts				
CARBONDALE, 18,640.													
Leader (R) (J) (101)	5,652	.032	...	Sam Druck	J. L. Druck	G. W. Smithing	W. J. Connaughton; J. Miller[4]	C. J. Carden	C. J. Carden	C. J. Carden	W. J. Connaughton	Miss F. Chapman	Chas. Hauenstein; W. H. Ward[1]
CARLISLE, 10,916.													
Sentinel (D) (J) (d) (101)	3,973	.021	.018	The Sentinel	Allan D. Thompson	Allan D. Thompson	Charles H. Kutz	J. Vance Thompson	J. Vance Thompson	Lester L. Day		Lester L. Day	M. R. Gearhart[2]
CHAMBERSBURG, 13,171.													
Franklin Repository (R) (J) (101)	4,273	.025	...	A. Nevin Pomeroy	A. Nevin Pomeroy		Shirley J. Zarger	S. L. Brown	Robert Bickley	S. L. Brown	A. V. Vogle		C. H. Pensinger[2]
Public Opinion (I-R) (49)	4,454	.025	...	Public Opinion Co., Inc.	Ross K. Gilbert		Charles R. Nicklas	Herbert S. Foltz		S. A. Small			Edwin H. Frey
Valley Spirit (D) (J) (29)	....	.018	...	Valley Spirit Pub. Co.	Wm. Alexander								
CHARLEROI, 11,516.													
Mail (R) (J) (none)	2,404	.016	...	Mail Pub. Co.	L. L. O'Kane			H. E. Price					
CHESTER, 64,697.													
Times (R) (J) (83)	17,827	.06	.06	Charles R. Long & Frank C. Wallace	Charles R. Long & Frank C. Wallace	Frank J. Hickey	C. B. Ross; Joseph Trout[4]	C. R. Long & F. C. Wallace	C. R. Long & F. C. Wallace	Milton P. Carroll	Harry W. Cullis	Mrs. M. Schlor	M. Montague; R. J. Shoemaker[1]
CLEARFIELD, 8,529.													
Progress (R) (J) (mer) (101)	4,709	.029	.013	Progressive Pub. Co.	G. A. Stewart	G. A. Stewart	J. D. Connelly	G. A. Stewart	G. A. Stewart	R. S. Nightingale	Chas. B. Shugarts		A. M. Braund; Ed Dillon[1]
COATESVILLE, 14,515.													
Record (R) (74)	6,716	.03	...	C. H. Heintzelman	C. H. Heintzelman	F. B. Manship				E. J. Long			
COLUMBIA, 13,265.													
News (I) (J) (74)	3,943	.025	.025	W. E. Crist	W. E. Crist	W. E. Crist	R. H. Buldweiler; Charles Gable[4]	W. E. Crist	W. E. Crist	S. Smith Crist	Charles S. Stair		Isaac Hogentogler
CONNELLSVILLE, 16,105.													
Courier (R) (none)	5,801x	.02	.025	Courier Co.	John L. Gans		Walter S. Stimmel; James M. Driscoll[4]	James J. Driscoll	James J. Driscoll	J. Wylie Driscoll; Rose A. Donegan	J. Wylie Driscoll		C. B. McCormick
*News (I-D) (J) (56)	4,696	.025	.018	Connellsville Ptg. Co	M. B. Pryce	M. B. Pryce	Max Floto	M. B. Pryce	M. B. Pryce	J. B. Dixon	David S. Trimble	J. B. Dixon	R. M. Lieberger[2]
CORRY, 7,228.													
Journal (I-D) (J) (101)	2,914	.018	...	Arthur Colegrove	Arthur Colegrove								
DANVILLE, 6,952.													
*News (I) (J) (d) (101)	2,845	.018	...	F. P. Angle & Reed McCarthy	Reed McCarthy			F. P. Angle					
DONORA, 14,131.													
Herald (R) (J) (101)	....	.018	...	Grover W. Boyd	Grover W. Boyd								
DOYLESTOWN, 3,837.													
Intelligencer (R) (J) (74)	5,581	.03	...	Intelligencer Co.	Geo. S. Hotchkiss			Oscar O. Bean					
DU BOIS, 13,681.													
*Courier (R) (J) (101)	4,883	.029	...	Gray Ptg. Co	W. B. Ross		L. L. Long	L. F. Mohney		L. F. Mohney	L. F. Mohney	J. S. Gray	H. T. Gray[2]
Express (I) (37)	4,100	.013	...	A. E. Hasbrook	A. E. Hasbrook								
EASTON, 65,000.													
Express (I-D) (81)	23,462	.08	.08	Easton Pub. Co.	John H. McGrath	John H. McGrath	J. H. Merrill; Charles Reilly[4]		J. L. Stackhouse	A. M. Umholtz; J. L. Stackhouse[3]	M. F. Fickinger	R. W. Stevenson	
Free Press (R) (8)	11,277	.05	...	J. L. Druck & Frank B. Wilson		Wallace T. Bassett	John H. Boyle; A. M. Powell[4]	J. L. Druck	John W. Mann	L. N. Wagner	H. Frickenhaus	Don K. Wilson	James Drummond
EAST STROUDSBURG, 4,855.													
*Sun (I)	(new daily)	...	.018	Sun Ptg. Co.	Geo. T. James	Geo. T. James	Frank Boyle	E. H. Schoonover	E. H. Schoonover	Chester Meixel	Wm. Fisher		Geo. O'Reily
ELLWOOD CITY, 8,958.													
Ledger (R) (none)	2 800	.025	.025	Citizens P. & P. Co.	W. F. Kegel	Will C. Kegel	W. F. Kegel; C. Schetter[4]	Will C. Kegel	Will C. Kegel	Fred Scheppele	M. A. McIltrott		Lyle Brower
ERIE, 128,755.													
Dispatch-Herald (m) (I-R) (mer) (59)	28,823	.075	.061	Louis Benjamin		Austin J. White	Edward Dalton; Jack Kastner[4]	Louis Benjamin	W. O. Strong	C. C. Chamberlain; G. E. Magee[3]	O. E. Ellis	Earl McDonald	Peter P. Loesch
Sunday edition	23,385	.08	...										
Times (I-R) (84)	28,034	.08	.064	John J. Mead, Sr.	John J. Mead, Sr.	John J. Mead, Jr.	Frank E. Crane; J. C. Martin[4]	John J. Mead, Jr.	Richard D. Daley; O. L. Van Dusen[3]	G. E. Lynch	William Becker	Frank Johanessen	
FRANKLIN, 9,970.													
News-Herald (I-R) (J) (157)	6,665	.045	.045	News-Herald Ptg. Co	Wm. P. F. Ferguson	James B. Borland	James A. Murrin; Richard Ludwig[4]	Wayne W. Bleakley	George A. Fahey	George A. Fahey	Frank Mays Bowser	George A. Fahey	Frank A. Breakiron; Alvin E. Mowrey[1]
GETTYSBURG, 4,439.													
Times (I) (mer) (J) (49-86)	3,755	.025	.025	Times & News Pub. Co.	Herbert L. Grimm	Paul L. Roy	C. Richard Wolff; Paul L. Roy[4]	Herbert L. Grimm	Carl A. Baum	George W. Hunter[3]	R. Breighner	Jean Miller	F. Russell Smiley[2]
GREENSBURG, 21,000.													
*Review (R) (J) (24)	5,132	...	...	Tribune-Review Pub. Co.	E. Arthur Sweeny		Samuel George (M); E. H. Derby (E); Robert Hunter (E)[4]	Robert B. Herbert	J. Floyd Kuhns	Wm. Klingensmith	William Hohn		Frank E. Seifert; George Berry[1]
Tribune (see Review)	6,548	...	...										
Combined daily	11,680	.05	.041										
GREENVILLE, 8,101.													
Record-Argus (I) (101)	4,230	.018	.018	John L. Morrison	John L. Morrison								
HANOVER, 8,664.													
Record-Herald (I) (101)	4,468	.021	.018	Hanover Ptg. Co.	M. W. Naill	M. W. Naill	R. M. Barnitz; Edouard Grinier[4]	J. E. Flickinger	J. E. Flickinger	R. Geisler			H. W. Swartzbaugh
Sun (I) (J) (37)	9,746	.035	.019	Evening Sun Co.	C. H. Meredith	H. B. Hostetter	T. Y. Cooper	C. H. Meredith	Joseph Yingling	L. A. Carbaugh			J. H. Dillow[2]
HARRISBURG, 81,702.													
*Patriot (I-D) (E) (87)	20,865	...	...	Patriot Co., Vance C. McCormick, (Pres.)	Dean Hoffman			R. M. H. Wharton	V. H. Brackenridge	Homer E. Moyer	W. L. Good		
News (see Patriot)	46,665	...	...										
Combined daily	67,530	.14	...										
Sunday Courier (R) (J) (49)	7,000	.06	.05	H. & L. Lowengard	Harry Lowengard	Leon Lowengard	Anthony Kramer; Wellington Jones[4]	H. Lowengard	L. Lowengard	Robert Gates	Ed Keane	G. Lingle	Charles L. Rupp[2]
Telegraph (R) (J) (E) (150)	39,349	.095	.095	Telegraph Ptg. Co.	E. J. Stackpole, Sr. Ed.-in-chief. Gus. M. Steinmetz	B. C. Welker	Paul Walker; Wellington Jones[4]	A. R. Michener	Alfred P. Davies	R. C. Gohl	J. L. Young		H. A. Fry; E. Stackpole, Jr.[1]
HAZLETON, 33,365.													
Plain Speaker (I) (74)	9,868	...	...	J. R. Derschuck									
*Standard-Sentinel (I) (74)	9,853	...	...	Henry Walser									
Combined daily	19,721	.06	...										
HOMESTEAD, 20,452.													
Messenger (I-R) (J) (119-5)	4,713	.025	.025	Messenger Pub. Co.	Bert F. Kline	Charles Kramer	Bert F. Kline	H. P. Wiggins		H. P. Wiggins			C. R. Myles[1]
HUNTINGDON, 8,350.													
News (R) (J) (37)	3,150	.035	...	Joseph F. Biddle	Joseph F. Biddle			E. B. Shore		Ira H. Gardner	Ira H. Gardner		Fred Fluke; E. B. Shore[1]
INDIANA, 7,043.													
Gazette (R) (none)	....	.034	...	Indiana P. & P. Co.	R. H. Ray & F. M. Smith								


HARDWARE and HOUSE FURNISHINGS $13,300,000
MISCELLANEOUS COMMODITIES $17,460,000
FUEL and LIGHT $17,875,000
FOODSTUFFS $75,700,000
MEN'S APPAREL $15,175,000
WOMEN'S APPAREL $16,680,000
S.O.U.R. BROADCAST
SELLXSON
PIANOS
SHOES
BAR
HOTEL PENN
DRINK YOU
SALE
APARTMENTS
SUMMER FURS
Davis Chapeau
THE PHILADELPHIA RECORD
Readers Will Spend $156,160,000 in 1926.
Record Advertisers Are Cashing in on this Market
Are You Getting Your SHARE?
(The Philadelphia Record is Read by more families every Morning Than there are in the City of Pittsburgh.)

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS—Continued.

PENNSYLVANIA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
JEANNETTE, 10,627.													
News-Dispatch (R) (J) (157)	3,875	.035	.03	Jeannette Pub. Co.	C. M. Bomberger	Geo. H. Scruton	George H. Scruton; Edgar Henry[4]	C. M. Bomberger	C. M. Bomberger	Henry McNally	George H. Scruton	Harry Hollendonner	N. C. Griffith[3]
JERSEY SHORE, 6,103.													
Herald (I) (J) (37)	1,694	.018	...	Dr. L. M. Goodman	Joseph Summer		Joseph Summer	Joseph Summer	Joseph Summer	John L. Crane	John L. Crane	Ruth Shirey	Thomas Bacon[3]
JOHNSTOWN, 67,327.													
*Democrat (D) (J) (10)	18,064	.06	.036	Democrat Co., Inc.	Warren Worth Bailey	Warren Worth Bailey	James A. Blough; Geo. O. Simon[4]	Frank J. Studeny	Walter R. Suppes; Howard H. Thomas[3]	Al F. Pfarr	Walter R. Suppes	Paul F. Adams; F. J. McMullen[1]	
Tribune (R) (22)	30,686	.09	...	Anderson H. Walters	A. H. Walters; W. W. Krebs, V. P.	J. Campbell Murphy	L. B. Ashcom; George S. Cooper[4]	W. A. G. Lape	J. Wilbur Werry	John D. Walker			W. G. Barnes
KANE, 7,283.													
Republican (R) (J) (101)	2,978	.021	.021	Kane Republican Co.	G. Scott Smith	Ross K. Knapp		G. Scott Smith	W. C. Collinge				
KITTANNING, 7,153.													
Simpson's Leader-Times (I) (none)	5,542x	.025	.018	Simpson's Pub. Co.	Roland B. Simpson	Roland B. Simpson	Roland B. Simpson	Roland B. Simpson	Frank M. Shubert	David H. Henry	David H. Henry	Lula Van Dyke	Geo. Brookhart
LANCASTER, 58,000.													
*NewsJournal (m) (I) (150-43)	13,833	...	...	News-Journal Co., Inc.,	J. F. Steinman	W. L. Robinson; John H. Carter[5]	H. C. Brubaker; Melvin Martin[4]	J. F. Steinman	I. Z. Buckwalter	Louis G. Shenk; H. C. Carpenter[3]	Edward A. Miller	John O. Liebig	Marshall L. Detweiler
Intelligencer (D) (150-43)	14,073	...	...										
Combined daily	27,906	.08	...	Steinman & Steinman, Inc.	J. H. Steinman	A. E. McCullough	Carl N. Netscher; Geo. C. Crudden[4]	J. F. Steinman	I. Z. Buckwalter	Louis G. Shenk; H. C. Carpenter[3]	Edward A. Miller	John O. Liebig	Marshall L. Detweiler
Sunday News	19,144	.08	...										
New Era (R) (mer) (14)	21,415	.075	...		O. J. Keller	O. J. Keller	Elmer Curry; John Swank[4]	A. W. Harnish	E. H. Levan	M. C. Beck	C. B. Dorsey	H. S. Cresbaugh	
LANSFORD, 9,625.													
Record (I) (J) (101)	3,216	.021	.015	D. G. Watkins	D. G. Watkins	D. G. Watkins	Victor Dougherty			John L. Boyle			William Gormley[1]
LATROBE, 9,484.													
Bulletin (I-R) (J) (157)	5,002	.03	...	Latrobe P. & P. Co.	T. M. Whiteman			H. J. Whiteman					
LEBANON, 24,643.													
News (R) (J) (101)	10,187	.045	.035	Lebanon News Pub. Co.	Henry L. Wilder	A. B. Schropp	J. Herbert Manbeck; Lou Hoy[4]	John K. R. Schropp	John K. R. Schropp	John K. R. Schropp	Harvey Heffley	S. Donald Evans	John K. R. Schropp[3]
Report (I-R) (J) (49-86)	4,493	.02	...	William R. Mark	William R. Mark								
LEHIGHTON, 6,102.													
Leader (I) (J) (157)	1,940	.015	.015	Guy V. Morthimer	Guy V. Morthimer								Frank P. Heilman
LEWISTOWN, 9,849.													
Sentinel (I) (J) (74)	6,008	.025	...	Sentinel Co., Inc.	Meredith Meyers	Meredith Meyers	William G. McKee	Walter Fosnot	Walter Fosnot	Matthew MacCollum	Donald W. Notestine	Matthew MacCollum	W. V. Hetrick; J. Edgar Thompson[1]
LOCK HAVEN, 8,557.													
Express (I) (J) (none)	3,210	.02	.015	Express Ptg. Co.	F. D. O'Rej''y	F. D. OReilly	C. E. Oberheim; F. D. O'Reilly[4]	W. A. Kinsloe	W. A. Kinsloe	W. A. Kinsloe	Clyde Yoxheimer	W. A. Kinsloe	F. S. Painter; Clyde Yoxheimer[1]
McKEESPORT, 53,000.													
Journal (I) (8)	11,179	.06	.03	McKeesport Journal, Inc.	Jas. R. Alexander	Jas. R. Alexander	T. C. Langdon; C. B. Schwartz[4]	J. R. Alexander	J. R. Alexander	Edgar Bell	William Grisman	R. S. Hay	L. H. Circle
News (I-R) (101)	12,832x	.043	...	Daily News Pub. Co.	Jess E. Long			Jess E. Long					
MAHANOY CITY, 15,599.													
Mahanoy Press (I) (J) (37)	4,982	.025	.02	Press Pub. Co.	James A. Sullivan		James Crossen; James A. Sullivan[4]	Edward R. Williams	Edward R. Williams	Edward R. Williams			B. F. Nelson[1]
Record-Amerelcan (R) (J) (101)	5,279	.029	...	Amer.-Tribune Pub. Co., Inc.	James H. Kirchner		James Carrick; Russel Green[4]	David B. Davies	David B. Davies	David B. Davies	David B. Davies		Carl Brandaur; L. Olin Phillips[1]
MAUCH CHUNK, 3,666.													
News (I) (J) (101)	2,250	.018	...	E. B. Rauch									
Times (I) (J) (37)	2,360	.018	...	James J. Boyle	James J. Boyle								
MEADVILLE, 16,000.													
*Tribune-Republican (R) (J) (101)	5,426	...	...	Tribune Pub. Co.	Walter I. Bates			E. H. Sackett			Charles B. Menold		
Tribune-Republican (See above)	2,087	...	...										
Combined daily	7,513	.04	...										
MECHANICSBURG, 4,688.													
Local News (I) (mer) (J) (t) (4)	850	.029	.021	J. A. Bushman Co.	W. H. Wilson			J. A. Bushman	J. A. Bushman				Robert Gregory[2]
MIDDLETOWN, 5,920.													
Journal (R) (J) (none)	1,496	.01	...	H. B. Fox	H. B. Fox		C. R. Bausman	H. B. Fox			E. Campbell		J. Henry Fox[2]
MILTON, 8,638.													
Sttandard (I) (J) (101)	3,652	.021	...	Penn G. Hastings	Penn G. Hastings								
MONESSEN, 18,179.													
Independent (R) (J) (none)	2,843	.017	...	H. R. Pore	H. R. Pore								
MONONGAHELA CITY, 8,688.													
Republican (I-R) (J) (101)	2,200	0.25	...	Monongahela Pub. Co.	Claude E. Towner	R. L. Wiper; Floyd France[4]							James Keenan[1]
MOUNT CARMEL, 17,469.													
Item (I) (J) (101)	4,057x	.029	...	Mt. Carmel Item, Inc.	Wm. Penn Kemble	Wm. Penn Kemble	John H. Latshaw	Wm. Penn Kemble	Wm. Penn Kemble	Stephen A. Milo	John Foley	Lydia Kemble	R. J. Howells; H. L. Anthony[1]
News (I) (J) (E) (37)	4,403	.021	...	Daily News Pub. Co.	D. R. G. Farrow	D. R. G. Farrow	W. J. Kehoe; Dan Marnell[4]	Herman Ludes		Alex Hoppler	Kathryn McAndrew		John Hoy; C. F. Derr[1]
NEW BRIGHTON, 9,361.													
Beaver Valley News (R) (4)	1,256	.014	...	F. S. Reader & Sons	F. S. Reader								
NEW CASTLE, 52,000.													
News (R) (101)	16,067	.05	...	News Co.	George W. Conway	Fred L. Rentz	George W. Conway; Edw. Fritz[4]	Jacob F. Rentz	Jacob F. Rentz				
NEW KENSINGTON, 11,987.													
Dispatch (R) (J) (119-186)	4,710	.02	.02	Dispatch Pub. Co.	M. P. Endean	M. P. Endean	L. A. Lowman; Eddie Zetler[4]	Ed R. Peay	Ed R. Peay	John T. Endean; Frederick Mackey[3]	P. Quinn Roth	Mrs. F. Wolfe	P. F. Powell; W. G. Brookhowser[1]
NORRISTOWN, 35,000.													
Register (R) (J) (110)	4,444	.04	.04	Register Co.	Ellwood S. Moser	Earl R. Roth	Walter Robinson[4]	I. Powell Thomas		Lloyd Wandress			Calvin Northeimer[1]
Times-Heerald (R) (J) (14)	12,729	.06	.04	Ralph Beaver Strassburger	F. S. Fox	Walter A. Wilson	Walter A. Wilson; W. D. Cressman[4]	John C. Dye	Roy Huber		Roy Huber		Geo. W. Winthrop[1]
OIL CITY, 23,934.													
Blizzard (I) (J) (101)	3,531	.018	...	Blizzard Pub. Co.	S. M. Rosenthal								
*Derrick (R) (J) (83)	7,379x	.035	...		R. W. Egan	George F. Turnbull	C. Johnston; Cyril King[4]	Neal J. McBride	R. L. Begley	L. E. Lauer	R. L. Begley		C. S. Brooks; J. Nelson[1]

Explanation: Asterisk (*) indicates morning newspapers. (m) indicates Sunday morning edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic; (P-R) Prog. Republican; (P-D) Prog. Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as D for Daily, S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months' statement ending September 30, 1925; X indicates three-month statement ending September 30, 1925. All other circulation figures are Government statements for six months ending September 30, 1925. All quoted advertising rates are per agate line. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. In third column superior figure [5] following name indicates Sunday editor. In fourth column superior figure [4] indicates sports editor. In seventh column superior figure [3] designates National Advertising Manager. List of special representatives with key numbers on Pages 108-110.

PITTSBURGH

Pennsylvania

a big market
a rich market
at one advertising cost

The Newspaper Combination That
Covers the Field and Produces Greatest
Results Per Dollar for Advertising

Pittsburgh Gazette Times

MORNING AND SUNDAY

PITTSBURGH CHRONICLE TELEGRAPH

EVENING EXCEPT SUNDAY

Fourth Largest Trading
Area in America

Combined Daily Circulation	Combined Evening and Sunday Circulation
Over 210,000	**Over 260,000**

ADVERTISING LINAGE FOR 1925

Evening and Sunday Morning—16,014,782 Agate Lines
Evening, Morning and Sunday—21,430,836 Agate Lines

URBAN E. DICE, National Advertising Mgr.
Gazette Square, Pittsburgh, Pa.

E. M. BURKE, Inc.
42nd and Broadway, New York
122 S. Michigan Blvd., Chicago
Constitution Building, Atlanta, Ga.

R. J. BIDWELL COMPANY
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS—Continued.

PENNSYLVANIA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
PHILADELPHIA, 2,077,475.													
Bulletin (I-R) (158)	520,072	.65	...	William L. McLean	Fred Fuller Shedd	William B. Craig	Charles Israel		William Simpson	William Simpson	R. L. McLean		Frank Smith
*Inquirer (m) (I-R) (E) (142-147-78)	287,157	.45	...	Col. James Elverson, Jr.	Charles H. Heustis	John T. Custic	E. J. O'Keefe	Col. Jas. Elverson, Jr.	E. I. Bacon	E. I. Bacon	John L. Young	F. C. Erbele	G. O. Roe
Sunday edition	419,051	.65	...			Harry B. Nason[5]	Gordon McKay[4]						
News (tab) (R) (8)	51,300	.20	.09	Phila Tabloid Pub. Co.	Frederic E. Shapiro	J. H. Keen / T. Von Ziekursch[4]	Lee Ellmaker		John C. Marscher	James Brady	M. E. Cowperthwaite		Frank Markward
*Public Ledger (m) (I) (*S) (J) (E) (25-126-89)	128,594	...	...										
Public Ledger (see above)	197,802	...	...										
Combined daily	326,396	.60	.60	Public Ledger Co.	David E. Smiley	Morris M. Lee	S. S. Schwab (M). George M. Emery (E)	John C. Martin	John C. Martin	Samuel S. Reckefus	J. M. Annenberg	I. W. Williams	J. Clapham / W. W. Read[1]
Sunday edition	387,387	.60	.55			Cyrus H. K. Curtis (Pres.)	Charles W. Duke[5] / Jos. E. McGlynn[4]						
Evg. & Sunday	.....	.75	.70										
Record (m) (I-D) (mer) (J) (150)	148,853	.30	.20	Record Pub. Co.	John P. Dwyer	M. F. Ferguson	John T. Gibbs	Rowe Stewart	W. H. H. Neville	J. A. Abbott	H. W. Madara		A. J. Eissing
Sunday edition	121,314	.30	.20			George Morgan[5]	Dan Hake[4]						Samuel S. Edwards[1]
*Sun (tab) (25-126-89)	(new daily)	.15	...	Public Ledger Co.									
Sunday Item (R) (J) (none)	38,976	.20	.20	James J. Wray		James J. Wray	Carl Lourie		James J. Wray	Dennis Sullivan	Matthew Donovan		James J. Wray / Jack Burgin[1]
Sunday Transcript (I) (none)	58,963	.125	.125	Clement H. Congdon	Clement H. Congdon	Clement H. Congdon		A. B. Clarke	E. C. Huttenmiller	Dorothy Dash	G. C. Taylor	Dorothy Dash	Wallace Long
PHILIPSBURG, 4,000.													
Journal (I) (J) (none)	.....	.011	...	W. T. Bair	W. T. Bair								
PHOENIXVILLE, 10,484.													
Republican (R) (J) (74)	3,480	.03	.015	Phoenixville Pub. Co.	E. J. Breece	E. J. Breece	E. J. Breece	E. J. Breece	E. J. Breece	E. J. Breece			C. H. Albert / E. J. Breece[1]
PITTSBURGH, 988,273.													
Chronicle-Telegraph (R) (E) (24-12)	97,842	.21	...	Newspaper Ptg. Co.	George S. Oliver	Chas. W. Danziger		George S. Oliver	David B. Smith	Urban E. Dice	Joseph Aylward (E) / J. Miller, Jr. (M)		
*Gazette Times (m) (see above)	104,187	.21	...										
Combined daily	202,029	.36	...										
Sunday edition	138,669	.21	...										
*Post (m) (D) (103-48)	141,962	.23	.23	Post Pub. Co.	W. U. Christman	W. U. Christman / H. Geerlings[5]	Ray Sprigle	A. E. Braun	A. E. Braun	J. E. Trower	H. L. Beck	A. W. Hecker	Ross Hawk
Sunday edition	186,310	.25	.25										
Press (m) (I) (*S) (E) (3)	181,883	.28	28	Press Pub. Co.	John Y. Chidester	Chas. F. Gilmore / J. Y. Chidester[5]	William A. White / Ralph Davis[4]	Owen M. Phillips	Owen M. Phillips	Harry C. Milholland	Cyril G. Perry	George S. Foster	Edward W. Beiber
Sunday edition	233,377	.28	.28										
Sun (I-D) (103-48)	78,826	.20	.20	Sun Pub. Co.	C. L. Lancaster	F. W. Merchant	C. L. Lancaster / James Long[4]	A. E. Braun	A. E. Braun	J. E. Trower	H. Pearce	A. W. Hecker	Ross Hawk
PITTSTON, 60,143.													
Gazette (R) (J) (74)	.....	.035	...	William J. Peck	William J. Peck								
POTTSTOWN, 17,431.													
*News (I) (J) (74)	7,956	.04	...	Daily News Pub. Co.	J. Ernest Spare			W. L. Binder	W. L. Binder	John T. Wagner / H. W. Feather[5]	H. B. Hallman		C. H. Stetler / W. H. Moyer[1]
POTTSVILLE, 25,000.													
Journal (R) (J) (114-149)	10,387	.03	.03	H. I. Silliman	H. I. Silliman		C. Yocum / Walter Farquhar[4]	H. G. Rhoads	H. G. Rhoads	William H. Ent	E. Miller	M. Pickel	William Smith / R. Shearer[1]
*Morning Paper (R) (J) (74)	3,092x	...	...										
Republican (see above)	12,765x	...	...	J. H. Zerbey	J. H. Zerbey	J. H. Zerbey	J. H. Zerbey	J. H. Zerbey	J. H. Zerbey	J. H. Zerbey	W. S. Zimmerman	J. H. Zerbey	J. H. Zerbey
Combined daily	15,857	.07	.06										
PUNXSUTAWNEY, 10,311.													
Spirit (R) (J) (none)	4,400	.03	...	Spirit Pub. Co.	W. O. Smith	W. O. Smith	P. L. Smith		E. C. Kyper	E. C. Kyper	J. B. Hunger		E. C. Kyper / J. A. Harlan[1]
READING, 115,000.													
Eagle (m) (I) (J) (168)	39,925	.10	.08	Reading Eagle Co.	A. N. Burkholder	A. N. Burkholder / Robert M. Zellers[5]	Benjamin A. Freyer. Wm. P. Reedy[4]	Hawley Quier	Hawley Quier	William E. Althouse	D. K. Hoch	E. L. Sheirer	H. P. Yost / Byron Mortimer[1]
Sunday edition	27,021	.10	.08										
*Times (I) (E) (84)	19,464	.07	...	John H. Perry	Abe Hurwitz	Abe Hurwitz	Herbert Kohler / Daniel Harper[4]	I. J. Hornstein	C. W. Johnston	Edmund Levan	Hilton L. Epp	Harry Y. Sterett	
Tribune (m) (I) (10)	13,593	.06	...										
Sunday edition	10,916	.06	...					A. E. McGavin			Harry C. Richardson		
RENOVO, 5,877.													
Record (J) (d) (none)	.....	.014	...	John U. Shaffer	John U. Shaffer								
RIDGWAY, 6,490.													
Record (R) (J) (101)	2,617	.021	...	Ridgway Pub. Co.	A. T. Thompson, Jr.	A. T. Thompson, Jr.	A. T. Thompson, Jr.	F. E. Zurfluh	A. T. Thompson, Jr.	A. T. Thompson, Jr.			M. G. Helms[1]
ST. MARYS, 6,967.													
Press (I) (J) (37)	1,287	.018	...	J. A. Dippold	H. T. O'Brien	H. T. O'Brien	H. T. O'Brien	J. A. Dippold	J. A. Dippold	A. G. Brehm	Mrs. J. A. Dippold		Jerome Rogan / J. A. Dippold[1]
SAYRE, 8,078.													
Times (I) (119-5)	4,700	.025	.02	Sayre Ptg. Co.			Robert H. Hascall	Frank H. Cook	Frank H. Cook	Frank H. Cook			
SCRANTON, 150,000.													
*Republican (R) (E) (14)	34,031	.10	.08	Republican Pub. Co.	John E. Barrett	Robt. H. Fetridge	Robt. H. Fetridge / Edward Kelly[4]	Leslie B. Tyler		Martin J. Weir	Charles T. Buck	Richard Phillips	
Sunday Scrantonian (I) (74)	38,101	.09	.065	Scrantonian Pub. Co.	E. Tracy Sweet		Alex Thompson / Samuel Feldman[4]	W. M. Finn		Richard Little	M. L. Goodman		
Sunday Dispatch (I) (J) (37)	.....	.07	...	A. G. Kubelus	J. S. Gibbons								
Times (D) (95)	42,725x	.11	.11	Edward J. Lynett	Edward J. Lynett	John D. Keator	A. J. O'Malley / E. J. Gerrity[4]	J. E. Bradley	J. E. Bradley	J. W. Flanagan	E. J. Cullen	J. W. Flanagan	Charles Watkins
SHAMOKIN, 22,000.													
Dispatch (I) (49-86)	4,740	.029	...	Leader Pub. Co.	Clayton S. Scott	Clayton S. Scott	Howard O. Siglin		Clyde F. Ketner	Thomas O. Cook	Harry A. Long	Miss Merle Greager	Edward Kear
News (I) (J) (101)	4,287x	.029	.029	J. F. Hoover	J. F. Hoover	J. F. Hoover	Robert W. Malick / John H. Glass, Jr.[4]	J. F. Hoover	J. F. Hoover	Horace Hartman / Elsie B. Yoder[3]	A. R. Marhefka	C. W. Klinger	C. C. Hoover, Jr. / Walter Buffington[1]
Herald (I-R) (J) (d) (none)	.....	.014	...	J. Irvin Steel	J. Irvin Steel								
SHARON, 25,000.													
Herald (I-R) (J) (101)	7,031	.036	.021	Herald Pub. Co.	William B. Ramsay	William B. Ramsay	R. S. Lyman[4]	A. W. McDowell	A. W. McDowell	Paul H. Achre	J. B. Furey	Bella Gross	Jos. Pharmer[1]
News-Telegraph (I-R) (J) (8)	6,708	.03	.025	News-Telegraph Co.	W. L. Aiken	W. L. Aiken	Joseph B. Lavery / Ray Cooper[4]	A. C. Dickinson	C. B. Lartz	C. B. Lartz / Ellen M. King[3]	George W. Manning	Helen Goodall	M. Alderman[2]
SHENANDOAH, 24,726.													
Herald (R) (J) (101)	5,620	.032	...	Herald Ptg. Co.	C. T. Straughn	C. T. Straughn	Joseph F. Lyons		B. F. Parrott	T. J. Davies			George Hostetter[1]
STROUDSBURG, 5,278.													
*Press (I) (J) (74)	3,300	...	...	Monroe Pub. Co.	Colley S. Baker		Arthur F. Everitt / W. P. Deering	N. A. Frantz	N. A. Frantz	A. J. Gilinas	Hilda Shiffer	Irene C. Miller	N. O. Bender[2]
Record & Times-Democrat (see above)	4,500	...	...										
Combined daily	7,800	.045	.045										
SUNBURY, 17,500.													
Daily (I) (J) (101)	5,040	.021	...	Wm. F. Eichholtz	Francis G. Burrows		Francis G. Burrows / Fred J. Byrod[4]	Lewis Dewart		Delia A. Arthur / Lewis Dewart[3]	Roy H. Eisley	Delia A. Arthur	J. O. Lawrence[2]
Item (I) (J) (37)	4,959	.021	.021	Charles S. Farra	Harry H. Haddon	Harry H. Haddon	Basse A. Beck	Charles S. Farra	Charles S. Farra	Fred J. Byrod	F. G. Kalb	Fred J. Byrod, Sr.	Walter Weader / I. A. Shumaker[1]

1910 **FIRST** 1925

for sixteen years

AFTER a newspaper has, for sixteen consecutive years, led a highly competitive field in both volume and character of automotive advertising, as The PRESS has done in Pittsburgh, there is little need for that newspaper to prove superiority.

The fact that The PRESS has earned the confidence of the industry, as expressed in terms of dominant advertising lineage month after month and year after year, is proof in itself that this newspaper has brought and is bringing to automotive advertisers results—sales.

1925 was the seventh consecutive year in which The PRESS published over a million lines of display automotive advertising—a mark never yet attained by any other Pittsburgh newspaper.

It has been a conclusive test, as well as a long one, and it proves that The PRESS does reach buyers of motor vehicles and their accessories. A circulation that is 60 per cent greater than any other Pittsburgh paper in the Pittsburgh district alone is one reason for this result.

The Pittsburgh Standing in automotive display advertising for 1925

THE PRESS . . . . . 1,158,019 lines

Second Paper 832,405 lines
Third Paper 750,225 lines
Fourth Paper 303,289 lines
Fifth Paper 148,589 lines

THE
PITTSBURGH PRESS

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS—Continued.

PENNSYLVANIA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
SUSQUEHANNA, 6,100.													
Transcript (I-R) (J) (d) (157)...	1,200	.014	...	U. G. Baker	U. G. Baker	U. G. Baker	Paul S. Baker[4]	U. G. Baker	U. G. Baker				
TAMAQUA, 12,363.													
Courier (I-R) (J) (101).....	3,875	.029	.021	John M. & Robert H. Harris.	John M. Harris	John M. Harris	Robert C. Brown / Robert Meredith[4]	Robert H. Harris	Robert H. Harris	E. MacHirsh	Allen N. Stewart	Mary Wasson	Frank Miller[2]
TARENTUM, 10,061.													
Valley News (I-R) (J) (37).....	4,990	.025	.021	News Ptg. Co.	Charles D. Stuart	Charles P. Howe	George D. Stuart / John Marino[4]	Charles P. Howe	Charles P. Howe	George F. Schmitt	Hilda Larson	Laura M. Evans	Warren A. Hawthorne[2]
TITUSVILLE, 8,579.													
*Herald (R) (J) (157).....	4,911x	.029	.011	E. T. Stevenson	E. T. Stevenson	E. W. McNall	E. W. McNall / R. McCollum[4]	E. T. Stevenson	E. T. Stevenson	E. T. Stevenson	E. E. Ricketts	E. T. Stevenson	W. W. Kellogg / A. Benson[1]
TOWANDA, 5,000.													
*Review (I-R) (J) (74).....	5,374x	.04	...	Towanda Ptg. Co.	D. M. Turner			T. J. Finn	T. J. Finn				
TYRONE, 9,084.													
Herald (R) (J) (none).....	2,600	.018	...	Tyrone Herald Co.	B. C. Jones	T. C. Smith		T. C. Smith					T. C. Smith[1]
UNIONTOWN, 15,692.													
*Herald (R) (J) (none).....	10,357	...	...										
Genius (see Herald).....	7,236	...	...	Fayette Pub. Co.	J. Fred Shean	John J. Greene	John S. Albright	W. P. Harader	C. D. Harader	I. W. Coldren			E. M. Berry / James A. Long[1]
Combined daily	17,593	.03	...										
News-Standard (D) (J) (8).....	5,042	.03	...	News Pub. Co.	John O'Donnell	O'Neil Kennedy	Charles Hagans[4]	John O'Donnell	Dan Little	Charles Levin	Thomas B. Hunt		D. P. Miller / Frank O'Neal[1]
WARREN, 14,756.													
*Mirror (R) (101).....	3,882x	...	...										
Times (D) (101).....	4,401x	...	...	Times Pub. Co., Inc				W. A. Walker		Charles S. Kirschartz			
Combined daily	8,283x	.043	...										
Tribune (R) (157).....	3,654	.025	...	Tribune Co.	Hugh F. Eames								
WASHINGTON, 25,000.													
*Observer (I) (J) (22).....	10,911	...	...										
Reporter (see Observer).....	5,950	...	...	John L. Stewart	John L. Stewart	Lem Day (M) / M. H. Day (E)	L. R. Stewart[4]	John L. Stewart	H. L. Christman	H. L. Christman	W. P. Wilson	H. L. Christman	Frank B. Gaul[1]
Combined daily	16,861	.06	.04										
WAYNESBORO, 9,720.													
Press (I) (J) (4-119-5).....	1,738	.015	...	John H. Zink / Walter T. Todd	Walter T. Todd	G. Herbert Ervin		Walter T. Todd	Walter T. Todd				
Record-Herald (I-R) (101).....	3,203	.021	...	Floyd Chalfant	Floyd Chalfant	Paul M. Yost	W. Harry Gordon	Floyd Chalfant	Floyd Chalfant	Gerald F. Blessing	A. Stewart Etter		C. A. Waynant
WEST CHESTER, 11,717.													
Local News (I) (81).....	11,720	.04	.03	Local News Co., Inc	E. L. McKinstry	E. L. Kinstry	E. L. McKinstry	L. H. Shields	C. E. Stoneback	Jos. B. Taylor	C. E. Stoneback	Walter A. Clark	
WILKES-BARRE, 76,951.													
News (R) (114-149).....	13,682	.035	.025	John A. Hourigan	John J. MacSweeney	J. J. MacSweeney	J. J. MacSweeney / Wm. B. Loftus[4]	James F. McKeown	Joseph Waselewski				
*Record (R) (10).....	23,279x	.05	...	Record Co.	Eugene T. Giering	J. V. Heffernan	Robert W. Johnson / Joseph J. Walsh[4]	Guy W. Moore	H. L. Campbell	Joseph G. Upton	H. L. Campbell	Joseph L. Daley	
Sunday Independent (I) (83).....	18,127x	.06	.04	Independent Co.	Thomas F. Heffernan	J. V. Heffernan	Joseph T. Murphy	Thomas F. Heffernan	Geo. P. Heffernan	P. A. Golden			
Times-Leader (I) (mer) (J) (95)..	24,945x	.06	.06	Leader Pub. Co.	E. G. Smith (Pres.) / F. C. Kirkendall, Jr. / & Wesley E. Woodruff (Asso. Eds.)	Joseph T. Murphy	Joseph T. Murphy / F. X. Welch[4]	Ernest G. Smith	Ernest G. Smith	Joseph A. Crawley / Bessie Lenahan[3]	P. A. Golden	Louis Ganny	W. E. Prophet / Arnott L. Jones[1]
WILLIAMSPORT, 45,000.													
*Gazette & Bulletin (R) (J) (10)..	10,175	.03	...	Gazette & Bulletin Pub. Assn.	Elmer L. Schuyler		Norman Gage	H. R. Laird		Ferd. D. Page	James P. Melick		W. E. Shiffer[1]
Sun (I) (110).....	19,982	.07	...	George E. Graff	John E. Person	Edmund F. Wolf	Howard E. Ade / Mark Good[4]	George E. Graff	William I. N. Cox	Harry C. Hagan	D. G. Stark		
YORK, 47,512.													
Dispatch (I-R) (J) (10).....	19,197	.05	...	Dispatch Pub. Co.	E. B. Williamson	E. B. Williamson	E. B. Williamson	H. W. Young	H. F. Eyster	R. M. Stagemyer / H. F. Eyster[3]	C. H. Blasser	R. M. Glatfelter	D. F. Young / H. F. Owen[1]
*Gazette & Daily (I-D) (J) (81)...	19,134	.05	...	York Gazette Co.	A. C. Weist & J. W. Gitt	Bernard T. Elsessor.	Jay Good / Ashmer Owens[4]	J. W. Gitt	F. E. Kain	Gilbert A. Deitz	M. Elizabeth Gitt	J. Harold Coffman	Harry Morris / George E. Thomas[1]

RHODE ISLAND

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
NEWPORT, 30,255.													
*Herald (4).....	....	.012	...	Newport Herald Corp.	L. K. Carr								
News (I) (none).....	6,460	.026	.026	T. T. Pitman Corp.	Edward A. Sherman	Benj. F. Thurston	Fred. W. Hammett	Edward A. Sherman	Francis I. Greene	Francis I. Greene	Carl O. Gustafson		
PAWTUCKET, 92,000.													
Times (I-R) (68).....	26,612	.07	.07	Times Pub. Co.	Charles R. Thurston	Daniel J. Lawlor	Peter J. Carroll / Clarence E. Boston[4]	Charles O. Black	Charles O. Black	Willard E. Binford / Harry B. Adsit[3]	Stanley T. Black	Milton O. Black	George Mason
PROVIDENCE, 309,752.													
Bulletin (I) (E) (mer) (59-13)..	66,403	.17	.15										
*Journal (m) (*S) (59-13).....	37,839	.10	.09			G. Carpenter (M) / S. Brown (E) / Walter S. Ball[5]	Leo Mooney (M) / David Patten (E) / Charles Coppen[4]	Allison Stone	Allison Stone	A. L. Poorman	T. F. Farrelly	J. A. Dogherty	Frank F. Shaw
Total daily	104,242	.23	.215	Providence Journal Co.									
Sunday edition	65,304	.17	.15										
News (D) (mer) (127-128).....	29,421	.08	.06	Hope Pub. Co.	Oliver J. Cromwell	Charles Oberly / Arthur Markey[4]		R. I. Wakeman	W. P. Kennedy	W. F. Kelley	James Burns		
Tribune (m) (I) (E) (154-119-5)	22,049	.09	.08										
Sunday edition	9,643	.09	.08	Providence Tribune Co.	George W. Potter	David J. Barry	Martin J. Flaherty / Joseph D. McGlone[4]	David J. Barry	David J. Barry	T. F. Dwyer	D. J. Dwyer, Jr.	Joseph M. Finkle	Daniel J. Dwyer
WESTERLY, 9,952.													
Sun (m) (R) (J) (22).....	4,730	.025	.025	George B. Utter	George B. Utter	George B. Utter	Edgar P. Maxson / Herbert P. Clark[4]	George B. Utter	Geoerge B. Utter	Wilfred B. Utter	Geeorge B. Utter	Wilfred B. Utter	Lewis R. Greene[1]
Sunday evg. edition	4,781	.025	.025										
WEST WARWICK, 4,500.													
Pawtuxet Valley Times (I-R) (J) (4)	2,766	.03	.03	Irving P. Hudson	Irving P. Hudson	Irving P. Hudson	Wilton P. Hudson[4]	Irving P. Hudson	Wm. J. Hammond	Wm. J. Hammond	Wm. J. Hammond	Wm. J. Hammond	John B. Wilcox / Irving P. Hudson[1]
WOONSOCKET, 49,529.													
Call & Reporter (I) (68).....	13,959x	.05	.05	Samuel E. Hudson / Buel W. Hudson (Asst.)	S. E. Hudson	A. H. Crowell	T. J. Crane	S. E. Hudson	C. W. Palmer	C. W. Palmer / R. M. McCaffrey[3]	C. W. Palmer	N. I. Staples	F. E. Fairbanks

SOUTH CAROLINA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
ANDERSON, 18,000.													
*Independent-Tribune (m) (I) (42).	4,260	.03	.02										
Sunday edition	4,380	.03	.02	Wilton E. Hall	Wilton E. Hall	Wilton E. Hall / Franklin Acker[5]	S. A. Hall	Wilton E. Hall	Wilton E. Hall	H. F. Lee	Charles Cheatham	Bessie Palmer	Eugene Dyar
Mail (I-D) (22).....	4,203	.03	.03	G. P. Browne	G. P. Browne	G. P. Browne	W. S. Bewley	R. P. Browne	G. Paul Browne	A. G. Barton			Paul Murphy
CHARLESTON, 74,338.													
*News & Courier (m) (D) (10-93)	12,138	.05	...										
Sunday edition	13,896	.05	...	News & Courier Co.	Robert Lathan			Robert Lathan	Charles Robertson		F. A. Huneken		
Post (I-D) (23).....	14,067	.05	...										
(Note: After March 1, 1926, National rate .06 flat)				Evening Post Pub. Co.	T. R. Waring		F. O. Emerson	H. T. McGee	G. J. Jenkins	V. L. T. Cooper			

They Dominate in

PITTSBURGH

Largest Circulation
Greatest Confidence
Strongest Pulling Power

THE PITTSBURGH POST
THE PITTSBURGH SUN

A greater coverage in the Pittsburgh district than is afforded by any other publishing house is offered to you by The Post and The Sun daily and The Sunday Post.

The daily Post leads in the morning field by 38,000. The combined weekly purchases of the morning, evening and Sunday issues of these newspapers exceed 1,500,000 copies—a figure approached by no competitor.

More important, these newspapers offer you coverage that commands confidence. The people of the Pittsburgh district recognize that The Post and The Sun first of all are **news**papers, that they have no axe to grind, that they are reliable in news and advertising alike, that they are aggressive and courageous, broad-minded and public-spirited.

The Post and The Sun are read by men and women who believe in them.

You can reach greater buying power
With greater pulling power through

The Pittsburgh Post **THE PITTSBURGH SUN**

LORENZEN and THOMPSON, Inc.
REPRESENTATIVES

NEW YORK	CHICAGO	SAN FRANCISCO
19 West 44th Street.	Peoples Gas Building.	Kohl Building.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS—Continued.

SOUTH CAROLINA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
COLUMBIA, 53,000.													
Record (m) (I-D) (20)	14,459	.05	.05	R. Charlton Wright	R. Charlton Wright	Wyatt A. Taylor	John M. Banks[4]	Hill A. Gardiner			O. H. Wilson		E. R. Britton
Sunday edition	14,303	.05	.05										
*State (m) (D) (J) (23)	23,666	.07	.054	A. E. Gonzales	Wm. E. Gonzales	McDavid Horton	S. L. Latimer, Jr.	A. E. Gonzales	F. C. Withers	Wm. P. Etchison	J. L. Erwin	C. S. Henry	A. B. Watson; C. C. Muller[1]
Sunday edition	24,838	.07	.054										
FLORENCE, 10,968.													
*News-Review (m) (D) (67)	5,140	.03	.03	Florence Ptg. Co.	J. A. Ziegler	J. M. O'Dowd							
Sunday edition	5,140	.03	.03										
GREENVILLE, 30,000.													
*News (m) (I-D) (mer) (22)	21,704	.07	.05	B. H. Peace	B. H. Peace	E. N. Smith	A. C. Hamilton; Carter Latimer[4]	B. H. Peace	R. C. Peace	W. A. Kindel; Charles Peace[3]	A. F. Ballentine	P. F. Benson	T. P. Cantwell
Sunday edition	22,949	.07	.05										
Piedmont (D) (67)	10,049	.04	.035	Piedmont Co.	J. Rion McKissick	A. T. McCain	Chas. H. Garrison	W. B. Swindell	W. B. Swindell	J. G. Young; W. E. Bell, Jr.[3]	C. B. Partin	J. B. Painter	M. E. Guntharp
GREENWOOD, 8,703.													
Index-Journal (m) (D) (J) (22)	4,348	.03	.03	Index-Journal Co.	H. L. Watson	H. L. Watson	E. P. Wideman; T. S. Martin[4]	J. S. Bailey		C. E. Godfrey; G. W. Gardner, Jr.[3]	D. P. Self		W. A. Culbertson; C. P. Seymour[1]
Sunday edition	4,348	.03	.03										
ROCK HILL, 8,809.													
Herald (I-D) (22)	2,845	.025	...	A. W. Huckle	A. W. Huckle	A. W. Huckle	Lyles Hicklin	A. W. Huckle	H. H. Brown				
SPARTANBURG, 28,176.													
*Herald (m) (D) (mer) (22)	7,252	...	...	Herald-Journal Co.	C. O. Hearon (M)	D. A. Tillinghast (M)	Daniel Ravenel (M)	William W. Holland			William W. Holland	J. M. Blalock	
Journal (see Herald)	4,172	..	...										
Combined daily	11,424	.05	.05	Herald-Journal Co.	P. H. Fike (E)	E. W. Wallis (E)	A. G. Keeney (E)						
Sunday Herald	9,939	.05	.05										
SUMTER, 9,508.													
Item (D) (J) (none)	1,974	.018	...	Osteen Pub. Co., Inc.	H. G. Osteen	H. G. Osteen	H. D. Osteen	H. G. Osteen	R. W. Beaty[3]		R. M. Dollard		
UNION, 6,141.													
Times (D) (none)	2,800	.021	...	Lewis M. Rice	Lewis M. Rice								

SOUTH DAKOTA

ABERDEEN, 17,000.													
*American (m) (I-R) (J) (132)	5,822	...	...	C. D. Kimball		F. W. Meyers (M), J. H. McKeever (E)	J. H. McKeever	C. D. Kimball	C. D. Kimball			Katherine Sheridan	
News (see American)	4,557	...	...										
Combined daily	10,379	.06	....										
Sunday edition	8,875	.06	...										
DEADWOOD, 2,403.													
*Pioneer-Times (m) (R) (J) (d) (157)	1,600	.03	.03	Bonham & Morford	Earl B. Morford								
Sunday edition	1,600	.03	.03										
HURON, 10,196.													
Huronite (I-R) (J) (132)	5,801	.04	...	Bowen Pub. Co.	George H. Bowen	L. G. Lee	Guy G. DeShon	George H. Bowen	George H. Bowen	D. M. Easton			W. J. Bachman[2]
LEAD, 6,810.													
Call (R) (J) (d) (37)	1,335	.025	.025	J. A. Stanley	J. A. Stanley	J. A. Stanley	Fred Huebsch	J. A. Stanley	George L. Been	George L. Been	Lee L. Shoff		Herschel Miller[2]
MADISON, 4,144.													
Leader (none)	....	.016	...	J. F. Stahl	J. F. Stahl								
Sentinel (R) (J) (mer) (none)	....	.021	...	F. L. Mease	F. L. Mease								
MITCHELL, 10,000.													
Republican (I-R) (J) (132)	8,788	.05	...	Mitchell Pub. Co.	W. R. Ronald	D. K. Hoopes	C. Niblock[4]	W. R. Ronald	W. R. Ronald	R. E. Morrison	M. Paulin	A. Carlson	C. P. Hartwick[2]
PIERRE, 3,205.													
Capital Journal (I-R) (J) (d) (157)	1,700	.02	.02	Hipple Ptg. Co.	J. E. Hipple	R. B. Hipple	James B. Hipple	Robert B. Hipple	Robert B. Hipple	Louis Hengel	Robert B. Hipple	Louis Hengel	Louis Gaugenmeier; R. B. Hipple[1]
Dakotan (R) (J) (d) (37)	818	.018	...	State Pub. Co.	T. B. Roberts, Jr.	T. B. Roberts, Jr.				G. M. Roberts			T. B. Roberts, Jr.[1]
RAPID CITY, 7,459.													
Journal (R) (J) (132)	3,100	.03	.03	Journal Pub. Co.	Chas. H. J. Mitchell	Edw. F. Lusk	Harold W. Card	Chas. H. J. Mitchell		G. F. McCannon	W. F. Clark	Margaret Klinkner	J. F. Cauley; N. A. Nicoli[1]
SIOUX FALLS, 31,500.													
Argus-Leader (R) (132-73)	27,311x	.08	.06	Argus-Leader Co.	Charles M. Day	H. R. Safford	Raymond Horn; J. A. Ashley[4]	B. C. Daw	Ernest J. Kahler	D. T. Kieffer; E. J. Kahler[3]	Ernest J. Kahler	Ernest J. Kahler	Don E. Wood
*Press (m) (I) (168)	13,033x	.06	.05	F. C. Christopherson	F. C. Christopherson	Geo. E. Masters; Leon S. Davis[5]	Ted L. Ramsey; E. J. Lalley[4]			Geo. W. Talbott	M. T. Bentson	F. L. Bauman	George L. Roe
Sunday edition	14,857x	.06	.05										
WATERTOWN, 9,400.													
Public Opinion (R) (J) (132)	5,217	.04	...	Public Opinion Pub. Co.	G. B. Elliott	G. B. Elliott			A. J. Albrook		Florence Potticary		
YANKTON, 5,024.													
Press & Dakotan (R) (J) (157)	4,018	.04	.025	Yankton Ptg. Co.	Fred Monford	W. C. Lusk	A. W. Westhorpe; Walter Travis[4]	W. C. Lusk	M. W. Lusk	M. J. Mitchell; W. C. Lusk[3]	F. Peters	I. Reese	W. Sargent[2]

TENNESSEE

CHATTANOOGA, 75,000.													
News (D) (20)	29,274	.08	.065	Chattanooga News Co.	George F. Milton	George Butler	Charles Poe	Walter C. Johnson		Frank J. Hitz	Hubert E. Johnson	J. D. Rivers	L. P. Clarkson
*Times (m) (I-D) (23)	30,203	.10	...	H. C. Adler	L. G. Walker	A. S. Ochs, II	T. A. Rogers; W. G. Foster[4]	H. C. Adler	W. S. Weitzell	P. H. Hart	T. N. Smisson	T. G. Dowdy	J. H. Street
Sunday edition	30,230	.10	...										
CLARKSVILLE, 8,100.													
Leaf-Chronicle (D) (J) (10)	3,008	.025	.025	M. Stratton Foster			Carl E. Page; Stanley Gower.[4]	M. Stratton Foster		Eliz. C. Herndon; Frances Osborne[3]	John McDonald	Frances Gunn	Ben Davis; Earl Sinclair[1]
CLEVELAND, 6,522.													
Banner (I-D) (4)	1,560	.021	.018	W. E. & W. L. Rodgers	Will L. Rodgers								
COLUMBIA, 5,526.													
Herald (none)	2,087	.021	...	Herald Co.	John Wesley Finney								
GREENEVILLE, 3,775.													
Democrat-Sun (I) (J) (mer) (157)	4,037	.032	...	E. O. Susong	S. O. Susong		E. O. Susong	W. H. O'Keefe	I. H. Smith		W. H. O'Keefe	I. H. Smith	P. E. Lane; Lewis Kuich[1]
JACKSON, 18,860.													
Sun (m) (D) (20)	6,610	.03	.02	Albert A. Stone	C. Harris Brown	C. Harris Brown	Guy R. Windrom; J. D. Bledsoe[4]	Albert A. Stone	Albert A. Stone	A. Lacy Price; Aaron Robinson[3]	J. E. McClure	H. L. Connally	F. R. Haskins
Sunday edition	6,754	.03	.02										
JOHNSON CITY, 19,074.													
*Chronicle (m) (R) (67)	3,608	...	...	Appalachian Pubs., Inc.	Guy L. Smith (M), Carroll E. King (E)	Carroll E. King	F. W. Hoss; Wm. McDonald[4]	Guy L. Smith	W. Gerald Goode	Geo. Matthews	Orville S. Martin	M. X. Garinger	Irby S. Sheaff
Staff-News (m) (see Chronicle)	3,540	...	...										
Combined daily	7,148	.05	...										
Sunday edition	6,498	.05	...										
KINGSPORT, 5,692.													
Times (m) (I) (J) (119-5)	3,502	.03	.033	Thomas H. Pratt	Howard Long	Howard Long	William Snow	L. L. Duckett	W. S. Wadell	W. B. Pendelton	L. L. Duckett	C. E. Boyd[1]	
Sunday edition	3,744	.03	.033										

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
KNOXVILLE, 119,904.													
*Journal (m) (R) (87)	28,502	.07	...	A. F. Sanford	William Rule	T. J. Simmons	D. M. Owens	Fred T. Bonham			W. S. Burnett	R. Rex Wallace	
Sunday edition	26,060	.07	...										
News (I) (3)	15,751	.04	.03	Scripps-Howard Newspapers	E. J. Meeman	L. W. Miler	R. L. Wilson[4]		M. G. Chambers	T. A. McMillan / W. H. Linebaugh[3]	A. C. Jarvis	J. W. Stalsworth	
Sentinel (m) (D) (150)	26,545	.07	.046	L. D. Tyson	James H. Moore			Wiley L. Morgan	H. A. Rouser	W. W. Ayres	H. L. Baker		
Sunday edition	27,125	.07	.046										
MEMPHIS, 211,056.													
*Commercial Appeal (m) (D) (*S) (mer) (23)	99,989	.18	...	C. P. J. Mooney	C. P. J. Mooney	C. P. J. Mooney / Dave Frazier[5]	Sam Kahn / H. Caldwell[4]		J. W. Hays	G. W. Ritchie	W. H. Alexander	G. W. Ritchie	George Reich
Sunday edition	126,063	.21	...										
News-Scimitar (m) (I) (14)	52,485	.14	.10	Bernard L. Cohn	George Morris	R. L. Millett / R. D. Marks[5]	John Bondurant / Robert Pigue[4]		John M. Hertel	W. W. Wortin	F. L. Newell	Robert Bellew	
Sunday edition (tab)	43,989	.15	...										
Press (I) (mer) (3)	44,249	.09	...	Memphis Press Co.	G. V. Sanders	L. G. Swarts	Harry Cherry[4]		J. A. Keefe	C. A. Moore	W. E. White	A. N. Renshaw	E. A. Roberts
MORRISTOWN, 5,881.													
Gazette & Mail (I) (none)	2,600	.032	...	John E. Helms, Jr. / C. O. Helms	John E. Helms, Jr.	John E. Helms, Jr.	C. O. Helms	John E. Helms, Jr.					
NASHVILLE, 143,692.													
Banner (m) (I) (10)	51,750	.11	.096	E. B. Stahlman	Walter Cain	M. B. Morton / Evans Joseph[5]	Howard Eskridge / Ralph McGill[4]	James Stahlman	Edgar M. Foster	A. B. Clark / K. C. Kayce[3]	Horace Powell	A. T. Miller	E. B. Dakin
Sunday edition	54,748	.12	.103										
*Tennessean (m) (D) (E) (20)	40,769	...	...	Luke Lea	J. I. Finney	J. H. Nye / Robert Rowlett[3]	Geo. Simmons (M) / R. B. Niese (E) / Claude Horn[4]	Luke Lea	Luke Lea	Enoch Brown, Jr.	W. A. Sergenthaler	Geo. B. Morgan	Wallace W. Smith
Tennessean (see above)	25,371	...	...										
Combined daily	66,140	.11	.10										
Sunday edition	40,458	.11	.10										

TEXAS

ABILENE, 10,274.													
Reporter (m) (D) (83)	7,651	.045	.045	Reporter Pub. Co., Inc.	Frank Grimes	Frank Grimes	W. H. Bedicheck / Howard Barrett[4]	Bernard Hanks	Bernard Hanks	B. M. Hanks / Bernard Hanks[3]	G. B. Wilson	N. A. Webb	T. J. Hill
Sunday edition	8,305	.045	.045										
AMARILLO, 23,000.													
Globe (m) (I) (132-65)	6,542	.035	.035	Globe Pub. Co	Gene A. Howe	Gene A. Howe / Wesley Izzard[5]	Wesley Izzard / John McCarthy[4]	G. C. McDaniel	N. D. Bartlett	G. C. McDaniel / N. D. Bartlett[3]	Ed. H. Kehoe		Roy Cline
Sunday edition	6,620	.035	.035										
*News (m) (D) (156)	8,106	...	...	J. L. Nunn	David Warren		Hamilton Wright / Charles Hall[4]	Norris Ewing (Asst.)	G. W. Camp	W. T. Stanberry / Norris Ewing[3]	Bascom Camp	O. B. Jarvis	Bobb Babb
Post (see News)	2,870	...	...										
Combined daily	10,976	.06	.051										
Sunday edition	10,526	.06	.051										
ATHENS, 3,176.													
Review (D) (J) (none)	680	.011	...	A. M. Barnes & R. T. Craig	R. T. Craig	R. T. Craig	R. T. Craig	A. M. Barnes	A. M. Barnes	A. M. Barnes	Myrtle Habel	A. M. Barnes	J. H. Lusk[2]
AUSTIN, 40,000.													
*American (m) (I) (24)	12,033	...	...	Charles E. Marsh	Martin Anderson	Martin Anderson / Henry Fulcher[5]	E. J. Walthall / Bill Smith[4]	Carey Storey	Louis Goldberg	A. M. Jackson	C. C. Moore	J. A. Miller	W. W. Williams
Statesman (see American)	6,760	...	...										
Combined daily	18,793	.09	.071										
Sunday edition	18,736	.09	.071										
BALLINGER, 2,767.													
Ledger (none)	....	.009	...	Ballinger Ptg. Co	A. W. Sledge								
BAY CITY, 3,454.													
Tribune (D) (d) (37)	....	.018	...	Tribune Ptg. Co	Carey Smith								
BEAUMONT, 52,548.													
*Enterprise (m) (I-D) (8)	21,797	...	...	W. P. Hobby & J. L. Mapes	Alfred Jones	S. P. Etheredge (M) / W. W. Ward (E)	S. P. Etheredge (M) / W. W. Ward (E) / Spike Cooper (M)[4] / A. E. Nall (E)[4]	J. L. Mapes	M. C. Hoffmeister	O. S. Bruck (Dir.) / W. W. Watson (Loc.) / C. T. Sargent[3]	E. C. Davis	W. W. Bryan	E. H. Detrick
Journal (see Enterprise)	9,865	...	...										
Combined daily	31,662	.11	...										
Sunday edition	30,311	.10	...										
Evening and Sunday	....	.12	...										
BONHAM, 6,008.													
Favorite (D) (J) (156)	....	.018	...	Favorite Pub. Co	Ashley Evans								
BRECKENRIDGE, 1,846.													
American (m) (D) (J) (30)	1,750	.035	...			George T. Spears		George T. Spears					
Sunday edition	1,750	.035	...										
BRENHAM, 5,006.													
Banner-Press (D) (J) (none)	1,043	.018	.018	Banner Pub. Co	Ruby Robertson	Ruby Robertson / Henry Tucker[4]	George Neu	George Neu		J. A. Heinecke / George Neu[3]	F. W. Proske	Claude McIntosh	T. C. Blake[2]
BROWNSVILLE, 15,000.													
Herald (m) (D) (157)	3,145	.036	.036	Herald Pub. Co	J. Morris Stein	J. Morris Stein / W. L. Pendergraft[5]	W. L. Pendergraft / Hartwell Stillwell[4]	J. Morris Stein	Charles A. Reil	Charles A. Reil	W. G. Russell	M. Goodwin	Harry L. Sexton
Sunday edition	3,145	.036	.036										
BROWNWOOD, 8,233.													
Bulletin (I) (J) (none)	1,943	.025	.025	Mayes Ptg. Co	James C. White	Henry C. Fuller / Albert Sledge[4]	H. F. Mayes	H. F. Mayes		M. D. Shirley / H. F. Mayes[3]	A. D. Murphy		L. Aiton / R. Bonser[1]
BRYAN, 6,307.													
Eagle (I-D) (J) (156)	1,278	.018	...	Eagle Ptg. Co	Mrs. L. J. Rountree								
CISCO, 7,422.													
News (m) (I) (J) (none)	1,850	.025	...	A. B. O'Flaherty	R. W. H. Kennon	A. B. O'Flaherty				W. H. LaRoque	A. C. Herring	Lettie O'Flaherty	Ross Hoover[1]
Sunday edition	1,850	.025	...										
CLEBURNE, 12,820.													
*Review (m) (D) (J) (119-5)	3,218	.025	.021	O. H. Poole	O. H. Poole	O. H. Poole	H. J. Adair / O. E. Poole, Jr.[4]	O. H. Poole	O. H. Poole	O. H. Poole	O. H. Poole	O. H. Poole	A. D. Wells[2]
Sunday edition	3,218	.025	.021										
Times (I) (J) (37)	2,341	.021	.021	Times Pub. Co	J. F. Ayres	J. F. Ayres	J. F. Ayres / Maynard Robinson[4]	J. N. Vickers	J. N. Vickers	R. L. Odom	N. A. Adams	Bernice Vickers	Ed Smith[2]
Sunday edition	2,341	.021	.021										
COMMERCE, 5,600.													
Journal (I-D) (J) (none)	1,737	.014	.014	Hart Bros.	Sterling Hart	Sterling Hart	John Hart	Sterling Hart	John Hart	John Hart	Morris Roach		Roy Daniel / Ralph Patman[1]
CORPUS CHRISTI, 10,522.													
*Caller (m) (I-D) (156)	3,960	.03	.03	New Caller Pub. Co	Roy Miller		Victor O. Cook		Charles M. Petty	Charles Roster	G. P. Fulkerson	L. C. Smith	Geo. P. Blevins
Sunday edition	3,960	.03	.03										
Times (I) (24)	4,115	.025	.02	C. E. Everet	C. E. Everet	V. V. Daniels				V. D. Ringwald	M. Floyd		Tracy Grimm
CORSICANA, 22,000.													
Sun (D) (156)	4,105	.029	.029	Wortham & Martin	L. A. Wortham		Sidney Story / Paul Moore[4]	Lowry Martin		Boyce Martin	R. P. McEntire	Guy Bunch	J. A. Gunter
CUERO, 3,671.													
Record (m) (I-D) (J) (none)	720	.014	...	J. C. Howerton	J. P. Bridges	J. C. Howerton	W. E. White / J. W. Howerton[4]	J. C. Howerton		Jack Howerton	Mrs. O. C. Budhhorn	Mrs. O. C. Budhhorn	H. L. Mueller[2]
Sunday edition	720	.014	...										

Explanation: Asterisk (*) indicates morning newspapers. (m) indicates Sunday morning edition. (I) politically independent; (R) Republican; (D) Democratic; (Soc.) Socialist; (I-R) Independent Republican; (I-D) Independent-Democratic; (P-R) Prog. Republican; (P-D) Prog. Democratic. (J) operate job printing plants. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as D for Daily, S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months' statement ending September 30, 1925; X indicates three month statement ending September 30, 1925. All other circulation figures are Government statements for six months ending September 30, 1925. All quoted advertising rates are per agate line. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. In third column superior figure [5] following name indicates Sunday editor. In fourth column superior figure [4] indicates sports editor. In seventh column superior figure [3] designates National Advertising Manager. List of special representatives with key numbers on Pages 108-110.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS—Continued.

TEXAS—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
DALLAS, 232,000.													
Dispatch (I-D) (3)	30,796	.07	.055	Alfred O. Andersson	Lewis W. Bailey	Glenn Pricer	Ben Hill / Geo. W. White[4]	Charles H. Newell	Charles H. Newell	Charles A. Wyatt / T. M. Darlington[3]	Arthur T. Lawson	Geo. W. E. Smith	C. E. Collier
Journal (I-D) (J) (E) (104-138)	40,967	.10	...	A. H. Belo & Co	Tom Finty, Jr.	H. C. Withers	William Truax / Horace McCoy[4]	G. B. Dealey	W. H. Benners	H. A. Gascon	M. W. Florer	Walter Dathe	
*News (m) (I-D) (J) (E) (104-138)	71,228	.15	...										
Sunday edition	93,135	.19	...	A. H. Belo & Co	Alonzo Wasson	J. E. King / E. M. Dealey[3]	T. H. Barrett / C. C. Brown[4]	G. B. Dealey	W. H. Benners	H. D. Guy	M. W. Florer	Walter Dathe	
Times-Herald (m) (I-D) (8-43)	56,512	.13	.08										
Sunday edition	56,413	.13	.08	E. J. Kiest	T. C. Gooch	Allen Merriam / E. K. Meade[5]	Bob Hayes / Jere Hayes[4]	T. C. Gooch	L. N. McCulloch	Albert Swinsky, Jr. / L. K. Reynolds[3]	Arch. Harris	W. E. Douglas	J. S. Bradfield
DENISON, 17,065.													
Herald (m) (D) (156)	5,009	.03	.026										
Sunday edition	5,009	.03	.026	Herald Pub. Co	G. W. Jasper	H. E. Ellis	G. W. Jasper / R. M. Gray[4]	J. L. Greer	J. L. Greer	F. A. Heral / J. L. Greer[3]	W. J. Winkler	Gerald French	W. T. Wingo
DENTON, 9,500.													
Record-Chronicle (D) (156)	2,433x	.021	.021	Record-Chronicle Co	W. C. Edwards	L. A. McDonald	B. E. Alexander[4]	W. C. Edwards	Lee R. McDonald	J. S. Fowler / Lee R. McDonald[3]	Pat N. Roberts	H. E. Roberts	B. E. Drake
EAGLE PASS, 5,765.													
Guide (D) (J) (4)	....	.018	...	L. M. Huffman	O. M. Gibbs								
EASTLAND, 9,368.													
Telegram (m) (D) (J) (156)	1,705	.02	.02										
Sunday edition	1,705	.02	.02	Walter Murray		Charles G. Norton	Frank Jones	Walter Murray		Walter Murray	C. F. Underwood		W. C. Smith[3]
Tribune (m) (I) (J) (none)	2,125	.025	.021										
Sunday edition	2,125	.025	.021	W. D. Brecheen	Boyce House	Boyce House	Boyce House	W. D. Brecheen	W. D. Brecheen	B. A. Butler	Joe Thomas Cook	B. A. Butler	June Kimble[3]
EL PASO, 104,928.													
Herald (I) (E) (23)	18,360	...	...										
*Times (m) (I) (E) (23)	13,084	...	...			H. A. McLean (M) (News Ed.)							
Combined daily	31,444	.12	...	H. D. Slater	H. D. Slater	L. C. Townsend (E) (News Ed.)	C. W. Swan / S. L. A. Marshall[4]	H. D. Slater		G. W. Lemons	B. B. Marcum	M. C. Seaman	John W. Harm
Sunday edition	19,881	.12	...										
Post (I) (3)	10,524	.035	.035	Scripps-Howard Newspapers	Thomas E. Sharp	Wallace Perry	R. L. Curran, Jr		F. G. Westberg	J. J. Ivers	Louis Swift		
ENNIS, 7,224.													
News (I) (J) (none)	1,125	.018	...	United Pub. Co., Inc	J. M. Weekly	G. G. Dunkerley		G. G. Dunkerley	G. G. Dunkerley	C. A. Nowlin / E. Sims[3]	G. G. Dunkerley	E. Sims	Greenwood Maddux / C. A. Nowlin[1]
FORT WORTH, 155,000.													
Live Stock Reporter (m) (16-80)	....	.035	...										
Sunday edition	....	.035	...	Reporter Pub. Co	Roy C. Murphy								
Press (I) (3)	17,915	.06	.06	Scripps-Howard Newspapers	Morrison R. Toomer	Herbert D. Schultz	L. A. Wilkie / H. H. Boone[4]	Peter Hamilton	Irl W. Brown	Wm. Loftus, Jr.	J. T. Hargrove		
*Record-Telegram (m) (I-D) (E) (none)	32,712	...	...										
Star-Telegram (see above)	89,077	...	...										
Combined daily	121,779	.25	...				B. C. Wecht (M). / F. G. Evans (E)						
Sunday edition	....	.25	...	Amon G. Carter	James M. North, Jr.	James R. Record	N. C. Record (M) / F. R. Hall (E)[4]	Amon G. Carter	Bert N. Honea	A. L. Shuman / A. F. Giegling[3]	Harold Hough	R. S. Ridgeway	A. I. Lundberg
Morning and Sunday	....	.35	...										
Evening and Sunday	....	.42	...										

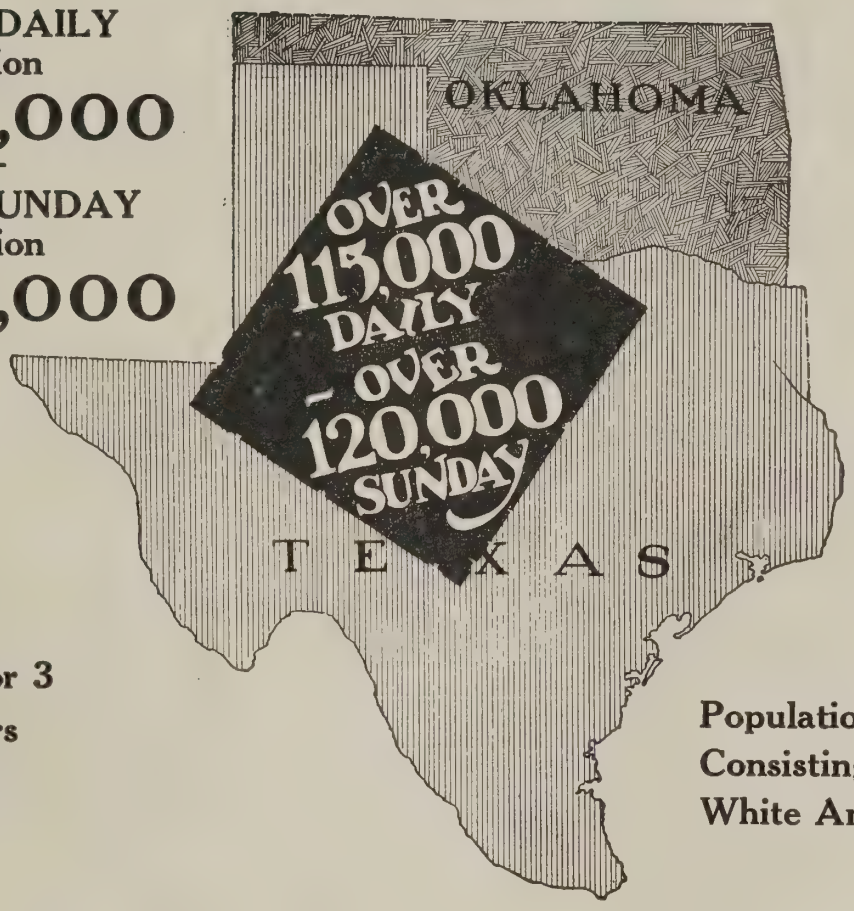
(Note: Sunday editions of Record and Star-Telegram were consolidated following purchase of former by latter. Sunday circulation as of Oct. 1, 1925, were: Record, 63,117; Star-Telegram, 103,346)

GAINESVILLE, 8,648.													
Register (D) (none)	1,900	.02	...	Register Ptg. Co	J. T. Leonard								
GALVESTON, 53,370.													
*News (m) (I) (J) (23)	11,682x	.07	.04										
Sunday edition	14,498x	.09	.06	Louis C. Elbert	E. L. Wall	S. B. Ragsdale / W. F. Bookman[5]	R. D. Skinner / Stanley Tevis[4]	Louis C. Elbert	W. R. Roberts	John W. Ivy	Ben Kerson	H. E. Beall	
Tribune (I-D) (8-43)	7,512x	.05	.04	Harry I. Cohen	Harry I. Cohen	A. L. Perkins	G. A. Seel	Harry I. Cohen	Harry I. Cohen	Joseph G. Golden. / V. F. Drees[3]	Walter L. Golden	Mrs. Irl Roberts	
GILMER, 2,268.													
Mirror (D) (J) (none)	608	.015	.015	Tucker & Laschinger	George Tucker			R. H. Laschinger		Georgia Laschinger. / R. H. Laschinger[3]	Georgia Laschinger	C. A. Taylor[1]	
GONZALES, 3,128.													
Inquirer (D) (J) (d) (4)	522	.011	...	Estate of H. Reese	Sidney A. Smith								
GREENVILLE, 12,384.													
Banner, (D) (156)	6,298	.02	...	Banner Pub. Co		Fred E. Horton	Carrol Monroe[4]	Fred E. Horton		Ed. B. Williams	Frank D. Horton	Paul Horton	A. K. McClintock
*Herald (m) (D) (none)	....	.02	...										
Sunday edition	....	.02	...	Herald Pub. Co., Inc	Tom R. Poole								
HILLSBORO, 6,952.													
Mirror (D) (J) (156)	1,208	.013	...	Tex. Novelty Adv. Co., Inc	J. C. Butts	J. C. Butts	J. C. Butts / Harold Ratliff[4]	D. W. Campbell	D. W. Campbell	D. W. Campbell	C. H. Read	C. H. Read	E. O. Hughes[3]
HOUSTON, 205,000.													
Chronicle (m) (I) (*S) (E) (20)	72,338	.16	.13										
Sunday edition	84,150	.18	.15	Chronicle Pub. Co	M. E. Foster	C. B. Gillespie / W. K. Dunlap[5]	M. E. Walter / Kenneth Todd[4]	M. E. Foster / G. J. Palmer (Asst. G. M.)	Fred Fox	H. A. McCelvey / Steve Kelton[3]	E. C. White	J. H. Butler	H. Millingar
*Post-Dispatch (m) (I-D) (E) (8)	53,621	.12	.095										
Sunday edition	57,877	.12	.095	Houston Ptg. Co	Col. George Bailey	Chas. C. Maes	M.S. McQuorquodale / Bruce Layer[4]	C. C. Maes		W. W. Pigue	C. W. S. Lenett	Maurice Swartz	Charles Manuel
Press (I) (mer) (3)	30,502	.08	.07	Scripps-Howard Newspapers	Chas. J. Lilley	Webb C. Artz	Dudley Davis / C. E. Greene[4]	Ward C. Mayborn	John H. Payne	A. G. Norment / A. Lenow[3]	Wm. P. Dyer	H. Lowenthal	M. P. Daley
JACKSONVILLE, 3,723.													
Progress (D) (J) (d) (none)	....	.014	.014	McFarland & Davis	McFarland & Davis								
LAMPASAS, 2,107.													
Leader (D) (J) (d) (none)	400	.011	...	J. H. Abney & Sons	J. H. Abney								
LAREDO, 22,710.													
Times (D) (d) (none)	....	.018	...	Penn Pub. Co									
LONGVIEW, 5,713.													
News (I) (J) (156)	2,397	.029	...	Longview Pub. Co	Wm. J. Tucker	Wm. J. Tucker		Wm. J. Tucker		Alger Jones		B. H. Mullins / Paul Smith[1]	
LUBBOCK, 15,000.													
*Avalanche (m) (D) (J) (56)	4,071	.029	...										
Sunday edition	4,556	.036	...	Avalanche Pub. Co	James L. Dow	James L. Dow	Neal A. Douglas / James R. Dow[4]	James L. Dow	James L. Dow	Joe E. Griffith	G. R. Scott	Mrs. Margaret Renfro.	W. C. Edwards / V. H. Guy[1]
Journal (m) (I) (J) (156)	(new daily)	.025	...	Plains Journal, Inc	Charles A. Guy		A. B. Slagle	D. D. Roderick	D. D. Roderick	Neal Morris / R. C. Parrish[3]	F. E. Rafferty	D. D. McLean	W. H. White[3]
LUFKIN, 4,878.													
News (D) (J) (none)	1,170	.015	.015	Watford-Binion Ptg. Co	G. E. Watford	G. E. Watford	L. R. Wade	G. E. Watford	W. C. Binion	Walter A. Wood	W. C. Binion	W. A. Wood	Tom Collins / N. Ricks[1]
McALLEN, 5,331.													
Press (J) (none)	1,200	.025	.025	C. C. McDaniel	C. C. McDaniel	C. C. McDaniel	W. S. Foster	C. C. McDaniel	C. C. McDaniel	W. S. Foster / C. C. McDaniel[3]	Dan Rice		
McKINNEY, 6,677.													
Courier-Gazette (D) (J) (156)	1,621	.018	.018	Perkins & Wilson	Perkins & Wilson		Carl Gallagher	Tom W. Perkins	Walter B. Wilson	Maxwell Perkins / G. Adams[3]	J. M. Foster		Maxwell Perkins / Guy Roland[1]
MARLIN, 4,310.													
Democrat (D) (d) (none)	....	.021	...	James M. Kennedy	James M. Kennedy								

COVERING WEST TEXAS AND SOUTHWESTERN OKLAHOMA

NET PAID DAILY Circulation
over 115,000

NET PAID SUNDAY Circulation
over 120,000



Largest Circulation in the South Without the Use of Contests or Premiums

More Circulation Than Any 2 or 3 Other Papers

Population 2,000,000
Consisting of 96.8% White American Born

The Best Tryout Territory in the United States

Conceded by authorities to be one of the brightest spots in the country—three consecutive years of good crops and a wonderful prospect for 1926.

MORE FARMS IN TRADE TERRITORY

New acreage in the last five years brought Fort Worth's trade territory to the top of the list in the increase in number of farms. The 1925 United States Agricultural census shows gain 21.46 per cent. The general average was only 1.2 per cent.

FORT WORTH STAR-TELEGRAM (EVENING) — Fort Worth Record-Telegram (MORNING)

FORT WORTH STAR-TELEGRAM

and Fort Worth Record

(SUNDAY)

AMON G. CARTER
President and Publisher

Charter Member
AUDIT BUREAU OF CIRCULATIONS

A. L. SHUMAN
Vice-President and Adv. Director

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS—Continued.

TEXAS—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
MARSHALL, 14,271.													
Messenger (D) (J) (156)	....	...	...	Homer J. Price	Homer J. Price								
*News (m) (see above)	....	...	...										
Combined daily	....	.045	...										
Sunday edition	....	.045	...										
MART, 3,105.													
Herald (I-D) (none)	....	.013	...	J. L. Spencer	J. L. Spencer								
MEXIA, 10,132.													
News (m) (D) (J) (119-5)	5,865	.043	...	News Pub. Co	A. Garland Adair	A. Garland Adair	B. H. Broiles	W. K. Boyd	W. K. Boyd	C. L. Tatus	J. F. Stewart	George A. Lee	Charles A. Boyd[2]
Sunday edition	5,865	.043	...										
MINERAL WELLS, 7,890.													
Index (I-D) (J) (156)	1,047	.017	.017	Index Ptg. Co	S. E. Miller	S. E. Miller	Bess Woodruff / W. P. Cameron[4]	C. W. Wilson	C. W. Wilson	W. P. Cameron / C. W. Wilosn[3]	J. W. McGuire		W. C. Cox[2]
MT. PLEASANT, 4,099.													
Times (D) (J) (4)	817	.011	...	P. R. Masters	P. R. Masters								
NAGOGDOCHES, 3,546.													
Sentinel (D) (J) (none)	1,000	.018	.018	Giles M. Haltom	Giles M. Haltom	J. M. Dudley		Giles M. Haltom		Giles M. Haltom	Giles M. Haltom		R. R. Haltom / R. D. Snelling[1]
NAVASOTA, 5,060.													
Examiner (D) (none)	750	.021	...	Spears & Whitten	J. G. Whitten								
ORANGE, 9,212.													
Leader (m) (I-D) (J) (E) (24)	2,176	.025	...	Orange Ptg. Co	J. S. McBeath	J. S. McBeath		H. C. Connally	H. C. Connally				
Sunday edition	2,176	.025	...										
PALESTINE, 11,039.													
Herald (D) (156)	1,496	.014	...	W. M. & H. V. Hamilton	W. M. & H. V. Hamilton	W. M. & H. V. Hamilton		W. M. Hamilton		Miss J. M. Hill / W. M. Hamilton[3]	Lamar Hamilton	W. M. Hamilton	
Visitor (D) (d) (4)	....	.018	...	Deming & Gibson	Mrs. R. F. Deming								
PARIS, 15,040.													
*News (m) (D) (156)	4,525	.03	.018	North Texas Pub. Co	Oscar Payne			Guy S. Caldwell	Reagan Hurt	Ben W. Poole / Reagan Hurt[3]			A. W. Neville
Sunday edition	4,525	.03	.018										
PORT ARTHUR, 41,618.													
News (m) (I-D) (24)	**7,166**	.04	.039	News Pub. Co	James E. Day	R. O. Zollinger	R. O. Zollinger / Louis Goldman[4]	James E. Day		R. P. Sadler	Frank E. Bullock	Hugh Graham	E. Schuman
Sunday edition	**7,518**	.04	.039										
RANGER, 16,205.													
Times (m) (D) (J) (156)	3,107	.03	.035	Walter Murray	Charles G. Norton	W. C. Cochran			Walter Murray	Walter Murray	C. F. Underwood		W. C. Smith[2]
Sunday edition	3,107	.03	.035										
SAN ANGELO, 10,060.													
Standard (m) (I) (156)	4,482	.027	.027	Houston Harte	Dean Chenoweth		John B. Brewer / Sam Asburn[4]	Houston Harte	Herbert O. Taylor	Norman Terry / H. O. Taylor[3]	G. H. Odam	B. Budd	Ben Roster
Sunday edition	4,818	.03	.03										
SAN ANTONIO, 201,000.													
*Express (m) (I-D) (mer) (23)	**32,767**	.12	...	Frank G. Huntress	M. M. Harris	A. W. Grant	E. B. Spill			J. B. Higdon	W. P. Allen	R. I. E. Dunn	
Sunday edition	**58,393**	.15	...				Fred Mosebock[4]			John E. McComb[3]			
News (see Express)	**34,143**	.11	...	Frank G. Huntress	M. M. Harris	A. W. Walliser	Hubert Roussel / Bob Bennett[4]			J. B. Higdon	W. P. Allen	R. I. E. Dunn	
Combined daily	**66,910**	.20	...							John E. McComb[3]			
Light (m) (I) (127-128)	**32,701**	.10	...	Wm. M. McIntosh	Wm. M. McIntosh	L. A. Hoskins / Marvin Bowman[5]	P. M. Barrett / Harold Scherwitz[4]		Wm. M. McIntosh	B. J. Horner	H. E. Strong	W. K. Fontaine	
Sunday edition	**44,193**	.12	...										
SAN BENITO, 5,070.													
Light (none)	(new daily)	.021	...	San Benito Pub. Co.	W. D. Holland	Paul Cottrell		W. D. Holland					
SHERMAN, 15,031.													
Democrat (m) (D) (156)	4,425	.03	.029	Democrat, Inc.	J. Newell Johnston	J. Newell Johnston	J. Newell Johnston. / J. B. Thomas[4]	A. G. Mayes	G. H. Wilcox	E. M. Hampton / M. B. Baxter[3]	H. A. Padon	Bonzie Hunt	H. A. Mabry
Sunday edition	4,425	.03	.029										
SULPHUR SPRINGS, 5,558.													
News-Telegram (m) (I) (J) (156)	1,150	.011	...	J. S. & Eric Bagwell	John S. Bagwell	John S. Bagwell	Mrs. J. S. Bagwell. / Eric Bagwell[4]	Eric Bagwell	Eric Bagwell	Eric Bagwell	J. H. McClemons	Cub Myers	E. R. Chamberlain / B. O. Taylor[1]
Sunday edition	1,150	.011	...										
SWEETWATER, 4,307.													
Reporter (m) (D) (J) (none)	2,300	.021	.021	Minor Shutt	Minor Shutt			Minor Shutt		J. T. Thomson			
Sunday edition	2,300	.021	.021										
TAYLOR, 5,965.													
Democrat (D) (J) (4)	....	.018	...	Herbert G. Willson	Herbert G. Willson								
Press (m) (I) (J) (157)	2,715	.02	.02	George B. Peeler	Geo. B. Peeler	Geo. B. Peeler	Jack McLane	Geo. B. Peeler	Jack McLane	Mrs. Paul Eikel / Jack McLane[3]	Mrs. Geo. B. Peeler.	Jack McLane	L. O. Loveless / Luke Darrall[1]
Sunday edition	2,715	.02	.02										
TEMPLE, 12,000.													
*Telegram (m) (D) (8)	**7,379**	.05	...	Telegram Pub. Co., Inc	E. K. Wiliams	Charles W. Ingram	M. A. Baker / D. M. Tooke[4]	E. K. Williams	W. W. Stephens	E. Cohen	W. E. Brightwell	E. Cohen	G. W. Williams, Jr
Sunday edition	**7,734**	.05	...										
TERRELL, 8,349.													
Tribune (I) (none)	3,483	.025	.02	Tribune Pub. Co	E. Y. Horn	Fred I. Massengill		Fred I. Massengill	F. I. Massengill	George E. Kelly	George L. Gray	H. Hall	J. A. Scott
TEXARKANA, 17,589 (see also Texarkana, Ark.)													
*Four States Press (I-D) (J) (156)	**6,273x**	...	...	Four States Press Co	C. E. Palmer / H. Humphrey (Asso.)	J. Ed. Howe		C. E. Palmer		A. B. McColm	A. B. McColm		Frank McElreath[2]
Journal (see above)	2,384	...	...										
Combined daily	8,657	.07	...										
Sunday edition	**7,134x**	.07	...										
TIMPSON, 1,526.													
Times (D) (d) (4)	....	.011	...	Timpson Ptg. Co	T. J. Molloy and S. Winfrey								
TYLER, 12,085.													
Courier-Times (D) (none)	2,397	.025	...	Courier-Times Pub. Co	H. A. McDougall								
VERNON, 5,142.													
Record (I)	(new daily)	.032	...	R. H. Nichols	R. H. Nichols	James N. Allison		R. H. Nichols					
VICTORIA, 5,957.													
Advocate (m) (D) (none)	960	.014	...	George H. French	Leo Morris								
Sunday edition	960	.018	...										
WACO, 57,210.													
*News-Tribune (m) (I-D) (mer) (24)	**20,766**	.07	...	Southern Pub. Co	Charles E. Marsh	Tom S. Petty	John H. Caufield / Jinx Tucker[4]	E. S. Fentress	S. D. Jones	Walter F. Doney	W. D. Wolf	W. H. Schindler	W. H. Caldwell
Sunday edition	**20,898**	.07	...										
Times-Herald (m) (D) (8-43)	13,736	.05	.04	Waco Pub. Co	George Robinson	J. J. Hutchinson / Richard Bush[5]	Joe Fee / Marion Barron[6]	C. J. Glover, Jr.		W. A. Little / Fred Shaver[3]	Dave Goddard	Ira Goode	Chester Fields
Sunday edition	13,736	.05	.04										
WAXAHACHIE, 7,958.													
Light (I) (4)	2,436	.032	...	Enterprise Pub. Co	W. A. Ownby								
WEATHERFORD, 6,203.													
Herald (D) (J) (none)	1,325	.014	...	Herald Pub. Co	H. E. Letson	A. C. MacNelly		A. C. MacNelly					
WICHITA FALLS, 51,500.													
*Record-News (m) (I) (24)	**12,248**	.05	.048	Record News Co	Frank Baldwin	Harold Johnson		Donald M. Bernard	Donald M. Bernard	H. L. Belle	A. A. Oxford	W. F. Thompson	
Sunday edition[6]	**12,620**	.05	.048										
Times (m) (D) (84)	**18,403**	.07	.05	Ed Howard	B. D. Donnell	B. D. Donnell	Bentley Nelson / Al Parker[4]	Ed Howard	Rhea Howard	Voyle N. Armstrong. / John Carmichael[3]	R. R. Russell	W. R. McClure	J. W. Dobbs
Sunday edition	**17,804**	.07	.05										
YOAKUM, 6,184.													
Herald (I) (J) (37)	1,125	.025	.02	H. D. Meister	T. H. Richter			H. D. Meister		P. C. Netz			K. Floch / Phillip Salazar[1]
*Times (m) (D) (d) (4)		.012											

Kellogg's Texas Sales Chart wrote this testimonial for The Dallas News

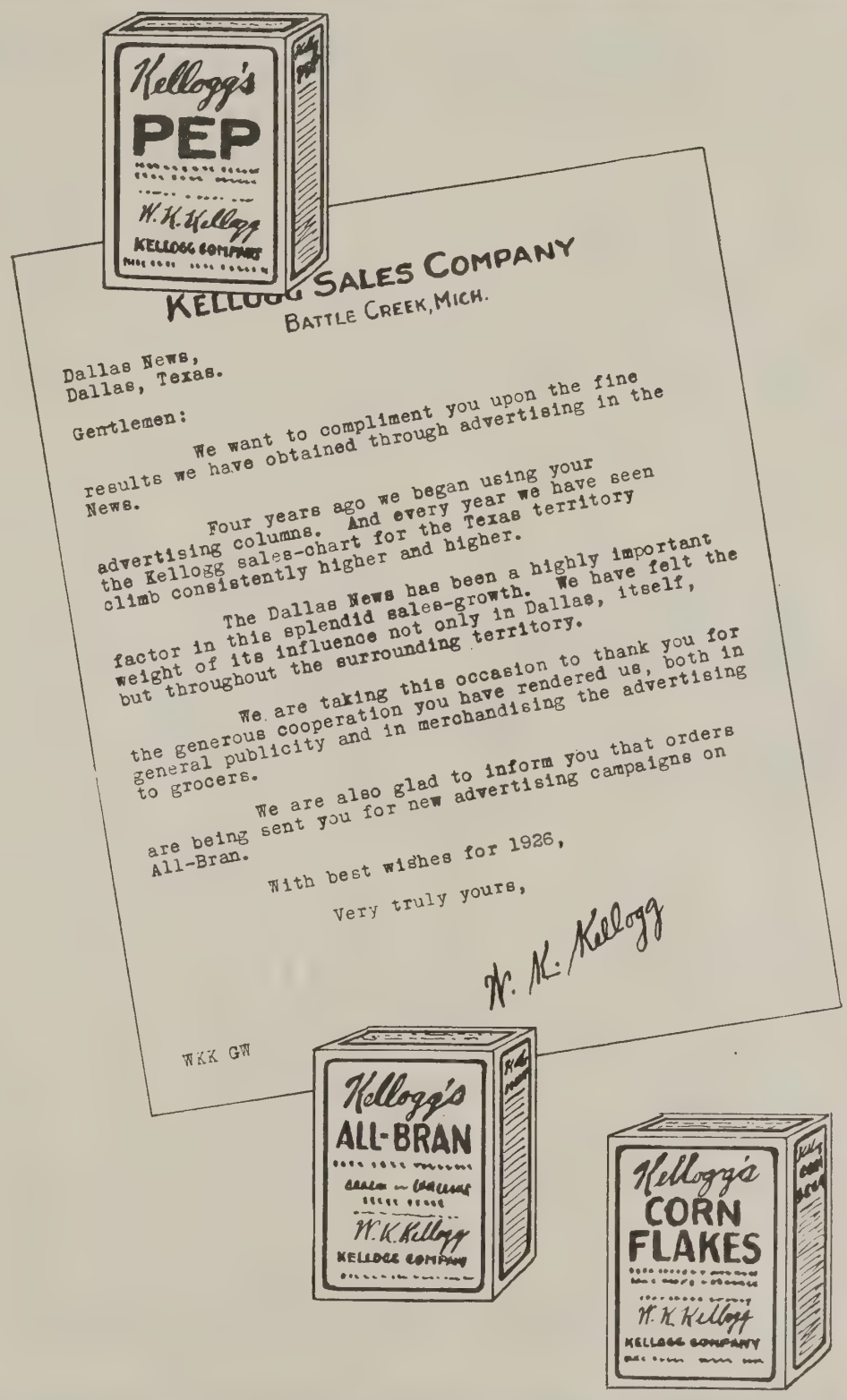
Four years ago the Kellogg Company—world's largest manufacturers of ready-to-eat cereals—began advertising in The News.

Four years of steady progress and success have been their reward.

A rich market—new, responsive, eager—has welcomed them. A predominant advertising medium has aided them.

1926 will see the Kellogg Company begin new campaigns in The News—bidding for still larger sales in Texas' Prosperity Zone.

One of America's greatest advertisers sets a wise example!



Dallas is the door to Texas and the News is the Key to Dallas

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS—Continued.

UTAH

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
LOGAN, 9,439.													
Journal (I-D) (J) (165)	1,838	.025	.025	Earl & England Pub. Co.	Augustus Gordon	J. C. Allen, Jr.		Charles England	Charles England		Jesse Earl		J. H. England / Wm. C. England[1]
OGDEN, 42,000.													
Standard-Examiner (m) (I) (10-13)	10,285	.06	.06	J. U. Eldredge, Jr. & A. L. Glasmann	Frank Francis	D. J. Greenwell	James O'Connor / Albert F. Warden[4]	J. U. Eldredge, Jr.	H. E. Gibson	J. Wayne Eldredge	H. E. Gibson	William Glasmann	C. H. Smith
Sunday edition	11,086	.06	.06										
PROVO, 10,303.													
Herald (m) (I) (none)	3,225	.029	.021	W. H. Hornibrook	N. Gunnar Rasmuson	W. H. Hornibrook	N. C. Hicks	W. H. Hornibrook	Jesse Clark	W. F. Anderson	F. K. Singleton		
Sunday edition	3,275	.029	.021										
SALT LAKE CITY, 118,110.													
Deseret News (I) (J) (42-43)	27,323	.08	.065	Heber J. Grant	Harold Goff		H. H. Walker / Les. Coates[4]	B. F. Grant	James M. Kirkham	Amos Jenkins	James M. Kirkham	Amos Jenkins	S. H. Harrow[2]
Telegram (m) (I) (158-13)	21,035	.08	.089	A. L. Fish	G. B. Heal	G. B. Heal	E. H. David / Steve Maloney[4]	A. L. Fish	Thomas J. Mullin	Thomas J. Mullin, Edward D. Robb[3]	W. V. Wiegand	Ralph Davidson	
Sunday edition	25,086	.09	.089										
*Tribune (m) (I) (E) (mer) (t) (8-89)	42,299	.09	.0821	Tribune Pub. Co.	E. H. Holden	E. H. Holden	Forest Lowry & W. T. Igleheart / John Derks[4]	H. F. Robinson	C. D. Brown[3]	R. E. McGowan	W. O. Sessions		
Sunday edition	70,258	.13	.1107										

VERMONT

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
BARRE, 11,000.													
Times (I) (d) (113)	7,131	.025	.0225	Frank E. Langley		Dean H. Perry							
BENNINGTON, 9,982.													
Banner (I) (113)	3,107	.015	.015	Frank E. Howe	Ed P. Howe	Clayton J. Kinsley							
BRATTLEBORO, 8,332.													
Reformer (I-R) (113)	3,370	.018	.018	Howard C. Rice	Howard C. Rice								
BURLINGTON, 26,000.													
*Free Press (I-R) (J) (113-95)	12,914	.05	...	Free Press Assn		John L. Southwick	W. B. Gates / Frank L. Freeman[4]	W. B. Howe	D. W. Howe	B. D. Burdick / D. W. Howe[3]			George E. Little[1]
News (I) (130)	6,347	.04	...	H. Nelson Jackson	H. Nelson Jackson			H. Nelson Jackson			Dorothy L. Corley		
MONTPELIER, 7,125.													
Argus (I) (J) (d) (113)	3,427	.018	.018	Morris Fletcher Atkins	M. F. Atkins	L. A. Kelty	Stanley Ryan	M. F. Atkins					Marshall Laviolette[2]
RUTLAND, 16,000.													
*Herald (I-R) (22)	11,038	.05	...	Herald & Globe Assn	Howard L. Hindley	Howard L. Hindley	M. D. Greene	Herbert R. Barney		M. A. Gallagher	L. V. Chew		
News (I) (113)	2,478	.0125	...	Donald G. Babbitt		Charles H. Wardwell							
ST. ALBANS, 7,582.													
Messenger (R) (J) (113)	3,063	.015	...	Messenger Co.	John T. Cushing	M. R. Vail	Wm. J. Robinson	M. R. Vail	M. R. Vail	M. R. Vail	M. R. Vail	M. R. Vail	M. R. Vail[3]
ST. JOHNSBURY, 8,701.													
Caledonian-Record (I) (113)	4,052	.018	.011	Herbert A. Smith	Herbert A. Smith		Harold Senior / W. H. Mitchell[4]	Herbert A. Smith		Milton P. Webb			

VIRGINIA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
ALEXANDRIA, 18,000.													
Gazette (D) (22)	4,300	.035	.0225	Gazette Corp.	George G. Nungezer	Geo. G. Nungezer	M. T. Dwyer / John W. Tulloch[4]	Geo. G. Nungezer	Geo. G. Nungezer	J. Lars Renstjerna	F. S. Merckling	J. L. Renstjerna	Robert Vaughan, Jr.
BRISTOL, 22,250.													
*Herald-Courier (m) (I-D) (10)	9,083x	.035	.0225	Bristol Pub. Corp.	Herschel Dove (M). R. Bunting (E)	Robt. H. McKee (M). Hugh F. Hoss (E)	R. H. McKee (M). Reva Gilmer (E) / Munsey Slack & W. Crockett (M)[4]	C. J. Harkrader		Ernest W. Russell / William C. Wood[3]	George K. McClellan	Wm. C. Wood	Sherman Noe
News-Bulletin (see Herald-Courier)	5,197x	...	...										
Total daily	14,280x	.07	.06										
Sunday edition	10,433x	.05	...										
CHARLOTTESVILLE, 10,688.													
Progress (D) (none)	4,442	.025	...	J. H. Lindsay	J. H. Lindsay	J. H. Lindsay	B. Lee Hawkins		M. M. Corbin	J. G. Lindsay			Lewis Stokes
CLIFTON FORGE, 6,500.													
Review (D) (J) (d) (none)	1,342x	.018	.015	Clifton Forge Review, Inc.	Geo. O. Greene	Geo. O. Greene		M. Botts Lewis	M. Botts Lewis	M. Botts Lewis			M. Botts Lewis[2]
COVINGTON, 5,623.													
Virginian (I) (J) (119-5)	2,150	.025	.025	Covington Virginian, Inc.	Richard F Beirne	Richard F. Beirne	T. J. Massie	J. L. Goodman	J. L. Goodman	J. L. Goodman	Carl Harris	M. L. Hudson	F. E. Delaney / C. L. Cook[1]
DANVILLE, 30,557.													
*Register (m) (D) (59-93)	4,369	...	...	Rorer A. James, Jr.	Rorer A. James, Jr.	G. C. Stearns (M) / Gerard Tetley (E)	Gerard Tetley	H. B. Trundle	C. A. Eury / H. B. Trundle[3]	A. A. Farley	M. P. Fox		
Bee (see Register)	8,275	...	...				W. E. Debnam[4]						
Total daily	12,644	.05	.045										
Sunday edition	8,300	...	...										
Evg. & Sunday	.....	.05	.045										
FREDERICKSBURG, 5,882.													
Star (D) (none)	2,038	.018	.018	Free Lance-Star Pub. Co.	Josiah P. Rowe, Jr.	Josiah P. Rowe, Jr.		Josiah P. Rowe, Jr.					
HARRISONBURG, 6,000.													
*News-Record (I) (J) (161)	8,199x	.03	.025	Rockingham Pub. Co., Inc.	John R. Crown	H. F. Byrd	J. R. Lineweaver[4]	H. F. Byrd	George W. Berry	Bruce H. Slaven	R. P. Keezell		R. C. Hughes[1]
HOT SPRINGS, 1,000.													
Swallow (119-5)	500	.04	...										
LYNCHBURG, 40,000.													
*News (m) (D) (59)	8,849x	...	...	Carter Glass & Sons	W. E. Addison (M) / Powell Glass (E)	Powell Glass	Robert Glass (M). C. Glass, Jr. (E)	M. K. Duerson			H. S. Shaner		
Advance (see News)	6,043x	...	...										
Total daily	14,892x	.055	...										
Sunday edition	10,393x	.055	...										
NEWPORT NEWS, 35,596.													
*Press (m) (I-D) (23)	5,173	...	...	Daily Press, Inc.	W. S. Copeland		L. T. Jester / Eddie Travis[4]	L. E. Pugh		N. R. Hoyle / L. E. Pugh[3]	C. B. Fountain	Helen Siegrist	H. C. Diggs
Times-Herald (see Press)	7,791	...	...										
Total daily	12,964	.05	.035										
Sunday Press	8,922	.05	...										
NORFOLK, 225,000.													
Ledger-Dispatch (I-D) (23)	39,978	.10	...	S. L. Slover		H. D. Perkins	Keville Glennan / Tom Hanes[4]	P. S. Huber	P. S. Huber	F. S. Cook / P. S. Huber[3]	N. N. Hill	Lewis Causey	
*Virginian-Pilot (m) (I-D) (E) (20)	37,871	.09	.07	Col. L. D. Stokes (Pres.)	L. I. Jaffe	W. R. Harris	John Spencer / Samuel T. Potts[4]	R. E. Turner	W. S. Wilkinson, (Treasurer)	R. E. Turner, (acting)	C. C. Bowers		William Olsen
Sunday edition	41,611	.11	.07										
PETERSBURG, 31,002.													
Progress-Index (m) (I-D) (22)	....	.045	...	Petersburg Newspaper Corp.	Walter E. Harris			S. L. Slover					
Sunday edition	....	.05	...										
PORTSMOUTH, 54,387.													
Star (m) (I) (22)	5,755	.04	.03	Norman R. Hamilton	A. McK. Griggs	W. B. Lohman	W. B. Lohman / Morris Minchul[4]	Norman R. Hamilton	Norman R. Hamilton	W. B. Darden	L. M. Palmer	Joseph Irwin	Edward Cross
Sunday edition	5,755	.04	.03										
RICHMOND, 190,000.													
News-Leader (I-D) (87-88)	62,108	.16	.12	John Stewart Bryan	Douglas S. Freeman	John Stewart Bryan	Earl Sowers / J. Van Dunford[4] / E. C. Pollard	Allen Potts	Allen Potts	Robert J. Hess / E. M. Bailey[3]	Robert B. Jones	Louis N. Little	J. C. Drinard
*Times-Dispatch (m) (I) (E) (150)	65,475	.11											

HOW—

The Richmond News Leader

Meets the Three Tests for Dominance

Test I.—Saturation

The Richmond News Leader sells one paper for every 3.78 persons in Richmond. This degree of saturation is only equaled by the Grand Rapids Press, the Kansas City Star and the Binghamton Press and Leader.

Test II.—Circulation

The NET PAID CIRCULATION of The Richmond News Leader for 1925 was **61,998.** This circulation exceeds by many thousands the circulation of any other paper published in Virginia.

Test III.—Advertising

The Richmond News Leader carried in 1925—

12,174,582 Lines

—of advertising in 311 days. This was 1,487,668 lines more than the other Richmond paper carried daily and Sunday in 365 days.

Saturation—Circulation—Advertising
These Are the Three Great Tests for Dominance
and

The Richmond Va. News Leader Is First By Every Test

National Representatives

KELLY-SMITH COMPANY

Marbridge Building, New York — Waterman Building, Boston — Atlantic Building, Philadelphia — Tribune Tower, Chicago

J. B. Keough, Candler Building, Atlanta, Ga.

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF UNITED STATES DAILY NEWSPAPERS — Continued.

VIRGINIA—Continued

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
ROANOKE, 55,000.													
*Times (m) (D) (mer) (59)	13,101x	...	...	Times-World Corp.	H. P. Chapman (M) / J. P. Fishburn (E)		W. A. Atkinson (M) / S. M. Bruson (E).	W. E. Thomas	W. E. Thomas	N. M. Sharp	E. C. Lugar	F. C. Flora	
World-News (see Times)	12,447x	...	...										
Total daily	25,548x	.08	.08										
Sunday edition	16,172x	.071	.071										
STAUNTON, 12,000.													
*News-Leader (m) (D) (67)	4,535x	...	...	Leader Pub. Co., Inc.	R. D. Haislip / E. S. Sheppe, Jr.	H. L. Opie / E. W. Opie[5]	E. Lewis Knowles	H. L. Opie	Mrs. C. K. Brown	E. Walton Opie / Mrs. C. K. Brown[3]	A. S. Morton / George H. Powell	E. W. Opie	L. S. Merriken
Evening Leader (see News-Leader)	2,006x	...	...										
Total daily	6,541x	.035	...										
Sunday edition	4,733x	.035	...										
SUFFOLK, 17,400.													
News (I-D) (37)	2,626	.029	.025	Suffolk News Co., Inc.	W. C. Johnston	W. C. Johnston	Sandusky Curtis		W. C. Johnston	Mason Clogg		Mrs. Clyde Rogers	Nick Deaton
WINCHESTER, 7,400.													
Star (J) (161)	4,098x	.025	.014	H. F. Byrd	J. H. Hoover	H. F. Byrd	J. H. Hoover	H. F. Byrd	R. S. Fansler	R. S. Fansler			C. W. Brown / B. Masch[1]

WASHINGTON

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
ABERDEEN, 18,656.													
World (I-R) (J) (158-65)	6,373	.035	.03	Werner A. Rupp	Werner A. Rupp	Charles J. Glasier	Harold S. Olson / Fred Hampson[4]	Werner A. Rupp / L. H. Darwin	Russell V. Mack	Russell V. Mack	P. P. Foelkner	V. McConnell	Edwin Skrondal / Bert A. McKern[1]
BELLINGHAM, 25,570.													
American (I) (89)	4,268	.03	...	American Pub. Co.	L. H. Darwin	W. C. Carver		Frank I. Sefrit	E. G. Earle	W. T. Wetherall / E. G. Earle[3]	M. B. Blondin		E. C. Holt
Herald (R) (E) (158)	14,742	.05	...		W. C. Carver								
*Reveille (m) (R) (E) (158)	7,165	.03	...	S. A. Perkins	Frank I. Sefrit	P. F. Scott	P. F. Scott	Frank I. Sefrit		W. T. Wetherall / E. G. Earle[3]	M. B. Blondin	W. T. Wetherall	E. C. Holt
Sunday edition	7,165	.035	...										
BREMERTON, 8,918.													
News-Searchlight (R) (none)	2,960	.035	.035	W. B. Jessup & Sons	W. B. Jessup	W. L. Jessup	W. L. Jessup / O. Dexter[4]	W. B. Jessup	John H. Jessup	C. B. Jessup[3]	M. E. Jessup	M. E. Jessup	W. T. Heacock
CENTRALIA, 8,500.													
Chronicle (R) (J) (none)	3,158	.025	...	Centralia Ptg. Co., Inc.	H. L. Bras	H. L. Bras	V. B. Noel	R. W. Edinger	R. W. Edinger	D. F. Arthur	E. B. Hall	D. F. Arthur	H. A. Dunckley / J. C. Rhodes[1]
ELLENSBURG, 5,000.													
Record (I-R) (J) (133-65)	1,953	.025	.02	Record Press, Inc.	J. C. Kaynor	D. H. Dickson	J. C. Kaynor	J. C. Kaynor	Val Comstock	Gilbert H. Kaynor			K. S. Kaynor / John Wilkins[1]
EVERETT, 27,644.													
Herald (I) (158)	13,709	.045	...	Mrs. Gertrude D. Best	C. S. Coleman		Mrs. Gertrude D. Best		Henry Jeklin				
*News (m) (I) (none)	3,954	.035	.035	News Ptg. Co	A. R. Fenwick	J. K. Truebridge / Herbert Tool[4]		Carl Pearson	E. Hanson	Emil Pearson			W. H. Gault
Sunday edition	3,954	.035	.035										
HOQUIAM, 10,048.													
*Washingtonian (m) (R) (J) (none)	4,016	.035	.021	Grays Harbor Washingtonian Inc.	Morden Smith		Carl Peterson	S. L. Lester	J. L. Hartshorn	Norman Foote			George Williams / George Stirling[1]
Sunday edition	4,016	.035	.021										
KELSO, 8,500.													
Kelsonian-Tribune (R) (J) (65)	(new daily)	.03	.02	Kelso Pub. Co., Inc.	F. M. Dallam, Sr.	D. M. McKenna	F. M. Dallam, Jr.	Lynn Purdin					
LONGVIEW, 13,800.													
News (I) (J) (84)	4,087	.03	.022	Longview Pub. Co.	J. M. McClelland	J. M. McClelland	D. M. Simonsen / R. M. Anderson[4]	J. M. McClelland	S. N. Harrison	S. N. Harrison	E. A. McKee	Gertrude Young	I. O. Hansen / O. B. Thum[1]
MOUNT VERNON, 9,815.													
Herald (I-R) (J) (none)	2,778	.029	.029	M. J. Beaumont	M. J. Beaumont	M. J. Beaumont	Oliver Noce	M. J. Beaumont	M. J. Beaumont	Joe Forman	A. D. Hanna		S. F. Scibird[2]
OLYMPIA, 12,000.													
*Olympian (m) (R) (J) (158)	2,008	.03	...	Western Pub. Co.									
Sunday edition	3,231	.035	...										
Recorder (m) (R) (J) (158)	2,419	.03	...	Recorder Pub. Co.	F. E. Mayol	F. E. Mayol	Fred B. Judges	Frank E. Mayol	Earl McCallum	Herbert L. Law / Earl McCallum[3]	Earl McCallum	Birdie Parsons	Robert Yantis[2]
Combined daily	4,427	.045	...										
PORT ANGELES, 5,351.													
News (I) (37-57)	3,800	.035	.03	E. B. Webster, W. D. Welsh, John Schweitzer	William D. Welsh			John Schweitzer	J. Harris Dorr	W. T. Devaurex			
SEATTLE, 380,000.													
*Journal of Commerce (I) (J) (157)	4,653	.05	...	Record Pub. Co., Inc.	M. F. Brown	Milton W. Bean	Milton W. Bean	O. J. David	O. J. David	Alfred Simonds	Hamilton Moreman	Ellis Evans	Robert Johnston[2]
*Post-Intelligencer (m) (I) (E) (mer) (34-169-44)	74,338	.18	...	King Dykeman		Royal Brougham / Paul Donaldson[5]	C. M. Coleman / George Scherck[4]	H. H. Hoffman		W. E. Peters / Norman F. Storm[3]	Frank Garrison	Walter Butterworth	R. W. Bandy
Sunday edition	135,640	.30	...										
Star (I) (mer) (68)	81,531	.18	...	LeRoy Sanders	A. J. Ritchie	Ray W. Felton	Leo Lassen[4]	LeRoy Sanders	F. W. Webster	H. E. Marshall	H. W. Parish	F. W. Webster	
Times (m) (I) (E) (*S) (8-13)	78,046	.20	...	C. B. Blethen	C. B. Blethen	Geo. B. Hippard / C. E. Brazier[5]	C. E. Johns / C. H. Harrison[4]	F. D. Hammons	N. E. Hellend	J. Fred Braid / A. G. Bixby[3]	Osgood Packard	H. H. Hibbs	J. C. Neilson
Sunday edition	102,881	.25	...										
Union Record I-L) (none)	29,182	.12	.09	E. B. Ault	E. B. Ault	Saul Haas	Mark Shields / A. Z. Washburn[4]	E. B. Ault	A. J. Copeland	J. B. Winston	J. P. Burdick		R. K. Latimer
SPOKANE, 125,064.													
Chronicle (I) (mer) (118-89)	38,020	.115	...	Chronicle Co.	Henry Rising		R. A. Bankson		Arthur Hooker, Secy-Treas.	G. W. Roche / Tom J. Turner[3]	R. S. Adams	F. W. Martin	
Press (I) (68)	14,112	.045	.032	Press Pub. Co.	E. W. Jorgenson	Le Roy Saunders	Chester Reece / Buck Weaver[4]	Le Roy Saunders	H. E. Ward	E. E. Everett / B. Frick[3]	H. A. Hanson	Glenn Allen	W. V. McElhaney
*Spokesman-Review (m) (I-R) (mer) (118-89)	45,689	.13	...	Cowles Pub. Co	Geo. W. Dodds	Geo. W. Dodds	Malcolm Glendinning		J. F. Young	Tom J. Turner[3]	C. H. Breed	J. J. Tierney	
Sunday edition	52,933	.15	...										
TACOMA, 109,376.													
*Ledger (m) (I) (158)	14,496	.06	...	Frank S. Baker	Frank S. Baker	M. J. Mingo / E. Knight[5]	Leonard Coatsworth / Dan Walton[4]			F. W. Gould / Norris Inveen[3]	H. F. Lyness	Lester Carlson	W. W. Vosburgh
Sunday edition	28,930	.09	...										
News-Tribune (I) (133-65-13)	31,665	.09	.07	Tribune Pub. Co.	Charles B. Welch		H. W. Lyman / Elliott Metcalf[4]	Charles B. Welch	S. S. Anderson		W. D. Lyness	H. D. Lynch	W. W. Vosburgh
Times (I) (68)	19,675	.06	.05	Times Pub. Co.	Ralph J. Benjamin	Leonard S. Langlow	James Mitchell[4]	M. H. Voorhees	M. H. Voorhees		Frank Naccarrato	Andrew Andreason	E. J. McDevitt
VANCOUVER, 15,000.													
Columbian (I) (J) (114-149-43)	4,095	.035	.031	Evening Columbian	Herbert J. Campbell	H. J. Campbell	E. N. Blythe / Max Schafer[4]	Herbert J. Campbell	L. S. Hansen	S. T. Hopkins / Francis Higbee[3]	Joel Brown	Joel Brown	Charles Whitmore[2]
WALLA WALLA, 18,087.													
Bulletin (m) (I) (J) (158-65-89)	4,903	.03	...	John G. Kelly	John G. Kelly	C. W. Garfield	Sherman Mitchell	John G. Kelly	Frank G. Mitchell, Jr.	H. E. Studebaker / F. G. Mitchell, Jr.[3]	Fred C. Roecker, Jr.	Donald Wike	Geo. Smith / John Ove[1]
Sunday edition	4,806	.03	...										
(Note: After Nov. 1, 1926, national rate 4 cent flat.)													
*Union (m) (J) (80-128)	3,347	.029	...	D. W. Ifft	R. W. Fisher	R. W. Fisher		D. W. Ifft	K. K. Williams	K. K. Williams		Cecil Saxon	
Sunday edition	3,382	.029	...										
WENATCHEE, 10,000.													
*Sun (I) (J) (4)	3,400	.025	.025	Sun Pub. Co	R. H. Maus			R. H. Maus					Ray Lindner
World (R) (E) (158-65)	7,741	.04	...	World Pub. Co	Rufus Woods	E. H. McPherson	Ben Bothum[4]		C. E. Stohl			K. P. Sexton	W. T. Neubert
YAKIMA, 19,535.													
*Herald (m) (I) (158-65)	5,561	.035	.027	Herald Pub. Co	Helen B. Robertson	Paul Neill / Isabel Neill[5]	E. S. Lindley / Ed Leslie[4]	Ted Robertson	Ted Robertson	Roger Neal / J. J. Ector[3]	Murray Clark	Charles Cox	Porter Hotchkiss
Sunday edition	9,337	.035	.03										
Republic (R) (J) (158-65)	6,431	.035	.027	W. W. Robertson	W. W. Robertson	S. I. Anthon	M. H. McConnell / Clinton Sullivan[4]	Ted Robertson	Ted Robertson	W. P. Ridgway / J. J. Ector[3]	Murray Clark	Charles Cox	Porter Hotchkiss / Ben C. Smith[1]
Combined daily	11,992	.06	...										



COURTESY OF TACOMA TYPOTHETAE

TACOMA

THE GREAT LUMBER MANUFACTURING CITY

LIKE its neighbors, Seattle on the North, and Portland on the south, the city of Tacoma, the center of Southwest Washington, has a market well worth the attention of national advertisers.

Tacoma is one of the five major markets of the Pacific Northwest, with clearly defined boundaries. Advertising in Seattle and Portland will not move goods in Tacoma stores. City loyalty is strong in the Pacific Northwest. Local merchants prefer not to stock goods unless manufacturers use space in Tacoma newspapers.

Tacoma's trading territory lies within the flourishing southwestern portion of Washington. It contains 14 cities and towns whose combined jobbers and retailers number 140 and 2,493 respectively.

Tacoma's production of fir doors, wood columns and veneer is the largest in the country. In 1925 Tacoma mills produced 33 miles of doors piled flat. The city has 23 factories which manufacture more than $3,631,712 worth of furniture each year. The Tacoma smelter is the largest on the west coast. Flour mills export annually over 1,500,000 barrels. It has one of the best harbors on the Pacific Coast with 30 commercial docks.

Tacoma's annual manufacturing payroll is over $30,000,000; 1925 bank transactions were $907,919,000; building permits were $9,900,000; bank deposits were $35,000,000, and savings and loan association deposits were $22,000,000.

Tacoma, with 96,965 population by the 1920 census, the present federal estimate giving the city a population of 104,455, is the center of a rich and prosperous trading territory of some 280,000 consumers, 160,000 people living in the city and immediate suburbs and the remainder in the thriving towns and cities in the eight counties that comprise Southwest Washington. This prosperous community is blanketed by

THE TACOMA NEWS TRIBUNE

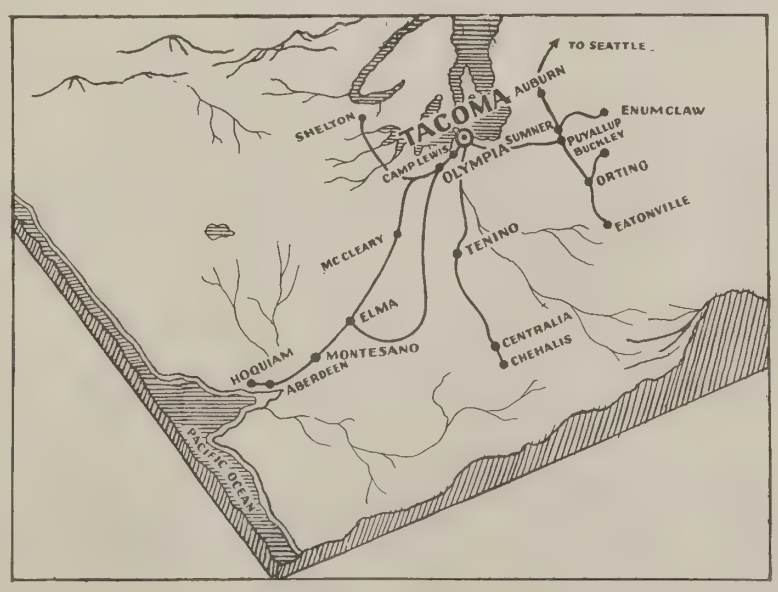
The Audit Bureau of Circulation audit for the year ending Sept. 30, 1925, gives this figure for The News Tribune net paid daily average circulation for six evenings a week

32,387

Of this circulation

87 per cent

of the total is delivered by carrier into the homes of its subscribers every evening.



In 1925 the total agate lineage advertising of The Tacoma News Tribune, six evenings a week, was

9,327,388

NEARLY TWICE THE CIRCULATION AND TWICE THE ADVERTISING VOLUME OF THE OTHER TACOMA EVENING NEWSPAPER

TRIBUNE PUBLISHING COMPANY

FRANK S. BAKER, *President*

CHARLES B. WELCH, *Editor and Gen. Mgr.*

ADVERTISING REPRESENTATIVES

DAVID J. RANDALL
341 Fifth Avenue
New York City

R. J. BIDWELL & CO.
742 Market Street
San Francisco, Cal.

FORD PARSONS CO.
360 No. Michigan Ave.
Chicago, Illinois

WEST VIRGINIA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BECKLEY, 7,054.													
*Post-Herald (R) (J) (49-86)	6,136	.035	...	Beckley Ptg. Co., Inc.	E. H. Adsit		Monroe Worthington	E. H. Adsit		L. L. Drewry	C. J. McQuade		W. N. McCartney[1]
BLUEFIELD, 20,000.													
*Telegraph (m) (I-R) (J) (84)	11,474	.05	...	H. I. Shott	H. I. Shott	H. I. Shott	W. K. McDowell	H. I. Shott		Miss Elizabeth Bond	R. L. Longworth		A. F. Stoiber
Sunday edition	16,355	.06	...				H. I. Shott, Jr.[4]						
CHARLESTON, 60,000.													
*Gazette (m) (I-D) (49-86)	17,484x	.08	.071	Daily Gazette Co.	Wm. E. Chilton, Jr.		Robert G. Murphy	Robert L. Smith	Robert L. Smith	Harold E. Grace	Ioatha M. Harless	John L. Hunt	John J. Mitchell
Sunday edition	22,490x	.08	.071				Ben Reber[4]						
Mail (m) (I-R) (56)	.....	.06	...	Walter E. Clark	R. H. Martin	S. G. Damron	S. G. Damron	Walter E. Clark					
Sunday edition	.....	.06	...										
CLARKSBURG, 33,443.													
*Exponent (m) (D) (J) (49-86)	11,109	.045	.031	Exponent Co.	H. G. Rhawn	H. G. Rhawn[5]	Wade Pepper[4]	W. Guy Tetrick		George R. Snyder	J. Ed. Frye		A. W. Plyman
Sunday edition	11,641	.045	.031										
Telegram (m) (R) (J) (56)	8,791	.04	...	Telegram Co.	Wm. L. Geppert	Wm. L. Geppert[5]	Wilbur M. Swiger	Albert J. Bishop		Milton Nachman	William H. Childs	Joseph T. Kelley	J. F. Shiever
Sunday edition	10,078	.045	...				Myron Martin[4]						H. Montgomery[1]
ELKINS, 7,000.													
Inter-Mountain (I-R) (J) (56)	1,900	.025	...	Teter Pub. Co.	Dwight H. Teter								
FAIRMONT, 23,000.													
*Times (m) (D) (56)	6,685	.03	.03	Index Ptg. Co.	C. E. Smith	H. Sutton Sharp	H. Sutton Sharp	C. E. Smith		C. H. Riggle	C. Roy Manley	E. Herndon Smith, Jr.	Guy Holt
Sunday edition	8,397	.03	.03				W. D. Evans, Jr.[4]						
West Virginian (R) (39)	7,184	.035	.03	West Virginian, Inc.	W. J. Wiegel	C. S. Robinson	C. S. Robinson	W. J. Wiegel	A. Ray Mapel	A. Ray Mapel	C. T. Bunner	A. Ray Mapel	Earl G. Nickey
GRAFTON, 8,517.							L. G. Boggs[4]						
Sentinel (R) (J) (39)	.....	.025	...	Howard H. Holt	Howard H. Holt								
HINTON, 3,912.													
News (R) (J) (39)	1,415	.02	...	Daily News, Inc.	O. J. Hale	O. J. Hale	O. J. Hale	O. J. Hale	O. J. Hale	O. J. Hale	O. J. Hale	O. J. Hale	O. J. Hale
HUNTINGTON, 65,000.													
Advertiser (m) (D) (E) (84)	11,979x	.05	...	Luther T. Long	J. H. Long	C. A. Wellman	W. S. Reynolds	Luther T. Long	J. H. Long	E. J. Lester	C. C. Gardner	E. M. Revell	C. A. Bumgardner
Sunday edition	11,684x	.05	...			P. W. Long[5]	A. S. Winters[4]						
*Herald-Dispatch (m) (R) (56)	14,535x	.05	.036	Dave Gideon	Boyd Jarrell	Wiatt Smith	Stewart Owens	Dave Gideon	W. L. Mengert	H. W. Manz	E. A. Bailey	W. W. Moores	Walter Meadows
Sunday edition	14,727x	.05	.036			Stewart Owens[5]	Carl Ridgley[4]						W. D. Cunningham
KEYSER, 8,000.													
Mineral Daily News (I) (J) (37)	1,800	.025	.025	W. H. Barger	W. H. Barger								
MARTINSBURG, 14,922.													
Journal (I) (J) (56-160)	4,888	.03	...	C. W. Morrison	G. C. McKown	G. C. McKown	G. C. McKown	Frances M. Townsend	C. W. Morrison		Lawrence S. Irvin		Peyton Engle[1]
MORGANTOWN, 25,157.							Wm. Hardy[4]						
*New Dominion (D) (157)	6,106	.03	.025	Dominion News Co.	Charles E. Hodges		George A. Anderson	E. F. Shultz	E. F. Shultz	George B. Short	John T. Hoffman		B. N. Henry
							William Hart[4]						
Post (R) (39)	4,243	.025	.025	West Va. Newspaper Pub. Co.	James C. Herbert		J. Brooks Cottle[4]	J. Monroe Boyer	J. Monroe Boyer	J. Ross Murnane	Z. D. Hensell	Guy E. Grafuis	Sherman T. Jacox
MOUNDSVILLE, 11,000.													
Echo (I) (J) (56)	3,066	.02	...	S. C. Shaw	S. C. Shaw								
Journal (R) (d) (none)	.....	.018	...	R. J. Smith	R. J. Smith								
PARKERSBURG, 24,050.													
*News (m) (R) (56)	6,353	.03	.017	E. A. Brast	Edw. McGrail		Charles L. Hurst	Edw. McGrail		Donald E. McGuire		Linwood B. Hannaman	
Sunday edition	8 012	.03	.017										
Sentinel (D) (39)	8,681	.035	.025	Sentinel Co.	John W. Fischer	John W. Fischer	Roldin G. Bush	W. E. Ingersoll	W. E. Ingersoll	G. H. Keenan	Edna C. Hull	Paul R. Fore	W. F. Partridge
							James Young[4]						
POINT PLEASANT, 3,059.													
Register (D) (J) (d) (37)	4,600	.021	...	Register Pub. Co.	R. P. Bell								
SISTERSVILLE, 3,500.													
Review (R) (J) (157)	1,150	.015	...	Oil Review Pub. Co.	Frank T. Smith								
WELCH, 3,232.													
News (R) (J) (39)	4,289	.025	.02	Welch Pub. Co.	H. G. Clark	W. R. Keyser	H. G. Clark	W. R. Keyser		G. A. Bryant	Mrs. O. P. Jones	G. A. Bryant	C. C. Deal[2]
WELLSBURG, 4,018.							C. H. Hardison[4]						
Herald (I-R) (4)	1,133	.015	.015	Herald Pub. Co.	Geo. S. Larrimore			George S. Larrimore					Earle Denley
WHEELING, 65,000.													
*Intelligencer (R) (J) (E) (39)	11,603x	.05	...	H. C. Ogden	Robert Permar	H. C. Ogden	E. F. Cunningham	H. C. Ogden	John Kaiser	Ralph B. Cushing	Arthur I. Garrett	E. L. Nelson	Donald Boyd[1]
							Charles Long[4]						
News (m) (I) (J) (39)	14,673x	.07	...	H. C. Ogden	J. E. Blackford		E. F. Hohman	H. C. Ogden	H. C. Clark	Ralph B. Cushing	Basil Rafferty	E. L. Nelson	Donald Boyd[1]
Sunday edition	19,089x	.09	...				Don Hamill[4]						
*Register (m) (D) (J) (22)	9,826x	.04	...	William L. Brice	Camden S. Taney	Malcolm T. Brice	John Handlon	William L. Brice	W. M. Windsor	Paul D. Weigand	H. B. Stowe		John H. Winder
Sunday edition	10,232x	.045	...			R. L. Plummer[6]	Malcolm T. Brice[4]						David Deloe[1]
Telegraph (I-R) (37)	.....	.043	...	George A. Laughlin	Robert T. Beans			C. H. Henderson					
WILLIAMSON, 6,819.													
News (I-D) (39)	3,750	.03	.03	Robert E. Cochran			T. V. Wellman	Robert E. Cochran			B. B. Clayton		H. Garner

WISCONSIN

ANTIGO, 8,451.													
Journal (R) (J) (2)	3,872	.025	.025	Berner Bros. Pub. Co	Fred L. Berner	Earle S. Holman	Peter J. Sleeter	Fred L. Berner	Henry Berner	Max Klessig	P. T. Gillett	Harvey Berner	Otto Berner[2]
APPLETON, 23,000.													
Post-Crescent (I) (163)	12,757	.04	...	Post Pub. Co.	John K. Kline	John K. Kline	John R. Riedl	H. L. Davis	H. L. Davis	Ralph Gee	Frank G. Leininger	S. B. Rindal	M. E. Cartier
							David Bender[4]			H. L. Davis[3]			
ASHLAND, 11,334.													
Press (R) (J) (none)	2,800	.018	.018	Joe M. Chapple & Co.	John B. Chapple	J. B. Chapple		Hildur C. Eckman			H. C. Eckman		A. Eckman[2]
BARABOO, 5,538.													
News (R) (J) (157)	2,650	.021	...	Baraboo News Pub. Co.	H. E. Cole & H. K. Page	H. E. Cole	Harlan Page	H. K. Page	H. K. Page	H. K. Page[3]			Clifford Steinbrinck[2]
Republic (R) (4)	1,500	.018	...	Hood Bros.	Hood Bros.	Hood Bros.		G. H. Hood	Hood Bros.				
BEAVER DAM, 7,992.													
Citizen (I) (157)	2,648	.017	...	E. E. Parker & Son	H. H. Parker								
BELOIT, 25,000.													
News (I-R) (J) (132)	9,143	.05	.029	Daily News Pub. Co.	M. H. Dobson	M. H. Dobson	John Clarke[4]	R. F. Collins	C. F. Karstaedt (Sec'y-Treas.)	P. J. Zeller	D. K. Luce	P. J. Zeller	R. F. Collins[2]
BERLIN, 4,400.													
Journal (I-R) (157)	2,060	.023	.025	R. S. Starks	R. S. Starks	M. A. Starks	E. Murphy	R. S. Starks	R. S. Starks				H. C. Christensen
CHIPPEWA FALLS, 9,130.													
Herald (119-5)	3,439	.021	...	Herald Ptg. Co.	George E. Dee								
Telegram & Gazette (I) (J) (74)	4,350	.04	.025	Victor G. Fowler	Charles Hunter		Bob Boyd	Victor G. Fowler	Victor G. Fowler	Victor G. Fowler	Barbara Nowak[3]	Victor G. Fowler	John Grimmer[2]
							Milo Nickel[4]						
EAU CLAIRE, 22,000.													
*Leader (m) (I-R) (2-163)	7,331	...	...										
Telegram (see Leader)	3,730	...	...	Eau Claire Press Co.	C. W. Fiske	P. C. Atkinson	Otto Lund	C. W. Fiske	N. B. Nelson	M. M. Kelly	O. M. Grothe	K. Whelihan	John Erpenbach
Combined daily	11,061	.045	.032				James Franey[3]			C. W. Fiske[3]			
Sunday edition	7,428	.045	.032										

City, Population, Newspaper	Circulation	National	Local	Publisher	Editor	Sunday Editor	Sports Editor	Manager	Manager	Manager	Manager	Manager	Job Printing
FOND DU LAC, 28,000.													
Commonwealth (I) (J) (2)	8,517	.04	.04	P. B. Haber Ptg. Co.	E. M. Jenison	P. B. Haber	J. J. Harlin; A. P. Mayer[4]	P. B. Haber	A. L. Waffle	A. L. Waffle	A. L. Waffle	A. L. Waffle	E. M. Jenison[2]
Reporter (I) (127-128)	8,410	.04	...	Reporter Ptg. Co.	C. F. Coffman	C. F. Coffman	W. C. Hyde; C. H. Keyser[4]	A. H. Lange	A. H. Lange	A. H. Schroeder; Emery Martin[3]	Emery Martin	Victor Promen	Gus Nebel
GREEN BAY, 34,700.													
Press-Gazette (I) (163)	14,307	.055	...	Green Bay Newspaper Co.	John K. Kline		R. A. Kennedy; G. W. Calhoun[4]	A. B. Turnbull	E. J. Robinson	Joseph Horner, Jr.			Orb DeCormer
JANESVILLE, 21,952.													
Gazette (I-R) (163)	11,848	.05	...	H. H. Bliss	Stephen Bolles	Stephen Bolles	George Kavelage; Frank Sinclair[4]	H. H. Bliss	H. H. Bliss	Thomas G. Murphy	T. A. Birmingham	S. H. Bliss	E. P. Ehrlinger
KENOSHA, 48,000.													
News (R) (J) (42)	9,450	.05	.035	Kenosha News Pub. Co.	E. F. Marlatt	R. S. Kingsley	Chester Zeff; Edward McKenna[4]	R. S. Kingsley	R. S. Kingsley	H. R. Young; C. E. Head[3]	Willis Schulte	W. R. Cropley	E. C. Smith[2]
LA CROSSE, 34,000.													
Tribune & Leader-Press (m) (I) (42)	13,205	.06	.035	Frank H. Burgess	Mark R. Byers		C. A. Worth; R. L. Bangsberg[4]	Frank H. Burgess	D. S. Grieg	Edna M. Denney	W. A. Roth	A. C. Schroeder	
Sunday edition	12,728	.06	.035										
MADISON, 48,000.													
Capital Times (I) (127-128)	21,371x	.07	.0425	Capital Times Co.	William T. Evjue	E. L. Meyer	D. D. Dunn; Henry Casserly[4]	T. C. Bowden	T. C. Bowden	W. L. Odett	H. D. Sage	Roy Markell	Frank Schillinger
Wisconsin State Journal (m) (I) (E) (42)	20,447x	.07	.045	A. M. Brayton	A. M. Brayton	J. W. Irwin; Don Anderson[5]	Bryn Griffith; D. D. Mich[4]	I. U. Sears	I. U. Sears	E. J. Usher; P. W. Wright[3]	M. F. Mergen	J. R. Mason	O. A. Winrich
Sunday edition	19,693x	.07	.045										
MANITOWOC, 24,000.													
Herald-News (D) (2)	6,545	.04	...	Herald-News Pub. Co.	E. W. Mackey	E. W. Mackey	C. A. Brandt	W. F. Ohde	W. F. Ohde	C. A. Sargeant; W. F. Ohde[3]	W. W. De Lano	C. A. Sargeant	F. A. Henricks
Times (R) (J) (157)	5,111	.04	.03	News Times Pub. Co.	A. O. Trippler	A. O. Trippler	Niels Nielson	A. O. Trippler	A. O. Trippler	Jos. Logan	C. Schade		A. C. Tech
MARINETTE, 13,610.													
Eagle-Star (I-R) (J) (2-163)	4,633	.03	.025	Frank E. Noyes	Frank E. Noyes	Ed W. LeRoy	J. Boyer May	Frank E. Noyes	Frank E. Noyes	L. A. Drown	S. P. Jones	F. Maleckar	H. C. Hanson[2]
MARSHFIELD, 7,394.													
News (I) (J) (119-5)	2,860	.029	.029	Marshfield Pub. Co.	G. V. Kraus	G. V. Kraus	Floyd Tuchscher	E. S. Bailey	E. S. Bailey	C. M. Fleischer	Myrtle Fenton	Myrtle Fenton	Mike Berg; John Witt[1]
MENASHA, 7,214.													
Record (R) (d) (4)	1,791	.011	.011	Ira H. Clough	Ira H. Clough	Ira H. Clough	H. S. Clough	Ira H. Clough	Ira H. Clough	Ira H. Clough	Ira H. Clough	M. Clough	F. Krieg
MERRILL, 8,068.													
Herald (I) (J) (163)	3,454	.025	.021	W. B. Chilsen	W. B. Chilsen	W. B. Chilsen	Lloyd B. Cain			Melvin N. Taylor; Margaret Running[3]	Otto F. Nienow	Margaret Running	Art Martinson[2]
MILWAUKEE, 577,757.													
Journal (m) (I) (*S) (mer) (J) (E) (125)	132,815	.25	.18	H. J. Grant	L. W. Nieman	Marvin Creager; F. D. Moffett[5]	F. R. Greene; Sam Levy[4]	H. J. Grant	L. L. Bowyer	R. A. Turnquist; E. G. Horst[3]	O. V. Fragstein	Harry Gwaltney	Frank Keating
	125,421	.25	.18										
Sunday edition													
Leader (S) (J) (E) (66)	48,683	.12	.10	E. H. Thomas	Victor L. Berger	Leo Wolfsohn	Frank Haggerty; Ben E. Smith[4]	E. H. Thomas	E. H. Thomas	Elmer A. Krahn	A. E. Papke	H. G. Hellermann	Theo. Sweers; H. O. Seymour[1]
*Sentinel (m) (R) (J) (10)	57,299	.17	.09	A. C. Backus	Geo. F. Lounsbury	Julius Liebman; Harry Price[6]	Edwin C. Hart; George Downer[4]	Harvey Habeck	T. L. Lenehan	Ivan I. Spear	F. W. Fredelake		
Sunday edition	160,640	.40	.15										
Wisconsin News (I) (E) (17-92-35)	91,720	.20	.15	John H. Black	John G. Roberts, Jr.		Herman Ewald	H. H. Knickerbocker		H. E. Meyerhoff	Ben Kinovsky	Emil Bublitz	
MONROE, 5,000.													
Journal (R) (J) (d) (4)	645	.011	.05	L. A. Woodle & Son	L. A. Woodle	L. A. Woodle	Roy Woodle	L. A. Woodle	L. A. Woodle	L. A. Woodle	L. A. Woodle	L. A. Woodle	Roy Woodle[2]
Times (R) (J) (2)	2,670	.025	.02	Emery A. Odell	Harry B. Lyford	Emery A. Odell	Harry B. Lyford	Emery A. Odell	Emery A. Odell	Harry G. Bronson	Emery A. Odell	L. M. Conrad	Guy W. Tanner; Frank W. Hadden[1]
NEENAH, 15,000.													
News-Times (R) (157)	1,890x	.019	...	News Pub. Co.	Clara A. Bloom			Clara A. Bloom					
OSHKOSH, 36,478.													
Northwestern (R) (127) (128)	14,201x	.06	.06	O. J. Hardy	O. J. Hardy	Edw. F. Kennedy	Louis H. Torreyson; Edw. F. Kennedy[4]	O. J. Hardy	Fred R. Wiese	O. J. Hardy	C. A. Thomas		
PORTAGE, 5,582.													
Register-Democrat (R) (J) (119)	1,800	.021	...	A. A. Porter				A. A. Porter					W. F. Corenke[1]
RACINE, 64,528.													
Journal-News (R) (2)	9,810x	.05	.035	Journal Ptg. Co.	F. W. Starbuck	F. R. Starbuck	Chas. Christensen; John D. Roberts[4]	F. R. Starbuck	H. S. Mann	Harry Le Poidevin; H. S. Mann[3]	Henry T. Larsen	G. Hilgers	Tal. Jude
Times-Call (R) (3)	9,631x	.05	.043	Call Pub. Co.	W. S. Goodland	Frank Lovell	Frank Lovell; W. Reynolds[4]	W. S. Goodland	J. H. Heim	H. J. Brown; F. J. Heaton[3]	E. C. Kisky	N. Elhoim	O. Syrich
RHINELANDER, 6,654.													
News (R) (119-5)	1,638	.018	.012	Rhinelander Pub. Co.	Clifford G. Ferris	C. J. McCauley	C. J. McCauley	Clifford G. Ferris	C. G. Ferris	Douglas E. Remo	A. H. Humphreys	Douglas E. Remo	A. J. Lennon
SHEBOYGAN, 37,000.													
Press (I) (J) (2)	12,681	.055	...	Press Pub. Co.	C. E. Broughton	C. E. Broughton	Walter Pfister	C. E. Broughton	C. E. Broughton	A. C. Vande Repe; E. S. Gerlat[3]	Otto Stielow	Mildred Nelson	George A. Brand; John Stengel[1]
STEVENS POINT, 11,370.													
Journal (R) (J) (163-2)	6,056	.035	.03	Journal Ptg. Co.	Frank W. Leahy	Guy W. Rogers	James W. Hill; A. M. Pfiffner[4]	Frank W. Leahy	Frank W. Leahy	G. W. Rogers; Frank W. Leahy[3]	G. M. Cashin	M. E. Maurer	N. P. Bonertz; L. A. Clark[1]
STOUGHTON, 5,101.													
Courier-Hub (I) (163)	1,465	.021	.021	W. K. Mickelson	W. K. Mickelson	W. K. Mickelson	Rolfe Hanson	W. K. Mickelson	W. K. Mickelson	W. K. Mickelson	Marion Chritton	Marion Chritton	Martin Johnson
SUPERIOR, 40,000.													
Telegram (I-R) (J) (E) (163)	20,390	.07	.056	Evening Telegram Co.	Barr Moses	A. C. Regli	Gordon MacQuarrie; Monte Stewart[4]	S. A. Buchanan	Clough Gates	Paul J. Skamser; E. R. Kelly[3]	Clough Gates	Paul J. Skamser	E. A. Nelson; J. H. Somerville[1]
WATERTOWN, 9,299.													
Times (I) (J) (157)	3,400	.026	.026	Times Pub. Co.	James P. Holland	James P. Holland	Dudley S. Long	James P. Holland	S. J. Friedman	S. J. Friedman	S. J. Friedman		Emil Doerr; Jack Kuenzi[1]
WAUKESHA, 12,558.													
Freeman (I) (J) (none)	2,611	.023	...	Freeman Ptg. Co.	H. M. Youmans		Henry A. Youmans			Lucy E. Strong; H. M. Youmans[3]			Harry A. Smith; H. M. Youmans[1]
WAUSAU, 21,000.													
Record-Herald (R) (J) (132)	7,787	.04	.03	Record-Herald Co.	J. L. Sturtevant	J. G. Sanders	E. D. Underwood; D. A. Christenson[4]	J. L. Sturtevant	E. J. Smith	R. D. Sanche	G. M. Stephenson		G. D. Derby[2]
WISCONSIN RAPIDS, 7,243.													
Tribune (I-R) (J) (163)	4,578	.025	.022	Wm. F. Huffman	C. R. Babcock	C. R. Babcock	C. R. Babcock; H. R. Fey[4]	Wm. F. Huffman	A. E. Peters	H. W. Haines	B. Weeks	B. Weeks	A. Reinert, Jr.[2]

WYOMING

CASPER, 32,276.													
*Herald (m) (I) (mer) (132)	6,279	...	...										
Tribune (m) (R) (132)	6,534x	...	...	Natrona County Tribune, Inc.	J. E. Hanway	R. E. Evans; Ted Olson	R. E. Evans	E. E. Hanway	E. E. Hanway	Thomas Daily; Alice Adam[3]	H. E. Watkins	Myrtle Keene	J. B. Griffith
Combined daily	12,813	.06	.06										
Sunday Tribune-Herald	....	.06	.06										
CHEYENNE, 16,000.													
Wyoming State Tribune and Cheyenne State Leader (m) (I-R) (84)	6,347x	.05	...	Tribune Pub. Co.	J. C. Thompson, Jr.		G. W. Winkler; C. A. Cooney[4]	John C. Fleming	John C. Fleming		Helen K. Engstrom		C. M. Lee
Sunday edition	6,493x	.05	...										
LANDER, 2,133.													
Post (d) (37)	....	.021	...	Post Pub. Co.	W. J. Hines								
LARAMIE, 6,301.													
Republican & Boomerang (I) (none)	....	.026	...	Republican Pub. Co.	F. S. Burrage	F. S. Burrage		F. S. Burrage	F. S. Burrage				
SHERIDAN, 11,000.													
Post-Enterprise (m) (I) (J) (132)	3,365x	.04	.04	Charles W. Barton	Chas. W. Barton	Howard F. Vickery; L. L. MacBride[5]	Howard F. Vickery; W. S. Sopris[4]	Charles W. Barton	W. S. Sopris	Victor L. Blackledge	Margaret Kedl	Winnie Bard	Joseph MacGowan[2]
Sunday edition	3,500x	.04	.04										

DOMINION OF CANADA

ALBERTA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
CALGARY, 67,500.													
*Albertan (I-L) (C19-114-149)	13,272x	.05	.04	W. M. Davidson	W. M. Davidson	W. M. Davidson	D. A. Lane / Harry Scott[4]	H. J. Ford	H. J. Ford	W. H. Horner	E. B. Aberle	C. M. Owings	L. S. Walker
Herald (I) (C5-C1-C14-54)	23,197x	.08	...	Calgary Herald, Ltd.	J. H. Woods		C. A. Hayden / Howard Kelly[4]		W. J. Watson	O. L. Spencer	A. J. Hilliker		F. Milne
EDMONTON, 58,627.													
Bulletin (I-L) (none)	(new daily)	.05	.04	Charles E. Campbell	John Howey	A. G. Rose	Clarence Stout	Chas E. Campbell	Robert J. Robert	Marshall Douglas	Walter Bryan		William Watt
Journal (I) (C5-C1-C14-54)	22,656x	.08	.075	J. M. Imrie (Mng. Dir.)	A. B. Watt	C. R. Morrison	F. H. McPherson / Geo. McIntosh[4]	J. M. Imrie	Arthur Yockney	Geo. B. Cooper	H. E. Fuller	Roy Hagerman	Arthur Yockney
LETHBRIDGE, 11,165.													
Herald (L) (J) (C14-54)	5,588x	.03	.025	W. A. Buchanan	H. G. Long	W. A. Buchanan	H. G. Long / C. F. Steele[4]	W. A. Buchanan	John Torrance	John Torrance	Miss L. Lindsay	Miss R. MacQueen	Leonard Kane / T. E. Evans[1]
MEDICINE HAT, 9,575.													
News (L) (J) (58)	1,733x	.015	.0175	Medicine Hat News, Ltd.	A. J. N. Terrill	A. J. Terrill	T. A. Maxwell / B. W. Bellamy[4]	A. J. N. Terrill	T. R. Osborne	T. R. Osborne / Miss Donaldson[3]	R. J. Worth	R. J. Worth	E. Downing[2]

BRITISH COLUMBIA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
NELSON, 6,000.													
*News (C) (J) (133-58)	3,766	.025	.025	News Pub. Co.	F. F. Payne	F. F. Payne	H. H. Currie / J. B. Curran[4]	F. F. Payne	F. F. Payne	W. A. Curran	R. M. Watson	W. A. Curran	K. S. Hudson / W. G. Newton[1]
NANAIMO, 9,350.													
Free Press (d) (none)	....	.02	...	Free Press P. & P. Co.	T. B. Booth								
*Herald (m) (I) (J) (58)	2,500	.018	...	R. R. Hindmarch	R. R. Hindmarch								
Sunday edition	2,500	.018	...										
NEW WESTMINSTER, 14,440.													
British Columbian (L.C) (J) (none)	3,000	.029	.029	Columbian Co., Ltd.	J. D. Taylor	R. A. McLellan	R. A. McLellan / C. D. Taylor[4]	J. D. Taylor	J. D. Taylor	E. H. Sands	E. H. Sands	E. H. Sands	H. S. Walsh / C. D. Peel[1]
PRINCE RUPERT, 6,376.													
Empire (I) (d) (none)	....	.018	...	S. M. Newton	S. M. Newton								
News (L) (d) (C19)	1,375	.025	.025	Prince Rupert Daily News, Ltd.	H. F. Pullen	G. A. Hunter		Geo. Wilson	S. G. Webb	Miss H. V. Graham			G. S. Russell
VANCOUVER, 120,000.													
Providence (m) (I) (C5-C1 54)	64,481	.12	...	Vancouver Daily Province, Ltd.	Roy W. Brown	H. R. Kenvyn / L. Johnston[5]	C. L. Gordon / A. R. Dingman[4]	F. J. Burd	John Russell	W. C. Russell	F. E. Henderson	A. McLean	J. W. Wright
Sunday edition	67,472	.12	...										
Star (I) (C7)	18,003	.05	.04	Victor W. Odlum	Victor W. Odlum	A. G. Rose	G. W. Gorman / Ralph Young[4]		E. F. Odlum	O. F. Brothers	J. A. Grant		L. Boyd
*Sun (m) (I-L) (J) (C15-133-160-13)	18,750	...	...	R. J. Cromie	W. L. Weir	H. A. Stein / D. C. Jenkins[5]	J. N. M. Brown / A. Lytle[4]	P. J. Salter	S. Griffis	S. Griffis / G. A. Cran[3]	H. F. Gates	A. Gillard	J. Habkirk / E. Rorke[1]
Sun (see above)	45,910	...	...										
Combined daily	64,660	.12	.115										
Sunday edition	37,802	.12	.115										
VICTORIA, 34,000.													
*Colonist (m) (C) (J) (C19-C14-133-160)	9,928	.055	...	J. S. H. Matson	Charles Swayne			J. L. Tait		A. G. Hawkins			
Sunday edition	12,273	.055	...										
Timese (L) (E) (54)	8,864	.05	...	Times P. & P. Co., Ltd.	B. C. Nicholas		R. T. Freeman / A. Wills[4]	W. B. Monteith	R. G. Thomson	W. A. Patterson	A. Jones	W. A. Patterson	

MANITOBA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
BRANDON, 16,776.													
Sun (C) (J) (none)	4,442	.025	.025	J. B. Whitehead	Wm. Noakes		H. L. Crawford	J. B. Whitehead		W. A. Anderson	H. Barlow		E. McKinstry[1]
PORTAGE LA PRAIRIE, 6,748.													
Graphic (I) (J) (d) (none)	....	.016	...	Graphic-Liberal Ptg. Co., Ltd.	G. R. Porter								
WINNIPEG, 178,364.													
*Free Press (I) (C18-54)	22,186x	...	...	Manitoba Free Press Co., Ltd.	John W. Dafoe	R. Dafoe (N. Ed.) / W. Payne (S. Ed.)	A. H. Coo / M. J. Shea[4]	E. Macklin (Pres.)	J. W. Sifton (S.-T.)	W. R. B. D'Esterre / Bruce Campbell[3]	A. Cowan (coun.) / J. Sweeney (city)	G. H. Titus	H. W. Cooper
Free Press Evg. Bulletin	42,651x	...	...										
Combined daily	64,837x	.15	.14										
Tribune (I) (C1-C5-C14-158)	36,112x	.10	.10	Tribune Newspaper Co., Ltd.	W. L. McTavish	W. L. McTavish / C. Combe (S. Ed.)	P. C. Galbraith / B. H. Boreham[4]	M. Nichols (M. D.)	W. McCurdy	A. W. Moscarella	C. R. Hudson	W. H. Roper	

NEW BRUNSWICK

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
FREDERICTON, 9,000.													
Gleaner (C) (none)	6,753	.026	...	Gleaner, Ltd.									
Mail (L) (J) (d) (none)	1,500	.011	...	Mail Ptg. Co.	R. P. Allen	R. P. Allen	C. W. Clark	R. P. Allen	R. P. Allen	R. P. Allen	E. G. Merritt	E. G. Merritt	H. M. Combley
MONCTON, 20,000.													
*Times (L-C) (J) (none)	4,833	.02	.02	Times Ptg. Co.	J. S. Boyd		G. W. Maddison / C. L. Woods[5]	J. C. Keating	J. C. Keating[3]				C. G. Wilson / C. G. Stultz[1]
Transcript (I-L) (J) (none)	4,713	.02	.02	O. L. Barbour	O. L. Barbour								
SAINT JOHN, 55,000.													
Globe (L) (none)	....	.03	...	Globe Ptg. Co.	Frank B. Ellis								
*Telegraph-Journal (I) (83)	17,666	.07	.07	New Brunswick Pub. Co. Ltd.	A. M. Belding	A. J. West	W. R. Walsh	T. F. Drummie	L. W. Bewick	P. H. Butler / L. Hennigar[3]	H. McLeod	P. H. Butler	A. Ellison
Times-Star (I) (83)	15,388	.05	.05	New Brunswick Pub. Co. Ltd.	E. W. McCready	A. J. West	F. I. McCafferty	T. F. Drummie	L. W. Bewick	P. H. Butler / L. Hennigar[3]	H. McLeod	P. H. Butler	A. Ellison
Combined daily	33,054	.10	.10										

NOVA SCOTIA

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical Job Printing
AMHERST, 9,998.													
News (I-C) (J) (d) (none)	....		.012	News-Sentinel, Ltd.	N. S. Sanford								
GLACE BAY, 20,000.													
Gazette (I) (C-2-83-58)	6,083	.02	.02	A. D. MacNeill	J. McDonald	A. D. MacNeill	Jos. McDonald / C. C. Ogilvie[4]	A. D. MacNeill	H. D. McNeill	H. D. McNeill			W. Connolly
HALIFAX, 70,333.													
*Chronicle (L) (C19)	12,562	.06	.06	Chronicle Co., Ltd.	A. F. MacDonald		J. L. Hickey (M) / H. W. Jones (E)	G. Pearson (Man. Dir.)	A. H. Trigg	G. P. Greene	R. S. Tulloch		
Echo (L) (C19)	9,881	.05	.05										
Combined daily	22,443	.09	.09										
*Herald (I-C) (C15-24)	18,198	...	...	Halifax Herald, Ltd.	W. H. Dennis		R. J. Rankin (M) / H. Wier (E)	W. H. Dennis	A. W. Robb	J. M. Sprecher / A. W. Robb[3]	G. H. Gillis		F. Doherty
Mail (I-C) (C15-24)	15,157	...	...										
Combined daily	33,355	.10	...										
NEW GLASGOW, 8,974.													
News (C) (J) (none)	3,300	.013	...	Scotia Printers, Ltd.	J. W. H. Sutherland	J. W. H. Sutherland	J. R. McGregor	F. J. McPherson	W. J. Flynn	W. J. Flynn	W. J. Flynn		J. W. Fraser / F. Moore[1]
SYDNEY, 25,000.													
*Post (C) (58)	2,704	...	...	Post Pub. Co., Ltd.	H. P. Duchemin	H. P. Duchemin	N. M. Browne / Roy Duchemin[4]	Sen. J. S. McLennan	Miss E. M. Goldie	Don Travis / Miss H. McAulay[3]	Hilda M. White	E. M. Goldie	James C. Gavell
Post (see above)	2,174	...	...										
Combined daily	4,878	.025	...										
Record (L) (C2)	4,608	.015	.015	Record Pub. Co., Ltd.	H. F. Paisley	E. Coleman (Man. Dir.)	H. B. Jefferson	E. L. Coleman					C. W. Lewis
TRURO, 7,600.													
News (I) (J) (none)	1,090	.007	.007	News Pub. Co., Ltd.	W. D. Dimock			A. R. Coffin					J. W. Doane / R. L. Parks[1]

Explanation: Asterisk (*) indicates morning newspapers. (m) indicates Sunday morning edition. (I) politically Independent; (C) Conservative; (L) Liberal; (I-C) Independent Conservative; (I-L) Independent Liberal. (J) operate job printing plant. (E) operate own engraving plant. * indicates rotogravure section, letter following indicates day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday. Figures are key numbers to the list of special advertising representatives. Where more than one number is given, the first is East and the second West. (d) do not use mats. (t) do not use plates. Boldface circulation figures are A. B. C. net paid, six months statement ending September 30, 1925; X indicates three-month statement ending September 30, 1925. All other circulation figures are sworn statements. All quoted advertising rates are per agate line. In cases where there is more than one edition and only one advertising rate is given it applies to each edition; combination rates are shown by brackets. In last column superior figure [1] following name indicates superintendent of job department only; superior figure [2], superintendent of mechanical department of newspaper and job department; no superior figure, superintendent of mechanical department of newspaper only. NOTE—Canadian advertising representatives are indicated by (C) preceding numeral. List appears on page 110. Other numerals in parenthesis indicate American representatives. Superior figure [3] designates National Advertising Manager, Superior figure [4] Assistant Sporting Editor, Superior figure [5] Financial Editor.

1778



1926

The newest home of Canada's oldest newspaper

From the old Chateau de Ramesay to the most modern newspaper plant in Canada

The story of 147 years of newspaper publishing

FIRST PUBLISHED on June 3, 1778, as the "Gazette du Commerce et Litteraire pour la Ville et District de Montreal," by Fleury Mesplet, a French printer brought to this country in 1776 by Benjamin Franklin, The *Gazette* has published continuously for 147 years. Its first home was in the famous old Chateau de Ramesay in the heart of Montreal, and now a museum of antiquities visited by most tourists to Canada's metropolis.

Since then it has had many homes. For four years it was printed in the upper flat of a house on Notre Dame Street, just east of Place d'Armes. In 1837 the plant was moved to St. Francois Xavier and St. Sacrament Streets, where gas for the first time replaced candles as an illuminant. The paper having been acquired in 1870 by the White Family, its present owners, in 1871, the plant was moved to Craig and St. Francois Xavier Streets, where it remained for 36 years until the site was required for the extension of the Post Office.

For 18 years The *Gazette* was published from the well-known building at 38 St. Antoine Street, now vacated for its newest home, a thoroughly modern building and plant occupying an entire block. It faces on St. Antoine Street, is bounded on the West by Cathedral Street, on the East by Ste. Cecile Street, with a 20-foot lane in the rear.

Although designed for eight stories, the present building contains five stories and basement; the three additional stories to be added as the requirements of the business demand. On the first floor has been installed a new six-unit Hoe press of the latest type, equipped with electrical drive and controllers and latest devices of all kinds. Provision has been made in the press-room for an additional 15 units, making the capacity 21 units in all.

Adequate provision has been made for the most modern equipment in all other departments, including the printing, binding, photogravure, electrotyping and other branches now operated by the Gazette Printing Company, Limited. The paper's business offices will be located on the top or fifth floor, although there will be offices for the convenience of the public near the main entrance.

With this transfer from outgrown quarters to greatly enlarged premises the management of The *Gazette* looks forward to larger opportunities for genuine public service and a continuance and increase of that gratifying confidence placed in the newspaper by the community and by its advertisers throughout Canada.

The Gazette

MONTREAL

(Canada's Best Newspaper)

MEMBER OF AUDIT BUREAU OF CIRCULATIONS

Branches

TORONTO
W. T. Martin—Leonard G. Martin
331 Bay Street

OTTAWA
John Bassett
28 Central Chambers

LONDON, ENG.
T. R. Clougher—Royal Colonial Chambers
18-19-20 Craven St., W.C.

NEW YORK
Gilman, Nicoll & Ruthman
19 West 44th Street

CHICAGO
Gilman, Nicoll & Ruthman
410 No. Michigan Avenue

BOSTON
Gilman, Nicoll & Ruthman
73 Tremont Street

SAN FRANCISCO
Gilman, Nicoll & Ruthman
507 Montgomery Street

RATES, CIRCULATIONS AND EXECUTIVE PERSONNEL OF CANADIAN DAILY NEWSPAPERS—Continued

ONTARIO

City, Population, Newspaper	Circulation	Minimum Adv. Rate National	Minimum Adv. Rate Local	Publisher	Editor	Managing Editor / Sunday Editor	City Editor / Sports Editor	General Manager	Business Manager	Advertising Manager	Circulation Manager	Classified Manager	Mechanical / Job Printing
BELLEVILLE, 12,163.													
Intelligencer (C) (J) (none)	4,020	.018	...	S. B. Dawson	W. H. Goodman								
Ontario (L) (J) (C2)	3,847	.018	...	W. H. Morton	P. M. Little								
BRANTFORD, 30,000.													
Expositor (I) (C8-114-149)	10,391	.035	.035	Preston & Sons, Ltd.	W. B. Preston	A. T. Whitaker / A. Rose[4]	W. B. Preston	W. B. Preston	J. H. Johnson	James D. Hanley			W. D. Reeves
BROCKVILLE, 10,040.													
Recorder & Times (I-L) (J) (d) (none)	4,214	.02	.016	Recorder Ptg. Co., Ltd.	H. R. Morgan	T. H. Major	C. E. Amonde / M. C. Franklin[4]	W. J. Moore	Jos. Edwards	H. Rowsome			W. J. Reynolds / S. W. Bell[1]
CHATHAM, 14,188.													
News (I) (39)	6,342	.025	.025	Chatham Daily News, Ltd.	R. W. Angus			E. C. Young	J. K. Stewart	A. Cowley			J. C. Shepherd
FORT WILLIAM, 21,000.													
Times-Journal (I) (J) (none)	5,672	.025	.025	Times-Jrnl. of Ft. William, Ltd.	J. R. Lumby	J. R. Lumby	F. Johnson / F. Edwards[4]	D. Smith	D. Smith	A. E. Craig	Geo. Macdonald	N. Tonkin	F. Stephens / J. A. Doak[1]
GALT, 19,000.													
Reporter (I) (d) (none)	4,862	.02	.02	Galt Pubs., Ltd.	E. Werstine	Allan Holmes	E. Werstine	Allan Holmes	H. J. Foster	J. Slaight / H. J. Foster[3]	E. E. Lee		
GUELPH, 18,875.													
Mercury (I) (162-58)	4,952	.025	.03	J. I. McIntosh	Wm. Templeman	J. I. McIntosh	Joseph Collins	J. I. McIntosh	R. M. Hamilton	G. A. Humphries	T. Collins	G. A. Humphries	T. Bates
HAMILTON, 120,000.													
Herald (I) (C6-C2-114-149)	16,986	.06	...					R. B. Harris		J. B. Fraser			
Spectator (I-C) (C8-C19-158)	35,111	.09	.08	Hamilton Spectator, Ltd.	A. J. Holloway	Wm. Mulliss	J. A. McKenty / W. C. McMullen[4]	F. I. Ker		James R. Allan	F. L. Britton		George R. Allan
KINGSTON, 27,000.													
British Whig (L) (J) (C19-83)	7,264	.03	.035	W. R. Davies	G. H. Williamson	W. R. Davies	J. G. Elliott / C. A. Devlin[4]	F. R. Davies	W. R. Davies	George H. Holland			Fred R. Davies[1]
Standard (I-C) (J) (C2-C6-130-60)	7,059	.03	.03	William R. Givens	William R. Givens	Robert Henderson	F. Warburton / F. C. Beaudry[4]	William R. Givens	William J. Coyle	H. V. Booth / W. J. Coyle[3]	J. A. Calvert	H. V. Booth	George Pollitt / S. A. Salsbury[1]
KITCHENER, 28,000.													
Record (I) (J) (none)	8,485	.03	.03	News-Record, Ltd.	W. J. Motz	W. J. Motz	E. F. Donohoe / A. H. Lowe[4]	W. J. Motz	E. C. Cornell	T. H. Kay	Joseph Taylor	W. M. Euler	W. Besserer[3]
LINDSAY, 7,542.													
Post (I) (d) (80)	2,890	.018	...	Wilson & Wilson									
LONDON, 62,000.													
*Advertiser (I-L) (C15-59)	15,795	...	...										
Advertiser (see above)	4,759	...	...	London Advertiser Co., Ltd.	A. R. Kennedy	Charles Vining	T. R. Elliott / C. S. Grafton[4]	H. B. Muir	J. Birnie Smith	O. W. Zoellner	E. Wooster		J. J. Dalton
Combined daily	20,554	.06	.06										
*Free Press (I-C) (C8-C19-133-160)	24,958	...	...										
Free Press (see above)	14,179	...	...	London Free Pr. Ptg. Co., Ltd.	Arthur Ford	A. S. Blackburn	C. E. Carruthers / Wm. Rhodes[4]	A. S. Blackburn	Charles Thomas	Walter E. Gunn	Wiliam J. Bruce	H. J. Hamilton	John Maclean
Combined daily	39,137	.08	.08										
NIAGARA FALLS, 14,695.													
Review (I) (J) (none)	3,793	.018	.015	F. H. Leslie, Ltd.	James M. Cowan	James M. Cowan	James M. Cowan / Pat Haffey[4]	F. H. Leslie	F. H. Leslie	F. H. Leslie			
OTTAWA, 140,000.													
*Citizen (I) (C8-C19-158-149)	6,757	...	...										
Evening Citizen (see above)	21,152	...	...	Citizen Pub. Co., Ltd.	C. A. Bowman	T. D. Finn	Wm. McDonald / Ed Baker[4]	H. S. Southam	G. A. Disher	R. H. Jennings / F. W. Crabbe[3]	T. V. Armstrong	J. P. Kenney	H. M. Butler
Combined daily	27,909	.08	.065										
*Journal (I-C) (C15-59)	5,546	...	...										
Journal (see above)	22,666	...	...	Jour. Pub. Co. of Ottawa, Ltd.	E. Norman Smith	J. S. Crate	T. G. Lowrey / Basil O'Meara[4]	Col. R. F. Parkinson (D. S. O.)	W. Arthur Perry	J. W. Cockburn	T. V. Armstrong	J. Potter	Michael Powell
Combined daily	28,212	.08	...	P. D. Ross (Pres.)									
Le Droit (I) (J) (129-86)	8,756	.04	.04	Le Syndicate d'Oeuvres Sociales, Ltée	Charles Gautier	Emile Boucher	Emile Boucher / O. Julien[4]	Joseph Goulet	Joseph Goulet	Edmond Lemieux	C. Laplante	H. Tassé	Eugene Beaudry / M. Bisson[1]
OWEN SOUND, 12,190.													
Sun-Times (I) (J) (none)	7,011	.025	...	Fleming Pub. Co., Ltd.	Chas. J. McTavish	Mark B. Dulmage	Howard Fleming	Howard Fleming	H. R. Moffat / Howard Fleming[3]				George Mead[2]
PETERBORO, 21,000.													
Examineer (I) (114-149)	6,420	.03	...	Peterboro Examiner, Ltd.	R. M. Glover			R. Glover (Man. Dir.)					R. A. Holyman
PORT ARTHUR, 16,000.													
News-Chronicle (I) (J) (none)	4,074	.025	.025	Terminal Pub. Co., Ltd.	F. B. Allen	F. B. Allen	O. F. Young / F. Brooks[4]	E. B. MacKay	D. R. Harrison	J. Manning	A. C. MacKay	A. E. Pike	H. Worrall / H. Stanworth[1]
PORT HOPE, 4,456.													
Guide (L) (d) (none)	....	.009	...	Geo. Wilson & Son	Geo. Wilson								
ST. CATHARINES, 21,141.													
Standard (I) (J) (114-58)	9,290	.035	...	St. Catharines Standard, Ltd.	H. Walsh	H. B. Burgoyne	W. A. Moore	H. B. Burgoyne	H. B. Burgoyne	H. B. Burgoyne / H. B. Burgoyne[3]	E. H. Cobley	H. M. Gadsby	John Carroll / R. Birbeck[1]
ST. THOMAS, 20,327.													
Times-Journal (I) (C2)	8,375	.03	.025	L. H. Dingman		Thomas Keith		W. L. Agnew		B. A. Knowles / W. L. Agnew[3]	G. C. Stewart		
SARNIA, 19,500.													
Canadian Observer (I) (none)	5,570x	.023	.023	Canadian Observer, Ltd.	H. M. Hueston	H. M. Hueston	W. P. McKay / O. N. Wilson[4]	A. D. McKenzie		W. J. Batten / A. D. McKenzie[3]	A. G. Macdonald	Carl Manore	J. W. Peacock
SAULT STE. MARIE, 21,800.													
Sault Star (I) (J) (none)	4,717	.025	.025	Sault Star, Ltd.	J. W. Curran	J. W. Curran		R. A. Addison					
STRATFORD, 18,425.													
Beacon-Herald (I) (J) (C2)	6,505	.025	.025	Beacon-Herald of Stratford, Ltd.	L. H. Dingman	W. I. Dyer	T. J. Dolan / C. W. Kewley[4]	L. H. Dingman	L. H. Dingman	J. W. Potts	W. Pomeroy	Miss U. Smith	E. J. Armstrong[2]
TORONTO, 542,187.													
*Globe (I-L) (mer) (E) (C20-C11-C14-103-121-48)	90,264	.20	.12	Globe Ptg. Co.		T. S. Lyon / H. Anderson (Asst.)	Wm. Marchington / Frederick Wilson[4]	W. G. Jaffray (Pres. & Man. Dir.)	W. G. Jaffray	R. K. Stocks	H. G. Kimber	R. K. Stocks	John Chinn
*Mail & Empire (C) (C1-C21-E1-110)	114,767	.20	...	Mail Ptg Co.	C. A. C. Jennings	W. Wilkinson (N. E.)	M. B. McDonald / Ed Allan[4]	J. S. Douglas	Geo. E. Scroggie	Geo. E. Scroggie	Geo. M. McTaggart	Geo. E. Scroggie	Walter Leake
Star (m) (I) (*Sat) (J) (E) (C15-59)	133,133	.20	.13	J. E. Atkinson	J. R. Bone	J. R. Bone / J. H. Cranston[5]	H. C. Hindmarsh / Wm. A. Hewitt[4]	W. C. R. Harris	W. C. R. Harris	W. C. R. Harris	Wm. Argue	Fred L. Tate	A. C. F. West / J. J. Welsh[1]
Sunday edition	181,144	.28	.18										
Telegram (I) (E) (C8-158)	112,985	.17	.13	J. Ross Robertson Estate	J. R. Robinson	J. R. Robinson	P. Bretz / J. P. Fitzgerald[4]	I. E. Robertson	A. T. Chadwick	N. T. Bowman	Wm. Elder	N. T. Bowman	G. Christie
WINDSOR, 85,000.													
Border Cities Star (I) (J) (E) (none)	25,805	.08	.065	W. F. Herman		Ellison Young	H. Vaughan	Hugh A. Graybiel	R. J. Sallans	R. J. Newell / R. J. Sallans[3]	C. E. Traunicek	K. McKay	J. Braddock / F. J. Fellowes[1]
WOODSTOCK, 16,000.													
Sentinel-Review (I) (J) (114-149)	5,859	.025	.025	Sentinel-Review Co., Ltd.	John Markey	W. J. Taylor	M. M. Hood	W. J. Taylor		E. S. Hunter			W. J. Taylor[1]

PRINCE EDWARD ISLAND

CHARLOTTETOWN, 12,350.												
*Guardian (I-C) (J) (83)	4,552	.03	.03	J. R. Burnett	J. R. Burnett	J. R. Burnett	J. R. Burnett	R. A. McDonald	J. R. Burnett[1]			
Patriot (L) (J) (none)	3,153	.02	...	Patriot Pub. Co.	F. J. Nash	R. McDonald	W. A. Gaudet	Marion McMillan	F. Dillon[1]			

QUEBEC

LEVIS, 10,470.												
Quotidien (L) (d) (none)	....	.015	...	La Cie. de Publication de Levis, Ltée.								
MONTREAL, 836,304.												
*Le Canada (L) (J) (none)	8,732	.06	.06	La Cie. de Publication du Canada, Ltée.	F. Rinfret, M. P.	E. F. Beaulac; L. A. Larivee[4]	J. B. Lapointe	J. B. Lapointe	J. B. Lapointe	J. B. Lapointe	J. B. Lapointe	J. B. Lapointe[2]
LeDevoir (I) (J) (C2-83)	10,946	.04	.04	Imprimerie Populaire, Ltée.	Henri Bourassa	Louis Dupire	Louis Robillard; X. Narbonne[4]	Georges Pelletier	Napoleon Lafortune	W. Tremblay	N. Lafortune	J. O. Beaudet	O. D. Brousseau[1]
*Gazette (I-C) (J) (C12-68)	31,798	.08	.08	Gazette Ptg. Co., Ltd.	R. S. White	John Scott	St. G. Burgoyne; Wm. Morrison[4]	J. R. Henderson	Wm. J. C. Sutton	F. Lawson	T. Weinfield[1]	
Herald (L) (J) (E) (66)	10,915	.05	...	Herald Pub. Co., Ltd.	A. C. Morton	A. C. Morton	B. E. Noble					
La Patrie (I) (*Sat) (J) (E) (C19-E3-84)	24,558	.09	...	L. J. Tarte	Chas. Robillard	E. Letellier	F. Roby; H. Lavigne[4]	L. J. Tarte	J. N. A. Perrault	Eugene Tarte	J. N. Chevrier	J. Garceau	P. Durocher; A. Legault[1]
Saturday edition	44,895	.09	...									
La Presse (I) (*Sat) (E) (C16-E2-118)	152,737	.20	.20	La Presse Pub. Co., Ltd.	Oswald Mayrand	Oswald Mayrand	H. Gagne; A. Laberge[4]	Arthur Berthiaume	John P. Callaghan	John P. Callaghan	J. Bourgeau	J. McCraw	A. Beigné
Saturday edition	168,269	.20	.20									
Star (I) (C9-C10-30-106)	110,863	.16	.16	Montreal Star Co., Ltd.	A. R. Carman	E. J. Archibald	R. W. Lipsett; P. Spanjaardt[4]	Lord Atholstan	Lord Atholstan	W. S. Marson	William J. Little	W. S. Marson	J. Letham
QUEBEC, 164,667.												
L'Action Catholique (I) (J) (E) (none)	18,560	.07	.07	L'Action Sociale, Ltd.	Dr. Jules Dorion	Rev. F. Blanchet	Isidore Carrier; Irenée Masson[4]	N. J. Proulx	Lauréat Kirouac	Antonio Dussault	Antonio Dussault	Alphonse Lambert	M. Lachance; Pierre Lépine[1]
Chronicle-Telegraph (I) (J) (83)	5,602x	.04	.075	Chronicle-Tele. Pub. Co., Ltd.	A. G. Penney	E. G. Smith	J. S. Chalmers; Roy Halpin[4]	E. G. Smith	E. G. Smith	F. Thompson; E. G. Smith[3]	Frank A. Greene	L. A. Campeau	U. Savard; L. A. Vachon[1]
*L'Evenement (I-C) (mer) (J) (C2-C6-24)	16,230	.06	.06	J. H. Fortier	Joseph E. Barnard	Edouard Fortin	Edmond Chassé; Jos. Morasse[4]	Florian Fortin	Florian Fortin	Emile Castonguay; Florian Fortin[3]	Eddy Fortin	Emile Dion	Désiré Emond; A. E. Vézina[1]
Le Soleil (L) (J) (E) (C3-68)	47,551	.12	.065	Le Soleil, Ltée.	L. Beaudry	L. Beaudry	J. M. Fortin; Paul Parent[4]	Henri Gagnon	Henri Gagnon	J. N. Thivierge	Henri Gagnon	J. N. Thivierge	R. Valois; J. H. Poitras[1]
SHERBROOKE, 25,069.												
Record (I) (none)	9,561x	.04	.04	Sherbrooke Record Co., Ltd.	V. E. Morrill	Gordon Miller	V. E. Morrill	V. E. Morrill	P. B. Buckland			
La Tribune (L) (J) (C6-C2-24)	6,258x	.035	.02	La Tribune Pub. Co., Ltd.	L. P. Robidoux	P. E. Rioux	Edouard Hains; Alf. Des Rochers[4]	P. E. Rioux	P. E. Rioux	J. H. Poupart	P. Doyons	Alphonse Huard[2]	
THREE RIVERS, 25,700.												
Le Nouvelliste (I) (24)	7,228	.03	.03	La Cie. de Pub. Le. Nouvelliste, Ltée.	Emile Jean	Aurèle Goyer	Emile Jean	Paul Dupuis; R. Decelles[3]	Laurent Paradis	E. Bettez	E. Robert		

SASKATCHEWAN

MOOSE JAW, 21,000.												
Times (L) (J) (C19-114-149)	3,781x	...	...	Times Co., Ltd.	Thomas Miller	Thomas Miller	F. J. Workman; C. Ritchie[4]	Thomas Miller	Thomas Miller	James H. Drynan	O. R. Reid	James H. Drynan	John S. Clark[2]
*Times Morning Herald (see above)	3,098x	...	...										
Combined daily	6,879x	.05	.05										
PRINCE ALBERT, 8,000.												
Herald (I) (J) (none)	2,614x	.02	.02	John Eagle	John Eagle	John Eagle	W. Gibson Eagle	J. J. Flynn[1]				
REGINA, 36,000.												
*Leader (I-L) (J) (C4-C14-54)	20,826x	...	...	Leader Pub. Co., Ltd.	Burford Hooke (M) M. B. Cody (E)	A. M. Raymond (M). M. B. Cody (E)	A. Wilkinson (M). G. Leighton (E). R. Gibson (M)[4]. A. Murray (E)[4]	Burford Hooke	Burford Hooke	Harry Saul	William Lord	Harry Saul	
Post (see Leader)	7,040x	...	...										
Combined daily	27,866x	.09	...										
SASKATOON, 27,000.												
*Phoenix (L) (J) (C4-C14-54)	2,150x	...	...	Star Pub. Co., Ltd.	W. A. Laubach (M) J. MacGeachy (E)	W. A. Laubach	E. Knowles (N. E.). V. De Geer (M)[4]. Ross Cameron (E)[4]	W. A. Laubach	F. D. Galbraith	C. R. McCullagh	F. D. Galbraith	M. E. Hanna (M). W. J. Peacock (E). E. F. Park[1]	
Star (see Phoenix)	19,576x	...	...										
Combined daily	21,726x	.08	...										

In 1925

The Providence Journal

and

The Evening Bulletin

printed

23,612,919

lines

of paid advertising

This is a gain of 654,540 lines over 1924, the best previous record. Year after year these newspapers have made a steady gain in advertising patronage — because they produce results.

The reader confidence and circulation dominance of these publications make them valuable mediums for advertisers.

Circulation

104,242 Net Paid

Providence Journal Company

Providence, R. I.

Representatives

CHAS. H. EDDY CO. Boston New York Chicago

R. J. BIDWELL CO. Los Angeles San Francisco

LIBRARY U. OF I., URBANA-CHAMPAIGN

NEWSPAPER ADVERTISING REPRESENTATIVES IN UNITED STATES

Their Main and Branch Offices

Following is a list of newspaper advertising representatives in the United States. The key numbers relate to corresponding numbers showing in the newspaper and personnel lists:

A

Key	Firm Name	City	Office Address
1	Alcorn & Seymour Co.	New York	270 Madison ave.
		Chicago	410 N. Michigan ave.
2	Allen-Knapp Co.	Chicago	Peoples' Gas Bldg.
		New York	489 5th ave.
		St. Louis	Victoria Bldg.
		Kansas City	Interestate Bldg.
		Detroit	Donovan Bldg.
		Boston	Park Square Bldg.
3	Allied Newspapers, Inc.	New York	250 Park ave.
		Chicago	410 North Michigan ave.
		Cleveland	308 Euclid ave.
		Los Angeles	Title Insurance Bldg.
		San Francisco	564 Market st.
		Seattle	212 Madison st.
4	American Press Association	New York	225 West 39th st.
		Chicago	122 South Michigan ave.
		Detroit	68 West Adams ave.
5	Anderson, C. J. Special Agency	Chicago	360 North Michigan ave.
		New York	(See R. R. Mulligan)
6	Anderson, V. S.	New York	1819 Broadway
7	Arthur, Wilbur L.	New York	1819 Broadway

B

8	Beckwith, S. C., Special Agency	New York	63 Park Row
		Chicago	Union Trust Bldg.
		Detroit	Ford Bldg.
		Kansas City	Interstate Bldg.
		St. Louis	Syndicate Trust Bldg.
		Atlanta	Atlanta Trust Bldg.
		Los Angeles	(See Conger & Moody)
		San Francisco	(See Conger & Moody)
9	Belisle Co., A. P.	San Francisco	681 Market st.
10	Benjamin & Kentnor Co.	New York	2 West 45th st.
		Chicago	Mallers Bldg.
		Los Angeles	Van Nuys Bldg.
		San Francisco	58 Sutter st.
11	Berdan, E. A.	New York	225 5th ave.
12	Bertolet, C. D.	New York	366 5th ave.
		Chicago	30 N. Dearborn st.
		Kansas City	Land Bank Bldg.
		San Francisco	(See A. J. Norris Hill)
		Los Angeles	(See A. J. Norris Hill)
13	Bidwell Co., R. J.	San Francisco	742 Market st.
		Los Angeles	Times Bldg.
14	Block, Paul, Inc.	New York	247 Park ave.
		Chicago	Century Bldg.
		Detroit	Kresge Bldg.
		Boston	Little Bldg.
		Philadelphia	Commonwealth Trust Bldg.
15	Blodgett, C. C.	New York	1478 Broadway
16	Boardman, Harry B.	Chicago	123 West Madison st.
		New York	(See C. L. Houser Co.)
17	Boone, Rodney E.	New York	9 E. 40th st.
18	Boston News Bureau	Boston	30 Kilby st.
19	Boyd, William B.	New York	18 E. 41st st.
20	Branham Company, John M.	Chicago	360 North Michigan ave.
		New York	Canadian Pacific Bldg.
		Detroit	Kresge Bldg.
		St. Louis	Chemical Bldg.
		Kansas City	Land Bank Bldg.
		Atlanta	Chandler Bldg.
		San Francisco	Hobart Bldg.
21	Bryan Murphy & Co.	Kansas City	Interstate Bldg.
22	Bryant Griffith & Brunson, Inc.	New York	9 E. 41st st.
		Chicago	310 South Michigan ave.
		Boston	201 Devonshire st.
		Atlanta	Walton Bldg.
23	Budd Company, John	New York	9 East 37th st.
		Chicago	Tribune Tower
		Atlanta	Healey Bldg.
		San Francisco	55 New Montgomery st.
		St. Louis	Chemical Bldg.
24	Burke, E. M., Inc.	New York	Brokaw Bldg.
		Chicago	122 South Michigan ave.
		Atlanta	Constitution Bldg.
25	Burke, Hugh	New York	366 Madison ave.

C

26	Callender & Lynch, Inc.	New York	24 North William st.
27	Campbell, Don	Chicago	412 Fine Arts Bldg.
28	Capper Publications	New York	120 West 42nd st.
		Chicago	Transportation Bldg.
		Detroit	1632 West Lafayette Blvd.
		Philadelphia	261 South 3rd st.
		St. Louis	2208 Pine st.
		Kansas City, Kan.	Kansan Bldg.
		Kansas City, Mo.	Waldheim Bldg.
		Cleveland	1013 Oregon ave.
		San Francisco	Sharon Bldg.
29	Carpenter & Co.	New York	200 5th ave.
		Chicago	Tribune Tower
		Kansas City	New York Life Bldg.
30	Carroll, Dan A.	New York	110 East 42nd st.
31	Carwardine, Arthur	Chicago	Hearst Bldg.
32	Chalfant, E. N.	New York	1834 Broadway
33	Chappell, Loyd B.	San Francisco	Sunset Bldg.
		Los Angeles	611 South Coronado st.
34	Chew, W. W.	New York	1819 Broadway
34A	Chicago News-Bureau	Chicago	332 South La Salle st.
35	Chittenden, S. B.	Boston	New England Press Bldg.
36	Christian Science Monitor	Boston	107 Falmouth st.
		New York	270 Madison ave.
		Chicago	McCormick Bldg.
		Cleveland	Union Trust Bldg.
		Detroit	Book Bldg.
		Kansas City	Commerce Bldg.
		San Francisco	625 Market st.
		Los Angeles	Van Nuys Bldg.
		Seattle	Empire Bldg.
		London	2 Adelphi Terrace
37	Clark Co., Thomas F.	New York	128 West 31st st.
		Chicago	840 Marquette Bldg.
		Philadelphia	1031 Chestnut st.
38	Clark, H. K.	Chicago	208 South La Salle st.
39	Clayden, A. E., Inc.	New York	347 5th ave.
		Chicago	140 South Dearborn st.
40	Close, George D.	Los Angeles	Chamber of Commerce Bldg.
		San Francisco	Montgomery st.
41	Collegiate Special Agency	Chicago	37 South Wabash ave.
		New York	503 5th ave.

Key	Firm Name	City	Office Address
42	Cone, Rothenburg & Noee, Inc.	New York	9 East 41st st.
		Chicago	360 North Michigan ave.
		Detroit	Donovan Bldg.
		Atlanta	Constitution Bldg.
		Kansas City	Land Bank Bldg.
		Los Angeles	Security Bldg.
		St. Louis	Victoria Bldg.
43	Conger & Moody	Los Angeles	Higgins Bldg.
		San Francisco	Sharon Bldg.
44	Connell, J. H.	San Francisco	Monadnock Bldg.
45	Crall Co., L. H.	New York	225 5th ave.
		Chicago	7 South Dearborn st.
46	Crawford, F. E.	Chicago	Hearst Bldg.
47	Creel, Allan W.	New York	15 East 40th st.
48	Cupit & Birch	San Francisco	Kohl Bldg.

D

49	David Co., George B., Inc.	New York	110 East 42nd st.
		Chicago	(See A. R. Keator)
50	Davies & Dillon	Kansas City	Land Bank Bldg.
51	Davis, R. H.	Chicago	Marquette Bldg.
52	DeClerque, E. C.	New York	280 Madison ave.
		Chicago	Tribune Tower
53	DeClerque, Harry H.	New York	280 Madison ave.
		Chicago	Tribune Tower
54	Henry DeClerque, Inc.	Chicago	Tribune Tower
		New York	280 Madison ave.
		Los Angeles	Chamber of Commerce Bldg.
		San Francisco	507 Montgomery st.
		Seattle	Leary Bldg.
56	Devine-Macquoid Co., Inc.	New York	103 Park ave.
		Chicago	1st National Bank Bldg.
57	Doty & Payne	San Francisco	Sharon Bldg.
58	Douglas, Robert E.	Chicago	Marquette Bldg.
		New York	(See William D. Ward)

E

59	Eddy Company, Charles H.	New York	247 Park ave.
		Chicago	410 North Michigan ave.
		Boston	294 Washington st.
59A	Evans, R. A.	Chicago	Monadnock Bldg.

F

59B	Fairchild Adv., Inc.	New York	8 East 13th st.
59C	Fairchild Co.	Chicago	418 South Market st.
60	Finucan & McClure	Chicago	720 Cass st.
		Kansas City	Land Bank Bldg.
61	Fisher Co., Harry R.	Chicago	Mallers Bldg.
62	Flaherty, Robert H.	Chicago	5 North Wabash ave.
63	Fletcher, R. A.	New York	World Bldg.
64	Folsom, P. A.	St. Louis	Chemical Bldg.
65	Ford-Parsons Company	Chicago	360 North Michigan ave.
		San Francisco	58 Sutter st.
66	Fralick & Bates, Inc.	New York	270 Madison ave.
		Chicago	605 North Michigan ave.
		San Francisco	Sharon Bldg.
		Los Angeles	Higgins Bldg.
67	Frost, Landis & Kohn	Chicago	Peoples' Gas Bldg.
		New York	250 Park ave.
		Atlanta	Walton Bldg.
		Kansas City	Interstate Bldg.
		Los Angeles	San Fernando Bldg.
		San Francisco	507 Montgomery st.
		St. Louis	Security Bldg.
		Seattle	Leary Bldg.

G

68	Gilman, Nicoll & Ruthmann	Chicago	410 North Michigan ave.
		New York	19 West 44th st.
		Boston	73 Tremont st.
		San Francisco	507 Montgomery st.
68A	Grandin, Victor	New York	522 5th ave.
69	Grant, A. D.	Atlanta	Constitution Bldg.
70	Gravure Service Corp.	New York	25 West 43rd st.
		Chicago	Wrigley Bldg.
		Los Angeles	Chamber of Commerce Bldg.
		San Francisco	507 Montgomery st.
		Seattle	Leary Bldg.
71	Griffin, J. H.	Chicago	140 South Dearborn st.
71A	Griswold, F. B., Jr.	New York	44 Broad st.
72	Groom, J. K.	Aurora, Ills.	Beacon-News Bldg.

H

73	Hall, Fred L., Company	San Francisco	507 Montgomery st.
		Los Angeles	Chamber of Commerce Bldg.
		Seattle	Leary Bldg.
74	Hamilton-DeLissner, Inc.	New York	25 West 43rd st.
		Chicago	127 North Dearborn st.
75	Harris, Joel Chandler, Jr.	Atlanta	Atlanta Trust Co. Bldg.
76	Henriquez, P. L.	Chicago	Tribune Tower
77	Hessey, J. J. E.	New York	512 5th ave.
78	Hill Co., A. J. Norris	San Francisco	Hearst Bldg.
		Los Angeles	Detwiler Bldg.
79	Holland, John A., Agency	Boston	68 Devonshire st.
80	Houser, C. L., Co.	New York	1 West 47th st.
		Chicago	(See Harry B. Boardman)
81	Howland & Howland	New York	393 7th ave.
		Chicago	360 North Michigan ave.
		Philadelphia	200 South 39th st.
82	Huntsman, Inc., R. F. R.	New York	Woolworth Tower

I

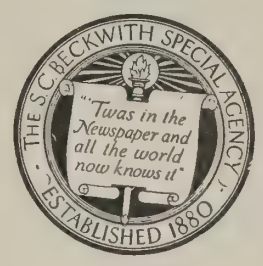
83	Ingraham-Powers, Inc.	New York	350 Madison ave.
		Chicago	Association Bldg.
		Kansas City	Interstate Bldg.

J

83A	Jemison Dick	Lakewood, Ohio	17723 Franklin st.

K

84	Katz, E. Special Adv. Agency	New York	58 West 40th st.
		Chicago	307 North Michigan ave.
		Detroit	General Motors Bldg.
		Kansas City	Waldheim Bldg.
		Atlanta	22 Marietta st.
		San Francisco	Monadnock Bldg.
85	Katz, M. L.	Chicago	38 South Dearborn st.
86	Keator, A. R.	Chicago	Hartford Bldg.
		New York	(See Geo. B. David Co. Inc.)
87	Kelly-Smith Co.	New York	47 West 34th st.
		Chicago	Lytton Bldg.
88	Keough, J. B.	Atlanta	Candler Bldg.



The S. C. Beckwith Special Agency

Covers

The United States Best

with its

Complement of 70 People, 8 Offices—28
Trained Newspaper Advertising Salesmen

46

Years Experience in Securing
National Advertising
Exclusively for Daily Newspapers
Beckwith Has a Record
Unexcelled
Unblemished
Unbroken
for
Satisfactory and Substantial Service

THE S. C. BECKWITH SPECIAL AGENCY

NEW YORK	CHICAGO	ST. LOUIS	KANSAS CITY
DETROIT	ATLANTA	LOS ANGELES	SAN FRANCISCO

NEWSPAPER ADVERTISING REPRESENTATIVES—U. S.

(Continued from Page 108)

89	Kimball-Mogenson Co.	New York	393 7th ave.
		Chicago	360 North Michigan ave.
		San Francisco	564 Market st.
		Los Angeles	Title Insurance Bldg.
		Seattle	Terminal Sales Bldg.
90	Klein, I. A.	New York	50 East 42nd st.
		Chicago	410 North Michigan ave.
91	Klein, Joseph A.	New York	42 Broadway
92	Koehler, H. A.	Chicago	Hearst Bldg.
93	Kohn, George M., Inc.	Atlanta	Walton Bldg.
94	Krogness, C. George	San Francisco	1st National Bank Bldg.

L

95	LaCoste & Maxwell	New York	45 West 34th st.
		Chicago	Marquette Bldg.
96	Lane, J. D.	New York	47 West 34th st.
97	Levin, Leo L.	Salt Lake City	Ness Bldg.
98	Levings, F. R.	Chicago	Wrigley Bldg.
99	Lewis, H. F.	New York	Tribune Bldg.
100	Lewis, Tom	Chicago	Hearst Bldg.
101	Lindenstein, S. G., Inc.	New York	342 Madison ave.
102	Loane, George	Philadelphia	Liberty Bldg.
103	Lorenzen & Thompson, Inc.	Chicago	People's Gas Bldg.
		New York	19 West 44th st.
		San Francisco	Kohl Bldg.
		Seattle	Leary Bldg.
104	Lorentz, J. D.	New York	154 Nassau st.
105	Lucius, N. L.	Los Angeles	Haas Bldg.
106	Lutz, J. E.	Chicago	Tower Bldg.

M

107	McCollum, J. A.	St. Louis	Syndicate Trust Bldg.
108	McDevitt, George A., Co.	New York	250 Park ave.
		Chicago	Peoples' Gas Bldg.
109	McGinn, Neil D.	Detroit	Times Bldg.
110	McKinney, J. P., & Son	New York	19 West 44th st.
		Chicago	122 South Michigan ave.
111	McMahon, D. F.	Chicago	Tribune Tower
112	McMahon, J. E.	Chicago	Hearst Bldg.
112A	Marsh, Martin L.	New York	225 5th ave.
113	Mathews, Julius, Special Agency	Boston	1 Beacon st.
		New York	15 East 40th st.
		Detroit	2457 Woodward ave.
		Chicago	Hartford Bldg.
114	Miller, Charles E.	New York	225 5th ave.
		Chicago	(See W. H. Stockwell)
115	Mitchell, Ralph W.	Kansas City	Coca Cola Bldg.
116	Mohr, L. J.	Chicago	Tribune Tower
117	Moloney, Herbert W.	New York	Times Bldg.
118	Morton Co., William J.	New York	200 5th ave.
		Chicago	7 South Dearborn st.
118A	Moulten, Herbert	Los Angeles	Times Bldg.
118B	Moyer, B. L.	New York	25 Park place
119	Mulligan, Ralph R.	New York	30 East 42nd st.
		Chicago	(See C. J. Anderson)
120	Murfey, E. T. R.	Chicago	Hearst Bldg.

N

121	Neitz, Arthur G.	Seattle	Leary Bldg.
122	New Jersey Newspapers, Inc.	Chicago	123 West Madison st.
		New York	25 East 26th st.
		Newark, N. J.	487 Orange st.
122A	New York Daily Mirror	Chicago	326 West Madison st.
122B	New York News Bureau	Philadelphia	126 South 16th st.
123	New York American	Chicago	Wrigley Bldg.
123A	Northwest Daily Press Assn	Minneapolis	Palace Bldg.
123C	Nugent, W. W.	Los Angeles	122 East 7th st.

O

123B	O'Donnell Special Agency	New York	233 Broadway
124	O'Flaherhy's N. Y. Suburban List	New York	313 West 37th st.
125	O'Mara & Ormsbee, Inc.	New York	280 Madison ave.
		Chicago	Peoples' Gas Bldg.
		San Francisco	Monadnock Bldg.
		Detroit	General Motors Bldg.
126	Osborn, Guy S., Inc.	Chicago	360 North Michigan ave.
		Detroit	(See J. Scolaro)
		St. Louis	Globe-Democrat Bldg.

P

126A	Patterson, Kellogg M.	Chicago	7 South Dearborn st.
127	Payne, Burns & Smith, Inc.	New York	247 Park ave.
		Boston	100 Boylston st.
128	Payne Co., G. Logan	Chicago	Tower Bldg.
		Detroit	Kresge Bldg.
		St. Louis	Times Bldg.
		Los Angeles	Security Bldg.
		Atlanta	84 Marietta st.
129	Powell, Robert E.	New York	29 West 34th st.
130	Powers & Stone, Inc.	New York	Postum Bldg.
		Chicago	1st National Bank Bldg.
		Boston	Little Bldg.
131	Pragoff & Parent	Boston	Little Bldg.
132	Prudden, King & Prudden, Inc.	New York	270 Madison ave.
		Chicago	Steger Bldg.
		Boston	53 Devonshire st.
		Los Angeles	Chamber of Commerce Bldg.
		San Francisco	507 Montgomery st.
		Seattle	Leary Bldg.

R

133	Randall, D. J. & Co.	New York	341 5th ave.
		Chicago	1st National Bank Bldg.
134	Richards, F. St. John	New York	41 Park Row
135	Rockwood, Ralph K.	Chicago	Tower Bldg.

S

136	Scheerer, H. Edmund	Chicago	360 North Michigan ave.
		New York	(See R. R. Mulligan)
137	Scolaro, Joseph R.	Detroit	Ford Bldg.
		Chicago	(See Guy S. Osborn, Inc.)
138	Scott, Walter J.	Chicago	Marquette Bldg.
139	Sears, A. T.	Chicago	Peoples' Gas Bldg.
140	Shannon, Samuel	New York	1819 Broadway
141	Sherwood, H. B.	New York	25 Park place
142	Shirk, D. M.	New York	Flatiron Bldg.
143	Shull, Karl J.	Los Angeles	Transportation Bldg.
144	Small, William A., Jr.	Chicago	Tribune Tower
145	Smith, A. F., Special Agency	Philadelphia	1001 Chestnut st.
		Chicago	Hartford Bldg.
146	Spargo, William C.	New York	1819 Broadway
147	Spencer, J. F.	Chicago	Harris Trust Bldg.
148	Stretch, H. A.	New York	2 Columbus Circle
149	Stockwell, W. H.	Chicago	Peoples' Gas Bldg.
		New York	(See Charles E. Miller)
150	Story, Brooks & Finley, Inc.	New York	Pershing Square Bldg.
		Chicago	360 North Michigan ave.
		Philadelphia	Colonial Trust Bldg.
		San Francisco	(See Conger & Moody)
		Los Angeles	(See Conger & Moody)
151	Sweeney & Price	Boston	127 Federal st.
152	Suburban Advertisers' Service	New York	25 East 26th st.
153	Sutphin, Edwin A.	New York	280 Broadway
154	Swan, Carroll J.	Boston	933 Park Square

T

155	Taylor-Conover	Chicago	38 South Dearborn st.
		New York	1457 Broadway
		Boston	80 Boylston st.
		Philadelphia	Drexel Bldg.
156	Texas Daily Press League	Chicago	Association Bldg.
		New York	350 Madison ave.
		Dallas	Mercantile Bank Bldg.
		Kansas City	Interstate Bldg.
157	Theis Co., S. C.	New York	1440 Broadway
		Chicago	Marquette Bldg.

V

158	Verree & Conklin, Inc.	New York	300 Madison ave.
		Chicago	28 East Jackson Blvd.
		Detroit	117 East Lafayette Blvd.
		Kansas City	Davidson Bldg.
		San Francisco	681 Market st.

W

159	Wales, Franklin E.	Chicago	140 South Dearborn st.
160	Wallis, I. S., & Son	Chicago	1st National Bank Bldg.
161	Ward, Robert E., Inc.	Chicago	5 South Wabash ave.
		New York	501 5th ave.
162	Ward, W. D.	New York	154 Nassau st.
		Chicago	(See Robert E. Douglas)
163	Weaver-Stewart Co., Inc.	New York	Metropolitan Tower
		Chicago	360 North Michigan ave.
164	Weishar, L. I.	Chicago	Century Bldg.
164A	Welch, C. M.	Denver	Cooper Bldg.
165	Western Press Assn.	San Francisco	55 New Montgomery st.
166	Wheeler, H. R.	Boston	230 Boylston st.
167	Williams, Edwin C.	San Francisco	Hobart Bldg.
168	Williams, Lawrence & Cresmer Co.	New York	225 5th ave.
		Chicago	360 North Michigan ave.
		San Francisco	742 Market st.
		Los Angeles	Times Bldg.
169	Wilson, William H.	Chicago	Hearst Bldg.
170	Wolcott, E. E.	New York	366 5th ave.
171	Woodward, John B.	New York	110 East 42nd st.
172	Woodward & Kelly	Chicago	360 North Michigan ave.
		Detroit	Fine Arts Bldg.

NEWSPAPER REPRESENTATIVES IN CANADA

C1	Abraham, C. A.	Montreal	232 St. James st.
C2	Allen, James B.	Toronto	73 Adelaide st., W.
C3	Calder, Frank	Montreal	40 Hospital st.
C4	Ford, A. E.	Toronto	Bank of Hamilton Bldg.
C5	Guy, Edgar J.	Toronto	Royal Bank Bldg.
C6	Hall, V. C.	Montreal	New Birks Bldg.
C7	Hill, James	Toronto	407 Hobberlin Bldg.
C8	Hogan, John C.	Montreal	Southam Bldg.
C9	MacCallum, J. D.	Montreal	165 St. James st.
C10	McGillivray, M. W.	Toronto	390 Bay st.
C11	McBride, J. P.	Hamilton	25 Hughson st., S.
C12	Martin, W. T.	Toronto	331 Bay st.
C13	Morris, John C.	Montreal	
C14	Payson, Frank E.	Vancouver	Winch Bldg.
C15	Rathbone, J. B.	Montreal	Canada Cement Bldg.
		Toronto	110 Church st.
C16	Rees, S. L.	Toronto	319 Bay st.
C17	Smallpiece, H. E.	Toronto	22 Church st.
C18	Smith, C. A.	Toronto	
C19	Thompson, F. W.	Toronto	100 King st.
C20	Wilson, F. J.	Montreal	Canada Cement Bldg.
C21	Wright, T. M.	Hamilton	Sun Life Bldg.

NEWSPAPER REPRESENTATIVES IN LONDON, ENGLAND

E1	Baker, R. W.	London	29 Ludgate Hill
E2	Clougher, T. R.	London	18 Craven st., W. C. 2
E3	Smyth, F. A.	London	29 Ludgate Hill

Out In Kansas



Victor Murdock
Editor-in-Chief



M. M. Murdock
Publisher

It's The Wichita Eagle!

OUT where the best wheat in the world grows—Out where the people have the money—Out in the great wheat and oil market—That's where The Eagle goes—with *your* advertising.

Business is Good For Advertisers in—



H. W. Allen
Advertising Mgr.



Sidney D. Long
Business Mgr.

The Wichita Eagle

REPRESENTED BY
The S. C. Beckwith Special Agency

WICHITA
KANSAS

New York · Kansas City
Detroit · San Francisco
Chicago · Atlanta
St. Louis · Los Angeles

KNOWN CIRCULATION

The Newspaper of Today Is the Most Direct, Acceptable, Completely Covering, Readily Available, Economical and Resultful Advertising Medium Ever Known - - -

Newspaper advertising now, more than ever, demonstrates its immediate availability, its instant adaptability, and its speedy responsiveness. You may talk to every nook and corner of this broad land tomorrow if you like, or you may select your spots and sections, a score, a hundred, a thousand cities and towns, as you desire, or as manufacturing and transportation conditions advise.

We are the National Advertising Representatives of Twenty Progressive Newspapers in that many fine cities of the United States.

Our several offices are the offices of each of those publications, where complete files and data of all kinds concerning both field and publication are in readiness for anyone interested. Our traveling representatives are thoroughly familiar with the publications and the fields in which they circulate.

We are at all times prepared—in conjunction with their respective service departments—to provide valuable and useful merchandise surveys and information reports that will assist the manufacturer of any commodity, either in opening up the territory, or in extending trade already under way.

We bring to the advertising agency an intimate, complete and down-to-the-minute knowledge of market conditions and possibilities and of publicity outlets in the fields we cover, that will enable it to act with the decision, speed and assurance so largely contributing to satisfactory and successful service to its clients.

THE JOHN BUDD COMPANY

National Advertising Representatives of Newspapers

9 East 37th Street
NEW YORK

Tribune Tower
CHICAGO

Chemical Building
ST. LOUIS

Healey Building
ATLANTA

Sharon Building
SAN FRANCISCO

Higgins Building
LOS ANGELES

MACHINE COMPOSITION COURSES GIVEN IN 264 SCHOOLS

ALABAMA

Alabama Boys' Industrial School....Birmingham
Alabama School of Trades and Industries
East Gadsden
Alabama School for the Deaf.....Talladega
Tuskegee Normal and Industrial Institute
Tuskegee

ARIZONA

Bisbee High School.....Bisbee
Union High School .....Phoenix

ARKANSAS

Arkansas Baptist College.....Little Rock
Arkansas School for the Deaf.....Little Rock
High School .....Little Rock
School of International Federation Publishing
Company .....Siloam Springs

CALIFORNIA

School for Deaf and Blind.....Berkeley
California Junior Republic Association.....Ohio
Eureka High School.....Eureka
Spanish-American Institute .....Gardena
Long Beach Polytechnic High School.Long Beach
Belmont High School.....Los Angeles
Frank Wiggins Trade School.....Los Angeles
Freemont High School.....Los Angeles
Jefferson High School.....Los Angeles
Los Angeles High School Student Body.
Los Angeles
Manual Arts High School.....Los Angeles
McKinley Junior High School.....Los Angeles
Polytechnic High School .....Los Angeles
Roosevelt Junior High School .....Los Angeles
Modesto High School .....Modesto
McClymond's High School .....Oakland
University High School .....Oakland
Oroville Union High School .....Oroville
Pomona High School .....Pomona
Union High School .....Richmond
Mergenthaler Linotype Company...San Francisco
San Jose High School .....San Jose
California Polytechnic High School
San Luis Obispo
San Mateo Union High School.....San Mateo
San Pedro High School .....San Pedro
School for the Deaf .....Omaha
Polytechnic High School .....Santa Ana
Santa Barbara High School.....Santa Barbara
Tamalpias High School .....Sausalito
Stockton High School .....Stockton
Preston School of Industry.....Waterman
Whittier State School .....Whittier

COLORADO

Colorado School for the Deaf....Colorado Springs

CONNECTICUT

State Trade School of Bridgeport.....Bridgeport
Connecticut Reformatory .....Cheshire
Boardman Trade School .....New Haven
American School for the Deaf....West Hartford

DELAWARE

St. Joseph's Industrial School .....Clayton

DISTRICT OF COLUMBIA

Armstrong Manual Training School..Washington
Columbia Institute for the Deaf,
Gallaudet College .....Washington

FLORIDA

Central High School .....Clearwater
Florida Industrial School for Boys.....Marianna
School for the Deaf and Blind.....St. Augustine

GEORGIA

Foote & Davies Company .....Atlanta
School for the Deaf .....Cave Spring
The Piedmont College Press .....Demorest
Georgia Baptist Orphans' Home.....Hopeville
Macon Printing School .....Macon
The Berry School .....Mount Berry

HAWAII

The Kamehameha School .....Honolulu

ILLINOIS

Crane Technical High School.....Chicago
Harrison Technical High School.....Chicago
Lane Technical School .....Chicago
Mergenthaler Linotype Company .....Chicago
Tilden Technical High School.....Chicago
Training Department of the Lakeside Press
Chicago
Wendell Phillips High School.....Chicago
Sterling Morton High School .....Cicero
St. Mary's Training School .....Des Plaines
School for the Deaf .....Jacksonville
Joliet Township High School.....Joliet
Illinois Masonic Home .....La Grange
Mooseheart Institute .....Mooseheart
St. Hedwig's Industrial School.....Niles
Illinois State Reformatory .....Pontiac
Rockford High School .....Rockford
Society of Divine Word .....Techny

INDIANA

Anderson High School .....Anderson
Masonic Home .....Franklin
Central High School .....Hammond
Butler College .....Indianapolis
School for the Deaf .....Indianapolis
U. T. A. School of Printing .....Indianapolis
Union Christian College,
Academy and Institute.....Merom
Richmond High School .....Richmond
Indiana State Normal School.....Terre Haute

IOWA

State Reformatory .....Anamosa
Iowa State School for the Deaf ..Council Bluffs
Industrial School for Boys .....Eldora
Sioux City High School.....Sioux City

KANSAS

Labette County High School.....Altamont
Kansas State Teachers' College.....Emporia
Fort Hays Normal School.....Hays
United States Army Service School
Fort Leavenworth
Mounted Service School .....Fort Riley
Boys' Industrial School .....Hutchinson
Independence High School .....Independence
University of Kansas .....Lawrence
State Agricultural College .....Manhattan
School for the Deaf .....Olathe
Kansas State Teachers' College.....Pittsburg

KENTUCKY

Berea College .....Berea
Kentucky School for the Deaf.....Danville

LOUISIANA

School for the Deaf .....Baton Rouge
Isaac Delgado Central Trades School.New Orleans
Mergenthaler Linotype Company....New Orleans

MAINE

University of Maine .....Orono

MARYLAND

Lord Baltimore Press Apprentice School
Baltimore
Ottmar Mergenthaler School of Printing
Baltimore
St. Mary's Industrial School.....Baltimore
Maryland State School for the Deaf....Frederick

MASSACHUSETTS

Blanchard Linotype Company.....Boston
Boston Trade School .....Boston
U. S. Veterans' Bureau Linotype School..Boston
University and College of Liberal Arts, Inc.
Boston
Rindge Technical School.....Cambridge
Fitchburg State Normal School.....Fitchburg
New Bedford Vocational School....New Bedford
Newton Vocational High School.....Newtonville
Worcester Boys' Trade School.....Worcester

MICHIGAN

High School .....Ann Arbor
Central High School .....Bay City
College Press .....Berrien Springs
Michigan School for the Deaf.....Flint
Boys' Industrial School .....Lansing
John N. Davis School .....Menominee
Arthur Hill Trades School..Saginaw, West Side

MINNESOTA

Dunwoody Industrial Institute.....Minneapolis
University of Minnesota .....Minneapolis
State Training School for Boys.....Red Wing
Minnesota State Reformatory.....St. Cloud
Vocational High School .....Virginia

MISSISSIPPI

Mississippi School for the Deaf and Dumb
Jackson
Utica Normal and Industrial Institute....Utica

MISSOURI

University of Missouri School of Journalism
Columbia
State School for the Deaf.....Fulton
Central High School .....Kansas City
Ben Franklin School of Printing.....St. Louis

NEBRASKA

University of Nebraska.....Lincoln
School for the Deaf .....Omaha
South High School .....Omaha
Technical High School .....Omaha

NEW HAMPSHIRE

Morrill School of Mechanic Arts.....Concord

NEW JERSEY

Atlantic City Boys' Vocational School
Atlantic City
Polish-American Publishing Company
Perth Amboy
New Jersey State Reformatory.....Rahway
Rahway High School .....Rahway
School for the Deaf.....Trenton

NEW MEXICO

Albuquerque City High School.....Albuquerque
School for the Deaf .....Santa Fe

NEW YORK

Boys' Vocational School Albany
The Vail-Mallou Press, Inc.....Binghamton
Bushwick Evening Trade School .....Brooklyn
Evening Technical and Trade School...Brooklyn
Manual Training High School.....Brooklyn
Mergenthaler Linotype Company.....Brooklyn
J. W. Clement Company Apprentice School
Buffalo
Elm Vocational School .....Buffalo
Empire State School of Printing .....Ithaca
Boys' Vocational School .....New York
Empire Mergenthaler Linotype School.New York
Heckscher Foundation for Children...New York
Institute for the Improved Instruction of Deaf
Mutes .....New York
Murray Hill Vocational School.....New York
New York Institution for the Instruction of
the Deaf and Dumb.....New York
New York Mergenthaler Linotype School
New York
St. Joseph's Institute for the Deaf...New York
Sing Sing Prison .....Ossining

NORTH CAROLINA

Johnson C. Smith University.....Charlotte
Stonewall Jackson Manual Training and
Industrial School .....Concord
North Carolina School for the Deaf.Morgantown
Masonic Orphanage .....Oxford
Baptist Orphanage .....Thomasville
The Children's Home, Inc.....Winston-Salem

NORTH DAKOTA

School for the Deaf.....Devil's Lake
The State School of Science.....Wahpeton

OHIO

U. S. Veterans' Bureau.....Cincinnati
Cleveland Linotype School .....Cleveland
Ohio State School for the Deaf.....Columbus
Ohio State University .....Columbus
Stivers High School .....Dayton
Hamilton Public Schools.....Hamilton
Technical High School .....Lakewood
Boys' Industrial School .....Lancaster
Ohio State Reformatory .....Mansfield
Milo Bennett's School .....Maumee
Wilberforce University .....Wilberforce
Soldiers' Orphans' Home .....Xenia
Antioch College .....Yellow Springs

OKLAHOMA

U. S. Indian School .....Chilocco
State Penitentiary .....McAlester
University of Oklahoma .....Norman
Central High School .....Sand Springs
Oklahoma Agricultural and Mechanical
College .....Stillwater
Central High School .....Tulsa

OREGON

Benson Polytechnic School .....Portland
Hills Military Academy .....Portland
School for the Deaf .....Salem
High School .....The Dalles

PENNSYLVANIA

Pennsylvania Industrial Reformatory.Huntingdon
Johnstown Vocational School .....Johnstown
New Era Training School for Printers.Lancaster
Tressler Orphans' Home .....Laysville
"Evening Bulletin" Apprentice School
Philadelphia
Girard College Mechanical School...Philadelphia
Pennsylvania Institute for the Deaf and Dumb
Philadelphia
Printing Trades School of the Typothetae
Philadelphia
Carnegie Institute of Technology, Schenley Park
Pittsburgh
St. Joseph's Protectory .....Pittsburgh
Western Pennsylvania School for the Deaf
Pittsburgh
Pennsylvania Soldiers' Orphans' Industrial School
Scotland

PORTO RICO

Manual Training School .....San Juan

RHODE ISLAND

Providence Trade School .....Providence

SOUTH CAROLINA

School for the Deaf and Blind....Cedar Springs
Orphan Aid Society .....Charleston
Thornwell Orphanage .....Clinton
Allen University .....Columbia
Connie Maxwell Orphanage .....Greenwood

SOUTH DAKOTA

South Dakota State College.....Brookings

TENNESSEE

State of Tennessee School for the Deaf
Knoxville
Crockett Technical High School.....Memphis
Nashville Agricultural Normal Institute,
Madison .....Nashville
Southeastern School of Printing.....Nashville
Tennessee Agricultural and Industrial State
Normal School .....Nashville
Tennessee Industrial School .....Nashville
International Printing Pressmen and Assistants'
Union of North America ....Pressmen's Home

TEXAS

Texas School for the Deaf .....Austin
University Press, University of Texas...Austin
Agricultural and Mechanical College of Texas.
College Station
State Orphans' Home .....Corsicana
Bryan High School .....Dallas
Dallas Vocational School .....Dallas
College of Industrial Arts.....Denton
North Texas State Teachers' College....Denton
El Paso Public Schools .....El Paso
Tex.-Mex. Printery, Texas Mexican Industrial
Institute .....Kingsville
Prairie View Normal and Industrial College
Prairie View
Brackenridge Manual Training School
San Antonio
San Marcos Baptist Academy.....San Marcos
Baylor University .....Waco
Methodist Orphanage of the Methodist
Episcopal Church .....Waco

UTAH

Utah School for the Deaf and Blind.....Ogden

VIRGINIA

Virginia Polytechnic Institute.....Blacksburg
Engineers School of War Department
Fort Humphreys
Hampton Normal and Agricultural Institute
Hampton
Baptist Orphanage .....Salem
School for the Deaf and Blind.....Staunton

WASHINGTON

School of Journalism, University of Washington
Seattle
Northwest School of Printing.....Spokane
Washington School for the Deaf.....Vancouver

WEST VIRGINIA

West Virginia School for the Deaf and Blind
Romney

WISCONSIN

Wisconsin State School for the Deaf...Delavan
Stout Institute .....Menomonie
Boys' Technical High School.....Milwaukee
Milwaukee Vocational School.....Milwaukee
Vocational and Continuation School.....Racine
Sheboygan Vocational School.....Sheboygan

CANADIAN PRINTING AND MACHINE COMPOSITION SCHOOLS

ONTARIO

Technical School .....Hamilton
Canadian Linotype Limited.....Toronto
Technical School .....Toronto

QUEBEC

Garden City Press.....Gardenvale
British-American Publishing Company..Montreal
Deaf and Dumb Institute.....Montreal

CUBA

Union Nacional de Linotipistas.....Havana

NEWSPAPER ROTOGRAVURE SECTIONS

City—Name of Paper—When Issued

ALABAMA

BIRMINGHAM: News; Sunday.

CALIFORNIA

LONG BEACH: Press-Telegram; Sunday.
LOS ANGELES. Illustrated News; Sunday.
LOS ANGELES: Times; Sunday.
SAN FRANCISCO: Chronicle; Sunday.

COLORADO

DENVER: Rocky Mountain News; Sunday.

CONNECTICUT

HARTFORD: Courant; Sunday.
WATERBURY: Republican; Sunday.

DISTRICT OF COLUMBIA

WASHINGTON: Post; Sunday.
WASHINGTON: Star; Sunday.

FLORIDA

MIAMI: Illustrated Daily Tab; Daily and Sunday.
PALM BEACH. Palm Beach Post; Sunday.

GEORGIA

ATLANTA: Constitution; Sunday.
ATLANTA: Journal; Sunday.

ILLINOIS

CHICAGO: News; Saturday.
CHICAGO: Tribune; Sunday.
DANVILLE: Commercial News; Saturday.
PEORIA: Journal-Transcript; Sunday.

INDIANA

FORT WAYNE: News & Sentinel; Saturday.
INDIANAPOLIS: Star; Sunday.
SOUTH BEND: News-Times; Sunday.

IOWA

DES MOINES: Register; Sunday.

KANSAS

WICHITA: Eagle; Sunday.

KENTUCKY

LOUISVILLE: Courier-Journal; Sunday.

LOUISIANA

NEW ORLEANS: Times-Picayune; Sunday.

MARYLAND

BALTIMORE: Sun; Sunday.

MASSACHUSETTS

BOSTON: Herald; Sunday.
NEW BEDFORD: Standard; Sunday.
SPRINGFIELD: Republican; Sunday.

MICHIGAN

DETROIT: Free Press; Sunday.
DETROIT: News; Sunday.

MINNESOTA

MINNEAPOLIS: Journal; Sunday.
MINNEAPOLIS: Tribune; Sunday.
ST. PAUL: Pioneer Press; Sunday.
ST. PAUL: News; Sunday.

MISSOURI

KANSAS CITY: Journal-Post; Sunday.
ST. LOUIS: Globe-Democrat; Sunday.
ST. LOUIS: Post-Dispatch; Sunday.

NEBRASKA

OMAHA: Bee; Sunday.

NEW JERSEY

NEWARK: Call; Sunday.

NEW YORK

ALBANY: Knickerbocker Press; Sunday.
BUFFALO: Courier; Sunday.
BUFFALO: Express; Sunday.
BUFFALO: Times; Sunday.
NEW YORK: Corriere d'America; Sunday.
NEW YORK: Graphic; Saturday.
NEW YORK: Herald Tribune; Sunday.
NEW YORK: Jewish Daily Forward; Sunday
NEW YORK: Morning Telegraph; Sunday.
NEW YORK: Post; Saturday.
NEW YORK: Progresso Italio-Americano.
NEW YORK: Times; Sunday.
NEW YORK: World; Sunday.
ROCHESTER: Democrat & Chronicle; Sun-
SYRACUSE: Herald; Sunday.
SYRACUSE: Post-Standard; Sunday.

OHIO

CINCINNATI: Enquirer; Sunday.
CLEVELAND: News-Leader; Sunday.
CLEVELAND: Plain Dealer; Sunday.

PENNSYLVANIA

PHILADELPHIA: Inquirer; Sunday.
PHILADELPHIA: Public Ledger; Sunday.

RHODE ISLAND

PROVIDENCE: Journal; Sunday.

TENNESSEE

MEMPHIS: Commercial Appeal; Sunday.
NASHVILLE: Banner; Sunday.

TEXAS

HOUSTON: Chronicle; Sunday.

VIRGINIA

RICHMOND: Times-Dispatch; Sunday.

WASHINGTON

SEATTLE: Times; Sunday.

WISCONSIN

MILWAUKEE: Journal; Sunday.

CANADA

ONTARIO

TORONTO: Star; Sunday.

QUEBEC

MONTREAL; La Patrie; Saturday.
MONTREAL: La Presse; Saturday.
MONTREAL: Standard; Saturday.

Mount Vernon *and* New Rochelle
IN
WESTCHESTER COUNTY

The Third Richest Buying Area In New York State Can
Only Be Adequately Covered By

THE TWIN CITY DAILIES

Mount Vernon,	**New Rochelle,**
Population, State Census 1925	Population, State Census 1925
50,382	**45,991**
The Daily Argus	**The Standard-Star**

Mount Vernon
North Pelham
Pelham Heights
Bronxville
Tuckahoe

These Are Westchester County's Greatest Daily Advertising Mediums. A survey shows that the nearest to a complete coverage is only possible through these newspapers, the only dailies published

New Rochelle
Mamaroneck
Larchmont
Quaker Ridge
Pelham Manor

In A Territory of Over 150,000 People

The Daily Argus	**The Standard-Star**
Average Daily Circulation for October, November and December, 1925	Average Daily Circulation for October, November and December, 1925
10,217	**8,408**
Advertising for 1925	Advertising for 1925
8,531,726 lines	**5,931,072 lines**

The Largest Newspaper Circulation in Westchester County Under One Ownership. 2 Complete Plants—One in Mount Vernon and One in New Rochelle

Published by

Westchester Newspapers, Inc.

FRANKLIN A. MERRIAM, President
T. HAROLD FORBES, Vice-President
FRANCIS T. HUNTER, Vice-President and Treasurer
MAURICE S. PORTER, Secretary

Foreign Representative
GEORGE B. DAVID & CO.
New York Chicago

-THE SPOKANE COUNTRY-

-and will spend more than

1925 $400,000,

"It's A Market Worth Winning Completely!"

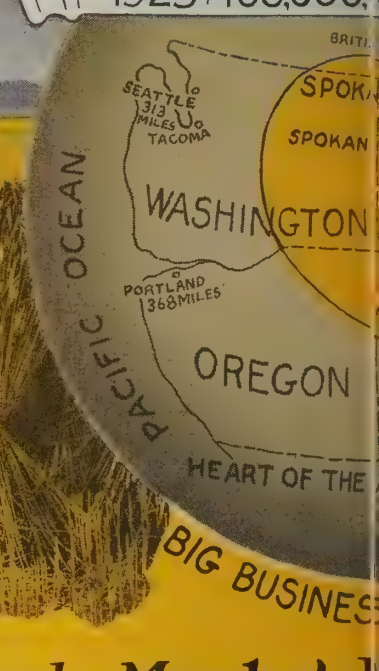
SPOKANE

SPOKANE COUNTRY 1/10 OF NATIONS WHEAT

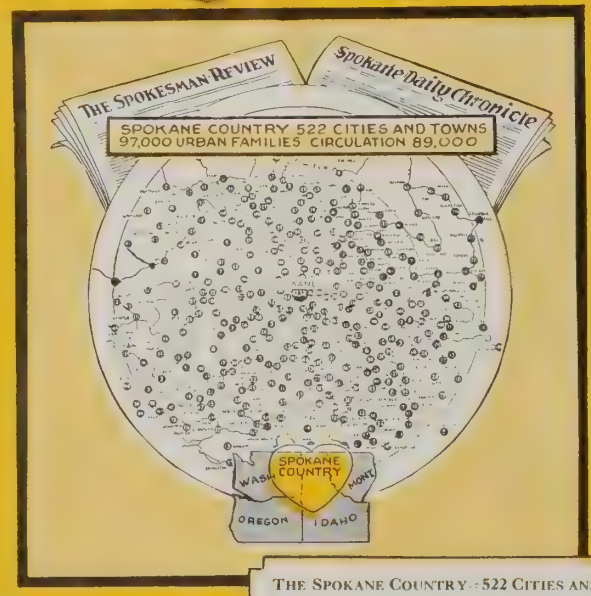
Here's how The Spokane Country will spend $300,000,000 this year

Motor Vehicles	$ 25,000,000
Accessories, tires	6,500,000
Clothing	45,000,000
Foodstuffs	125,000,000
Furniture	17,600,000
Building Materials	15,000,000
Hardware, Farm Machinery	19,000,000
Candy, etc.	7,000,000
Drugs	5,000,000
Cosmetics, Soaps, etc.	4,000,000
Radio	3,500,000
Theatres	5,000,000
Bonds, Stocks	35,000,000

Send for Surveys and Market Facts Book for further segregation



-TYPICAL HARVEST SCENE IN SPOKANE COUNTRY



THE SPOKANE COUNTRY—522 CITIES AND TOWNS
10,000 miles of good roads. 128 passenger trains and motor busses arrive and depart Spokane daily

An Exceptional Market
Highly Prosperous-Spending

AN Exceptional Market—Yes! These facts prove it: The average per family wealth of the 139,000 Spokane Country families is $3,104 above the nation's average. The per capita buying power, based upon income tax returns, is 35% above the average. The Spokane Country leads 18 states in number of income tax returns filed. This section has one automobile to one-one-half families compared with one to two families for the country at large From the above, it will readily be seen that **even under normal conditions** the Spokane Country's buying power is exceptionally high

Prosperous—unusually so! The farmers of Washington, Oregon and Idaho received for 1925 products $755,000,000 or $150,000,000 more than in 1924 Since the Spokane Country alone produced 1-10th of all the nation's wheat, 1-5th of its commercial apples and large quantities of other grains and fruits, live stock and wool, naturally this section is enjoying the lion's share of agricultural prosperity of the Pacific Northwest. Aside from this, the 1925 output of the Spokane Country mines and lumber mills exceeded $110,000,000, showing a substantial gain over preceding year Therefore, conditions were never more favorable for intensifying sales efforts here than right now

Spending freely—Yes! Careful estimates based upon present sales activity records indicate that the prosperous families of the 522 cities, towns and rural districts of the Spokane Country will spend with the Spokane city merchants alone over $130,000,000 during 1926



A SPOKANE COUNTRY MINE.
This section produces $60,000,000 worth of minerals annually, including 35% of Nation's lead

SEND N

"Market Facts About the Spok

ALSO MARKET SURVEYS COVE

-REVIEW-CHRONICLE NA

THE SPOKE

MORNING-SU

Spokane D

EVENING

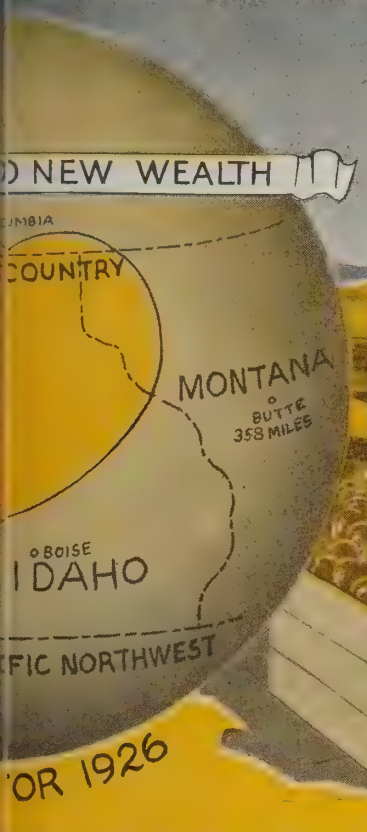
COVER SPOKANE AND THE S

REPRESENTATIVES
WM. J. MORTON CO.
NEW YORK CHICAGO
M. C. MOGENSEN & CO., INC.
SAN FRANCISCO
LOS ANGELES · SEATTLE

HEART OF T

- HAS THE MONEY!

$300,000,000 this year





—SPOKANE COUNTRY APPLE ORCHARD

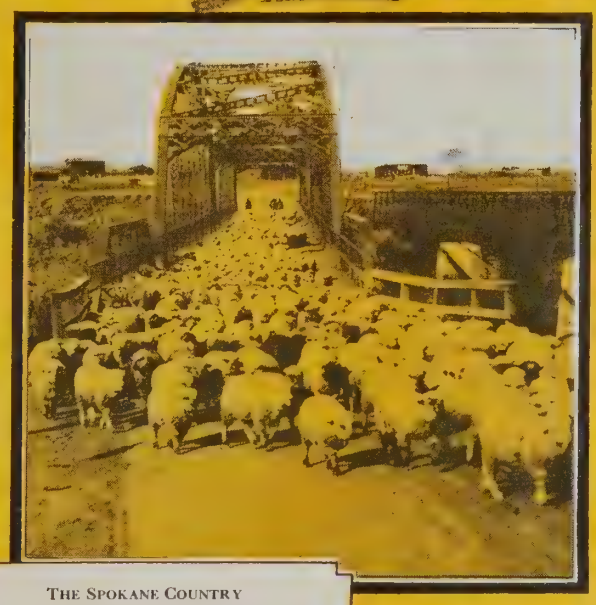
th 564,000 Consumers reely!- but Intelligently!

High standard of living! Spokane Country people buy largely as the Spokane city people buy Adding purchases that Spokane Country consumers will make from merchants in their hustling home towns, to their bill bought in the city, together with purchases of Spokane city residents, it is estimated that the retail business in this section will exceed $300,000,000 for 1926.

Buying intelligently—Yes! While Spokane Country consumers have the money and are spending freely, it is significant to note that many exhaustive market surveys prove conclusively that they are **unusually responsive** to products of merit advertised through their daily newspapers

With these facts in mind, it is easy to understand why Go-Getters among national advertisers and agencies placed 500 000 lines more business with THE SPOKESMAN-REVIEW and SPOKANE CHRONICLE during 1925 than 1924 and why they are intensifying sales efforts here during the present year

Well worth winning completely! Spokane and its rich surrounding territory make up one cohesive market of 564,000 consumers Most of the 89,000 circulation of THE SPOKESMAN-REVIEW and SPOKANE CHRONICLE is confined to the 97,487 homes located in the 522 cities and towns of the field—truly an unusual coverage of an unusual market!



THE SPOKANE COUNTRY
Wool Growers clipped 11,000,000 pounds of wool



THE SPOKANE COUNTRY
ships $50,000,000 worth of lumber annually
1925 beat 1924.

DR BOOK:
Country and Pacific Northwest"
OUR PRODUCTS—NO CHARGES!



Wood Dry Mat Service

AT YOUR SERVICE

Wood Flong Corporation is the only manufacturer of dry mats that maintains a force of expert dry mat stereotypers who are also thoroughly acquainted with the mechanics of the composing, press and engraving rooms. This force is traveling constantly at no cost to our customers and has done wonders in improving the printing of newspapers.

The price of the standard WOOD DRY MAT is 12 cents. It is not only the original and best dry mat but is by far the *cheapest*.

Wood Service to the foundry, furnished gratis, makes the cost of the WOOD DRY MAT almost nil.

Every newspaper manager, whether employing Autoplates or not, knows what the name WOOD stands for in newspaper stereotyping. So look for it on dry mats.

WOOD FLONG CORPORATION

501 Fifth Avenue New York City

Circulations Resume Upward Course With Rates Barely Keeping Pace

Distribution of Evening and of Sunday Newspapers Show Marked Gains Over That of a Year Ago, While Morning Papers Have Slight Gain Despite Many Mergers—Net Loss of Six Papers During Year

OPINION was general as 1925 closed that newspaper advertising rates had risen at a record rate and to new heights. Buyers of advertising grumbled. Newspaper publishers and solicitors agreed that rates were rising (with certain exceptions) and that they should rise and continue to rise. Adolph S. Ochs told the Advertising Club of New York early this year that newspaper rates were far too low and that they were decreasing, rather than increasing, according to the proportion of service rendered.

Mr. Ochs held the correct view, according to the annual tabulation of newspaper circulations and rates by EDITOR & PUBLISHER which is printed on the next page and according to the calculations from that tabulation which are boxed on this page.

The rate per line per million circulation, a fair yardstick for the measurement of newspaper rates on the whole, no matter what may be thought of its merits in individual cases, is rising slowly, very slowly. The increase in the basic rate of newspapers is hardly more than keeping pace with the circulation growth. There has been no increase as yet designed or able to check the heavy purchases of newspaper space by advertisers.

Many increases in the rates of individual newspapers have been noted during the past year, most of them occurring in the ranks of the smallest daily newspapers. Publishers of these newspapers have, speaking generally, clung to old customs, including that of selling advertising by the inch and charging 20, 25 or 30 cents an inch for their space. The new rate cards of these papers reveal that the agate line is supplanting the inch as the unit of measurement of national linage and that the new rates are designed to produce a net revenue comfortably higher than that brought in by the traditional schedule. The comparatively few newspapers which retain the inch as the inflexible unit for all advertising appear to believe that they gain by charging as a full inch all fractions of space more than half of a column inch. The success of such a rule applied to national advertising is doubtful. The data on which the Ready Reckoner (on page 118) is based are:

1. Circulation of all daily newspapers of general circulation, for the 6 months ending Sept. 30, 1925. Where Publishers' Statements to the Audit Bureau of Circulations are available, the figure is taken from them. In other cases, the average given in the semi-annual statement to the Post Office is used. In Canada, A. B. C. figures are used almost exclusively, the other figures being based on sworn statements by the publishers.

2. Advertising rates quoted are those charged per agate line on national advertising contracts. The minimum rate is quoted, usually that applying to 5,000 line contracts.

3. For the sake of uniformity, the population figures in the Ready Reckoner are those of the U. S. Census for 1920. In the directory of newspaper personnel, circulations, and rates, which starts on Page 20 and runs to Page 107, the population figures are the publisher's estimate of his city's population furnished to the Audit Bureau of Circulations, wherever such figures are given, and the 1920 Census figures where later information is not obtainable.

The trend of the business is indicated briefly, if not fully, in the box below, which covers the fluctuations in number of newspapers, their total circulations, total advertising rates, and rate per line per million circulation during the past five years.

Morning newspapers, it appears from the summary, are 427 in number, two less than a year ago, and exactly the same as they were five years ago.

Evening newspapers are now 1,581, four less than a year ago, and 20 less than five years ago.

Sunday newspapers, now 548 in number, are nine more than a year ago and three more than five years ago.

The decrease in daily (morning and evening) newspapers is marked, despite the great activity in Florida, which has doubled the number of newspapers in that state during the year. The process of consolidation continues, accelerated rather than checked despite its inroads into the newspaper ranks during the past decade. Florida added approximately 25 new titles to the roster, yet the net number of newspapers is 6 less than it was on December 31, 1924. The outstanding consolidation of the year was that of the Philadelphia North American with the Public Ledger.

Despite that consolidation and scores of others, and of suspensions without consolidation, the circulation figures continue to grow.

Morning newspapers now show a total average net paid daily circulation of 12,440,387 copies, a gain of 75,000 copies over the average of a year ago, and a gain of approximately 2,300,000 copies during the past five years.

Evening newspapers now average a total net paid daily circulation of 21,298,982 copies, a gain of approximately 664,000 copies over the total of a year ago and about 3,000,000 ahead of five years ago.

Sunday newspapers now circulation an average weekly net paid total of 23,354,622 copies, a gain of 1,130,000 copies over last year's total and approximately 4,300,000 ahead of five years ago.

Total advertising rate per agate line for morning papers is $33.195 a decrease of 38.6 cents from that of a year ago and an increase of $7.243 over the total of five years ago.

Evening papers now show a total advertising rate of $72.373 per agate line, an increase of $3.877 over that of a year ago, and of $12.364 over that of five years ago.

Sunday newspapers now have a total advertising rate of $54.243, an advance of $3.135 over a year ago and of $9.99 over that of five years ago.

The rate per line per million circulation of morning newspapers is $2.66, a decrease of 5 cents, or 1.84 per cent from that of a year ago, and an increase of 7 cents or 2.7 per cent over that of five years ago.

Evening papers now have a rate per line per million circulation of $3.39, an increase of 7 cents or 2.17 per cent over that of a year ago and of 10 cents or 3.4 per cent over that of five years ago.

Sunday newspapers continue to have the abnormally low million rate of $2.32, an increase of 3 cents, or 1.31 per cent over that of a year ago, and exactly even with that of five years ago.

The number of rate increases scheduled to become effective as of Jan. 1, 1926 and at other periods early in the year are not reflected in this tabulation, and their effect will probably be counterbalanced by increases in circulation before the next calculations are made, on the circulations for the six months ending March 31, 1925. That has been the experience of EDITOR & PUBLISHER in past tabulations of this kind. The rate increases which seem large as the new rate cards pass the spacebuyer's desk become adjustments on circulation increases. Some newspapers in large and medium-sized cities, in fact, have arrangements on local contracts for increasing the basic rate every ninety days, or every six months, a stipulated increase being provided for a given gain in circulation.

Creation of a plan which would insure to the publisher an immediate, rather than a delayed return on his circulation increases, and which would not disarrange the delicate structure of national advertising in newspapers is worth the thought of some of the rate-making geniuses of the business. In the mass, its lack is not greatly felt.

RECENT POPULATION ESTIMATES FOR U. S. CITIES

RECENT population statistics of cities of the United States (estimates of U. S. Census Bureau and by State Census as of July 1, 1925. "S.C." indicates State Census figures.)

City	Population
Albany, N. Y. (S. C.)	117,820
Atlanta, Ga. (1924 est.)	227,710
Binghamton, N. Y. (S. C.)	71,915
Baltimore, Md.	796,296
Birmingham, Ala.	205,670
Boston, Mass. (S. C.)	781,529
Buffalo, N. Y. (S. C.)	538,016
Cambridge, Mass. (S. C.)	120,053
Camden, N. J.	128,642
Canton, Ohio	106,260
Chicago, Ill.	2,995,239
Cincinnati, Ohio	409,333
Cleveland, Ohio.	936,485
Columbus, Ohio	279,836
Dallas, Tex.	194,450
Dayton, Ohio	172,942
Denver, Col.	280,911
Detroit, Mich. (Special Census, 1925)	1,242,044
Duluth, Minn.	110,502
Elmira, N. Y. (S. C.)	48,359
El Paso, Tex.	104,929
Elizabeth, N. J. (1923 est.)	103,947
Erie, Pa. (1923 est)	112,571
Fall River, Mass. (S. C.)	129,662
Flint, Mich.	130,316
Fort Worth, Tex.	154,847
Grand Rapids, Mich.	153,698
Hartford, Conn.	160,197
Houston, Tex.	164,954
Indianapolis, Ind.	358,819
Jacksonville, Fla. (S. C.)	95,206
Jersey City, N. J.	315,280
Key West, Fla. (S. C.)	13,533
Kansas City, Mo.	367,481
Los Angeles, Cal. (Water Board estimate)	1,222,500
Louisville, Ky.	250,259
Lowell, Mass. (S. C.)	110,542
Lynn, Mass. (S. C.)	103,147
Lakeland, Fla. (S. C.)	17,046
Lockport, N. Y. (S. C.)	21,676
Miami, Fla. (S. C.)	71,419
Mt. Vernon, N. Y. (S. C.)	50,382
Memphis, Tenn.	174,533
Milwaukee, Wis.	509,192
Minneapolis, Minn.	425,435
Nashville, Tenn.	136,220
New Bedford, Mass. (S. C.)	120,494
New Haven, Conn.	178,927
New Orleans, La.	414,493
Newark, N. J.	452,513
Norfolk, Va. (1924 est.)	164,105
Oakland, Cal.	253,700
Orlando, Fla. (S. C.)	22,273
Oklahoma City, Okla. (1924 estimate)	104,080
Omaha, Neb.	211,768
Paterson, N. J.	141,695
Philadelphia, Pa.	1,979,364
Pittsburgh, Pa.	631,563
Portland, Ore.	282,383
Pensacola, Fla. (S. C.)	24,958
Providence, R. I.	267,918
Reading, Pa.	112,707
Richmond, Va.	186,403
Rochester, N. Y. (S. C.)	316,786
St. Louis, Mo.	821,543
St. Paul, Minn.	246,401
Salt Lake City, Utah	130,948
San Antonio, Tex.	198,069
San Diego, Cal.	106,047
San Francisco, Cal.	557,530
Schenectady, N. Y. (S. C.)	92,786
Scranton, Pa.	142,266
Somerville, Mass. (S. C.)	99,206
Spokane, Wash.	108,897
Springfield, Mass. (S. C.)	142,224
Syracuse, N. Y. (S. C.)	182,003
St. Petersburg, Fla. (S. C.)	26,706
St. Augustine, Fla. (S. C.)	10,190
Tampa, Fla. (S. C.)	94,808
Tacoma, Wash.	104,455
Toledo, Ohio	287,380
Trenton, N. J.	132,020
Tulsa, Okla.	124,478
Utica, N. Y. (S. C.)	101,604
West Palm Beach, Fla. (S. C.)	19,122
Washington, D. C.	497,906
Wilmington, Del.	122,049
Worcester, Mass. (S. C.)	192,242
Yonkers, N. Y. (S. C.)	113,647
Youngstown, Ohio	159,970
Yonkers, N. Y. (S. C. est.)	113,000

BASIC FACTS FOR THE BUYERS AND SELLERS OF NEWSPAPER ADVERTISING SPACE

Morning Papers

Period	Number of Papers	Total Net Paid Circulations	Total Agate Line Rate	Rate Per Million Circulation	Difference in Rate Per Million Circulation as of December 31, 1925		
12/31/25	427	12,440,387	$33.195	$2.66	.....	....	.....
12/31/24	429	12,365,215	33.581	2.71	Decrease	$0.05	1.84%
12/31/23	426	11,475,071	30.651	2.70	Decrease	0.04	1.48%
12/31/22	426	10,809,619	27.529	2.52	Increase	0.14	5.55%
12/31/21	427	10,144,260	25.952	2.59	Increase	0.07	2.70%

Evening Papers

12/31/25	1,581	21,298,982	72.373	3.39	.....	....	.....
12/31/24	1,585	20,634,222	68.496	3.32	Increase	0.07	2.17%
12/31/23	1,610	19,978,632	66.667	3.33	Increase	0.06	1.80%
12/31/22	1,607	18,898,322	63.116	3.34	Increase	0.05	1.50%
12/31/21	1,601	18,279,480	60.009	3.29	Increase	0.10	3.04%

Sunday Papers

12/31/25	548	23,354,622	54.243	2.32	.....	....	.....
12/31/24	539	22,219,646	51.098	2.29	Increase	0.03	1.31%
12/31/23	547	21,463,289	48.672	2.27	Decrease	0.01	0.42%
12/31/22	546	19,676,725	45.829	2,33	Increase	0.05	2.20%
12/31/21	545	19,041,413	44.253	2.32	.....	....	.....

A QUICK ESTIMATE CAN BE MADE OF A CAMPAIGN'S COST IN NEWSPAPERS OF U. S. OR CANADA

Circulations and Dates of 427 Morning, 1581 Evening and 548 U. S. Sunday Newspapers Given in Detail on Following Pages, Are Summarized by States and Nationally—Similar Data Given By Provinces for Canadian Newspapers

State	Population 1920 Census	Number of English Language Daily Newspapers: Morn.	Eve.	Total	Total Net Paid Circulation: Morning	Evening	Total	Joint Minimum Advertising Rates: Morning	Evening	Total	Number Sunday Papers	Total Sunday Circulation	Joint Sunday Advertising Rates
Alabama	2,348,174	3	20	23	75,993	192,231	268,224	$ .23	$ .887	$ 1.117	10	216,747	$ .671
Arizona	334,162	7	7	14	38,205	26,813	65,018	.266	.243	.509	8	44,060	.304
Arkansas	1,752,204	5	28	33	65,841	79,301	145,142	.221	.615	.836	7	117,325	.411
California	3,426,861	41	102	143	920,553	1,096,445	2,016,998	2.989	4.575	7.564	43	1,467,653	4.109
Colorado	939,629	7	27	34	52,348	247,803	300,151	.243	1.016	1.259	11	348,182	.803
Connecticut	1,380,631	6	27	33	102,759	302,251	405,010	.345	1.142	1.487	7	183,629	.575
Delaware	223,003	1	2	3	8,316	36,071	44,387	.04	.11	.15	1	13,192	.06
District of Columbia	437,571	2	3	5	121,987	213,430	335,417	.34	.58	.92	3	286,520	.71
Florida	968,479	22	38	60	158,296	135,071	293,367	1.137	1.490	2.627	29	248,049	1.594
Georgia	2,895,832	5	20	25	131,886	219,297	351,183	.375	.808	1.193	15	464,897	1.083
Idaho	431,866	7	6	13	30,754	26,863	57,617	.22	.184	.404	7	45,509	.27
Illinois	6,485,280	14	102	116	1,150,733	1,556,332	2,707,065	2.113	4.656	6.769	21	2,309,073	3.404
Indiana	2,930,390	21	98	119	310,886	649,272	960,158	.943	2.768	3.711	17	376,707	1.080
Iowa	2,404,021	5	44	49	111,044	548,990	660,034	.305	2.039	2.344	11	307,910	.935
Kansas	1,769,257	9	49	58	120,828	232,365	353,193	.425	1.330	1.755	13	217,726	.690
Kentucky	2,416,630	9	21	30	145,522	214,852	360,374	.474	.857	1.331	11	249,593	.73
Louisiana	1,798,509	5	10	15	143,087	159,453	302,540	.413	.534	.947	5	326,691	.68
Maine	768,014	5	6	11	97,900	72,588	170,488	.27	.225	.495	1	31,082	.09
Maryland	1,449,661	5	10	15	198,680	360,008	558,688	.433	.833	1.266	3	321,368	.74
Massachusetts	3,852,356	11	58	69	873,911	1,270,235	2,144,146	1.845	4.149	5.994	13	1,465,888	2.98
Michigan	3,668,412	5	50	55	243,569	990,019	1,233,588	.630	2.651	3.281	13	991,521	1.87
Minnesota	2,387,125	5	30	35	174,104	547,389	721,493	.387	1.601	1.988	7	563,860	1.21
Mississippi	1,790,618	3	10	13	13,394	52,316	65,710	.075	.305	.38	5	36,139	.19
Missouri	3,404,055	9	56	65	642,284	958,939	1,601,223	1.155	2.521	3.676	13	1,098,383	1.989
Montana	548,889	10	7	17	60,171	29,990	90,161	.360	.208	.568	10	83,360	.45
Nebraska	1,296,372	7	19	26	134,616	253,771	388.387	.336	.937	1.273	9	317,691	.821
Nevada	77,407	3	6	9	6,719	10,273	16,992	.059	.144	.203	3	6,719	.059
New Hampshire	443,083	1	8	9	14,434	44,101	58,535	.05	.193	.243	...	.....	.....
New Jersey	3,155,900	6	29	35	117,625	583,565	701,190	.316	1.799	2.115	9	189,716	.626
New Mexico	360,350	1	6	7	4,929	22,322	27,251	.03	.155	.185	1	5,891	.03
New York	10,385,227	35	97	132	2,899,338	3,046,312	5,945,650	6.554	8.791	15.345	29	4,754,498	8.099
North Carolina	2,559,123	11	28	39	138,928	128,981	267,909	.514	.844	1.358	16	197,896	.744
North Dakota	646,872	2	8	10	17,050	38,141	55,191	.075	.24	.315	2	22,900	.13
Ohio	5,759,394	18	113	131	534,963	1,902,827	2,437,790	1.388	4.934	6.322	28	1,211,476	2.970
Oklahoma	2,028,283	11	38	49	164,613	233,022	397,635	.526	1.260	1.786	25	275,879	1.201
Oregon	783,389	7	21	28	119,573	248,805	368,378	.38	.939	1.319	10	285,983	.685
Pennsylvania	8,720,017	33	127	160	1,109,053	2,069,402	3,178,455	2.765	5.787	8.552	17	1,749,026	3.315
Rhode Island	604,397	2	8	10	37,839	172,400	210,239	.112	.541	.653	3	79,728	.285
South Carolina	1,683,724	6	9	15	74,160	54,569	128,729	.275	.289	.564	8	95,442	.38
South Dakota	636,547	3	12	15	20,455	62,656	83,100	.12	.41	.53	3	25,332	.15
Tennessee	2,337,885	5	16	21	203,071	272,721	475,792	.43	.826	1.256	10	365,669	.94
Texas	4,663,228	19	82	101	306,386	608,406	914,792	1.159	2.734	3.893	47	829,133	2.687
Utah	449,396	1	5	6	42,234	62,139	104,373	.09	.274	.364	4	109,643	.309
Vermont	352,428	2	8	10	23,952	29,548	53,500	.095	.159	.254	...	.....	.....
Virginia	2,309,187	9	18	27	136,595	182,076	318,671	.395	.724	1.119	10	167,370	.615
Washington	1,356,621	10	23	33	168,574	375,641	544,215	.629	1.256	1.885	11	355,052	1.009
West Virginia	1,463,701	10	20	30	101,320	107,376	208,696	.44	.619	1.059	11	145,838	.585
Wisconsin	2,632,067	2	44	46	64,630	555,369	619,999	.193	2.024	2.217	5	325,910	.825
Wyoming	194,402	1	5	6	6,279	16,246	22,525	.03	.167	.197	3	22,766	.15
Total U. S. English Language Daily Newspapers	105,710,620	427	1,581	2,008	12,440,387	21,298,982	33,739,369	$33.195	$72.373	$105.568	548	23,354,622	$54.243
Territory of Hawaii	255,912	1	2	3	12,432	18,209	30,641	$ .06	$ .095	$ .155	1	18,967	$ .07
For Comparative Purposes													
Newspapers as of April 1, 1925		425	1,571	1,996	12,164,806	20,896,604	33,061,320	$32.951	$71.901	$104.852	545	23,078,648	$52.175
Newspapers as of Oct. 1, 1924		420	1,585	2,014	12,365,215	20,634,222	32,999,437	$33.581	$68.496	$102.077	539	22,219,646	$51.098
Newspapers as of Oct. 1, 1923		426	1,610	2,036	11,475,051	19,978,632	31,453,683	$30.651	$66.667	$ 97.318	547	21,463,289	$48.672
Newspapers as of Oct. 1, 1922		426	1,607	2,033	10,806,055	18,874,273	29,780,328	$27.540	$63.105	$ 90.645	546	19,712,874	$45.829
Newspapers as of Oct. 1, 1921		427	1,601	2,028	10,144,260	18,279,480	28,423,740	$25.952	$60.099	$ 86.051	545	19,041,413	$44.253

READY RECKONER FOR DAILY NEWSPAPERS OF THE DOMINION OF CANADA

Province	Population 1921 Census												
Alberta	588,454	1	5	6	13,272	53,174	66,446	$ .05	$ .255	$ .305	...	.....	.....
British Columbia	524,582	4	8	12	34,944	141,633	176,577	.158	.372	.530	4	120,047	$ .313
Manitoba	610,118	1	4	5	22,186	83,205	105,391	.075	.216	.291	...	.....	.....
New Brunswick	387.876	2	5	7	22,499	28,354	50,853	.09	.137	.227	...	.....	.....
Nova Scotia	523,837	3	8	11	33,464	42,293	75,757	.122	.18	.302	...	.....	.....
Ontario	2,933,662	6	34	40	258,087	527,144	785,231	.55	1.336	1.886	1	181,144	.28
Prince Edward Island	88,615	1	1	2	4,552	3,153	7,705	.03	.02	.05	...	.....	.....
Quebec	2,361,199	3	12	15	56,760	413,511	470,271	.20	.89	1.09	...	.....	.....
Saskatchewan	757,510	3	4	7	26,074	33,011	59,085	.11	.13	.24	...	.....	.....
Total Canadian Dailies	8,775,853	24	81	105	471,838	1,325,478	1,797,316	$ 1.385	$ 3.536	$ 4.921	5	301,191	.593
Canadian Dailies as of Oct. 1, 1924		26	80	106	479,077	1,284,904	1,763,981	$ 1.436	$ 3.433	$ 4.869	5	214,187	.473
Canadian Dailies as of Oct. 1, 1923		24	79	103	455,067	1,218,211	1,673,278	$ 1.396	$ 3.409	$ 4.805	5	276,949	.575

For Explanation and Interpretation of This Table See Preceding Page. **All Rights Reserved by EDITOR & PUBLISHER**

The World — NEW YORK — The Evening World

Nearly a Million-Line* Gain in 1925!

THE EVENING WORLD closed the year 1925 with a gain of 993,294 lines of advertising, one of the largest increases in its history.

*993,294 to be exact

It is all the more notable that this gain of 12.6% came at the climax of a two-year period marked by the most sensational changes New York newspaperdom has ever known in a similar length of time.

Undisturbed by mergers and consolidations that destroyed many years of advertising good-will, purchased during decades in papers that suddenly ceased to exist, THE EVENING WORLD has forged steadily ahead until it occupies to-day a commanding position among the evening advertising mediums of the greatest retail market in the United States.

Nothing more clearly demonstrates a newspaper's value as an advertising medium than the use which is made of it by the great merchants of the community that it serves.

The record in the adjoining box is therefore of utmost significance to the user of small space as well as the user of large lineage. Further than that, it serves as an important guide for the national advertiser who must depend on these very stores for his greatest distribution.

How the Great Merchants of New York Use THE EVENING WORLD

DURING 1925, the large stores listed below used 4,541,914 lines of space in THE EVENING WORLD. This represented a gain of 872,993 lines over the space used in 1924, by far the greatest increase in department store lineage shown by any paper, morning or evening, in the city.

This represents the matured judgment of the most important group of merchants in America.

B. Altman & Co.	Arnold Constable & Co.
Best & Company	Bloomingdale Brothers
Bonwit Teller & Co.	Gimbel Brothers
Hearn & Company	Lord & Taylor
R. H. Macy & Co.	Oppenheim Collins & Co.
Saks-Herald Square	Franklin Simon & Co.
Stern Brothers	John Wanamaker
Lane Bryant	Worth

THE EVENING WORLD'S total Dry Goods gain of 878,142 lines is more than double the combined gains in this classification of all other evening newspapers. It is within 10,000 lines of the combined Dry Goods gains of the entire morning paper field.

In Men's Wear advertising, another test of a newspaper's virility, THE EVENING WORLD'S gain was *double* that of its nearest competitor, and 10,000 lines greater than the combined gains of the evening paper field.

Merchants who *know,* who place their advertising upon the most carefully recorded experience, who expect *action* within twenty-four hours of the appearance of a piece of copy are increasing their space in THE EVENING WORLD more rapidly than in any other paper, morning or evening in Greater New York.

The Evening World

PULITZER BUILDING, NEW YORK
TRIBUNE TOWER, CHICAGO

The World — NEW YORK — The Evening World

Tested Features That Make The World Famous

Offered by

The New York World Syndicate

SUNDAY COMIC PAGES
in colors
The Man In The Brown Derby
By H. T. Webster
The Captain and the Kids
(original Katzenjammer page)
By Rudolph Dirks
Cicero Sapp. By Fred Locher

DAILY HUMOROUS CARTOONS
By H. T. Webster

DAILY HUMOROUS CARTOONS
By Maurice Ketten

DAILY SPORT CARTOONS
By Burris Jenkins

WHO'S ZOO
A daily two column comic by Tom Dibble

WEEKLY THEATRICAL LETTER
By Alexander Woollcott

"THE CONNING TOWER"
(daily column) by F. P. A.

SUNDAY MAGAZINE
A complete ten-page tabloid magazine, two pages in color, eight in black, also double truck in color, if desired. Sold in matrix form, or calendar proofs and photo service if desired.

RED MAGIC SECTION
A four-page tabloid, devoted to magic, puzzles, brain tests, illusions, &c., edited by Houdini, with puzzles by Sam Loyd.

SUNDAY CROSS WORD PUZZLES
By the originators of the craze

POLITICAL CARTOONS
By Rollin Kirby and John Cassel

EVERY-DAY MOVIES
A human interest cartoon series by Denys Wortman

"IT SEEMS TO ME"
(daily column) By Heywood Broun

GROSS EXAGGERATIONS
A Sunday humorous article that is the hit of New York

UP AND DOWN BROADWAY
A daily column on the light side of New York life by Karl K. Kitchen

ORIGINAL FICTION—"Missing," "Stella Steps Out" and "The Black Candle" are three novelettes written by well known authors for the Evening World and offered for first publication in newspapers.

THE FAMOUS EVENING WORLD DAILY FEATURE SERVICE, used by more than one hundred papers in the United States, now consists of the following high class comic strips, cartoons and text features. The service is shipped daily from New York and the magazine features are thus written "close to the news" and not several weeks in advance of publication. These features are also sold separately:

SIX GREAT DAILY COMIC STRIPS

Joe's Car
By "Vic"
Cicero Sapp
By Fred Locher
Fritzi Ritz
By Ernie Bushmiller
Banana Oil
By Milt Gross
Little Napoleon
By Bud Counihan

Little Mary Mixup
By R. L. Brinkerhoff

"Can You Beat It?"
Daily Humorous Cartoon
By Maurice Ketten, in 3-column or 4-column size

Daily Sport Cartoon
By Burris Jenkins

Daily Political Cartoons
By John Cassel and Rollin Kirby

Weekly Golf Cartoon
By "Vic"

"Telling the World"
A daily humorous Column of topical interest, by Neal O'Hara

And the following list of superior text features by distinguished writers:

Serial Love Story (daily)
By Fay Stevenson

"Within Your Income"
(Household Economy Series)
By Ida Bailey Allen

"Beauty and Health" (3 times a week)
By Dr. Lillian Whitney

"Going Down" (3 times a week)
By Alfalfa Smith

Bide Dudley's Rhymes
(3 times a week)
Illustrated Fashions
(3 times a week)
By Mildred Lodewick

Jewish Stories (Fridays)
By Joseph Richman

"Husbands and Wives" (3 times)
By Caroline Crawford

"Myth and Magic" (3 times)
By R. H. Tingley

"The Woman of It" (5 times a week)
woman's column
By Marguerite Mooers Marshall

"Courtship and Marriage" (3 times)
By Fay Stevenson

"Know Your Own Child" (3 times)
(Psychology series)
By L. S. Brady

"A Minute or Two With Books"
(3 times), by Ruth Snyder

Fashion Art Layout (Saturday)
By Margery Wells

"Helps for Mothers" (3 times)
By Emilie Hoffmann

"Nooks and Corners of History"
(3 times) by Thomas Bragg

"Kiddie Klub Korner" (3 times)
By Eleanor Schorer

FOR TERRITORY AND PRICES ON ANY OF THESE FEATURES, WRITE OR WIRE
F. B. KNAPP, MANAGER NEW YORK WORLD SYNDICATE,
ROOM 1111, 63 PARK ROW, NEW YORK

The World — NEW YORK — The Evening World

The New York World News Service

ACCURACY
CHARACTER
EXCLUSIVENESS

THE AUXILIARY NEWS SERVICE THAT MEETS ALL REQUIREMENTS:

The World's Distinctive and Exclusive Cable, Financial, Business, Sports, Washington and General Domestic News, by Printing Telegraph and Regular Morse private leased wires for morning papers.

Complete or limited query service, tolls collect, by telegraph.

Sunday Advance News, by mail, comprising timeliest human interest copy, assembled by The World's staff correspondents from all corners of the globe.

Special assignments on New York City news, handled by experienced and reliable staff writers.

Special news enterprises continually developed by The World, for exclusive publication in your city or territory; daily and weekly news features by authorities in their fields.

Wire or write for terms your city or territory.

R. E. MOYER, Manager

Room 1110, 63 Park Row, New York

The Year's Best Short Stories

At The New York World's invitation the editors of sixteen of America's leading magazines have each selected the five stories they liked best among those they published during the year. From these a committee of newspaper editors has selected—

The Sixteen Best Short Stories

Among them are fine new tales by such celebrated writers as

Booth Tarkington	Peter B. Kyne	Struthers Burt
F. Scott Fitzgerald	Wilbur Daniel Steele	Achmed Abdullah

Practically all the newspapers that published last year's stories thus selected, found them so satisfactory that they are listing them this year.

This was the **outstanding newspaper fiction feature** of 1925. Some territory is still available for 1926. If you wish to use these fine fiction stories by famous authors as circulation builders, write or wire The New York World Syndicate at once.

The World — NEW YORK — The Evening World

"If a newspaper is to be of real service to the public it must have a big circulation. First, because its news and comment must reach the largest possible number of people; second, because circulation means advertising, advertising means money and money means independence." —*Joseph Pulitzer.*

The World Is Successful

BY the tests set by its founder, The World is a most successful newspaper. Costing three cents, it is read in at least 45,000 more homes in New York City than its nearest two-cent competitor. Last year it published a larger number of advertisements than any other newspaper in America.

So flourishing is The World, both in regard to circulation and advertising, that two great, new octuple presses have just been installed in the Pulitzer Building and five additional ones will soon be set up. Thirty-seven additional linotypes—machines for setting type—have also been found necessary.

In its publication of "Want Ads" The World has long been supreme. The World's "Want Ad Section" is the greatest labor exchange that exists anywhere.

Business men and statisticians keep constant watch over this section, for it is an unfailing barometer of trade conditions. When "Situations Wanted" exceed "Help Wanted," they foresee trouble coming. When "Help Wanted" are greater in volume than "Situations Wanted," it is indisputable evidence of prosperous times.

Not only in the smaller advertisements, but in display advertising as well, is The World successful. Recently, within a period of eight days, there were these three records broken:

On Oct. 8, The World carried 200 columns of advertising, the largest lineage ever carried in a regular Sunday issue.

On Oct. 11, The Sunday World printed 673 columns of advertising, the largest lineage ever carried in a regular Sunday issue.

On Oct. 16, The Evening World broke all existing advertising records of 38 years with a total volume of 262 columns. It closed the year 1925 with a gain of nearly a million lines of advertising.

Far too often, the newspaper that comes into the home is a matter of haphazard selection. Few people bother to analyze why they read a particular journal, yet the newspaper to-day—read in every home—is a dominant factor of American life.

More than any other influence, more than the admonitions of parents or the instructions of teachers, the newspaper contributes to the formation of the ideals of the next generation.

The World offers the advertiser a newspaper that is accurate, a newspaper that is independent, a newspaper that is effective, a newspaper that is interesting, a newspaper that is enterprising, a newspaper that is *successful.*

The World

Pulitzer Building, New York

Tribune Tower, Chicago

FINDING A MARKET THROUGH DAILY PRESS SPACE

Hypothetical Case of an Advertiser Who Learned the Great Lesson That All the People Read Newspapers—How to Map a Campaign to Sell Goods at Low Cost With Controlled Expenditures

"QUINTO" had been on the market for a year and a half. Full pages in beautiful color had been used in several magazines whose solicitors had talked eloquently of "influencing consumer demand" and the great "dealer influence" that was synonymous with their media. The advertising manager had almost come to believe that no grocer could open his shop in the morning if he had not read the night before of the new substitute for coffee in the Great National Weekly. The household heads were enthusiastic, constant, and devoted readers of the same G. N. W. and one could almost calculate the numbers in which they would descend upon the educated dealer in foodstuffs, demanding their weekly ration of "Quinto." "Consumer Pressure" plus "Dealer Influence"—that was the combination which meant "Sales." The solicitor said so, the advertising agency nodded "Yes," the president, and the four vice-presidents, and the secretary and the treasurer kept time with the assenting muscles, and the advertising manager was almost convinced.

That was eighteen months past.

The campaign in the Great National Weekly and several other publications—one or two grocery trade journals, a chain store magazine, and a small schedule in a monthly magazine which had claimed great powers over the domestic affairs of the nation—the campaign was well under way. The first year's advertising bills had been higher than expected. Unforeseen expenses in the matter of copy and art had been met. Printing of "dealer helps" and window display sheets had cost more than the agency had estimated and the directors had appropriated. The advertising manager, still almost convinced, obtained the deficiency appropriation and sat silent as the second year's campaign was mapped out, substantially along the lines of the opening attack, for the first six months at least. It was still too early in the fight to change tactics, the agency argued. The habits of the "Consuming Public" could not be changed in a month or a year. Headway was being made. Sales were increasing. A definite impression had been made upon the public mind. Prestige was being established.

Six months more passed. Orders continued to arrive daily from the salesmen. They were smaller orders, as a rule, than had been the rule a year before. Salesmen reported resistance. Customers who took the package of delicious beverage compound once usually came back regularly for new supplies, but old customers moved away and new customers for "Quinto" did not take their places. So the storekeepers told the salesmen and the salesmen told the sales manager. Some of the salesmen added that the advertising was not pulling its weight. The sales manager told that to the advertising manager and the advertising manager said nothing. It was his turn to nod.

The board of directors were meeting to consider the future. Unless revenues were increased, expenses must be cut, and quickly. The advertising manager knew from his own experience and that of friends in similar posts that advertising campaigns are especially vulnerable when retrenchment was the spirit of the hour. He had expected this crisis. He had talked against an ambitious campaign in the magazines two years ago, before a line had been printed, or even planned, and found himself hopelessly outnumbered. All of the officers, stockholders in the new company like himself, were solidly in favor of the color appeal and the prestige that a campaign in the Great Weekly would command.

So mused the advertising manager as he waited for the board of directors to assemble. "Quinto" was salable. It appealed to people wherever coffee was a popular beverage. It possessed the flavor that workingmen and commuters demanded in the breakfast cups and it left none of the after effects that the physicians ascribed to excessive consumption of the caffein drug. People who tried it liked it. The repeat orders proved that. The package was attractive and the retailers had given it good display. The advertising had been constant, consistent, conservative, and convincing in its copy and illustration. So reasoned the advertising manager, as he marshalled his thoughts for the meeting.

The product and the advertising were apparently all that could be desired, still the goods moved so slowly to the consumer that the factory faced a financial crisis. Possibly the directors could now be convinced that the excellent, consistent, conservative, convincing, advertising copy was not reaching the right people, or a sufficient number of them. The advertising manager knew two years ago that it would not, could not, through the channels elected. Coffee and its surrogates were the beverages of rich and poor alike, and of all who could be called neither rich nor poor. No manufacturer ever kept the sheriff away by selling groceries to the rich. Many had found the pennies of the poor a Golconda.

The poor did not read the Great National Weekly. At least the solicitor never mentioned them, nor did he allude more than casually to those who could neither be called rich nor poor. His talk was of the purchasing power of his readers, of six-cylinder cars, oil-burning furnaces, hardwood floors, stoves for two-car garages, and other knick-knacks of civilization which they bought after their weekly perusal of its high-priced fiction, success epics, and colored advertisements. The two million readers who bought these goods and services were the natural prospects for "Quinto—The Doctor's Favorite Drink."

There they were, two million and then some, of natural prospects, yet the sales charts showed smaller totals every week. The board of directors were paying for the two million copies of the magazine that went forth every week. Also for the several hundred thousand that read the other publications being used. Half a million dollars a year! It was almost sufficient grounds for the appointment of a lunacy commission, mused the advertising manager.

Well, the board would not listen to him now. He had the idea. No half million dollar campaign was part of his plan. No more fancy four-color sheets for window display. No more dealer helps which the dealer could feed to the baling machine. Nothing like that. The advertising manager would show the board how to invest its money in sales, not spend it in advertising.

First of all, as soon as his plan was approved, he would have the sales force called in. He would tell them of his well-knit campaign, concentrated its territories, with copy as good as had been used the past year and a half, if not better. Full pages would appear in selected newspapers in the territories elected for development, followed by smaller space as the campaign took hold. Retailers read their local daily newspapers, advertised in them, sometimes loved them, sometimes fought with them, but read them, day after day. So did their customers. The salesmen would not be talking about fancy colors, but about something that was the daily life of the men they called upon. The first campaign would be in New England.

The list of papers was not yet completed. No definite estimate of the cost was yet available. Never mind that. Here, according to the EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK, it was possible to buy adequate space in every one of the 142 daily newspapers circulated in New England for 25 per cent of what the present "national" campaign was costing. An agate line of space in each of these newspapers, whose combined circulation was more than 3,000,000 daily and 1,760,000 Sunday, could be bought for $9.13. Ten thousand agate lines, or four newspaper pages, could be had, commissions and discounts all paid, for $91,300. It would pay, too, the advertising manager knew from the experience of other advertisers who had made their entry into the field of national distribution through the Boston and New England market. Yet, such expenditure would be foolish and reckless. The same money could be made to go much further by proper selection of cities and media. An adequate campaign to introduce the goods and have them generously stocked would cost no more than $50,000, he reasoned, leaving an ample margin for extension if the sales from the territory justified expectations of expansion.

A campaign among the multitudes in New York and New Jersey, where 167 dailies circulate more than 6,600,000 copies a day and almost 5,000,000 on Sunday could be bought at the rate of $17.46 per agate line in each and every one of these newspapers.

In the Central States, where 516 dailies have a net paid circulation of 8,600,000 copies every issue, an agate line in all of them costs $24.64.

The same story unfolded for every territorial market in the country. The half million dollars that had been spent for prestige and beautiful colors would have made "Quinto" a household word in the homes of more than half the population of the United States had it been spent a little at a time in territories where the pick of sales force could center its efforts while the advertising was being published. The talk would not have been of dwindling sales but of obtaining new capital for factory enlargement.

Revenues come quickly when newspaper advertising accompanies a sales campaign of the kind that our force can conduct. There are no uncertain costs and no unknown quantities. Costs are always in hand and can be increased or decreased as the job requires.

"We'll buy sales, not prestige, during the next few months, at any rate," the advertising manager muttered as he knocked out his pipe and entered the board room.

100 NEWSPAPER APPROPRIATIONS OF 1924 COMPILED BY AD BUREAU

ESTIMATES of the amounts of money spent by 100 individual national advertisers in newspapers during 1924 were issued by the Bureau of Advertising of the American Newspaper Publishers' Association.

Ford Motor Co.	$2,000,000
Victor Talking Machine Co.	1,900,000
*Chevrolet Motor Car Co.	1,650,000
American Tobacco Co.	1,600,000
Liggett & Myers Tobacco Co.	1,500,000
Standard Oil Co. of Indiana.	1,500,000
Calumet Baking Powder Co.	1,400,000
Wm. Wrigley, Jr., & Co.	1,250,000
Dodge Brothers	1,200,000
Paige-Detroit Motor Car Co.	1,000,000
Postum Cereal Co.	875,000
Corn Products Refining Co.	800,000
Pepsodent Co.	800,000
United States Rubber Co.	750,000
Hupp Motor Car Corporation.	750,000
*Oakland Motor Car Co.	700,000
B. F. Goodrich Co.	700,000
Clicquot Club Co.	650,000
Buick Motor Co.	635,000
H. J. Heinz Co.	600,000
General Cigar Co.	600,000
Union Pacific System.	570,000
Rickenbacker Motor Co.	560,000
Macfadden Publications	510,000
Procter & Gamble Co.	510,000
Hart, Schaffner & Marx.	500,000
Atch., Top. & Santa Fe R. R.	500,000
Willys-Overland Co	500,000
Standard Oil Co. of California.	500,000
Literary Digest	500,000
Sun-Maid Raisin Growers' A'n.	465,000
Canada Dry Ginger Ale, Inc.	450,000
Colgate & Co.	450,000
Brunswick-Balke-Collender Co.	400,000
Congoleum Co.	400,000
Edna Wallace Hopper.	400,000
Armstrong Cork Co.	400,000
Quaker Oats Co.	400,000
Borden Sales Co., Inc.	380,000
Salada Tea Co.	350,000
Shredded Wheat Co.	350,000
National Carbon Co.	340,000
Autostrop Safety Razor Co.	300,000
Cheek-Neal Coffee Co.	300,000
Portland Cement Association.	300,000
The Palmolive Co.	300,000
Union Oil Co. (Los Angeles).	300,000
Anheuser-Busch, Inc.	300,000
Hurley Machine Co.	300,000
Nordyke & Marmon Co.	280,000
International Magazine Co.	275,000
New York Central Lines.	250,000
Eastman Kodak Co.	250,000
National Biscuit Co.	250,000
Parker Pen Co.	250,000
Aluminum Cooking Utensil Co.	250,000
Barrett Co.	250,000
C. F. Mueller Co.	250,000
Radio Corp. of America.	250,000
The Maytag Co.	225,000
Boyce & Veeder Co.	220,000
Simmons Co.	210,000
Certain-teed Products Corp.	200,000
Phenix Cheese Co.	200,000
Williamson Candy Co.	200,000
Royal Typewriter Co.	200,000
Alf. H. Smith Co. (Djer-Kiss)	200,000
Associated Oil Co. (San Francisco)	200,000
Pond's Extract Co.	200,000
Vick Chemical Co.	200,000
Johns-Manville Co.	200,000
A. Stein & Co.	180,000
California Fruit Growers' Ex.	180,000
Cal. Prune & Apricot Growers.	180,000
Southern Cotton Oil Trad. Co.	175,000
Royal Baking Power Co.	175,000
W. & J. Sloane	170,000
Coca-Cola Co.	170,000
Holland Furnace Co.	165,000
Northern Pacific Railway Co.	160,000
Cunard Line	160,000
W. L. Douglas Shoe Co.	160,000
Andrew Jergens Co.	150,000
Famous Players-Lasky Corp.	150,000
W. A. Sheaffer Pen Co.	150,000
Lambert Pharmacal Co.	150,000
Dairymen's League Co-operative Association, Inc.	150,000
Bauer & Black.	150,000
American Express Co.	125,000
Metropolitan Life Insurance Co.	125,000
Vacuum Oil Co.	125,000
French Lick Springs Hotel Co.	125,000
Western Co.	125,000
Phoenix Hosiety Co.	125,000
Florida Citrus Exchange.	100,000
Lalance & Grosjean Mfg. Co.	100,000
Indian Refining Co.	100,000
Shell Oil Co. (Los Angeles).	100,000
C. Brandes, Inc.	100,000
McCall's Magazines	100,000

*Includes dealers' advertising.

NEWSPAPER CONSOLIDATIONS

Akron (Ohio) Times and Press as Times-Press and Akron Sunday Times.
Albany (N. Y.) Journal and News as News.
Albuquerque (N. M.) Herald and Journal consolidated as morning, evening and Sunday paper.
Albany (Ore.) Democrat and Herald as Democrat-Herald.
Anderson (S. C.) Independent and Tribune as Independent-Tribune.
Anthony (Kan.) Bulletin and Republican merged.
Beckley (W. Va.) Daily Post and Raleigh Herald (semi-weekly) as Herald-Post.
Bellefontaine (Ohio) Index Republican and Examiner as Examiner.
Bethlehem (Pa.) Globe and Times as Globe-Times.
Blytheville (Ark.) Daily Courier and Weekly Herald News as Courier-News.
Elgin (Ill.) Courier and News as Courier-News.
Florence (Ala.) Times and News as Times-News.
Florence (S. C.) Times merged with News-Review.
Fort Worth (Tex.) Star-Telegram and Record as Record-Telegram, Star-Telegram and Sunday Record Telegram.
Havre (Mont.) Promoter and News as Promoter.
Ironton (Ohio) Irontonian and Register merged as Tribune, morning, evening and Sunday.
Maryville (Mo.) Democrat-Forum and Tribune merged.
Merced (Cal.) Sun and Star as Sun-Star.
Modesto (Cal.) Herald and News as News-Herald.
Muskogee (Okla.) Morning Phoenix & Times-Democrat merged.
Oswego (N. Y.) Times and Palladium as Palladium-Tmes.
Pawhuska (Okla.) Journal and Capital as Capital.
Philadelphia (Pa.) North American and Public Ledger as Public Ledger & North American.
Portsmouth (N. H.) Times and Herald as Herald & Times.
Redding (Cal.) Daily Searchlight and Weekly Shasta Sun merged.
Rochester (Ind.) News and Sentinel as News-Sentinel.
Rochester (Minn.) Post and Record and Bulletin as Post-Bulletin.
Sacramento (Cal.) Bee and Star as Bee.
Salina (Kan.) Journal and Union as Journal.
San Antonio (Tex.) Semi-Weekly Farm Express merged with the Express.
Saratoga Springs (N. Y.) Saratogian and Mechanicville Hudson Valley Times as Saratogian.
Steubenville (Ohio) Herald-Star and Gazette as Herald-Star.
Syracuse (N. Y.) Journal consolidated with Telegram and Sunday American.

CANADA

Quebec (P. Q.) Chronicle and Telegraph as Chronicle-Telegraph.

CHANGES IN PRICE

Boston American—from 3 to 2 cents within a 50 mile radius of Boston.
Brooklyn Times—from 2 to 3 cents. Carrier subscriptions from 10 to 12 cents.
Canton (Ohio) News—from 5 to 10 cents a copy on street and newsstand for Sunday edition. Mail and subscriber copies remain at 5 cents, daily at 1 cent.
Charlotte (N. C.) Observer—Sunday papers from 7 cents to 10 cents.
Duluth (Minn.) News-Tribune—from 75 cents monthly for daily and Sunday to 10 cents for seven issues weekly.
Gardner (Mass.) News—from 1 cent to 2 cents.
Greensboro (N. C.) News—Sunday paper from 7 cents to 10 cents.
Kansas City (Mo.) Star & Times—from 10 cents to 15 cents weekly.
Lansing (Mich.) Capital News—from 3 cents to 2 cents.
Los Angeles Illustrated Daily News—from 1 cent to 2 cents daily. 1 cent to 5 cents Sunday. Monthly subscriptions 50 cents.
New York World—from 2 cents to 3 cents.
Raleigh (N. C.) News & Observer—Sunday papers from 7 cents to 10 cents.
St. Paul (Minn.) Dispatch & Pioneer Press—from 90 cents a month to 65 cents a month.
Seattle (Wash.) Union Record—from 3 cents to 2 cents on street and from $9 to $5 by mail (yearly).
Syracuse (N. Y.) Telegram—from 3 cents to 1 cent in the city of Syracuse only.

CHANGES IN SIZE

Boston Christian Science Monitor—from 7 cols. 13 ems to 8 cols. 12 ems.
Buffalo (N. Y.) Enquirer name changed to Star-Enquirer and changed to tabloid.
Chicago Daily Journal—from 7 cols. to 8 cols.
Danville (Va.) Register & Bee—to 8 cols. 12 ems.
Greensboro (N. C.) Record—from 7 cols. to 8 cols.
Memphis (Tenn.) News-Scimitar Sunday edition—from regular size to tabloid.
Reno (Nev.) State Journal—from 7 cols. 13 ems to 8 cols. 12 ems.
Rochester (N. Y.) Herald Sunday edition—from regular size to tabloid.
Rockford (Ill.) Gazette—from 7 cols. to 8 cols. Column width 12 ems and depth 21 inches.

Analysis of Magazine and Newspaper

Copyright, 1926, by THE EDITOR

TERRITORIAL MARKETS

	Population 1920	MAGAZINE CIRCULATION 21 General	11 Women's	7 Class	8 Weeklies	47 Magazines
WESTERN STATES						
1 California	3,426,861	605,903	795,729	82,105	477,311	1,961,048
2 Washington	1,356,621	156,641	269,363	25,236	131,379	582,619
3 Colorado	939,629	95,266	158,590	12,048	75,631	341,535
4 Oregon	783,389	100,909	183,799	15,569	82,191	382,468
5 Montana	548,889	37,811	78,080	7,053	40,512	163,456
6 Utah	449,396	33,784	61,045	5,499	30,213	130,541
7 Idaho	431,866	29,648	56,272	5,372	29,467	120,719
8 Arizona	334,162	23,539	38,462	4,587	22,995	89,583
9 Wyoming	194,402	21,737	33,551	3,456	18,251	76,995
10 Nevada	77,407	8,136	12,071	1,434	7,446	29,087
Totals	8,542,622	1,113,374	1,686,922	162,359	915,396	3,878,051
SOUTHERN STATES						
1 Georgia	2,895,832	81,234	156,964	8,525	62,893	309,616
2 North Carolina	2,559,123	78,610	151,344	10,755	61,503	302,212
3 Kentucky	2,416,630	78,795	167,020	8,246	60,344	314,405
4 Tennessee	2,337,885	80,407	158,478	9,215	61,726	309,826
5 Alabama	2,348,174	59,660	116,940	7,177	49,889	233,666
6 Virginia	2,309,187	97,437	181,426	10,590	75,973	365,426
7 Mississippi	1,790,618	34,897	80,261	5,169	29,575	149,902
8 Louisiana	1,798,509	65,670	102,534	10,263	47,885	226,352
9 South Carolina	1,683,724	36,413	77,553	4,833	34,047	152,846
10 Florida	968,470	94,956	144,023	16,482	79,725	335,186
Totals	21,108,152	708,019	1,336,543	91,255	563,560	2,699,377
CENTRAL STATES						
1 Illinois	6,485,280	523,646	843,100	67,801	378,905	1,813,452
2 Ohio	5,759,394	535,183	952,053	64,798	369,022	1,921,056
3 Michigan	3,668,412	380,106	618,076	47,975	232,083	1,278,240
4 Indiana	2,930,390	205,548	419,427	28,563	164,313	817,851
5 Wisconsin	2,632,067	163,330	326,039	22,423	141,352	653,144
6 Iowa	2,404,021	166,999	375,029	20,758	148,383	711,169
Totals	23,879,564	1,974,812	3,533,724	252,318	1,434,058	7,194,912
NORTHWESTERN STATES						
1 Missouri	3,404,055	207,228	420,318	26,982	153,838	808,366
2 Minnesota	2,387,125	161,195	351,299	26,164	150,995	689,653
3 Kansas	1,769,257	97,700	245,709	14,207	98,732	456,348
4 Nebraska	1,296,372	87,257	201,881	11,587	89,687	390,412
5 North Dakota	646,872	27,037	73,832	4,717	32,552	138,138
6 South Dakota	636,547	31,432	89,360	5,090	40,896	166,778
Totals	10,140,228	611,849	1,382,399	88,747	566,700	2,649,695
SOUTHWESTERN STATES						
1 Texas	4,663,228	223,981	420,160	31,201	158,305	833,647
2 Oklahoma	2,028,283	93,566	201,352	14,188	81,796	390,902
3 Arkansas	1,752,204	49,396	105,549	7,515	37,859	200,319
4 New Mexico	360,350	16,963	26,219	2,333	13,462	58,977
Totals	8,804,065	383,906	753,280	55,237	291,422	1,483,845
MIDDLE ATLANTIC STATES						
1 Pennsylvania	8,720,017	637,642	1,130,360	88,123	514,963	2,371,088
2 West Virginia	1,463,701	77,005	147,505	11,207	54,967	290,684
3 Maryland	1,449,661	97,157	150,214	10,055	67,246	324,672
4 District of Columbia	437,571	73,344	92,717	8,235	51,201	225,497
5 Delaware	223,003	14,163	26,921	1,770	11,214	54,068
Totals	12,293,953	899,311	1,547,717	119,390	699,591	3,266,009
NEW YORK-NEW JERSEY						
1 New York	10,385,227	891,605	1,330,025	121,015	696,029	3,038,674
2 New Jersey	3,155,900	243,824	420,166	30,731	194,705	889,426
Totals	13,541,127	1,135,429	1,750,191	151,746	890,734	3,928,100
NEW ENGLAND STATES						
1 Massachusetts	3,852,356	349,300	622,505	44,125	303,790	1,319,720
2 Connecticut	1,380,631	129,481	221,819	17,427	102,667	471,344
3 Maine	768,014	53,405	120,027	8,586	49,583	231,601
4 Rhode Island	604,397	46,915	90,156	5,919	40,000	182,990
5 New Hampshire	443,083	32,422	81,441	5,468	32,811	152,142
6 Vermont	352,428	24,937	58,093	3,389	25,124	111,543
Totals	7,400,909	636,410	1,194,041	84,914	553,975	2,469,340
MISCELLANEOUS						
Newsdealers	.....	178,262	129,919	40,760	77,466	426,407
Unclassified	.....	26,252	5,677	9,147	1,921	42,997
Canada	.....	191,818	544,207	49,084	156,329	941,438
Alaska and U. S. Possessions	.....	26,990	29,198	7,109	20,647	83,944
Foreign	.....	67,313	114,711	22,103	59,401	263,528
Other Items	.....	16,789	369	17,228	6,344	40,730
Totals	.....	507,424	824,081	145,431	322,108	1,799,044
RECAPITULATION						
1 Western	8,542,622	1,113,374	1,686,922	162,359	915,396	3,878,051
2 Southern	21,108,152	708,019	1,336,543	91,255	563,560	2,699,377
3 Central	23,879,564	1,974,812	3,533,724	252,318	1,434,058	7,194,912
4 Northwestern	10,140,228	611,849	1,382,399	88,747	566,700	2,649,695
5 Southwestern	8,804,065	383,906	753,280	55,237	291,422	1,483,845
6 Middle Atlantic	12,293,953	899,311	1,547,717	119,390	699,591	3,266,009
7 New York-New Jersey	13,541,127	1,135,429	1,750,191	151,746	890,734	3,928,100
8 New England	7,400,909	636,410	1,194,041	84,914	553,975	2,469,340
9 Miscellaneous	.....	507,424	824,081	145,431	322,108	1,799,044
Grand Total	105,710,620	7,970,534	14,008,898	1,151,397	6,237,544	29,368,373
Grand Total, January, 1925	.....	7,606,785	13,632,024	1,166,311	6,022,751	28,427,871

Circulations and Rates By States and Territorial Market Groups

& PUBLISHER COMPANY

TERRITORIAL MARKETS	Population 1920	NEWSPAPER CIRCULATION			NUMBER OF PAPERS			MINIMUM AGATE LINE NEWSPAPER SPACE RATES		
WESTERN STATES		Morning Net Paid	Evening Net Paid	Sunday Net Paid	Morning Papers	Evening Papers	Sunday Papers	Joint Rate Morning	Joint Rate Evening	Joint Rate Sunday
1 California	3,426,861	920,553	1,096,445	1,467,653	41	102	43	$2.989	$4.575	$4.109
2 Washington	1,356,621	168,574	375,641	355,052	10	23	11	.629	1.256	1.009
3 Colorado	939,629	52,348	247,803	348,182	7	27	11	.243	1.016	.803
4 Oregon	783,389	119,573	248,805	285,983	7	21	10	.38	.939	.685
5 Montana	548,889	60,171	29,990	83,360	10	7	10	.360	.208	.45
6 Utah	449,396	42,234	62,139	109,643	1	5	4	.09	.274	.309
7 Idaho	431,866	30,754	26,863	45,509	7	6	7	.22	.184	.27
8 Arizona	334,162	38,205	26,813	44,060	7	7	8	.266	.243	.304
9 Wyoming	194,402	6,279	16,246	22,766	1	5	3	.03	.167	.15
10 Nevada	77,407	6,719	10,273	6,719	3	6	3	.059	.144	.059
Totals	8,542,622	1,445,410	2,141,018	2,768,927	94	209	110	5.266	9.006	8.148
SOUTHERN STATES										
1 Georgia	2,895,832	131,886	219,297	464,897	5	20	15	.375	.808	1.083
2 North Carolina	2,559,123	138,928	128,981	197,896	11	28	16	.514	.844	.744
3 Kentucky	2,416,630	145,522	214,852	249,593	9	21	11	.474	.857	.730
4 Tennessee	2,337,885	203,071	272,721	365,669	5	16	10	.43	.887	.94
5 Alabama	2,348,174	75,993	192,231	216,747	3	20	10	.23	.887	.671
6 Virginia	2,309,187	136,595	182,076	167,370	9	18	10	.395	.724	.615
7 Mississippi	1,790,618	13,394	52,316	36,139	3	10	5	.075	.305	.19
8 Louisiana	1,798,509	143,087	159,453	326,691	5	10	5	.413	.534	.68
9 South Carolina	1,683,724	74,160	54,569	95,442	6	9	8	.275	.289	.38
10 Florida	968,470	158,296	135,071	248,049	22	38	29	1.137	1.490	1.594
Totals	21,108,152	1,220,932	1,611,567	2,368,493	78	190	119	4.318	7.564	7.627
CENTRAL STATES										
1 Illinois	6,485,280	1,150,733	1,556,332	2,309,073	14	102	21	2.113	4.656	3.404
2 Ohio	5,759,394	534,963	1,902,827	1,211,476	18	113	28	1.388	4.934	2.970
3 Michigan	3,668,412	243,569	990,019	991,521	5	50	13	.630	2.651	1.87
4 Indiana	2,930,390	310,886	649,272	376,707	21	98	17	.943	2.768	1.080
5 Wisconsin	2,632,067	64,630	555,369	325,910	2	44	5	.193	2.024	.825
6 Iowa	2,404,021	111,044	548,990	307,910	5	44	11	.305	2.039	.935
Totals	23,879,564	2,415,825	6,202,809	5,522,597	65	451	95	5.572	19.072	11.084
NORTHWESTERN STATES										
1 Missouri	3,404,055	642,284	958,939	1,098,383	9	56	13	1.155	2.521	1.989
2 Minnesota	2,387,125	174,104	547,389	563,860	5	30	7	.387	1.601	1.21
3 Kansas	1,769,257	120,828	232,365	217,726	9	49	13	.425	1.330	.690
4 Nebraska	1,296,372	134,616	253,771	317,691	7	19	9	.336	.937	.821
5 North Dakota	646,872	17,050	38,141	22,900	2	8	2	.075	.24	.13
6 South Dakota	636,547	20,455	62,645	25,332	3	12	3	.12	.41	.15
Totals	10,140,228	1,109,337	2,093,250	2,245,892	35	174	47	2.498	7.039	4.990
SOUTHWESTERN STATES										
1 Texas	4,663,228	206,386	608,406	829,133	19	82	47	1.159	2.734	2.687
2 Oklahoma	2,028,283	164,613	233,022	275,879	11	38	25	.526	1.260	1.201
3 Arkansas	1,752,204	65,841	79,301	117,325	5	28	7	.221	.615	.411
4 New Mexico	360,350	4,929	22,322	5,981	1	6	1	.03	.155	.03
Totals	8,804,065	541,769	943,051	1,228,318	35	154	80	1.936	4.764	4.329
MIDDLE ATLANTIC STATES										
1 Pennsylvania	8,720,017	1,109,053	2,069,402	1,749,026	33	127	17	2.765	5.787	3.315
2 West Virginia	1,463,701	101,320	107,376	145,838	10	20	11	.44	.619	.585
3 Maryland	1,449,661	198,680	360,008	321,368	5	10	3	.433	.833	.74
4 District of Columbia	437,571	121,987	213,430	286,520	2	3	3	.34	.58	.71
5 Delaware	223,003	8,316	36,071	13,192	1	2	1	.04	.11	.06
Totals	12,293,953	1,539,356	2,786,287	2,515,944	51	162	35	4.018	7.929	5.410
NEW YORK-NEW JERSEY										
1 New York	10,385,227	2,899,338	3,046,312	4,754,498	35	97	29	6.554	8.791	8.099
2 New Jersey	3,155,900	117,625	583,565	189,716	6	29	9	.316	1.799	.626
Totals	13,541,127	3,016,963	3,629,877	4,944,214	41	126	38	6.870	10.590	8.725
NEW ENGLAND STATES										
1 Massachusetts	3,852,356	873,911	1,270,235	1,465,888	11	58	13	1.845	4.149	2.98
2 Connecticut	1,380,631	102,759	302,251	183,629	6	27	7	.345	1.142	.575
3 Maine	768,014	97,900	72,588	31,082	5	6	1	.27	.225	.09
4 Rhode Island	604,397	37,839	172,400	79,728	2	8	3	.112	.541	.285
5 New Hampshire	443,083	14,434	44,101	.....	1	8	..	.05	.193	...
6 Vermont	352,428	23,952	29,548	.....	2	8	..	.095	.159	...
Totals	7,400,909	1,150,795	1,891,123	1,760,327	27	115	24	2.717	6.409	3.930
MISCELLANEOUS										
Newsdealers	.....	.....	.....	.....	..	..	..	...	...	...
Unclassified	.....	.....	.....	.....	..	..	..	...	...	...
Canada	.....	.....	.....	.....	..	..	..	...	...	...
Alaska and U. S. Possessions	.....	.....	.....	.....	..	..	..	...	...	...
Foreign	.....	.....	.....	.....	..	..	..	...	...	...
Other Items	.....	.....	.....	.....	..	..	..	...	...	...
Totals	.....	.....	.....	.....	..	..	..	...	...	...
RECAPITULATION										
Western	8,542,622	1,445,410	2,141,018	2,768,927	94	209	110	5.266	9.006	8.148
Southern	21,108,152	1,220,932	1,611,567	2,368,493	78	190	119	4.318	7.564	7.627
Central	23,879,564	2,415,825	6,202,809	5,522,597	65	451	95	5.572	19.072	11.084
Northwestern	10,140,228	1,109,337	2,093,250	2,245,892	35	174	47	2.498	7.039	4.990
Southwestern	8,804,065	541,769	943,051	1,228,318	35	154	80	1.936	4.764	4.329
Middle Atlantic	12,293,953	1,539,356	2,786,287	2,515,944	51	162	35	4.018	7.929	5.410
New York-New Jersey	13,541,127	3,016,963	3,629,877	4,944,214	41	126	38	6.870	10.590	8.725
New England	7,400,909	1,150,795	1,891,123	1,760,327	27	115	24	2.717	6.409	3.930
Miscellaneous	.....				..	..	..	...	...	...
Grand Total	105,710,620	12,440,387	21,298,982	23,354,712	427	1,581	548	33.195	72.373	54.243
Grand Total, January, 1925	.....	12,365,215	20,634,222	22,219,646	429	1,585	539	33.581	68.496	51.098

NEW PAPERS

Arcadia (Fla.) Arcadian.
Atwood (Kans.) Northwest Kansan.
Avon Park (Fla.) Pilot.
Bartow (Fla.) Record.
Baton Rouge (La.) Morning Advocate.
Blackwell (Okla.) Evening News.
Bristol (Va.) News.
Burlingame (Cal.) Star.
Canon City (Colo.) American.
Concord (N. H.) Evening Telegram.
Connersville (Ind.) Free Press.
East Stroudsburg (Pa.) Morning Sun.
East St. Louis (Ill.) News Review.
El Dorado (Ark.) Evening Times.
Erwin (Tenn.) Magnet. J. F. Toney, Publisher.
Florence (S. C.) Evening Dispatch.
Fort Pierce (Fla.) Record.
Gadsden (Ala.) Evening Star.
Gilroy (Cal.) Dispatch.
Hanley (Tex.) News.
Hawthorne (Cal.) Leader.
Hayward (Cal.) Review.
Hendersonville (N. C.) Times.
Hollywood (Fla.) News.
Homestead (Fla.) Leader.
Homosassa (Fla.) News.
Hoopeston (Ill.) Times.
Inglewood (Cal.) News.
Kelso (Wash.) Kelsonian-Tribune.
Kennett (Mo.) News.
Key West (Fla.) Call.
Kissimmee (Fla.) Gazette.
Lake Worth (Fla.) Herald.
Lake Worth (Fla.) Leader.
La Porte (Ind.) Times.
Lubbock (Tex.) Evening Journal.
McKeesport (Pa.) Journal.
Mamaroneck (N. Y.) Times.
Miami (Fla.) Illustrated Daily Tab.
Mount Washington (Mo.) News.
Niles (O.) Times.
Ogdensburg (N. Y.) Advance.
Oxnard (Cal.) Tribune.
Paris (Tex.) Evening Times.
Pasadena (Cal.) Morning Sun.
Pensacola (Fla.) Herald.
Plant City (Fla.) Courier.
Plant City (Fla.) News.
Philadelphia (Pa.) Daily News.
Philadelphia (Pa.) Sun.
Pittsburgh (Pa.) Dispatch.
Rocky Mount (N. C.) Tribune.
St. Petersburg (Fla.) News.
San Benito (Tex.) Light.
San Diego (Cal.) Morning Independent.
Sanford (Cal.) Signal.
Sarasota (Cal.) Morning Herald.
Sedalia (Mo.) Republican.
Statesville (N. C.) Evening Ledger.
Steubenville (Ohio) Press.
Stuart (Fla.) News.
Sullivan (Ind.) Times.
Tallahassee (Fla.) Morning State.
Tampa (Fla.) Telegraph.
Texarkana (Ark.-Tex.) Journal.
Union (S. C.) Progress.
Upper Darby (Pa.) Journal.
Vernon (Tex.) Record.
Ventura (Cal.) County Star.
Wenatchee (Wash.) Herald.
Whittier (Cal.) Herald.
Wilson (Okla.) Post.
Winnemucca (Nev.) Humboldt Star.
White Plains (N. Y.) Westchester County Reporter.
Wortham (Tex.) Daily Oil News. Ed Satterwhite, Editor and Publisher.
Yuma (Ariz.) Evening Herald. George W. Lynn, Publisher.

MAT, CUT AND AD ART SERVICES

Ad Art Service, 250 Park Ave., New York City.
Bonnet-Brown, 155 E. Superior St., Chicago, Ill.
Century Advertising Service, Inc., 730 Fifth Ave., New York City.
Commercial Cut Company, 46 Beekman St., New York City.
Crystal Art Studios, 35 West 23rd St., New York City.
Garment Center Advertising Service, 134 West 32d St., New York City.
Charles E. Howell, 250 West 57th St., New York City.
Merle Johnson, 209 West 34th St., New York City.
Meyer-Both Company, 41 East 42d St., New York City.
Monarch Studios, 347 Fifth Ave., New York City.
Murray's Newspaper Service, 598 Madison Ave., New York City.
Partridge & Anderson Company, 712 Federal St., Chicago, Ill.
Pontiac Engraving & Electrotype Company, 727 S. Dearborn St., Chicago, Ill.
Publishers' Autocaster Service Company, 225 West 39th St., New York City.
I. Rubin Company, 225 West 39th St., New York City.
Schaefer Stereotype Company, 209 West 38th St., New York City.
Standard Fashion Service, 2239 S. Park Ave., Chicago, Ill.
Star Adcraft Service, 241 West 58th St., New York City.
Universal Engraving Company, 88 Gold St., New York City.
Western Newspaper Union, 239 West 39th St., New York City.

ANALYSIS OF CIRCULATIONS BY TERRITORIAL MAR WOMEN'S

Compiled by EDITOR & PUBLISHER, With the Co-operation of the

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TERRITORIAL MARKETS		Ladies' Home Journal	Good House-keeping	Woman's Home Companion	Delineator	Pictorial Review	Designer & Women's Magazine	People's Popular Monthly
Total net paid		2,321,992	1,150,967	1,852,405	1,102,233	2,156,320	514,017	875,688
Total net paid, including bulk		2,322,422	1,150,967	1,852,428	1,102,233	2,157,134	514,017	875,688
Total distribution		2,341,109	1,172,594	1,928,595	1,144,785	2,164,706	545,720	939,642
Detailed distribution for	Population	Mar., 1925	Mar., 1925	Mar., 1925	Mar., 1925	Apr., 1925	Mar., 1925	Apr., 1925
WESTERN STATES	1920							
1 California	3,426,861	140,262	76,801	127,074	85,371	121,605	39,690	7,282
2 Washington	1,356,621	49,044	22,766	39,252	25,319	49,768	12,766	4,870
3 Colorado	939,629	30,043	10,584	25,788	11,981	21,604	6,471	11,054
4 Oregon	783,389	31,918	16,248	29,832	18,351	29,857	6,911	4,151
5 Montana	548,889	16,108	7,053	9,430	3,120	12,537	1,205	6,812
6 Utah	449,396	15,162	3,327	5,292	4,425	10,593	3,062	1,460
7 Idaho	431,866	11,278	4,185	7,622	5,172	7,086	2,441	2,655
8 Arizona	334,162	7,641	3,551	5,100	3,684	7,079	1,365	720
9 Wyoming	194,402	6,233	3,060	4,604	1,265	3,877	1,641	2,949
10 Nevada	77,407	2,109	1,168	1,531	1,267	1,571	685	284
Total	8,542,622	309,798	148,743	255,525	159,955	265,577	76,237	42,237
SOUTHERN STATES								
1 Georgia	2,895,832	23,813	13,575	21,125	13,456	25,135	7,583	18,578
2 North Carolina	2,559,123	26,289	14,193	19,726	7,172	24,052	3,180	15,016
3 Kentucky	2,416,630	24,907	10,797	22,361	14,757	19,127	6,702	22,154
4 Tennessee	2,337,885	25,916	10,649	21,040	15,152	19,542	6,212	21,237
5 Alabama	2,348,174	16,771	7,650	16,568	9,367	20,894	4,824	9,476
6 Virginia	2,309,187	32,293	15,923	26,411	11,940	26,166	5,006	15,830
7 Mississippi	1,790,618	10,777	5,170	8,485	7,818	10,307	3,583	12,509
8 Louisiana	1,798,509	14,365	6,580	15,066	13,609	20,736	6,536	3,582
9 South Carolina	1,683,724	12,289	5,848	10,785	6,346	12,697	2,831	6,639
10 Florida	968,470	28,658	18,051	18,898	9,585	25,788	3,321	3,868
Total	21,108,152	216,078	108,436	180,465	109,202	204,444	49,778	128,889
CENTRAL STATES								
1 Illnois	6,485,280	134,523	75,902	129,520	69,022	108,966	31,736	63,635
2 Ohio	5,759,394	135,089	71,435	139,119	81,854	140,455	27,705	76,479
3 Michigan	3,668,412	85,392	46,841	96,104	39,202	78,147	14,728	44,813
4 Indiana	2,930,390	67,076	24,334	62,906	27,204	57,749	12,393	40,496
5 Wisconsin	2,632,067	51,121	21,310	52,912	27,525	41,056	10,546	34,698
6 Iowa	2,404,021	52,012	24,521	58,933	28,198	38,003	13,491	49,861
Total	23,879,564	525,213	264,343	539,494	273,005	464,376	110,599	309,982
NORTHWESTERN STATES								
1 Missouri	3,404,055	64,962	25,487	54,463	44,404	59,487	21,002	48,089
2 Minnesota	2,387,125	55,517	29,777	53,882	21,057	44,375	12,895	40,642
3 Kansas	1,769,257	41,108	13,299	33,068	24,580	26,480	12,030	26,542
4 Nebraska	1,296,372	24,372	12,025	26,436	13,283	19,367	8,370	35,310
5 North Dakota	646,872	12,411	5,060	9,067	3,968	6,081	2,567	12,496
6 South Dakota	636,547	13,650	5,330	13,226	6,113	8,260	3,386	12,329
Total	10,140,228	212,020	90,978	190,142	113,405	164,050	60,250	175,408
SOUTHWESTERN STATES								
1 Texas	4,663,228	63,791	27,280	53,046	47,135	76,200	23,843	34,381
2 Oklahoma	2,028,283	29,888	12,689	27,411	17,984	28,425	11,919	24,646
3 Arkansas	1,752,204	14,812	6,027	12,280	8,815	14,042	4,464	19,000
4 New Mexico	360,350	5,068	2,407	3,599	1,911	2,921	388	1,764
Total	8,804,065	113,559	48,403	96,336	75,845	121,588	40,614	79,791
MIDDLE ATLANTIC STATES								
1 Pennsylvania	8,720,017	199,219	102,605	141,258	65,761	231,895	25,832	70,552
2 West Virginia	1,463,701	21,581	12,957	17,473	7,774	25,396	3,488	14,685
3 Maryland	1,449,661	30,425	15,165	19,151	13,098	28,277	5,596	4,295
4 Dist. of Columbia	437,571	18,165	14,935	11,977	8,685	14,509	5,630	483
5 Delaware	223,003	5,608	2,841	3,761	2,110	4,200	991	882
Total	12,293,953	274,998	148,503	193,620	97,428	304,277	41,537	90,897
NEW YORK-NEW JERSEY								
1 New York	10,385,227	229,985	155,440	169,799	94,563	226,194	36,373	47,575
2 New Jersey	3,155,900	83,146	46,043	50,137	34,054	83,630	14,806	7,477
Total	13,541,127	313,131	201,483	219,936	128,617	309,824	51,179	55,052
NEW ENGLAND STATES								
1 Massachusetts	3,852,356	105,294	63,261	92,556	56,359	122,332	29,567	4,181
2 Connecticut	1,380,631	39,914	22,442	32,734	16,748	36,571	7,238	2,710
3 Maine	768,014	20,670	10,607	18,340	4,159	27,115	2,721	3,128
4 Rhode Island	604,397	13,737	7,673	13,988	6,239	23,194	2,175	758
5 New Hampshire	443,083	11,875	7,067	10,695	4,305	20,889	967	1,692
6 Vermont	352,428	10,422	5,572	7,228	2,563	10,518	946	2,583
Total	7,400,909	201,912	116,622	175,541	90,373	240,619	43,614	15,052
MISCELLANEOUS								
Newsdealers	.....	.....	.....	.....	.....	.....	.....	.....
Unclassified	.....	.....	.....	.....	1,810	.....	.....	1,337
Canada	.....	145,183	37,145	42,029	59,364	113,806	40,993	948
Alaska & U. S. Pos.	.....	7,820	4,034	3,267	744	5,855	221	339
Foreign	.....	65,502	5,944	5,736	6,052	12,371	869	117
Other Items	.....	189	22	.....	.....	.....	.....	.....
Total	.....	218,694	47,145	51,032	67,970	132,032	42,083	2,741
MARKET GROUPS								
1 Western	8,542,622	309,798	148,743	255,525	159,955	265,577	76,237	42,237
2 Southern	21,108,152	216,078	108,436	180,465	109,202	204,444	49,778	128,889
3 Central	23,879,564	525,213	264,343	539,494	273,005	464,376	110,599	309,982
4 Northwestern	10,140,228	212,020	90,978	190,142	113,405	164,050	60,250	175,408
5 Southwestern	8,804,065	113,559	48,403	96,336	75,845	121,588	40,614	79,791
6 Middle Atlantic	12,293,953	274,998	148,503	193,620	97,428	304,277	41,537	90,897
7 N. York-N. Jersey	13,541,127	313,131	201,483	219,936	128,617	309,824	51,179	55,052
8 New England	7,400,909	201,912	116,622	175,541	90,373	240,619	43,614	15,052
9 Miscellaneous	.....	218,694	47,145	51,032	67,970	132,032	42,083	2,741
Grand Total	105,710,620	2,385,403	1,174,656	1,902,091	1,115,800	2,206,787	515,891	900,049
Page rate		$9,000	$3,800	$7,600	$5,000	$8,500	$2,100	$3,250
Rate per agate line		15.00	9.00	11.50	7.75	13.00	3.25	5.50

—Decrease

KET GROUPS AND ADVERTISING RATES OF LEADING MAGAZINES

Bureau of Advertising, American Newspaper Publishers Association.

The Editor & Publisher Company

TERRITORIAL MARKETS	Population	McCall's Magazine	People's Home Journal	Modern Priscilla	Vogue	Women's Magazines Total 1924	Women's Magazines Total 1925	Gain or Loss '25 vs. '24
Total net paid		2,114,964	949,624	592,999	129,929	13,402,421	13,761,138	358,717
Total net paid, including bulk		2,115,226	949,624	592,999	130,654	13,405,460	13,763,392	357,932
Total distribution		2,135,256	957,623	612,984	135,328	13,664,496	14,078,342	413,846
Detailed distribution for	Population	Apr., 1925	Mar., 1925	Mar., 1925	Mar., 1925			
WESTERN STATES	1920							
1 California	3,426,861	94,611	34,589	56,481	11,963	744,105	795,729	51,624
2 Washington	1,356,621	36,682	14,312	12,655	1,929	252,317	269,363	17,046
3 Colorado	939,629	23,635	10,313	6,122	995	144,076	158,590	14,514
4 Oregon	783,389	27,711	9,521	7,781	1,518	167,456	183,799	16,343
5 Montana	548,889	15,084	4,423	1,936	372	74,154	78,080	3,926
6 Utah	449,396	6,717	7,533	3,139	335	46,567	61,045	14,478
7 Idaho	431,866	10,180	4,135	1,289	189	52,648	56,232	3,584
8 Arizona	334,162	5,412	2,060	1,231	619	63,634	38,462	4,828
9 Wyoming	194,402	6,249	2,247	1,161	265	34,159	33,551	—608
10 Nevada	77,407	1,841	914	597	104	11,329	12,071	742
Total	8,542,622	228,122	90,047	92,392	18,289	1,560,445	1,686,922	126,477
SOUTHERN STATES								
1 Georgia	2,895,832	20,999	6,525	4,287	1,888	133,760	156,964	23,204
2 North Carolina	2,559,123	30,263	7,338	3,073	1,042	141,660	151,344	9,684
3 Kentucky	2,416,630	25,517	14,042	5,448	1,208	167,623	167,020	—603
4 Tennessee	2,337,885	26,880	6,994	3,575	1,281	147,201	158,478	11,277
5 Alabama	2,348,174	22,496	5,023	3,241	630	106,653	116,940	10,287
6 Virginia	2,309,187	31,100	9,753	5,562	1,442	171,154	181,426	10,272
7 Mississippi	1,790,618	15,277	4,331	1,620	384	71,924	80,261	8,337
8 Louisiana	1,798,509	14,193	3,892	3,092	883	97,505	102,534	5,029
9 South Carolina	1,683,724	14,639	2,907	1,959	613	73,723	77,553	3,830
10 Florida	968,470	26,759	4,734	2,691	1,670	121,501	144,023	22,522
Total	21,108,152	228,123	65,539	34,548	11,041	1,232,704	1,336,543	103,839
CENTRAL STATES								
1 Illinois	6,485,280	130,479	59,854	30,127	9,336	833,540	843,100	9,560
2 Ohio	5,759,394	143,793	103,734	25,697	6,693	919,041	952,053	33,012
3 Michigan	3,668,412	107,250	81,689	19,447	4,463	580,912	618,076	37,164
4 Indiana	2,930,390	75,195	38,207	11,398	2,469	413,727	419,427	5,700
5 Wisconsin	2,632,067	48,636	24,759	11,645	1,831	327,712	326,039	—1,673
6 Iowa	2,404,021	63,039	35,835	9,648	1,488	387,836	375,029	—12,807
Total	23,879,564	568,392	344,078	107,962	26,280	3,462,767	3,533,724	70,956
NORTHWESTERN STATES								
1 Missouri	3,404,055	66,354	21,322	10,468	4,280	414,248	420,318	6,070
2 Minnesota	2,387,125	57,400	24,233	9,481	2,040	330,120	351,299	21,179
3 Kansas	1,769,257	41,908	19,768	6,092	834	238,580	245,709	7,129
4 Nebraska	1,296,372	35,538	20,404	5,858	918	198,501	201,881	3,380
5 North Dakota	646,872	14,931	5,235	1,804	212	71,420	73,832	2,412
6 South Dakota	636,547	17,296	7,231	2,268	274	84,481	89,360	4,879
Total	10,140,228	233,424	98,193	35,971	8,558	1,337,350	1,382,399	45,049
SOUTHWESTERN STATES								
1 Texas	4,663,228	65,411	17,532	8,463	3,078	394,898	420,160	25,262
2 Oklahoma	2,028,283	34,364	8,978	3,973	1,075	181,447	201,352	19,905
3 Arkansas	1,752,204	18,682	5,030	1,944	453	97,278	105,549	8,271
4 New Mexico	360,350	4,849	2,021	1,077	214	25,152	26,219	1,067
Total	8,804,065	123,306	33,561	15,457	4,820	698,775	753,280	54,505
MIDDLE ATLANTIC STATES								
1 Pennsylvania	8,720,017	156,728	90,190	34,429	11,891	1,110,180	1,130,360	20,180
2 West Virginia	1,463,701	28,314	12,077	2,887	873	148,316	147,505	—811
3 Maryland	1,449,661	17,503	8,379	6,571	1,754	150,250	150,214	—36
4 Dist. of Columbia	437,571	11,830	1,341	3,536	1,626	93,493	92,717	—776
5 Delaware	223,003	3,948	1,613	727	240	27,246	26,921	—325
Total	12,293,953	218,323	113,600	48,150	16,384	1,529,485	1,547,717	18,232
NEW YORK-NEW JERSEY								
1 New York	10,385,227	194,968	102,939	47,749	24,440	1,301,759	1,330,025	28,266
2 New Jersey	3,155,900	53,286	25,858	16,371	5,358	437,534	420,166	—17,368
Total	13,541,127	248,254	128,797	64,120	29,798	1,739,293	1,750,191	10,898
NEW ENGLAND STATES								
1 Massachusetts	3,852,356	78,688	25,121	37,229	7,917	603,780	622,505	18,725
2 Connecticut	1,380,631	27,436	19,275	13,729	3,022	217,185	221,819	4,634
3 Maine	768,014	17,367	10,450	4,802	668	120,028	120,027	—1
4 Rhode Island	604,397	10,458	5,631	5,108	1,195	79,485	90,156	10,671
5 New Hampshire	443,083	12,995	6,919	3,621	416	81,132	81,441	309
6 Vermont	352,428	9,735	5,855	2,337	334	59,330	58,093	—1,237
Total	7,400,909	156,679	73,251	66,826	13,552	1,160,940	1,194,041	33,101
MISCELLANEOUS								
Newsdealers	.....	.....	.....	129,919	.....	300,593	129,919	—170,674
Unclassified	.....	.....	2,530	.....	.....	53,501	5,677	—47,824
Canada	.....	89,097	6,165	5,078	4,399	429,576	544,207	114,631
Alaska & U. S. Pos.	.....	3,716	615	1,411	1,176	59,494	29,198	—30,296
Foreign	.....	13,039	542	2,986	1,553	66,194	114,711	48,517
Other Items	.....	.....	.....	39	119	906	369	—537
Total	.....	105,852	9,852	139,433	7,247	910,264	824,081	—86,183
MARKET GROUPS								
1 Western	8,542,622	228,122	90,047	92,392	18,289	1,560,445	1,686,922	126,477
2 Southern	21,108,152	228,123	65,539	34,548	11,041	1,232,704	1,336,543	103,839
3 Central	23,879,564	568,392	344,078	107,962	26,280	3,462,768	3,533,724	70,956
4 Northwestern	10,140,228	233,424	98,193	35,971	8,558	1,337,350	1,382,399	45,049
5 Southwestern	8,804,065	123,306	33,561	15,457	4,820	698,775	753,280	54,505
6 Middle Atlantic	12,293,953	218,323	113,600	48,150	16,384	1,529,485	1,547,717	18,222
7 N. York-N. Jersey	13,541,127	248,254	128,797	64,120	29,798	1,739,293	1,750,191	10,898
8 New England	7,400,909	156,679	73,251	66,826	13,552	1,160,940	1,194,041	33,101
9 Miscellaneous	.....	105,852	9,852	139,433	7,247	910,264	824,081	—86,183
Grand Total	105,710,620	2,110,475	956,918	604,859	135,969	13,632,024	14,008,898	376,874
Page rate		$7,600	$3,600	$2,250	$1,200	$52,900	$53,900	$1,000
Rate per agate line		11.50	5.50	4.00	.....	84.00	86.00	2.00

—Decrease

NEW BUILDINGS COMPLETED OR ANNOUNCED IN 1925

Albany (N. Y.) Knickerbocker Press.
Albert Lea (Minn.) Tribune.
Anaheim (Cal.) Bulletin.
Asheville (N. C.) Times.
Ashland (Ky.) Independent.
Athens (Ohio) Messenger.
Attica (Ind.) Ledger-Tribune.
Birmingham (Ala.) News—3-story addition to present plant.
Birmingham (Ala.) Post.
Burlington (Iowa) Hawk-Eye.
Cape Girardeau (Mo.) Southeast Missourian.
Cedar Rapids (Iowa) Gazette.
Chicago Tribune.
Cincinnati (Ohio) Enquirer.
Cleveland (Ohio) News.
Columbus (Ohio) Dispatch.
Danville (Ill.) Commercial-News.
Dayton (Ohio) Herald and Journal.
Des Moines (Iowa) Register & Tribune—3-story annex.
Detroit (Mich.) Free Press.
Fort Lauderdale (Fla.) News.
Fort Scott (Kan.) Tribune-Monitor.
Fort Wayne (Ind.) News-Sentinel.
Greensboro (N. C.) News.
Greensboro (N. C.) Record.
Hannibal (Mo.) Courier-Post.
Harrisburg (Ill.) Register.
Hiawatha (Kan.) World.
Hoopeston (Ill.) Chronicle-Herald.
Hornell (N. Y.) Tribune-Times.
Houston (Tex.) Post-Dispatch.
Iola (Kan.) Register.
Jacksonville (Fla.) Journal.
Jersey City (N. J.) Journal.
Kalamazoo (Mich.) Gazette.
Kinston (N. C.) Free Press.
Lawrence (Kan.) Journal-World.
Long Beach (Cal.) Press-Telegram.
Long Beach (Cal.) Sun.
Louisville (Ky.) Herald-Post.
Madison (Wis.) Capital-Times.
Marion (Ohio) Star.
Miami (Fla.) News.
Monrovia (Cal.) News.
New York Evening Post.
Okmulgee (Okla.) Times & Democrat.
Pasadena (Cal.) Star-News.
Paterson (N. J.) Call.
Paterson (N. J.) Press-Guardian—addition to plant.
Philadelphia (Pa.) Inquirer.
Philadelphia (Pa.) Public Ledger.
Rock Island (Ill.) Argus.
St. Petersburg (Fla.) News.
San Angelo (Tex.) Standard.
Santa Barbara (Cal.) Press—rebuilding plant.
Savannah (Ga.) News.
Schenectady (N. Y.) Union-Star.
Scranton (Pa.) Times.
Sheboygan (Wis.) Press.
Shreveport (La.) Journal.
Toledo (Ohio) Blade.
Ventura (Cal.) County Star.
Woodland (Cal.) Democrat.

CANADA

Montreal (P. Q.) Gazette.

FIELD CHANGES

Anthony (Kan.) Bulletin, daily to semi-weekly.
Arcadia (Fla.) Arcadian, weekly to daily.
Avon Park (Fla.) Pilot, weekly to daily.
Bartow (Fla.) Record, semi-weekly to daily.
Bend (Ore.) Central Oregon Press, evening to morning.
Burlingame (Cal.) Star, weekly to daily.
Connersville (Ind.) Free Press, morning to evening.
Erwin (Tenn.) Magnet, daily to semi-weekly.
Hollywood (Fla.) News, weekly to daily.
Huntington Park (Cal.) Signal, weekly to daily.
Jamestown (N. D.) Sun, morning to evening.
Jerome (Ariz.) Verde News, daily to semi-weekly.
Kennett (Mo.) News, daily to semi-weekly.
Kelso (Wash.) Kelsonian-Tribune, semi-weekly to daily.
Lake Worth (Fla.) Herald, weekly to daily.
New York American Banker, weekly to daily.
Oshkosh (Wis.) Republican, weekly to daily.
Plant City (Fla.) Courier, semi-weekly to daily.
Pottstown (Pa.) Blade, daily to weekly.
Rapid City (S. D.) Journal, morning to evening.
Ravenna (Ohio) Republican, weekly to daily.
San Benito (Tex.) Light, weekly to daily.
San Diego (Cal.) Independent, weekly to daily.
Sanford (Cal.) Signal, semi-weekly to daily.
Statesville (N. C.) Ledger, evening to morning.
Steubenville (Ohio) Press, semi-weekly to daily.
Union (S. C.) Progress, weekly to daily.
Vernon (Tex.) Record, semi-weekly to daily.
Whittier (Cal.) Herald, semi-weekly to daily.
Yuma (Ariz.) Herald, weekly to daily.

NAME CHANGES

Baton Rouge (La.) News to Press.
Buffalo (N. Y.) Enquirer to Star & Enquirer, changed to tabloid.
Cleveland (Ohio) Sunday News-Leader to Cleveland News, Sunday.
Daytona (Fla.) News to Daytona Beach News.
Fargo (N. D.) Tribune to Fargo Forum.
Knoxville (Tenn.) Journal & Tribune to Journal.
New York Telegram and Evening Mail to Telegram.

ANALYSIS OF CIRCULATIONS BY TERRITORIAL MARKET GROUPS AND ADVERTISING RATES OF THE LEADING WEEKLY MAGAZINES

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TERRITORIAL MARKETS		Saturday Evening Post	Literary Digest	Collier's	American Legion	Outlook	Life	Judge	Christian Herald	Weekly Magazines Total 1924	Weekly Magazines Total 1925	Gain or Loss '25 vs. '24
Total net paid		2,419,083	1,415,413	1,041,518	656,601	83,563	123,435	204,067	219,069	5,946,267	6,152,749	206,482
Total net paid, including bulk.		2,420,175	1,415,413	1,031,945	657,006	83,908	124,423	204,526	219,703	5,978,429	6,157,099	178,670
Total distribution		2,436,734	1,433,483	1,051,805	660,004	85,879	127,347	208,539	224,918	6,051,488	6,228,709	177,221
Detailed distribution for WESTERN STATES.	Pop. 1920	Mar. 7, '25	Apr. 12, '24	Mar. 7, '25	June 19, '25	Jan. 28, '25	Apr. 2, '25	Mar. 28, '25	May 2, '25			
1 California	3,426,861	213,020	98,440	105,318	23,710	5,739	10,543	1,429	9,112	453,100	477,311	24,211
2 Washington	1,356,621	56,568	32,666	25,887	9,465	1,587	1,643	331	3,432	132,385	131,379	—1,006
3 Colorado	939,629	32,079	18,884	14,751	3,985	989	1,497	677	2,769	72,636	75,631	2,995
4 Oregon	783,389	35,726	18,575	14,903	8,448	699	1,087	314	2,439	79,047	82,191	3,144
5 Montana	548,889	19,574	10,439	2,940	5,132	502	495	161	1,269	39,896	40,512	616
6 Utah	449,396	10,764	8,742	7,722	1,758	178	779	122	148	29,319	30,213	894
7 Idaho	431,866	10,660	5,791	3,923	3,865	276	357	85	1,025	28,159	29,467	1,308
8 Arizona	334,162	10,680	5,691	3,485	1,766	237	428	158	470	23,365	22,995	—370
9 Wyoming	194,402	7,355	4,011	2,388	3,576	187	196	117	421	17,705	18,251	546
10 Nevada	77,407	3,122	1,714	1,030	948	79	196	267	90	7,043	7,446	403
Totals	8,542,622	409,359	207,707	182,347	62,653	10,273	17,221	13,661	21,175	882,655	915,396	32,741
SOUTHERN STATES.												
1 Georgia	2,895,832	23,225	18,177	11,689	4,682	375	1,295	1,465	1,985	62,358	62,893	535
2 North Carolina	2,559,123	21,045	19,934	7,989	6,192	741	684	762	4,156	65,675	61,503	—4,172
3 Kentucky	2,416,630	19,791	17,651	12,149	4,946	600	896	1,552	2,759	64,577	60,344	—4,233
4 Tennessee	2,337,885	20,411	18,308	10,202	6,294	452	892	2,066	3,101	63,622	61,726	—1,896
5 Alabama	2,348,174	16,351	16,701	8,502	4,073	1,033	692	604	1,933	48,533	49,889	1,356
6 Virginia	2,309,187	25,365	23,448	13,772	4,903	761	892	1,262	5,570	79,481	75,973	—3,508
7 Mississippi	1,790,618	10,434	10,294	3,116	2,759	269	464	476	1,763	31,942	29,575	—2,367
8 Louisiana	1,798,509	16,406	15,697	10,010	2,769	281	911	839	972	49,725	47,885	—1,840
9 South Carolina	1,683,724	10,850	9,891	4,593	5,735	216	608	254	1,900	40,794	34,047	—6,747
10 Florida	968,470	39,265	15,031	10,668	8,360	894	2,510	571	2,426	68,652	79,725	11,073
Totals	21,108,152	203,143	165,132	92,690	50,713	5,622	9,844	9,851	26,565	575,359	563,560	—11,799
CENTRAL STATES.												
1 Illinois	6,485,280	154,375	86,048	64,582	46,176	4,630	6,719	4,376	11,999	370,441	378,905	8,464
2 Ohio	5,759,394	145,119	95,658	65,216	26,892	5,181	6,182	8,236	16,538	369,199	369,022	—177
3 Michigan	3,668,412	97,402	48,727	50,963	16,224	3,152	3,619	2,890	9,136	227,187	232,083	4,896
4 Indiana	2,930,390	61,898	41,199	37,696	11,637	1,726	2,747	1,183	6,227	156,237	164,313	8,076
5 Wisconsin	2,632,067	48,435	30,644	29,471	24,425	1,752	1,266	484	4,875	143,684	141,352	—2,332
6 Iowa	2,404,021	48,919	36,012	20,665	30,405	2,148	1,380	352	8,502	150,579	148,383	—2,196
Totals	23,879,564	556,148	338,288	268,563	155,759	18,589	21,913	17,521	57,277	1,417,327	1,434,058	16,731
NORTHWESTERN STATES.												
1 Missouri	3,404,055	69,058	37,445	25,729	9,177	1,473	2,110	3,537	5,309	151,770	153,838	2,068
2 Minnesota	2,387,125	59,322	34,826	23,388	24,422	2,335	2,030	498	4,174	145,742	150,995	5,253
3 Kansas	1,769,257	35,511	24,988	9,542	19,137	1,238	976	902	6,438	90,183	98,732	8,549
4 Nebraska	1,296,372	24,893	18,532	14,906	24,051	880	1,376	456	4,593	76,580	89,687	13,107
5 North Dakota	646,872	11,700	7,103	2,134	9,328	330	245	52	1,660	31,394	32,552	1,158
6 South Dakota	636,547	13,456	7,870	2,155	14,562	519	257	56	2,021	40,398	40,896	498
Totals	10,140,228	213,940	130,764	77,854	100,677	6,775	6,994	5,501	24,195	536,067	566,700	30,633
SOUTHWESTERN STATES.												
1 Texas	4,663,228	64,805	48,209	25,191	11,588	916	1,621	1,321	4,654	155,171	158,305	3,134
2 Oklahoma	2,028,283	28,559	19,319	9,969	19,523	461	897	582	2,486	72,567	81,796	9,229
3 Arkansas	1,752,204	13,864	11,389	4,670	4,813	238	488	482	1,915	42,210	37,859	—4,351
4 New Mexico	360,350	5,845	3,369	1,839	1,523	145	194	54	493	14,020	13,462	—558
Totals	8,804,065	113,073	82,286	41,669	37,447	1,760	3,200	2,439	9,548	283,968	291,422	7,454
MIDDLE ATLANTIC STATES												
1 Pennsylvania	8,720,017	180,380	126,211	89,008	64,482	6,096	10,828	15,965	21,993	478,961	514,963	36,002
2 West Virginia	1,463,701	19,323	14,992	8,540	5,644	836	842	1,462	3,328	55,822	54,967	—855
3 Maryland	1,449,661	26,154	16,260	14,951	3,558	756	1,279	1,268	3,020	66,218	67,246	1,028
4 Dist. of Columbia	437,571	21,136	15,095	7,600	3,255	772	1,741	901	701	52,030	51,201	—829
5 Delaware	223,003	4,832	2,402	2,168	605	148	327	119	613	10,472	11,214	742
Totals	12,293,953	251,825	174,960	122,267	77,544	8,608	15,017	19,715	29,655	663,503	699,591	36,088
NEW YORK-NEW JERSEY.												
1 New York	10,385,227	316,446	140,651	94,619	53,270	12,972	22,597	31,625	23,849	677,130	696,029	18,899
2 New Jersey	3,155,900	78,576	50,384	30,388	11,185	3,668	4,914	8,381	7,209	195,082	194,705	—377
Totals	13,541,127	395,022	191,035	125,007	64,455	16,640	27,511	40,006	31,058	872,212	890,734	18,522
NEW ENGLAND STATES.												
1 Massachusetts	3,852,356	120,257	59,983	51,225	40,022	6,484	8,010	12,086	5,723	286,421	303,790	17,369
2 Connecticut	1,380,631	40,507	21,587	20,288	10,011	2,413	2,330	2,221	3,310	94,550	102,667	8,117
3 Maine	768,014	17,269	14,756	6,024	4,791	1,548	675	2,201	2,319	52,028	49,583	—2,445
4 Rhode Island	604,397	14,439	7,265	9,441	4,102	787	1,087	2,099	780	36,332	40,000	3,668
5 New Hampshire	443,083	10,557	8,818	3,862	4,164	1,046	780	1,648	1,936	32,548	32,811	263
6 Vermont	352,428	8,924	6,588	1,736	2,590	952	524	1,595	2,215	25,806	25,124	—682
Totals	7,400,909	211,953	118,997	92,576	65,680	13,230	13,406	21,850	16,283	527,685	553,975	26,290
MISCELLANEOUS.												
Newsdealeers		.....	.....	.....	.....	1,886	.....	75,580	.....	69,844	77,466	7,622
Unclassified		.....	.....	.....	.....	1,627	.....	.....	294	2,757	1,921	—836
Canada		101,431	11,855	33,169	504	569	4,822	273	3,706	118,502	156,329	37,827
Alaska & U. S. Pos.		9,742	4,070	2,252	2,538	373	1,175	411	86	17,821	20,647	2,826
Foreign		40,255	8,389	665	2,591	1,540	3,624	383	1,954	51,403	59,401	7,998
Other Items		1,163	.....	.....	200	66	171	.....	4,744	3,648	6,344	2,696
Totals		152,591	24,314	36,086	5,833	6,061	9,792	76,647	10,784	263,975	322,108	58,133
RECAPITULATION.												
1 Western	8,542,622	400,359	207,707	182,347	62,653	10,273	17,221	13,661	21,175	882,655	915,396	32,741
2 Southern	21,108,152	203,143	165,132	92,690	50,713	5,622	9,844	9,851	26,565	575,359	563,560	—11,799
3 Central	23,879,564	556,148	338,288	268,563	155,759	18,589	21,913	17,521	57,277	1,417,327	1,434,058	16,731
4 Northwestern	10,140,228	213,940	130,764	77,854	109,677	6,775	6,994	5,501	24,195	536,067	566,700	30,633
5 Southwestern	8,804,065	113,073	82,286	41,669	37,447	1,760	3,200	2,439	9,548	283,968	291,422	7,454
6 Middle Atlantic	12,293,953	251,825	174,960	122,267	77,544	8,608	15,017	19,715	29,655	663,503	699,591	36,088
7 N. Y.-N. J.	13,541,127	395,022	191,035	125,007	64,455	16,640	27,511	40,006	31,058	872,212	890,734	18,522
8 New England	7,400,909	211,953	118,997	92,576	65,680	13,230	13,406	21,850	16,283	527,685	553,975	26,290
9 Miscellaneous		152,591	24,314	36,086	5,833	6,061	9,792	76,647	10,784	263,975	322,108	58,133
Grand total	105,710,620	2,498,054	1,433,483	1,039,059	620,761	87,558	124,898	207,191	226,540	6,022,751	6,237,544	214,793
Page rate		—$7,500	—$4,000	—$3,000	—$1,287	—$400	—$725	—$600	—$1,080	—$17.862	—$18,592	—$730
Rate per agate line		—12	—9	—5	—3	—1	1.70	1.70	1.75	34.50	35.15	—65

—Decrease.

ANALYSIS OF CIRCULATIONS BY TERRITORIAL MARKET GROUPS AND ADVERTISING RATES OF LEADING CLASS PUBLICATIONS

Compiled by EDITOR & PUBLISHER, With the Co-operation of the Bureau of Advertising, American Newspaper Publishers Association.

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TERRITORIAL MARKETS	Population 1920	System April, 1925	Scientific American June, 1925	Popular Science Feb., 1925	Forest & Stream June, 1925	Physical Culture April, 1925	Field & Stream Jan., 1925	House Beautiful Feb., 1925	Class Magazines Total 1924	Class Magazines Total 1925	Gain or Loss 1925-1924
Total net paid		202,978	88,490	299,295	73,629	297,407	92,251	73,016	1,095,356	1,127,066	31,710
Total net paid, including bulk		205,053	88,490	299,295	73,629	297,864	94,262	73,162	1,099,574	1,131,755	32,181
Total distribution		210,803	91,155	305,928	75,002	306,947	102,557	76,038	1,138,081	1,168,430	30,349
Detailed distribution for											
WESTERN STATES.											
1 California	3,426,861	15,476	4,707	24,262	2,648	23,382	5,894	5,736	85,829	82,105	—3,724
2 Washington	1,356,621	3,665	1,477	7,538	995	8,283	2,292	986	25,101	25,236	135
3 Colorado	939,629	2,229	564	3,608	367	3,778	971	531	11,532	12,048	516
4 Oregon	783,389	1,885	558	4,584	536	5,865	1,382	759	16,000	15,569	—431
5 Montana	548,889	619	248	2,926	279	2,307	512	162	7,411	7,053	—358
6 Utah	449,396	1,221	293	1,731	301	1,426	382	145	5,403	5,499	96
7 Idaho	431,866	530	249	2,000	188	1,876	412	117	5,276	5,372	96
8 Arizona	334,162	593	407	1,692	215	1,342	184	154	4,497	4,587	90
9 Wyoming	194,402	490	129	1,252	118	1,141	214	112	3,342	3,456	114
10 Nevada	77,407	207	78	546	54	370	126	53	1,372	1,434	62
Totals	8,542,622	26,915	8,710	50,139	5,701	49,770	12,369	8,755	165,763	162,359	—3,404
SOUTHERN STATES.											
1 Georgia	2,895,832	1,840	348	2,379	367	1,784	1,067	740	10,339	8,525	—1,814
2 North Carolina	2,559,123	2,435	338	3,056	402	2,563	946	1,015	10,488	10,755	267
3 Kentucky	2,416,630	1,431	748	2,430	392	1,656	857	732	7,606	8,246	640
4 Tennessee	2,337,885	2,249	505	2,188	279	2,252	901	841	9,569	9,215	—354
5 Alabama	2,348,174	1,623	256	2,321	309	1,612	545	511	7,286	7,177	—109
6 Virginia	2,309,187	2,428	412	2,909	722	2,081	1,019	1,019	10,453	10,590	137
7 Mississippi	1,790,618	1,589	203	1,150	529	955	445	298	4,350	5,169	819
8 Louisiana	1,798,509	3,595	498	2,198	420	2,212	893	447	9,347	10,263	916
9 South Carolina	1,683,724	825	157	1,624	182	980	698	367	4,984	4,833	—151
10 Florida	968,470	2,423	445	6,062	411	4,564	1,152	1,425	12,754	16,482	3,728
Totals	21,108,152	20,438	3,910	26,317	4,013	20,659	8,523	7,395	87,176	91,255	4,079
CENTRAL STATES.											
1 Illinois	6,485,280	12,607	3,178	21,433	2,631	16,414	6,250	5,288	73,406	67,801	—5,605
2 Ohio	5,759,394	10,748	2,617	20,682	2,823	16,153	7,143	4,632	67,986	64,798	—3,188
3 Michigan	3,668,412	9,075	2,347	14,206	4,530	10,898	4,514	2,405	49,512	47,975	—1,537
4 Indiana	2,930,390	5,531	4,126	7,700	1,075	5,948	2,612	1,571	27,404	28,563	1,159
5 Wisconsin	2,632,067	4,424	827	6,986	1,728	4,953	2,184	1,321	22,612	22,423	—189
6 Iowa	2,404,021	4,224	889	6,927	1,449	4,246	1,875	1,148	20,453	20,758	305
Totals	23,879,564	46,609	13,984	77,934	14,236	58,612	24,578	16,365	261,373	252,318	—9,055
NORTHWESTERN STATES.											
1 Missouri	3,404,055	5,405	862	7,021	1,237	7,850	2,722	1,885	27,250	26,982	—268
2 Minnesota	2,387,125	4,075	883	7,550	2,038	6,564	3,792	1,262	24,288	26,164	1,876
3 Kansas	1,769,257	3,005	566	4,376	318	4,174	1,326	442	13,645	14,207	562
4 Nebraska	1,296,372	1,799	624	3,962	665	3,163	985	389	11,640	11,587	—53
5 North Dakota	646,872	610	187	1,959	376	1,103	385	97	4,367	4,717	350
6 South Dakota	636,547	676	279	1,999	254	1,222	512	148	5,077	5,090	13
Totals	10,140,228	15,570	3,401	26,867	4,888	24,076	9,722	4,223	86,267	88,747	2,480
SOUTHWESTERN STATES.											
1 Texas	4,663,228	7,468	1,184	8,744	804	8,528	2,552	1,921	32,686	31,201	—1,485
2 Oklahoma	2,028,283	2,658	439	4,370	344	4,509	1,185	683	14,845	14,188	—657
3 Arkansas	1,752,204	2,027	282	2,104	476	1,541	685	400	6,768	7,515	747
4 New Mexico	360,350	230	245	921	88	657	112	80	2,522	2,333	—189
Totals	8,804,065	12,383	2,150	16,139	1,712	15,235	4,534	3,084	56,821	55,237	—1,584
MIDDLE ATLANTIC STATES.											
1 Pennsylvania	8,720,017	16,070	3,650	23,697	10,209	22,009	7,377	5,111	84,779	88,123	3,344
2 West Virginia	1,463,701	1,852	715	3,815	723	2,622	818	662	11,184	11,207	23
3 Maryland	1,449,661	1,832	624	3,034	482	2,142	1,188	753	11,311	10,055	—1,256
4 District of Columbia	437,571	1,258	313	2,117	166	2,667	841	873	9,587	8,235	—1,352
5 Delaware	223,003	399	86	494	123	344	197	127	1,685	1,770	85
Totals	12,293,953	21,411	5,388	33,157	11,703	29,784	10,421	7,526	118,546	119,390	844
NEW YORK-NEW JERSEY.											
1 New York	10,385,227	22,916	4,636	31,791	6,347	29,408	13,256	12,661	128,503	121,015	—7,488
2 New Jersey	3,155,900	6,033	2,491	8,596	1,940	5,896	3,371	2,404	30,507	30,731	224
Totals	13,541,127	28,949	7,127	40,387	8,287	35,304	16,627	15,065	159,010	151,746	—7,264
NEW ENGLAND STATES.											
1 Massachusetts	3,852,356	9,609	2,422	10,816	3,094	9,252	3,533	5,309	44,333	44,125	—208
2 Connecticut	1,380,631	3,052	979	4,926	1,597	3,317	1,557	1,999	17,159	17,427	268
3 Maine	768,014	1,220	285	3,305	616	1,684	830	646	8,882	8,586	—296
4 Rhode Island	604,397	1,035	404	1,394	613	1,343	524	606	5,242	5,919	677
5 New Hampshire	443,083	625	250	2,335	431	956	396	475	4,851	5,468	617
6 Vermont	352,428	416	161	1,306	272	638	325	271	3,355	3,389	34
Totals	7,400,909	15,957	4,501	24,082	6,623	17,190	7,165	9,396	83,822	84,914	1,092
MISCELLANEOUS.											
Newsdealers	.....	.....	25,760	.....	15,000	.....	.....	.....	56,904	40,760	—16,144
Unclassified	.....	.....	1,105	3,826	1,905	2,311	.....	.....	12,598	9,147	—3,451
Canada	.....	14,421	814	12,337	329	17,362	2,503	1,318	46,104	49,084	2,980
Alaska & U. S. Possessions	.....	644	454	2,607	85	2,556	392	371	5,931	7,109	1,178
Foreign	.....	1,018	4,845	1,550	148	13,332	335	875	12,016	22,103	10,087
Other Items	.....	3,502	287	10,268	19	181	2,601	370	13,980	17,228	3,248
Totals	.....	19,585	33,265	30,588	17,486	35,742	5,831	2,934	147,533	145,431	—2,102
MARKET GROUPS.											
1 Western	8,542,622	26,915	8,710	50,139	5,701	49,770	12,369	8,755	165,763	162,359	—3,404
2 Southern	21,108,152	20,438	3,910	26,317	4,013	20,659	8,523	7,395	87,176	91,255	4,079
3 Central	23,879,564	46,609	13,984	77,934	14,236	58,612	24,578	16,365	261,373	252,318	—9,055
4 Northwestern	10,140,228	15,570	3,401	26,867	4,888	24,076	9,722	4,223	86,267	88,747	2,480
5 Southwestern	8,804,065	12,383	2,150	16,139	1,712	15,235	4,534	3,084	56,821	55,237	—1,584
6 Middle Atlantic	12,293,953	21,411	5,388	33,157	11,703	29,784	10,421	7,526	118,546	119,390	844
7 New York-New Jersey	13,541,127	28,949	7,127	40,387	8,287	35,304	16,627	15,065	159,010	151,746	—7,264
8 New England	7,400,909	15,957	4,501	24,082	6,623	17,190	7,165	9,396	83,822	84,914	1,092
9 Miscellaneous	.....	19,585	33,265	30,588	17,486	35,742	5,831	2,934	147,533	145,431	—2,102
Grand totals	105,710,620	207,817	82,436	325,610	74,649	286,372	99,770	74,743	1,166,311	1,151,397	—14,914
Page rate		$1,000 00	$600.00	$810.00	$429.00	$750.00	$500.00	$700.00	$4,789.00	$4,789.00	.....
Rate per agate line		2.60	1.00	2.00	1.00	2.20	1.25	1.80	11.35	11.35	.....

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ANALYSIS OF CIRCULATIONS BY TERRITORIAL MARKET GROUPS

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TERRITORIAL MARKETS		Cosmopolitan	American Review of Reviews	American	Harper's	Child Life	World's Work	Success	Scribner's	American Boy	Atlantic Monthly	Red Book	Century
Total net paid		1,464,478	171,197	2,111,258	69,390	93,019	116,307	139,972	70,928	265,633	116,499	780,641	31,044
Total net paid, including bulk		1,464,478	171,197	2,113,108	69,390	93,081	116,720	157,076	71,031	276,377	119,364	781,553	31,044
Total distribution		1,510,191	181,240	2,182,657	73,963	121,042	119,897	167,107	73,686	304,765	123,979	800,068	34,136
Detailed distribution for	Population 1920	Mar., '25	April, '25	Feb., '25	April, '25	June, '25	April, '25	May, '25	April, '25	June, '25	Feb., '25	Feb., '25	April, '25
WESTERN STATES													
1 California	3,426,861	116,223	12,852	142,369	3,049	7,161	6,691	5,075	3,519	17,861	8,819	77,599	1,281
2 Washington	1,356,621	28,605	3,376	42,788	607	1,658	1,357	2,894	741	7,779	1,669	17,915	264
3 Colorado	939,629	16,234	1,794	31,110	571	1,046	1,013	1,078	793	4,739	1,483	11,047	197
4 Oregon	783,389	17,127	1,706	32,550	366	1,409	812	1,636	444	4,699	1,010	11,134	187
5 Montana	548,889	8,012	1,230	11,508	177	704	614	141	256	1,826	379	4,164	85
6 Utah	449,396	6,333	1,095	7,349	108	331	330	1,866	167	1,256	328	4,064	52
7 Idaho	431,866	5,971	916	9,477	125	450	358	120	187	1,346	310	3,273	61
8 Arizona	334,162	5,585	701	6,326	139	335	330	203	175	818	316	2,848	61
9 Wyoming	194,402	5,060	1,051	5,840	91	308	223	70	134	678	192	2,711	35
10 Nevada	77,407	2,160	378	1,651	33	116	104	60	64	291	64	1,136	11
Total	8,542,622	211,310	25,099	290,968	5,266	13,518	11,832	13,143	6,480	41,293	14,570	135,891	2,234
SOUTHERN STATES													
1 Georgia	2,895,832	19,323	1,769	23,056	413	668	788	1,222	514	2,305	782	8,920	112
2 North Carolina	2,559,123	15,947	2,086	27,283	507	985	1,516	375	593	2,377	984	7,308	161
3 Kentucky	2,416,640	15,134	1,671	26,111	447	882	805	2,343	540	2,769	993	9,111	155
4 Tennessee	2,337,885	14,489	1,485	28,455	378	769	768	603	430	3,070	965	9,220	146
5 Alabama	2,348,174	11,671	1,591	19,613	270	569	579	343	438	1,917	688	6,245	100
6 Virginia	2,309,187	20,830	2,153	30,546	695	882	1,523	790	821	2,806	1,572	10,710	200
7 Mississippi	1,790,618	8,470	1,001	11,413	156	464	354	172	319	1,340	325	3,919	71
8 Louisiana	1,798,509	14,723	1,587	15,548	240	684	546	501	346	1,880	684	8,512	93
9 South Carolina	1,683,724	6,625	776	13,669	277	393	571	190	290	1,343	419	3,280	84
10 Florida	968,470	27,168	2,328	24,063	461	940	927	575	627	2,290	1,093	9,216	139
Total	21,108,152	154,380	16,447	219,757	3,844	7,236	8,377	7,114	4,918	22,097	8,505	76,441	1,261
CENTRAL STATES													
1 Illinois	6,485,280	98,190	9,325	150,748	2,836	7,126	4,447	4,006	3,855	17,871	8,475	47,580	1,193
2 Ohio	5,759,394	98,990	8,490	169,044	2,742	5,968	4,853	23,338	3,056	19,393	6,908	46,366	1,104
3 Michigan	3,668,412	77,679	5,183	112,771	1,624	4,617	3,076	33,795	1,719	13,454	3,782	33,806	626
4 Indiana	2,930,390	33,387	3,325	73,064	1,038	2,707	1,554	1,705	1,382	6,534	2,371	20,174	433
5 Wisconsin	2,632,067	24,656	2,337	56,178	941	2,010	1,615	1,426	1,220	5,893	2,565	16,740	446
6 Iowa	2,404,021	24,892	2,828	69,529	1,200	2,103	1,676	1,487	1,272	7,934	1,952	16,222	521
Total	23,879,564	357,788	31,688	631,334	10,381	24,531	17,221	65,757	12,504	71,079	26,053	180,888	4,323
NORTHWESTERN STATES													
1 Missouri	3,404,055	41,309	3,239	63,947	850	2,623	1,619	1,326	1,447	8,597	2,551	20,652	353
2 Minnesota	2,387,125	28,837	2,603	55,606	1,009	2,232	1,989	716	1,356	7,866	2,769	15,765	459
3 Kansas	1,769,257	16,310	1,879	38,112	601	1,722	1,066	451	767	4,812	1,003	8,185	285
4 Nebraska	1,296,372	14,277	1,964	33,664	463	1,153	827	527	617	4,413	898	9,399	186
5 North Dakota	646,872	5,449	810	10,010	112	441	379	158	175	1,692	247	2,231	68
6 South Dakota	636,547	5,975	962	11,728	164	476	416	141	249	2,022	403	2,956	95
Total	10,140,228	112,157	11,457	213,067	3,199	8,647	6,296	3,319	4,611	29,402	7,871	59,188	1,446
SOUTHWESTERN STATES													
1 Texas	4,663,228	50,792	4,877	69,756	762	2,828	1,682	1,736	1,048	8,056	1,466	25,903	309
2 Oklahoma	2,028,283	19,701	1,902	31,492	276	1,608	668	761	497	3,356	577	9,303	121
3 Arkansas	1,752,204	9,342	1,037	16,576	179	578	317	445	319	1,547	478	6,071	62
4 New Mexico	360,350	4,085	454	4,638	77	162	227	241	152	648	165	2,232	36
Total	8,804,065	83,920	8,270	122,462	1,294	5,176	2,894	3,183	2,016	13,607	2,686	43,509	528
MIDDLE ATLANTIC STATES													
1 Pennsylvania	8,720,017	140,951	13,381	158,892	3,924	5,933	6,401	4,624	5,194	20,407	9,424	64,648	1,401
2 West Virginia	1,463,701	17,461	2,051	22,336	397	1,056	871	722	705	2,220	723	7,426	135
3 Maryland	1,449,661	20,245	1,605	25,720	792	921	1,271	595	832	2,932	1,922	10,058	231
4 Dist. of Columbia	437,571	15,979	1,388	13,913	722	690	1,230	464	867	2,262	2,326	8,798	215
5 Delaware	223,003	2,739	329	3,829	104	200	230	107	169	357	305	1,390	37
Total	12,293,953	197,375	18,754	224,690	5,939	8,800	10,003	6,512	7,767	28,178	14,700	92,320	2,019
NEW YORK-NEW JERSEY													
1 New York	10,385,227	206,420	20,465	193,233	7,990	7,599	12,599	9,222	13,327	24,756	21,305	82,050	2,504
2 New Jersey	3,155,900	51,259	4,893	50,645	2,411	2,503	3,525	2,084	3,339	7,775	5,156	24,782	684
Total	13,541,127	257,679	25,358	243,878	10,401	10,102	16,124	11,306	16,666	32,531	26,461	106,832	3,188
NEW ENGLAND STATES													
1 Massachusetts	3,852,356	56,179	5,228	93,626	4,617	3,947	6,218	2,649	5,468	10,297	12,467	33,467	1,289
2 Connecticut	1,380,631	23,778	2,620	32,120	1,584	1,348	2,168	1,075	2,370	4,158	3,478	13,279	413
3 Maine	768,014	7,979	1,092	17,858	644	534	951	1,731	965	2,099	978	5,852	194
4 Rhode Island	604,397	7,061	755	12,414	445	516	697	251	532	1,508	1,128	5,419	124
5 New Hampshire	443,083	5,202	659	9,993	518	373	733	1,610	1,896	1,073	808	2,572	156
6 Vermont	352,428	4,322	454	8,863	419	307	609	116	611	1,066	618	2,163	102
Total	7,400,909	104,521	10,808	174,874	8,227	7,025	11,376	7,432	11,842	20,201	19,477	62,752	2,278
MISCELLANEOUS													
Newsdealers	.....	.....	12,073	.....	16,752	.....	21,813	26,618	.....	.....	.....	.....	10,568
Unclassified	.....	.....	5,801	.....	67	.....	.....	3,502	40	.....	.....	.....	.....
Canada	.....	59,975	1,641	30,768	535	1,666	2,024	6,708	776	2,297	2,259	40,384	263
Alaska & U. S. Pos.	.....	7,056	1,765	4,480	234	315	223	416	512	497	544	2,625	169
Foreign	.....	9,035	1,547	7,204	873	311	3,511	266	1,001	807	2,907	6,116	813
Other Items	.....	22	.....	.....	.....	95	18	.....	293	9,372	27	50	.....
Total	.....	76,088	22,827	42,452	18,461	2,387	27,589	37,510	2,622	12,973	5,737	49,175	11,813
MARKET GROUPS													
1 Western	8,542,622	211,310	25,099	290,968	5,266	13,518	11,832	13,143	6,480	41,293	14,570	135,891	2,234
2 Southern	21,108,152	154,380	16,447	219,757	3,844	7,236	8,377	7,114	4,918	22,097	8,505	76,441	1,261
3 Central	23,879,564	357,788	31,688	631,334	10,381	24,531	17,221	65,757	12,504	71,079	26,053	180,888	4,323
4 Northwestern	10,140,228	112,157	11,457	213,067	3,199	8,647	6,296	3,319	4,611	29,402	7,871	59,188	1,446
5 Southwestern	8,804,065	83,920	8,270	122,462	1,294	5,176	2,894	3,183	2,016	13,607	2,686	43,509	528
6 Middle Atlantic	12,293,953	197,375	18,754	224,690	5,939	8,800	10,003	6,512	7,767	28,178	14,700	92,320	2,019
7 N. Y.-N. J.	13,541,127	257,679	25,358	243,878	10,401	10,102	16,124	11,306	16,666	32,531	26,461	106,832	3,188
8 New England	7,400,909	104,521	10,808	174,874	8,227	7,025	11,376	7,432	11,842	20,201	19,477	62,752	2,278
9 Miscellaneous	.....	76,088	22,827	42,452	18,461	2,387	27,589	37,510	2,622	12,973	5,737	49,175	11,813
Grand Total	105,710,620	1,555,218	170,708	2,163,482	67,012	87,422	111,712	155,276	69,426	271,361	126,060	806,996	29,090
Page rate		$3,500.00	$400.00	$5,000.00	$300.00	$500.00	$350.00	$500.00	$300.00	$1,600.00	$350.00	$1,800.00	$250.00
Rate per agate line		8.50	2.15	12.00	1.50	1.50	1.75	1.60	1.50	2.50	1.75	5.00	1.50

—Decrease.

* Sold only in combination with Argosy-All Story, Flynn's Weekly.

AND ADVERTISING RATES OF THE LEADING MONTHLY MAGAZINES

EDITOR & PUBLISHER COMPANY

TERRITORIAL MARKETS

		Blue Book	True Romances	Everybody's	Saint Nicholas	Boy's Life	Photoplay	Motion Picture	Munsey's	Nation's Business	General Magazines Total 1924	General Magazines Total 1925	Gain or Loss 1925-1924
Total net paid		168,992	460,398	383,386	59,247	143,636	527,171	343,560	45,883	174,294	7,467,300	7,736,933	269,633
Total net paid, including bulk		169,260	460,428	383,386	59,247	153,396	527,662	344,144	45,883	181,844	7,489,472	7,789,669	300,197
Total distribution		171,757	463,508	423,468	61,814	160,346	537,503	357,917	46,804	187,660	7,751,777	8,103,508	351,731
Detailed distribution for Population 1920		Feb., '25	April, '25	Mar., '25	April, '25	May, '25	June, '25	May, '25	Feb., '25	June, '25			
WESTERN STATES													
1 California	3,426,861	16,773	26,390	44,836	4,121	7,183	59,560	34,882	277	9,382	577,935	605,903	27,968
2 Washington	1,356,621	4,120	8,950	13,129	705	2,376	9,947	5,406	50	2,305	153,138	156,641	3,503
3 Colorado	939,629	2,216	4,386	5,139	508	1,270	5,904	2,711	50	1,977	93,070	95,266	2,196
4 Oregon	783,389	2,699	6,503	5,812	516	1,257	5,623	3,804	23	1,592	97,397	100,909	3,512
5 Montana	548,889	937	2,960	432	293	705	1,498	1,226	26	628	41,206	37,811	—3,395
6 Utah	449,396	604	2,312	227	129	1,308	4,004	1,272	8	641	30,003	33,784	3,781
7 Idaho	431,866	642	2,244	333	205	808	1,573	910	8	331	32,181	29,648	—2,533
8 Arizona	334,162	687	1,619	255	177	440	1,298	922	13	291	22,910	23,539	629
9 Wyoming	194,402	565	1,930	204	94	408	1,048	746	25	324	24,826	21,737	—3,089
10 Nevada	77,407	244	441	91	45	99	618	284	6	240	7,951	8,136	185
Total	8,542,622	29,487	57,735	70,458	6,793	15,854	91,073	52,173	486	17,711	1,080,617	1,113,374	32,757
SOUTHERN STATES													
1 Georgia	2,895,832	1,116	5,462	2,867	305	1,474	4,893	2,828	32	2,391	74,979	81,234	6,255
2 North Carolina	2,559,123	1,724	6,352	567	455	1,737	4,356	1,476	32	1,789	73,852	78,610	4,758
3 Kentucky	2,416,640	1,851	2,610	2,157	422	1,388	4,916	2,541	69	1,880	74,527	78,795	4,268
4 Tennessee	2,337,885	1,474	5,460	2,725	302	1,402	4,151	2,634	25	1,456	75,864	80,407	4,543
5 Alabama	2,348,174	1,153	4,052	1,619	266	1,467	3,524	2,003	24	1,468	55,637	59,600	3,963
6 Virginia	2,309,187	2,031	5,128	3,104	562	1,443	6,253	2,889	71	2,428	92,693	97,437	4,744
7 Mississippi	1,790,618	666	1,251	296	157	846	2,138	786	22	731	35,098	34,897	—201
8 Louisiana	1,798,509	1,523	3,578	4,007	223	1,005	4,719	3,469	35	1,767	69,695	65,670	—4,025
9 South Carolina	1,683,724	677	2,615	1,292	202	610	1,516	746	21	817	36,187	36,413	226
10 Florida	968,470	2,353	7,321	1,958	340	1,291	5,941	3,142	40	2,743	79,299	94,956	15,657
Total	21,108,152	14,562	43,829	20,592	3,234	12,663	42,407	22,514	371	17,470	667,831	708,019	40,188
CENTRAL STATES													
1 Illinois	6,485,280	12,190	36,512	28,885	2,998	7,510	40,629	25,389	204	13,677	515,393	523,646	8,253
2 Ohio	5,759,394	10,196	36,683	30,618	2,800	5,938	23,976	21,460	240	13,020	506,369	535,183	28,814
3 Michigan	3,668,412	6,121	21,186	15,724	1,689	3,915	20,647	11,572	126	6,994	336,692	380,106	43,414
4 Indiana	2,930,390	5,011	13,234	8,424	1,084	3,029	15,555	6,536	95	4,706	194,383	205,548	11,165
5 Wisconsin	2,632,067	2,950	10,332	7,406	1,351	2,510	12,007	5,195	69	5,489	158,219	163,330	5,111
6 Iowa	2,404,021	3,162	9,752	4,009	917	2,893	8,303	3,455	85	2,807	163,728	166,999	3,271
Total	23,879,564	39,630	127,699	95,066	10,839	25,795	121,117	73,607	819	46,693	1,874,784	1,974,812	100,028
NORTHWESTERN STATES													
1 Missouri	3,404,055	4,698	13,829	11,506	936	4,176	11,433	6,710	80	5,647	216,890	207,228	—9,662
2 Minnesota	2,387,125	3,170	9,342	7,565	1,097	2,898	9,049	3,225	89	3,553	162,308	161,195	—1,113
3 Kansas	1,769,257	1,854	5,657	2,767	503	2,239	3,911	2,849	56	2,671	98,466	97,700	—766
4 Nebraska	1,296,372	1,781	4,213	2,764	360	1,890	4,192	1,877	44	1,748	88,642	87,257	—1,385
5 North Dakota	646,872	536	1,538	296	139	587	1,019	457	15	678	27,314	27,037	—277
6 South Dakota	636,547	724	1,576	335	216	620	1,320	551	16	487	31,401	31,432	31
Total	10,140,228	12,463	36,155	25,233	3,251	12,410	30,924	15,669	300	14,784	625,021	611,849	—13,172
SOUTHWESTERN STATES													
1 Texas	4,663,228	5,207	14,567	6,319	587	3,248	11,128	8,685	55	4,970	218,151	223,981	5,830
2 Oklahoma	2,028,283	1,836	9,682	2,369	282	1,952	4,333	1,000	12	1,838	94,596	93,566	—1,030
3 Arkansas	1,752,204	1,101	3,593	1,313	136	861	2,849	1,725	17	850	46,853	49,396	2,543
4 New Mexico	360,350	345	622	183	88	297	1,652	559	17	83	16,545	16,963	418
Total	8,804,065	8,489	28,464	10,184	1,093	6,358	19,962	11,969	101	7,741	376,145	383,906	7,761
MIDDLE ATLANTIC STATES													
1 Pennsylvania	8,720,017	13,290	62,328	20,589	4,259	9,608	47,357	25,450	446	19,135	578,522	637,642	59,120
2 West Virginia	1,463,701	2,144	8,261	498	331	1,189	4,053	2,421	37	1,968	72,789	77,005	4,216
3 Maryland	1,449,661	1,984	4,906	7,606	724	1,017	7,007	3,978	76	2,735	83,691	97,157	13,466
4 Dist. of Columbia	437,571	1,680	3,762	6,471	501	643	5,422	4,104	30	1,877	74,005	73,344	—661
5 Delaware	223,003	405	982	899	144	181	776	506	19	455	14,100	14,163	63
Total	12,293,953	19,503	80,239	36,063	5,959	12,638	64,615	36,459	608	26,170	823,107	899,311	76,204
NEW YORK-NEW JERSEY													
1 New York	10,385,227	20,848	49,431	47,194	7,833	14,120	72,865	53,566	648	23,690	846,919	891,605	44,686
2 New Jersey	3,155,900	5,588	13,409	15,798	2,832	4,722	22,564	13,893	190	5,772	228,314	243,824	15,510
Total	13,541,127	26,436	62,840	62,992	10,665	18,842	95,429	67,399	838	29,462	1,075,233	1,135,429	60,196
NEW ENGLAND STATES													
1 Massachusetts	3,852,356	7,552	14,681	31,850	3,911	5,668	24,259	13,339	423	12,165	339,618	349,300	9,682
2 Connecticut	1,380,631	2,676	6,120	3,831	1,433	3,045	12,516	6,065	150	5,204	120,273	129,431	9,158
3 Maine	768,014	1,183	3,338	557	500	762	2,898	1,630	92	1,568	50,528	53,405	2,877
4 Rhode Island	604,397	1,176	2,394	1,852	426	699	5,024	2,267	52	2,075	41,937	46,915	4,978
5 New Hampshire	443,083	555	1,588	331	429	529	1,645	849	60	843	30,929	32,422	1,493
6 Vermont	352,428	429	1,225	221	349	480	1,165	516	45	857	23,460	24,937	1,477
Total	7,400,909	13,571	29,346	38,642	7,048	11,183	47,507	24,766	822	22,712	606,745	636,410	29,665
MISCELLANEOUS													
Newsdealers	.....	.....	.....	.....	8,021	32,650	.....	.....	49,767	.....	149,011	178,262	29,251
Unclassified	.....	.....	.....	.....	.....	.....	.....	12,920	10	3,912	13,866	26,252	12,386
Canada	.....	15,264	6	3,351	889	422	12,751	8,317	215	1,307	216,769	191,818	—24,951
Alaska & U. S. Pos.	.....	1,278	1,281	1,204	314	478	1,458	1,660	85	396	23,746	26,990	3,244
Foreign	.....	3,392	492	1,403	927	463	8,741	15,211	817	1,476	59,303	67,313	8,010
Other Items	.....	13	787	297	.....	1,804	731	.....	35	3,245	14,607	16,789	2,182
Total	.....	19,947	2,566	6,255	10,151	35,817	23,681	38,108	50,929	10,336	477,302	507,424	30,122
MARKET GROUPS													
1 Western	8,542,622	29,487	57,735	70,458	6,793	15,854	91,073	52,173	486	17,711	1,080,617	1,113,374	32,757
2 Southern	21,108,152	14,562	43,829	20,592	3,234	12,663	42,407	22,514	371	17,470	667,831	708,019	40,188
3 Central	23,879,564	39,630	127,699	95,066	10,839	25,795	121,117	73,607	819	46,693	1,874,784	1,974,812	100,028
4 Northwestern	10,140,228	12,463	36,155	25,233	3,251	12,410	30,924	15,669	300	14,784	625,021	611,849	—13,172
5 Southwestern	8,804,065	8,489	28,464	10,184	1,093	6,358	19,962	11,969	101	7,741	376,145	383,906	7,761
6 Middle Atlantic	12,293,953	19,503	80,239	36,063	5,959	12,638	64,615	36,459	608	26,170	823,107	899,311	76,204
7 N. Y.-N. J.	13,541,127	26,436	62,840	62,992	10,665	18,842	95,429	67,399	838	29,462	1,075,233	1,135,429	60,196
8 New England	7,400,909	13,571	29,346	38,642	7,048	11,183	47,507	24,766	822	22,712	606,745	636,410	29,665
9 Miscellaneous	.....	19,947	2,566	6,255	10,151	35,817	23,681	38,108	50,929	10,336	477,302	507,424	30,122
Grand Total	105,710,620	184,088	468,873	365,485	59,033	151,560	536,715	342,664	55,274	193,079	7,606,785	7,970,534	363,749
Page rate		$250.00	$1,000.00	$600.00	$250.00	$850.00	$1,200.00	$750.00	$630.00	$1,000.00	$20,410.00	$21,380.00	$970.00
Rate per agate line		1.25	2.50	3.00	1.50	1.25	3.00	1.80	3.00	2.75	57.95	61.30	3.35

—Decrease

*Sold only in combination with Argosy-All Story, Flynn's Weekly.

DIRECTORY OF MERCHANDISING PAPERS

UNITED STATES

ALABAMA

City	Paper	Publishing Paper	Editor	No. pgs.	Cols. per p.
Birmingham	Merchandising News (m)	News	Frank Best	8	6
Birmingham	Market Master (m)	Post	W. C. Tichenor	8	4

ARKANSAS

Fort Smith	Sample Case (w)	Times-Record & Southwest American & Southwest Times-Record	Harry Robinson	1	8

CALIFORNIA

Los Angeles	S. W. Grocer (m)	Examiner	Harold Scott	8	8
Los Angeles	S. W. Retailer (m)	Examiner	Harold Scott	8	8
Los Angeles	S. W. Druggist (m)	Examiner	Harold Scott	8	8
Los Angeles	S. W. Merchants (m)	Examiner	Harold Scott	8	8
Los Angeles	Grocer's Journal (m)	Express			
Los Angeles	Dealer Herald (m)	Herald	Leta McLaran	8-10	8
Los Angeles	Rec rd Co-operator (m)	Record	F. T. King	6	8
Los Angeles	Better Methods (sm)	Times	C. F. Wadsworth	4	5
San Diego	Co-Operator (m)	Sun	O. W. Berneker	6	8
San Francisco	Examiner Retailer (m)	Examiner	R. W. Madison	8	8
San Francisco	Co-operator (m)	News	L. H. LaRash	8-10	8
Whittier	Shopping Guide (w)	News	R. B. Kennedy	8	8

COLORADO

Pueblo	Co-Advertiser (m)	Star-Journal	Morris Townsend	8-16	8

CONNECTICUT

Bridgeport	Retailer (m)	Telegram & Post	T. A. D. Weaver	8-12	4
Hartford	Merchandiser (m)	Hartford Courant	Arthur F. Smith	8	8
Waterbury	Retailers Guide (m)	Republican & American	E. J. Frey	12	4

DISTRICT OF COLUMBIA

Washington	Cooperator (q)	Star	R. M. Kauffmann	4	8

GEORGIA

Atlanta	Retailer (m)	Georgian & Sunday American	Garland B. Porter	8	8

ILLINOIS

Chicago	Retailer (m)	Herald & Examiner	M. S. Sweet	12	8
Chicago	Co-operator (m)	Tribune	Geo. Mulroy	8	4
Freeport	Trade News (irreg.)	Journal-Standard	Joseph A. McLaughlin	1 8	4
Kankakee	News-Advisor (occ.)	News	Wm. H. Volk	16-20	
La Salle	Ad-Route (m)	Tribune	R. R. Denison	4	7
Lawrenceville	Merchants News (m)	Record	Roy A. Pratt	8	4
Peoria	Co-operation (m)	Journal-Transcript	C. C. Callihan	4-8	8
Springfield	Retail Informer (m)	State Journal	M. F. Henkel		
Springfield	Turnover Insurance (m)	State Register			

INDIANA

Indianapolis	Trade-Aid (m)	News	H. E. Perkins	8	5
Indianapolis	Co-operator (m)	Star	Paul Morgan	12	4
Mt. Vernon	Trade Day Editions (irreg.)	Democrat	W. R. Robinson	4	4
Muncie	Star Junior (m)	Star	A. A. Arnold	8	8
Vincennes	Advertising Club News (m)	Sun	Ted Williams	16	1
Warsaw	Ad-Route (m)	Times			

IOWA

Council Bluffs	Co-operator (m)	Nonpareil	Clinton Brown	4-8	5
Iowa City	Trade Tattler (m)	Press-Citizen	G. L. Dibb	1	1
Oelwein	Ad News (w)	Register	W. T. Armbruster	4-6	4
Waterloo	Druggists' Calendar (sm)	Courier	E. G. Carey		
Waterloo	Grocers' Calendar (sm)	Courier	E. G. Carey		

KANSAS

Hutchinson	News Item (m)	News-Herald	C. L. Nicholson	8-16	4
Kansas City	Kansan Retailer (m)	Kansan	E. Ted Olson	4	4
Wichita	Retailer (m)	Eagle	T. N. Gretzer	8 tab.	5
New Orleans	Merchandising & Advertising (m)	Item-Tribune	Leo. R. Jalenak	8	4
New Orleans	The Store (m)	Times-Picayune	Gordon R. Herbert	12 tab.	

MASSACHUSETTS

Marlboro	Merchandiser (quar.)	Enterprise	Oscar J. Zettler	4	4
New Bedford	Retailer (m)	Standard & Mercury	Gertrude L. Perkins	4	4
Worcester	Retail Ad-visor (e. o. Thursday)	Telegram-Gazette		12	4

MICHIGAN

Detroit	Cooperator (m)	Free Press	Horace Lawson	8	3
Detroit	Booster (m)	News	J. Albert	8	4
Detroit	Retail Times (m)	Times	W. E. Anderman	8-12	8
Grand Rapids	Retailers' Bulletin (bi-m)	Press	D. R. Winkels	4	5
Kalamazoo	Retailer's Bulletin (quar.)	Gazette	Hazel Haynes	4	4
Traverse City	Bulletin (quar.)	Record-Eagle	A. C. Batdorff	4	4

MINNESOTA

Duluth	Ad-Visor	Herald	John P. Watson	4-8	12
Faribault	Business Section (m)	News	H. G. Savoie	24	12
St. Paul	Retailer's Bulletin (m)	Dispatch & Pioneer-Press	R. B. Liggett	8	8

MISSOURI

Brookfield	Trade extension ads (6 t. yr.)	Budget	Nellie E. Hannan	8-16	6
Joplin	Trade Review (m)	Globe & News-Herald	Volma Friedheim	4	8
Kansas City	Trade Builder (m)	Journal-Post	Edward D. Moore	8	4
Poplar Bluff	Mo-Ark Empire (m)	Interstate American		4	2

NEBRASKA

Hastings	National Advertising News (mo)	Tribune	H. E. Riggert		

NEW JERSEY

Atlantic City	Tradesmen's Link (m)	Press-Union and Sunday Press	Robert E. Peifer, Mgr., E. P. Beach, Ed.	8-10	9

NEW YORK

City	Paper	Publishing Paper	Editor	No. pgs.	Cols. per p.
Binghamton	Ad-Visor (m)	Press & Leader	Jules M. Livingston.	16-20	4
Buffalo	Contact	Courier-Star	Leslie Wathen	8	7
Buffalo	Adver (m)	News	Joseph F. Melia	6-8	8
Buffalo	Connecting Link (m).	Times	H. E. Pocock & N. C. Whitlock	12	5
Mount Vernon	Commercial Review (occ.)	Argus		(vary)	4
New York	Merchandiser (e.3w.).	American		12	5
Niagara Falls	Adviser (m)	Gazette	N. Bradley Norton	4	8
Syracuse	Journal, Jr. (m)	Journal & Sunday American	A. D. Theobald	8	4
Syracuse	Postscript (sm)	Post-Standard	William Dyer	4	4
Utica	A. D. S. (m)	Press	Russell C. Harris.		

NORTH CAROLINA

Durham	Herald, Jr. (e.o.m.).	Herald	M. F. Murdaugh	8	8
Goldsboro	Thursday (Special) News (w)	News	W. W. Minton	vary	7

NORTH DAKOTA

Fargo	Retailers Bulletin (m)	Forum	Harry R. Hill	8	3

OHIO

Cincinnati	Merchandiser (m)	Enquirer	R. F. Schulkers	8	5
Columbus	Market Master (m)	Citizen	J. Q. Doty	4-8	
Columbus	Link (m)	Dispatch	Lewis B. Hill	16	4
Dayton	Trade Bulletin (m).	News	H. C. Hendrichs	4	5
Springfield	Trade Bulletin (m).	News	W. C. Voisard	4	5
Toledo	Market Master (m).	News-Bee	Clay Smith	4	5

OKLAHOMA

Guthrie	Leader News (m)	Leader	Gene Gillespie	4	5
Miami	Retail Business (m).	News-Record	C. A. Cartlidge	4	5

OREGON

Portland	Co-Operator (m)	News	Paul C. Wicker	6	8
Portland	Trade News (m)	Oregon Journal	Will F. Hessian	8	8

PENNSYLVANIA

Clearfield	Progress Junior (m).	Progress	R. S. Nightingale	4	4
Erie	Ad-Visor (m)	Dispatch-Herald	C. C. Chamberlain	8	5
Gettysburg	Retail Times (m).	Times	Herbert L. Grimm	4	5
Lancaster	Retail News Era (3 t.yr.)	New Era	E. H. Levan	4	8
Philadelphia	Retail Grocery & Drug News (m)	Record	Ross Anderson	4-8	5

RHODE ISLAND

Providence	Trade Aid Bulletin (m)	Journal & Bulletin	A. L. Poorman	8	4
Providence	News-Letter (e.o.m.).	News	W. P. Kennedy	(varies)	

SOUTH CAROLINA

Greenville	Piedmont Retailer (m)	News	A. E. Christoffers	4-6	8
Spartanburg	Piedmont Retailer (m)	Herald	A. E. Christoffers	8	8

TENNESSEE

Greenville	Ad-Gram (quar.)	Democrat Sun	E. O. Susong	8	4
Memphis	Merchandiser Co-operator (m)	Commercial Appeal	Moss Penn	16	4
Memphis	Market Master (tabloid size) (m)	Press	C. A. Moore	4-8	5

TEXAS

Houston	Market Master (m)	Press	A. G. Norment	4	5
San Antonio	Retailer (m)	Express	J. B. Butler, editor John E. McComb, mg.	12	4
Waco	Central Texas "Retailer" (e.o.m.)	News-Tribune	Walter F. Doney	16	5

UTAH

Salt Lake City	Tribune Service Bulletin (m)	Tribune	C. D. Brown	8	3
Seattle	Retail Post-Intelligencer (m)	Post-Intelligencer	Norman I. Clyne	8	8
Seattle	Co-Operator (m)	Star	F. W. Webster	6-8	8
Spokane	Business Building Bulletin (m)	Chronicle	Tom J. Turner	2	
Spokane	Business Building Bulletin (m)	Spokesman-Review		2	

WISCONSIN

Milwaukee	Retail Journal (m)	Journal		10	8

DOMINION OF CANADA

Ontario

Toronto	Retail Merchants Globe (m)	Globe	D. G. McLean	6-8	8

Quebec

Quebec	The Golden Dog (m).	L'Evenement	Emile Castonguay	4	4

NEWSPAPER CELEBRATIONS, ANNIVERSARIES OF 1925

UNITED STATES

Albany (Ore.) Democrat-Herald, 60th year.
Alexandria (Va.) Gazette, 142d year, Jan. 1.
Augusta (Me.) Kennebec Journal, 100th year.
Boston Traveler, 100th year, July 6.
Bradford (Pa.) Era, 50th year.
Chicago American, 25th year.
Chicago Daily News, 50th year.
Dallas (Tex.) News, 40th year, Oct. 1.
Fullerton (Cal.) Tribune, 35th year, April 8.
Geneva (N. Y.) Times, 30th year.
Gulfport-Biloxi (Miss.) Herald, 40th year.
Havana (Cuba) Post, 25th year, Jan. 1.
Hickory (N. C.) Record, 10th year.
Independence (Mo.) Examiner, 20th year.
Lebanon (Ohio) Weekly Star, 120th year.
Livonia (N. Y.) Gazette, 75th year.
Madison (Wis.) State Journal, 85th year.
Morristown (N. J.) Record, 25th year.
Mount Vernon (Wash.) Herald, 50th year.
Nevada (Iowa) Journal, 30th year.
Northfield (Minn.) News, 50th year.
Oskaloosa (Iowa) Herald, 75th year.
Owatonna (Minn.) Journal-Chronicle, 65th year, Jan. 2, 1926.
Owensboro (Ky.) Messenger, 50th year.
Peoria (Ill.) Transcript, 70th year, Sept. 26.
Portsmouth (Va.) Star, 30th year.
Pottsville (Pa.) Journal, 100th year.
Portland (Ore.) Oregonian, 75th year.
Raleigh (N. C.) News & Observer, 121st year.
Rock Island (Ill.) Argus, 75th year, Sept. 18.
Salisbury (N. C.) Post, 20th year.
San Bernardino (Cal.) Sun, 30th year.
San Francisco (Cal.) Examiner, 45th year.
Terre Haute (Ind.) Tribune, 50th year.
Titusville (Pa.) Herald, 60th year, June 13.

FOREIGN

Buenos Aires (S. A.) La Prensa, 50th year, Oct. 20.

Over 29,000 more families

The Net Paid Average of

THE BALTIMORE NEWS

For December, 1925, was

114,095

a gain of over 13,000, compared to a year ago. This gain is no mere happening, but a further expression of Baltimoreans. THEY WANT THE BALTIMORE NEWS IN THE AFTERNOON.

THE

Baltimore American

CHARACTER QUALITY AMERICA FIRST ACCURACY ENTERPRISE
AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

in December, 1925, had a net paid of nearly 57,000—or a GAIN of 15,893 over December a year ago. And that did not just happen, but is a reflection of the DESIRE of Baltimoreans for the Morning American.

The total increase of these two papers sold separately (or in combination, at a saving), with their low factor of duplication, gives now over 29,000 more families served. And The News and American, because of SMALL DUPLICATION and because they serve TWO markets ONCE, and NOT ONE MARKET TWICE, serve several thousand MORE families than any other combination in Baltimore.

And, too, these newspapers, with a strong retailer acceptance, are ABLE and WILLING to CO-OPERATE to make the manufacturer's advertising a rattling GOOD investment.

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what quantity of ink
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are leaders is experienced in a single word—*STANDARDIZED.* We have "standardized" every factor in the manufacture of inks. There could be only one result—*SATISFACTION.*

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ND
ST. LOUIS
NEW ORLEANS
MILWAUKEE
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LOS ANGELES
HOUSTON

A DISCRIMINATE sense of value might prompt any business man who retains a Public Accountant to inquire with due propriety as to what he may expect to receive in exchange for the liability which he incurs.

He receives in return only that amount of knowledge, judgment and skill contained in the concept of Accountancy held by the man doing the work.

Newspaper Publishers will find in my organization, men trained in their own line of endeavour.—Men who understand the ethics of the publishing business—Men to whom you can talk understandingly of your troubles.

The good will of my practice has been built up through a personal service of the highest type, gained through experience in the practice of accountancy over a great many years.

This organization, built around a Federal tax specialty which has produced thousands of dollars in refunds for newspaper clients is available in a consulting capacity or to do the actual work of auditing, installation of up-to-date accounting systems or entire reorganization of all departments of a newspaper.

An adequate accounting system telling you where your money goes—*will increase profits.*

References on Application.

Clifford Yewdall
A.S.A.A. (London, Eng.) C.P.A. (Indiana)

ACCOUNTANT & AUDITOR
33 WEST 42ND STREET
NEW YORK CITY

CITY, COUNTRY, SUBURBAN, BULK AND NET PAID AS SHOWN BY A. B. C. REPORTS

A Complete List of Daily Newspaper Members of the Audit Bureau of Circulations With an Analysis of Each Paper's Circulation as Given on Page 1 of Its Report to the Bureau for the Six Months Ending Sept. 30, 1925

DAILY newspapers of the United States are not increasing their country circulation at the same rate that they are adding to their distribution in the city and suburban areas, it appears from an inspection of totals taken from the annual analysis of A. B. C. figures which appears on the following pages.

That is a generalization. It might be significant, or it might be indicative of merely a temporary phase, or of local conditions in a metropolitan area where adjustments are occurring following one of the many newspaper consolidations of the past few months. Taken in connection with the repeated statements of newspaper publishers that present postal schedules are making impossible the normal attention to country circulation, the generalization merits close study by newspaper publishers and the Congress before new postal legislation is enacted.

Here is the situation in brief:

Two years ago, as of Oct. 1, 1923, 249 U. S. English language morning newspaper members of the A. B. C. certified their distribution as follows:

City Circulation	5,735,837
Suburban	2,172,604
Country	2,449,687
Total net paid	10,374,886

One year ago, as of Oct. 1, 1924, 246 U. S. English language morning newspaper members certified to the A. B. C. this distribution:

City circulation	6,071,154
Suburban	2,307,343
Country	2,531,180
Total net paid	10,985,716

This year, as of Oct. 1, 1925, 255 morning newspapers of the above-named class certified their distribution to the A. B. C. as follows:

City circulation	6,455,687
Suburban	2,380,261
Country	2,646,663
Total net paid	11,512,960

The city circulation of these papers, at their latest showing, is 12.5 per cent above that at Oct. 1, 1923, and 6.3 per cent ahead of the total of Oct. 1, 1924.

Suburban circulation, as of Oct. 1, 1925, is 9.5 per cent ahead of the showing at Oct. 1, 1923, and 3.1 per cent above the figures of Oct. 1, 1924.

Country circulation, as of Oct. 1, 1925, is 8 per cent above that of Oct. 1 1923, and 4.5 per cent ahead of Oct. 1, 1924.

U. S. English language evening newspapers numbered 571, as of Oct. 1, 1923, and they were circulated as follows:

City circulation	10,650,442
Suburban	2,925,740
Country	2,185,324
Total net paid	15,873,229

As of Oct. 1, 1924, the distribution of these papers, then 577 in number, was as follows:

City circulation	11,268,657
Suburban	3,114,670
Country	2,183,768
Total net paid	16,738,987

In the present tabulation, with 615 newspapers, as of Oct. 1, 1925, the distribution is:

City circulation	12,105,429
Suburban	3,375,668
Country	2,217,605
Total net paid	17,748,973

City circulation of these papers shows an increase of 13.7 per cent over the 1923 figures and an increase of 7.4 per cent over 1924.

Suburban circulation increased 15.4 per cent over 1923 and 8.3 per cent over 1924 figures.

Country circulation increased only 1.4 per cent over 1923 and 1.5 per cent over 1924.

Sunday circulation of 336 U. S. English language newspapers, as of Oct. 1, 1923, were distributed as follows:

City circulation	9,516,513
Suburban	3,601,532
Country	6,524,902
Total net paid	19,663,110

As of Oct. 1, 1924, the distribution of 315 Sunday newspapers of this class was:

City circulation	10,050,631
Suburban	3,738,852
Country	6,669,561
Total net paid	20,479,360

As of Oct. 1, 1925, the distribution of 327 Sunday newspapers of this class was:

City circulation	10,306,673
Suburban	3,907,407
Country	6,815,197
Total net paid	21,060,319

The gain shown by the 1925 figures over those for 1923 in city circulation is 8.3 per cent, and it is 2.5 per cent over 1924.

In suburban circulation, the gain of 1925 over 1923 is 8.4 per cent and over 1924, the gain is 4.5 per cent.

Country circulation for these Sunday newspapers gained 4.4 per cent over 1923 and only 2.1 per cent over 1924.

In the face of additions to the membership list of the Bureau and of healthy growth in the local circulation field, the slow pace of country circulation growth is evident.

Canadian circulations in the evening field continue to make handsome gains and the Sunday figures also are well ahead of last year's.

Foreign language circulation in the United States show a large gain in the evening field, a static condition on Sunday, and a decline in morning paper totals, which is due to consolidations.

Notable especially in the boxed summaries of the tabulation which appear below and on the next page is the great increase in bulk circulation of U. S. English-language dailies, which is accounted for by the A. B. C. ruling adopted two years ago classing as bulk circulation resulting from certain newspaper promotion methods.

On the next page is given an analysis of circulation totals by States for the United States English language newspapers and for foreign language newspapers and by Provinces for the Canadian newspapers. Grand totals of each of the above groups are also shown and a grand total for the entire listing ends the summary.

Average Net Paid Circulations of All A.B.C. Newspapers as of October 1, 1925

Distribution	285 Morning	693 Evening	978 Total M. & E.	343 Sunday
City Circulation..	6,775,759	13,147,144	20,222,903	10,893,652
Suburban	2,487,345	3,713,106	6,200,451	4,013,939
Country	2,948,144	2,737,393	5,685,537	7,091,168
Bulk	32,634	51,913	84,547	31,296
Total Net Paid*.	**12,243,882**	**19,949,556**	**32,193,438**	**22,030,055**

Circulations of All U. S. English Language A.B.C. Dailies

Distribution	255 Morning	615 Evening	870 Total M. & E.	327 Sunday
City Circulation..	6,455,687	12,105,429	18,561,116	10,306,673
Suburban	2,380,261	3,375,668	5,755,929	3,907,407
Country	2,646,663	2,217,605	4,864,268	6,815,197
Bulk	30,349	50,271	80,620	31,042
Total Net Paid*.	**11,512,960**	**17,748,973**	**29,261,933**	**21,060,319**

Circulations of Canadian A.B.C. Dailies

Distribution	21 Morning	66 Evening	87 Total M. & E.	4 Sunday
City Circulation..	172,639	916,083	1,088,722	180,575
Suburban	71,218	292,804	364,022	43,035
Country	186,968	346,735	533,703	75,039
Bulk	1,464	1,273	2,737	43
Total Net Paid..	**432,289**	**1,556,895**	**1,989,184**	**298,692**

Circulations of Foreign Language A.B.C. Dailies

Distribution	9 Morning	12 Evening	21 Total M. & E.	12 Sunday
City Circulation..	147,433	916,083	573,065	406,404
Suburban	35,866	44,634	80,500	63,497
Country	114,513	173,053	287,566	200,932
Bulk	821	369	1,190	211
Total Net Paid..	**298,633**	**643,688**	**942,321**	**671,044**

*The Total Net Paid for "All A. B. C. Newspapers" and for "All U. S. English-Language Daily Newspapers" includes the circulations of the *Boston Christian Science Monitor, New York Commercial, New York Daily News Record, New York Women's Wear,* and the *Dubuque* (Ia.) *Daily American Tribune.* These publications, which are distributed nationally, do not segregate their figures according to the regular newspaper classifications. The "Total Net Paid" is therefore not the arithmetical sum of the items which appear above it.

Average Net Paid Circulation of All A. B. C. Newspapers as of October 1, 1924

Distribution	278 Morning	642 Evening	920 Total M & E	331 Sunday
City Circulation..	6,578,686	12,095,019	18,773,705	10,625,761
Suburban	2,443,852	3,309,900	5,753,752	3,849,302
Country	2,840,388	2,354,208	5,374,596	6,937,617
Bulk	25,854	44,722	70,576	20,544
Total Net Paid*.	**11,939,466**	**18,211,978**	**30,151,444**	**21,433,224**

Circulations of All U. S. English-Language A. B. C. Dailies

Distribution	246 Morning	577 Evening	823 Total M & E	315 Sunday
City Circulation..	6,071,154	11,268,657	17,339,811	10,050,631
Suburban	2,307,343	3,114,670	5,422,013	3,738,852
Country	2,531,180	2,183,768	4,714,013	6,669,561
Bulk	25,393	43,763	69,156	20,316
Total Net Paid*.	**10,958,716**	**16,738,987**	**27,724,703**	**20,479,360**

Circulations of Canadian A. B. C. Dailies

Distribution	24 Morning	55 Evening	79 Total M & E	4 Sunday
City Circulation..	192,820	755,939	948,759	168,885
Suburban	95,135	168,854	263,989	46,641
Country	184,018	264,166	448,184	62,576
Bulk	450	506	956	96
Total Net Paid..	**472,423**	**1,189,465**	**1,661,888**	**278,198**

Circulations of Foreign Language A. B. C. Dailies

Distribution	8 Morning	10 Evening	18 Total M & E	12 Sunday
City Circulation..	213,867	271,268	485,135	406,245
Suburban	36,973	30,777	67,750	63,809
Country	121,264	90,240	211,504	205,480
Bulk	3	461	464	132
Total Net Paid..	**372,107**	**392,746**	**764,853**	**675,666**

*The Total Net Paid figures "All A. B. C. Newspapers" and for "All U. S. English-Language Daily Newspapers" include the circulations of the *Boston Christian Science Monitor, New York Commercial, New York Journal of Commerce, New York Daily News Record, New York Women's Wear,* and *Dubuque* (Ia.) *Daily American Tribune.* These publications, which are distributed nationally, do not segregate their figures according to the regular classifications. The "Total Net Paid" therefore is not the arithmetical sum of the items which appear above it.

Average Net Paid Circulation of All A. B. C. Newspapers as of October 1, 1923

Distribution	277 Morning	629 Evening	906 Total M & E	346 Sunday
City Circulation..	6,264,519	11,588,632	17,853,251	9,988,736
Suburban	2,314,039	3,108,785	5,422,814	3,692,988
Country	2,773,889	2,494,319	5,278,208	6,712,658
Bulk	17,392	36,937	54,339	30,727
Total Net Paid*.	**11,131,886**	**17,304,842**	**28,435,728**	**20,486,480**

Circulations of All U. S. English-Language A. B. C. Dailies

Distribution	249 Morning	571 Evening	830 Total M & E	336 Sunday
City Circulation..	5,735,837	10,650,442	16,286,279	9,516,513
Suburban	2,172,604	2,925,740	5,098,344	3,601,532
Country	2,449,687	2,185,324	4,635,011	6,524,902
Bulk	16,758	35,554	52,312	30,163
Total Net Paid*.	**10,374,886**	**15,873,229**	**26,248,115**	**19,663,110**

Circulations of Canadian A. B. C. Dailies

Distribution	423 Morning	52 Evening	75 Total M & E	4 Sunday
City Circulation..	183,907	770,035	1,053,942	167,113
Suburban	88,541	166,056	225,597	45,922
Country	177,501	254,684	432,185	57,600
Bulk	399	1,357	1,756	70
Total Net Paid..	**450,348**	**1,192,132**	**1,643,480**	**271,705**

Circulations of Foreign Language A. B. C. Dailies

Distribution	5 Morning	6 Evening	11 Total M & E	7 Sunday
City Circulation..	145,773	213,999	359,772	349,769
Suburban	27,782	25,061	52,843	54,606
Country	60,771	71,381	132,152	147,226
Bulk	140	26	166	64
Total Net Paid ..	**234,666**	**310,467**	**545,133**	**551,665**

*The Total Net Paid figures for "All A. B. C. Newspapers" and for "All U. S. English-Language Daily Newspapers" include the circulations of the *Boston Christian Science Monitor, New York Commercial, New York Journal of Commerce, New York Daily News Record, New York Women's Wear,* and *Dubuque* (Ia.) *Daily American Tribune.* These publications, which are distributed nationally, do not segregate their figures according to the regular classifications. The "Total Net Paid" therefore is not the arithmetical sum of the items which appear above it.

TOTALS OF ALL U. S. ENGLISH LANGUAGE DAILIES IN A. B. C.

State	Number of Papers	Total City	Total Suburban	Total Local City and Suburban	Total Country	Total Net Paid	Bulk Sale	Net Paid Inc. Bulk
Alabama—								
Morning	3	35,307	19,811	55,118	20,985	75,562	432	75,994
Evening	5	93.336	33,873	127,209	30,328	157,737	20	157,757
Total	8	128,743	53,684	182,327	51,313	233,299	452	233,751
Sunday	5	99,074	41,184	140,258	56,330	195,828	718	196,636
Arizona—								
Morning	2	11,885	9,194	21,079	2,134	23,213	120	23,333
Evening	2	7,835	5,920	13,755	1,164	14,919	40	14,959
Total	4	19,720	15,014	34,834	3,298	38.132	160	38,292
Sunday	3	15,536	10,725	26,261	2,687	28,948	132	29,080
Arkansas—								
Morning	3	19,369	6,353	25,722	31,354	57,076	218	57,294
Evening	2	15,432	3,952	19,384	13,620	33,104	6	33,110
Total	5	34,801	10,305	45,106	44,974	90,180	224	90,404
Sunday	4	37,630	11,610	49,240	56,118	105,358	220	105,578
California—								
Morning	16	460,863	247,270	708,133	155,695	863,828	2,738	866,566
Evening	35	632,772	166,764	799,536	81,111	880,647	2,648	883,295
Total	51	1,093,635	414,034	1,507,669	236,806	1,744,475	5,386	1,749,861
Sunday	20	713,474	348,500	1,061,974	310,752	1,372,726	1,877	1,374,603
Colorado—								
Morning	*4	29,195	5,803	34,998	11,194	46,192	247	46,439
Evening	7	121,143	13,848	134,991	73,336	208,327	467	208,794
Total	11	150,338	19,651	169,989	84,530	254,519	714	255,233
Sunday	6	140,328	24,136	164,464	169,191	333,655	620	334,275
Connecticut—								
Morning	5	51,800	27,633	79,433	10,495	89,928	74	90,002
Evening	14	127,753	41,032	168,785	7,694	176,479	79	176.558
Total	19	179,553	68,665	248,218	18,189	266,407	153	266,560
Sunday	3	45,623	30,693	76,316	14,023	90,339	60	90.399
Delaware—								
Morning	1	6,507	1,046	7,553	758	8.311	5	8,316
Evening	2	23,597	8,288	31,885	4,177	36,062	9	36,071
Total	3	30,104	9,334	39,438	4,935	44,373	14	44,387
Sunday	1	10,918	1,843	12,761	427	13,188	4	13,192
District of Columbia—								
Morning	2	101,512	7,382	108,894	12,880	121,784	213	121,987
Evening	3	187,045	17,829	204,854	8,304	213,158	322	213,480
Total	5	288.557	25,211	313,748	21,184	334,932	535	335,467
Sunday	3	174,547	27,765	202,312	83,997	286,209	311	286,520
Florida—								
Morning	7	52,696	22,328	75,024	21,089	96,113	645	96,758
Evening	5	40,119	11,244	51,363	4,420	55,783	154	55,937
Total	12	92,815	33.572	126,387	25,509	151,896	799	152,695
Sunday	9	79,221	31,150	110,371	29,135	139,506	3,592	143,098
Georgia—								
Morning	5	60,318	39,116	99,434	26,303	125,737	53	12,790
Evening	8	39,788	17,129	56,917	6,661	63,578	131	63,709
Total	13	100,106	56,245	156,351	32,964	189.315	184	76,499
Sunday	12	90,904	53,504	144,408	65,449	209,857	143	210,000
Idaho—								
Morning	2	4.371	5,035	9,424	3,155	12,579	9	12,588
Evening	..	.....	.....	.....	.....	.....	...	.....
Total	2	4,371	5,035	9,424	3,155	12,579	9	12,588
Sunday	2	4,783	4,868	9,651	3,827	13,478	15	13,493
Illinois—								
Morning	11	676,559	186,929	863,488	265,126	1,128,614	515	1,129,129
Evening	50	1,015,287	234,861	1,250,148	110,543	1,360,691	2,373	1,363,064
Total	61	1,691,846	421,790	2,113,636	375,669	2,489,305	2,888	2,492,193
Sunday	17	973,438	290,818	1,264,256	1,025,266	2,289,522	626	2,290,148
Indiana—								
Morning	14	114,542	121,988	236,530	47,033	283,563	150	283,713
Evening	28	303.062	114,756	417,818	38,541	456,359	592	456,951
Total	42	417,604	236,744	654,348	85,574	739,922	742	740,664
Sunday	15	200.702	113,806	314,508	44,169	358,677	923	359,600
Iowa—								
Morning	4	28.566	51,465	80,031	30,850	110,881	163	111,044
Evening	28	204.937	207,764	412,701	75,371	488,072	486	488,558
Total	32	233,503	259,229	492,732	106,221	598,953	649	599,602
Sunday	16	109,687	120,114	229,801	73,754	303,555	369	303,924
Kansas—								
Morning	3	34,413	35,730	70,143	28,479	98,622	319	98,941
Evening	11	76,806	44,962	121,768	27,536	149,304	215	149,519
Total	14	111,219	80,692	191,911	56,015	247,926	534	248,460
Sunday	6	77,976	62,181	140,157	48,335	188,492	420	188,912
Kentucky—								
Morning	6	62,522	37,197	99,719	38,206	137,925	70	137,995
Evening	7	97,026	32,058	129,084	17,833	146,917	61	146,978
Total	13	159,548	69,255	228,803	56,039	284,942	131	284,973
Sunday	9	122,563	52,016	174,579	55,492	230,071	229	230,300
Louisiana—								
Morning	3	89,394	3,843	93,237	104,237	197,474	394	197,868
Evening	7	179,491	5,204	184,695	57,098	241,793	31	241,824
Total	10	268,885	9,047	277,932	161,335	439,267	425	439,692
Sunday	4	178,928	5,401	184,329	141,484	325,813	878	326,691
Maine—								
Morning	3	21,112	26,017	48,139	16,625	64,754	482	65,236
Evening	2	22,314	12,012	34,326	8,622	42,948	41	42,989
Total	5	43,426	38.029	82,565	25,247	107,702	523	108,225
Sunday	1	14,347	8,649	22,996	8,077	31,073	9	31,082
Maryland—								
Morning	4	139,001	20,342	159,343	35,033	194,376	613	194,989
Evening	5	313,967	25,787	339,754	17,106	356,860	147	357,007
Total	9	452,968	46,129	499,097	52,139	551,136	760	551,996
Sunday	2	238,803	24,832	263,635	57,499	321,134	224	321,358
Massachusetts—								
Morning	9	430,472	137,591	568,063	332,728	900,791	702	901,943
Evening	30	652.982	157,355	810,337	112,880	923,217	13,412	936,629
Total	39	1,083,454	294,946	1,378.390	445,608	1,824,008	14,114	1,838,122
Sunday	9	572,196	252,611	824,807	561,827	1,386,634	240	1,386,874
Michigan—								
Morning	3	144,499	34,185	178,684	50,481	229,165	1,490	230,655
Evening	27	821,842	234,775	1,056,617	89,088	1,145,705	415	1,146,120
Total	30	966,341	268,960	1,235,301	139,569	1,374,870	1,905	1,376,775
Sunday	11	552,286	178,629	730,915	254,818	985,733	766	986,499
Minnesota—								
Morning	3	102,285	19,074	121,359	42,567	163,926	453	164,379
Evening	10	280,247	38,243	318,490	173,942	492,432	6,231	498,663
Total	13	382,532	57,317	440,849	216,509	656,358	6,684	663,042
Sunday	5	257,418	33,428	290,846	251,399	542,245	677	542,922
Mississippi—								
Morning	0	.....	.....	.....	.....	.....	.....	.....
Evening	4	15,822	11.199	27,021	5,456	32,487	41	32,528
Total	4	15,822	11,199	27,021	5,456	32,487	41	32,528
Sunday	2	8,728	9,817	18,545	4,200	22.743	2	22,745
Missouri—								
Morning	6	340,569	74,094	414,663	220,707	635,370	912	636,282
Evening	13	578,962	102,897	681,859	210,060	882,919	809	883,728
Total	19	919,531	176,991	1,096.522	430,767	1,518,289	1,721	1,520,010
Sunday	8	546,723	99,024	645,747	435,935	1,081,682	1,093	1,082,775
Montana—								
Morning	5	21,101	9,920	31,021	11,027	42,048	124	42,172
Evening	4	17,035	2,281	19,316	3,722	23,038	57	23,095
Total	9	38,136	12,201	50,337	14,749	65,086	181	65,267
Sunday	5	33,075	12,335	45,410	17,348	62,758	225	62,983
Nebraska—								
Morning	3	24,905	26,927	51,832	71,844	123,676	59	123,735
Evening	9	129,104	43,940	173,044	60,728	233,762	351	234,113
Total	12	154,009	70,867	124,896	132,672	357,438	410	357,848
Sunday	5	127,724	48,650	176,374	130,271	306,645	159	306,804
Nevada—								
Morning	0	.....	.....	.....	.....	.....	.....	.....
Evening	1	2,952	869	3,821	1,872	5,693	5	5,698
Total	1	2,952	869	3,821	1,872	5,693	5	5,698
Sunday	0	.....	.....	.....	.....	.....	.....	.....
New Hampshire—								
Morning	1	1,922	4,291	6,213	7.771	13,984	2	13,986
Evening	2	17,517	1,514	19.031	804	19,835	11	19,846
Total	3	19,439	5,805	25,244	8,575	33,819	13	33,832
Sunday	0	.....	.....	.....	.....	.....	.....	.....
New Jersey—								
Morning	4	73,489	9,298	82,787	2,490	85,277	712	85,989
Evening	18	412,628	72,578	485,206	29,137	514,343	327	514,670
Total	22	486,117	81,876	567,993	31,627	599,620	1,039	600,659
Sunday	5	121,595	11,252	132,847	11,061	143,908	80	143,988
New Mexico—								
Morning	1	3,033	656	3,689	1,238	4,927	2	4.929
Evening	1	5,198	1,566	6,722	3,608	10,370	39	10,409
Total	2	8,231	2,222	10,411	4,846	15,297	41	15,338
Sunday	1	3,893	772	4,665	1,313	5,978	3	5,981
New York—								
Morning	24	1,937.635	474.085	2,411,720	293,771	2,705,491	11,010	2,716,501
Evening	58	2,119,160	439,844	2,559,004	175,276	2,734,280	14,780	2,749,060
Total	82	4,056,795	913,929	4,970.724	469,047	5,439,771	25,790	5,465,561
Sunday	19	2,299,364	809,809	3,109,173	1,273,150	4,382,323	7,422	4,389,745
North Carolina—								
Morning	7	44,301	51,115	94,416	36,504	130,920	39	139,959
Evening	5	35,000	17,559	52,559	4,501	57,060	38	57,098
Total	12	79,301	68,674	146,975	41,005	187,980	77	197,057
Sunday	9	65,461	64,061	129,522	43,370	172,892	157	173,049
North Dakota—								
Morning	2	2,158	7,724	9,882	6,160	16,042	8	16,050
Evening	3	9,076	7,006	16,082	7,427	23,509	9	23,518
Total	5	11,234	14,730	25,964	13,587	39,551	17	39,568
Sunday	2	7,271	8,594	15,865	6,995	22,860	40	22,900
Ohio—								
Morning	9	160,461	70,032	230,493	62,546	293,039	736	293,775
Evening	53	1,054,304	351,702	1,406,006	204,623	1,610,629	1,173	1,611,802
Total	62	1,214,765	421,734	1,636,499	267,169	1,903,668	1,909	1,905,577
Sunday	19	432,049	164.370	596,419	157,676	754,095	1,456	755,551

TOTALS OF ALL U. S. ENGLISH LANGUAGE DAILIES IN A. B. C.

City	Number of Papers	Total	Total Key City	Total Local City and ban	Total ban Country	Total Net Paid	Bulk Sale	Net Paid Inc. Bulk
Oklahoma—								
Morning	5	51,014	24,901	75,915	56,357	122,272	853	123,125
Evening	6	74,339	32,153	106,592	41,954	148,546	247	148,793
Total	11	125,353	57,054	182,507	98,311	270,818	1,100	271,918
Sunday	8	85,237	40,498	125,735	78,267	204,002	1,111	205,113
Oregon—								
Morning	3	51,967	18,162	70,129	37,704	107,833	721	108,554
Evening	10	131,108	37,674	168,782	48,815	217,597	866	218,463
Total	13	183,075	55,836	238,911	86,519	325,430	1,587	327,017
Sunday	4	122,794	44,129	166,923	100,172	267,095	876	267,971
Pennsylvania—								
Morning	20	522,796	253,985	776,781	208,494	985,275	1,678	986,953
Evening	38	1,030,204	429,355	1,459,559	146,197	1,605,756	2,353	1,608,109
Total	58	1,553,000	683,340	2,236,340	354,691	2,591,031	4,031	2,595,062
Sunday	11	708,750	393,668	1,102,418	482,226	1,584,644	2,198	1,586,842
Rhode Island—								
Morning	1	22,582	11,396	33,978	3,855	37,833	6	37,839
Evening	6	117,172	38,109	155,281	7,871	163,152	22	163,174
Total	7	139,754	49,505	189,259	11,726	200,985	28	201,013
Sunday	3	49,326	24,585	73,911	5,757	79,668	62	79,728
South Carolina—								
Morning	4	20,484	25,905	46,389	18,280	64,667	10	64,677
Evening	5	26,879	14,756	41,635	5,311	46,946	4	46,950
Total	9	47,363	40,661	88,024	23,591	111,613	14	111,627
Sunday	5	34,479	30,844	65,323	23,591	88,914	11	88,725
South Dakota—								
Morning	2	3,920	11,309	15,229	3,417	18,646	209	18,855
Evening	4	13,812	22,452	37,274	9,530	45,804	69	45,873
Total	6	17,732	33,761	52,503	12,947	64,450	278	64,728
Sunday	2	6,433	13,135	19,558	3,927	23,485	257	23,742
Tennessee—								
Morning	5	94,015	54,375	148,390	56,544	204,934	133	204,867
Evening	8	165,089	59,785	224,874	25,026	249,900	59	249,959
Total	13	259,104	114,160	373,264	81,570	454,834	192	454,826
Sunday	8	172,037	91,882	263,919	90,926	354,845	291	355,136
Texas—								
Morning	12	124,223	43,821	168,044	121,767	289,811	801	290,612
Evening	17	250,014	28,152	278,166	139,167	417,327	305	417,632
Total	29	374,237	71,973	446,210	260,934	707,138	1,106	708,244
Sunday	19	271,197	66,905	338,102	319,439	657,541	1,069	658,610
Utah—								
Morning	1	17,612	6,160	23,772	18,462	42,234	65	42,299
Evening	3	20,282	5,186	25,468	5,851	31,319	1	31,320
Total	4	37,894	11,346	49,240	24,313	73,553	66	73,619
Sunday	3	48,721	16,664	65,385	40,943	106,328	102	106,430
Vermont—								
Morning	2	6,556	8,021	14,577	9,332	33,929	23	33,952
Evening	2	5,640	4,815	10,455	3,006	13,461	17	13,478
Total	4	12,196	12,836	25,032	12,338	37,390	40	37,430
Sunday	0	.....	.....	.....	.....	.....	.....	.....
Virginia—								
Morning	10	112,815	35,188	148,003	48,989	196,992	1,503	198,495
Evening	8	66,542	11,731	78,273	8,859	87,132	35	87,167
Total	18	179,357	46,919	226,276	57,848	284,124	1,538	285,762
Sunday	8	80,592	31,726	112,318	39,750	152,068	567	152,635
Washington—								
Morning	5	68,588	42,196	110,784	32,320	143,104	337	143,441
Evening	14	206,717	64,988	271,705	40,049	311,754	333	312,087
Total	19	275,305	107,184	382,489	72,369	454,858	670	455,528
Sunday	7	161,302	68,083	229,385	107,945	337,330	579	337,909
West Virginia—								
Morning	8	36,707	35,874	72,581	16,207	88,788	281	89,069
Evening	9	50,679	19,963	70,642	6,861	77,503	81	77,584
Total	17	87,386	55,837	143,223	23,068	166,291	362	166,653
Sunday	9	53,871	49,752	103,623	20,666	124,289	184	124,473
Wisconsin—								
Morning	2	35,646	15,494	51,140	13,470	64,610	20	64,630
Evening	23	248,040	123,905	371,945	57,698	429,643	340	429,983
Total	25	283,686	139,399	423,085	71,168	494,253	360	494,613
Sunday	5	146,478	76,103	222,581	101,248	323,829	.....	323,829
Wyoming—								
Morning	0	.....	.....	.....	.....	.....	.....	.....
Evening	3	9,373	2,033	11,406	4,821	16,227	19	16,246
Total	3	9,373	2,033	11,406	4,821	16,227	19	16,246
Sunday	3	9,191	2,286	11,477	4,965	16,442	45	16,487

FOREIGN LANGUAGE NEWSPAPERS

State	Number of Papers	Total City	Total Suburban	Total Local City and Suburban	Total Country	Total Net Paid	Bulk Sale	Net Paid Inc. Bulk
Illinois—								
Morning	1	18,604	809	19,413	20,352	39,765	.....	39,765
Evening	3	81,550	9,594	91,144	35,119	126,263	179	126,442
Total	4	100,154	10,403	110,557	55,471	165,028	179	165,207
Sunday	2	48,161	4,693	52,854	25,874	78,728	.....	78,728
Michigan—								
Morning	0	.....	.....	.....	.....	.....	.....	.....
Evening	1	18,981	494	19,475	942	20,417	.....	20,417
Total	1	18,981	494	19,475	942	20,417	.....	20,417
Sunday	0	.....	.....	.....	.....	.....	.....	.....
New Hampshire—								
Morning	0	.....	.....	.....	.....	.....	.....	.....
Evening	1	3,055	500	3,555	679	4,214	17	4,231
Total	1	3,055	500	3,555	679	4,214	17	4,231
Sunday	0	.....	.....	.....	.....	.....	.....	.....
New York—								
Morning	8	128,829	35,057	163,886	94,161	258,047	821	258,868
Evening	5	307,916	32,545	340,461	133,233	473,694	18	473,712
Total	13	436,745	67,602	504,347	227,394	731,741	839	732,580
Sunday	9	350,052	58,166	408,218	174,208	582,426	211	582,637
Ohio—								
Morning	0	.....	.....	.....	.....	.....	.....	.....
Evening	1	11,157	1,122	12,279	2,507	14,786	.....	14,786
Total	1	11,157	1,122	12,279	2,507	14,786	.....	14,786
Sunday	1	8,191	638	8,829	850	9,679	.....	9,679
Rhode Island—								
Morning	0	.....	.....	.....	.....	.....	.....	.....
Evening	1	2,973	379	3,352	573	3,925	155	4,080
Total	1	2,973	379	3,352	573	3,925	155	4,080
Sunday	0	.....	.....	.....	.....	.....	.....	.....

DOMINION OF CANADA

City	Number of Papers	Total	Total Key City	Total Local City and ban	Total ban Country	Total Net Paid	Bulk Sale	Net Paid Inc. Bulk
Alberta—								
Morning	1	5,256	5,634	10,890	2,363	13,253	19	13,272
Evening	4	31,201	19,452	50,653	2,280	52,933	41	52,974
Total	5	36,457	25,086	61,543	4,643	66,186	60	66,246
Sunday	0	.....	.....	.....	.....	.....	.....	.....
British Columbia—								
Morning	3	18,165	7,171	25,336	7,096	32,432	12	32,444
Evening	5	88,067	16,403	104,470	33,907	138,377	256	138,633
Total	8	106,232	23,574	129,806	41,003	171,809	268	171,077
Sunday	3	67,635	14,520	82,155	35,359	117,514	34	117,548
Manitoba—								
Morning	1	7,895	353	8,248	13,913	22,161	25	22,186
Evening	2	49,054	3,622	52,676	26,059	78,735	28	78,763
Total	3	56,949	3,975	60,924	39,969	100,896	53	100,949
Sunday	0	.....	.....	.....	.....	.....	.....	.....
New Brunswick—								
Morning	1	4,570	.....	4,570	13,088	17,658	8	17,666
Evening	1	13,440	.....	13,440	1,936	15,376	12	15,388
Total	2	18,010	.....	18,010	15,024	33,034	20	33,054
Sunday	0	.....	.....	.....	.....	.....	.....	.....
Nova Scotia—								
Morning	2	5,687	.....	5,687	23,798	29,485	1,265	30,750
Evening	2	13,397	.....	13,397	20,794	24,961	77	25,038
Total	4	19,084	.....	19,084	44,592	54,446	1,342	55,788
Sunday	0	.....	.....	.....	.....	.....	.....	.....
Ontario—								
Morning	6	84,144	41,552	125,696	102,682	228,378	107	228,485
Evening	27	370,018	184,657	554,675	53,430	608,105	775	608,880
Total	33	454,162	226,209	680,371	156,112	836,483	882	837,365
Sunday	1	112,940	28,515	141,455	39,680	181,135	9	181,144
Quebec—								
Morning	3	39,995	2,747	42,742	13,998	56,740	20	56,760
Evening	20	330,751	53,854	384,605	205,151	589,756	69	589,825
Total	23	370,746	56,601	427,347	219,149	646,496	89	646,585
Sunday	0	.....	.....	.....	.....	.....	.....	.....
Saskatchewan—								
Morning	3	5,886	10,689	16,575	9,596	26,171	3	26,174
Evening	4	18,785	13,184	31,969	3,030	34,999	12	35,011
Total	7	24,671	23,873	48,544	12,626	61,170	15	61,185
Sunday	0	.....	.....	.....	.....	.....	.....	.....
Prince Edward Island—								
Morning	1	1,041	3,072	4,113	434	4,547	5	4,552
Evening	1	1,370	1,632	3,002	148	3,150	3	3,153
Total	2	2,411	4,704	7,115	582	7,697	8	7,705
Sunday	0	.....	.....	.....	.....	.....	.....	.....

TOTAL U. S. ENGLISH LANGUAGE DAILIES A. B. C.

Morning	253	6,455,687	2,380,261	8,835,948	2,646,663	11,482,611	30,349	11,512,960
Evening	615	12,105,429	3,375,668	15,481,097	2,217,605	17,698,702	50,271	17,748,973
Total	870	18,561,116	5,755,929	24,317,045	4,864,268	29,181,313	80,620	29,261,933
Sunday	327	10,306,673	3,907,407	14,214,080	6,815,197	21,029,277	31,042	21,060,319

A. B. C. FOREIGN LANGUAGE SUMMARY—U. S.

Morning	9	147,433	35,866	183,299	114,513	297,812	821	298,633
Evening	12	425,632	44,634	470,266	173,053	643,319	369	643,688
Total	21	573,065	80,500	653,565	287,566	941,131	1,190	942,321
Sunday	12	406,404	63,497	469,901	200,932	670,833	211	671,044

TOTALS OF CANADIAN DAILIES IN A. B. C.

Morning	21	172,639	71,218	243,857	186,968	430,825	1,464	432,289
Evening	66	916,083	292,804	1,208,887	346,735	1,555,622	1,273	1,556,895
Total	87	1,088,722	364,022	1,452,744	533,703	1,986,447	2,737	1,989,184
Sunday	4	180,575	43,035	223,610	75,039	298,649	43	298,692

TOTALS OF ALL A. B. C. DAILIES

Morning	285	6,775,759	2,487,345	9,263,104	2,948,144	12,211,248	32,634	12,243,882
Evening	693	13,447,144	3,713,106	17,160,250	2,737,393	19,897,643	51,913	19,949,556
Total	978	20,222,903	6,200,451	26,423,354	5,685,537	32,108,891	84,547	32,193,438
Sunday	343	10,893,652	4,013,939	14,907,591	7,091,168	21,998,759	31,296	22,030,055

EXPLANATION OF KEY LETTERS

(a) Morning, except Saturday and except Sunday.

(b) Morning except Sunday.

(c) Monday, Wednesday, Thursday and Saturday mornings.

(d) Morning except Monday.

(e) Morning and evening week days.

(f) Tuesday and Friday mornings.

(g) Morning except Monday and evening except Sunday.

(h) Morning except Monday and evening except Saturday and Sunday.

(i) Morning except Sunday and Monday and evening except Sunday.

(l) Tuesday, Thursday and Saturday.

(m) Sunday exclusively.

(q) Sunday evening.

(r) Evening except Sunday.

(s) Evening except Monday.

(t) Evening except Saturday and Sunday.

(u) Evening except Saturday and Sunday, and Sunday morning.

(v) Monday evening.

(y) Saturday only.

Roman type indicates morning newspapers; *Italic* type indicates evening newspapers.

A. B. C. Reports Classified by States and Cities Follow Pages 140-157 Inclusive

CITY SUBURBAN, COUNTRY, BULK AND TOTAL CIRCULATION AS SHOWN BY A. B. C. REPORTS

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
ALABAMA									
Birmingham	Age-Herald	(b)	18,490	7,058	25,548	10,938	35,945	1	35,946
	Sunday ed.	(m)	22,179	7,535	29,714	17,815	47,529	215	47,744
	News	(r)	45,490	13,418	58,908	17,421	76,329	6	76,335
	Sunday ed.	(m)	47,780	15,418	63,198	23,319	86,417	96	86,613
	Post	(r)	28,566	11,081	39,647	6,346	45,993	...	45,993
Gadsden	*Times*	(r)	2,198	3,043	5,241	451	5,692	...	5,692
Huntsville	*Times*	(u)	2,517	...	2,517	745	3,262	...	3,262
	Sunday ed.	(m)	2,721	...	2,721	745	3,466	...	3,466
Mobile	*News-Item*	(r)	10,136	1,408	11,544	119	11,663	...	11,663
	Register	(b)	10,933	6,277	17,210	3,334	20,544	...	20,544
	Sunday ed.	(m)	17,199	9,002	26,201	6,220	32,421	...	32,421
Montgomery	Advertiser	(b)	5,884	6,476	12,360	6,713	19,073	431	19,504
	Sunday ed.	(m)	9,195	8,429	17,624	8,231	25,855	407	26,262
	Journal	(r)	6,946	4,923	11,869	5,991	17,860	14	17,874
ARIZONA									
Phoenix	*Ariz. Gazette*	(r)	4,892	5,116	10,008	823	10,831	33	10,884
	Republican	(b)	8,507	8,175	16,682	1,883	18,565	10	18,575
	Sunday ed.	(m)	9,122	8,735	17,857	2,049	19,906	14	19,920
Tucson	*Citizen*	(r)	2,943	804	3,747	341	4,088	7	4,095
	Sunday ed.	(m)	2,949	917	3,866	369	4,235	...	4,235
	Star	(b)	3,378	1,019	4,397	251	4,648	110	4,758
	Sunday ed.	(m)	3,465	1,073	4,538	269	4,807	118	4,925
ARKANSAS									
El Dorado	News	(d)	3,224	2,228	5,452	1,308	6,760	188	6,948
	Sunday ed.	(m)	3,417	2,618	6,035	1,379	7,414	183	7,597
Fort Smith	S. W. American	(d)	3438	4,125	7,563	4,301	11,864	30	11,894
	Times-Record	(u)	4,072	3,952	8,024	469	8,492	5	8,497
	Total Daily	(h)	7,510	8,077	15,587	4,769	20,356	35	20,391
	Sunday ed.	(m)	7,318	8,992	16,310	6,239	22,549	26	22,575
Little Rock	*Ark. Democrat*	(r)	11,460	...	11,460	13,152	24,612	1	24,613
	Sunday ed.	(m)	12,087	...	12,087	17,280	29,367	11	29,378
	Ark. Gazette	(b)	12,707	...	12,707	25,745	38,452	...	38,452
	Sunday ed.	(m)	14,808	...	14,808	31,220	46,028	...	46,028
CALIFORNIA									
Alhambra	*Post-Advocate*	(r)	3,574	2,038	5,612	51	5,663	7	5,670
	(Sold in combination with Los Angeles Express)								
Bakersfield	*Californian*	(r)	4,838	2,966	7,804	475	8,279	...	8,279
	Echo	(d)	1,556	1,206	2,762	324	3,086	103	3,189
	Sunday ed.	(m)	1,790	1,232	3,022	324	3,346	139	3,485
Chico	*Enterprise*	(r)	1,386	575	1,961	198	2,159	17	2,176
Eureka	Humboldt Times	(d)	2,065	2,055	4,120	805	4,925	...	4,925
	Sunday ed.	(m)	2,361	2,139	4,500	843	5,343	10	5,353
Fresno	*Bee*	(r)	9,511	7,740	17,251	8,144	25,395	99	25,494
	Sunday ed.	(m)	8,367	7,773	16,140	8,381	24,521	55	24,576
	Republican	(b)	10,089	9,376	19,465	9,863	29,328	119	29,447
	Sunday ed.	(m)	10,099	9,475	19,574	10,147	29,721	159	29,880
Glendale	*Press*	(r)	3,883	1,805	5,688	55	5,743	3	5,746
	(Sold in combination with Los Angeles Express)								
Grassy Valley	Union	(d)	814	599	1,413	174	1,587	...	1,587
	Sunday ed.	(m)	815	601	1,416	174	1,590	...	1,590
Hollywood	*Citizen*	(r)	4,589	...	4,589	138	4,727	69	4,796
	News	(r)	6,279	...	6,279	3,673	9,952	5	9,957
	(Sold in combination with Los Angeles Express)								
Long Beach	*Press-Telegram*	(r)	29,857	3,189	33,046	1,079	34,125	32	34,157
	Sunday ed.	(m)	28,523	3,187	31,710	1,160	32,870	...	32,870
Los Angeles	Examiner	(b)	103,375	37,839	141,214	26,537	167,751	184	167,935
	Sunday ed.	(m)	210,613	81,088	291,701	78,982	370,683	6	370,689
	Express	(r)	54,254	34,239	88,493	2,390	90,883	682	91,565
	Herald	(r)	155,734	19,342	175,076	6,709	181,785	...	181,785
	Illus. News	(b)	71,440	23,951	95,391	10,687	106,078	280	106,358
	Sunday ed.	(m)	56,504	23,480	79,984	10,796	90,780	190	90,970
	Times	(b)	79,893	32,602	112,495	16,916	129,411	6	129,417
	Sunday ed.	(m)	112,967	44,832	157,799	28,135	185,934	...	185,934
Marysville	Appeal	(d)	1,015	867	1,882	323	2,205	...	2,205
	Sunday ed.	(m)	1,017	864	1,881	323	2,204	...	2,204
	Democrat	(r)	1,525	607	2,132	178	2,310	...	2,310
Modesto	News-Herald	(d)	384	2,444	2,828	742	3,570	12	3,582
	News-Herald	(r)	3,043	3,333	6,376	...	6,376	55	6,431
	Total Daily	(e)	3,427	5,777	9,204	742	9,946	67	10,013
	Sunday ed.	(m)	405	2,431	2,836	743	3,579	15	3,594
Oakland	*Post-Enquirer*	(r)	32,370	5,628	37,998	5,230	43,228	87	43,315
	Tribune	(r)	52,327	8,802	61,129	4,979	66,108	72	66,180
	Sunday ed.	(m)	51,532	8,650	60,182	5,751	65,933	31	65,964
Palo Alto	*Times*	(r)	1,801	629	2,430	123	2,553	6	2,559
Pasadena	*Post*	(r)	6,911	...	6,911	2,040	8,951	16	8,967
	(Sold in combination with Los Angeles Express)								
	Star-News	(r)	15,779	...	15,779	853	16,632	55	16,687
Pomona	*Progress*	(r)	3,288	687	3,975	101	4,076	...	4,076
Redondo Beach	*Breeze*	(r)	1,620	955	2,575	40	2,615	9	2,624
	(Sold in combination with Los Angeles Express)								
Riverside	*Press*	(r)	4,765	824	5,589	555	6,144	298	6,442
Sacramento	*Bee*	(r)	21,101	11,558	32,659	13,856	46,515	20	46,535
	Union	(b)	6,732	1,047	8,679	610	9,289	793	10,082
	Sunday ed.	(m)	7,165	2,038	9,203	740	9,943	381	10,324
San Bernardino	*Sun***	(b)	4,494	2,818	7,312	653	7,965	184	8,149
	Sunday ed.	(m)	4,667	2,867	7,534	663	8,197	21	8,218
	*Telegram***	(r)	2,284	253	2,537	55	2,592	...	2,592
San Diego	*Sun*	(r)	15,601	1,123	16,724	1,830	18,554	18	18,572
	Tribune	(r)	15,354	1,301	16,655	1,508	18,163	25	18,188
	Union	(b)	18,665	1,696	20,361	1,878	22,239	532	22,771
	Total Daily	(e)	34,019	2,997	37,016	3,386	40,402	557	40,959
	Sunday ed.	(m)	25,251	2,357	27,608	2,464	30,072	725	30,797
San Francisco	*Bulletin*	(r)	40,086	17,995	58,081	11,685	69,766	355	70,121
	Call-Post	(r)	65,694	23,309	89,003	10,607	99,610	441	100,051
	Chronicle	(b)	32,197	30,937	63,134	23,876	87,010	57	87,067
	Sunday ed.	(m)	50.229	48,799	99,028	47,084	146,112	135	146,247
	Examiner	(b)	75,761	51,091	126,852	45,441	172,293	...	172,293
	Sunday ed.	(m)	124,610	101,349	225,959	111,720	337,679	...	337,679
	Illus. Herald	(b)	37,982	31,694	69,586	14,963	84,549	427	84,976
	News	(r)	54,652	8,544	63,196	1,797	64,993	102	65,095
San Jose	Mercury-Herald	(b)	9,827	5,771	15,598	604	16,202	8	16,210
	Sunday ed.	(m)	10,255	5,947	16,202	699	16,901	10	16,911
	News	(r)	5,021	1,496	6,517	206	6,723	11	6,734
San Pedro	*News*	(r)	3,955	1,004	4,959	93	5,052	12	5,064
	(Sold in combination with Los Angeles Express)								
	Pilot	(r)	3,214	347	3,561	205	3,766	27	3,793
Santa Ana	*Register*	(r)	6,136	3,436	9,572	319	9,891	30	9,921
Santa Barbara	*News***	(r)	5,428	406	5,834	695	6,529	12	6,541
	Press**	(d)	4,130	377	4,507	1,484	5,991	23	6,014
	Sunday ed.	(m)	4,352	391	4,743	1,505	6,248	...	6,248
Santa Monica	*Outlook*	(r)	6,632	1,730	8,362	156	8,518	6	8,524
	(Sold in combination with Los Angeles Express)								
Vallejo	*Chronicle*	(r)	1,336	...	1,336	47	1,383	...	1,383
	Times-Herald	(d)	1,963	...	1,963	111	2,074	...	2,074
	Sunday ed.	(m)	1,952	...	1,952	108	2,060	...	2,060
Venice	*Vanguard*	(r)	2,746	...	2,746	917	3,663	84	3,747
	(Sold in combination with Los Angeles Express)								
Visalia	*Times*	(r)	977	533	1,510	124	1,634	...	1,634
COLORADO									
Colorado Spgs.	Gazette	(b)	4,607	610	5,217	276	5,493	...	5,493
	Telegraph	(r)	6,611	263	6,874	240	7,114	...	7,114
	Total Daily	(e)	11,218	873	12,091	516	12,607	...	12,607
	Sunday ed.	(m)	10,012	837	10,849	687	11,536	...	11,536
Denver	*Express*	(r)	12,364	595	12,959	1,524	14,483	70	14,553
	Post	(r)	73,879	8,682	82,561	62,014	144,665	262	144,927
	Sunday ed.	(m)	82,948	14,121	97,069	143,255	240,324	274	240,598
	Rocky Mt. News	(b)	20,207	2,027	22,234	9,656	31,890	168	32,058
	Times	(r)	16,847	1,270	18,117	7,900	26,017	99	26,116
	Total Daily	(e)	37,054	3,297	40,351	17,556	57,907	267	58,174
	Sunday ed.	(m)	33,302	3,723	37,025	20,938	57,963	232	58,195
Grand Junction	*Sentinel*	(r)	1,984	1,606	3,590	407	3,997	27	4,024
	Sunday ed.	(m)	1,993	1,606	3,599	407	4,006	27	4,033
Greeley	Tribune-Republican	(b)	...	1,359	1,359	35	1,394	...	1,394
	Evening Edit.	(r)	2,167	321	2,488	456	2,944	...	2,944
	Total Daily	(e)	2,167	1,680	3,847	491	4,338	...	4,338
Pueblo	Chieftain	(b)	4,381	1,807	6,188	1,227	7,415	79	7,494
	Sunday ed.	(m)	5,509	2,339	7,848	1,805	9,653	80	9,733
	Star-Journal	(r)	7,291	1,111	8,402	795	9,197	9	9,206
	Sunday ed.	(m)	7,574	1,410	8,984	1,099	10,083	4	10,087
CONNECTICUT									
Ansonia	*Sentinel*	(r)	6,638	...	6,638	191	6,829	...	6,829
Bridgeport	*Post*	(r)	24,068	4,064	28,132	447	28,579	5	28,584
	Telegram	(b)	10,763	2,950	13,713	707	14,420	4	14,424
	Total Daily	(e)	34,831	7,014	41,845	1,154	42,999	9	43,008
	Sunday ed.	(m)	16,845	3,579	20,424	371	20,795	32	20,827
	Star	(r)	Applicant for membership.						
	Times	(r)	Applicant for membership.						
Hartford	Courant**	(b)	12,156	17,073	29,229	8,171	37,400	12	37,412
	Sunday ed.	(m)	17,822	23,342	41,164	12,897	54,061	26	54,087
	*Times***	(r)	32,188	14,173	46,361	3,336	49,697	21	49,718
Meriden	*Journal*	(r)	5,857	749	6,606	169	6,775	37	6,812
	Record	(b)	5,110	2,109	7,219	395	7,614	23	7,637
Middletown	*Press***	(r)	4,228	3,662	7,890	319	8,209	5	8,214
New Britain	*Herald***	(r)	8,934	2,226	11,160	333	11,493	...	11,493
New Haven	Journal-Courier	(b)	15,397	2,472	17,869	583	18,452	...	18,452
	Times-Leader	(r)	9,932	4,355	14,287	1,065	15,352	...	15,352
New London	*Lay***	(r)	6,744	5,019	11,763	575	12,338	1	12,339
Norwalk	*Hour*	(r)	5,095	841	5,936	131	6,067	2	6,069
Stamford	*Advocate*	(r)	7,367	2,280	9,647	370	10,026	7	10,033
Waterbury	*Democrat*	(r)	7,838	1,092	8,930	304	9,234	...	9,234
	American	(r)	8,764	2,569	11,333	445	11,778	1	11,779
	Republican	(b)	8,374	3,029	11,403	639	12,042	35	12,077
	Total Daily	(e)	17,138	5,598	22,736	1,084	23,820	36	23,856
	Sunday ed.	(m)	10,956	3,572	14,528	755	15,283	1	15,284
DELAWARE									
Wilmington	*Every Evening*	(r)	8,097	4,093	12,190	3,142	15,332	2	15,334
	Journal	(r)	15,500	4,195	19,695	1,035	20,730	7	20,737
	News	(b)	6,507	1,046	7,553	758	8,311	5	8,316
	Sunday Star	(m)	10,918	1,843	12,761	427	13,188	4	13,192
DISTRICT OF COLUMBIA									
Washington	Herald	(b)	49,924	3,548	53,472	3,808	57,280	136	57,416
	Sunday ed.	(m)	44,298	5,261	49,559	61,718	111,277	...	111,277
	Daily News	(r)	57,895	3,743	61,638	636	62,274	50	62,324
	Post	(b)	51,588	3,834	55,422	9,072	64,494	77	64,571
	Sunday ed.	(m)	52,070	6,387	58,457	14,936	73,393	21	73,414
	Star	(r)	78,820	9,952	88,772	4,427	93,199	257	93,456
	Sunday ed.	(m)	78,179	16,117	94,296	7,243	101,539	290	101,829
	Times	(r)	50,320	4,124	54,444	3,241	57,685	15	57,700
FLORIDA									
Daytona Beach	*News*	(t)	2,450	373	2,913	368	3,281	12	3,293
	Sunday ed.	(m)	2,594	363	2,957	459	3,416	190	3,606
Jacksonville	*Journal*	(e)	15,238	3,954	19,192	2,661	21,853	36	21,889
	Fla. Times-Union	(b)	21,871	9,945	31,816	8,623	40,439	352	40,791
	Sunday ed.	(m)	23,484	11,607	35,091	9,971	45,062	643	45,705
Lakeland	Star-Telegram	(d)	2,758	1,349	4,107	468	4,575	44	4,619
	Sunday ed.	(m)	2,942	1,390	4,332	492	4,824	94	4,918
Miami	Herald	(b)	16,699	6,113	22,812	8,802	31,614	100	31,714
	Sunday ed.	(m)	21,168	6,907	28,075	11,223	39,298	1,049	40,347
	News	(r)	17,515	4,947	22,462	2,726	25,188	112	25,300
	Sunday ed.	(m)	14,045	5,047	19,092	3,302	22,394	1,138	23,532
Orlando	*Reporter-Star*	(r)	3,684	1,160	4,844	269	5,113	11	5,124
	Sentinel	(b)	3,485	1,970	5,455	516	5,971	47	6,018
	Sunday ed.	(m)	4,133	2,318	6,451	589	7,040	57	7,097
Pensacola	Journal	(b)	2,462	1,397	3,859	1,195	5,054	43	5,097
	News	(r)	2,713	533	3,246	344	3,590	2	3,592
	Total Daily	(e)	5,175	1,930	7,105	1,539	8,644	45	8,689
	Sunday ed.	(m)	4,282	1,780	6,062	1,529	7,591	308	7,899
Tampa	*Times*	(r)	14,267	4,231	18,498	713	19,211	17	19,228
	Tribune	(b)							
	Sunday ed.	(m)							
West Palm Beach	Post	(b)	5,421	1,554	6,975	1,485	8,450	59	8,519
	Sunday ed.	(m)	6,573	1,738	8,311	1,570	9,881	113	9,994
GEORGIA									
Athens	*Banner-Herald*	(t)	2,392	1,078	3,470	188	3,658	42	3,700
	Sunday ed.	(m)	2,324	1,080	3,404	188	3,592	26	3,618
Atlanta	Constitution	(b)	34,643	21,516	56,159	10,619	66,778	52	66,830
	Sunday ed.	(m)	35,345	22,310	57,655	43,253	100,908	29	100,937
	Georgian	(r)							
	Sunday ed.	(m)							
	Journal	(r)							
	Sunday ed.	(m)							
Augusta	Chronicle	(b)	5,088	5,007	10,095	846	10,941	1	10,942
	Sunday ed.	(m)	5,461	4,624	10,085	903	10,988	12	11,000
	Herald	(r)	7,015	5,842	12,857	1,684	14,541	20	14,561
	Sunday ed.	(m)	7,635	5,228	12,863	1,547	14,410	10	14,420
Columbus	Enquirer-Sun	(b)							
	Sunday ed.	(m)							
	Ledger	(t)	8,749	1,974	10,723	276	10,999	...	10,999
	Sunday ed.	(m)	8,710	1,994	10,704	285	10,989	...	10,989
Macon	*News*	(r)	7,057	3,751	10,808	4,024	14,832	56	14,888
	Sunday ed.	(m)	6,872	3,781	10,653	4,085	14,738	56	14,794
	Telegraph	(b)	9,057	5,709	14,766	11,987	26,753	...	26,753
	Sunday ed.	(m)	9,234	5,801	15,035	12,130	27,165	...	27,165
Rome	*News-Tribune*	(t)	2,553	1,246	3,799	191	3,990	14	4,004
	Sunday ed.	(m)	2,606	1,246	3,852	191	4,043	10	4,053
Savannah	News	(b)	11,280	6,884	18,164	2,851	21,015	...	21,015
	Sunday ed.	(m)	12,717	6,440	19,157	2,867	22,024	...	22,024
	Press	(r)	12,022	3,238	15,260	298	15,558	...	15,558

(*Continued on page* 142)

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CHICAGO

CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 140)

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
IDAHO									
Boise	Idaho Statesman	(b)	4,371	5,053	9,424	3,155	12,579	9	12,588
	Sunday ed.	(m)	4,783	4,868	9,651	3,827	13,478	15	13,493
Twin Falls	News	(b)							
	Sunday ed.	(m)							
ILLINOIS									
Alton	*Telegraph*	(r)	6,891	2,506	9,397	382	9,779	330	10,109
Aurora	*Beacon-News*	(r)	11,000	6,478	17,478	526	18,004	71	18,075
Belleville	*Advocate*	(r)	3,691	2,117	5,808	189	5,997	2	5,999
Bloomington	*Bulletin*	(t)	3,632	1,824	5,456	156	5,612	1	5,613
	Sunday ed.	(m)	5,675	1,877	7,552	181	7,773	1	7,734
	Pantagraph	(b)	6,703	9,777	16,480	1,845	18,325	16	18,341
Cairo	*Citizen***	(r)	2,604	1,815	4,419	215	4,634	1	4,635
Canton	*Ledger*	(r)	1,702	2,571	4,273	414	4,687	5	4,692
Centralia	*Sentinel*	(r)	3,666	2,029	5,695	284	5,979	6	5,985
Champaign	*News-Gazette***	(t)	6,824	6,028	12,852	295	13,147	4	13,151
	Sunday ed.	(m)	6,758	6,064	12,822	292	13,114	8	13,122
Chicago	*American*	(r)	352,111	35,788	387,899	53,328	441,227	...	441,227
	Daily News	(r)	335,740	28,404	364,144	23,045	387,189	95	387,284
	Herald & Examiner	(b)	244,605	30,664	275,269	87,893	363,162	...	363,162
	Sunday ed.	(m)	346,283	73,996	420,279	610,533	1,030,812	...	1,030,812
	Post	(w)	31,503	2,899	34,402	1,813	36,215	457	36,672
	Thursday ev.	(x)	42,304	3,900	46,204	3,307	49,511	245	49,756
	Tribune	(b)	386,553	104,661	491,214	167,734	658,948	...	658,948
	Sunday ed.	(m)	499,697	124,599	624,296	396,131	1,020,427	...	1,020,427
Clinton	Journal	(d)	1,098	978	2,076	210	2,286	...	2,286
	Sunday ed.	(m)	1,098	979	2,077	209	2,286	...	2,286
Danville	*Commercial-News*	(r)	8,996	10,439	19,435	1,899	21,334	98	21,432
	Press	(b)	4,280	4,705	8,985	343	9,328	...	9,328
	Sunday ed.	(m)	4,296	4,712	9,008	347	9,355	1	9,356
Decatur	Herald	(b)	8,247	8,922	17,169	3,957	21,126	...	21,126
	Sunday ed.	(m)	8,159	8,994	17,153	3,802	20,955	...	20,955
	Review	(r)	10,608	6,977	17,585	2,341	19,926	6	19,932
	Sunday ed.	(m)	10,140	6,848	16,988	2,036	19,024	51	19,075
Dixon	*Telegraph*	(r)	2,360	2,232	4,592	191	4,783	22	4,805
East St. Louis	*Journal*	(t)	10,612	542	11,154	247	11,401	12	11,413
	Sunday ed.	(m)	10,464	668	11,132	249	11,381	35	11,416
Elgin	*Courier*	(r)	6,279	4,377	10,656	617	11,273	41	11,314
	News	(r)	4,548	3,444	7,992	598	8,590	25	8,615
Evanston	*News-Index*	(r)	6,388	...	6,388	220	6,608	...	6,608
Freeport	*Journal-Standard*	(r)	5,145	3,489	8,634	407	9,041	12	9,053
Galesberg	*Mail*	(r)	4,053	5,633	9,686	562	10,248	42	10,290
	Republican-Register	(r)	3,635	5,579	9,214	920	10,134	53	10,187
Jacksonville	*Courier***	(r)	1,836	385	2,221	151	2,372	...	2,372
	Journal**	(d)	1,592	1,208	2,800	417	3,217	5	3,222
	Sunday ed.	(m)	1,643	1,209	2,852	418	3,270	5	3,275
Joliet	*Herald-News*	(r)	13,189	5,212	18,401	499	18,900	24	18,924
	Sunday ed.	(m)	13,019	5,250	18,269	520	18,789	12	18,801
Kankakee	*Republican*	(r)	4,105	3,366	7,471	401	7,872	393	8,265
Kewanee	*Star-Courier*	(r)	3,024	807	3,831	235	4,066	5	4,071
La Salle	*Tribune*	(r)	2,678	828	3,506	123	3,629	...	3,629
Lincoln	*Courier*	(r)	1,958	854	2,812	134	2,946	2	2,948
	Star	(r)	866	642	1,508	316	1,824	1	1,825
Mattoon	*Journal-Gazette*	(r)	3,146	1,912	5,058	411	5,469	1	5,470
Moline	*Dispatch***	(r)	8,794	1,905	10,699	492	11,191	2	11,193
Monmouth	*Review-Atlas*	(r)	2,286	2,380	4,666	477	5,143	19	5,162
Murphysboro	*Independent*	(r)	1,522	1,376	2,898	405	3,303	35	3,338
Ottawa	*Republican-Times*	(r)	2,741	2,382	5,123	296	5,419	1	5,420
Peoria	*Journal*	(r)	11,668	8,416	20,084	4,724	24,808	60	24,868
	Transcript	(b)	4,963	3,844	9,311	1,171	10,482	317	10,799
	Total Daily	(e)	16,631	12,964	29,395	5,895	35,290	377	35,667
	Sunday ed.	(m)	13,497	7,015	20,512	4,316	24,828	286	25,114
	Star	(r)	14,679	10,745	25,814	4,813	30,237	32	30,269
	Sunday ed.	(m)	14,247	5,473	19,720	3,294	23,014	7	23,021
Pontiac	*Leader*	(r)	1,581	1,416	2,997	282	3,279	1	3,280
Quincy	*Herald*	(r)	5,781	10,506	16,287	621	16,908	4	16,912
	Whig-Journal	(r)	5,394	11,558	16,952	591	17,543	32	17,575
	Sunday ed.	(m)	5,698	11,788	17,486	596	18,082	44	18,126
Rockford	*Register-Gazette*	(r)	9,773	4,369	14,142	504	14,646	40	14,686
	Republic	(r)	9,059	825	9,884	151	10,035	24	10,059
	Morning Star	(d)	8,381	4,611	12,992	506	13,498	176	13,674
	Sunday ed.	(m)	9,943	4,720	14,663	506	15,169	147	15,316
Rock Island	*Argus***	(r)	6,882	3,719	10,601	476	11,077	5	11,082
Springfield	Ill. State Journal	(b)	11,235	17,398	28,633	830	29,463	1	29,464
	Sunday ed.	(m)	10,878	13,437	24,315	710	25,025	16	25,041
	Ill. State Register	(r)	13,626	12,688	26,314	774	27,088	4	27,092
	*Morning	(b)	...	1,139	1,139	220	1,359	...	1,359
	Total Daily	(e)	13,626	13,827	27,453	994	28,447	4	28,451
	Sunday ed.	(m)	11,943	13,189	25,132	1,126	26,258	13	26,271
	(* Predate edition classified as Morning under A. B. C. rules)								
Sterling	*Gazette*	(r)	3,246	2,650	5,896	204	6,100	41	6,141
Streator	*Free Press***	(r)	1,915	1,854	3,769	552	4,321	31	4,352
	*Independent Times***	(r)	2,350	2,075	4,425	309	4,734	69	4,803
Taylorville	*Courier***	(r)	1,419	942	2,361	133	2,494	...	2,494
	*Breeze***	(r)	719	728	1,447	111	1,558	...	1,558
Waukegan	*News*	(r)	2,788	635	3,423	78	3,501	...	3,501
	Sun	(r)	3,970	615	4,585	324	4,909	19	4,928
INDIANA									
Anderson	*Bulletin*	(r)	6,147	1,667	7,814	221	8,035	...	8,035
	Herald	(d)	3,756	4,339	8,095	260	8,355	...	8,355
	Sunday ed.	(m)	5,233	4,479	9,712	261	9,973	...	9,973
Bicknell	*News***	(r)	1,460	1,322	2,782	171	2,953	...	2,953
Clinton	*Clintonian*	(r)	2,200	886	3,086	160	3,246	...	3,246
Columbus	*Republican*	(r)	2,739	1,865	4,604	254	4,858	2	4,860
Crawfordsville	*Journal*	(r)	1,441	1,050	2,491	205	2,696	7	2,703
	Review	(b)	1,595	3,441	5,036	465	5,501	...	5,501
Elkhart	*Truth*	(r)	8,713	3,128	11,841	383	12,224	2	12,226
Evansville	Courier	(b)	10,259	15,161	25,420	1,902	27,322	21	27,343
	Sunday ed.	(m)	16,158	12,552	28,710	1,200	29,910	8	29,918
	Journal	(t)	7,035	5,018	12,053	420	12,473	3	12,476
	Saturday ed.	(y)	6,902	1,901	8,803	90	8,893	2	8,895
	Press	(r)	15,795	4,478	20,273	401	20,674	34	20,708
	Sunday ed.	(m)	12,892	5,117	18,009	257	18,266	19	18,285
Fort Wayne	Journal-Gazette	(b)	13,662	14,909	28,571	5,627	34,198	...	34,198
	Sunday ed.	(m)	18,274	9,160	27,434	3,125	30,559	40	30,599
	News-Sentinel	(r)	24,282	13,926	38,208	3,951	42,159	9	42,168
Gary	*Post-Tribune***	(r)	13,202	1,118	14,320	253	14,573	...	14,573
Goshen	*News-Times*	(r)	2,101	1,059	3,160	159	3,319	2	3,321
Huntington	*Herald*	(r)	2,351	1,256	3,607	151	3,758	...	3,758
	Press	(d)	1,892	1,385	3,277	221	3,498	6	3,504
	Sunday ed.	(m)	2,042	1,414	3,456	220	3,676	15	3,691
Indianapolis	*News*	(r)	83,034	22,470	105,504	20,298	125,802	25	125,827
	Star	(b)	45,792	30,299	76,091	24,537	100,628	...	100,628
	Sunday ed.	(m)	70,650	26,905	97,555	25,075	122,630	...	122,630
	Times	(r)	38,921	9,972	48,893	3,531	52,424	30	52,454
Kokomo	*Tribune*	(r)	7,300	1,961	9,261	499	9,760	2	9,762
Lafayette	Journal & Courier	(b)	129	7,374	7,503	258	7,761	...	7,761
	Evening ed.	(r)	8,461	4,175	12,636	514	13,150	54	13,204
	Total Daily	(e)	8,590	11,459	20,139	772	20,911	54	20,965
Lebanon	*Reporter*	(r)	Applicant for Membership.						
Logansport	*Pharos-Tribune*	(r)	4,593	4,866	9,459	1,575	11,034	3	11,037
	Press	(d)	3,279	4,107	7,386	2,467	9,853	69	9,922
	Sunday ed.	(m)	3,565	4,113	7,678	2,468	10,146	635	10,781
Madison	*Courier*	(r)	1,126	1,427	2,553	254	2,807	3	2,810
Marion	*Chronicle*	(r)	5,671	3,715	9,386	243	9,629	4	9,633
	Leader-Tribune	(d)	3,740	4,906	8,646	261	8,907	8	8,915
	Sunday ed.	(m)	4,394	4,981	9,375	270	9,645	8	9,653
Muncie	Star	(b)	8,831	10,258	19,089	4,572	23,661	...	23,661
	Sunday ed.	(m)	8,289	5,420	13,709	1,545	15,254	...	15,254
Newcastle	*Courier*	(r)	3,042	841	3,883	246	4,129	400	4,529
Peru	*Tribune*	(r)	2,725	1,489	4,214	257	4,471	...	4,471
Richmond	Item	(b)	3,294	6,444	9,738	3,271	13,009	...	13,009
	Sunday ed.	(m)	3,745	6,493	10,238	3,277	13,515	...	13,515
	Palladium	(r)	6,588	5,085	11,673	357	12,030	2	12,032
South Bend	News-Times**	(b)	3,533	5,328	8,861	773	9,634	...	9,634
	*News-Times***	(r)	13,740	1,745	15,485	186	15,671	...	15,671
	Total Daily	(e)	17,273	7,073	23,346	959	25,305	...	25,305
	Sunday ed.	(m)	15,319	6,971	22,290	959	23,249	...	23,249
	*Tribune***	(r)	13,960	4,692	18,652	1,860	20,512	3	20,515
	Sunday ed.	(m)	12,863	4,604	17,467	2,071	19,538	1	19,539
Terre Haute	*Post*	(r)	7,168	4,584	11,752	514	12,266	...	12,266
	Star	(b)	11,342	11,962	23,304	2,234	25,538	5	25,543
	Sunday ed.	(m)	11,703	10,853	22,556	1,328	23,884	1	23,885
	Tribune	(r)	12,365	9,060	21,425	1,388	22,813	5	22,818
	Sunday ed.	(m)	12,064	8,583	20,647	1,929	22,576	2	22,578
Vincennes	Commerical**	(b)	3,438	2,075	5,513	185	5,698	41	5,739
	Sunday ed.	(m)	3,511	2,161	5,672	184	5,856	194	6,050
IOWA									
Boone	*News-Republican***	(r)	2,964	1,615	4,579	166	4,745	10	4,755
Burlington	*Gazette*	(r)	6,508	3,277	9,785	525	10,310	...	10,310
	Hawk-Eye	(d)	2,661	7,308	9,969	654	10,623	50	10,673
	Sunday ed.	(m)	4,857	7,963	12,820	841	13,661	52	13,713
Cedar Rapids	*Gazette*	(r)	11,787	7,261	19,048	1,675	20,723	8	20,731
	Republican	(r)	2,886	6,712	9,598	3,538	13,136	6	13,142
	Sunday ed.	(m)	3,250	6,763	10,013	3,537	13,550	50	13,600
Clinton	*Advertiser*	(r)	3,310	4,786	8,096	828	8,924	2	8,926
	Herald	(r)	3,564	4,117	7,681	552	8,233	8	8,241
Council Bluffs	*Nonpareil*	(t)	6,701	8,524	15,225	1,038	16,263	...	16,263
	Saturday ed.	(y)	6,580	3,130	9,710	456	10,166	...	10,166
	Sunday ed.	(m)	6,684	8,552	15,236	1,059	16,295	15	16,310
Davenport	*Democrat & Leader***	(t)	5,767	5,434	11,201	2,257	13,458	15	13,473
	Sunday ed.	(m)	8,173	5,589	13,762	2,268	16,030	10	16,040
	(Note—Sunday City circulation includes 7,484 in Davenport, 500 in Rock Island, Ill., and 189 in Moline, Ill.)								
	*Times***	(r)	14,852	7,942	22,794	1,445	24,239	7	24,246
	(Note—City circulation includes 10,808 in Davenport, 2,085 in Rock Island, Ill., and 1,959 in Moline, Ill.)								
Des Moines	*Capital*	(r)	25,489	12,646	38,135	14,426	52,561	24	52,585
	Sunday ed.	(m)	18,993	1,151	20,144	1,023	21,167	17	21,184
	Register	(b)	18,131	33,523	51,654	28,835	80,489	56	80,545
	Tribune	(r)	36,334	36,638	72,972	8,720	81,692	25	81,717
	Total Daily	(e)	54,465	70,161	124,626	37,555	162,181	81	162,262
	Sunday ed.	(m)	36,518	47,193	83,711	51,157	134,868	19	134,887
Dubuque	*American Tribune*	(r)	National Distribution				17,562	34	17,596
	Telegraph-Herald	(t)	6,778	11,360	18,138	1,448	19,586	29	19,615
	Sunday ed.	(m)	6,939	11,364	18,303	1,460	19,763	6	19,769
	Times-Journal	(t)	4,472	8,054	12,526	354	12,880	7	12,887
	Sunday ed.	(m)	4,465	8,060	12,515	354	12,869	12	12,881
Fort Dodge	*Messenger & Chronicle*	(r)	4,919	4,618	9,537	481	10,018	38	10,056
Fort Madison	*Democrat***	(r)	2,841	1,366	4,207	306	4,513	2	4,515
Iowa City	*Press-Citizen*	(r)	3,311	2,771	6,082	428	6,510	1	6,511
Keokuk	*Gate City*	(r)	3,226	1,937	5,163	353	5,516	...	5,516
Marshalltown	*Times-Republican***	(r)	3,541	6,103	9,644	1,336	10,980	...	10,980
Mason City	*Globe - Gazette Times***	(r)	4,502	7,748	12,250	650	12,900	102	13,002
Muscatine	*Journal & News-Tribune*	(r)	3,756	3,537	7,293	418	7,711	6	7,717
Newton	*News*	(r)	1,635	861	2,496	119	2,615	4	2,619
Ottumwa	*Courier*	(r)	5,775	5,528	11,033	1,765	12,798	22	12,820
Sioux City	Journal	(b)	3,779	2,992	6,771	1,226	7,997	57	8,054
	Journal	(r)	10,144	19,097	29,241	15,620	44,861	54	44,915
	Total Daily	(e)	13,923	22,089	36,012	16,846	52,858	111	52,969
	Sunday ed.	(m)	15,685	15,818	31,503	11,920	43,423	72	43,495
	Tribune	(r)	13,459	23,021	36,480	15,537	52,017	68	52,085
Washington	*Journal*	(r)	1,259	1,485	2,744	338	3,082	2	3,084
Waterloo	*Courier*	(r)	8,577	8,196	16,773	592	17,365	12	17,377
	Tribune	(d)	3,995	7,642	11,637	135	11,772	...	11,772
	Sunday ed.	(m)	4,123	7,661	11,784	135	11,919	116	12,035
KANSAS									
Atchison	*Globe***	(t)	3,302	3,158	6,460	741	7,201	59	7,260
	Sunday ed.	(m)	3,343	3,153	6,496	743	7,239	...	7,239
Emporia	*Gazette***	(r)	3,046	1,721	4,767	397	5,164	10	5,174
Hutchinson	Herald	(d)	2,114	2,745	4,859	2,973	7,832	2	7,834
	News	(t)	6,067	4,144	10,211	5,254	15,465	...	15,465
	Total Daily	(g)	8,181	6,889	15,070	8,227	23,297	2	23,299
	Sunday ed.	(m)	2,328	2,780	5,108	3,003	8,111	...	8,111
Iola	Register**	(r)	1,727	1,523	3,250	236	3,486	15	3,501
Kansas City	*Kansan*	(r)	19,366	1,651	21,107	902	21,919	36	21,955
	Sunday ed.	(m)	19,380	1,779	21,159	927	22,086	19	22,105
Lawrence	*Journal-World***	(r)	2,909	2,018	4,927	565	5,492	15	5,507
Ottawa	*Herald***	(r)	2,192	1,801	3,993	581	4,574	...	4,574
Parsons	*Sun*	(r)	2,310	1,711	4,021	161	4,182	...	4,182
Pittsburg	*Headlight***	(r)	4,565	4,233	8,798	307	9,105	...	9,105
Salina	*Journal*	(r)	2,584	2,662	5,246	2,282	7,528	1	7,529
Topeka	Capital	(b)	11,520	13,902	25,422	11,332	36,754	107	36,861
	Sunday ed.	(m)	13,319	13,636	26,955	11,076	38,031	138	38,169
	State Journal	(r)	11,804	4,507	16,311	4,960	21,271	29	21,300
Wichita	*Beacon*	(r)	16,934	15,833	32,767	11,150	43,917	50	43,967
	Sunday ed.	(m)	17,490	17,037	34,527	11,733	46,260	39	46,299
	Eagle	(b)	20,779	19,083	39,862	14,174	54,306	210	54,246
	Sunday ed.	(m)	22,116	23,796	45,912	20,853	66,765	224	66,989
KENTUCKY									
Ashland	*Independent*	(t)	5,018	1,621	6,639	553	7,192	...	7,192
	Sunday ed.	(m)	5,365	1,809	7,174	800	7,974	37	8,011
Bowling Green	*Park City News*	(r)	2,208	833	3,041	285	3,326	2	3,328
Henderson	*Gleaner*	(d)	877	1,500	2,377	127	2,504	...	2,504
	Sunday ed.	(m)	1,432	1,568	3,000	130	3,130	...	3,130
Lexington	Herald	(b)	4,272	7,145	11,417	5,418	16,835	...	16,835
	Sunday ed.	(m)	4,939	6,212	11,151	5,348	16,499	120	16,619
	Leader	(r)	8,086	6,345	14,431	3,729	18,160	11	18,171
	Sunday ed.	(m)	8,123	6,565	14,688	3,815	18,503	3	18,506

(*Continued on page* 144)

In Washington, D. C.

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CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 142)

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Louisville	Courier-Journal	(b)	30,010	11,078	41,088	22,574	63,662	...	63,662
	Sunday ed.	(m)	55,774	13,580	69,354	32,142	101,496	...	101,496
	Herald	(b)	22,075	6,979	29,054	9,023	38,077	...	38,077
	Sunday ed.	(m)	37,674	8,157	45,841	11,977	57,808	...	57,808
	Post	(r)	21,911	6,816	28,727	7,866	36,593	2	36,595
	(Note—Herald and Post now published morning, evening, and Sunday under title of Herald-Post)								
	Times	(r)	52,959	8,286	61,245	4,831	66,076	...	66,076
Owensboro	*Inquirer***	(t)	2,783	3,246	6,029	226	6,255	8	6,273
	Sunday ed.	(m)	2,939	3,403	6,342	208	6,550	15	6,565
	Messenger**	(d)	2,526	4,372	6,898	745	7,643	10	7,653
	Sunday ed.	(m)	2,839	4,394	7,233	753	7,986	...	7,986
Paducah	News-Democrat**	(d)	2,762	6,123	8,885	319	9,204	60	9,264
	Sunday ed.	(m)	3,478	6,328	9,806	319	10,125	54	10,179
	*Sun***	(r)	4,061	4,911	8,972	343	9,315	38	9,353
LOUISIANA									
Baton Rouge	*State Times*	(r)	6,984	820	7,804	326	8,130	...	8,130
Monroe	*News-Star***	(r)	3,210	1,476	4,686	926	5,612	13	5,625
New Orleans	*Item*	(t)	48,008	...	48,008	14,826	62,834	14	62,848
	Saturday ed.	(y)	40,219	...	40,219	14,405	54,624	4	54,628
	Sunday ed.	(m)	50,383	...	50,383	33,187	83,570	346	83,916
	States	(t)	39,378	...	39,378	11,891	51,269	...	51,269
	Saturday ed.	(y)	30,871	...	30,871	11,537	42,408	...	42,408
	Sunday ed.	(m)	46,800	...	46,800	32,345	79,145	200	79,345
	Times-Picayune	(b)	48,698	...	48,698	29,072	77,770	61	77,831
	Sunday ed.	(m)	65,865	...	65,865	47,452	113,317	232	113,549
	Tribune	(b)	28,955	...	28,955	808	29,763	329	30,092
Shreveport	*Journal***	(r)	10,821	2,908	13,729	3,187	16,916	...	16,916
	*Times***	(b)	11,741	3,843	15,584	19,576	35,160	4	35,164
	Sunday ed.	(m)	15,880	5,401	21,281	28,500	49,781	100	49,881
MAINE									
Augusta	Kennebec Journal	(b)	2,893	7,516	10,409	1,046	11,455	11	11,466
Lewiston	*Journal***	(r)	6,128	3,458	9,586	3,231	12,817	36	12,853
	Sun**	(b)	6,775	8,005	14,780	2,517	17,297	63	17,360
Portland	*Express*	(r)	16,186	8,554	24,740	5,391	30,131	5	30,136
	Sunday ed.	(m)	14,347	8,649	22,996	8,077	31,073	9	31,082
	Press-Herald	(b)	11,444	11,496	22,940	13,062	36,002	408	36,410
Skowhegan	Independent Reporter (wkly.)	(z)	1,071	1,942	3,013	1,670	4,683	202	4,885
MARYLAND									
Baltimore	American	(b)	45,251	4,452	49,703	5,495	55,198	247	55,445
	Sunday ed.	(m)	101,977	11,342	113,319	24,001	137,320	159	137,479
	News	(r)	84,371	7,256	91,627	10,686	102,313	5	102,318
	Post	(r)	109,569	1,262	110,831	365	111,196	...	111,196
	Sun	(b)	88,086	11,250	99,336	27,276	126,612	73	126,685
	Sun	(r)	102,862	5,089	107,951	4,635	112,586	141	112,727
	Total Daily	(e)	190,948	16,339	207,287	31,911	239,198	214	239,412
	Sunday ed.	(m)	136,826	13,490	150,316	33,498	183,814	75	183,889
Cumberland	News	(b)	3,534	2,598	6,132	2,083	8,215	21	8,236
	Times	(r)	8,194	4,479	12,673	1,193	13,866	1	13,867
Hagerstown	Herald	(b)	2,130	2,042	4,172	209	4,381	182	4,563
	Mail	(r)	4,971	1,701	6,672	227	6,899	...	6,899
	Total Daily	(e)	7,101	3,743	10,844	436	11,280	182	11,462
MASSACHUSETTS									
Attleboro	*Sun***	(r)	3,820	1,404	5,224	281	5,505	...	5,505
Boston	Advertiser	(b)	70,870	14,614	85,484	45,163	130,647	...	130,647
	Sunday ed.	(m)	123,574	65,332	188,906	284,069	472,975	...	472,975
	American	(r)	128,289	33,701	161,990	61,820	223,810	...	223,810
	Christian Science Monitor	(r)	National Distribution				87,743	12,490	100,233
	Evening Transcript	(t)	22,462	3,217	25,679	6,299	31,978	...	31,978
	Saturday ed.	(y)	32,989	6,092	39,081	10,544	49,625	...	49,625
	Globe	(b)	59,368	17,538	76,906	50,615	127,521	37	127,558
	Globe	(r)	126,665	16,441	143,106	8,145	151,251	1	151,252
	Total Daily	(e)	186,033	33,979	220,012	58,760	278,772	38	278,810
	Sunday ed.	(m)	180,131	50,789	230,920	91,075	321,995	27	322,022
	Herald	(b)	56,350	14,452	70,802	35,756	106,558	489	107,047
	Traveler	(r)	105,993	12,671	118,664	10,835	129,499	5	129,504
	Total Daily	(e)	162,343	27,123	189,466	46,591	236,057	494	236,551
	Sunday ed.	(m)	56,969	21,486	78,455	42,427	120,882	36	120,918
	Post	(b)	199,341	55,973	255,314	123,283	378,597	...	378,597
	Sunday ed.	(m)	133,991	73,403	207,394	134,924	342,318	...	342,318
Brockton	*Times*	(r)	4,093	6,799	10,892	328	11,220	...	11,220
Clinton	*Item*	(r)	2,540	187	2,727	64	2,791	...	2,791
Fall River	*Globe*	(r)	7,479	373	7,852	435	8,278	100	8,387
	Herald	(r)	14,430	1,509	15,939	306	16,245	...	16,245
	News	(r)	3,222	1,673	4,895	321	5,216	...	5,216
Fitchburg	*Sentinel*	(r)	8,705	2,271	10,976	427	11,403	114	11,517
Gloucester	*Times***	(r)	5,669	1,096	6,765	595	7,360	...	7,360
Haverhill	*Gazette*	(r)	12,539	2,816	15,355	368	15,723	6	15,729
Lawrence	Eagle	(b)	1,601	168	1,769	27	1,796	...	1,796
	Tribune	(r)	13,873	4,419	18,292	765	19,057	1	19,058
	Total Daily	(e)	15,474	4,587	20,061	792	20,853	1	20,854
	Telegram	(r)	4,652	3,097	7,749	448	8,197	...	8,197
Lynn	*Item*	(r)	14,064	1,664	15,728	700	16,428	9	16,437
	Telegram-News	(r)	15,019	1,959	16,978	538	17,516	...	17,516
	Sunday ed.	(m)	14,443	3,663	18,106	286	18,392	...	18,392
New Bedford	Mercury*	(b)	6,133	678	6,811	522	7,333	156	7,489
	*Standard**	(r)	18,956	4,714	23,670	951	24,621	1	24,622
	Total Daily	(e)	25,089	5,392	30,481	1,473	31,954	157	32,111
	Sunday ed.	(m)	17,697	5,300	22,997	4,266	27,663	129	27,792
	*Times**	(r)	8,390	1,698	10,088	1,635	11,723	6	11,729
Newburyport	*News***	(r)	3,611	1,738	5,349	270	5,619	...	5,619
North Adams	*Transcript*	(r)	4,804	4,190	8,994	723	9,717	...	9,717
Northampton	*Gazette*	(r)	4,760	2,163	6,923	238	7,161	...	7,161
Salem	*News***	(r)	10,094	10,392	20,486	694	21,180	17	21,197
Springfield	*News*	(r)							
	Republican	(b)							
	Total Daily	(e)							
	Sunday ed.	(m)							
	Union	(b)	13,019	17,851	30,870	3,141	34,011	16	34,027
	Union	(r)	17,622	8,812	26,434	1,903	28,337	5	28,342
	Total Daily	(e)	30,641	26,663	57,304	5,044	62,348	21	62,369
	Sunday ed.	(m)	16,072	14,933	31,055	1,725	32,730	48	32,778
Taunton	*Gazette***	(r)	7,987	556	8,543	403	8,946	...	8,946
Worcester	*Post***	(r)	21,342	4,731	26,073	317	26,390	657	27,047
	*Gazette***	(r)	28,913	16,973	45,886	2,527	48,413	...	48,413
	Telegram**	(b)	23,790	16,317	40,107	3,244	43,351	4	43,355
	Total Daily	(e)	52,703	33,290	85,993	5,771	91,764	4	91,768
	Sunday ed.	(m)	29,319	17,705	47,024	3,055	50,079	...	50,079
MICHIGAN									
Adrian	*Telegram*	(r)	3,287	5,490	8,777	675	9,452	...	9,452
Alpena	*News*	(r)	2,427	764	3,191	275	3,466	...	3,466
Ann Arbor	*Times-News***	(r)	6,198	2,470	8,668	638	9,306	5	9,311
Battle Creek	*Enquirer-News*	(t)	8,575	3,563	12,138	273	12,411	4	12,415
	Saturday ed.	(y)	8,396	1,287	9,683	....	9,683	...	9,683
	Sunday ed.	(m)	8,439	3,570	12,009	271	12,280	2	12,282
Bay City	*Times-Tribune*	(t)	11,057	5,729	16,786	1,110	17,896	3	17,899
	Saturday ed.	(y)	10,998	3,166	14,164	638	14,802	1	14,803
	Sunday ed.	(m)	10,638	4,761	15,399	969	16,368	3	16,371
Detroit	Free Press	(b)	131,710	20,965	152,675	36,508	189,183	963	190,146
	Sunday ed.	(m)	110,813	34,924	145,737	106,049	251,786	395	252,181
	News	(r)	218,947	50,308	269,255	16,593	285,848	12	285,460
	Sunday ed.	(m)	187,047	56,213	243,260	56,596	299,856	294	300,150
	Times	(t)	184,392	26,595	210,987	17,646	228,633	3	228,636
	Saturday ed.	(y)	130,059	23,340	153,399	15,828	169,227	15	169,242
	Sunday ed.	(m)	145,790	39,659	185,449	73,796	259,245	...	259,245
Flint	*Journal*	(t)	26,015	8,071	34,086	1,137	35,223	30	35,253
	Saturday ed.	(y)	25,565	5,548	31,113	1,031	32,144	7	32,151
	Sunday ed.	(m)	23,686	5,756	29,442	629	30,071	2	30,073
Grand Rapids	Herald	(b)	10,207	10,039	20,246	12,297	32,543	509	33,052
	Sunday ed.	(m)	19,598	7,092	26,690	2,632	29,322	40	20,362
	Press	(r)	45,129	24,614	69,743	16,968	86,711	...	86,711
Hillsdale	*News*	(r)	1,391	2,904	4,295	219	4,514	3	4,517
Jackson	*Citizen-Patriot*	(t)	14,167	9,527	23,694	2,380	26,074	...	26,074
	Saturday ed.	(y)	13,770	3,976	17,746	1,062	18,808	...	18,808
	Sunday ed.	(m)	13,508	9,322	22,830	2,306	25,136	...	25,136
Kalamazoo	*Gazette***	(r)	14,938	9,297	24,235	2,184	26,419	...	26,419
	Sunday ed.	(m)	14,293	9,302	23,595	2,188	25,783	...	25,783
Lansing	*Capital News***	(r)	6,152	3,114	9,266	161	9,427	105	9,532
	*State Journal***	(r)	18,295	10,461	28,756	5,727	34,483	6	34,489
Ludington	*News*	(t)	1,900	1,481	3,381	163	3,544	4	3,548
	Sunday ed.	(m)	1,898	1,491	3,389	165	3,554	...	3,554
Marquette	Mining Journal	(b)	2,582	3,081	5,663	1,676	7,339	18	7,357
Muskegon	*Chronicle*	(r)	13,321	2,563	15,884	414	16,298	4	16,302
Pontiac	*Press*	(r)	10,482	6,562	17,044	999	18,043	26	18,069
Port Huron	*Times-Herald*	(r)	7,803	10,663	18,466	440	18,906	165	19,071
Saginaw	*News-Courier*	(s)	17,153	7,121	24,274	1,293	25,567	13	25,580
	Monday ed.	(v)	17,268	2,607	19,876	857	20,733	5	20,738
	Sunday ed.	(m)	16,576	6,539	23,115	1,217	24,332	30	24,362
St. Joseph	*Herald-Press*	(r)	1,827	1,587	3,414	265	3,679	4	3,683
Three Rivers	*Commercial*	(r)	1,385	967	2,350	119	2,469	...	2,469
MINNESOTA									
Duluth	*Herald*	(r)	22,673	12,441	35,114	8,155	43,269	170	43,439
	News-Tribune	(b)	18,066	9,770	27,836	2,325	30,161	6	30,167
	Sunday ed.	(m)	17,624	12,138	29,762	763	30,525	46	30,571
Hibbing	*Tribune*	(r)	2,895	1,373	4,268	167	4,435	38	4,473
Mankato	*Free Press*	(r)	3,066	3,290	6,356	720	7,076	7	7,083
Minneapolis	*Journal*	(r)	64,208	4,045	69,696*	46,107	115,803	605	116,408
	Sunday ed.	(m)	74,781	6,312	89,902*	68,673	158,575	135	158,710
	(*Local circulation includes St. Paul, 1,443 Daily; 8,809 Sunday.)								
	Star	(r)	34,368	913	35,621*	21,392	57,013	1,059	58,072
	(*Local circulation includes St. Paul, 340 Daily.)								
	Tribune	(b)	40,869	3,956	45,625*	22,461	68,086	129	68,215
	Tribune	(r)	43,254	1,802	45,358*	22,169	67,527	307	67,834
	Total Daily	(e)	84,123	5,758	90,983*	44,630	135,613	436	136,049
	Sunday ed.	(m)	78,017	5,587	88,101*	74,076	162,177	234	162,411
	(*Local circulation includes St. Paul, 800 Morning, 302 Evening, 4,497 Sunday.)								
St. Paul	Pioneer Press	(b)	48,350	5,348	54,445*	17,781	72,226	318	72,544
	Dispatch	(r)	53,042	3,993	57,726*	28,026	85,752	504	86,256
	Total Daily	(e)	101,392	9,341	112,271*	45,807	157,978	822	158,800
	Sunday ed.	(m)	52,825	5,366	62,120*	85,152	144,272	201	144,473
	(*Local circulation includes Minneapolis, 747 Morning, 691 Evening, 3,929 Sunday.)								
	News	(r)	40,886	4,558	45,526*	39,339	84,865	484	85,349
	Sunday ed.	(m)	34,171	4,025	38,272*	22,735	61,010	161	61,171
	(*Local circulation includes Minneapolis 82 Evening, 79 Sunday.)								
South St. Paul	*Reporter*	(r)	1,270	....	1,270	834	2,104	3,038	5,142
Winona	*Republican-Herald*	(r)	4,585	5,828	10,413	1,033	11,446	19	11,465
MISSISSIPPI									
Gulfport-Biloxi	*Herald*	(r)	3,256	1,427	4,683	294	4,977	38	5,015
Jackson	*News*	(r)	5,211	2,167	7,378	3,686	11,064	...	11,064
	Sunday ed.	(m)	4,990	2,201	7,191	3,602	10,793	...	10,793
Meridian	*Star*	(r)	3,680	7,605	11,285	557	11,842	3	11,845
	Sunday ed.	(m)	3,738	7,616	11,354	598	11,950	2	11,952
Vicksburg	*Post*	(r)	3,675	....	3,675	929	4,604	...	4,604
MISSOURI									
Cape Girardeau	*S. E. Missourian*	(r)	2,866	3,479	6,345	868	7,213	9	7,222
Columbia	*Missourian*	(r)	1,908	583	2,491	538	3,029	97	3,126
	Tribune	(r)	1,913	888	2,801	209	3,010	62	3,072
Hannibal	*Courier Post*								
	Journal	(r)	4,187	1,813	6,000	259	6,259	7	6,266
Joplin	Globe**	(d)	6,785	14,993	21,778	1,757	23,535	148	23,683
	New-Herald	(r)	5,528	5,227	10,755	272	11,027	...	11,027
	Total Daily	(g)	12,313	20,220	32,533	2,029	34,562	148	34,710
	Sunday ed.	(m)	7,777	16,251	24,028	2,120	26,148	129	26,277
Kansas City	Journal	(b)	61,628	18,193	79,821	65,493	145,314	464	145,778
	Post	(r)	72,517	27,538	100,055	56,243	156,298	10	156,308
	Total Daily	(e)	134,145	46,731	179,876	121,736	301,612	474	302,086
	Sunday ed.	(m)	72,881	20,193	93,074	76,995	170,069	440	170,509
	Star	(r)	145,599	23,660	169,259	75,597	244,856	94	244,950
	Times	(b)	140,779	23,517	164,296	75,773	240,069	200	240,269
	Total Daily	(e)	286,378	47,177	334,555	151,370	484,925	294	485,219
	Sunday ed.	(m)	139,226	23,385	165,611	103,617	269,228	189	269,417
Maryville	*Democratic-Forum & Tribune***	(r)	1,117	2,653	3,770	521	4,291	...	4,291
St. Joseph	Gazette**	(b)							
	Sunday ed.	(m)							
	*News-Press***	(r)	19,374	10,124	29,498	10,813	40,311	6	40,317
St. Louis	Globe-Democrat	(b)	131,404	17,391	148,795	77,684	226,479	100	226,579
	Sunday ed.	(m)	119,607	17,830	137,437	110,893	248,330	56	248,386
	Post-Dispatch	(r)	169,862	11,445	181,307	26,554	207,861	33	207,894
	Sunday ed.	(m)	194,989	18,441	213,430	135,022	348,452	241	348,693
	Star	(r)	95,707	8,837	104,544	11,190	115,734	73	115,807
	Times	(r)	46,258	3,641	49,899	10,176	60,075	64	60,139
Springfield	*Leader*	(r)	12,126	3,009	15,135	7,820	22,955	354	23,309
	Sunday ed.	(m)	12,243	2,924	15,167	7,288	22,455	38	22,493
	Republican	(d)							
	Sunday ed.	(m)							
MONTANA									
Anaconda	Standard	(b)	5,809*	936	6,745	2,098	8,843	...	8,843
	Sunday ed.	(m)	8,023*	1,325	9,348	3,476	12,824	...	12,824
	(*City circulation includes Butte, Sunday.)						3,915	daily;	5,776,
Billings	Gazette	(b)	1,742	3,461	5,203	1,527	6,730	9	6,739
	Gazette	(r)	1,740	125	1,865	1	1,866	30	1,896
	Total Daily	(e)	3,482	3,586	7,068	1,528	8,596	39	8,635
	Sunday ed.	(m)	3,494	3,773	7,267	1,727	8,994	84	9,078
Butte	Miner	(b)	6,778*	1,474	8,252	2,047	10,299	...	10,299
	Sunday ed.	(m)	12,641*	2,413	15,054	5,814	20,868	...	20,868
	(*City circulation includes Anaconda, 598 daily; Sunday.)								1,174
	Post	(r)	9,608*	971	10,579	492	11,071	2	11,073
	(*City circulation includes Anaconda, 957 daily.)								
Great Falls	*Leader*	(r)	2,178	455	2,633	570	3,203	23	3,226
	Tribune	(b)	4,501	2,600	7,101	4,646	11,747	63	11,810
	Sunday ed.	(m)	5,525	3,008	8,533	5,426	13,959	87	14,046
Helena	*Record-Herald*	(r)	2,376	486	2,862	2,616	5,478	2	5,480
Missoula	Missoulian	(b)	2,271	1,449	3,720	709	4,429	52	4,481
	Sentinel	(r)	2,033	244	2,277	43	2,320	...	2,320
	Total Daily	(e)	4,304	1,693	5,997	752	6,749	52	6,801
	Sunday ed.	(m)	3,392	1,816	5,208	905	6,113	54	6,167

(*Continued on page* 146)

The Consistent Leader
in
National Advertising

New York Evening Newspapers

NATIONAL advertisers have found through experience that they can depend on their advertising in The Sun to produce satisfactory results—to send customers into the local stores to buy branded and advertised products.

Because of its remarkable ability to create and increase consumer demand, The Sun is an unusually effective medium through which to secure retail distribution and dealer co-operation in New York for nationally advertised merchandise. The local dealers willingly stock and feature products advertised in The Sun because they know that advertising in The Sun brings more sales and increases their profits.

It is no wonder, therefore, that National Advertisers use more space in The Sun month after month and year after year than they use in any other New York evening newspaper.

The Sun	Second Evening Newspaper	The Sun's Lead
1925—3,765,150 Lines	2,774,910 Lines	990,240 Lines
1924—3,018,102 Lines	2,433,392 Lines	584,710 Lines
1923—2,368,588 Lines	2,241,048 Lines	127,540 Lines

The Sun's gain in National advertising in 1925 was larger than the combined gains of all the other New York evening newspapers.

The Sun is a home newspaper. It enables advertisers to reach all members of the family six days a week. Among the intelligent, prosperous, responsive people of New York The Sun has a larger home circulation than any other New York week-day newspaper.

The Sun's superior ability to produce results for advertisers is based on its large, high-class and unusually responsive circulation which is attributable in turn to the high character of The Sun as a newspaper.

A very rigid censorship on all advertising is maintained.

The Sun

280 BROADWAY NEW YORK

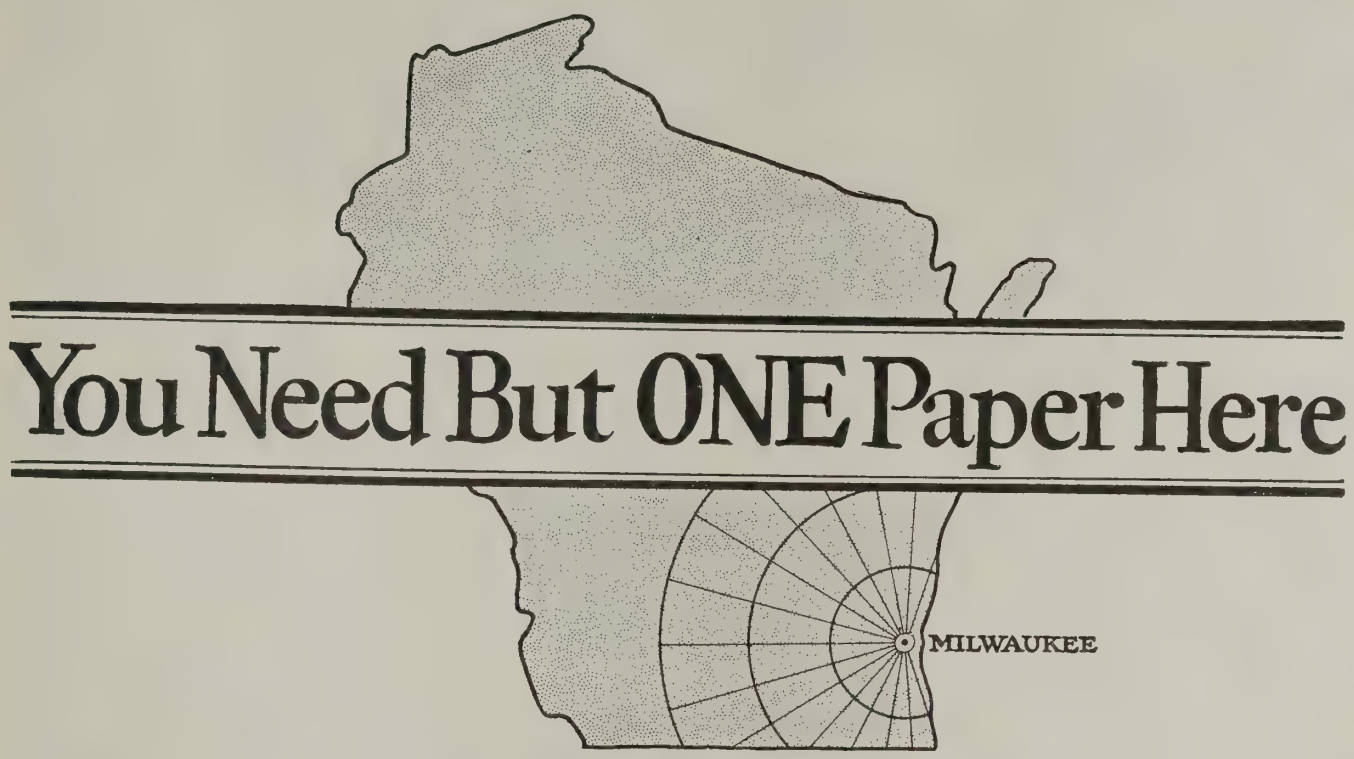
BOSTON Old South Building · WASHINGTON, D. C. Munsey Building · CHICAGO 208 So. La Salle St. · SAN FRANCISCO First National Bank Building · LOS ANGELES Van Nuys Building · PARIS 49 Avenue de l'Opera · LONDON 40-43 Fleet St.

CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 144)

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
NEBRASKA									
Fremont	*Tribune*	(r)	2,577	3,372	5,949	714	6,663	7	6,670
Grand Island	*Independent*	(r)	3,677	2,511	6,188	667	6,855	1	6,856
Hastings	*Tribune*	(r)	3,012	4,296	7,308	811	8,119	6	8,125
Lincoln	Journal	(b)	5,857	11,621	17,478	7,549	25,027	1	25,028
	Journal	(r)	10,438	2,727	13,225	600	13,825	10	13,835
	Total Daily	(e)	16,295	14,408	30,703	8,149	38,852	11	38,863
	Sunday ed.	(m)	11,278	9,926	21,204	5,844	27,048	18	27,066
	Star	(r)	12,455	14,882	27,337	7,645	34,982	37	35,019
	Sunday ed.	(m)	11,912	9,565	21,477	5,195	26,672	12	26,684
Norfolk	*News*	(r)	1,719	3,844	5,563	3,141	8,704	4	8,708
Omaha	Bee	(b)	10,184	5,928	16,112	30,811	46,923	3	46,926
	Bee	(r)	20,591	2,649	23,240	3,899	27,139	7	27,146
	Total Daily	(e)	30,775	8,577	39,352	34,710	74,062	10	74,072
	Sunday ed.	(m)	25,961	9,751	35,712	39,267	74,979	23	75,002
	News	(r)	29,877	5,133	35,010	39,695	74,705	169	74,784
	Sunday ed.	(m)	28,341	5,456	33,797	39,867	73,664	53	73,717
	World-Herald	(b)	8,864	9,372	18,236	33,484	51,720	55	51,775
	World-Herald	(r)	44,758	4,466	49,224	3,556	52,780	110	52,890
	Total Daily	(e)	53,622	13,838	67,460	37,040	104,500	165	104,665
	Sunday ed.	(m)	50,232	13,952	64,184	40,098	104,282	53	104,335
NEVADA									
Reno	*Gazette*	(r)	2,952	869	3,821	1,872	5,693	5	5,698
NEW HAMPSHIRE									
Concord	*Monitor-Patriot*	(r)	4,328	345	4,673	357	5,030	11	5,041
Manchester	*Leader*	(r)	13,189	1,169	14,358	447	14,805	...	14,805
	Union	(b)	1,922	4,291	6,213	7,771	13,984	2	13,986
	Total Daily	(e)	15,111	5,460	20,571	8,218	28,789	2	28,791
NEW JERSEY									
Asbury Park	*Press*	(r)	7,232	2,735	9,967	492	10,459	8	10,467
	Sunday ed.	(m)	4,098	1,267	5,365	299	5,664	7	5,671
Atlantic City	Press	(b)	16,508	4,640	21,148	748	21,896	704	22,600
	Union	(r)	7,450	453	7,903	53	7,956	13	7,969
	Total Daily	(e)	23,958	5,093	29,051	801	29,852	717	30,569
Bayonne	*Times*	(r)	12,902	....	12,902	168	13,070	...	13,070
Camden	*Courier*	(r)	21,469	16,789	38,258	275	38,533	59	38,592
	Post-Telegram	(r)	10,045	6,928	16,973	123	17,096	40	17,136
Elizabeth	*Journal*	(r)	15,902	6,264	22,166	1,009	23,175	1	23,176
Hackensack	*Record***	(r)	3,361	2,988	6,349	3,135	9,484	...	9,484
Hoboken	*Jersey Observer*	(r)	38134	2,643	40,777	1,130	41,907	...	41,907
Jersey City	*Jersey Journal*	(r)	41,568	70	41,638	872	42,510	...	42,510
Newark	Sunday Call	(m)	58,359	2,930	61,289	8,936	70,225	52	70,277
	Ledger	(b)	44,096	1,523	45,619	1,118	46,737	...	46,737
	Sunday ed.	(m)	25,576	790	26,366	713	27,079	...	27,079
	News	(r)	93,386	4,649	98,035	12,888	110,923	100	111,023
	Star-Eagle	(r)	76,774	2,012	78,786	6,348	85,134	3	85,137
Passaic	*Herald*	(r)	12,296	743	13,039	208	13,247	...	13,247
	News	(r)	8,928	3,518	12,446	300	12,746	28	12,774
Paterson	Call**	(b)	12,885	3,135	16,020	624	16,644	8	16,652
	*News***	(r)	10,612	2,614	13,226	181	13,407	22	13,429
	*Press-Guardian***	(r)	10,572	3,617	14,189	313	14,502	4	14,506
	Sunday ed.	(m)	11,352	1,020	12,372	29	12,401	...	12,401
Perth Amboy	*News*	(r)	6,413	4,833	11,246	149	11,395	22	11,417
Plainfield	*Courier-News*	(r)	7,440	1,714	9,154	233	9,387	7	9,394
Trenton	*Times*	(r)	28,144	10,008	38,152	1,260	39,412	20	39,432
	Sunday ed.	(m)	22,210	5,245	27,455	1,084	28,539	21	28,560
Union City	Hudson Dispatch	(b)	Applicant for membership.						
Wildwood	*Leader* (wkly.)	(x)	1,287	1,054	2,341	1,334	3,675	260	3,935
NEW MEXICO									
Albuquerque	Journal	(b)	3,033	656	3,689	1,238	4,927	2	4,929
	Sunday ed.	(m)	3,893	772	4,665	1,313	5,978	3	5,981
	N. M. State Tribune	(r)	5,196	1,566	6,762	3,608	10,370	37	10,409
NEW YORK									
Albany	Knickerbocker Press	(b)	15,907*	7,809	23,716	9,148	32,864	...	32,864
	Sunday ed.	(m)	30,196*	10,992	41,188	14,826	56,014	...	56,014
			(*City circulation includes Troy, 1,328 Daily; 4,239 Sunday; Schenectady, 1,348 Daily; 6,588 Sunday.)						
	News	(r)	20,237*	6,270	26,507	3,552	30,059	1	30,060
			(*City circulation includes Troy, 777; Schenectady, 198.)						
	Sunday Telegram	(m)	15,976*	4,516	20,492	1,295	21,787	...	21,787
			(*City circulation includes Troy, 6,862; Schenectady, 3,191.)						
	Times-Union	(r)	21,853*	9,368	30,421	4,607	35,028	1	35,029
			(*City circulation includes Troy, 470; Schenectady, 330.)						
Amsterdam	*Recorder*	(r)	6,199	1,032	7,231	369	7,600	3	7,603
Batavia	*News*	(r)	3,776	3,828	7,604	1,065	8,669	...	8,669
Binghamton	Sun**	(b)	8,115	7,401	15,516	3,819	19,335	2	19,337
	*Sun***	(r)	3,112	1,470	4,582	19	4,601	...	4,601
	Total Daily	(a)	11,227	8,871	20,098	3,838	23,936	2	23,938
	*Press***	(r)	19,606	11,087	30,693	3,516	34,209	2	34,211
Brooklyn	*Eagle*	(r)	60,300	7,262	67,562	3,060	70,622	...	70,622
	Sunday ed.	(m)	67,867	7,297	75,164	4,488	79,652	...	79,652
	Standard Union	(r)	62,680	367	63,047	348	63,395	...	63,395
	Sunday ed.	(m)	51,028	339	51,367	395	51,762	...	51,762
	Times	(r)	75,163	5,271	80,884	134	81,018	...	81,018
	Sunday ed.	(m)	68,371	3,871	72,242	104	72,346	...	72,346
Buffalo	Courier	(b)							
	Sunday ed.	(m)							
	Express	(b)	33,232	11,375	44,607	5,489	50,096	700	50,796
	Sunday ed.	(m)	32,445	14,274	46,719	10,499	57,218	464	57,682
	News	(r)	89,173	25,380	114,553	13,902	128,455	...	128,455
	Star & Enquirer	(r)							
	Times	(r)	72,839	15,838	88,677	10,147	98,824	...	98,824
	Sunday ed.	(m)	50,406	16,259	66,665	33,351	100,016	...	100,016
Corning	*Leader*	(r)	4,548	4,148	8,696	450	9,146	2	9,148
Dunkirk	*Observer*	(r)	3,475	669	4,144	122	4,266	60	4,326
Elmira	Advertiser	(b)	3,563	2,711	6,274	2,022	8,296	...	8,296
	Star-Gazette	(r)	12,976	10,258	23,234	1,970	25,204	...	25,204
	Total Daily	(e)	16,539	12,969	29,508	3,992	33,500	...	33,500
Freeport	*Review*	(r)	2,322	3,845	6,167	205	6,372	22	6,394
Geneva	*Times*	(r)	2,739	1,928	4,667	223	4,890	36	4,926
Glens Falls	Post-Star	(b)	3,869	4,192	8,061	1,161	9,222	44	9,266
	Times	(r)	3,303	3,467	6,770	414	7,184	...	7,184
Gloversville	Herald	(b)	3,342	2,594	5,936	415	6,351	...	6,351
	Leader-Republican	(r)	6,255	433	6,688	250	6,938	1	6,939
Hudson	*Register***	(r)	1,694	951	2,645	178	2,823	...	2,823
	Star**	(b)	1,166	1,925	3,091	223	3,314	1	3,315
Ithaca	*Journal-News*	(r)	4,977	1,882	6,859	574	7,433	40	7,473
Jamestown	*Journal***	(r)	6,598	1,311	7,909	288	8,197	1	8,198
	Post**	(b)	6,707	4,266	10,973	565	11,538	98	11,636
Kingston	*Freeman*	(r)	6,710	1,003	7,713	244	7,957	3	7,960
Lockport	*Union-Sun & Journal*	(r)	5,612	2,781	8,393	243	8,636	99	8,735
Long Island City	*Star*	(r)	20,892	16	20,908	107	21,015	...	21,015
Middletown	*Times-Press*	(r)	3,888	2,054	5,942	850	6,792	...	6,792
Mount Vernon	*Argus*	(r)	7,980	1,201	9,181	666	9,847	19	9,866
Newburgh	*News*	(r)	7,562	3,959	11,521	317	11,838	4	11,842
New Rochelle	*Standard-Star***	(r)	7,550	400	7,950	157	8,107	1	8,108
New York	American	(b)	175,054	52,124	227,178	24,147	251,325	43	251,368
	Sunday ed.	(m)	443,755	256,648	700,403	335,575	1,035,978	136	1,036,114
	Commercial	(b)	National Distribution				8,075	3,516	11,591
	Daily Mirror	(b)	201,601	29,468	231,069	18,075	249,144	...	249,144
	Daily News-Record	(b)	National Distribution				13,738	270	14,008
	Graphic	(r)	83,302	7,602	90,904	5,378	96,282	716	96,998
	Herald-Tribune	(b)	142,113	83,626	225,739	55,823	281,562	110	281,672
	Sunday ed.	(m)	132,035	87,854	219,889	101,798	321,687	202	321,889
	Journal	(r)	490,406	103,365	593,771	42,015	635,786	19	635,805
	News	(b)	782,594	104,241	886,835	34,121	920,956	...	920,956
	Sunday ed.	(m)	637,019	162,142	799,161	322,904	1,122,065	...	1,122,065
	Post	(t)	23,891	2,303	26,194	3,195	29,389	31	29,420
	Saturday ed.	(y)	37,958	4,915	42,873	5,697	48,570	80	48,650
	Sun	(r)	219,530	25,969	245,499	8,690	254,189	...	254,189
	Telegram	(r)	175,798	19,108	194,906	4,633	199,539	27	199,566
	Times	(b)	203,997	65,462	269,459	75,205	344,664	5,742	350,406
	Sunday ed.	(m)	230,948	95,238	326,186	241,668	567,854	4,961	572,815
	Women's Wear	(r)	National Distribution				26,939	1,050	27,989
	World	(b)	249,673	29,420	279,093	29,897	308,990	396	309,386
	Sunday ed.	(m)	381,568	73,600	455,267	86,708	541,975	411	542,386
	World	(r)	264,058	34,106	298,164	13,115	311,279	171	311,450
Niagara Falls	*Gazette*	(r)	13,016	6,416	19,432	904	20,336	49	20,385
No. Tonawanda	*News*	(r)	4,236	42	4,278	63	4,341	...	4,341
Ogdensburg	Republican-Journal	(b)	2,280	1,880	4,160	439	4,599	1	4,600
Olean	*Times*	(r)	4,058	3,497	7,555	269	7,824	15	7,839
Port Chester	*Item*	(r)	3,516	1,148	4,664	91	4,755	5	4,760
Port Jervis	*Union-Gazette*	(r)	2,712	331	3,043	113	3,156	...	3,156
Poughkeepsie	*Star & Enterprise*	(r)	8,814	3,428	12,242	187	12,429	...	12,429
Rochester	Democrat & Chronicle	(b)	33,921	21,396	55,317	7,494	62,811	14	62,825
	Sunday ed.	(m)	52,872	14,207	67,079	3,666	77,745	15	70,760
	Herald	(b)	14,827	8,837	23,664	3,467	27,131	51	27,182
	Sunday ed.	(m)	14,416	3,874	18,290	789	19,079	...	19,079
	Journal & Post-Express	(r)	29,147	5,466	34,613	4,133	38,746	...	38,746
	Sunday ed.	(m)	30,979	13,019	43,998	14,539	58,537	...	58,537
	Times-Union	(r)	48,100	16,337	64,437	3,535	67,972	2	67,974
Saratoga Springs	*Saratogian*	(r)	4,073	4,477	8,550	423	8,973	...	8,973
Schenectady	Gazette	(b)	18,516	3,724	22,240	786	23,026	...	23,026
	Union-Star	(r)	13,026	1,723	14,749	985	15,734	...	15,734
Staten Island	*Advance*	(r)	13,612	....	13,612	71	13,683	5	13,688
Syracuse	*Herald*	(r)	22,907	11,080	33,987	5,709	39,696	8	39,704
	Sunday ed.	(m)	27,332	19,528	46,860	24,604	71,464	8	71,472
	Journal	(r)	25,418	13,153	38,571	6,630	45,201	3	45,204
	Post-Standard	(b)	21,525	17,696	39,221	16,730	55,951	...	55,951
	Sunday ed.	(m)	16,725	15,394	32,119	26,188	58,307	...	58,307
	Telegram	(r)	25,477	16,427	41,904	8,405	50,309	5	50,314
	Sunday ed.	(m)	15,426	10,658	26,084	48,948	75,032	...	75,032
Tarrytown	*News*	(r)	2,071	208	2,279	71	2,350	5	2,355
Troy	Record	(b)	2,818	1,027	3,845	1,092	4,937	...	4,937
	Record	(r)	11,361	3,770	15,131	2,359	17,490	...	17,490
	Total Daily	(e)	14,179	4,797	18,976	3,451	22,427	...	22,427
Utica	*Observer-Dispatch*	(r)	22,280	13,620	35,900	1,910	37,810	9	37,819
	Press**	(b)	12,851	12,911	25,762	3,653	29,415	22	29,437
Watertown	*Standard*	(r)	3,877	6,082	9,959	4,060	14,019	1,259	15,278
	Times	(r)	4,917	7,233	12,150	4,298	16,448	1	16,449
Yonkers	*Herald*	(r)	12,569	286	12,855	189	13,044	15	13,059
	Statesman	(r)	5,011	273	5,284	171	5,455	...	5,455
NORTH CAROLINA									
Asheville	Citizen**	(b)	5,858	6,109	11,967	1,950	13,917	...	13,917
	Sunday ed.	(m)	6,651	4,997	11,648	1,785	13,433	28	13,461
	*Times***	(r)	5,665	3,797	9,462	947	10,409	17	10,426
	Sunday ed.	(m)	4,529	3,257	7,786	881	8,667	23	8,690
Charlotte	*News***	(r)	10,291	6,303	16,594	313	16,907	...	16,907
	Sunday ed.	(m)	9,660	7,767	17,427	321	17,748	...	17,748
	Observer**	(b)	9,023	16,917	25,940	5,807	31,747	31	31,778
	Sunday ed.	(m)	9,098	20,133	29,231	6,626	35,857	27	35,884
Durham	Herald**	(b)	7,690	2,848	10,538	253	10,791	...	10,791
	Sunday ed.	(m)	7,845	2,916	10,761	253	11,014	...	11,014
Greensboro	News	(b)	7,274	9,534	16,808	8,900	25,708	5	25,713
	Sunday ed.	(m)	8,263	11,253	19,516	11,586	31,102	50	31,152
Kinston	Free Press	(r)	1,711	1,044	2,755	136	2,891	3	2,894
Raleigh	News & Observer	(b)	5,023	8,743	13,766	17,691	31,457	3	31,460
	Sunday ed.	(m)	6,313	8,778	15,091	20,167	35,258	...	35,258
	Times	(r)	6,108	2,576	8,684	2,046	10,730	9	10,739
Wilmington	Star	(b)	4,093	2,150	6,243	683	6,926	...	6,926
	Sunday ed.	(m)	5,635	1,962	7,597	703	8,300	...	8,300
Winston-Salem	Journal**	(b)	5,340	4,814	10,154	1,220	11,374	...	11,374
	Sunday ed.	(m)	7,467	2,998	10,465	1,048	11,513	19	11,532
	Sentinel**	(r)	11,225	3,839	15,064	1,059	16,123	9	16,132
NORTH DAKOTA									
Bismarck	*Tribune***	(r)	1,692	1,474	3,166	877	4,043	...	4,043
Fargo	Forum**	(d)	1,230	1,684	2,914	2,546	5,460	...	5,460
	*Forum***	(r)	5,434	3,638	9,072	5,383	14,455	1	14,456
	Total Daily	(g)	6,664	5,322	11,986	7,929	19,915	1	19,916
	Sunday ed.	(m)	4,058	2,422	6,480	3,217	9,697	25	9,722
Grand Forks	Herald**	(d)	1,928	6,040	7,968	3,614	11,582	8	11,590
	*Herald***	(r)	1,970	1,894	3,864	1,167	5,031	8	5,039
	Total Daily	(g)	3,898	7,934	11,832	4,781	16,613	16	16,629
	Sunday ed.	(m)	3,213	6,172	9,385	3,778	13,163	15	13,178
OHIO									
Akron	*Beacon-Journal*	(r)	33,319	13,032	46,351	903	47,254	72	47,326
	Times-Press	(r)	28,545	13,409	41,954	1,178	43,130	145	43,275
	Sunday ed.	(m)	21,339	7,067	28,406	454	28,860	14	28,874
Alliance	*Review*	(r)	6,125	3,804	9,929	521	10,450	6	10,456
Ashland	*Times-Gazette*	(r)	2,381	2,147	4,528	329	4,857	35	4,892
Ashtabula	*Star-Beacon*	(r)	5,876	2,960	8,836	346	9,182	5	9,187
Athens	*Messenger*	(r)	2,080	5,064	7,144	2,666	9,810	...	9,810
	Sunday ed.	(m)	2,130	5,118	7,248	2,774	10,022	...	10,022
Bellefontaine	*Examiner*	(r)	2,476	2,375	4,851	265	5,116	...	5,116
Bowling Green	*Sentinel-Tribune*	(r)	1,469	1,906	3,375	179	3,554	1	3,555
Cambridge	*Jeffersonian***	(r)	3,839	5,913	9,752	1,303	11,055	1	11,056
Canton	*News*	(r)	16,745	5,641	22,386	3,194	25,580	8	25,588
	Sunday ed.	(m)	12,402	5,399	17,801	3,086	20,887	30	20,917
	Repository	(r)	24,333	8,859	33,192	2,537	35,729	6	35,735
	Sunday ed.	(m)	20,298	8,425	28,723	2,269	30,992	2	30,994
Cincinnati	*Post*	(r)	96,972	18,806	115,778	69,358	185,136	6	185,142
	Times-Star	(r)	112,236	19,172	131,408	19,849	151,257	43	151,300
Cleveland	*News*	(r)	118,287	17,887	136,174	21,565	157,739	...	157,739
	Sunday ed.	(m)	96,785	32,450	129,235	63,962	193,197	962	194,159
	Plain Dealer	(b)	112,839	32,994	145,833	53,795	199,628	...	199,628
	Sunday ed.	(m)	139,205	38,109	177,314	68,215	245,529	...	245,529
	Press	(r)	174,170	17,105	191,275	19,935	211,210	...	211,210
Columbus	*Citizen*	(r)	54,456	17,753	72,209	9,230	81,439	...	81,439
Coshocton	*Tribune & Times Age***	(r)	3,225	2,673	5,898	448	6,346	...	6,346
	Sunday ed.	(m)	3,164	2,677	5,841	448	6,289	...	6,289
Dayton	*Herald*	(r)	24,420	11,081	35,501	2,294	37,795	218	38,013
	Journal	(b)	15,553	8,478	24,031	1,821	25,852	503	26,355
	Sunday ed.	(m)	25,154	13,384	38,538	4,956	43,494	119	43,613
	News	(r)	35,401	11,601	47,002	2,001	49,003	231	49,234
	Sunday ed.	(m)	31,031	9,161	40,192	3,836	44,028	164	44,192

(*Continued on page* 150)



You Need But ONE Paper Here

THE RICH and stable Milwaukee-Wisconsin market provides an exceptional opportunity to build a large volume of sales in 1926 at a remarkably low advertising cost per sale.

Here an advertising dollar can be made to yield better than average results. Only ONE newspaper — The Milwaukee Journal—is needed to thoroughly cover and sell this prosperous market.

The Milwaukee Journal influences the buying habits of more than one half million Wisconsin people, including more than 4 out of every 5 Milwaukee families. The tremendous scope of this influence is reflected in The Milwaukee Journal's 1925 advertising record—this newspaper printed nearly two and a half times as much paid advertising as either of the other two Milwaukee papers:

Total Paid Advertising — 1925
(The 3 Milwaukee Papers)

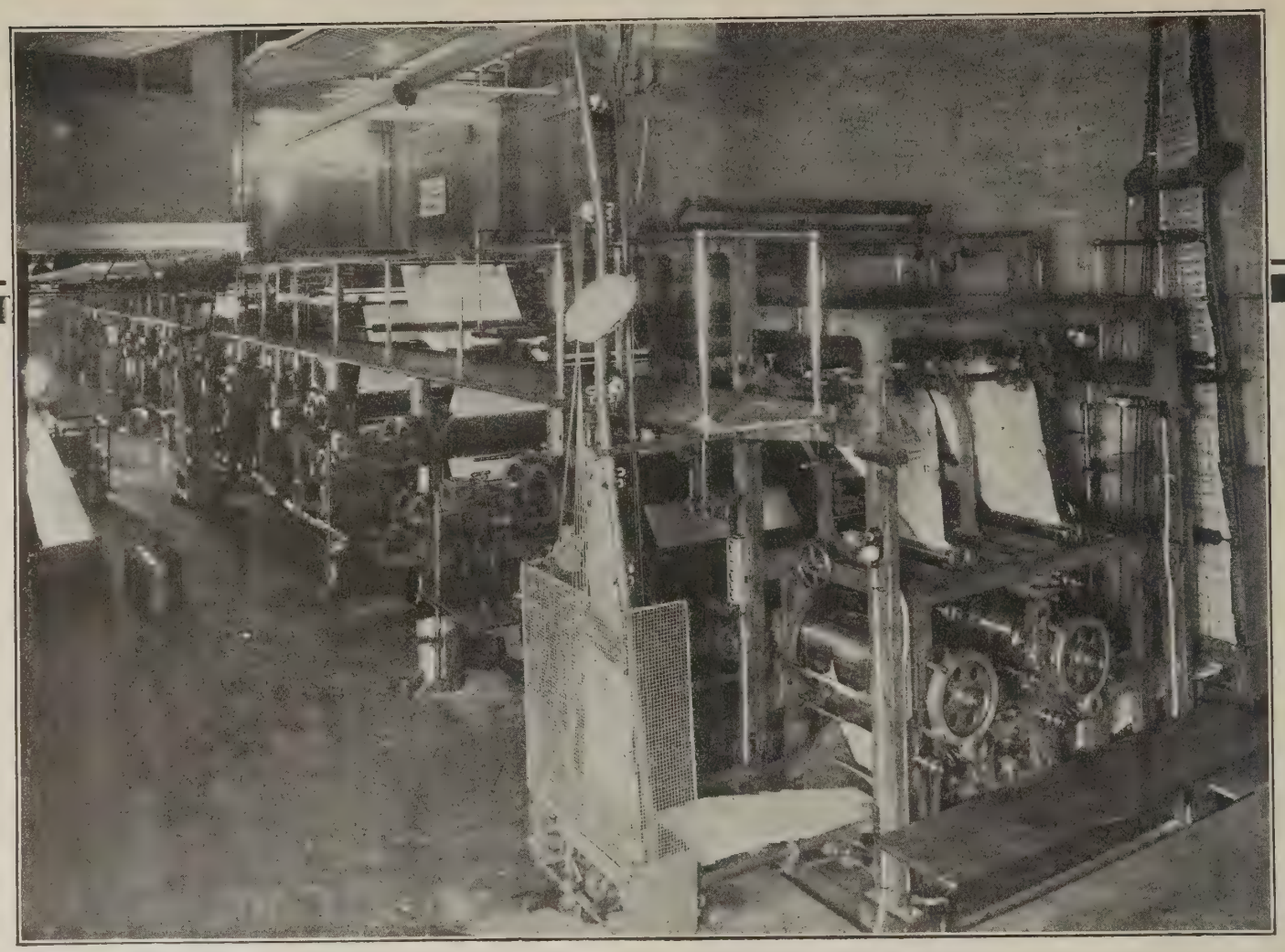
The Journal	17,539,375 lines
Second paper	7,301,847 lines
Third paper	7,290,613 lines

The Journal led the other *two* Milwaukee papers *combined* by a wide margin in every division—local display, national display and classified advertising—during the past year.

The ideal combination of a consistently prosperous market thoroughly covered by ONE newspaper merits your investigation of the possibilities here.

The Milwaukee Journal

***FIRST*—by Merit**



Photographed in the Pressroom of the Columbus, O., Dispatch

180 Miles of Newsprint an Hour

THE giant 12-Unit Hoe "Superspeed" Unit-Type Press, installed in the *Columbus Dispatch*, has a capacity of 320,000 12-Page newspapers an hour. Enough paper passes through this marvelous machine in one hour to reach from Columbus to Pittsburgh. In this remarkable performance speed is but part of the picture; because unrivaled net output, flexibility of combinations, simplicity and economy of operation all go to make the Hoe Newspaper Press the supreme expression of mechanical perfection.



The Columbus Dispatch

THE DISPATCH
CHARACTER
ENTERPRISE
INDEPENDENCE

COLUMBUS, OHIO

SUBJECT.

December 26, 1925.

R. Hoe & Co.,
New York City.

Gentlemen:-

Hoe and company has kept the faith. One may hesitate when turning from old to new mechanical devices, but he who accepts a Hoe Superspeed Unit-Type press upon the word of its builders, need have no fears.

The twelve-unit machine installed in the Dispatch's new plant is a beautiful thing to the practiced eye, and its performance is a joy born of the splendid workmanship and engineering of its builders.

Its operation is simple, its noiselessness and elasticity for combinations remarkable, and its speed magnificent. It has aroused a real enthusiasm for itself, from the Dispatch's big family, owners to least apprentice boy.

The Dispatch wishes Hoe & Co. long life and continued success. To its courteous personnel this newspaper organization sends cordial greetings.

Most sincerely,

The Dispatch Printing Co.,

Arthur S. Thuson

Editor and Assoc. Publisher.

ACJ-B

Where Performance Writes Its Own Praise

R. HOE & CO., INC.

504-520 GRAND STREET, NEW YORK CITY

BOSTON : CHICAGO : LONDON : DUNELLEN

CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 146)

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Delaware	*Gazette***	(r)	1,780	267	2,047	123	2,170	3	2,173
E. Liverpool	*Review-Tribune***	(r)	5,677	5,080	10,757	456	11,213	...	11,213
Elyria	*Chronicle-Telegraph***	(r)	5,340	2,844	8,144	337	8,521	3	8,524
Findlay	Republican	(b)	4,599	3,018	7,617	417	8,034	4	8,038
Fremont	*News*	(r)	3,207	657	3,864	65	3,929	4	3,933
Hamilton	*Journal*	(r)	7,875	2,199	10,074	362	10,436	3	10,439
Ironton	Irontonian	(d)	2,448	2,670	5,118	1,245	6,363	1	6,364
	Sunday ed...	(m)	2,507	2,701	5,208	1,272	6,480	1	6,481
Lima	*News & Times-Democrat*	(t)	10,320	5,439	15,759	344	16,103	54	16,157
	Saturday ed..	(y)	10,167	3,157	13,324	342	13,666	50	13,716
	Sunday ed...	(m)	10,117	6,305	16,422	343	16,765	...	16,765
	Republican-Gazette	(t)	3,121	4,923	8,044	113	8,157	...	8,157
	Saturday ed..	(y)	2,878	1,594	4,472	113	4,585	...	4,585
	Sunday ed...	(m)	3,109	4,896	8,005	114	8,119	...	8,119
Lorain	*Journal***	(r)	5,329	2,190	7,519	348	7,867	25	7,892
	*Times-Herald***	(r)	5,662	1,412	7,074	196	7,270	...	7,270
Mansfield	*News***	(t)	6,929	3,314	10,243	815	11,058	1	11,059
	Saturday ed..	(y)	6,905	2,702	9,607	751	10,358	...	10,358
	Sunday ed...	(m)	6,770	3,187	9,957	838	10,795	...	10,795
Marietta	*Times*	(r)	2,807	2,717	5,524	392	5,916	5	5,921
Marion	*Star***	(r)	7,487	5,229	12,716	585	13,301	1	13,302
Martins Ferry	*Times***	(r)	4,403	4,519	8,922	172	9,094	3	9,097
Massillon	*Independent*	(r)	5,890	1,987	7,877	330	8,207	1	8,208
Middletown	*Journal*	(t)	3,921	1,199	5,120	216	5,336	101	5,437
	Sunday ed...	(m)	4,339	1,189	5,528	253	5,781	101	5,882
	News-Signal	(r)	4,272	696	4,968	131	5,099	17	5,116
Mt. Vernon	*Republican-News***	(r)	2,036	1,799	3,835	247	4,082	...	4,082
Newark	*Advocate***	(r)	5,852	3,638	9,490	729	10,219	5	10,224
Painesville	*Telegraph*	(r)	2,490	1,470	3,960	117	4,077	3	4,080
Portsmouth	Sun	(d)	2,621	2,072	4,693	2,116	6,809	100	6,909
	Times	(r)	7,793	5,757	13,550	1,209	14,759	2	14,761
	Sunday ed...	(m)	7,263	5,484	12,747	1,104	13,851	41	13,892
Salem	*News*	(r)	2,433	716	3,149	213	3,362	32	3,394
Sandusky	Register***	(d)	3,824	4,794	8,618	1,504	10,122	8	10,130
	Sunday ed...	(m)	4,143	4,814	8,957	1,510	10,467	10	10,477
	*Star-Journal***	(r)	5,555	2,518	8,073	1,045	9,118	4	9,122
Springfield	*News*	(r)	16,230	2,558	18,788	553	19,341	1	19,342
	Sunday ed...	(m)	15,066	2,646	17,712	469	18,181	...	18,181
	Sun	(b)	8,411	4,398	12,809	749	13,558	113	13,671
	Sunday ed...	(m)	7,240	3,074	10,314	788	11,102	2	11,104
Tiffin	*Advertiser*	(b)	2,459	783	3,242	223	3,465	7	3,472
	Tribune	(r)	1,544	801	2,345	357	2,702	...	2,702
Toledo	*Blade*	(r)	57,187	41,355	98,542	16,558	115,100	...	115,100
	News-Bee	(r)	46,749	28,022	74,771	12,833	87,604	...	87,604
Warren	*Tribune*	(r)	8,325	2,516	10,841	472	11,313	7	11,320
Wooster	*Record*	(r)	2,434	3,776	6,210	554	6,764	15	6,779
Youngstown	*Telegram*	(r)	19,136	10,652	29,788	2,711	32,499	23	32,522
	Vindicator	(r)	19,963	8,517	28,480	2,255	30,735	33	30,768
	Sunday ed...	(m)	19,987	8,284	28,271	1,439	29,710	10	29,720
Zanesville	Times-Recorder	(b)	7,707	10,825	18,532	676	19,208	...	19,208
	Signal	(r)	6,252	4,294	10,546	478	11,024	...	11,024
	Total Daily...	(e)	13,959	15,119	29,078	1,154	30,232	...	30,232

OKLAHOMA

Bartlesville	Examiner	(d)	2,241	1,394	3,635	227	3,862	79	3,941
	Sunday ed...	(m)	2,318	1,394	3,712	233	3,945	52	3,997
McAlester	*News-Capital*	(r)	2,127	1,167	3,294	175	3,469	9	3,478
Muskogee	Phoenix	(b)	6,324	4,415	10,739	2,004	12,743	...	12,743
	Sunday ed...	(m)	6,945	5,034	11,979	2,218	14,197	...	14,197
	Times-Democrat	(r)	4,352	3,286	7,638	3,067	10,705	...	10,705
Oklahoma City	*News*	(r)	21,362	9,183	30,545	7,049	37,594	...	37,594
	Oklahoman	(b)	19,667	7,848	27,516	38,113	65,629	...	65,629
	Times	(r)	24,072	10,125	34,197	24,107	58,304	6	58,310
	Total Daily...	(e)	43,739	17,974	61,713	62,220	123,933	6	123,939
	Sunday ed...	(m)	24,410	10,471	34,881	47,403	82,284	149	82,433
Okmulgee	*Democrat***	(t)	2,512	711	3,223	282	3,505	1	3,506
	Sunday ed...	(m)	2,385	730	3,115	269	3,384	...	3,384
	Times***	(d)	3,404	2,194	5,598	520	6,118	135	6,253
	Sunday ed...	(m)	3,450	2,215	5,665	521	6,186	115	6,301
	Total Daily...	(g)	5,916	2,905	8,821	802	9,623	136	9,759
	Total Sunday	(m)	5,835	2,945	8,780	790	9,570	115	9,685
Tulsa	*Tribune*	(r)	19,914	7,681	27,595	7,274	34,869	231	35,100
	Sunday ed...	(m)	20,653	8,333	28,986	8,682	37,668	162	37,830
	World	(b)	19,378	9,049	28,427	15,503	43,930	639	44,569
	Sunday ed...	(m)	21,241	9,376	30,617	18,151	48,768	518	49,286

OREGON

Albany	*Democrat-Herald*	(r)	1,444	1,286	2,730	1,379	4,109	...	4,109
Astoria	*Budget*	(r)	1,831	448	2,279	141	2,420	1	2,421
	Astorian	(d)	1,417	781	2,198	114	2,312	110	2,422
	Sunday ed...	(m)	1,453	805	2,258	114	2,372	110	2,482
Bend	*Bulletin*	(r)	1,633	59	1,692	177	1,869	1	1,870
Eugene	*Guard*	(r)	2,900	2,314	5,214	823	6,037	...	6,037
	Register	(d)	2,482	2,586	5,068	660	5,728	...	5,728
	Sunday ed...	(m)	2,565	2,581	5,146	723	5,869	...	5,869
Pendleton	*East Oregonian*	(r)	1,749	785	2,534	239	2,773	45	2,818
Portland	*Oregon Journal*	(r)	49,630	13,795	63,425	26,259	89,684	423	90,107
	Sunday ed...	(m)	52,770	19,817	72,587	42,125	114,712	91	114,803
	News	(r)	32,501	4,941	37,442	5,724	43,166	164	43,330
	Oregonian	(b)	47,068	14,795	61,863	36,930	98,793	611	99,404
	Sunday ed...	(m)	66,006	20,926	86,932	57,210	144,142	675	144,817
	Telegram	(r)	33,483	11,496	44,979	13,640	58,619	149	58,768
Salem	*Capital-Journal*	(r)	4,436	2,094	6,530	252	6,782	53	6,835
The Dalles	*Chronicle*	(r)	1,501	456	1,957	181	2,138	...	2,138

PENNSYLVANIA

Allentown	*Chronicle & News & Item***	(r)	8,755	1,868	10,623	184	10,807	...	10,807
	Call***	(b)	13,799	14,875	28,674	1,510	30,184	90	30,274
	Sunday ed...	(m)	11,974	7,602	19,576	709	20,285	1,000	21,285
Altoona	*Mirror***	(r)	15,507	8,887	24,394	2,709	27,103	240	27,343
	Tribune***	(b)	7,390	4,040	11,430	2,839	14,269	153	14,422
Beaver	*Times*	(r)	1,019	3,474	4,493	128	4,621	14	4,635
Chester	*Times*	(r)	11,334	5,862	17,196	614	17,810	17	17,827
Connellsville	*Courier***	(r)	2,780	2,512	5,292	509	5,801	...	5,801
Easton	*Express*	(r)	11,699	10,349	22,048	1,409	23,457	5	23,462
	Free Press	(r)	6,592	4,176	10,768	501	11,269	8	11,277
Erie	*Dispatch-Herald*	(r)	18,904	6,367	25,271	3,543	28,814	9	28,823
	Sunday ed...	(m)	18,626	2,859	21,485	1,900	23,385	...	23,385
	Times	(r)	17,859	6,255	24,114	3,912	28,026	8	28,034
Greensburg	Review	(b)	2,303	2,224	4,527	603	5,130	2	5,132
	Tribune	(r)	2,921	3,269	6,190	353	6,543	5	6,548
	Total Daily...	(e)	5,224	5,493	10,717	956	11,673	7	11,680
Harrisburg	*News*	(r)	16,460	15,736	32,196	14,345	46,541	124	46,665
	Patriot	(b)	10,699	7,630	18,329	2,472	20,801	64	20,865
	Total Daily...	(e)	27,159	23,366	50,525	16,817	67,342	188	67,530
	Telegraph	(r)	12,227	10,415	22,642	16,700	39,342	7	39,349
Kittanning	*Simpson's Leader-Times***	(r)	2,320	2,956	5,276	256	5,532	10	5,542
Lancaster	*New Era*	(r)	9,345	9,453	18,798	1,073	19,871	1,544	21,415
	Intelligencer	(r)	8,545	5,272	13,817	250	14,067	6	14,067
	News-Journal	(b)	4,633	8,985	13,618	168	13,786	47	13,833
	Total Daily...	(e)	13,178	14,257	27,435	418	27,853	53	27,906
McKeesport	*News***	(r)	9,038	3,235	12,273	554	12,827	5	12,832
Meadville	Tribune-Republican	(b)	1,493	3,575	5,068	357	5,425	1	5,426
	Republican	(r)	2,081	....	2,081	5	2,086	1	2,087
	Total Daily...	(e)	3,574	3,575	7,149	362	7,511	2	7,513
Mt. Carmel	*Item***	(r)	2,217	1,584	3,801	256	4,057	...	4,057
New Castle	*News*	(r)	11,285	3,798	15,083	963	16,046	21	16,067
Norristown	*Times-Herald*	(r)	6,790	5,254	12,044	679	12,723	6	12,729
Oil City	Derrick***	(b)	3,989	2,659	6,648	645	7,293	86	7,379
Philadelphia	*Bulletin*	(r)	374,799	114,604	489,403	30,669	520,072	...	520,072
	Inquirer	(b)	187,713	52,235	239,948	47,209	287,157	...	287,157
	Sunday ed...	(m)	239,401	101,453	340,854	78,197	419,051	...	419,051
	Public Ledger	(b)	51,241	33,081	84,322	43,395	127,717	877	128,594
	Public Ledger	(r)	151,648	35,536	187,184	10,613	197,797	5	197,802
	Total daily...	(e)	202,889	68,617	271,506	54,008	325,514	882	326,396
	Sunday ed...	(m)	134,480	87,941	222,421	164,234	386,655	732	387,387
	Record	(b)	80,069	37,762	117,831	31,022	148,853	...	148,853
	Sunday ed...	(m)	57,498	33,471	90,969	30,345	121,314	...	121,314
Pittsburgh	*Chronicle-Telegraph*	(r)	52,486	30,649	83,135	14,707	97,842	...	97,842
	Gazette-Times	(b)	45,094	21,536	66,630	37,557	104,187	...	104,187
	Sunday ed...	(m)	38,879	34,003	72,882	65,787	138,669	...	138,669
	Post	(b)	80,999	27,337	108,336	33,626	141,962	...	141,962
	Sunday ed...	(m)	57,825	50,344	108,169	78,141	186,310	...	186,310
	Press	(r)	130,916	36,545	167,461	14,422	181,883	...	181,883
	Sunday ed...	(m)	119,626	52,643	172,269	61,108	233,377	...	233,377
	Sun	(r)	38,081	26,522	64,603	14,223	78,826	...	78,826
Pottstown	News	(b)	4,322	3,265	7,587	363	7,950	6	7,956
Pottsville	Morning Paper***	(b)	1,292	1,014	2,306	753	3,059	33	3,092
	*Republican****	(r)	4,352	5,337	9,689	3,016	12,705	60	12,765
	Total Daily...	(e)	5,644	6,351	11,995	3,769	15,764	93	15,857
Reading	*Eagle*	(r)	19,558	16,704	36,262	3,647	39,909	16	39,925
	Sunday ed...	(m)	16,840	9,005	25,845	1,011	26,856	165	27,021
	Times	(b)	12,608	5,279	17,887	1,509	19,396	68	19,464
	Tribune	(r)	9,412	3,096	12,508	939	13,447	146	13,593
	Sunday ed...	(m)	7,765	2,453	10,218	628	10,846	70	10,916
Scranton	*Times***	(r)	27,328	14,579	41,907	781	42,688	37	42,725
Shamokin	*News***	(r)	2,877	1,171	4,048	239	4,287	...	4,287
Sharon	*Herald*	(r)	3,269	3,550	6,819	212	7,031	...	7,031
	News-Telegraph	(r)	3,042	3,510	6,552	124	6,676	32	6,708
Sunbury	*Daily*	(r)	2,582	1,805	4,387	647	5,034	6	5,040
	Item	(r)	2,223	2,201	4,424	534	4,958	1	4,959
Titusville	Herald***	(b)	1,975	2,251	4,226	685	4,911	...	4,911
Towanda	Review***	(b)	1,106	3,411	4,517	805	5,322	52	5,374
Warren	Mirror***	(b)	1,323	1,803	3,126	750	3,876	6	3,882
	*Times****	(r)	2,567	1,333	3,900	499	4,399	2	4,401
	Total Daily...	(e)	3,890	3,136	7,026	1,249	8,275	8	8,283
Washington	Observer	(b)	1,744	8,624	10,368	530	10,898	13	10,911
	Reporter	(r)	5,504	209	5,713	237	5,950	...	5,950
	Total Daily...	(e)	7,248	8,833	16,081	767	16,848	13	16,861
Wilkes-Barre	Sunday Independent***	(m)	5,836	11,894	17,730	166	17,896	231	18,127
	Record***	(b)	9,004	12,399	21,403	1,696	23,099	180	23,279
	*Times-Leader****	(r)	9,614	14,420	24,034	911	24,945	...	24,945
Williamsport	*Sun*	(r)	12,268	6,862	19,130	834	19,964	18	19,982

RHODE ISLAND

Pawtucket	*Times*	(r)	19,786	5,911	25,967	905	26,602	10	26,612
Providence	*Bulletin*	(r)	51,302	10,894	62,196	4,203	66,399	4	66,403
	Journal	(b)	22,582	11,396	33,978	3,855	37,833	6	37,839
	Sunday ed...	(m)	40,260	19,605	59,865	5,412	65,277	27	65,304
	News	(r)	18,346	9,399	27,745	1,673	29,418	3	49,421
	Tribune	(r)	16,371	5,203	21,574	470	22,044	5	22,049
	Sunday ed...	(m)	6,435	3,028	9,463	147	9,610	33	9,643
Westerly	*Sun*	(t)	2,764	1,767	4,531	199	4,730	...	4,730
	Sunday ed...	(q)	2,631	1,952	4,583	198	4,781	...	4,781
Woonsocket	*Call***	(r)	8,603	4,935	13,538	421	13,959	...	13,959

SOUTH CAROLINA

Anderson	*Mail*	(r)	1,956	2,045	4,001	202	4,203	...	4,203
Charleston	New & Courier	(b)	4,986	3,800	8,786	3,345	12,131	7	12,138
	Sunday ed...	(m)	8,355	3,003	11,358	2,538	13,896	...	13,896
	Post	(r)	10,027	3,554	13,581	484	14,065	2	14,067
Columbia	*Record*	(r)	6,036	4,413	10,449	4,008	14,457	2	14,459
	Sunday ed...	(m)	5,558	4,701	10,259	4,033	14,292	11	14,303
	State	(b)	5,470	6,346	11,917	11,746	23,663	3	23,666
	Sunday ed...	(m)	6,106	5,919	12,025	12,813	24,838	...	24,838
Greenville	News	(b)	7,980	10,792	18,772	2,932	21,704	...	21,704
	Sunday ed...	(m)	9,911	9,301	19,212	3,737	22,949	...	22,949
	Piedmont	(r)	5,819	3,699	9,518	531	10,049	...	10,049
Spartanburg	Herald	(b)	2,028	4,967	6,995	257	7,252	...	7,252
	Sunday ed...	(m)	4,549	4,920	9,469	470	9,939	...	9,939
	Journal	(r)	3,041	1,045	4,086	86	4,172	...	4,172

SOUTH DAKOTA

Aberdeen	American	(b)	1,418	3,591	5,009	649	5,658	164	5,822
	News	(r)	2,607	1,507	4,114	439	4,553	4	4,557
	Sunday ed...	(m)	2,596	4,994	7,590	1,086	8,676	199	8,875
Mitchell	*Republican*	(r)	1,740	5,107	6,847	1,898	8,745	43	8,788
Sioux Falls	*Argus-Leader***	(r)	7,539	13,104	20,643	6,646	27,289	22	27,311
	Press***	(d)	2,502	7,718	10,220	2,768	12,988	45	13,033
	Sunday ed...	(m)	3,837	8,131	11,968	2,841	14,809	48	14,857
Watertown	*Public Opinion*	(r)	1,936	2,734	4,670	547	5,217	...	5,217

TENNESSEE

Chattanooga	*News*	(r)	20,077	6,504	26,581	2,677	29,258	16	29,274
	Times	(b)	19,155	8,469	27,624	2,516	30,140	63	30,203
	Sunday ed...	(m)	21,404	6,185	27,589	2,560	30,149	81	30,230
Johnson City	Chronicle	(d)	1,090	1,102	2,192	1,410	3,602	6	3,608
	Staff-News	(t)	2,025	990	3,015	525	3,540	...	3,540
	Total Daily...	(g)	3,115	2,092	5,207	1,935	7,142	6	7,148
	Sunday ed...	(m)	2,895	1,874	4,769	1,729	6,498	...	6,498
Knoxville	Journal	(b)	12,001	13,134	25,135	3,303	28,438	64	28,502
	Sunday ed...	(m)	14,668	8,078	22,746	3,295	26,041	19	26,060
	News	(r)	14,155	1,269	15,424	326	15,750	1	15,751
	Sentinel	(r)	12,926	10,223	23,149	3,396	26,545	...	26,545
	Sunday ed...	(m)	13,605	10,167	23,772	3,353	27,125	...	27,125
Memphis	Commercial Appeal	(b)	35,428	18,281	53,709	46,280	99,989	...	99,989
	Sunday ed...	(m)	41,747	22,146	63,893	62,170	126,063	...	126,063
	News-Scimitar	(r)	28,309	12,240	40,549	11,910	52,459	26	52,485
	Sunday ed...	(m)	22,851	10,756	33,607	10,381	43,988	1	43,989
	Press	(r)	39,911	3,017	42,928	1,319	44,247	2	44,249
Nashville	*Banner*	(r)	24,210	22,709	46,919	4,817	51,736	14	51,750
	Sunday ed...	(m)	27,850	22,407	50,257	4,301	54,558	190	54,748
	Tennessean	(b)	24,341	13,389	37,730	3,039	40,769	...	40,769
	Tennessean	(r)	22,476	2,833	25,309	62	25,371	...	25,371
	Total Daily...	(e)	46,817	16,222	63,039	3,101	66,140	...	66,140
	Sunday ed...	(m)	27,017	10,269	37,286	3,137	40,423	35	40,458

TEXAS

Amarillo	*Globe*	(t)	3,245	1,582	4,827	1,715	6,542	...	6,542
	Sunday ed...	(m)	3,313	1,602	4,915	1,705	6,620	...	6,620
	News	(d)	3,728	1,316	5,044	2,876	7,920	186	8,106
	Sunday ed...	(m)	4,041	1,695	5,736	4,524	10,260	266	10,526

(*Continued on page* 152)

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CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 150)

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Austin	American	(b)	5,814	5,844	11,658	375	12,033	...	12,033
	Statesman	(r)	5,389	941	6,330	430	6,760	...	6,760
	Total Daily	(e)	11,203	6,785	17,988	805	18,793	...	18,793
	Sunday ed.	(m)	10,611	7,297	17,908	828	18,736	...	18,736
Beaumont	Enterprise	(b)	6,037	6,754	12,791	8,832	21,623	174	21,797
	Sunday ed.	(m)	8,844	8,772	17,616	12,556	30,172	139	30,311
	Journal	(r)	6,571	2,184	8,755	1,105	9,860	5	9,865
Dallas	*Dispatch*	(r)	27,125	1,604	28,729	2,067	30,796	...	30,796
	Journal	(r)	30,866	6,806	37,672	3,294	40,966	1	40,967
	News	(b)	24,022	14,742	38,764	32,464	71,228	...	71,228
	Sunday ed.	(m)	32,963	18,394	51,357	41,778	93,135	...	93,135
Denton	*Record-Chronicle***	(r)	1,598	636	2,234	198	2,432	1	2,433
El Paso	*Herald*	(r)							
	Times	(b)							
	Sunday ed.	(m)							
	Post	(r)	9,593	785	10,378	146	10,524	...	10,524
Fort Worth	*Press*	(r)	16,890	300	17,190	705	17,895	20	17,915
	Record	(b)	15,245	1,309	16,554	15,948	32,502	210	32,712
	Sunday ed.	(m)	19,214	1,731	20,945	42,154	63,099	18	63,117
	Star-Telegram	(r)	21,582	2,187	23,769	65,248	89,017	50	89,067
	Sunday ed.	(m)	22,181	2,336	24,517	78,829	103,346	...	103,346
Galveston	News**	(b)	8,270	1,014	9,284	2,398	11,682	...	11,682
	Sunday ed.	(m)	10,392	1,282	11,674	2,824	14,498	...	14,498
	*Tribune***	(r)	6,528	418	6,946	566	7,512	...	7,512
Houston	*Chronicle*	(r)	31,020	3,417	34,437	37,832	72,269	69	72,338
	Sunday ed.	(m)	35,701	3,918	39,619	44,477	84,096	54	84,150
	Post-Dispatch	(b)	29,343	4,030	33,373	20,199	53,572	49	53,621
	Sunday ed.	(m)	30,566	4,131	34,697	23,126	57,823	54	57,877
	Press	(r)	26,374	557	26,931	3,563	30,494	6	30,500
Port Arthur	*News*	(r)	6,455	....	6,455	669	7,124	42	7,166
	Sunday ed.	(m)	6,680	....	6,680	720	7,400	118	7,518
San Antonio	*News*	(r)	26,076	....	26,076	8,067	34,143	...	34,143
	Express	(b)	13,344	....	13,344	19,245	32,589	178	32,767
	Sunday ed.	(m)	30,385	....	30,385	27,808	58,193	200	58,393
	Light	(r)	22,341	....	22,341	10,251	32,592	109	32,701
	Sunday ed.	(m)	28,475	....	28,475	15,502	43,977	216	44,193
Temple	Telegram	(b)	1,916	4,110	6,026	1,349	7,375	4	7,379
	Sunday ed.	(m)	2,106	4,235	6,341	1,393	7,734	...	7,734
Texarkana	Four States								
	Press**	(b)	3,384	532	3,916	2,357	6,273	...	6,273
	Sunday ed.	(m)	3,936	532	4,468	2,666	7,134	...	7,134
Waco	News-Tribune	(b)	7,592	....	7,592	13,174	20,766	...	20,766
	Sunday ed.	(m)	8,468	....	8,468	12,430	20,898	...	20,898
Wichita Falls	Record-News	(b)	5,528	4,170	9,698	2,550	12,248	...	12,248
	Sunday ed.	(m)	5,580	4,338	9,918	2,702	12,620	...	12,620
	Times	(r)	8,361	6,735	15,096	3,305	18,401	2	18,403
	Sunday ed.	(m)	7,741	6,642	14,383	3,417	17,800	4	17,804

UTAH

Ogden	*Standard-Examiner***	(r)	7,051	2,090	9,141	1,143	10,284	1	10,285
	Sunday ed.	(m)	7,356	2,263	9,619	1,427	11,046	40	11,086
Salt Lake City	*Deseret News***	(r)							
	*Telegram***	(r)	13,231	3,096	16,327	4,708	21,035	...	21,035
	Sunday ed.	(m)	14,545	3,975	18,520	6,566	25,086	...	25,086
	Tribune**	(b)	17,612	6,160	23,772	18,462	42,234	65	42,299
	Sunday ed.	(m)	26,820	10,426	37,246	32,950	70,196	62	70,258

VERMONT

Barre	*Times*	(r)	2,529	3,560	6,089	1,034	7,123	8	7,131
Burlington	*News*	(r)	3,111	1,255	4,366	1,972	6,338	9	6,347
	Free Press	(b)	3,559	3,391	6,950	5,933	12,903	11	12,914
Rutland	Herald	(b)	2,997	4,630	7,627	3,399	11,026	12	11,038

VIRGINIA

Bristol	Herald-Courier**	(b)	2,993	3,196	6,189	2,894	9,083	...	9,083
	Sunday ed.	(m)	3,558	3,769	7,327	3,106	10,433	...	10,433
	*News-Bulletin***	(r)	2,432	952	3,384	1,813	5,197	...	5,197
Clifton Forge	*Review***	(r)	1,023	203	1,226	115	1,341	1	1,342
Danville	Register	(d)	1,212	2,642	3,854	489	4,343	26	4,369
	Bee	(r)	6,029	2,027	8,056	218	8,274	1	8,275
	Total Daily	(g)	7,241	4,669	11,910	707	12,617	27	12,644
	Sunday ed.	(m)	3,858	3,863	7,721	572	8,293	7	8,300
Harrisonburg	News-Record**	(b)	1,042	5,260	6,302	954	7,256	943	8,199
Lynchburg	News**	(d)	2,524	3,757	6,281	2,560	8,841	8	8,849
	Advance	(r)	5,847	177	6,024	19	6,043	...	6,043
	Total Daily	(g)	8,371	3,934	12,305	2,579	14,884	8	14,892
	Sunday ed.	(m)	4,058	3,789	7,847	2,546	10,393	...	10,393
Newport News	Press	(b)	1,988	2,771	4,759	412	5,171	2	5,173
	Times-Herald	(r)	5,392	2,292	7,684	106	7,790	1	7,791
	Total Daily	(e)	7,380	5,063	12,443	518	12,961	3	12,964
	Sunday ed.	(m)	4,213	4,256	8,469	444	8,913	9	8,922
Norfolk	*Ledger-Dispatch*	(r)	31,757	2,908	34,665	5,290	39,955	23	39,978
	Virginian-Pilot	(b)	23,967	3,599	27,566	10,179	37,745	126	37,871
	Sunday ed.	(m)	27,946	4,078	32,024	9,422	41,446	165	41,611
Richmond	*News-Leader*	(b)	49,114	3,601	52,715	9,393	62,108	...	62,108
	Times-Dispatch	(b)	25,672	3,963	29,635	15,541	45,176	239	45,415
	Sunday ed.	(m)	30,012	5,006	35,018	16,826	51,844	227	52,071
Roanoke	Times**	(b)	3,951	2,925	6,876	6,058	12,934	167	13,101
	Sunday ed.	(m)	6,204	3,485	9,689	6,324	16,013	159	16,172
	*World-News***	(r)	10,574	1,272	11,846	592	12,438	9	12,447
Staunton	News-Leader**	(d)	552	3,474	4,026	509	4,535	...	4,535
	*Leader***	(r)	1,797	86	1,883	123	2,006	...	2,006
	Total Daily	(g)	2,349	3,560	5,909	632	6,541	...	6,541
	Sunday ed.	(m)	743	3,480	4,223	510	4,733	...	4,733
Winchester	*Star***	(r)	1,701	1,814	3,515	583	4,098	...	4,098

WASHINGTON

Aberdeen	*World*	(r)	3,500	2,610	6,110	233	6,343	30	6,373
Centralia	*Chronicle*	(r)	2,277	711	2,988	169	3,157	1	3,158
Ellensburg	*Record*	(r)	1,083	707	1,790	109	1,899	54	1,953
Everett	*Herald*	(r)	7,707	5,593	13,300	400	13,700	9	13,709
Longview	*News*	(r)	3,085	560	3,645	384	4,029	58	4,087
Seattle	Post-Intelligencer	(b)	41,856	10,717	52,573	21,764	74,337	1	74,338
	Sunday ed.	(m)	49,717	17,648	67,365	68,256	135,621	19	135,640
	Star	(r)	49,172	12,706	61,878	19,653	81,531	...	81,531
	Times	(r)	58,617	7,795	66,412	11,634	78,046	...	78,046
	Sunday ed.	(m)	62,337	13,160	75,497	27,384	102,881	...	102,881
Spokane	*Chronicle*	(r)	24,036	12,893	36,929	1,079	38,008	12	38,020
	Spokesman-Review	(b)	16,666	21,866	38,532	7,111	45,643	46	45,689
	Sunday ed.	(m)	22,709	21,922	44,631	8,287	52,918	15	52,933
Tacoma	Ledger	(b)	7,242	4,361	11,603	2,856	14,459	37	14,496
	Sunday ed.	(m)	17,924	7,737	25,661	3,092	28,753	177	28,930
	News-Tribune	(r)	20,558	8,724	29,282	2,367	31,649	16	31,665
	Times	(r)	14,578	4,025	18,603	1,065	19,668	7	19,675
Vancouver	*Columbian*	(r)	2,094	1,758	3,852	237	4,089	6	4,095
Walla Walla	*Bulletin*	(r)	2,728	1,781	4,509	284	4,793	110	4,903
	Sunday ed.	(m)	2,614	1,770	4,384	308	4,692	114	4,806
	Union	(b)	1,719	998	2,717	377	3,094	253	3,347
	Sunday ed.	(m)	1,729	1,011	2,740	388	3,128	254	3,382
Wenatchee	*World*	(r)	2,362	3,157	5,519	2,192	7,711	30	7,741
Yakima	Herald	(d)	1,105	4,244	5,349	212	5,561	...	5,561
	Sunday ed.	(m)	4,272	4,835	9,107	230	9,337	...	9,337
	Republic	(r)	4,920	1,268	6,188	243	6,431	...	6,431

WEST VIRGINIA

Bluefield	Telegraph	(b)	3,378	7,064	10,442	962	11,404	70	11,474
	Sunday ed.	(m)	4,010	11,091	15,101	1,242	16,343	12	16,355
Charleston	Gazette**	(b)	7,188	7,205	14,393	3,089	17,482	2	17,484
	Sunday ed.	(m)	8,066	10,345	18,411	4,056	22,467	23	22,490
Clarksburg	Exponent	(b)	4,207	4,657	8,864	2,141	11,005	104	11,109
	Sunday ed.	(m)	3,984	5,180	9,164	2,419	11,583	58	11,641
	Telegram	(t)	4,641	2,312	6,953	1,817	8,770	21	8,791
	Saturday ed.	(y)	4,481	1,688	6,169	740	6,909	4	6,913
	Sunday ed.	(m)	4,116	3,126	7,242	2,836	10,078	...	10,076
Fairmont	Times	(b)	2,924	2,638	5,562	1,025	6,587	98	6,685
	Sunday ed.	(m)	3,723	3,465	7,188	1,119	8,307	90	8,397
	West Virginian	(r)	3,393	3,472	6,865	269	7,134	50	7,184
Huntington	*Advertiser***	(r)	10,245	1,452	11,697	282	11,979	...	11,979
	Sunday ed.	(m)	9,372	2,075	11,447	237	11,684	...	11,684
	Herald-Dispatch**	(b)	8,547	3,060	11,607	2,927	14,534	1	14,535
	Sunday ed.	(m)	8,706	3,024	11,730	2,997	14,727	...	14,727
Martinsburg	*Journal*	(r)	2,848	1,677	4,525	357	4,882	6	4,888
Morgantown	*Post*	(r)	3,021	1,044	4,065	178	4,243	...	4,243
Parkersburg	News	(b)	1,943	1,816	3,759	2,592	6,351	2	6,353
	Sunday ed.	(m)	3,590	1,858	5,448	2,563	8,011	1	8,012
	Sentinel	(r)	6,195	1,495	7,690	991	8,681	...	8,681
Wheeling	Intelligencer**	(b)	3,716	6,510	10,226	1,377	11,603	...	11,603
	*News***	(r)	9,993	3,961	13,954	719	14,673	...	14,673
	Sunday ed.	(m)	8,304	9,588	17,892	1,197	19,089	...	19,089
	Register**	(b)	4,804	2,924	7,728	2,094	9,822	4	9,826
	Sunday ed.	(r)	5,862	2,862	8,724	1,508	10,232	...	10,232

WISCONSIN

Appleton	*Post-Crescent*	(r)	5,217	6,471	11,688	1,065	12,753	4	12,757
Beloit	*News*	(r)	6,124	2,702	8,826	308	9,134	9	9,143
Chippewa Falls	*Telegram*	(r)							
Eau Claire	Leader	(d)	2,420	4,477	6,897	434	7,331	...	7,331
	Telegram	(r)	2,848	818	3,666	64	3,730	...	3,730
	Sunday ed.	(m)	2,457	4,538	6,995	433	7,428	...	7,428
Fond du Lac	*Commonwealth***	(r)	2,737	2,557	5,294	1,033	6,327	4	6,331
	*Reporter***	(r)	3,207	1,601	4,808	1,445	6,253	1	6,254
Green Bay	*Press-Gazette*	(r)	7,830	5,534	13,364	934	14,298	9	14,307
Janesville	*Gazette*	(r)	4,736	6,772	11,508	336	11,844	4	11,848
Kenosha	*News*	(r)	8,353	689	9,042	391	9,433	17	9,450
La Crosse	*Tribune & Leader-Press*	(r)	7,706	4,911	12,617	585	13,202	3	12,205
	Sunday ed.	(m)	7,264	4,869	12,133	595	12,728	...	12,728
Madison	*Capital-Times***	(r)	7,955	10,256	18,211	3,156	21,367	4	21,371
	*State Journal***	(r)	10,785	8,683	19,468	976	20,444	3	20,447
	Sunday ed.	(m)	10,239	8,478	18,717	976	19,693	...	19,693
Manitowoc	*Herald-News*	(r)	3,098	2,968	6,066	476	6,542	3	6,545
Milwaukee	*Journal*	(r)	83,046	28,168	111,214	21,534	132,748	67	132,815
	Sunday ed.	(m)	64,337	30,021	94,358	31,063	125,421	...	125,421
	Sentinel	(b)	33,226	11,017	44,243	13,036	57,279	20	57,299
	Sunday ed.	(m)	62,181	30,278	92,459	68,181	160,640	...	160,640
	Wisconsin News	(r)	56,601	17,899	74,500	17,085	91,585	135	91,720
Monroe	*Times*	(r)	1,042	1,388	2,430	235	2,665	5	2,670
Neenah	*News-Times***	(r)	1,742	101	1,843	47	1,890	...	1,890
Oshkosh	*Northwestern***	(r)	8,922	4,179	13,101	1,093	14,194	7	14,201
Racine	*Journal-News***	(r)	7,341	2,057	9,398	402	9,800	10	9,810
	*Times-Call***	(r)	7,536	1,834	9,370	244	9,614	17	9,631
Sheboygan	*Press*	(r)	7,182	5,135	12,317	341	12,658	23	12,681
Superior	*Telegram*	(r)	8,174	6,513	14,687	5,696	20,383	7	20,390
Wausau	*Record-Herald*	(r)	4,858	2,669	7,527	252	7,779	8	7,787

WYOMING

Casper	*Tribune***	(r)	4,500	852	5,352	1,169	6,521	13	6,534
	Sunday ed.	(m)	4,236	1,051	5,287	1,207	6,494	...	6,494
Cheyenne	*Wyo. State Tribune & State Leader***	(r)	3,350	764	4,114	2,230	6,344	3	6,347
	Sunday ed.	(m)	3,400	783	4,183	2,310	6,493	...	6,493
Sheridan	*Post-Enterprise***	(r)	1,523	417	1,940	1,422	3,362	3	3,365
	Sunday ed.	(m)	1,555	452	2,007	1,448	3,455	45	3,500

DOMINION OF CANADA

ALBERTA

Albertan		(b)	5,256	5,634	10,890	2,363	13,253	19	13,272
Calgary	*Herald*	(r)	13,732	8,531	22,263	902	23,165	32	23,197
Edmonton	*Journal*	(r)	13,963	7,899	21,862	788	22,650	6	22,656
Lethbridge	*Herald***	(r)	2,263	2,881	5,144	442	5,586	2	5,588
Medicine Hat	*News***	(r)	1,443	141	1,584	148	1,732	1	1,733

BRITISH COLUMBIA

Nelson	News	(b)	1,012	2,591	3,603	162	3,765	1	3,766
Prince Rupert	*News*	(r)	945	332	1,277	98	1,375	...	1,375
Vancouver	Sun	(b)	16,666	2,646	13,312	5,433	18,745	5	18,750
	Sun	(r)	29,769	5,770	35,539	10,367	45,906	4	45,910
	Total Daily	(e)	40,435	8,416	48,851	15,800	64,651	9	64,660
	Sunday ed.	(m)	20,703	5,604	26,307	11,472	37,779	23	37,802
	Province	(r)	36,732	6,859	43,591	20,882	64,473	8	64,481
	Sunday ed.	(m)	38,216	6,928	45,144	22,328	67,472	...	67,472
	Star	(r)	13,581	2,114	15,695	2,083	17,778	225	18,003
Victoria	Colonist	(d)	6,487	1,934	8,421	1,501	9,922	6	9,928
	Sunday ed.	(m)	8,716	1,987	10,703	1,559	12,262	11	12,273
	Times	(r)	7,040	1,328	8,368	477	8,845	19	8,864

MANITOBA

Winnipeg	Free Press**	(b)	7,895	353	8,248	13,913	22,161	25	22,186
	Free Press Evg.								
	*Bulletin***	(r)	27,740	2,017	29,757	12,894	42,651	...	42,651
	Total Daily	(e)	35,635	2,370	38,005	26,807	64,812	25	64,837
	*Tribune***	(r)	21,314	1,605	22,919	13,165	36,084	28	36,112

NEW BRUNSWICK

St. John	Telegraph-Journal	(b)	4,570	...	4,570	13,088	17,658	8	17,666
	Times-Star	(r)	13,440	...	13,440	1,936	15,376	12	15,388

NOVA SCOTIA

Halifax	Chronicle	(b)	2,767	...	2,767	9,230	11,997	565	12,562
	Echo	(r)	2,636	...	2,636	7,241	9,887	4	9,881
	Total Daily	(e)	5,403	...	5,404	16,471	21,874	569	22,443
	Herald	(b)	2,920	...	2,920	14,568	17,488	710	18,198
	Mail	(r)	10,761	...	10,761	4,323	15,084	73	15,157
	Total Daily	(e)	13,681	...	13,681	18,891	32,572	783	33,355

(Continued on page 157)

THE HIGHEST CLASS AND AND MOST EFFICIENT BUSINESS-BUILDING ORGANIZATION IN THE NEWSPAPER FIELD TODAY

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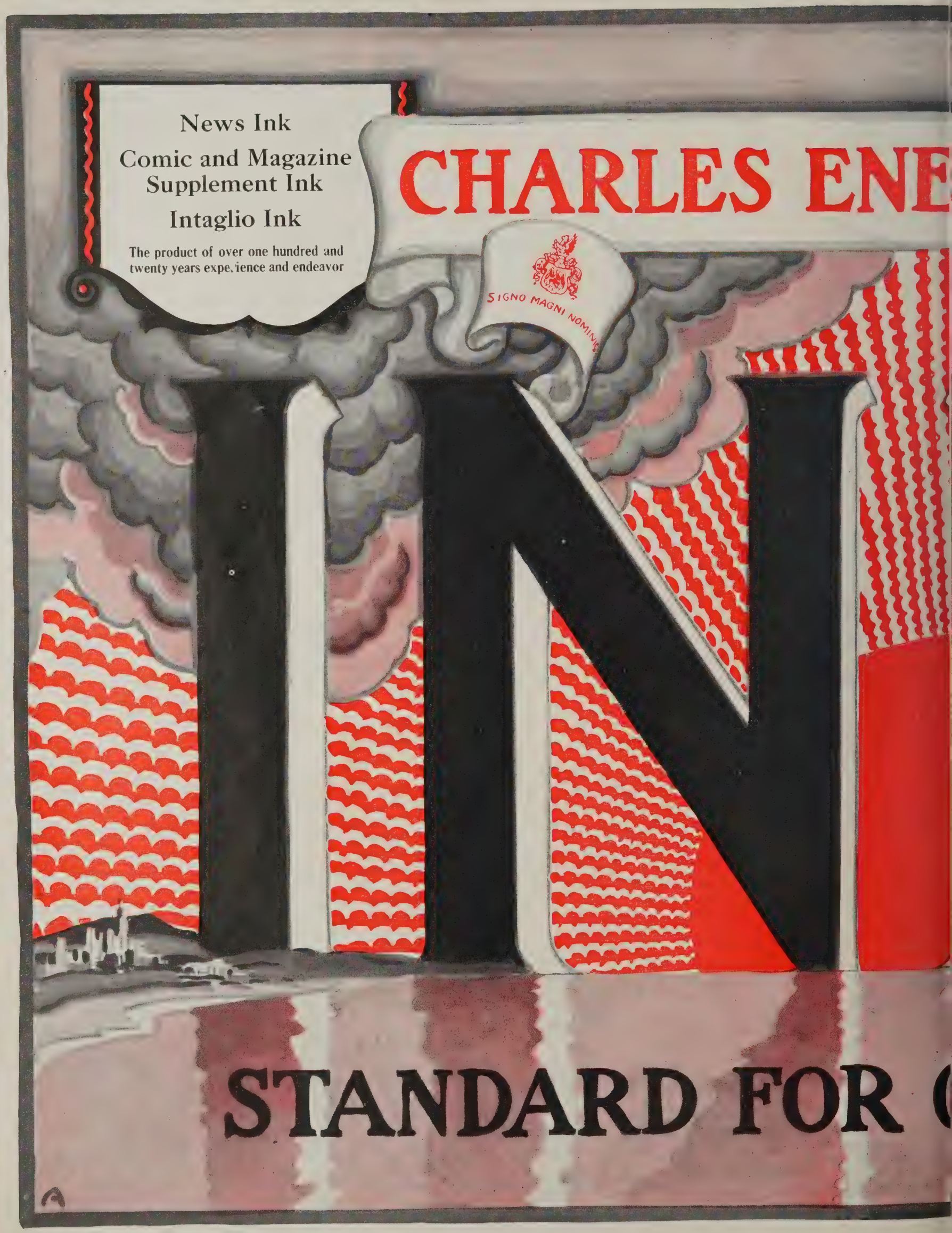
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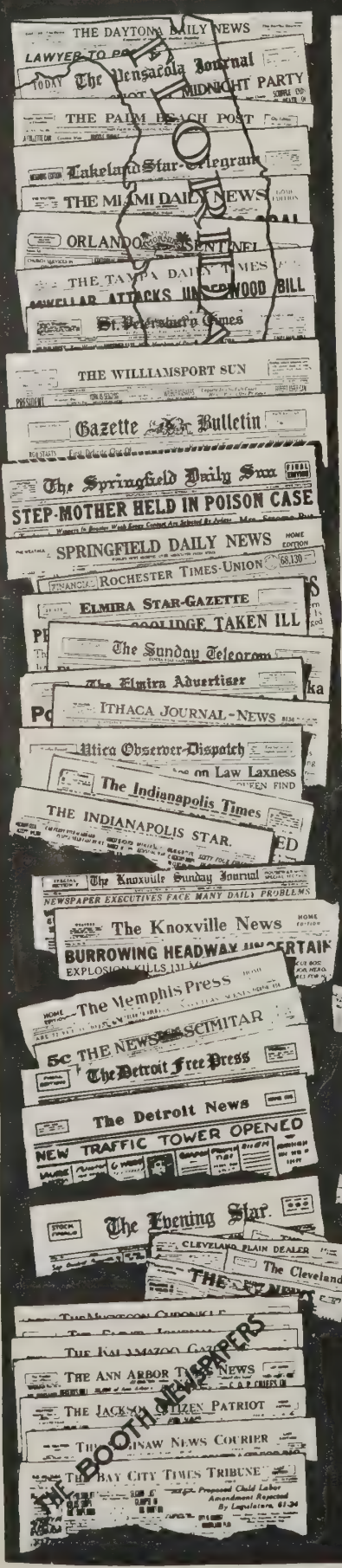
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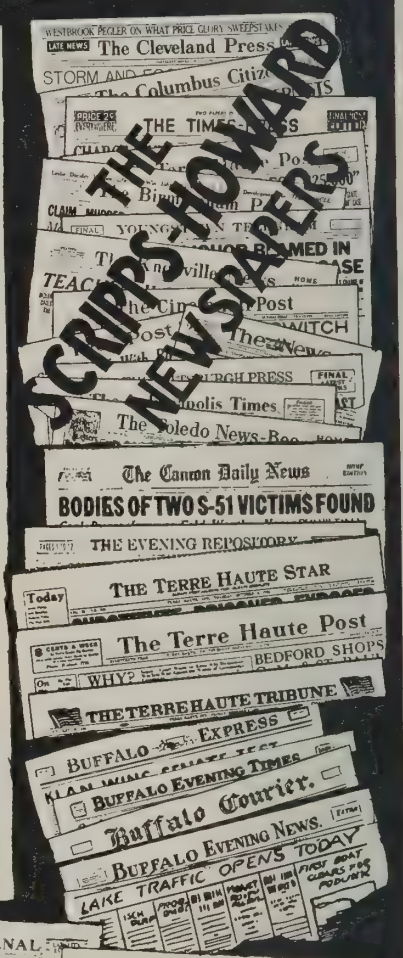
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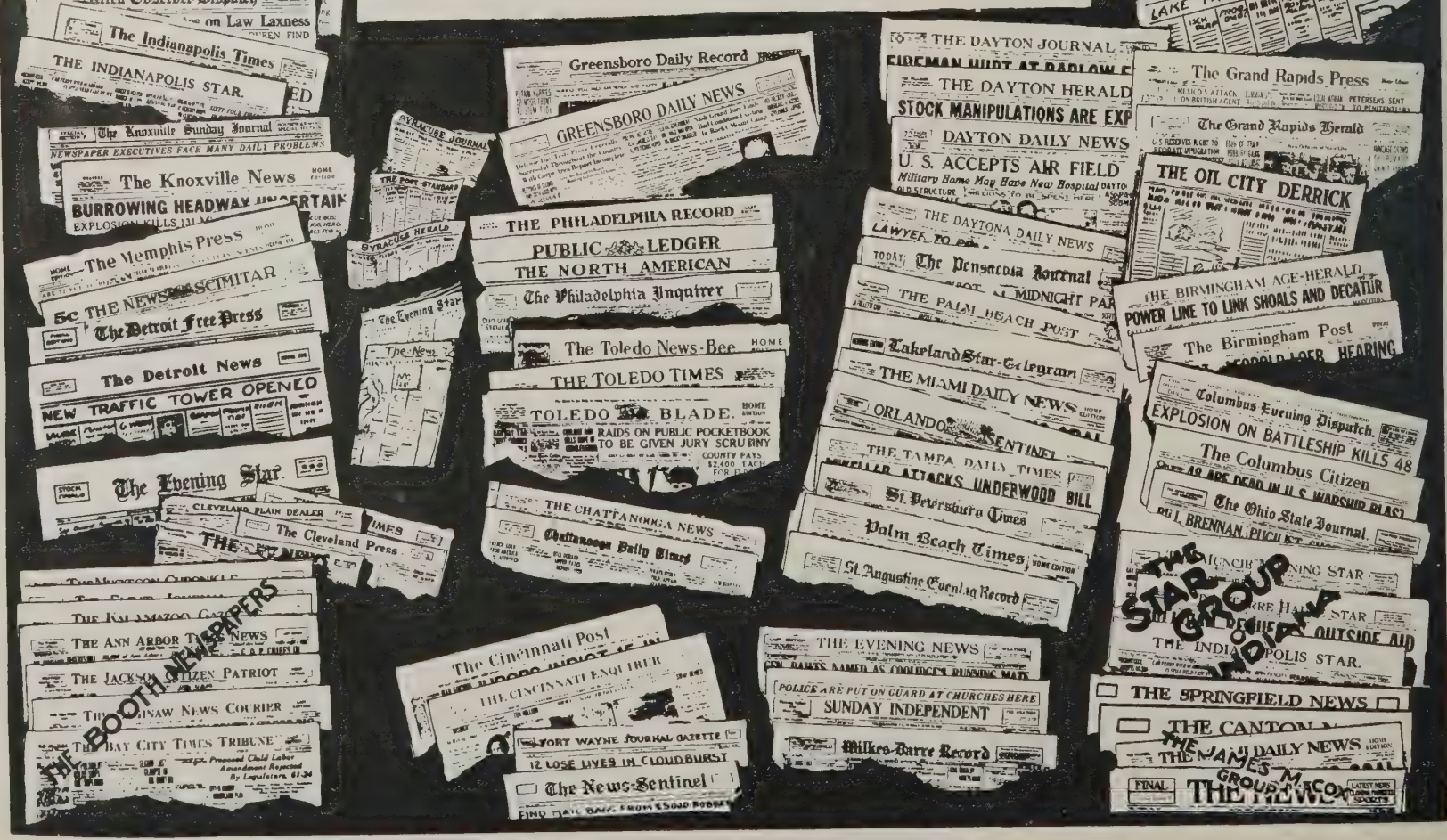
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Philadelphia Cleveland New York Chicago





CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 152)

ONTARIO

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Brantford	*Expositor*	(r)	6,371	3,577	9,948	394	10,342	49	10,391
Brockville	*Recorder & Times*	(r)	2,170	1,707	3,877	337	4,214	...	4,214
Chatham	*News*	(r)	2,889	3,063	5,952	260	6,212	130	6,342
Ft. William	*Times-Journal*	(r)	4,532*	500	5,132	532	5,664	8	5,672
	(*City circulation includes Port Arthur, 500.)								
Galt	*Reporter*	(r)	3,730	1,006	4,736	116	4,852	10	4,862
Guelph	*Mercury*	(r)	4,155	600	4,755	197	4,952	...	4,952
Hamiltcn	*Herald*	(r)	10,249	2,141	12,390	4,538	16,928	58	16,986
	Spectator	(r)	25,911	5,286	31,197	3,857	35,054	57	35,111
Kingston	*British Whig*	(r)	2,846	3,639	6,485	736	7,221	43	7,264
	Standard	(r)	3,029	3,256	6,285	774	7,059	...	7,059
Kitchener	*Record*	(r)	6,536	1,606	8,142	322	8,464	21	8,485
London	Advertiser	(b)	728	11,087	11,815	3,977	15,792	3	15,795
	Advertiser	(r)	3,755	898	4,653	95	4,748	11	4,759
	Total Daily	(e)	4,483	11,985	16,468	4,072	20,540	14	20,554
	Free Press	(b)	1,994	14,567	16,651	8,395	24,956	2	24,958
	Free Press	(r)	12,940	1,107	14,047	128	14,175	4	14,181
	Total Daily	(e)	14,934	15,674	30,608	8,523	39,131	6	39,137
Oshawa	Reformer (tri-weekly)	(1)	1,742	223	1,965	153	2,118	4	2,122
Ottawa	Citizen	(b)	4,278	1,664	5,942	806	6,748	9	6,757
	Citizen	(r)	17,289	2,082	19,371	1,685	21,056	96	21,152
	Total Daily	(e)	21,567	3,746	25,313	2,491	27,804	105	27,909
	Journal	(b)	2,072	1,656	3,728	1,816	5,544	2	5,546
	Journal	(r)	14,037	5,802	19,839	2,812	22,651	15	22,666
	Total Daily	(e)	16,109	7,452	23,567	4,628	28,195	17	28,212
	Le Droit	(r)	5,134	1,333	6,467	2,330	8,967	59	8,756
Peterborough	*Examiner*	(r)	4,547	1,118	5,665	753	6,418	2	6,420
Port Arthur	*News-Chronicle*	(r)	3,357*	353	3,710	364	4,074	...	4,074
	(*City circulation includes Fort William, 90.)								
Sarnia	*Canadian Observer***	(r)	3,683	1,632	5,315	248	5,563	7	5,570
Sault Ste. Marie	*Star*	(r)	3,381	605	3,986	705	4,691	26	4,717
Stratford	*Beacon-Herald*	(r)	3,597	2,518	6,115	390	6,505	...	6,505
St. Catharines	*Standard*	(r)	5,749	2,860	8,609	596	9,205	85	9,290
St. Thomas	*Times-Journal*	(r)	4,049	3,551	7,600	751	8,351	24	8,375
Toronto	Globe	(b)	26,717	14,981	41,698	48,518	90,216	48	90,264
	Mail & Empire	(b)	58,055	17,499	75,554	39,170	114,724	43	114,767
	Star	(r)	89,534	18,523	108,057	25,029	133,086	47	133,133
	Sunday ed.	(m)	112,940	28,515	141,455	39,680	131,135	9	181,144
	Telegram	(r)	104,194	4,912	109,106	3,864	112,970	15	112,985
Windsor	*Border Cities Star*	(r)	18,193	5,895	24,088	1,714	25,802	3	25,805
Woodstock	*Sentinel-Review*	(r)	3,466	1,889	5,355	499	5,854	5	5,859

PRINCE EDWARD ISLAND

Charlottetown	Guardian	(b)	1,041	3,072	4,113	434	4,547	5	4,552
	Patriot	(r)	1,370	1,632	3,002	148	3,150	3	3,153

QUEBEC

Montreal	Gazette	(b)	24,018	1,193	25,201	6,577	31,778	20	31,798
	Herald	(t)	9,524	67	9,591	1,319	10,910	5	10,915
	Saturday ed.	(y)	6,291	62	6,353	1,348	7,701	5	7,706
	La Patrie	(r)							
	Canada ed.	(t)	12,809	2,243	15,052	6,151	21,203	...	21,203
	U. S. ed.	(t)	...	...	...	3,355	3,355	...	3,355
	Total, M.-F.	(t)	12,809	2,243	15,052	9,506	24,558	...	24,558
	Canada ed.	(y)	25,980	2,787	28,767	13,069	41,836	...	41,836
	U. S. ed.	(y)	...	...	...	3,059	3,059	...	3,059
	Total Sat.	(y)	25,980	2,787	28,767	16,128	44,895	...	44,895
	La Presse	(r)							
	Canada ed.	(t)	88,828	14,649	103,477	24,645	128,122	...	128,122
	U. S. ed.	(t)	...	...	...	24,615	24,615	...	24,615
	Total, M.-F.	(t)	88,828	14,649	103,477	49,260	152,737	...	152,737
	Canada ed.	(y)	90,150	16,090	106,240	37,166	143,406	...	143,406
	U. S. ed.	(y)	...	...	...	24,863	24,863	...	24,863
	Total Sat.	(y)	90,150	16,090	106,240	62,029	168,269	...	168,269
	Le Canada	(b)	7,083	692	7,775	957	8,732	...	8,732
	Le Devoir	(r)	4,255	1,027	5,282	5,644	10,926	20	10,946
	Star	(r)	83,952	1,588	85,540	25,314	110,854	9	110,863
Quebec	*Chronicle-Telegraph*	(r)	3,877	...	3,877	1,713	5,590	12	5,602
	L'Action Catholique	(r)	5,086	1,391	6,476	12,072	18,548	12	18,560
	Le Soleil	(r)	17,425	2,886	20,311	27,236	47,547	4	47,551
	L'Evenement	(b)	8,894	872	9,766	6,464	16,230	...	16,230
Sherbrooke	*La Tribune***	(r)	1,455	2,832	4,287	1,971	6,258	...	6,258
	*Record***	(r)	1,996	4,461	6,457	3,102	9,559	2	9,561
Three Rivers	*Le Nouvelliste*	(r)	2,876	3,771	6,647	581	7,228	...	7,228

SASKATCHEWAN

Moose Jaw	Herald**	(b)	104	2,625	2,729	368	3,097	1	3,098
	*Times***	(r)	3,532	42	3,574	203	3,777	4	3,781
	Total Daily	(e)	3,636	2,667	6,308	571	6,874	5	6,879
Prince Albert	*Herald***	(r)	1,531	920	2,451	160	2,611	3	2,614
Regina	Leader**	(b)	4,796	6,937	11,733	9,093	20,826	...	20,826
	*Post***	(r)	5,730	748	6,478	562	7,040	...	7,040
	Total Daily	(e)	10,526	7,685	18,211	9,655	27,866	...	27,866
Saskatoon	Phoenix**	(b)	986	1,027	2,013	135	2,148	2	2,150
	*Star***	(r)	5,992	11,474	17,466	2,105	19,571	5	19,576
	Total Daily	(e)	6,978	12,501	19,479	2,240	21,719	7	21,726

FOREIGN LANGUAGE NEWSPAPERS

ILLINOIS

Chicago	*Abendpost*	(r)	36,167	5,005	41,172	5,099	46,271	...	46,271
	Sunday ed.	(m)	28,142	3,884	32,026	4,248	36,274	...	26,274
	Forward	(a)	18,604	809	19,413	20,352	39,765	...	39,765
	Saturday ed.	(y)	19,143	809	19,952	20,121	40,073	...	40,073
	Sunday ed.	(m)	20,019	809	20,828	21,626	42,454	...	42,454
	Polish Zgoda	(r)	26,240	3,780	30,020	9,899	39,919	179	40,098

MICHIGAN

Detroit	*Polish Record*	(r)	18,981	494	19,475	942	20,417	...	20,417

NEW HAMPSHIRE

Manchester	*L'Avenir National*	(r)	3,055	500	3,535	679	4,214	17	4,231

NEW YORK

Brooklyn	Nordisk Tidende (weekly)	(x)	6,356	178	6,534	2,026	8,560	...	8,560
New York	Amerikai Magyar Nepszava	(b)	6,915	3,961	10,876	15,137	26,013	492	26,505
	Sunday ed.	(m)	7,038	1,846	8,884	473	9,357	...	9,357
	Corriere d'America	(b)	33,191	3,887	37,078	16,308	53,386	15	53,401
	Sunday ed.	(m)	33,575	4,257	37,832	17,417	55,249	211	55,460
	Day	(t)	34,028	4,591	38,619	21,132	59,751	18	59,769
	Saturday ed.	(y)	42,069	4,878	46,947	21,830	68,777	...	68,777
	Sunday ed.	(m)	38,657	4,677	43,334	21,602	64,936	...	64,936
	Il Progresso-Italo-Americano	(b)	32,848	13,103	45,951	35,167	81,118	...	81,118
	Sunday ed.	(m)	32,699	14,201	57,900	40,839	98,739	...	98,739
	Forward	(t)	88,778	8,871	97,649	44,287	141,936	...	141,936
	Saturday ed.	(y)	106,688	9,839	116,527	44,970	161,497	...	161,497
	Sunday ed.	(m)	94,275	10,394	104,699	52,835	157,504	...	157,504
	Jewish Morning Journal	(a)	63,342	2,124	65,466	7,268	72,734	...	72,734
	Sunday ed.	(m)	55,147	2,096	57,243	7,276	64,519	...	64,519
	La Prensa	(b)	6,572	907	7,479	3,989	11,468	314	11,782
	Nowy Swiat	(b)	8,013	2,988	11,001	3,134	14,135	...	14,135
	Sunday ed.	(m)	10,359	4,230	14,589	3,794	18,383	...	18,383
	Russky Golos	(b)	3,847	737	4,584	4,173	8,757	...	8,757
	Sunday ed.	(m)	4,334	918	5,252	4,275	9,527	...	9,527
	Staats-Zeitung	(b)	37,443	7,350	44,793	8,985	53,778	...	53,778
	Herold	(r)	36,353	4,366	40,719	1,014	41,733	...	41,733
	Sunday Staats-Herold	(m)	65,968	16,465	82,433	24,697	107,130	...	107,130

OHIO

Cleveland	*Waechter und Anzeiger*	(r)	11,157	1,122	12,279	2,507	14,786	...	14,786
	Sunday ed.	(m)	8,191	638	8,829	850	9,679	...	9,679

RHODE ISLAND

Woonsocket	*La Tribune***	(r)	2,973	379	3,352	573	3,925	155	4,080

NEWSPRINT MILLS IN NORTH AMERICA

UNITED STATES

	Capacity
Alexandria Paper Co., Alexandria, Ind.	45
Algonquin Paper Corporation, Ogdensburg, N. Y.	88
Cliff Paper Co., Niagara Falls, N. Y.	39
Consolidated Water Power & Paper Co., Wisconsin Rapids, Wis.	313
Crown-Willamette Paper Co., San Francisco, Cal.	417
Cushnoc Paper Company, New York, N. Y.	61
De Grasse Paper Co., Pyrites, N. Y.	179
Escanaba Paper Co., Escanaba, Mich.	120
Finch, Pruyn & Co., Glens Falls, N. Y.	135
Flambeau Paper Co., Park Falls, Wis.	39
Gilman Paper Co., New York, N. Y.	54
Gould Paper Co., Lyons Falls, N. Y.	95
Grandfather Falls Co., Merrill, Wis.	34
Great Northern Paper Co., Millinocket, Me.	826
Great Western Paper Co., Ladysmith, Wis.	63
Hanna Paper Corporation, New York, N. Y.	196
Hawley Pulp & Paper Co., Oregon City, Ore.	25
Hennepin Paper Co., Minneapolis, Minn.	37
High Falls Pulp & Paper Co., Chateaugay, N. Y.	25
Inland Empire Paper Co., Millwood, Wash.	94
International Paper Co., New York, N. Y.	1,041
Itasca Paper Co., Grand Rapids, Minn.	63
Manistique Pulp & Paper Co., Minneapolis, Minn.	63
Minnesota & Ontario Paper Co., Minneapolis, Minn.	246
Nekoosa-Edwards Paper Co., Port Edwards, Wis.	30
Northwest Paper Co., Cloquet, Minn.	43
Oswegatchie Paper Co., Natural Dam, N. Y.	49
Oswego Falls Corporation, Fulton, N. Y.	35
Pejepscot Paper Co., New York, N. Y.	129
Pettebone-Cataract Paper Co., Niagara Falls, N. Y.	28
St. Croix Paper Co., Boston, Mass.	177
St. George Paper Co., Norwalk, Conn.	31
St. Regis Paper Co., New York, N. Y.	173
Sherman Paper Co., Watertown, N. Y.	52
Tidewater Paper Mills Co., Brooklyn, N. Y.	103
Washington Pulp & Paper Corp., San Francisco, Cal.	145
Watab Paper Co., Sartell, Minn.	53
Waterway Paper Products Co., Chicago, Ill.	44
West End Paper Co., Carthage, N. Y.	43
Wisconsin River Paper & Pulp Co., Neenah, Wis.	73
Total	5,506

CANADA

	Capacity
Abitibi Power & Paper Co., Ltd., Montreal, Canada	500
Bathurst Company, Ltd., Bathurst, N. B., Can.	65
Beaver Wood Fibre, Lt., Thorold, Ont.	65
Belgo Canadian Paper Company, Ltd., Shawinigan Falls, Quebec	372
J. R. Booth, Ltd., Ottawa, Ontario	156
Brompton Pulp & Paper Co., Ltd., East Angus, Quebec	114
Canada Paper Co., Ltd., Windsor Mills, Quebec	43
Donnacona Paper Co., Ltd., Donnacona, Quebec	214
E. B. Eddy Co., Ltd., Hull, Quebec	*60
Fort Francis Pulp & Paper Co., Ltd., Minneapolis, Minn.	148
Fort William Paper Co., Ltd., Fort William, Ont.	136
Keewatin Lumber Company, Ltd., Kenora, Ont.	100
Laurentide Co., Ltd., Grand Mere, Quebec	388
News Pulp & Paper Co., Ltd., Montreal, Canada	35
Ontario Paper Co., Ltd., Thorold, Ontario	309
Pacific Mills, Ltd., Vancouver, B. C.	245
Powell River Co., Ltd., Vancouver, B. C.	250
Price Brothers & Co., Ltd., Quebec, Canada	†540
St. Lawrence Paper Mills, Ltd., Three Rivers, Quebec	140
St. Maurice Lumber Co., Ltd., Three Rivers, Quebec	‡333
St. Maurice Paper Co., Ltd., Montreal, Canada	273
Spanish River Pulp & Paper Mills, Ltd., Sault Ste. Marie, Ont.	711
Wayagamack News, Ltd., Three Rivers, Que.	200
Total	5,397
Grand Total, U. S. & Canada	10,903

NEW FOUNDLAND

	Capacity
Anglo-Newfoundland Development Co., Ltd., Grand Falls	293
Newfoundland Power & Paper Co., Ltd., Corner Brook	§

MEXICO

	Capacity
Fabricas De Papel De San Rafael Y Anexas, S. A. Mexico	50

NEW MACHINES, 1926

	Capacity	Date
Kenora Paper Mills, Ltd., Kenora, Ont.	125	Spring
Canadian International Paper Co., Three Rivers, Que.	160	Spring
Port Alfred Paper Co., Port Alfred, Que.	250	Summer
	535	

Compiled by The Newsprint Service Bureau, 342 Madison Avenue, New York.

* One 100-ton machine under construction.
† Two 100-ton machines under construction.
‡ Two 80-ton machines under construction.
§ Four 100-ton machines under construction.

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

United States, Hawaii, Porto Rico and Cuba

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A

	Address		Space Buyers
ABBOTT & STORM	17 W. 42d St.	New York City	
ACME ADV. CO. *b-e*	59 Luckie St.	Atlanta, Ga.	
ACEL, ERVIN S., INC., *d*	115 Broadway	New York City	Ervin S. Acel
ACORN AGCY., INC., *a-d-e-g*	56 W. 45th St.	New York City*	L. E. Schneider; H. H. Drysen
	Victoria Bldg.	Philadelphia, Pa.	E. A. Clarke; Philadelphia, Pt.
AD AIDS CORP., *d*		New York City	Times Bldg.
ADAMANT ADV. AGCY., *d*	132 Nassau St.	New York City	James C. Cleveland
ADAMARS CO., *a-e*	2100 Pine St.	St. Louis, Mo.	
ADAMS CO., OTIS H., *e*	448 Old South Bldg.	Boston, Mass.	
ADAMS ADV. AGCY.	State Office Bldg.	Mobile, Ala.	George W. Adams
ADAMS ADV. AGCY.	Miller-Ritter Bldg.	Huntington, W. Va.	R. F. Adams
ADCO., INC.	381 4th Ave.	New York City	
AD-CRAFT AGENCY, *d*	311 Henry Bldg.	Portland, Ore.	Oscar S. Haugen
ADCRAFT SERVICE BUREAU	236 South Ave.	Rochester, N. Y.	
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(Continued from page 158)

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(Continued on page 162)

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Several desirable ends, however, are served by the forming of the new Corporation. It is now possible for us to extend to the strong and capable men, Mr. Hurst, Mr. Mitchell, and Mr. Brewer, who have been of such material assistance in the growth and success of our Western business, opportunities for recognition and participation in line with the traditional policy of George Batten, the founder of our business.

The Officers and Directors of the new George Batten Corporation are: William H. Johns, President; R. L. Hurst, Vice-President and General Manager; Charles D. Mitchell, Vice-President; F. R. Feland, Secretary; and R. J. Hayward, Treasurer.

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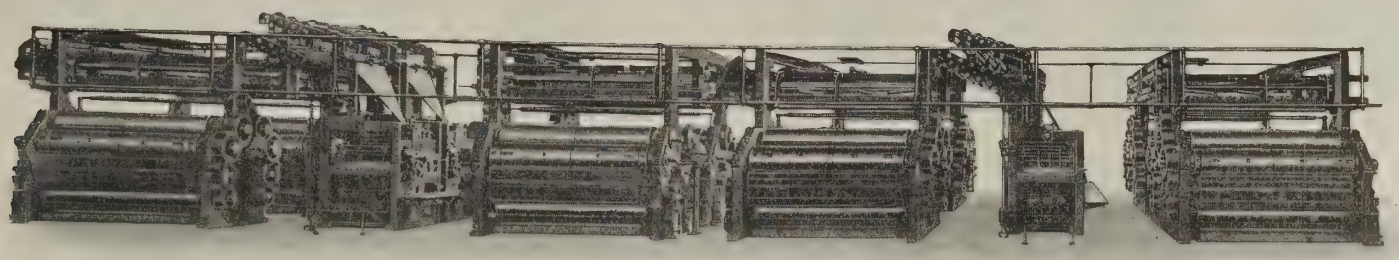
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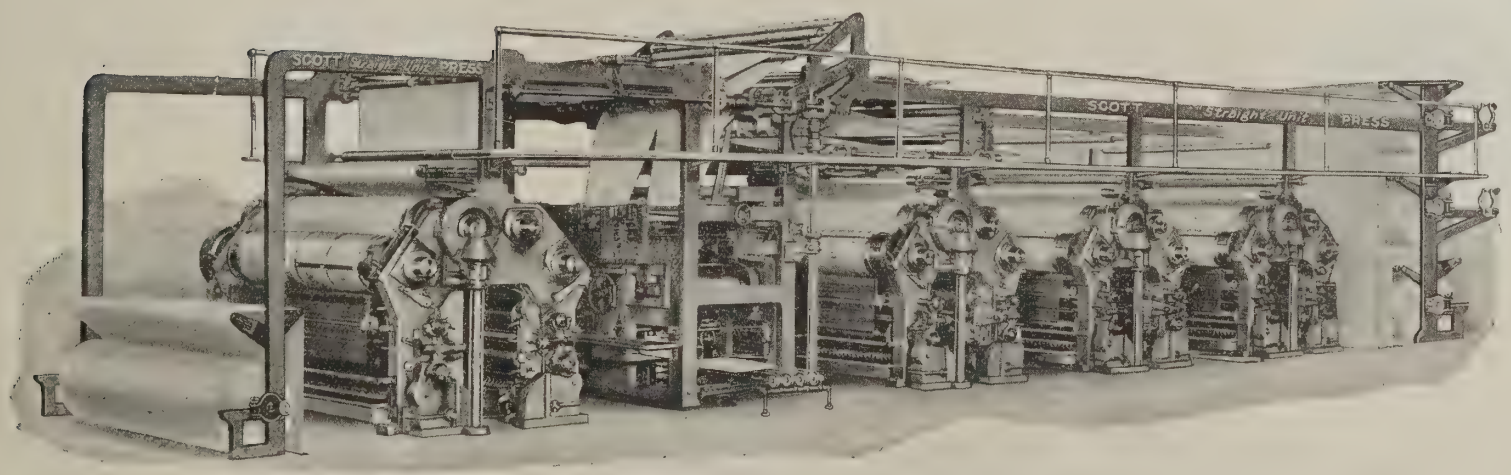
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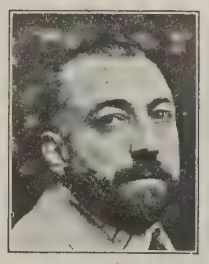
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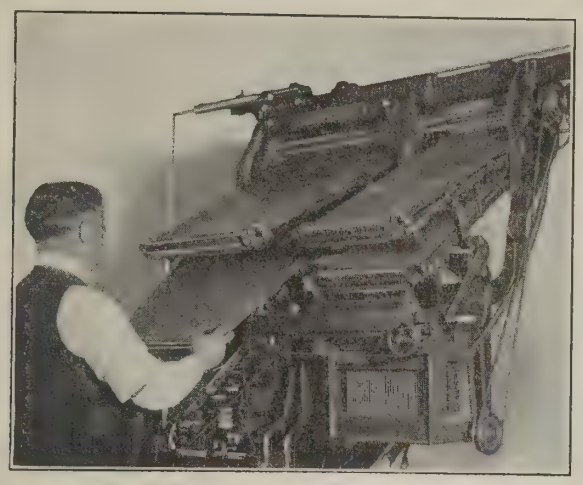
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	11 E. 36th St.	New York City	
EWING & CO., GORDON B., *d*	Hospital Trust Bldg.	Providence, R. I.	Miss G. A. Gardiner

F

FAIRALL & COMPANY, *a-d*	Com'wealth Bldg.	Des Moines, Ia.	L. R. Fairall Ralph Harley
FAIRCHILD ADV., INC.	8 E. 13th St.	New York City	
FAIRFAX, BERNARD		Shawnee-on-Delaware, Pa.	
FAIRFAX ADV. AGCY., INC., H. W., *a-d-e-g*	63 Park Row	New York City	Val Spotto Fred H. Mehle
FAIRFIELD & CO.	Wrigley Bldg.	Chicago, Ill.	
FARKAS BROS., INS., *e-g*	624 S. Michigan Blvd.	Chicago, Ill.	
FARNSWORTH & BROWN, INC., *a-d-e-g*	2 W. 45th St.	New York City	John J. Hogan
FARQUHAR & SEID, INC.	Hearst Bldg.	San Francisco, Cal.	
FARRAR ADV. CO., *a-e-g*	Fulton Bldg.	Pittsburgh, Pa.	
FARWELL ADV. AGENCY	Hearst Bldg.	San Francisco, Cal.	
FASHION ADV. AGENCY	160 W. 34th St.	New York City	Jesse Levine
FAUROTE FAY LEONE	677 5th Ave.	New York City	

(*Continued on page* 168)

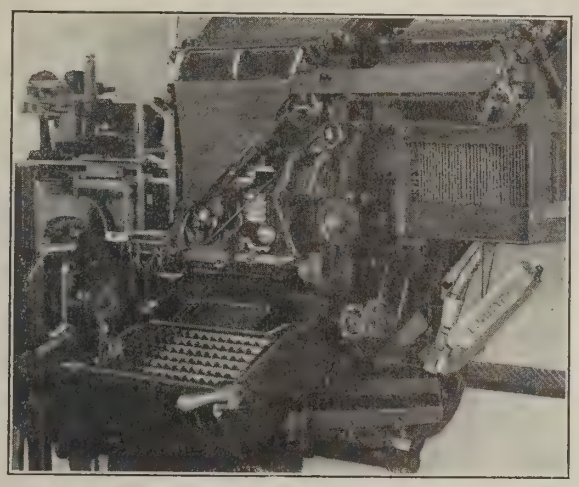
Linotype Magazines Changed from the Front



LINOTYPE magazines are quickly and easily changed from the front. Any magazine may be removed and replaced by another in a few seconds without disturbing the other magazines. Changes are made in exactly the same way on both Single Distribution and Mutiple Distribution (Mixing) Linotypes.

TRADE LINOTYPE MARK

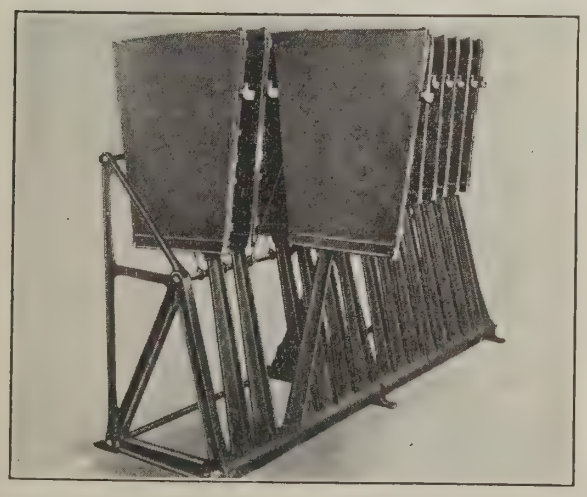
Linotype Magazines All Operated from a *Single Power-Driven Keyboard*



A LINOTYPE, either of the Single Distribution or Multiple Distribution (Mixing) type, has only one keyboard. The operator can set matrices from any magazine (including the auxiliary magazines) without leaving his seat or changing his position.

TRADE LINOTYPE MARK

Linotype Magazines Interchangeable



ANY Standard Linotype Magazine, either main or auxiliary, can be used on either Single Distribution or Multiple Distribution (Mixing) Linotypes.

Linotypes of the various models can be equipped to cast either 30 or 42 picas maximum measure

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

SAN FRANCISCO CHICAGO
NEW ORLEANS

Brooklyn, New York

CANADIAN LINOTYPE LIMITED,
TORONTO

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD

530.28.12-F

Composed entirely on the LINOTYPE *in the Bodoni and Scotch series*

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 166)

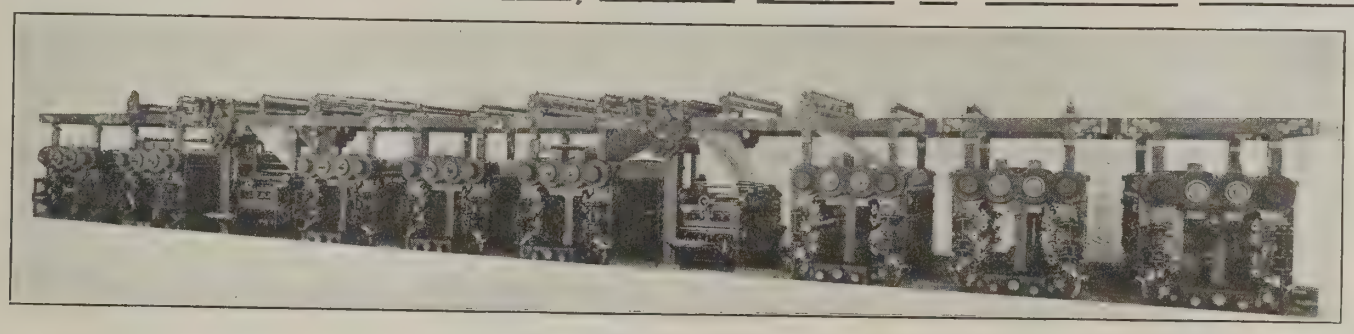
	Address		Space-Buyers
FECHHEIMER, RICHARD	33 W. 34th St.	New York City	
FECHEIMER, FRANK & SPEDDEN, INC., *d-g*	415 Brainard St.	Detroit, Mich	S. M. Fecheimer; R. G. Spedden
FEDERAL ADV. AGCY., *a-d-e-g-h*	6 E. 39th St.	New York City	Clifford J. Rohde; Fred. M. Nemlauff; Francis J. Kaus
FEIGENBAUM ADVG. AGCY., HARRY, *d-e*	1211 Chestnut St.	Philadelphia, Pa.	David Wermen; Walter A. Young
FENSHOLT, A. H., *d*	549 W. Washington St.	Chicago, Ill	A. H. Fensholt; R. D. Allbright
FENTON, RICHARD L., *d-e*	31 Milk St.	Boston, Mass	
FERGER SILVIA ADV. CO	433 Vine St.	Cincinnati, Ohio	
FERREE-TAYLOR ADVG. AGCY.	Chemical Bldg.	St. Louis, Mo.	
FERRIS-FOWLER CO., INC.	Marquette Bldg.	Detroit, Mich.	
FERRY-HANLY ADV. CO., *a-b-e-g-h*	1110 Grand Ave.	Kansas City, Mo.*	Miss A. J. Lamblin,
	6 No. Michigan Ave.	Chicago, Ill	
	441 Lexington Ave.	New York City	H. M. Montgomery,
	Central Trust Bldg.	Rock Island, Ill.	Paul R. Preston,
	Glen Bldg.	Atlanta, Ga.	Louis Morrison.
FERTIG CO., INC., LAWRENCE, *a-d-e-g*	171 Madison Ave.	New York City	E. M. Ahlstrand
FIDELITY ADV. AGCY.	1010 Euclid Ave.	Cleveland, Ohio	
FIELD ADV. SERVICE, *a-d*	129 E. Market St.	Indianapolis, Ind.	Ralph G. Elvin; V. Ernest Field
FILLANS, WALTER	Merchants Assn. Bldg.	Greensboro, N. C.	
FINCH ADV. AGCY., INC., L. T. *a*	1367 Broadway	New York City	Ellis J. Finch; John P. Kaempfer
FINESTONE ADVG. AGENCY., HAROLD	Woolworth Bldg.	Reading, Pa.	
FINK & PAINE, INC.	299 Madison Ave.	New York City	
FINLEY, HANOVER ADVG. AGCY.	Stuart Bldg.	Seattle, Wash.	
FINNEY ADV. CO., W. B., *a-e-g*	Firestone Bldg.	Kansas City, Mo.	
FIRESTONE ADV. SERVICE, *d*	Times Bldg.	New York City	S. C. Koren
FIRST NATIONAL ADV. AGCY.	118 W. Randolph St.	Chicago, Ill	
FISHER & FISHER	Law Bldg.	Norfolk, Va.	
FISHER-BROWN ADV. AGCY., *a-d-e-g-h*	1627 Locust St.	St. Louis, Mo.	
FISHER ADV. SERVICE, LEONARD, *d*	15 Stockton St.	San Francisco, Cal.	Ralph Fisher
FLANNIGAN, J. L.	Peoples Trust Bldg.	Binghamton, N. Y.	
FLARSHEIM CO., HARRY B., *a-d-e*	Court & Main Sts.	Cincinnati, Ohio	Hy. B. Flarsheim; Edwin M. Meiss; Wm. M. Flarsheim; M. Madlaner
FLETCHER, FRANK IRVING.	331 Madison Ave.	New York City	
FLETCHER NEWSPAPER ADV. AGCY.	6304 Ellen Ave., N. W.	Cleveland, Ohio	
FLORIAN, JR., PAUL A. *g*	Peoples Gas Bldg.	Chicago, Ill	
FLORIDA ADV. SERVICE		Orlando, Fla.	
FODY ADV. AGCY., LOUIS O.		Bloomington, Ill.	
FOLEY, JAMES	55 New Montgomery St.	San Francisco, Cal.	
FOLEY, K., ADV. AGENCY	White-Henry Stewart Bldg.	Seattle, Wash.	
FOLEY ADV. AGENCY, INC., RICHARD A., *a-d-e-g-h*	219 No. Broad St.	Philadelphia, Pa.*	Lawrence I Everling Philadelphia
	247 Park Ave.	New York City	
FONDA-HAUPT CO., INC., *a-e-g-h*	286 5th Ave.	New York City	
FOOTE & MORGAN, *a-d*	247 Park Ave.	New York City	Miss Bertha Cooke
	175 Fifth Ave.	New York City*	
	Lavalle 1270	Buenos Aires, Argentine	
	Rua Minicipal 24-20.	Rio de Janeiro, Brazil	
FOREIGN ADV. & SERVICE BUREAU, INC.	26 Jamieson St.	Sydney, Australia	
	113-115 Customhouse Quay	Wellington, New Zealand	
	18 Yamashita-cho, Kyobashi-ku	Tokio, Japan	
FOREIGN PRESS PUBLICITY SERVICE	286 5th Ave.	New York City	Sigmund Gottlober
FORKER CO., DONALD E.	707 S. Broadway	Los Angeles, Cal.	
FORREST, HOBART ADV. AGCY. *d*	356 Main St.	Springfield, Mass.	Wm. P. Forrest; Doug. R. Hobart
FORT, LEWIS D.	Cotton Exchange Bldg.	Memphis, Tenn.	Lewis D. Fort
FOSTER, FRED L.	Central Nat'l Bank Bldg.	Tulsa, Kans.	F. L. Foster
FOSTER, PAUL L, *d*	303 5th Ave.	New York City	Paul L. Foster; Reginald Perry
FOSTER & KLEISER	22d and Market Sts.	Oakland, Cal.	
FOULCK ADV. AGCY., R. E.	326 4th Ave.	Pittsburgh, Pa.	
FOX ADV. SERVICE	General Motors Bldg.	Detroit, Mich.	
FOX & MACKENZIE, *a-d-e-g*	1214 Locust St.	Philadelphia, Pa.	W. A. Fox; J. B. Mackenzie
FOYE, RALPH T.	168 Bridge St.	Springfield, Mass.	
FRANCIS ADV. AGCY.	612 Lincoln Bldg.	Detroit, Mich.	
FRANCIS ADV. AGENCY	286 5th Ave.	New York City	Ann J. Francis
	28 E. 28th St.	New York City	Wm. R. Francis
FRANK & SPEDDEN, INC.	415 Brainerd St.	Detroit, Mich.	
	14 Stone St.	New York City*	
	134 S. La Salle St.	Chicago, Ill	Harry Riordan
FRANK & CO., ALBERT, *a-d-e-g-h*	11 Avery St.	Boston, Mass.	M. Robert Herman
	5 New Bridge St., S. E.	London, England	
FRANK, DOROTHY	Chronicle Bldg.	San Francisco, Cal.	
FRANKLIN ADV. AGCY.	56 W. Washington St.	Chicago, Ill	M. A. Tarrbach
FRANKLIN ADV. CORPORATION, *e*	246 5th Ave.	New York City	
FRANKLIN CO.	309 5th Ave.	New York City	
FRAZIER CO., CHARLES B.	Hawaiian Td. Bldg.	Honolulu, Hawaii	
FREDERICKSBURG ADVERTISING CO.	103 Commerce St.	Fredericksburg, Va.	
FREEMAN ADV. AGENCY	36 N. E. 1st Ave.	Miami, Fla.	
FREEMAN ADV. AGENCY, INC., *a-b-c-g*	Mutual Bldg.	Richmond, Va.	
FREY, INC., CHARLES DANIEL, *a-d-e-g*	30 N. Michigan Ave.	Chicago, Ill	R. G. Timmerman
FRIEND ADVG. AGCY., *a-d-e-g*	171 Madison Ave.	New York City	
FREITAG ADV. AGENCY, *b-d*	Bona Allen Bldg.	Atlanta, Ga.	J. V. Freitag; G. L. Hemminger
FRIEND, WIENER, DONAHUE ADV. CO., *d-e*	Woolworth Bldg.	New York City	Mitchell E. Friend; Ernest H. Weiner
FRIZZELL ADV. AGCY., INC., *a-e-g*	Guardian Life Bldg.	St. Paul, Minn.	
FROST CO., INC., HARRY M., *a-e*	101 Tremont St.	Boston, Mass.*	
	90 Exchange St.	Lynn, Mass.	
FROHMAN, LOUIS H., *d-g*	105 W. 40th St.	New York City*	L. H. Frohman
	5 Chancery Lane.	London, England	F. Kernber
FROWART ADVG. CO.	250 S. Broad St.	Philadelphia, Pa.	
FROWERT CO., INC., PERCIVAL K., *a-d-g*	250 Park Ave.	New York City*	
	43 Gt. Portland St.	London W. 1 England	Fred Blauvelt
FUGUET & CO., INC., RAYMOND, *a-g*	2 W. 45th St.	New York City	Raymond Fuguet; L. P. Fuguet; F. C. Mahnken
FUHRMAN CO., INC., H. H.	2044 Ranstead St.	Philadelphia, Pa.	
FULLER, J. JAY	112 Delaware Ave.	Buffalo, N. Y.	T. E. Noon; H. A. Laney
FULLER CO., W. P.		San Francisco, Cal.	
FULLER & SMITH, *a-d-e-g-h*	1501 Euclid Ave.	Cleveland, Ohio	R. Ziesing, Jr.
FYFFE & BOND CORP., *a-d-g*	50 Madison Ave.	New York City	N. A. Fyffe; E. A. Andreas
GAEBLER ADV. AGCY.	321 No. 22d St.	St. Louis, Mo.	
GAGE ADV. AGENCY	211 N. E. 1st Ave.	Miami, Fla.	
GALLAGHER & STAFF, CHAS. F.	Phelan Bldg.	San Francisco, Cal.	
GALE, A. L.	6 N. Michigan Ave.	Chicago, Ill.	
GALL, GEORGE H.	381 4th Ave.	New York City	
GAMBLE ADV. AGENCY		Savannah, Ga.	
GAMELIN ADVG. SERVICE, INC., *d*	360 Worthington St.	Springfield, Mass.	Henry A. Gamelin; Eugene Danziger
GANNON & CO., INC., J. W., *e-g*	342 Madison Ave.	New York City	
GANTERT, C. PALMER, *d*	30 E. 42d St.	New York City	C. P. Gantert; Miss Van
GARDNER ADVERTISING CO., *a-d-e-g-h*	1627 Locust St.	St. Louis, Mo.*	E. A. W. Schulenburg, St. Louis
	1 Pershing Square.	New York City	J. F. Beck, New York
	360 N. Michigan Blvd.	Chicago, Ill	F. H. Kenkel, Chicago
GARDINER-MACE CO., INC., *a-d-g*	9 E. 40th St.	New York City	Miss E. M. Cleaver; C. A. Bishop
GARDINER & WELLS CO., INC.	150 Madison Ave.	New York City	Jas. H. Weinberg
GARFIELD, JAMES L.	1011 Chestnut St.	Philadelphia, Pa.	
GARVEY-ANDERSON CO	107 Opera Place.	Cincinnati, Ohio	
GATES & CO., W. N.	613 Euclid Ave.	Cleveland, Ohio	
GAUTHIER & HOADLEY, *d*	6 Allen St.	San Juan, Porto Rico	
GAYLOR, ALBRO C.	280 Broadway	New York City	
GELLES ADVERTISING AGCY., *d*	11 E. Fordham Rd.	New York City	Jerome M. Lichtenberg
GELWICKS CO., INC., HARRY R. *d*	5 Court Square.	Long Island City, N. Y.	Louis E. Gelwicks; Nap'n M. Lamar
	20 W. 34th St.	New York City	Arthur B. Ersfeld
GENERAL ADVG. CO.	75 N. New Jersey St.	Indianapolis, Ind.	
GENESEE ADV. AGCY.	469 7th Ave.	New York City	
GERMO, ELEANOR	3751 W. 1st St.	Los Angeles, Cal.	
GEYER-DAYTON ADV. CO., *a-d-e-g*	Dayton Savings & Trust Bldg.	Dayton, Ohio	
GIBSON CO., GEORGE H.	100 Gold St.	New York City*	George Gibson
	3199 No. 17th St.	Philadelphia, Pa.	Otto M. Foernsler
GILLAM'S SERVICE	110 W. 34th St.	New York City	
GILLHAM CO., INC., L. S., *a-d-e-g*	843 San Julian St.	Los Angeles, Cal.*	R. A. Claypool, Oakland
	Atlas Bldg.	Salt Lake City, Utah	J. D. Burns, San Francisco
	316 13th St.	Oakland, Cal.	A. J. Olsen, Los Angeles
	First National Bk. Bldg.	San Francisco, Cal.	T. M. Evans, Salt Lake City
GILLESPIE CO.	Empire Bldg.	Detroit, Mich.	
GLADE & GILES ADV. AGCY.	McIntire Bldg.	Salt Lake City, Utah	
GLASER & MARKS, INC., *a-d-e-g*	234 Boylston St.	Boston, Mass.	H. J. Marks
GLENN, CLYDE CO.	Stovall Bldg.	Tampa, Fla.	
GLOBE ADV. AGENCY, INC., *e*	17½ S. Main St.	So. Norwalk, Conn.	T. H. Canty
GOEBEL ADVG. SERVICE	Lafayette Bldg.	Detroit, Mich.	
GOLDEN CO., LOUIS H.	53 N. Duke St.	Lancaster, Pa.	
GOLDINE ADV. AGCY.	445 Broadway	Albany, N. Y.	
GOLDMAN ADV. SERV., INC., *a*	1270 Broadway	New York City	
GOLDSMITH CO., *a-e*	207 Market St.	Newark, N. J.	
GOLDSMITH, L. S.	9 E 41st St.	New York City	
GOLDSTEIN, LOUIS L.	43 Fulton St.	New York City	Louis L. Goldstein
GOOD ADV. CO., H. H.	45 Murray St.	New York City	
GOODNOW ADV. AGCY. MARC N., *d*	American Bank Bldg.	Los Angeles, Cal.	Marc N. Goodnow
GOODMAN, PHILIP	559 5th Ave.	New York City	
GOODWIN ADV. AGENCY, INC., A. O.	306 Central Nat'l Bk. Bldg.	Richmond, Va.	
GOODWIN, INC., *a-e-g*	70 Exchange St.	Rochester, N. Y.	A. T. Jones
GOODWIN-MANN, INC.	Central Nat'l Bk. Bldg.	Richmond, Va.	
GORDON-MARX CO., *d*	Rockaway Bldg.	Cincinnati, Ohio	R. Hoffman; Joe. J. Marx; H. Schneiderman
	307 No. Michigan Ave.	Chicago, Ill	
GORNAY, INC.	605 5th Ave.	New York City	
GORMLEY, SMITH PEIFER, INC., *a-d*	1312 Atlantic Ave.	Atlantic City, N.J.*	Wallace M. Nixon
	803 8th St.	Ocean City, N. J.	
GOTHAM ADV. CO., *a-d-e*	114 Liberty St.	New York City	W. G. Hildebrant
GOULD CO., M. P., *a-d-e-g*	450 4th Ave.	New York City	Miss Clara M. McLean
GOULD ADV. AGENCY, P. T., *e-g*	33 E. Grand River.	Detroit, Mich.	
GOULSTON CO., INC., *a-d-e*	18 Tremont St.	Boston, Mass.	L. B. Hawes; Alfred Jules
GRACE & HOLLIDAY, *d-e-g*	Penobscot Bldg.	Detroit, Mich.	L. C. Grace
GRANT, W. R.	Times Bldg.	New York City	
GRANT & WADSWORTH, INC., *a-e*	342 Madison Ave.	New York City	
GRAY ADV. CO., *a-e*	Hall Bros. Bldg.	Kansas City, Mo.	
GRAY & CO., A. A., *g*	133 W. Washington St.	Chicago, Ill	
GRAY, RUSSELL T., INC.	Peoples Life Bldg.	Chicago, Ill	R. V. Barr
GRAYHURST & SCOTT	16 W. 45th St.	New York City	
GREEN ADV. AGENCY, INC., CHARLES C., *a-d-e-g*	450 4th Ave.	New York City*	O. O. Cook
	Real Estate Trust Bldg.	Philadelphia, Pa.	R. Jones
GREEN & VAN SANT CO., *a-d-e*	Citizens' Nat'l Bank Bldg.	Baltimore, Md.	Richard C. Sheridan
GREEN-FULTON-CUNNINGHAM CO., *a-e-g-h*	Steger Bldg.	Chicago, Ill	
GREENLEAF CO., *a-d-e-g*	80 Federal St.	Boston, Mass.	G. R. Dunham
GREENLYS LIMITED (ASSOCIATES) *d*	5 Chancery Lane.	London, England	
GREENE, CARL H.		New York City	
GREENE, FINLEY H., *a-d-e*	Parsons Bldg.	Buffalo, N. Y.	Finley H. Greene
GREENE, JAMES A., *b*	611 Glenn Bldg.	Atlanta, Ga.	
GREGG, HAMILTON		Denver, Col.	
GREIG & WARD, INC.	5 S. Wabash Ave.	Chicago, Ill	
GRENELL ADV. AGENCY, *d*	Book Bldg.	Detroit, Mich.	Fred T. Grenel; William B. Hall
GREVE ADV. AGENCY, INC., *d-e-g-h*	Hamm Bldg.	St. Paul, Minn.	A. B. Connolly
GRIFFIN, JOHNSON & MANN, INC., *a-d-e-g-h*	350 Madison Ave.	New York City	C. H. Johnson

(Continued on page 170)

NO METROPOLITAN PAPER TOO GREAT
NO COUNTRY PAPER TOO SMALL
FOR A

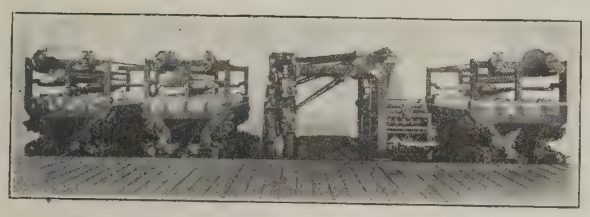
DUPLEX

THE ONLY COMPLETE LINE OF WEB PRESSES OFFERED TO NEWSPAPER PUBLISHERS



DUPLEX SUPER-UNIT DOUBLE OCTUPLE
(AS INSTALLED NEW YORK WORLD)
METROPOLITAN—HEAVY DUTY—INTERCHANGEABLE UNITS—SOLID STEEL GEARS THROUGHOUT
ROLLS BELOW OR AT END—INDEPENDENT DRIVE SYSTEM

A NEW STANDARD OF EXCELLENCE
THE DUPLEX SUPER-UNIT

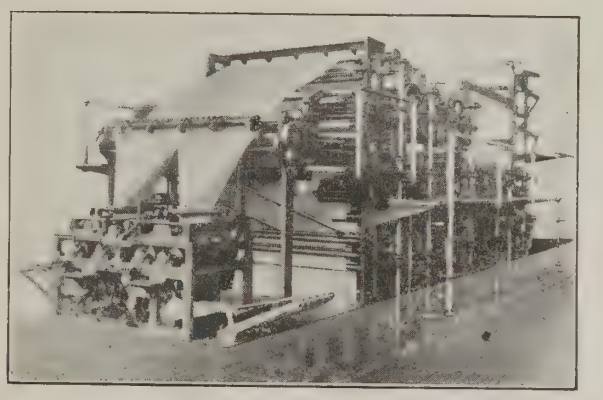


UNIT TYPE CENTER FOLDER SEXTUPLE.
WITH ROLLS OVERHEAD GIVING SHORTEST WEB LEAD FROM ROLL TO IMPRESSION.
BUILT IN QUAD, SEXTUPLE, OCTUPLE, DECUPLE, ETC.

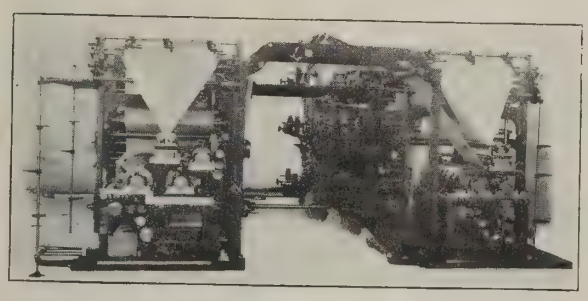
All Duplex Presses of larger than 8-page capacity have absolutely unit type construction, each unit separately driven as a protection for emergency use and a convenience when reduced runs are wanted.

All gears of heavy duty burden are of special material, steel or manganese bronze, of high test burden strength and extra heavy for safety—the best material and best design possible. All high speed bearings are unusually large and conform to the best engineering practice.

In the larger capacity presses which are all of unit construction the unit basis and all parts are made identical and interchangeable, features obtainable in no other presses now on the market. In cases of multiple folders, folder drives are absolutely independent as units by themselves, and no folder is dependent upon the other in operation.



METROPOLITAN HEAVY DUTY 40-PAGE "TUBULAR."
DOUBLE PRODUCTS AT FULL SPEED FROM 40 PLATES INSTEAD OF 80. THE MOST PRODUCTIVE AND EFFICIENT PRESS IN THE WORLD. ALL "TUBULAR" PRESSES ARE BUILT UPON THE UNIT PLAN.



THE TWINNED TUBULARS.
A 40-PAGE COMBINATION, 2 20-PAGE MACHINES USABLE SEPARATELY OR TOGETHER, ALL PAGE PRODUCTS BY 2's, INCLUDING MAXIMUM AT FULL SPEED. ALL "TUBULAR" PRESSES ARE BUILT UPON THE UNIT PLAN. ONE PLATE ONLY NEEDED PER PAGE ON A "TUBULAR."

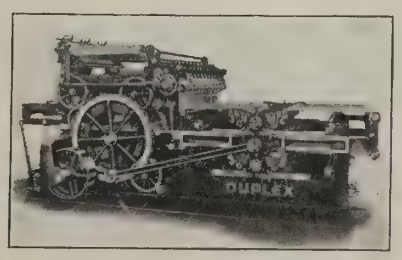
"Our customers write our ads"

We are glad to refer you to any user of Duplex machinery as to facts and experience. We can give you any number of references upon request in any part of the country which you may wish. For instance:

One says "Studied presses several months. Visited factories and newspapers. Convinced Duplex is building best presses. Everything finest materials, finest construction."—Evening Courier.



THE STANDARD 16-PAGE "TUBULAR"; FOR INTERMEDIATE FIELD NEWSPAPERS.
By leaving out a unit or adding more units this construction of press is easily furnished, also of 12-page, 20-page or 24-page capacity. Any smaller sizes can be increased to larger capacity without disturbance in pressroom.
One plate per page and full speed operation for any and all products.



MODEL E.
HIGH SPEED FLAT BED WEB PERFECTING PRESS
ACCOMMODATES 8 COLS. 12½ OR 13 EMS.



MODEL A.
AN 8-PAGE FLAT BED WEB PRESS FOR THE WEEKLY OR SMALL DAILY.

DUPLEX PRINTING PRESS COMPANY

MAIN OFFICES AND WORKS—BATTLE CREEK, MICH.

WORLD BLDG.—NEW YORK CHICAGO TEMPLE BLDG.—CHICAGO DE YOUNG BLDG.—SAN FRANCISCO

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 168)

	Address		Space-Buyers
GRIFFIN-SMITH	Park Square Bldg.	Boston, Mass.	
GRIFFITH ADVG. AGENCY	Keefe Bldg.	Racine, Wis.	
GRIMES-PEERLESS CO.	Box No. 630	Portsmouth, Ohio	
GRISWOLD-ESHLEMAN CO., THE *d-e-g-h*	Leader-News Bldg.	Cleveland, Ohio	
GROESBECK, HEARN & HINDLE, INC. *a-d-e-g*	415 Lexington Ave.	New York City	Frank M. Jacob
GROSS, HENRY	Webster Bldg.	Chicago, Ill.	
GRUEHL ADV. AGENCY	First Nat'l Bank Bldg	Albuquerque, N. M.	
GUARDIAN ADV. CORPORATION	511 5th Ave.	New York City	
GUENTHER-BRADFORD & CO., *a-d-e-g*	15 E. Huron St.	Chicago, Ill.	W. H. O'Brien R. Blydenburg
GUENTHER-GLAZE ADV. AGCY., *e*	715 Felix St.	St. Joseph, Mo.	A. Koenig
GUENTHER, RUDOLPH—LAW RUSSELL, INC., *a-d-e*	131 Cedar St.	New York City	Rudolph Guenther Russell Law Victor J. Cevasco H. St. Jn. Harvey Frank Cruikshank Emmett Corrigan
GUMBINNER ADV. AGENCY, LAWRENCE C., *o-d-g*	9 E. 41st St.	New York City	Jack Goldburg
GUILLEMET, INC.	18 W. 34th St.	New York City	
GUNDLACH ADV. CO., *a-d-e-g*	Wrigley Bldg. Flatiron Bldg.	Chicago, Ill.* New York City	F. E. Duggan G. F. Noyes J. L. Stewart
GUNNISON, INC., STANLEY E., *a-d-e-g*	30 Church St.	New York City	Robert J. Chambers
GURWIT ADV. AGCY.	208 N. Wells St.	Chicago, Ill.	

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HADDEN, HOWARD S.	331 Madison Ave.	New York City	
HAHN-RODENBERG CO., THE	Broadwell Bldg.	Springfield, Ill.*	C. E. Hahn S. P. Wright
HAINES ADVG. AGENCY, J. B., *a-d-e-g*	1218 Chestnut St.	Philadelphia, Pa.	C. S. Haines J. B. Haines, 3rd
HALL ADV. CO.	Palace Bldg. 1st Natl. Bank Bldg.	Erie, Pa. Omaha, Neb.*	
HALL CO., INC., CHARLES A., *d*	214 Clematis St. 56 West 45th St.	West Palm Beach (Florida) New York City	C. Hall
HALL & EMORY AGCY., INC., *a-d-e-g*	42 N. 9th St.	Portland, Oregon	J. L. Hunt
HALL ADVG. AGCY., S. ROLAND, *a-d-e-g-h*	1st Natl. Bank Bldg.	Easton, Pa.	
HALLOCK, W. W.	239 W. 39th St.	New York City	
HALLOWELL, INC., C. S.	103 Park Ave.	New York City	
HAMILTON ADV. AGCY., INC., J. R., *a-d-e-g*	326 W. Madison St.	Chicago, Ill.	M. L. Reimer
HAMILTON, ROBERT *a-e-g*	207 4th Ave.	New York City	
HAMILTON, WILLIAM IRVING, *a-e-g*	267 5th Ave.	New York City	
HAMILTON & BAMFORD, *d-e*	522 5th Ave.	New York City	
HAMMIN, K. L., *d-a-e*	316 13th St. 1st Natl. Bank Bldg. Atlas Bldg. 843 San Julian St.	Oakland, Cal* San Francisco, Cal. Salt Lake City, Utah Los Angeles, Cal.	A. Claypool John D. Burns T. M. Evans A. J. Olsen
HAMMEL & McDERMOTT	Century Bldg.	Indianapolis, Inc.	
HAMMEL-STUPHEN & CO., INC., *e*	Merchants National Bank Building	Los Angeles, Cal.	E. C. Anderson
HAMTON ADV. AGENCY	Ackerman Bldg.	Binghamton, N. Y.	
HANBERY CO., WELCH	Press Telegram Bldg.	Long Beach, Cal.	
HANFF-METZGER, INC., *a-d-e-g-h*	95 Madison Ave.	New York City	C. J. G. Atkinson P. A. Broderick
HANKINS ADV. AGCY., W. B.	120 N. Erie St.	Toledo, Ohio	
HANNA ADV. AGENCY	617 Francis St.	St. Louis, Mo.	
HANNAH-CRAWFORD, INC., *d-e*	429 Broadway 222 E. Walnut St.	Milwaukee, Wis.* Green Bay, Wis.	E. A. Block
HANSARD CO.	114 5th Ave.	New York City	
HANSEN ADV. AGENCY, *d*	Rogers Bldg.	Orlando, Fla.	Frank H. Burns H. I. McEldowney Sidney Ives, III.
HANSER-CHURCHILL AGENCY, INC., *a-d-e*	12 E. 44th St.	New York City*	
HANSON CO., INC., JOSEPH E., *a-d-e*	13 Washington Pl.	Newark, N. J.	Jos. M. Feytel
HARDY, INC., WALTER E., *a-d-e-g*	111 W. Monroe St.	Chicago, Ill.	H. L. Hardy
HARMON, INC., HOWARD G., *a-d-e-g*	171 Madison Ave.	New York City	G. M. Mason John F. Mayer
HARRIS ADVERTISING CO.	280 Madison Ave.	New York City*	
HARRIS, C. L.	Forsyth Bldg.	Atlanta, Ga.	
HARRIS, DANIEL	520 Stewart Bldg.	Oakland, Cal.	
HARRIS ADVERTISING, EARL	Brower Bldg.	Bakersfield, Cal.	
HARRIS ADV. AGENCY, E. C.,	284 Peachtree St.	Atlanta, Ga.	E. C. Harris
HARRIS ADV. CO., INC., WILLARD B., *e*	Schneider Bldg.	St. Joseph, Mo.	
HARRISON E. MAYNARD	Marsh-Strong Bldg.	Los Angeles, Cal.	
HARRISON-GUTHRIE AGENCY	1st Natl. Soo Line Bldg.	Minneapolis, Minn.	
HARRISON-LANDAUER, INC.	325 N. Charles St.	Baltimore, Md.	
HARRISON-RIPPEY ADV. CO. *a-e*	Arcade Bldg.	St. Louis, Mo.	
HART ADV. AGCY., FRED. B.	1323 S. Michigan av.	Chicago, Ill.	
HARTWIG ADV. CO., INC.	Wainwright Bldg.	St. Louis, Mo.	
HARTZELL CO., J. H.	Bulletin Bldg.	Philadelphia, Pa.	
HARVEY ADV. AGCY., INC. *a-b-e*	Walton Bldg.	Atlanta, Ga.	
HARVEY & ZOELLER	104 5th Ave.	New York City	
HARWOOD-CAHILL CO.	1033 Chestnut St.	Philadelphia, Pa.	
HATCHER & YOUNG *d*	508 S. Dearborn St.	Chicago, Ill.	F. G. Hatcher
HATFIELD MAGUIRE & CO.	160 Broadway	New York City	
HATHAWAY ADV. SERVICE *e*	Ferguson Bldg.	Colorado Springs, Colo.	G. E. Hathaway R. S. M. Noland
HAULENBEEK AGCY, G. H.	2 W. 45th St. 62 rue de Richelieu	New York City Paris, France*	
HAVAS NEWS AGENCY	383 Madison Ave. Albee Bldg.	New York City Washington, D. C.	F. J. Mercks Robert Remy
HAVEN, EDWIN H. *e*	5 & 7 Beekman St.	New York City	
HAWES ADVG. AGENCY *d*	Tribune Tower	Chicago, Ill.	A. E. Hawes
HAWK C. FRANKLIN	423 Euclid Ave.	Cleveland, Ohio	C. Franklin Hawk
HAWKEYE ADV. CO.	Brown Block	Manitou, Colo.* Clarinda, Ia.	J. Fred Thomas
HOWKIND, WILLIS M.	Coca-Cola Bldg.	Kansas City, Mo.	
HAWLEY ADV. CO., INC. *a-d-e-g-h*	95 Madison Ave.	New York City	Wm. H. Meyer Miss M. Mulligan
HAYDOCK & CO., W. H.	109 W. 42d St.	New York City	
HAYNES ADV. AGENCY	Sunderland Bldg.	Omaha, Nebr.	
HAYS ADV. AGCY., INC. *a-e-g*	246 College St.	Burlington, Vt.	
HAZARD ADV. CORP. *a-d-e*	7 E. 42d St.	New York City	C. H. Hazard
HEACOCK, LEE F.	211 Main St.	Buffalo, N. Y.	
HEER-MILLER ADV. AGCY.	372 S. 4th St.	Columbus, Ohio	
HEILBRONNER CO., A. H.	1st Natl. Bank Bldg.	Butte, Mont.	
HELD ADVG. CO., INC., J. F.	Bigelow Bldg.	Seattle, Wash.	J. F. Held Jos. E. Penner E. Serf
HELLWIG CO., E. W. *a-d-e-g*	9 E. 40th St.	New York City	G. V. Carhart
HELPRIN ADV. ORGANIZATION, J. A.	6 S. Liberty St.	Baltimore, Md.	J. A. Helprin
HEMMING, HARRY H.	264 28th St.	Milwaukee, Wis.	
HENKE, INC. *e*	232 E. Erie St.	Chicago, Ill.	
HENRI HURST & McDONALD, *a-d-e-g*	58 E. Washington St.	Chicago, Ill.	G. F. Ganser
HENRICKSON, CARL I. *d-e-g*	417 Dearborn St.	Chicago, Ill.	Carl I. Hendrickson
HENSEL, ELLIOTT C.	Grant Bldg.	Los Angeles, Cal.	
HERNDON-JOHNSON ADV. CO., INC.	F. & M. Bank Bldg.	Fort Worth, Texas	
HERR, JAMES G. *a-d-e*	McKnight Bldg.	Minneapolis, Minn.	James G. Kerr H. R. Hawkey A. G. Mather
HESSLER, INC.	113 Market St.	Wilmington, Del.	
HERTZ-HADLEY CO.	646 N. Michigan av.	Chicago, Ill.	
HEWITT GANNON & CO., INC. *g*	52 Vanderbilt Ave.	New York City	
HIBSON & BRO. *a-d*	116 Nassau St.	New York City	C. H. O'Donnell Harry B. King Joseph Dorfman
HICKS ADV. AGCY. *a-e*	52 Vanderbilt Ave.	New York City	
HICKS & STAFF, B. W.	1303 Main St.	Wheeling, W. Va.	
HIGHAM, LTD., CHAS. F.	Imperial House Kingsway	London Eng.*	
HILL CO., INC., ALBERT P., *a-d-e-g-h*	233 Oliver Ave.	Pittsburgh, Pa.	Herbert Gesregan
HILL CO., W. S. *a-d-e-g*	323 4th Ave.	Pittsburgh, Pa.	George B. Kerr
HILL SERVICE, INC.	19 W. 44th St.	New York City	
HINDS ADV. AGCY., L. A.	615 Congress St.	Portland, Me.	
HIPPLE CORP.	704 Market St.	Tacoma, Wash.	
HIRSCH, LOUIS J. B. *d*	303 4th Ave.	New York City	Louis J. B. Hirsch P. H. Schaap
HIRSCHBERG, CHAS. A., INC.	150 Nassau St.	New York City	
HITZ, FRANK J.		Chattanooga, Tenn.	
HOERNING ADV. AGENCY	50 Union Sq.	New York City	
HOFHEIMER, S. D. *e-g*	Land Title Bldg.	Philadelphia, Pa.	
HOFFHINE BULLETIN SYSTEM	709 Moss St.	St. Joseph, Mo.	
HOGE, INC., HUBER *e-g*	347 Madison Ave.	New York City	
HOLBROOK, T. S.	318 West 39th St.	New York City	G. E. Holcomb
HOLCOMB ADV. SERVICE *d*	324 4th Ave., So.	Minneapolis, Minn.	
HOLDEN ADV. AGCY., JOHN T. *d*	Oschner Bldg.	Sacramento, Cal.	
HOLLAND ADV. CO., INC.	244 5th Ave.	New York City	John A. Holland
HOLLAND ADV. AGCY., J. A. *d*	68 Devonshire St.	Boston, Mass.	
HOLMES, INC. *g*	Murphy Bldg.	Detroit, Mich.	
HOLMES ADVG. AGCY., C. A.	Westinghouse Bldg.	Pittsburgh, Pa.	
HOLMES ADVERTISING AGCY., FRANCES *a-e*	I. N. Van Nuys Building	Los Angeles, Cal.	
HOLMWOOD ADV. AGCY., *d*	Free Press Bldg.	Detroit, Mich.	
HOMMANN, TARCHER & CORNELL, INC. *e-g*	25 W. 45th St.	New York City	
HONIG-COOPER CO., INC., *a-d-e-g-h*	507 Montgomery St. 12 & Jefferson Sts. Van Nuys Bldg. 342 Madison Ave. Tribune Tower	San Francisco, Cal.* Portland, Ore. Los Angeles, Cal. New York City Chicago, Ill.	Miss Helen Meloy Mrs. H. Kennedy
HOOPES ADVG., AGCY., EDGAR M., INC. *a-d*	Equitable Bldg.	Wilmington, Del.	E. M. Hoopes, Jr. B. L. Haupt
HOOPS ADV. CO. *a-e-g-h*	9 E. Huron St.	Chicago, Ill.	
HOOSIER AGENCY	1st Natl. Bank Bldg.	Hammond, Ind.	
HORNE & LIVINGSTON *a-e*	510 Montgomery St.	San Francisco, Cal.	George H. Hosmer
HOSMER ADVG. SERVICE *d*	200 Devonshire St.	Boston, Mass.	
HOUGHTON COUNTY ADVERTISING AGENCY	832 Lake Ave.	Hancock, Mich.	Charles L. Burns
HOUSE OF HUBBELL *d-e*	648 Huron Road	Cleveland, Ohio	
HOUSE OF LIGHTFOOT	1 Madison Ave.	New York City	R. Massey
HOUSTON ADV. SERVICE CO. *d*	Hasco Bldg.	Los Angeles, Cal.	
HOWARD CO., INC., E. T. *a-e-g*	33 W. 42d St.	New York City	
HOWARD ADV. SERVICE	Transportation Bldg.	Chicago, Ill.	
HOWARD, FRANK B.	257 Main St.	Poughkeepsie, N. Y.	
HOWER ADV. AGCY., CO. *a-e-g*	U. S. Natl. Bank Bldg.	Denver, Colo.	
HOWLAND ADVG. AGCY. INC., H. S. *a-d-e-g*	20 Broad St. 89 State St.	New York City Boston, Mass.	H. S. Howland A. E. Wawkins
HOYT CO., INC., CHAS. W., *a-b-e-g-h*	116 W. 32d St. Little Bldg. 3rd Natl. Bk. Bldg. Wachovia Bank & Trust Bldg.	New York City* Boston, Mass. Springfield, Mass. Winston-Salem, N. C.	Cornelius Donovan
HUDSON ADV. CO.	149 Broadway	New York City	Wm. D. Murray
HUFF, CHARLES H. *a*	Chemical Bldg.	St. Louis, Mo.	
HUGHES CO., P. R.	Nicholas Bldg.	Toledo, Ohio	
HULL, HARWOOD *d*	81 San Francisco St.	San Juan, Porto Rico	
HULL & CO., W. H. H. *a-d-e-g-h*	154 Nassau St.	New York City	John Lang
HUMBERT & JONES	239 W. 39th St.	New York City	Ralph C. Jones
HUMMERT-HATFIELD CO.	Chemical Bldg.	St. Louis, Mo.	
HUMPHREY CO., INC., H. B., *a-d-e-g-h*	581 Boylston St.	Boston, Mass.	H. B. Humphrey R. S. Humphrey Sheldon M. Fisher
HUMPHREYS & MATTHEWS *e*	Exchange Bldg.	Stockton, Cal.	
HUNT CO., ATLEE F. *a-d-e*	461 19th St.	Oakland, Cal.	
HUNT CO., C. B.	15 Dey St.	New York City	
HUNT-LUCE AGCY., INC. *a-d-e*	Park Square Bldg.	Boston, Mass.	George B. Hunt H. L. Stone
HUNTER'S ADVG. SERVICE	14 W. Washington St.	Chicago, Ill.*	
HUNTINGTON CO. *d*	275 Lenox Ave.	New York City	H. M. Schall A. S. Newman
HUNTINGTON & ASSOCIATES, R. T.	47 W. 34th St.	New York City	
HURJA-JOHNSON-HUWEN, INC., *d-e*	Hearst Square	Chicago, Ill.	A. O. Hurja
HUTCHINS ADVG. CO., INC. *e*	Cutler Bldg.	Rochester, N. Y.	F. J. Hutchins
HUTCHINS, JOHN B.	P. O. Box 1571	Atlanta, Ga.	
HUTCHINSON ADV. CO.	Frisco Bldg.	St. Louis, Mo.	
HYNSON, GEO. B.	34 S. 17th St.	Philadelphia, Pa.	
HYSKELL & SON, INC., FREDK.	Henry Bldg.	Portland, Oregon	E. W. Hyde

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IMPERIAL ADV. AGENCY	114 W. 7th St.	Chattanooga, Tenn.	
INGOLDSBY CO., WM. A. *a-d-g*	130 S. Broadway	Los Angeles, Cal.*	Wm. A. Ingoldsby Wm. M. Geddes C. F. Ross
INDEPENDENT ADV. CO.	Independent Life Bldg.	Nashville, Tenn.	
INGRAHAM, GEORGE F. *d*	183 St. Paul St.	Philadelphia, Pa.	
INTERNATIONAL ADV. AGCY.	P. O. Drawer 346	Camden, N. J.	
INTERNATIONAL PRESS ASSN.	15 Park Row 287 Broadway 56 Potsdamm St.	New York City New York City Berlin, Germany	
INTERRACIAL PRESS OF AMERICA, INC. *d*	342 Madison Ave.	New York City	N. H. Seidman T. H. Reese, Jr.
INTERSTATE ADV. AGCY.		Hancock, Md.	
INTER-STATE ADV. AGCY.		Sherman, Texas	
INSTITUTIONAL ADV. SERVICE, INC.	1674 Broadway	New York City	Jules R. Arbacz Conrad Lang, Jr.
IRELAND, ARTHUR E.	405 Fourth Ave.	Pittsburgh, Pa.	
IRELAND, ADV. AGENCY	Lock Box 199	Elizabeth, N. J.	
IRONMONGER ADV. AGCY., C.	23 E. 26th St. Times Bldg.	New York City Seattle, Wash.*	

(*Continued on page 172*)

For Superior Display Use the Ludlow

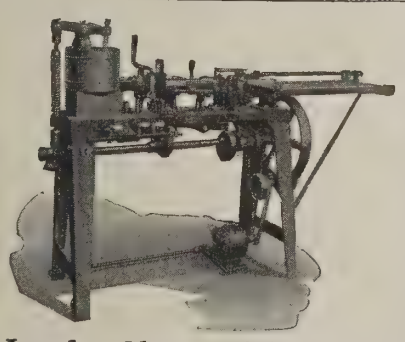
FIGURED on the basis of advertising, the value of your paper depends upon the results it will bring your advertisers. Results are based on two things—the message your advertisers tell—the way they tell it. The message that is told is the advertisers' problem—the way it's told is *yours.*

Every advertisement in your paper set in distinctive, snappy faces, every letter clean and perfect, brings results for advertisers, brings more advertising for you.

Important as the Ludlow advantages of speed and economy are, it's the results that the Ludlow brings on the finished page that has led to the almost universal adoption of this system by discriminating newspapers the world over.

Make this test—look over a representative group of America's dailies. Those that constantly run better advertisements—those whose pages are always bright and clean—a pleasure to read—you will find are almost invariably Ludlow-equipped.

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Consolidates — Ludlow Number 11-BI

Subscriptions — Ludlow Number 11-L

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Thoroughly — Ludlow Artcraft Light

Masterful — Ludlow Artcraft Light Italic

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New York: World Building, 63 Park Row
Boston: Cummings Building, 261 Franklin Street

LUDLOW QUALITY COMPOSITION

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 170)

	Address		Space-Buyers
IZZARD CO. *a-d-e-g*	Spalding Bldg.	Portland, Ore.	
	Merchants National Bank Bldg.	Los Angeles, Cal.	

J

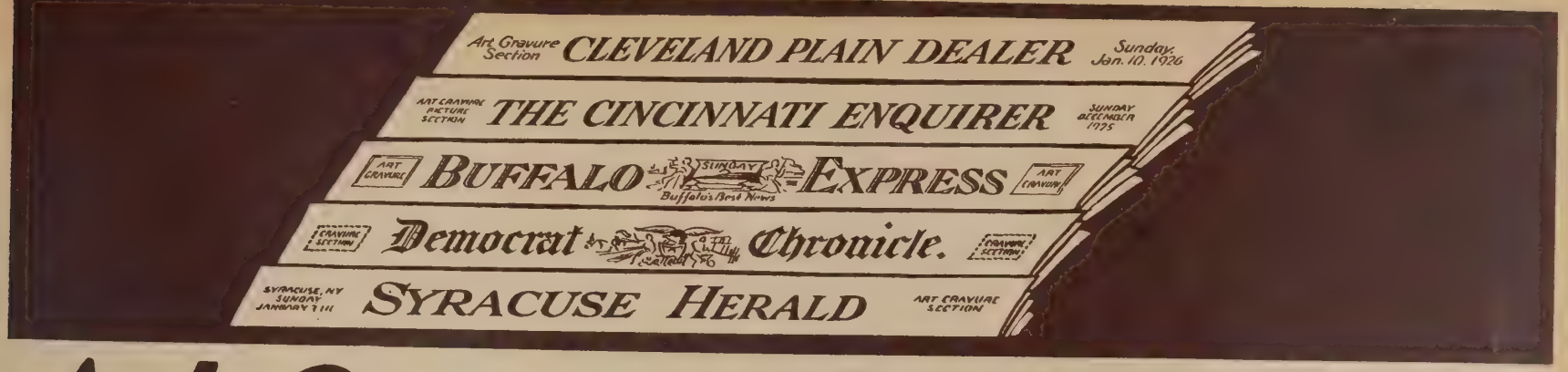
	Address		Space-Buyers
JACOBS AGENCY, DILLARD, *a-b d-e*	Candler Bldg.	Atlanta, Ga.	R. S. Peacock
	10 E. Carolina Ave.	Clinton, S. C.*	
	201 Park Drive	Atlanta, Ga.	
	118 E. 28th St.	New York City	
JACOBS & CO., *b*	5386 Pershing Ave.	St. Louis, Mo.	M. E. Wilson
	421 Biltmore Ave.	Asheville, N. C.	
	First National Bank Bldg.	Chicago, Ill.	
JAFFE & JAFFE	110 W. 11th St.	Los Angeles, Cal.	R. Jaffe B. Jaffe
JAMIESON & CO., INC. *e*	353-5th Ave.	New York City	
JAMES ADV. AGENCY	113 W. 18th St.	New York City	
JAYO ADVG. AGENCY, INC. *d*	Merchants Bank Bldg.	Winston-Salem, N. C.	H. Tracy Odom
JEFFERSON & CO., H. M.		Niles, Mich.	
JENKINS, WM.	1713 Sansom St.	Philadelphia, Pa.	
JEWISH PUBLICITY FOR THEATRICAL ENTERPRISES, INC. *d*	132 W. 43 St.	New York City	Samuel Inselbuck
JOERNS CO., INC., ARNOLD, *a-d-e-g*	26 E. Huron St.	Chicago, Ill.	R. Morris
JOHNSON-DALLAS CO. *a-b-e-g-h*	Greenfield Bldg.	Atlanta, Ga.	
JOHNSON-READ & CO. *a-d-e-g-h*	202 S. State St.	Chicago, Ill.	Carl H. Jenkins
JOHNSON & McBRIDE	Foster Bldg.	Utica, N. Y.	
JOHNSTON-GARDNER	Star Bldg.	Washington, D. C.	
JOHNSTON-AYRES CO. *a-d-e-g-h*	525 Market St.	San Francisco, Cal.	J. D. Burns (San Francisco)
JONES SONS CO., EDWARD S.	178 Union Ave.	Providence, R. I.	
JONES CO., RALPH H. *a-e-g-h*	109 E. 4th St.	Cincinnati, O.*	
	171 Madison Ave.	New York City	
JONES-MORTON, INC. *a*	City Hall Square	Johnstown, Pa.	
JONES ADV. AGCY., INC., WYLIE B., *a-d-e-g*	107 Chenango St.	Binghamton, N. Y.*	B. W. Heimer (Binghamton)
	381-4th Ave.	New York City	
	McCann Bldg.	Sydney, Australia	
JOPLIN ADV. AGCY., W. A. *d-e*	Democrat Bldg.	Little Rock, Ark.	M. E. Morgan W. A. Joplin
JORDAN ADVERTISING SERVICE, INC. *d-e*	Areo Club Bldg.	Minneapolis, Minn.	W. D. Jordan R. E. Schuyler
JOSEPH ADV. AGCY., JESSE M., *a-d-e*	Union Central Bldg.	Cincinnati, Ohio	Jesse M. Joseph M. L. Staadeker Eli Cohan
	after March 15, 1926, address will be 1811-1815 Reading Road		
JUNE, ROBERT *d*	8938 Linwood Ave.	Detroit, Mich.	Robert June W. W. Burden F. L. Blanchard

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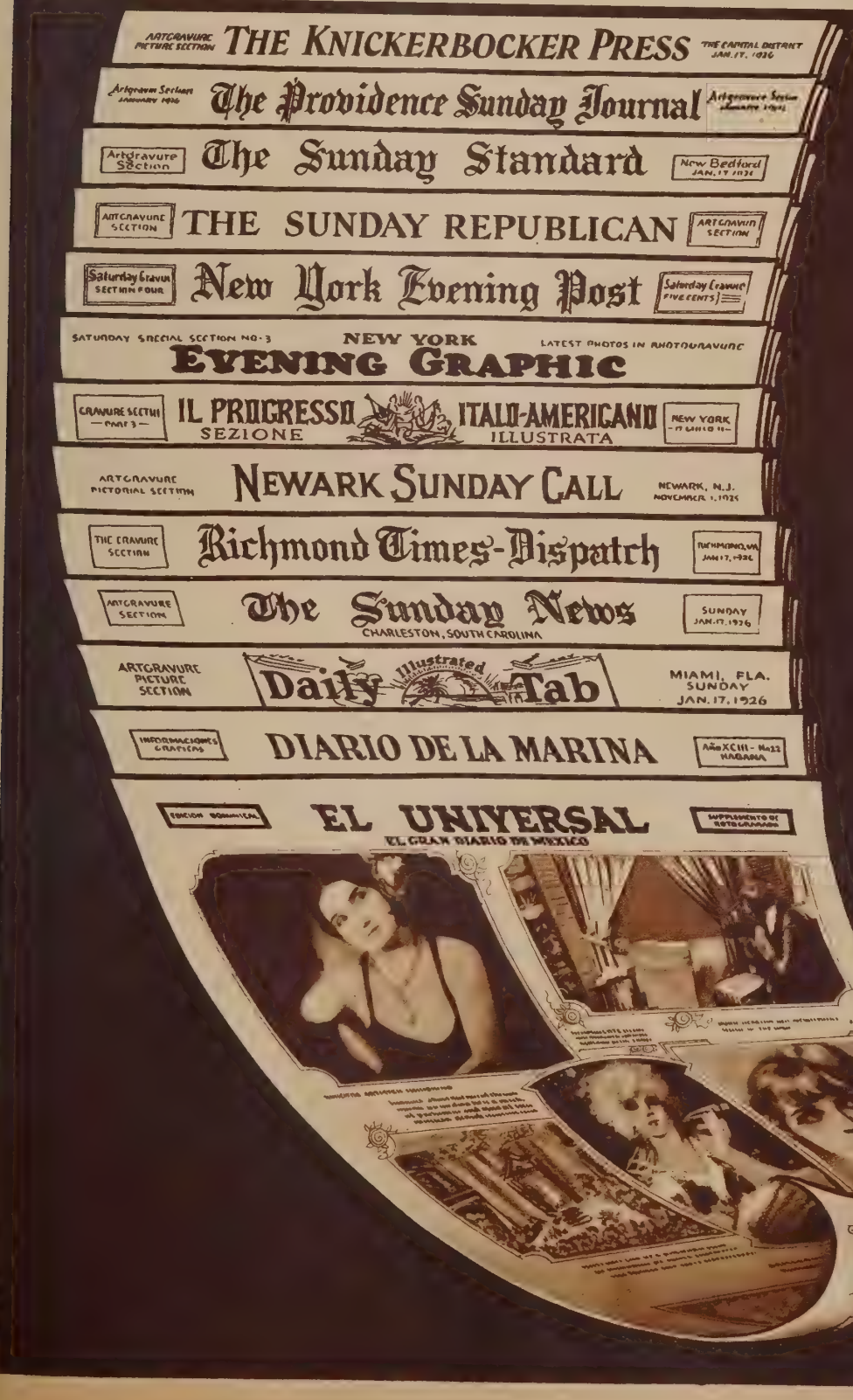
	Address		Space-Buyers
KAHN, SIGMUND	45 W. 34th St.	New York City	
KALDER, CHARLES W.	Lindquist Bldg.	Grand Rapids, Mich.	
KALETZKI, FLACK & HOWARD INC. *d*	527 S. Warren St.	Syracuse, N. Y.	Geo. M. Diven
KAMSLER CO., INC., SETH *e*	1123 Broadway	New York City	H. C. Barth
KARBER ADVERTISING SERVICE	113 Lincoln St.	Boston, Mass.	
KASS & CO., W. I.	31 E. 27th St.	New York City	
KASTOR & SONS ADVG. CO., H. W., *a-e-g*	14 E. Jackson Blvd. Arcade Bldg.	Chicago, Ill. St. Louis, Mo.	
	52 Vanderbilt Ave.	New York City	
KATZ CO., JOSEPH, *a-d-e-g-h*	506 Park Ave.	Baltimore, Md.	Miss M. T. Zarbach
KAW ADV. AGCY.	Aetna Bldg.	Topeka, Kans.	
KAY (DEL.) CORP., J. R. *a-e-g*	163 E. Erie St.	Chicago, Ill.	Miss I. B. Muriset
KAY, J. R. (Del.) CORP. "X"			
KAY, J. ROLAND (Del.) CORP.	Rm. 711 Fisk Bldg., 250 W. 57th St.	New York City	
HADDON & COMPANY, JOHN	Salisbury Square, Fleet St., E. C. 4	London, Eng.	
HADDON, JEGU & KAY, J. R.	27 Rue de Rome	Paris, France	
KAY (Far East) CO., J. ROLAND	Aoi-Cho, Akasaka	Tokyo, Japan	
AGENCIA COSMOS	Avenida de Mayo No. 580	Buenos Aires, Arg.	
GLOSSOP & CO.	Dua Candelaria	Rio de Janeiro, Brazil	
KEANE, N. W., *a*	95 Nassau St.	New York City	
KEAN'S SERVICE, INC.	16 Central St.	Boston, Mass.	
KEARNEY ADV. CO., *d*	Phoenix Bldg.	Butte, Mont.	D. Kearney N. Seaton
KEECH & BECK, *d-e*	1269 Broadway	New York City	Wm. B. Collins Geo. E. Beck
KEEFER, C. A.		Revena, N. Y.	
KEEFER ADVG. AGCY.	Albee Bldg.	Washington, D. C.	
KEELOR-STITES CO., *e-g*	18 W. 7th St.	Cincinnati, Ohio	
KEENAN ADV. AGCY., J. L.	550 Main St. E.	Rochester, N. Y.	
KEESHEN ADV. CO., *d*	305 N. Harvey St.	Oklahoma City, Ok.	James F. Keeshen
KEESHEN CO., CHARLES L.	San Fernando Bldg.	Los Angeles, Cal.	
KEILSON & WAXELBAUM	132 W. 43d St.	New York City	
KEIM ADVG. AGCY., *d*	1517-3d Ave.	New York City	H. Steiner
KEITER, JR., F. W., *d*	1333 N. 15th St.	Philadelphia, Pa.	
KELLAM & FISHER	Ledger-Dispatch Bd.	Norfolk, Va.	
KELLEY CO., MARTIN V.	Second National Bank Bldg.	Toledo, Ohio*	
	19 W. 44th St.	New York City	
KELLY, INC., EDWARD M. *d*	126 Pearl St.	Buffalo, N. Y.	Ed. M. Kelly Lloyd E. Pike
KELSEY-MOONEY-STEDEM, INC.	Chronicle Bldg.	San Francisco, Cal.	
KEMPER & THOMAS		Cincinnati, Ohio	
KENDALL CO., LTD.	152 W. 42d St.	New York City	
KENYON CO., INC., *g*	131 Clarendon St.	Boston, Mass.	
KESSLER, KARL W.	Continental Mtge. Bldg.	Columbus, Ohio.	C. F. Hirssig
KIERNAN & CO., FRANK, *a-e*	135 Broadway	New York City	
KILMER AGCY., WILLIS S., *d*	Lewis & Chenango Sts.	Binghamton, N. Y.	Edith Q. Bone
KINDSGRAB., INC., *e*	41 Union Square	New York City	
KING CO., THE J. S., *a-d-e-g*	1740 E. 12th St.	Cleveland, Ohio	E. L. Goldbach
KINGSTON CO.	Citizen's Bldg.	Cleveland, Ohio	
KINNEY & MURRAY	25 Church St.	New York City	H. G. Murray G. J. Kirkgasser
KIRKGASSER & CO., G. J., *d-g*	Wrigley Bldg.	Chicago, Ill.	L. A. Drew
KIRKPATRICK ADV. SERVICE, W. S., *a-d-e*	Northwestern Bank Bldg.	Portland, Ore.	Douglas Powell
KIRTLAND-ENGEL CO., *a-d-e-g*	646 N. Mich. Ave.	Chicago, Ill.	B. S. Stienman
KLAU-VAN, PIETERSOM-DUNLAP., INC., *a-e-g-h*	417 Sycamore St.	Milwaukee, Wis.	
KLAUSNER, JULIUS	280 Madison Ave.	New York City	
KLEE, HAEHNLE, McBREEN, INC., *e*	Gwynne Bldg.	Cincinnati, Ohio	C. F. Kern
KLEINMAN ADV. AGCY., H. J. *d*	1211 Chestnut St.	Philadelphia, Pa.	A. A. Cacchione
KLINE ADV. AGCY.	Kline Bldg.	Kent, Ohio*	Fred L. Kline
	10919 Hull Ave.	Cleveland, Ohio	Madison S. Kline

	Address		Space-Buyers
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KLOTZ & CO., H. M.	1st Natl. Bk. Bldg.	Hammond, Ind.	
KNAPP CO., *d*	961 Delamere Pl.	Brooklyn, N. Y.	Eugene Neubucker
KNIGHT, INC., EMERSON B.	319 N. Penn St.	Indianapolis, Ind.	
KNIGHT CO., INC., SOLON		Norfolk, Va.	
KNIGHTON ADV. CO.	6 E. 46th St.	New York City	
KNOWLES CO., S. E.	320 Market St.	San Francisco, Cal.	
KOBBE CO., INC., PHILIP *e*	45 W. 45th St.	New York City	
KOCH CO., INC., *a-d-e-g-h*	432 Broadway	Milwaukee, Wis.	
KOCH'S ADV. AGCY.	330 Hancock St.	Brooklyn, N. Y.	
KOHL ADV. AGCY., *d*	Fidelity Bldg.	Tacoma, Wash.	
KOHORN ADV. AGCY., *d*	Fidelity Mortgage Bldg.	Cleveland, Ohio	S. S. Kohorn
KOLLOCK, E. D., *a-d-g*	201 Devonshire St.	Boston, Mass.	L. C. Kellenberger M. Kellenberger A. G. Kull
KORFF ADV. AGCY., *d*	15 Moore St.	New York City	
KOSTER ADV. AGCY.	365 E. 169th St.	New York City	
KRAFF ADV. AGCY., *a-d-e*	Marquette Bldg.	Minneapolis, Minn.	Norm E. Kraff E. Hughes Rod. C. Rawson
KRICHBAUM-LIGGETT CO., *e*	Engineers Bldg.	Cleveland, Ohio	
KROH, HARRY H.	Kinmonth Bldg.	Asbury Park, N. J.	
	280 Broadway	New York City	
KRUGER ADV. AGCY., J. G.	32 Clinton St.	Newark, N. J.	
KUEGEMANN, EDW. J.	323 Highland Ave.	San Mateo, Cal.	
KULL ADV. AGENCY, *d*	Union League Bldg.	Los Angeles, Cal.*	L. C. Kellenberger M. Kellenberger A. G. Kull
	8th & Judah St.	San Francisco, Cal.	
KUNSMAN ADVG. SERVICE *d*	29 Reed St.	Reading, Pa.	
KYLE ADV. AGCY.	149 S. 5th St.	Louisville, Ky.	
LAFFERTY ADV. SERVICE, *d*	Murray Bldg.	Grand Rapids, Mich.	J. W. Lafferty J. W. Jontz
LAFLER, H. A.	Syndicate Bldg.	Oakland, Cal.	
LAKE & DUNHAM ADV. AGCY., *a-b-d-e-g*	Exchange Bldg.	Memphis, Tenn.	E. S. Dunham Henry Lake
LAKEPORT ADV. AGCY., *e*	6 N. Michigan Ave.	Chicago, Ill.	
LAMBERT & FEASLEY., INC., *a-g*	17 E. 49th St.	New York City	
LAMPORT-MacDONALD CO., *a-d-e-g*	J. M. S. Bldg.	South Bend, Ind.	H. F. Fries
LAMY ADV. AGCY.	422 Granite Bldg.	St. Louis, Mo.	
LANDAU, ADOLPH B., *d*	154 Nassau St.	New York City	H. Junzlieb A. B. Landaw
LANDSHEFT ADV. AGCY., *d-e*	110 Delaware Ave.	Buffalo, N. Y.	A. Wm. Landsheft
LANDSMAN, BENJAMIN, *a-d-e*	1440 Broadway	New York City	J. Henle, Jr. Arthur Gaines
LANFORD, H. G.	Silvery Bldg.	Atlanta, Ga.	
LANGDON-LAWRENCE CO.	608 S. Dearborn St.	Chicago, Ill.	
LANSMANN ADV. AGCY.	2550 N. Keller St.	Chicago, Ill.	
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LA PORTE & AUSTIN, *a-e-g*	21 E. 40th St.	New York City	
LARCHAR-HORTON CO., *a-d-e-g*	44 Franklin St.	Providence, R. I.*	R. C. R. Noren
	164 Federal St.	Boston, Mass.	
LASKY-FEINBERG, INC.	287 Washington St.	Newark, N. J.	
LAY CO., INC., THE, *a-g*	15 W. 37th St.	New York City	
LeCLAIR & MacDONALD	Pershing Sq. Bldg.	Los Angeles, Cal.	
LEDDY & JOHNSTON, *a-e-g*	41 Park Row	New York City	
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LEE, MORRIS W.	220 S. Mich. Ave.	Chicago, Ill.	
LEE, WALKER T.		Atlanta, Ga.	
LEE, WILSON H., *e-g*	6 Church St.	New Haven, Conn.*	
	189 State St.	Bridgeport, Conn.	
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LEGGETT, J. ALEXANDER	1476 Broadway	New York City	
LE GRAND ADV. AGCY., R. L.	150 Nassau St.	New York City	
LENHOFF, FRANK W.	22 Quincy St.	Chicago, Ill.	
LENNON & MITCHELL, INC., *a-d-e-g*	11 E. 45th St.	New York City	Robert W. Orr
LENOX HILL ADVG. AGCY., *d*	1318 2d Ave.	New York City	H. Weissfeld
LENT, EDWARD O., JR.	168-17th St.	Milwaukee, Wis.	
LEON AGENCY, AUDLEY K., *d-e*	110 W. 34th St.	Chicago, Ill.	M. Murray
LE ROY ADV. AGENCY	708 Trumbull Ave.	New York City	A. F. Reilly
LESAN ADV. AGCY., H. E., *a-d-e-g-h*	440 4th Ave.	Detroit, Mich.	
	37 W. Jackson Bvd.	New York City*	Chas. Lansdown
LESAN-CARR ADV. AGCY., *a-d-e-g*	Times Bldg.	Chicago, Ill.	Arthur Linge
	Graham Bldg.	St. Petersburg, Fla.*	
	Tribune Bldg.	Jacksonville, Fla.	Louis H. Chazal
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	37 W. Jackson Blvd.	New York City	
LESSERAUX ADV. AGCY., *d*	Munsey Bldg.	Chicago, Ill.	
LESSING ADV. CO., *e-g*	225 5th St.	Baltimore, Md.	H. Lesseraux Paul H. Funk
LEVENE ADV. AGENCY., *e*	604 Mission St.	Des Moines, Iowa	
LEVEY, H. H., *a-e-g*	Marbridge Bldg.	San Francisco, Cal.	
LEVIN CO., INC., CHARLES D.	Fisk Bldg, Bway at 57th St.	New York City	
LEWIS, ADDISON & ASSO., *e*	1004 Marquette Av.	Minneapolis, Minn.	
LEWIS ADV. AGCY., INC., *a*	Evening Star Bldg.	Washington, D. C.	
LEWIS ADVERTISING CORP.	38 Park Row	New York City	
LEWIS & COFFEE ADV. AGCY., *a-b-e*	Citizens & Southern Bank Bldg.	Atlanta, Ga.	
l'HOMMEDIUS RICHARD L.	1617 California St.	San Francisco, Cal.	R. R. C. Hommedien
LIEF, ALFRED	47 W. 34th St.	New York City	Alfred Lief
LIGHTFOOT, W. R.	1 Madison Ave.	New York City	
LIGHTS ADV. AGCY.		Birmingham, Ala.	
LILLIBRIDGE, INC., R. D., *a-d-g*	8 W. 40th St.	New York City	Joseph A. Vessey
LINCOLN-LILLY ADV. AGCY., INC., *d*	732 Sherman St.	Chicago, Ill.	John Monk
LINDER, EMANUEL, *a-e*	25 W. 42d St.	New York City	
LINDSAY, W. H.	239 W. 39th St.	New York City	
LIPMAN, A.	201 Concord St.	Brooklyn, N. Y.	
	77 Bowery	New York City	
LITTLEHALE ADV. AGCY., INC. *a-d-e-g*	175 5th Ave.	New York City	Frank M. Weber
LIVERMORE & KNIGHT CO., *a-d-e-g*	42 Pine St.	Providence, R. I.*	Wm. B. Gowdey, Jr.
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	25 W. 43d St.	New York City	R. C. Spender
LOCKE, A. M.	Empire Bldg.	Milwaukee, Wis.	
LOCKWOOD-SHACKELFORD CO. *a-d-e-g*	55 Sutter St.	San Francisco, Cal.*	E. Cushing
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LOEB, INC., LESTER A.	225 W. 39th St.	New York City	Lester A. Loeb J. J. Nachman
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LOGAN, INC., THOMAS F., *a-d-e-g-h*	680 5th Ave.	New York City*	J. O. Bauer
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	Hibbs Bldg.	Washington, D. C.	R. W. Patterson
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LONG, JR., CHARLES	Perter Bldg.	San Jose, Cal.	
LONG & MAYERS	1420 Chestnut St.	Philadelphia, Pa.	
	1 0 Broadway	New York City	
LONG CO., W. E.	155 N. Clark St.	Chicago, Ill.	
LOOMIS, BEVIS & DRUMMER.	News Tower	Miami, Fla.	
LOOMIS-POTTS CO.	1012 Baltimore Ave.	Kansas City, Mo.	
	Wrigley Bldg.	Chicago, Ill.*	
	247 Park Ave.	New York City	
	Corp. Bldg.	Los Angeles, Cal.	P. V. Troup

(Continued on page 177)



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"AS YOU WOULD SEE IT

One Picture is Worth Ten Thousand Words

Editorially: This is an age of pictures; and rotogravure with its pictured news, is in the spirit of the times, adding zest to the modern newspaper. It appeals to every group from infancy to old age. It is interesting, educational and timely.

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ESTABLISHED 1872
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Adapted from a Fairfield Farms Dairy Advertisement which appeared in the Baltimore Sun.

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ROTO Prints Perfect

IF YOU WERE THERE"



GRAVURE

Pictures - the Universal Language

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STIMULATE CIRCULATION—MAINTAIN PRESTIGE



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"We have been using the 'DOROTHY DIX TALKS' for a score of years, and like them better each year. No writer has a greater appeal to women of all ages."—C. W. Danziger,

—PITTSBURGH CHRONICLE-TELEGRAPH

HAZEL DEYO BATCHELOR SERIALS

"Boston POST readers thought so highly of the Batchelor Stories that we solicited and entered into a long-time contract for the greater part of the New England rights to Mrs. Batchelor's future writings."

—BOSTON POST.





"DAILY MIRROR OF WASHINGTON"

"We consider the 'DAILY MIRROR OF WASHINGTON' one of the best editorial page features we have ever printed. It makes the figures in public life real, living human beings."

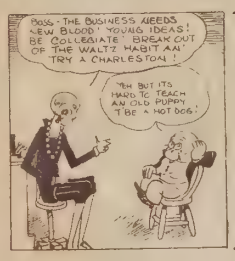
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"We consider 'SOMEBODY'S STENOG' the second best of eight comics we are now using. This comic met with immediate favor, and interest in it has never dwindled."—F. W. Clarke,

—ATLANTA CONSTITUTION.

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"I have always thought that 'HAIRBREADTH HARRY' is the best comic published anywhere, barring none. I think it is the funniest, most colorful and cleverest comic being turned out."

—H. M. Crist, Managing Editor,
BROOKLYN EAGLE.





"THE BOY FRIEND"

"We regard 'THE BOY FRIEND' as peculiarly representative of the innocent, pleasant, frivolous aspects of youthful life in our present age and as a relief from the coarser tendencies of so much flapper humor."

—CHICAGO DAILY NEWS.

"DUMB BELLS"

"The Boston GLOBE publishes 'DUMB BELLS' top of column alongside of advertising on its first page. That's the way they do it in Boston. The Brooklyn STANDARD UNION publishes 'DUMB BELLS' top of column next to reading matter on the last page, where we do not print any advertising. That's the way they do it in Brooklyn. But no matter how they do it, 'DUMB BELLS' always gets preferred position in preferred newspapers."

—R. F. R. Huntsman,
BROOKLYN STANDARD UNION.





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"The PARIS FASHION LETTER of Eva Tingey is one of the features best liked by women readers of the POST. They find it timely and interesting and the clever little sketches which accompany the text are extremely helpful to them."

—Merritt Bond, Managing Editor,
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"'MILADY BEAUTIFUL' is drawing from 600 to 900 letters per week. There is no question about its popularity when such a response comes from our readers."

—Ella Gordon Smith, Woman's Editor,
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(Continued from page 172)

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LYON AGCY., *e*	Underwood Bldg.	San Francisco, Cal.	Dwight E. Lyon
LYPHER, FRED K.	People's Bk. Bldg.	Akron, Ohio	
LYTLE CO., J. HORACE, *e-g*	Mutual Home Bldg.	Dayton, Ohio	

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	Canada Cem. Bldg.	Montreal, P. Q.	
	Metropolitan Bldg.	Toronto, Ont.	
	National City Bldg.	Cleveland, Ohio.	F. F. Hilson
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	American Bk. Bldg.	Los Angeles, Cal.	
	Montgomery & Sacramento Sts.	San Francisco, Cal.	
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McCLURES ADV. SERVICE	Union Natl. Bk. Bldg.	Cleveland, Ohio	
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	United Bldg.	Akron, Ohio	
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McGUCKIN CO., E., *a-d-e-g-h*	1211 Chestnut St.	Philadelphia, Pa.	E. M. Levy
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McINTYRE & SIMPSON	14 W. Wash. St.	Chicago, Ill.	
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McKNIGHT ROBINSON & CO.	Unicn Trust Bldg.	Pittsburgh, Pa.	
McLAIN SIMPERS ORGANIZATION, *a-d-e-g-h*	210 W. Wash. Sq.	Philadelphia, Pa.*	Florence M. Dart
	9 E. 45th St.	New York City	
McMANUS O'REGAN AGCY., *a-d,*	Bdway Mkt. Bldg.	Detroit, Mich.	Wm. B. O'Regan
McMULLEN CO., R. M., *a-d-e-g-h*	522 5th Ave.	New York City	W. W. Henderson
McQUAIG, C. B.	144 Sterling Ave.	Buffalo, N. Y.	
McQUAY, H. F.		Washington, D. C.	
McQUILKIN ADV. AGCY.	S. Water St.	Sheboygan, Wis.	J. St. Clair McQuilkin
McSHANE CO.	322 S. Highland St.	Pittsburgh, Pa.	
McSWEENEY CO., E. M., *a*	100 Milk St.	Boston, Mass.	
McVEY ADV. CO., HUGH, *a-e*	127 N. Topeka Ave.	Wichita, Kan.	

M

MACAVINCHE, ALEX J.	30 N. Dearborn St.	Chicago, Ill.	
MACE ADV. AGCY, *a-b-e-g*	Lehmann Bldg.	Peoria, Ill.	M. J. Matusak; E. M. Lagrow
MACGIBBON & WATSON, INC., *d-e*	1800 Telegraph Ave.	Oakland, Cal.	E. G. MacGibn (Oakland)
	Plaza Bldg.	Sacramento, Cal.	Ruth Brooks (Sacramento)
MACHEN & CO., EDWARD A., *d-e-g*	Ohio Bldg.	Toledo, Ohio*	
MACINTOSH ADV. AGCY.	National Bldg.	Cleveland, Ohio	Edward A. Macken
MACINTYRE & CIMPSON	Torry Bldg.	Duluth, Minn.	
	14 W. Washington St.	Chicago, Ill.	
MACKENNEY CO, WM. B. *a-d*	1830 Arch St.	Philadelphia, Pa.	H. Randall Boyle
MACMANUS INC., THEO. F., *a-d-e*	82 Hancock Ave. E.	Detroit, Mich.*	D. H. Larkin
	Keith Bldg.	Toledo, Ohio	Robt. E. Clayton
	Pershing Sq. Bldg.	New York City	E. W. Frehlich
MACMARTIN ADV. AGCY. INC., *a-d-e*	Security Bldg.	Minneapolis, Minn.	Mac Martin; C. R. Ferrall; Porter E. Harder
MADISON ADV. SERVICE	347 Fifth Ave.	New York City	
MAGBEE ADV. SERVICE	Carton Villa, Ft. Dallas Park	Miami, Fla.	
MAGGERT, MAYNARD E.	139 N. Clark St.	Chicago, Ill.	
MAGOON ADV. CO., DON	2764 Prairie Ave.	St. Louis, Mo.*	
MAGUIRE ADV. AGCY, E. V. MISS	2043 Keifer St.	Vancouver, B. C.	
	Penfield Bldg.	Philadelphia, Pa.	
MAHOOL, KATHERINE, *d*	14 E. Lexington St.	Baltimore, Md.	K. H. Mahaol; E. G. Farrell
MAILO ADVG. AGCY.	118 E. 12th St.	New York City	
MAISH CO., JAY H. *e*	400 S. Main St.	Marion, Ohio*	
MALEY ADV. SERVICE	Times Bldg.	New York City	
MANDEL, ERNEST L.	61 Avenue A	New York City	
MANKE OSBORNE ADV. SERVICE, *a-d-e*	Dwight Bldg.	Kansas City, Mo.	Edw. H. Manke; F. W. Obsorne
MANNING ADV. CO., CONWAY *d*	Dwight Bldg.	Kansas City, Mo.	J. R. Manning; R. E. Severance; R. C. Conner
MANTERNACH CO. *a-d-e-g*	983 Main St.	Hartford, Conn.	H. W. Rawson
MANUFACTURERS PUBLICITY C. *e*	30 Church St.	New York City	
MARBLE ADV. AGCY.	Evening Star Bldg.	Washington, D. C.	
MARCH ADV. AGCY.	Herald Bldg.	El Paso, Texas	Rufe P. March
MAR-GE-LET ADV. CO	Pickering Bldg.	Cincinnati, Ohio	A. W. Margileth

	Address		Space-Buyers
MARGON-ROBINSON CO. *b-e*	Lincoln Bldg.	Louisville, Ky.	
MARKS ADV. CO INC. *a-d-g*	45 W. 34th St.	New York City	Paul J. Marks
MARKS-LUND CORP.	360 N. Michigan Ave.	Chicago, Ill.	
MARKWELL ADV. SERVICE *a*	18 E. 41st St.	New York City	
MARSCHALK & PRATT INC., *a-d-e-g*	49 W. 45th St.	New York City	H. L. Tremble
MARSH ADV. AGCY., EDW. H. *e*	Besse Bldg.	Springfield, Mass.	
MARSH ADVG. AGCY., FRANK *b*	Walton Bldg.	Atlanta, Ga.	
MARSH, GEORGE H.	First National Bank Bldg.	Milwaukee, Wis.	
MARSH OLIVER ALLYN	20 W. 34th St.	New York City	
MARSH & STEPHENS	Tribune Tower	Chicago, Ill.	
MARSHALL AGCY., GEORGE M., *d-g*	5 N. LaSalle St.	Chicago, Ill.	
MARTIN ADVG. CO.	Security Bldg.	Minneapolis, Minn.	
MARTIN ADV. AGCY. *d*	1400 Broadway	New York City	Felix M. Wolsky
MARTIN CO., FRANK V.	Barlum Bldg.	Detroit, Mich.	
MARTIN, GEORGE	247 Park Ave.	New York City	
MARTIN, JOHN JEX.	Century Bldg.	Chicago, Ill.	
MARTIN & DAVIDSON	Spreckels Bldg.	San Diego, Cal.	
MARTINIERE ADV. SERVICE	24 13th St.	Columbus, Ga.	
MASON ADV. AGCY.		Hancock, Md.	
MASON-CARTER CO. INC. *g*	270 Madison Ave.	New York City	
MASON-WARNER CO. INC. *a-d-g-h*	225 N. Michigan Ave.	Chicago, Ill.	D. D. Warner; N. N. Johnson
MASSE CO., S. M.	Erie Bldg.	Cleveland, Ohio	
MASSENGALE ADV. AGCY. INC., *a-b-d-e-g-h*	Witt Bldg.	Atlanta, Ga.*	W. R. Massengale
	Civic Bldg.	Miami, Fla.	N. L. Angier
MATHEWSON & SINCLAIR *g*	45 W. 45th St.	New York City	
MATTESON-FOGARTY-JORDAN, *a-e-g-h*	215 N. Michigan Ave.	Chicago, Ill.	
MATTHEWS ADV. CORP., R. A.	111 W. Monroe St.	Chicago, Ill.	
MATTHEWS CO.	145 College St.	Buffalo, N. Y.	
MATTOCKS-MCDONALD CO. *d-g*	Fifth Ave West & Commercial St.	Duluth, Minn.	Norton Mattocks
MATOS ADV. CO. INC. *a-d-e-g-h*	Bulletin Bldg.	Philadelphia, Pa.	Wm. W. Matos; M. W. Thompson
MAXON ADVG. EFFICIENCY SERVICE, E. LEE *d*	521 Pettygrove Ave.	Portland, Ore.*	
	1416 Western Ave.	Seattle, Wash.	E. Lee Maxon
MAXWELL-McLAUGHLIN & CO., *g*	30 No. Michigan Blvd.	Chicago, Ill.	
MAY ADVG. AGCY., BERTHAM *d*	1520 Chestnut St.	Philadelphia, Pa.	Frank McGinnis
MAYER, FRANC D.	167 E. Ontario St.	Chicago, Ill.	
MAYERS CO. INC.	1240 So. Main St.	Los Angeles, Cal.	
MAYES ADV. SERVICE	312 Berks Country Trust Co. Bldg.	Reading, Pa.	
MAYR, GEORGE H.	224 W. Huron St.	Chicago, Ill.	George H. Mayr
MAYS-WILLIAMS CO. INC. *a-b-d*	Mutual Bldg.	Charleston, W. Va.	Mary Nellis
MEANY, PHILIP J. *d*	Van Nuys Bldg.	Los Angeles, Cal.	Wilfred L. Grant
MEARS ADV. INC. *a-d-e-g*	250 Park Ave.	New York City	H. B. Gundrey
MEARS, CHARLES W.	Keith Bldg.	Cleveland, Ohio	
MEIER AGCY., JOSEPH H.	64 W. Randolph St.	Chicago, Ill.	
MENKEN ADV. AGCY., HAROLD D. *d*	1182 Broadway	New York City	Harold D. Menken
MERAD CO. INC., THE	City Centre Bldg.	Philadelphia, Pa.	
MERCHANTS ADV. CO.	60 W. 119th St.	New York City	
MERCHANTS BUSINESS BUILDER SERVICE	239 W. 39th St.	New York City	
MEREDITH & CO. INC. *d*	410 Cannon Place.	Troy, N. Y.	Russell D. Meredith
MERRIAM CO., THE	1492 Montgomery Ave.	New York City	
MERRILL ADV. AGCY.		Wilton, Conn.	
MERRILL PRICE & TAYLOR, INC. *e-g*	Wrigley Bldg.	Chicago, Ill.	S. L. Jenness
MERTZ & SONS, LEWIS H. *d-e-g*	Wrigley Bldg.	Chicago, Ill.	W. E. Faxon; Lewis H. Mertz; M. H. Mertz
METROPOLITAN ADV. CO. *a-e*	111 Broadway	New York City	
MEYER-KURZ ADVG. AGENCY, INC.	Commercial Bldg.	St. Louis, Mo.	
MIAMI ADV. CO.	813 N. Second Ave.	Miami, Fla.	
MICHAELS CO., HARRY C. *a-d-e-g-h*	113 Lexington Ave.	New York City	R. Gottlieb
MICHEL & STAFF, A. EUGENE *e*	132 West 31st St.	New York City	A. E. Michel; F. G. Small; E. F. Cohen
MICHIGAN ADV. AGCY.		Portland, Mich.	
MID-CONTINENT ADV. AGCY.	Atlas National Bank Bldg.	Dallas, Texas	
MIDLAND ADV. AGCY. *a*	Atlas Bank Bldg.	Cincinnati, Ohio	C. B. Risenbeck; J. F. Koons Jr.
MIDDLE STATES NEWS & ADV. AGCY.	1513 Sansome St.	Philadelphia, Pa.	
MILBOURNE ADV. AGCY. *d*	Munsey Bldg.	Baltimore, Ma.	L. J. Milbourne
MILLAR, HENRY, *e*	Chapman Bldg.	Los Angeles, Cal.	
MILLER CO., ALLEN G. *g*	Murray Bldg.	Grand Rapids, Mich.	
MILLER AGCY. CO. *a-d-e-g*	2144 Madison Ave.	Toledo, Ohio	C. E. Miller; David Heer
MILLER ADV. SERVICE, *a-e*	154 Nassau St.	New York City	
MILLER ADVG. CO., FRED W.	230 S. Clark St.	Chicago, Ill.	
MILLER, JOHN H.	216 Market St.	Newark, N. J.	
MILLER & CRAIG		Madison, Wis.	
MILLER BLACK & VANDERBILT INC.	36 W. 44th St.	New York City	
MILLER-RENDALL-TOWELL INC. *d*	Beaver Bldg.	Madison, Wis.	Arthur Fowell
MILLIS ADVG. CO. *a-e-g*	People's Bank Bldg.	Indianapolis, Ind.	
MILLS, RAY, *d*	Journal Bldg.	Lewiston, Ma.	R. F. Mills
MILLS CO. AGENCY INC.	381 Fourth Ave.	New York City	
	30 Fleet St.	London, England	
	162 Taubourg Poisonniere	Paris, France	
	Argus Bldgs.	Capetown, S. Africa	
	Chamber of Commerce Bldg.	Sydney, Australia	
	113 Customhouse Quay	Wellington, N. Z.	
	560 Avenida de Mayo	Buenos Aires, Arg.	
	Rua Municipal, 24.	Rio Janeiro, Brazil	
	60-62 Rakin.	Amsterdam, Holland	
MINER CO., DAN B. *a-d-e-g*	Petroleum Securities Bldg.	Los Angeles, Cal.	W. F. Hannaford
MINOR, C. HARRISON	Shubert Bldg.	Kansas City, Mo.	
MITCHELL ADV. AGCY., INC. *h*	Crocker Bldg.	Des Moines, Iowa	
MITCHELL ADV. AGCY. INC., *a-d-e-g-h*	1018 Nicollet Ave.	Minneapolis, Minn.	B. M. Jorgenson
MITCHELL-FAUST ADVG. CO. *a-d-e-g-h*	7 S. Dearborn St.	Chicago, Ill.	H. P. Leffingwell; F. R. Back
MIX ADV. AGCY., J. ROWLAND, *a-e-g*	140 Cedar St.	New York City	
MODELL ADV. AGCY. INC. *d-e*	15 Park Row	New York City	S. Fine
MOFFETT CO., PAUL	303 Old Cassidy Block	Canton, Ohio	
MOFFETT-LYNCH ADV. CO. INC.	207 W. Redwood St.	Baltimore, Md.	
MONTGOMERY, PERCY	First National Bank Bldg.	El Paso, Texas	

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ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 177)

	Address		Space-Buyers
MOON CO. INC., BYRON G. *a-d-e-g*	Proctor Bldg.	Troy, N. Y.*	
	395 Broadway	New York City	
	Union Square Bldg.	Utica, N. Y.	R. K. Meixsell
MOORE ADVG. CO *d*	First National Bank Bldg.	Fort Worth, Texas.	
MOORE ADV. AGENCY	P. O. Box 717	Wheeling, W. Va.	
MOORE, HAROLD	Box 717	Wheeling, W. Va.	
MOORE, W. CALVER	8th & Chestnut Sts.	Philadelphia, Pa.	G. A. Moore R. A. Applegate
MOORE-APPLEGATE CO.	50 Third St.	Newburg, N. Y.	
MOORE & DIETZMAN	Realty Bldg.	Louisville, Ky.	
MOREHEAD ADV. AGCY.	Nicholas Bldg.	Sacramento, Cal.	
MORELAND & STRUCKENBERG *d*	Union Central Bldg.	Cincinnati, Ohio	C. C. Moreland H. M. Strucken-berg
MORGAN CO., BRUCE	Blum Bldg.	Chicago, Ill.	Bruce Morgan D. L. Smith
MORGAN ADV. AGCY. INC., JOHN J., *a-d-e-g-h*	Park Square Bldg.	Boston, Mass.	John J. Morgan
MORRIS CO., FRANK G. *e*	250 Park Ave.	New York City	F. G. Morris B. A. Freiwald
MORRIS-HARRIS ADV. CO. *a-d-e-g*	400 N. Michigan Ave.	Chicago, Ill.	E. H. Harris
MORRIS ADV. SERV., PHILIP, *d-e*	First National Bank Bldg.	Chicago, Ill.	S. L. Rosenheim E. Hall
MORSE ADV. AGCY.	63 W. Milwaukee Ave.	Detroit, Mich.	H. G. Selby
MORSE INTERNATIONAL AGCY. INC. *a-e-g*	449 Fourth Ave.	New York City*	
	6 Gracechurch St., E. C., 3.	London, England	
MORTON ADV. SERVICE INC.	23 Irving Place.	New York City	
MORSE ADV. SERVICE	26 N. Potomac St.	Hagerstown, Md.	
MOSER & COTINS, *a-d-e-g-h*	10 Hopper St.	Utica, N. Y.	James N. Brown
MOSES ADV. SERVICE, *a*	Munsey Bldg.	Baltimore, Md.	Jacob G. Moses
MOSS ADV. AGCY. *d-e*	Glass Block	Marion, Ind.	Edgar A. Moss
MOSS-CHASE CO., THE *a-d-e-g*	425 Franklin St.	Buffalo, N. Y.	S. C. Moss J. B. Chase G. A. Clauss E. J. Felt L. Mansfield
MULLALLY INC., WILLIAM T. *a-d-e-g-h*	198 Broadway	New York City	F. Ehli
MULLER & CO., J. P. *a-d-e*	220 W. 42nd St.	New York City	H. J. Schittger F. J. Hughes J. A. Benjamin L. Weiner A. M. Sullivan
MULLICAN CO. *a-b-d-e*	U. S. Trust Bldg.	Louisville, Ky.	C. N. Mullican
MULLINS ADV. AGENCY *e*	Walsix Bldg.	Kansas City, Mo.	
MUMM-ROMER JAYCOX CO. *a-d-e-g*	314 E. Broad St.	Columbus, Ohio	W. M. Munn H. E. Romer C. L. Jaycox
MUNN BUCKINGHAM ADV. AGCY.	389 Main St.	Springfield, Mass.	
MUNN & NICHOLS ADV. AGCY.	Bookstone Bldg.	Springfield, Mas.	
MURPHY INC., CARROLL DEAN *a-e-g*	Harrison Trust Bldg.	Chicago, Ill.	
MURPHY, GEORGE A.	Michigan Trust Bldg.	Grand Rapids, Mch.	
MURPHY, J. E.	Cawker Bldg.	Milwaukee, Wis.	
MURRAY CO.	109 N. Water St.	Philadelphia, Pa.	
	Oraton & Verona Sts.	Newark, N. J.	
MURRAY HILL ADV. AGCY. *a-d*	200 E. 23rd St.	New York City	Ernest Liebermann
MURRAY ADV. AGCY. INC., JOHN F. *a-e-g*	598 Madison Ave.	New York City	
MUTUAL SERVICE CORP. *a-e-g.*	140 Cedar St.	New York City	
MYERLY DIRECTORY & ADV. SERVICE	716 Summit Ave.	Hagerstown, Md.	
MYERS-BEESON-GOLDEN INC. *d-g*	Pershing Sq. Bldg.	New York City	N. H. Golden

N

NATHAN ADV. CO. *a-d-e*	22 W. Monroe St.	Chicago, Ill.	Henry Nathan E. C. Rasmussen
NATHAN, EDWARD N., THE *d*	Chamber of Commerce Bldg.	Los Angeles, Cal.*	
	Phelan Bldg.	San Francisco, Cal.	Daniel O. Skinner
NATIONAL ADV. AGCY.	155 N. Clark St.	Chicago, Ill.	
NATIONAL ADVERTISERS AGCY. INC.	243 W. 47th St.	New York City	
NATIONAL ADV. CO.		Seneca Falls, N. Y.	
NEBRASKA ADV. CO.	Citizens' Bank Bldg.	Benkelman, Nebr.	
NEEDHAM CO., MAURICE H. *e.*	360 No. Michigan Ave.	Chicago, Ill.	
NEELEY & DEEMS *d*	Heartwell Bldg.	Long Beach, Cal.	D. Banning
NESBITT SERVICE CO., THE *a-d-e*	1227 Prospect Ave.	Cleveland, Ohio	K. A. Nesbitt M. C. Nesbitt
NETTER ADV. AGCY., JOS. X.	300 Madison Ave.	New York City	
NEWBERT, W., ADV. AGCY.		Madison, Wis.	
NEWCOMB, IRVING B.	Investment Bldg.	Washington, D. C.	Fred Walsh (New York) Harry Walsh (New York)
NEWELL EMMETT CO. *a-d-e-g-h.*	116 W. 32nd St.	New York City*	
	525 Market St.	San Francisco, Cal.	D. J. Crimmins (New York) Fred Weeks (San Francisco)
NEWELL CO., R. B., *d-e*	14 Washington St.	Chicago, Ill.*	
	55 Sutter St.	San Francisco, Cal.	
	122 E. Seventh St.	Los Angeles, Cal.	Irving C. iBlow
NEW ENGLAND ADV. CO. *e*	18 Tremont St.	Boston, Mass.	
NEWMAN ADV. AGCY., BEN FRANKLIN	First National Bank Bldg.	Chicago, Ill.	
NEWMAN CO., L. H.	3147 Locust St.	St. Louis, Mo.	
NEW ENGLAND FOREIGN LAGUAGE SERVICE INC.	262 Washington St.	Boston, Mass.	
NEWMARK INC., J. H. *a-d-e-g*	Fisk Bldg.	New York City	J. H. Newmark J. W. Darr
NEWMARK'S ADVG. AGCY. *d*	219 7th Ave.	New York City	
NEWSOM ADV. CO. *d*	Sante Fe Bldg.	San Francisco, Cal.	J. Raymond Newsom
NEW YORK ADV. AGCY. *a*	Tribune Bldg.	New York City	
NICHOLS ADV. AGCY. *d*	44 Portland St.	Worcester, Mass.	C. A. Nichols
NICHOLS CO., CHARLES F. W., *a-d-e-g*	14 E. Jackson Blvd.	Chicago, Ill.	Walter H. Knifflin
NICHOLS EVANS CO. *e-g*	815 Superior Ave.	Cleveland, Ohio	
NORDLIE CO., CHARLES, *d*	461 Eighth Ave.	New York City	Charles Uordlie
NORMAN ADV. AGCY. (No connection with Boston Agency)	First National Bank Bldg.	New Haven, Conn.	T. E. F. Norman
NORMAN ADV. AGCY.	80 Frederal St.	Boston, Mass.	
NORTHERN MICHIGAN ADV. AGCY.		Hancock, Mich.	
NORTHWESTERN ADV. AGCY. *a-e*	23 E. 6th St.	St. Paul, Minn.	
NORTHWESTERN BUSINESS AGCY.	Watkins Bldg.	Milwaukee, Wis.	
	1182 Broadway	New York City	
NORWOOD INC., C. H.	364 Main St.	East Orange, N. J.	
NOURSE ADV. AGCY.	321 Lafayette Life Bldg.	Lafayette, Ind.	
NUWAY ADV. CO.		Atlanta, Ga.	Barry

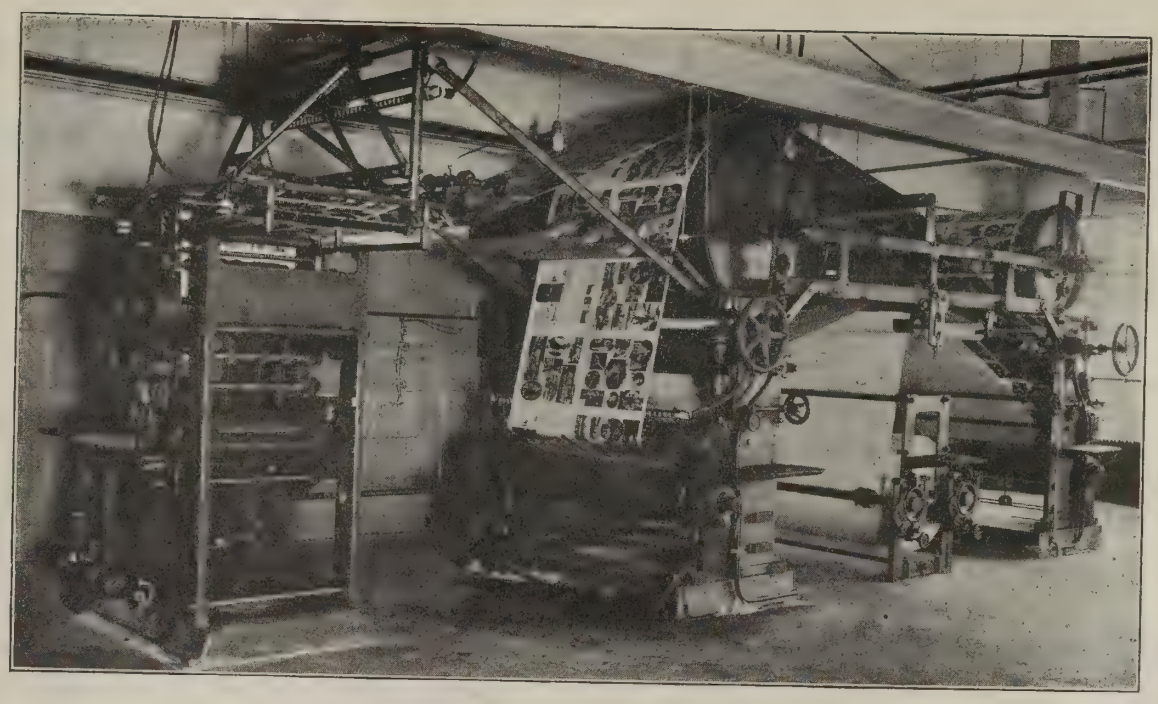
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OBER & CO., LOUIS	37 Pearl St.	Boston, Mass.	Louis Ober
OBERN CO., EARL R. *d*	Lincoln Bldg.	Los Angeles, Cal.	Wesley H. Porter
O'BRIEN ADV. SERVICE	People's Bank Bldg.	Charleston, S. C.	
O'CONNELL INGALLS ADV. AGCY. *a-d-e-g-h*	100 Boylston St.	Boston, Mass.	
O'CONNOR GROSSE ADV. 9GCY. *d*	498 Seventh Ave.	New York City	Jos. L. Grosse
ODETS CO.	225 Fifth Ave.	New York City	
ODLIN CO. INC., JOHN W. *d-e-g*	Printers' Bldg.	Worcester, Mass.	John W. Odlin Ruth G. Marsh
OFFIN, CHARLES Z.	70 Fifth Ave.	New York City	Charles Z. Offin
O'GORMAN ADV. AGCY.	912 Broadway	New York City	
O'HARA ADV. AGCY.		Waco, Texas	
OHIO CENTRAL AGCY.	28 So. Main	Mechanicsburg, Oh.	Sharles F. Keller
OHIO ADV. CO.	76 N. Main St.	Akron, Ohio	
O'KEEFE ADV.AGCY. INC., P. F. *a-d-e-g-h*	45 Bromfield St.	Boston, Mass.	W. C. Sampson
OLECK ADV. AGCY.	1133 Broadway	New York City	
OLIPHANT ADV. AGCY. INC., C. J. *a-d*	175 Fifth Ave.	New York City	
OLLENDORF CO., C. J. *d-e*	Kimball Bldg.	Chicago, Ill.	D. Wiechman
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O'LOUGHLIN, D. B.	Liberty Bldg.	Philadelphia, Pa.	
OLSON & ENZINGER, INC. *a-d-e-g*	228 3rd St.	Milwaukee, Wis.	E. W. Federer
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O'NEIL DOULBERRY INC. *d-e.*	303 Fifth Ave.	New York City	John I. Lipkin Milton Samuels Jos. H. O'Neil
OSBORNE, LENO (Miss) *d-e*	Continental Bldg.	Oklahoma City, Ok.	Leno Osborne
OSTEN ADV. CORP. *e-g*	25 E. Jackson Blvd.	Chicago, Ill.	
OSWALD ADV. AGCY. *a-d-e-g-h*	Otis Bldg.	Philadelphia, Pa.	
OWEN KENNY ADV. CO.		Cherokee, Okla.	
OWL ADV. AGCY.	Times Building	New York City	
OXFORD PRESS INC. *d*	6713 Sunset Blvd.	Hollywood, Cal.	George O. Jenner

P

PABST CO., FREDERICK	Chronicle Bldg.	San Francisco, Cal.	
PACE CO., THE *e*	14 E. Jackson Blvd.	Chicago, Ill.	Anderson Pace
PACIFIC STATES ADV. AGCY.	88 First St.	San Francisco, Cal.	
PAGE CO., C. W.	Chamber of Commerce Bldg.	Richmond, Va.	
PAGE ADV. AGENCY *b-d-e*	Grace-American Bldg.	Richmond, Va.	L. E. Page
PAGE, LAURENCE E.	Central Nat'l. Bank Bldg.	Richmond, Va.	
PAINE ADV. SERVICE, S. HUGH *d-e*	Frederal Sq. Bldg.	Grands Rapids, Mh.	J. W. Slson
PAIRO CO., W. B.	Central Bldg.	Los Angeles, Cal.	
PALMER ADV. AGCY. *e*	220 Broadway	New York City	
PALMER ADV. SERVICE INC.	19 W. 44th St.	New York City	
PALMER ADV. SERVICE	Hirbour Bldg.	Butte, Mont.	
PAN-AMERICAN ADVG. AGCY *d*	1023 No. Grand.	St. Louis, Mo.	J. O. Kadlec
PARENT SYSTEM	Deveny Bldg.	Fairmont, W. Va.	
PARIS ADV. DANIEL E. *a-d-e-g*	Little Bldg.	Boston, Mass.	L. M. Curtis
PARIS CO., WILLIAM B.	Pacific Elec. Bldg.	Los Angeles, Cal.	
PARISH, CHESTER A.	154 Nassau St.	New York City	
PARKINSON CO.	Lafayette Bldg.	Detroit, Mich.	
PARKS & WEISS	110 W. 40th St.	New York City	
PARTRIDGE CO., C. J.	1270 Broadway	New York City	
PASCHALL, IRVIN F., INC. *a-d-e-g*	McCormick Bldg.	Chicago, Ill.	Benj. D. Waldie
PATTEN ADV. SERVICE	First National Bank Bldg.	San Diego, Cal.	
PATTERSON, J. C.	Commerce Bldg.	Erie, Pa.	
PATTERSON-ONDRESS CO. *a-e-g*	1 Madison Ave.	New York City	
PAYNE ADV. ORGANIZATION HANCOCK *a-d-e-g*	Drexel Bldg.	Philadelphia, Pa.	C. D. Ledyard
PEARSALL, W. MONTAGUE *a-e*	20 Vesey St.	New York City	W. M. Pearsall
PECK ADV. AGCY. INC. *a-e-g*	6 E. 39th St.	New York City*	
	294 9th St.	Brooklyn, N. Y.	
	Philadelphia Ledger Bldg.	Philadelphia, Pa.	
PECK CO., A. H.	McNair Bldg.	Kalamazoo, Mich.	A. H. Peck
PEDLAR & RYAN, INC. *g*	250 Park Ave.	New York City	
PEEDE CO., LORING G.	Kohl Bldg.	San Francisco, Cal.	
PENNY, C. T.	242 Water St.	Augusta Me.	
PEORIA ADV. CO.		Peoria, Ill.	
PERRY, CHARLES H.	44 Irvington St.	Boston, Mass.	
PERRY ADV. CO., PAUL S.	So. Ohio Bank Bldg.	Cincinnati, Ohio	
PERSON-COOKE INC. *e*	310 S. Capitol Ave.	Lansing, Mich.	
	Wm. Alden Smith,		
PETERSON CO., WALTER J. *e-g*	Jr., Bldg.	Grand Rapids, Mch.	
PEEIFER'S ADV. AGCY.	112 Madison Ave.	Detroit, Mich.	
PHELPS, INC., G. HARRISON, *a-d-e-g*	110 Rowena St.	Detroit, Mich.*	
	60 Broadway	New York City	
	Dodge Brothrs (Britain), Ltd., Bldg., Park Royal, Aston,	London, N. W. 10, England	A. M. Lewis
PHIBBS, HARRY C.	28 E. Huron St.	Chicago, Ill.	Harry C. Philibs
PHILADELPHIA NEWS BUREAU *a*	436 Sansom St.	Philadelphia, Pa.	
PHILLIPS ADV. AGCY, H. D. *a-g*	Knickerbocker Bldg.	New York City	
PHILLIPS CO., HARRY	Jenkins Arcade.	Pittsburgh, Pa.	
PHILMAR CO.	3700 Enright St.	St. Louis, Mo.	
PIANISANI INC., C.	253 Broadway	New York City	
PICARD, BRADNER & BROWN INC. *a-e-g-h*	16 W. 46th St.	New York City	
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(*Continued on page* 182)



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Atlanta, Ga.	Journal
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Birmingham, Ala.	News
Brooklyn, N. Y.	Standard-Union
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Buffalo, N. Y.	Express
Buffalo, N. Y.	Times
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Providence, R. I.	Journal
Richmond, Va.	Richmond Times Dispatch
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St. Paul, Minn.	Pioneer Press
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South Bend, Ind.	News-Times
Springfield, Mass.	Republican
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Waco, Tex.	Herald
Washington, D. C.	Post
Washington, D. C.	Star
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Daily and Sunday

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Weekly

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Daily

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Weekly

New York Society Letter, by Grace Robinson,
Intimate glimpses of New York's Four Hundred.
Weekly

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New York night life discussed.
Weekly

Woods and Waters, by Bob Becker,
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Daily and Sunday

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Of general interest to the man that drives a car.
Daily and Sunday

Line O'Type or Two, by R. H. L.,
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Daily

The Nickeldicks, by William Donahey,
An illustrated children's story by the author of "The Teenie Weenies."
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Letters from celebrated authors telling what books they would rather have written.
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(Continued from page 178)

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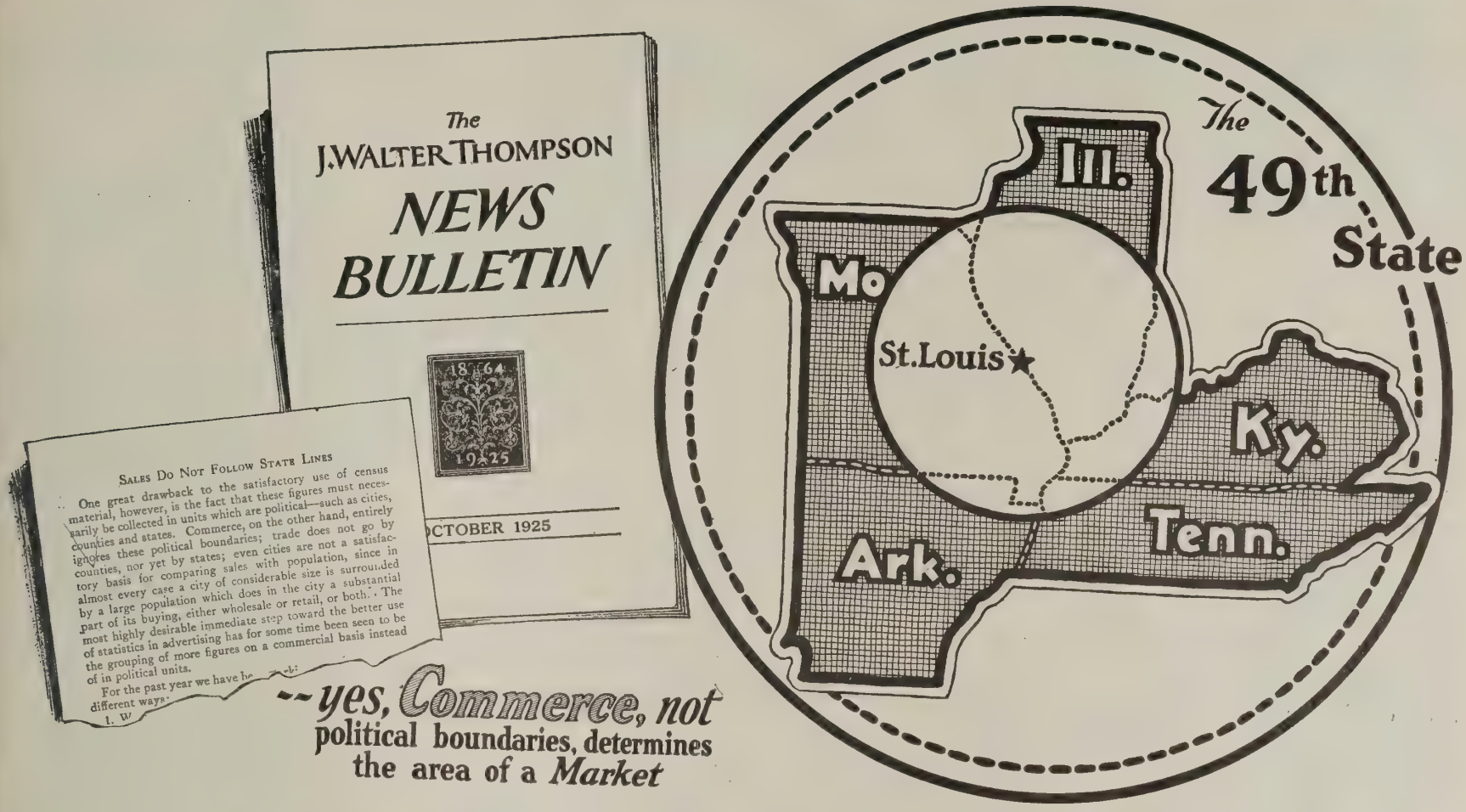
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The 49th State is the St. Louis Market

—radius 150 miles surrounding St. Louis

Population . . . . towns . . . . industry . . . . transportation . . . . accessibility . . . . trade outlets . . . . . all expressed in terms of *Commerce* . . . . determine the area of a market.

Commerce is the measure. It ignores political boundaries. City, county or state limits are not *trade* limits. . . . . As expressed above in the page reproduced from the News Bulletin of The J. Walter Thompson Company, advertising agents—

> *". . . . trade does not go by counties, nor yet by states; even cities are not a satisfactory basis for comparing sales with population, since in almost every case a city of considerable size is surrounded by a large population which does in the city a substantial part of its buying, either wholesale or retail, or both."*

1,026,715 People in St. Louis But More Than 5,000,000 in The 49th State

1,026,715 people live in metropolitan St. Louis, yet within the natural trading area surrounding and including St. Louis there are more than 5,000,000.

Here, then, is the St. Louis market . . . . nothing less. It is more than St. Louis alone, large as it is . . . . more than a 30, 40 or 50 mile area . . . . a vast commonwealth extending out 150 miles in every direction . . . . known as *The 49th State*—the natural trading area of St. Louis.

. . . . A commonwealth with 372 towns of more than 1,000 population—vast and rapidly increasing industrial development—a veritable network of railroads and highways—every section quickly and economically reached.

On the other hand, by rail and by the bus load, more than 34,000 people a day pour into St. Louis. The bulk of the 40,000 and more retail dealers in this market outside of St. Louis look to St. Louis as their natural source of supply.

Through them comes a 10-billion-dollar annual demand for shoes, drugs, hardware, dry goods, groceries, furniture, automobiles . . . . everything. Add to this the 8-billion-dollar buying power of metropolitan St. Louis and you have an 18-billion-dollar market.

And the great army of 49th State retailers look to The St. Louis Globe-Democrat—to Globe-Democrat advertising—to help them sell merchandise. 92.2% of them read The Globe-Democrat; 88.2% state that it helps them to sell goods.

The Largest Daily in America's Third Largest Market

The Daily Globe-Democrat covers this market, the third largest in the United States, as no other newspaper even claims to do. . . . . It enters more homes . . . . has more circulation . . . . 3 times as much daily circulation in The 49th State outside of St. Louis as the second St. Louis paper.

Ask the nearest Globe-Democrat representative to give you the facts about The 49th State, or write us direct. Executives interested in this market should avail themselves of the assistance The Globe-Democrat offers through its Service and Promotion Department and the Research Division.

St. Louis Globe-Democrat.

St. Louis' Largest Daily

Representatives

F. St. J. Richards.....New York
J. R. Scolaro.....Detroit
Guy S. Osborn.....Chicago
C. Geo. Krogness..San Francisco
Dorland Agency, Ltd....London

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

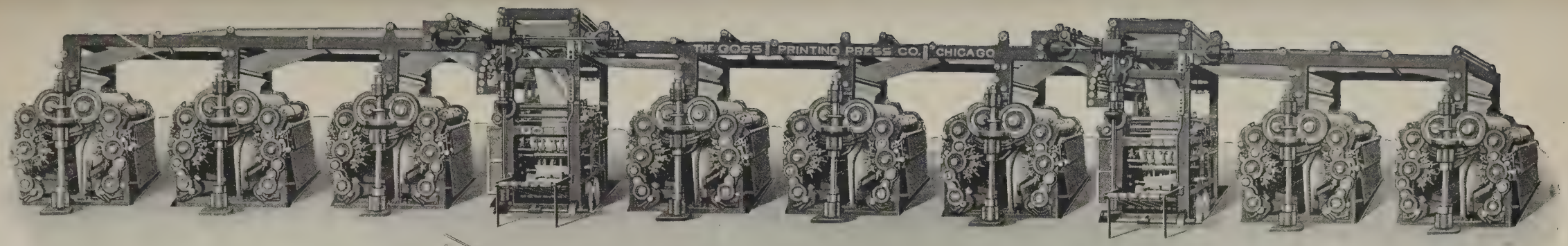
(Continued from page 182)

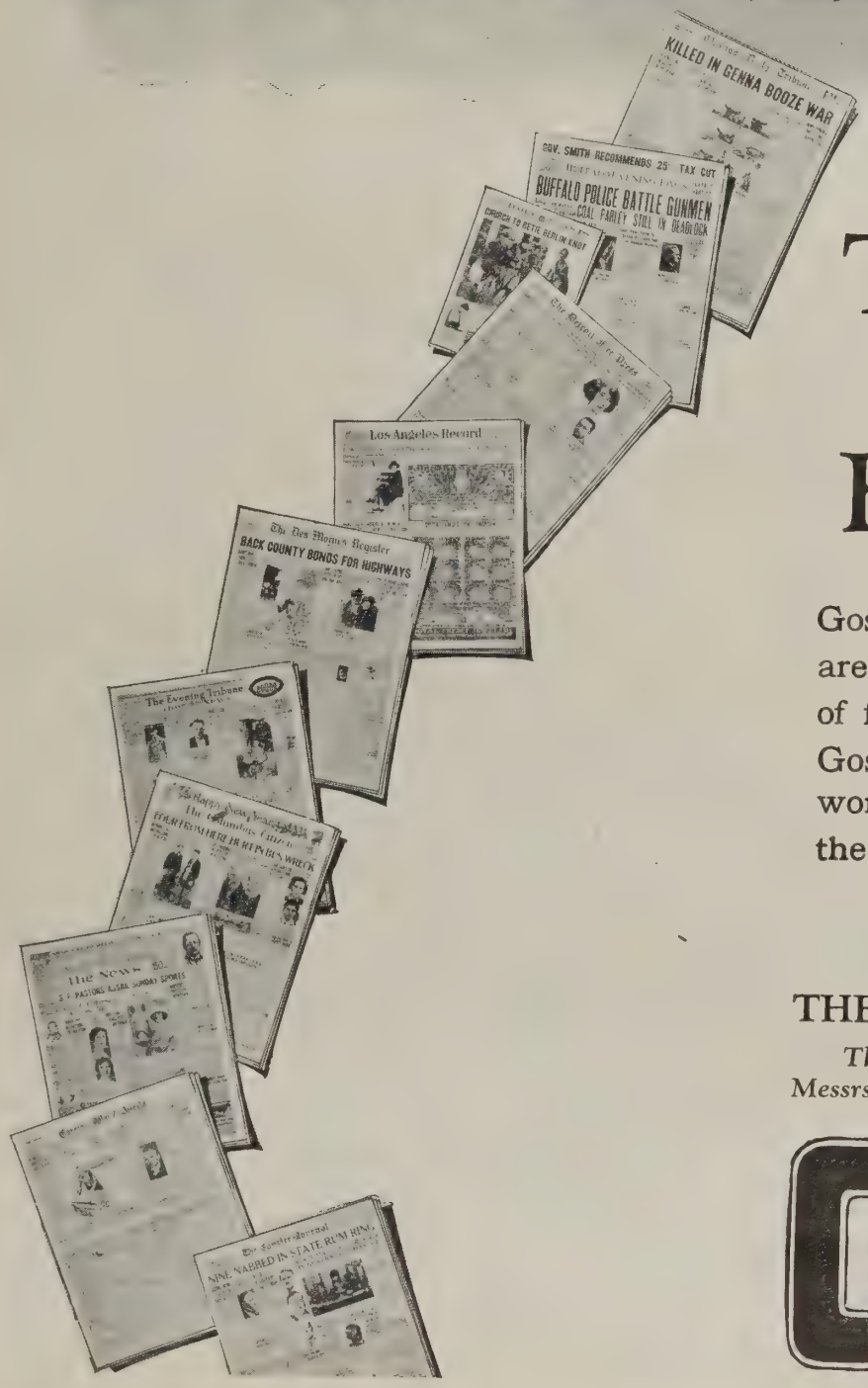
	Address		Space-Buyers
SEAVER-HOWLAND CO. *d*	409 D St.	Boston, Mass.	Eugene M. Weeks
SEEDS CO., RUSSELL M. *a-d-e-g*	Consolidated Bldg.	Indianapolis, Ind.	Paul Richey, Jack Harding, Mark Hamer, M. G. Lipson
SEEMAN & PETERS, INC.	210 No. Franklin St.	Saginaw, Mich.	G. B. Hiller
SEHL ADV. AGCY. *a-d-e-g*	360 N. Michigan Ave.	Chicago, Ill.	Erwin Poloske
SERVICE ADV. AGENCY *d*	26 Robinson St....	Webster, Mass.*	T. C. White Jr.
	Mt. Guyot St.	N. Brookfield, Mass.	
SEVERANCE INC., MALCOLM	Trust Bldg.	Asbury Park, N. J.	
	Bar Bldg.	New York City	
SHADBOLT, CARNES & NOLTE, INC.	American Ex Bldg.	Duluth, Minn.	
SHAFFER, J. ALBERT *a*	Evening Star Bldg.	Washington, D. C.	
SHAFFER-BRENNAN ADVG. AGCY. *a-d-e-g*	Wainwright Bldg...	St. Louis, Mo.	T. D. Shaffer, E. M. Brennan, J. L. Corless
SHANKEY ADV. CO.	Keith Bldg.	Salt Lake City, Uth	
SHANKWEILLER ADV. AGCY.	37 No. 10th St....	Allentown, Pa.	
SHARPE & CO., INC., W. W. *a-d-e*	240 Broadway.....	New York City	John N. Thomas, Roy J. Jones, Chas. D. John
SHAUGHNESSY & CO., W. A. *a*	15 W. 37th St....	New York City	
SHAW ADV. CO. INC.	135 Dorchester Ave.	Boston, Mass.	
SHAW, INC., D. MINARD *e*	339 Lexington Ave.	New York City	
SHEETS, INC., J. WILLIAM *a-d-e*	Central Bldg.	Seattle, Wash.	
SHELDON ADV. SERVICE	416 S. Salina St..	Syracuse, N. Y.	
SHEPHERD-ADVERTISING	Jackson Bldg.	Asheville, N. C.	G. O. Shepherd
SHEPARD, K. E. *e*	Hubbell Bldg.	Des Moines, Iowa	
SHERIDAN, SHAWHAN & SHERIDAN, INC. *a-e-g*	30 E. 34th St.	New York City	
SHERMAN & LEBAIR, INC. *a-d-e-g-h*	116 W. 32nd St...	New York City	Miss M. S. Harris
SHERWOOD, B. R. *a-d*	367 Fulton St....	Brooklyn, N. Y.	L. J. Witherby, B. R. Sherwood, Jr.
SHIELDS, EARL B. *e*	Harris Trust Bldg.	Chicago, Ill.	
SHIVELL ADV. AGCY.	Tremont Bldg....	Boston, Mass.	
SHORE & STAFF, T. H.	Electric Bldg.	San Diego, Cal.	
SHORT & PARTNERS, INC., F. *a-d-e-g-h*	307 N. Michigan Ave.	Chicago, Ill.	A. J. Pedersen
SHUMAY CO., FRANKLIN P. *a-d-e-g-h*	453 Washington St.	Boston, Mass.	William J. Graham
SHUMAN-HAWS ADV. CO. *a-d-e-g*	230 E. Ohio St...	Chicago, Ill.	E. Crosby Vining
SIDENER-VAN RIPER ADV. CO. *a-d-e-g-h*	Merchants Bank Bldg.	Indianapolis, Ind.*	Don H. Collins
	Publishing Bldg....	Hollywood, Fla.	
SIECK, H. CHARLES *d*	Story Bldg.	Los Angeles, Cal.	H. C. Sieck
SILBERSTEIN, ALFRED J.	18 W. 34th St....	New York City	
SILVA, L. F.	Gerke Bldg.	Cincinnati, Ohio	
SIMMONDS & SIMMONDS *a-e-g*	422 S. Dearborn St.	Chicago, Ill.	
SIMONS, HARRY C.	Perry Bldg.	Philadelphia, Pa.	
SIMPSON ADV. SERVICE CO. INC. *a-d-g*	915 Olive St.	St. Louis, Mo.	Roy B. Simpson, C. A. Swanlund
SITGREAVES-ADVERTISING	Star Bldg.	Washington, D. C.	M. L. Sitgreaves
SLACK, WALTER	242 Chestnut St...	Philadelphia, Pa.	Walter S. Slack
SLOAN, CHARLES M. *d-e*	332 S. Michigan Ave.	Chicago, Ill.	Charles M. Sloan
SLOMAN ADVERTISING CO.		Dayton, Ohio	
SMITH ADV. CO., ALLEN C. *a-d-e*	Davidson Bldg.	Kansas City, Mo.	Allen C. Smith, Otto Barth, F. E. Whalen
SMITH ADV. AGCY., C. B. *a-d-e-g*	27 School St.	Boston, Mass.	J. D. Mitchell
SMITH, CHARLES W.		Waynesboro, Va.	
SMITH ADV. AGCY., C. H. *e*	Coca Cola Bldg.	Kansas City, Mo.	
SMITH, FREDK. McCURDY *o-d-e-g*	70 Fifth Ave.	New York City	F. M. Smith, Mrs. M. J. Weiss
SMITH-ENDICOTT CO. *a-d-g*	141 Milk St.	Boston, Mass.	
SMITH &FERRIS *a-d-e-g*	739 So. Hope St..	Los Angeles, Cal.	F. B. Skelle
SMITH, STURGIS & MOORE INC. *a-e-g-h*	1463 Broadway....	New York City	
SMITH & SMITH	Dwight Bldg.	Kansas City, Mo.	
SMOOTH ADV. AGCY.	Smoot Theatre Bldg.	Parkersburg, W. Va.	
	4th & 6th Sts.	Huntington, W. Va.	
SNITZLER-WARNER C.	225 N. Mich. Blvd.	Chicago, Ill.	
SNODGRASS & GAYNESS, INC. *a-d-e-g*	250 Park Ave.	New York City	Douglas P. Maxwell
SNOW & STAFF, W. B. *a-e-g-h*	60 High St.	Boston, Mass.	
SNOWDEN ADV. AGCY. INC.	149 Broadway	New York City	
SNYDER CO., J. A. *a-d-e-g*	208 So. La Salle St.	Chicago, Ill.	A. C. Henderson
SOLONCHE & CO., J. H.	287 Henry St.	New York City	
SOMMER ADV. AGCY., *F. a-d-e.*	810 Broad St.	Newark, N. J.	Max Gans
SOROSIS ADV. CO.	70 Blake St.	Lynn, Mass.	
SOUTHERN ADV. AGCY. INC. *d*	69th St. Terminal Bldg.	Philadelphia, Pa.	H. E. Boyd, Jr.
SOUTHERN ADV. AGCY. INC. *a-b*	Randolph Bldg.	Memphis, Tenn.	
	Candler Bldg.	Atlanta, Ga.	
SOUTHWESTERN ADV. CO. *a-d-d-e-g-h*	1521 Commerce St.	Dallas, Tex.	H. D. Phillips
SPALLFORD CO. INC. *a-d-e-g*	10 Arlington St....	Boston, Mass.	V. F. Gould
SPARROW ADV. AGCY. *a-b-d-e*	Albany Power Company Bldg.	Birminghnm, Ala.	Paoli A. Smith, E. D. Torgerson, J. D. Dukes
SPENCER ADV. AGCY., CARL O.	Lemcke Annex.	Indianapolis, Ind.	
SPIER, FRANKLIN	Knickerbocker Bldg.	New York City	
SPIERO CO., GERALD B.	1 W. 34th St.	New York City	
SPIVAK ADV. AGCY., M. *a-e-g*	286 Fifth Ave.	New York City	
SPRINGER ADV. AGCY.	Walsh Bldg.	Pittsburgh, Pa.	
STACK ADV. AGCY. *a-d-e-g*	29 E. Madison St..	Chicago, Ill.	C. B. Peterson, H. L. Hulsebus, F. M. Reed
STAFFORD ADV. AGENCY	P. O. Box 900.	Providence, R. I.	
STALKER ADV. CO. INC. *d-e*	2107 Jefferson Ave.	Toledo, Ohio	H. H. Stalker
STANDARD ADV. AGCY.	Victoria Bldg.	St. Louis, Mo.	
SPANISH ADVG. AGCY., GRANVILLE S. *a-e-g*	Union Trust Bldg..	Providence, R. I.	
STANFORD ADV. AGCY.	326 Fourth Ave....	Pittsburgh, Pa.	
	38 W. College St..	Canonsburg, Pa.	
STANFORD AGENCY, C. *b*	Connolly Bldg.	Atlanta, Ga.	
STAPLES & STAPLES, INC. *a-b-d-e-g-h*	Times Dispatch Bldg.	Richmond, Va.	D. D. Staples, H. L. Staples
STAPLETON, WILLIAM R.	Malley Bldg.	New Haven, Conn.	
STARCH, DANIEL	1374 Massachusetts Ave.	Cambridge, Mass.	
STARK ADV. AGCY., T. H.	633 Fifth Ave.	Louisville, Ky.	H. B. Stark
STEARNS ADV. CO.	Hanna Bldg.	Cleveland, Ohio	
STEARNS, J. B.	391 Sutter St.	San Francisco, Cal.	
STEDEM-BRYNE ADV. AGCY.	9 Madison Ave....	Montgomery, Ala.	
STEEL CO., F. R. *d-e-g*	201 E. Ontario St..	Chicago, Ill.	F. R. Steel, R. S. Page, P. T. Foley, C. M. Schutz, E. J. Sommers, F. A. Neighbors
STEIN, WILLIAM S.	1623 H St.	Washington, D. C.	
STEINBRENNER ADV. AGCY.	1403 Race St.	Cincinnati, Ohio	
STEINMAN-BRADT ADV. SERVICE *e*	Beard Bldg.	Modesto, Cal.	G. Leroy Bradt
STELLINGS CO., E. G. *b*	Southern Bldg.	Wilmington, Del.	
STERLING ADV. AGCY. *d-e*	700 S. Council St..	Muncie, Ind.	Hal R. McNaughton
STERLING ADV. SERVICE *g*	58 W. 40th St....	New York City	
STERLING-MCMILLAN, INC.	2 W. 45th St.	New York City	
STERN ADV. SERVICE, G. M. *d*	Little Bldg.	Boston, Mass.	G. M. Stern
STERNAU, ARTHUR R. *a*	Bailey Bldg.	Philadelphia, Pa.	
STERNBERG CO., H. SUMNER	58 W. 40th St....	New York City	
STERNFIELD-GODLEY, INC. *d-e*	154 Nassau St....	New York City	Miss B. Perlman, S. S. Sternfield, W. M. Lias
STERRETT ADV. SERVICE *e*	Palace Bldg.	Erie, Pa.	E. M. Lias, L. Breyer
STEUERMAN SERVICE *d*	15 E. 26th St.	New York City	J. A. Butler
STEVENS ADV. AGCY., F. D. *d*	Martin Bldg.	Utica, N. Y.	Fred D. Stevens
STEVENS CO., H. & J. *g*	Murray Bldg.	Grand Rapids, Mch.	
STEVENS AGCY., H. W. *a-d-e-g*	244 Washington St.	Boston, Mass.	
STEVENS CO., JEWELL F. *d-e*	19 S. La Salle St.	Chicago, Ill.	J. F. Stevens, H. A. Hooker
STEVENS, LEWIS T.	518 Washington St.	Cape May, N. J.	
STEVENS & WALLIS, INC. *d-e*	45 West on South Temple St.	Salt Lake City, Uth.	D. W. Evans
STEWART-DAVIS ADV. AGCY. *a-d-e-g-h*	400 N. Michigan Ave.	Chicago, Ill.	
STEWART-TAYLOR CO.	312 W. 2nd St.	Duluth, Minn.	
STIRES CONNER CO.	Pittsburgh Lite Blg.	Pittsburgh, Pa.	
STOCKFORD CO., C. C. *d-e-g*	136 Huron St....	Toledo, Ohio	C. C. Stockford, H. F. Bradford, Miss G. Reinhart
STOCKMAN ADV. AGCY., A. M. *a-d-e-g*	127 Duane St.	New York City	L. A. Stockman
STONETON ADV. CO.	147 Water St.	Hallowell, Maine	
STORM ADVERTISING AGCY.	35 W. 39th St....	New York City	
STORM & SONS INC., JULES P. *a-d-g*	2 W. 46th St.	New York City	C. M. Storm, Edward Klein
STOWELL & SINSABAUGH, INC	Insurance Exchange Bldg.	Los Angeles, Cal.	W. K. Stowell
STRAIN, J. IRVIN INC. *e*	Lexington Bldg....	Baltimore, Md.	J. Irvin Strain
STRANG & PROSSER ADV. AGCY. *a-d-e-g*	L. C. Smith Bldg.	Seattle, Wash.	Frank C. Doig
STREET & FINNEY, INC. *a-d-e-g-h*	40 W. 40th St....	New York City	Fred G. Bonthron
STRICKENBERG, H. M. & MORELAND, C. C. & FORSHEE		Cincinnati, Ohio	
STRONG ADV. AGCY., H. M. *g*	33 Lyman St.	Springfield, Mass.	
STUART CO.	30 Church St.	New York City	
STUART, C. R. *d*	Detweiler Bldg....	Los Angeles, Cal.	C. R. Stuart, G. Friedman
STUTZMAN & MUMMERT	Detweiler Bldg....	Los Angeles, Cal.	
SUEDHOFF-ROSS CO. *a-e-g*	Tri-State Bldg.	Fort Wayne, Ind.	Carl J. Suedhoff, S. A. Ross
SUGDEN ADV. CO., J. L. *a-d-e-g*	32 W. Washington St.	Chicago, Ill.	J. L. Sugden, Geo. H. Hartman
SULLIVAN ADV. AGENCY	390 Cliff St.	Battle Creek, Mich.	
SUN ADV. AGENCY *d*	1211 No. Market St.	St. Louis, Mo.	Gilbert Lehmann
SUPERIOR ADV. SERVICE, INC. *d*	232 East Erie St...	Chicago, Ill.	John Mors, Victor Klebba
SWEENEY & JAMES CO. *a-d-e-g*	1632 Euclid Ave...	Cleveland, Ohio	H. B. Snyder
SWEET ADVG. AGENCY, R. A. *g*	Press Bldg.	Binghamton, N. Y.	
	10 Phoenix Place..	London, England	
	Mt. Pleasant, W. C.		
SWEET & PHELPS	608 S. Dearborn St.	Chicago, Ill.	
SWENSON CO., HILLMAR V.	508 N. Dearborn St.	Chicago, Ill.	
SWISHER ADV. SERVICE *a-d*	Mears Bldg.	Scranton, Pa.	S. F. Williams
SYVERSON-KELLEY ADVERTISING AGENCY *d-e*	Mohawk Bldg.	Spokane, Wash.	A. H. Syverson, Dorothy E. Egan
SYPHER, FRED H.	605 People's Bank	Akron, Ohio	

T

TABOR, C. C.	Vinney Bldg.	Syracuse, N. Y.	
TALLANT, C. H.	Realto Bldg.	San Francisco, Cal.	
TAUBER ADV. AGENCY INC. *g*	925 15th St. N. W.	Washington, D. C.	
TAYLOR-EBY	General Motors Bldg.	Detroit, Mich.	L. H. Eby
TAYLOR, J. W. *e*	Book Bldg.	Detroit, Mich.	
TEAS, PAUL-LEAVENWARTH, RALPH	Guardian Bldg....	Cleveland, Ohio	
TELLER THOMPSON ADV. AGENCY	220 W. Onondaga St.	Syracuse, N. Y.	
TEXAS ADV. AGENCY		Houston, Texas	
THIEL & CO., E. C.	3733 No. Clark St.	Chicago, Ill.	
THIELECKE ADV. AGENCY	Independence Bldg.	Colo. Springs, Colo.	
THOMAS ADV. SERVICE	Citrus Exch. Bldg.	Tampa, Fla.*	
	Graham Bldg.	Jacksonville, Fla.	
THOMAS ADV. AGCY, DAVID	28 E. Jackson Blvd.	Chicago, Ill.	
THOMAS, GEORGE P.	47 W. 34th St.	New York City	
THOMPSON CO., J. WALTER. *a-d-e-g-h*	244 Madison Ave..	New York City	
	410 N. Michigan Ave.	Chicago, Ill.	Richard A. Dunne
	80 Boylston St.	Boston, Mass.	George Pearson
	First National Bank Bldg.	Cincinnati, Ohio	
	Kohl Bldg.	San Francisco, Cal.	
	Bush House, Aldwych, W. C., 2..	London, Eng.	
THOMPSON ADV. AGCY CO., T. S. *d*	Thatcher Bldg.	Pueblo, Colo.	T. S. Thompson
THOMPSON-KOCH CO. *e-g*	32 W. 6th St.	Cincinnati, Ohio	
THOMSEN-ELLIS CO.	Water & Gay Sts..	Baltimore, Md.	
THRESHER SERVICE, INC. *a-d-e-g*	136 Liberty St.	New York City	L. J. Delaney, K. V. Hall
THROOP, GEORGE ENOS	6 N. Michigan Ave.	Chicago, Ill.	S. C. Chipman, G. J. Burns
THURLOW ADV. SERVICE INC.	Little Bldg.	Boston, Mass.	
THURMAN, GAINES	315 Fifth Ave.	New York City	
THWING & HERBERT	Terminal Building, Lexington Ave...	New York City	
TIFFANY-BAYLESS CO., THE *a-d-e-g*	Keith Bldg.	Cleveland, Ohio	Walter Butcher
TISNE, WALTER E. *e-g*	310 W. 88th St....	New York City	
TITCHELL & STAFF, S. STANLEY	114 Bedford St....	Boston, Mass.	Sidney S. Titchell
TORCHIANA, INC. *g*	175 Fifth Ave.	New York City	
TOUZALIN AGCY., CHARLES H. *a-d-e-g*	7 S. Dearborn St..	Chicago, Ill.	Albert R. Callies
TRACY-PARRY CO. INC. *a-d-e-g-h*	Public Ledger Bldg. McCutcheon Bldg..	Philadelphia, Pa. New York City	James C. Gibson
TRACY, INC., W. I. *d-e-g*	270 Madison Ave..	New York City	W. I. Tracy, A. S. Garrabrants, F. S. Kent
TRADES ADV. AGENCY, *a-d-e-g-h*	665 Fifth Ave.	New York City	Josephine Cone
TRANSOM CO. INC. *e*	637 N. Michigan Blvd.	Chicago, Ill.	
TRUMP, W. H.	226 S. 15th St....	Philadelphia, Pa.	W. H. Trump
TRYON, GEORGE W. *g*	Times Bldg.	New York City	
TUCKER ADV. AGENCY INC. *a-d-e-g*	303 5th Ave.	New York City	Frank J. Herel, William Ochsner, F. C. Henderschott

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The Press That's Preferred by Big Publishers

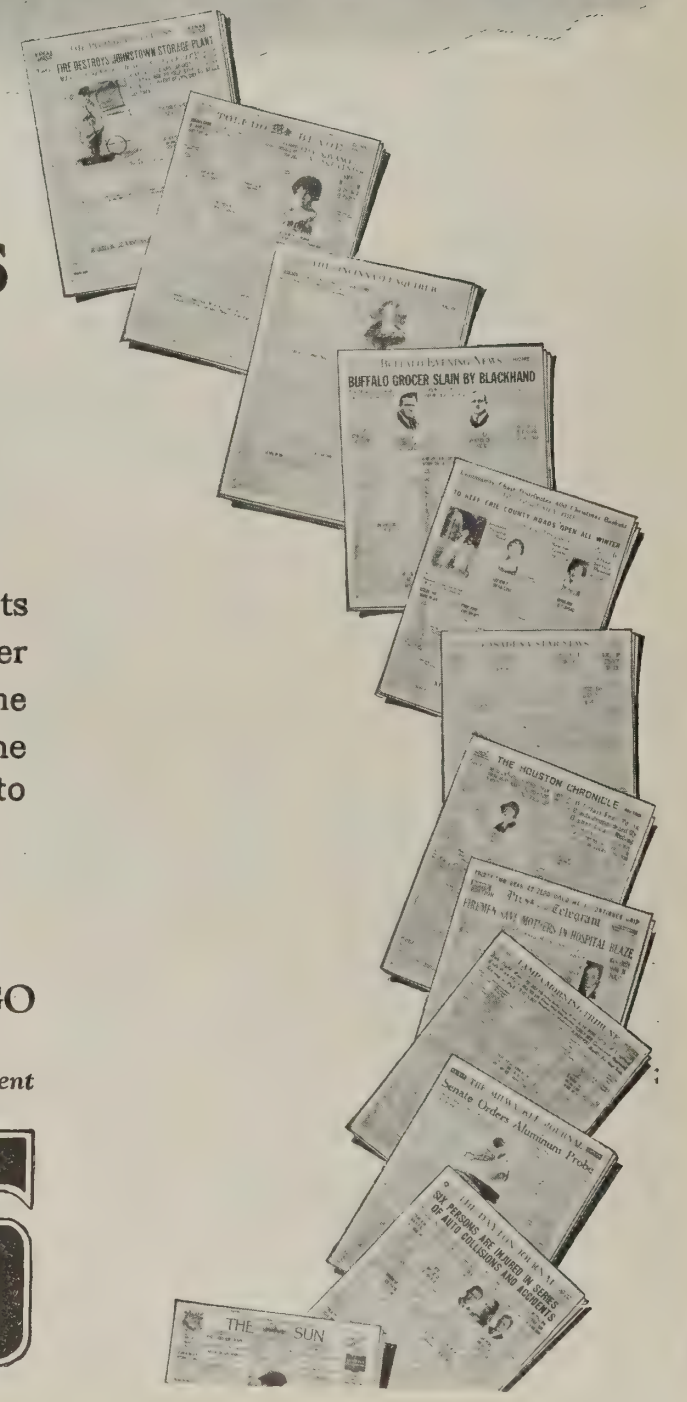
Goss High Speed Low Construction Press Units are being adopted by a rapidly increasing number of foremost publishers of large newspapers. The Goss organization is recognized throughout the world as having developed this type of press to the highest degree of efficiency.

Catalog on Request

THE GOSS PRINTING PRESS CO., CHICAGO

The Goss Printing Press Company of England, Ltd., London
Messrs. Edwards Dunlop Company, Ltd., Sydney · Sole Australian Agent

GOSS STRAIGHT LINE GOSS HIGH SPEED



ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 184)

	Address		Space-Buyers
TUCKER ADV. AGCY, F. E. S.	27 S. Jefferson Ave.	Battle Creek, Mich.	
TUFTS, JOSEPH B.	17 W. 43d St.	New York City	
TUNNEL ADV. AGENCY	30 Church St.	New York City	
TUPPER AGCY, CLIFTON H. *e*	City National Bank Bldg.	San Antonio, Tex.	
TURNER-WAGNER CO. *a-e-g*	Wrigley Bldg.	Chicago, Ill.	
TUTHILL ADV. AGCY, INC. *a-e-g*	1133 Broadway	New York City	
TUTTLE, BETTER ADVERTISING *d-e*	First National Bank Bldg.	Durham, N. C.*	
	Greensboro Bank & Trust Bldg.	Greensboro, N. C.	
	Kenilworth Inn	Asheville, N. C.	
	Chamber of Commerce Bldg.	New Bern, N. C.	
TWEED ADV. AGCY., R. E. *e*	Estey Bldg.	Philadelphia, Pa.	
TWENTIETH CENTURY ADV. SERVICE	Beacon Bldg.	Wichita, Kans.	
TWENTIETH CENTURY ADV. SERVICE	82 Wall St.	New York City	John W. Gugliucci
TWIN CITY ADV. CO.	Star Theater Bldg.	Tonawanda, N. Y.	
TYRELL ADV. AGENCY, J. E.	126 W. 42d St.	New York City	
TYSON & CO. INC., O. S.	16 E. 42d St.	New York City	L. W. Seeligsberg

U

UHLENHART, LLOYD R.	I. W. Hellman Bldg.	Los Angeles, Cal.	Lloyd R. Uhlenhart
UNITED ADV. AGENCY *d*	Commerce Bldg.	Sioux City, Ia.*	B. J. Abraham, Vaughn Weidel
	313 Nevelle Block	Omaha, Nebr.	
UNITED ADV. AGENCY *a-d-e-g*	339 5th Ave.	New York City*	E. F. Graham
	44 Smith St.	Paterson, N. J.	William White
	Kinney Bldg.	Newark, N. J.	James L. Reid
	170 Stratford Ave.	Bridgeport, Conn.	
UNITED ADV. CO.		Waterbury, Conn.	
UNITED ADV. CORPORATION	833 State St.	New Haven, Conn.	
UNITED ADV. SERVICE *e*	222 Market St.	Newark, N. J.	
UNITED SERVICE ADVG. *e*	972 Broad St.	Newark, N. J.	
U. S. ADV. CORP. *a-d-e-g*	Home Bank Bldg.	Toledo, Ohio*	MacDonald H. Pierce
	250 W. 57th St.	New York City	Miss C. Wohlpart
UNIQUE PRESS	133½ N. Main St.	Rockford, Ill.	
UNIVERSITY ADV. CO.	2 Brattle Square	Boston, Mass.	
URDANG, HARRY *d-e*	1133 Broadway	New York City	Harry Urdang, Lee Ehret
URMY, LOUIS V. *a-d-e-g*	41 Park Row	New York City	Louis V. Urmy
USHER, ELLIS B.	M. & M. Bank Bldg.	Milwaukee, Wis.	C. A. Nelson, Wm. H. Schutze
UTICA ADV. SERVICE *d*	808 Union St.	Utica, N. Y.	

V

VALLANDINGHAM, L. E. *d*	1416 Alpha Ave.	Des Moines, Ia.	L. E. Vallandingham
VALLEJO ADV. SERVICE *d*	Box 466	Vallejo, Cal.	E. H. Barnum
VANDERHOFF & CO. *a-d-e-g-h*	167 E. Ontario St.	Chicago, Ill.	Ralph N. Cushing
VAN DUSEN & CARTER	Jackson City Bank Bldg.	Jackson, Mich.	
VAN HAAGAN ADV. AGCY, JOHN C. *a-d*	N. American Bldg.	Philadelphia, Pa.	J. V. Van Haagen
VAN PATTEN, INC. *e*	50 E. 42nd St.	New York City	
VAN TASSEL & SMITH, INC.	160 5th Ave.	New York City	
VARLEY, HARRY *e*	19 E. 47th St.	New York City	
VINCENT & VINCENT *e*	Artisians Bldg.	Portland, Ore.	
VIRGINIA ADV. SERVICE CO. INC. *b-d*	City Hall Ave.	Norfolk, Va.	
	467 C. St. N. W.	Washington, D. C.	Casper Pinsker
VOLKMANN ADV. AGCY. *a-d-e-g*	Pennsylvania Bldg.	New York City	
VOLZ ADV. AGENCY	924 Arch St.	Philadelphia, Pa.	
VOORHEES ADV. & SALES SERVICE	45 N. Division St.	Buffalo, N. Y.	
VOORHEES & CO.	116 Nassau St.	New York City	J. S. Voorhees
VREDENBURGH-KENNEDY CO. INC. *d-e*	171 Madison Ave.	New York City	T. F. Kennedy, Miss M. Maher

W

WADE ADV. AGENCY *a-d-e-g*	130 N. Wells St.	Chicago, Ill.	John W. Banister
WALD ADV. AGENCY, S.	World Bldg.	New York City	
WALDRON, L. H. *a-g*	Monadnock Bldg.	San Francisco, Cal.	
WALES ADV. AGENCY	Orpheum Bldg.	Topeka, Kans.	
WALES ADV. CO. *a-d-e-g-h*	250 Park Ave.	New York City	K. C. Moran
WALKER ADV. AGENCY	Sherman Clay Bldg.	San Francisco, Cal.	
WALKER & CO.	88 Custer Ave.	Detroit, Mich.	
WALKER & DOWNING *d*	Oliver Bldg.	Pittsburgh, Pa.	Wm. S. Walker, H. S. Downing
WALKER & CO., DUDLEY	Peoples Gas Bldg.	Chicago, Ill.	
WALKER-LONGFELLOW CO. INC.	4 Northampton St.	Boston, Mass.	
WALLERSTEIN, INC., A. *a-d-g*	70 W. 40th St.	New York City	A. J. O'Flaherty
WALLOWER, ROWLAND C. *e*	918 N. 16th St.	Harrisburg, Pa.	
WALTER ADV. AGCY., A. D.	Vandergrift Bldg.	Pittsburgh, Pa.	
WALTERS ADV. AGENCY, F. M.	288 Main St.	Springfield, Mass.	
WALTON ADV. AGCY, INC. *b-d*	7 S. Mint St.	Charlotte, N. C.	A. G. Walton
WALTON ADV. & PRINTING CO. *d-e*	88 Broad St.	Boston, Mass.	
WALZ ADV. AGENCY *a*	501 Washington St.	Buffalo, N. Y.	
WAPLES-FREITAG-WILLIAMS CO.		Atlanta, Ga.	
WARFIELD ADV. CO. INC. *a-e-g*	Federal Reserve Bldg.	Omaha, Nebr.	
WARK ADV. SYSTEM CO.	200 W. Mound St.	Columbus, Ohio	D. E. Schafer
WARNER CO., THE *d*	Lafayette Bldg.	Detroit, Mich.	Paul A. Stocker
WASKOW ADV. AGENCY	549 W. Washington St.	Chicago, Ill.	
WASSON ADV. CO., I. B. *e*	Am. Bank Bldg.	Kansas City, Mo.	
WATERBURY, HERBERT	195 Madison Ave.	Memphis, Tenn.	
WATERS ADV. AGCY, F. M.	Bowles Bldg.	Springfield, Mass.	F. M. Waters, Mahlon T. Cowles, Helena M. Collins
WATERS & MCLEOD *e*	Detwiler Bldg.	Los Angeles, Cal.	J. A. C. Waters
WATKINS, H. E.		Pueblo, Colo.	
WATSON ADV. AGENCY *e*	122 S. Michigan Av.	Chicago, Ill.	
WAYNESBORO ADV. AGENCY	Waynesboro Trust Co. Bldg.	Waynesboro, Pa.	
WEBB, ADV., D. STUART	500-506 Park Ave.	Baltimore, Md.	D. Stuart Webb
WEBB ADV. CO., FRANK D. *a-d*	200 E. Lexington St.	Baltimore, Md.	F. D. Webb, Miss Anna J. Coleman, A. C. Arnold
WEBB HENRY	U. B. Bldg.	Dayton, Ohio	
WEBER ADV. AGCY. *d*	15 Park Row	New York City	Benjamin Weber
WEEKS, EUGENE M.	271 Franklin St.	Boston, Mass.	
WEIL ADV. AGCY., M. C. *d*	222 W. 23d St.	New York City	M. M. Craig
WEILL CO. INC., ARMAND S. *a-d-e*	564 Ellicott Sq.	Buffalo, N. Y.	Armand S. Weill, H. C. Desbecker
WEINBERG ADV. CO., M. *g*	Bank of Italy Bldg.	Los Angeles, Cal.	Milton Weinberg
WEINGARTEN ADV. AGCY. M. *d-e*	286 5th Ave.	New York City	J. Weingarten
WEISS ADV. AGENCY	110 W. 40th St.	New York City	
WELCH HANBERRY ADV. AGENCY	Central Bldg.	Long Beach, Cal.	
WELLS ADV. AGCY.	80 Boylston St.	Boston, Mass.	L. H. Jepson
WERTHEIM J. L.	178 E. 2d St.	New York City	
WESSELS CO., C. M.	902 Chestnut St.	Philadelphia, Pa.	
WEST, EDWARD M.	522 5th Ave.	New York City	
WEST ADV. SERVICE, FRED C. *d*	463 Johnson Block	Muncie, Ind.	Fred C. West
WESTERN ADV. AGCY., INC. *a-d-e-g-h*	214 5th St.	Racine, Wis.	Franz C. Jordan
WESTERN ADV. CO., INC.	631 Third St.	San Diego, Cal.	Royal B. Lee, Victor R. Lundy
WESTERN, W. HULL	30 Church St.	New York City	
WESTLAND ADV. SERVICE		St. Paul, Minn.	
WETHERALD ADV. AGENCY, JAMES T., *a-e*	110 Newbury St.	Boston, Mass.*	
	6555 E. Jefferson Ave.	Detroit, Mich.	
WHEELER ADV. CO.	Fuller Bldg.	Jersey City, N. J.	
WHIDDEN ADV. AGCY., GUY C. *a-e-g*	Bulletin Bldg.	Philadelphia, Pa.	
WHIPPLE & BLACK, INC., *e*	2010 Washington Blvd.	Detroit, Mich.	
WHISTON ADV. SERVICE, FRANK G., *d*	2 Terrace Square	Buffalo, N. Y.	
	296 Broadway	New York City	E. R. Engler
WHITE, FRANK B.	76 W. Monroe St.	Chicago, Ill.	
WHITE ADV. AGENCY, *d*	136 Division St. N.	Grand Rapids, Mich.	Jack A. Moore
WHITELEY & CO., JESSE H.		Belle, West Va.	
WHITMAN ADV. SERVICE, INC., *e-g*	1182 Broadway	New York City	
WHITTINGTON CO., THE, *e*	Douglas Bldg.	Seattle, Wash.	
WIERENGO & STAFF, JOHN, *e*	Comm. Bank Bldg.	Grand Rapids, Mich.	
WIGHTMAN-HICKS, INC., *d-e-g*	50 Union Sq.	New York City	Miss M. A. Waters
WILDER, JOHN WATSON	Tribune Tower	Chicago, Ill.	
WILDMAN ADV. AGENCY, *a-g*	450 4th Ave.	New York City	
WILLIAMS ADV. AGCY.	333 S. Dearborn St.	Chicago, Ill.	
WILLIAMS, C. H.	74 Cortlandt St.	New York City	
WILLIAMS & CO., JOHN D.	7 Water St.	Boston, Mass.	John D. Williams
WILLIAMS & CUNNYNGHAM, *a-d-e-g*	6 N. Michigan Ave.	Chicago, Ill.*	B. F. Abeling, C. Harmon
WILLIAMS & SAYLOR, INC., *a-e-g*	450 4th Ave.	New York City	
WILNER & TRIVAS	4 E. Redwood St.	Baltimore, Md.	
WILSON ADV. AGCY., *d*	80 Boylston St.	Boston, Mass.	
WILSON ADV. SERVICE	Box 392	Hartford, Conn.	
WILSON INC., EDWIN BIRD, *a-d-e-g-h*	9 Hanover St.	New York City	C. F. Sweeney
WIMBERLY ADV. AGCY., *a-b-d-e*	Cotton Exchange Bldg.	Fort Worth, Tex.	F. W. Wimberly, J. H. Wimberly
WINBURN, M., *d*	576 5th Ave.	New York City	C. L. Jerolemon
WINCHELL ADV. AGCY., H. C., *d*	230 E. Ohio St.	Chicago, Ill.	H. C. Winchell
WINDER SERVICE CO.	440 4th Ave.	New York City	
WINNINGHAM, C. C., *a-d-e-g*	Gen. Motors Bldg.	Detroit, Mich.	H. E. Middleton
WINTER, N. A., *d-e*	Register & Tribune Bldg.	Des Moines, Iowa.	N. A. Winter
WINSTEN & SULLIVAN., INC., *a-d-e-g*	19 W. 44th St.	New York City	N. S. Parsons
	Keefer Bldg.	Montreal, P. Q.	
WITMER & WITMER	Gibraltar Bldg.	Kansas City, Mo.	
WOLAVER CO. E. D., THE, *d-e-g*	Union Trust Bldg.	Cleveland, Ohio	E. D. Wolaver
WOLF INC., PHILIP	220 W. 42d St.	New York City	
WOLFF, HERMAN E.	S. Ohio Bank Bldg.	Cincinnati, Ohio	
WOOD PUTNAM & WOOD CO., *a-d-e-g*	178 Tremont St.	Boston, Mass.*	David A. Besse
	105 W. 40th St.	New York City	
WORLEY & DIETRICH	Genesee Bldg.	Buffalo, N. Y.	
WORTMAN BROWN & CO., *a-d-e-g*	298 Genesee St.	Utica, N. Y.	E. B. M. Wortman, G. R. Arnold, N. O. Bleekman
WOOD, CO., MERRILL A., *d*	Union Bldg.	Youngstown, Ohio	Merrill A. Wood
WOOD & REBER, INC.	408 Marion St.	Seattle, Wash.	
WOODMAN ADV. AGCY., *d-e*	Henry Bldg.	Seattle, Wash.*	E. F. Woodman, C. M. Woodman
WOOD'S ADV. AGCY.	720 Euclid Ave.	Cleveland, Ohio	
WOODS, CLINTON E.	15 E. 26th St.	New York City	
WOODWARD, ARTHUR	1476 Broadway	New York City	
WOOLLEY & RIBLETT, INC., *d*	Steel Bldg.	Denver, Colo.	C. F. Woolley
	303 5th Ave.	New York City*	W. G. Fallon
WORLD WIDE ADV. CORP., *a-d-e-g*	23 Central St.	Boston, Mass.	H. P. Preston
	L. C. Smith Bldg.	Seattle, Wash.	J. Woods
	No. 4 Ave. Edward VII	Shanghai, China	Miss L. O'Neil
WORTH, DUNCAN CO.	Transportation Bldg.	Chicago, Ill.	
WREN CO., WILLIAM C.	Foxcroft Bldg.	San Francisco, Cal.	
WRIGHT, GEORGE WILFRED, *d*	738 Broad St.	Newark, N. J.	Geo. W. Wright
WURTS, HAROLD C.	Hearst Bldg.	San Francisco, Cal.	
WURTS, DUNCAN ADV. AGCY.	337 13th St.	Oakland, Cal.	
WYNNE, F. A. ADV. AGCY.	Central Bank Bldg.	Dallas, Texas	

Y

YOST GRATIOT & CO., *a-d-e-g*	International Life Bldg.	St. Louis, Mo.	L. A. Gratiot
YOUNG, CHARLES ECKERT	1620 Indiana Ave.	Chicago, Ill.	
YOUNG, C. ELWOOD		Yeadon, Pa.	
YOUNG, LLOYD W.	823 Prospect Ave.	Cleveland, Ohio	
YOUNG, W. M.	Rand McNally Bldg.	Chicago, Ill.	
YOUNG & RUBICAM, *a-d-e-g*	Atlantic Bldg.	Philadelphia, Pa.*	A. V. Barrett
	Postum Bldg.	New York City	Geoghegan
YOUNG'S ADV. AGENCY	311 Minna St.	San Francisco, Cal.	Grant W. Hubbell
YOUNT CO.	705 State St.	Erie, Pa.	L. E. Ore, Duke H. Rees

Z

ZABIN & STAHL, INC., *e-g*	25 W. 45th St.	New York City	
ZAIN ADV. SYSTEM	80 Boylston St.	Boston, Mass.	
ZIMMER-KELLER, INC., *a-d-e-g*	2210 Park Bldg.	Detroit, Mich.	H. R. Klein
ZIMMERMAN, CARL L. *d-e*	210 Sycamore St.	Milwaukee, Wis.	C. L. Zimmerman, O. E. Zimmerman
ZUPPMAN AGENCY, W. E.	Dav. Eccles Bldg.	Ogden, Utah.	

Canadian Agencies and Their Space-Buyers

A

ADVERTISING SERVICE CO., LTD., *a-c-j*	Metropolitan Bldg.	Montreal, P. Q.*	H. P. Cookfield
	Can. Cement Bldg.	Toronto 2, Ont.	C. T. Solomon
AGENCE CANADIENNE DE PUBLICITE, LTD.	(See Canadian Adv. Agency, Ltd.)		
BAKER ADV. AGENCY, LTD, *a-c-e-j-*	204 Richmond St. W	Toronto, Ont.	R. A. Baker, F. H. Hayhurst, W. R. Baker, R. G. Thomas
BLAIKIE ADV., DUNCAN S., *c*	35 St. Nicholas St.	Montreal, P. Q.*	
	11 Leader Lane	Toronto, Ont.	C. H. Armstrong
BOWMAN, LTD., S. S. *g*	Can. Cement Bldg.	Montreal, P. Q.*	
	50 James St. S.	Hamilton, Ont.	
	277 Military Rd.	Buffalo, N. Y.	

(Continued on page 190)



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"Love and Marriage" by Elinor Glyn
Sport articles by Damon Runyon
"This Dumb World" by Bruno Lessing
"Ye Towne Gossip" by "K. C. B."
Popular Science by Garrett P. Serviss
Humorous writings by John P. Medbury
"Quicksands of Love" by Adele Garrison
Humorous articles by Roy K. Moulton
"The Potters" by J. P. McEvoy
"Love's Wages" by Ann Lisle
"Advice to the Lovelorn" by Beatrice Fairfax
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"Thimble Theatre" by Segar
"Gus and Gussie" by Jack Lait
"Jerry on the Job" by Hoban
"Little Jimmy" by Swinnerton
"Dumb Dora" by Chic Young
"Just Kids" by Ad Carter
"Us Boys" by McNamara
"Elmer" by Fera
"Freddie the Sheik" by Callahan
"So This Is Married Life" by Zere
"Felix" by Pat Sullivan
"Eddie's Friends" by Knott
"Mr. Dough and Mr. Dubb" by Opper
"The Newlyweds" by Chas. McManus
"Mazie the Model" by Whittington
"Me and My Boy Friend" by Dot Cochran
"Danny Dingle" by Dibble
"Dick and His Dad" by Wallace Bishop
"Little Tommy Tucker" by Thomas
"Frolicky Fables" by Vep.

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(Continued from page 186)

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C			
CAMPBELL, EWALD CO., *a-e-g-h.*		Dayton, Ohio	
	320 Bay St.	Toronto, Ont.	
	Gen. Motors Bldg.	Detroit, Mich.*	
	18 W. 34th St.	New York City	
	Mallers Bldg.	Chicago, Ill.	
CANADIAN ADV. AGCY., LTD. *a-c-j*	284 Lagauchetiere St. W.	Montreal, P. Q.*	Hector Fontaine Ross De Long
	13 de Marivaux St.	Paris, France	
CONSOLIDATED ADV. SERVICE, *c*	73 Richmond St. W.	Toronto, Ont.*	
	171 St. James St.	Montreal, Quebec	
CORRIVEAU, L. DE B.	854 Lorne Crescent	Montreal, P. Q.	
CRAWFORD, HARRIS, BURGESS ADVERTISING SERVICE, *c*	Province Bldg.	Vancouver, B. C.*	
	322 Pemberton Blk.	Victoria, B. C.	
	40 Gariepy Block	Edmonton, Alberta.	
	118 Phoenix Block	Winnipeg, Manitoba	
CURRY, THOMAS H.	Roy Bldg.	Halifax, N. S.	
D			
DEANE, E. STERLING, *a-c-d-j*	8 Wellington St. E.	Toronto, Ont.	E. F. Nisbet
DENNE & CO., LTD., A. J., *c-j*	217 Bay St.	Toronto, Ont.	A. J. Denne R. O. McKeown
DESBARATS ADV. AGCY, LTD. *a-c-e-j*	161 Beaver Hill Hall	Montreal, Q. Can.*	E. Desbarats E. W. Desbarats
	Page Bldg.	Toronto, Ont.	
DOMINION ADVERTISERS, LTD., *c*	288 St. James St.	Montreal, Quebec*	H. E. Smith
	450 Fourth Ave.	New York City	
E			
EASTMAN ADV. CO., *c*	Province Bldg.	Vancouver, B. C.	Morgan Eastman
F			
FARRELL SERVICE	26 Victoria Sq.	Montreal, P. Q.	
FEDERAL ADV. AGCY., LTD., *c-d-j*	Dominion Savings Bldg.	London, Ont.*	T. H. Yull Geo. Yull
	Landed Banking & Loan Bldg.	Hamilton, Ont.	T. E. Walsh R. R. Faryon
FINANCIAL ADV. CO. OF CANADA, *c-d*	6 Jordan St.	Montreal, P. Q.*	
	Board of Trade Bldg.	Toronto, Ont.	Fred J. Buck
FISHER CO., LTD., JAMES, *c-d-j*	204 Richmond St. W.	Toronto, Ont.*	George A. Martin
	275 Craig St. W.	Montreal, P. Q.	W. R. Johnston
G			
GENERAL NEWS & ADV. AGCY., LTD., *c-d-j*	Canada Cement Co. Bldg.	Montreal, P. Q.	Ed. Montet
GIBBONS, LTD., J. J., *c-j*	119 W. Wellington St.	Toronto, Ont.*	
	Coronation Bldg.	Montreal, P. Q.	
	272 Scott Block	Winnipeg, Man.	
GLOBE PRESS, LTD.	124 St. Paul W.	Montreal, P. Q.	
GONTHIER TURNBULL, INC.	114 St. Francis Xavier St.	Montreal, P. Q.	
GORDON & GOTCH, LTD.	136 Bay St.	Toronto, Ont.	
GREEN ADV. AGCY., CHARLES C.	288 St. James St.	Montreal, P. Q.	
H			
HAMILTON ADV. AGCY., LTD., *c*	17 Main St. E.	Hamilton, Ont.	S. I. Le Barre
HUNT ADV. SERVICE, F. W.	33 Richmond St. W	Toronto, Ont.	F. W. Hunt Geo. M. Smith Gladys Smith B. Foster
I			
IMPERIAL PUB. CO., LTD., *c-j*	140 Barrington St.	Halifax, N. S.	
K			
KNIGHT ADV. CO., LTD., W. P.	471 Wellington St.	Ottawa, Ont.	
	6 Galt Ave.	Ottawa, Ont.	
L			
LOCKE, CLARK, *c-d*	170 Bay St.	Toronto, Ont.	J. E. Mumford
LYDIATT, W. A.	27 Wellington St. E.	Toronto 2, Ont.	
M			
McCANN CO., H. K., *a-d-e-g-h*	Can. Cement Bldg.	Montreal, P. Q.	
	Metropolitan Bldg.	Toronto, Ont.	
	285 Madison Ave.	New York City*	F. F. Hilson
	6 N. Michigan Ave.	Chicago, Ill.	
	National City Bldg.	Cleveland, Ohio	R. Atwood C. E. Meermans
	Paterson Bldg.	Denver, Colo.	
	Am. Bank Bldg.	Los Angeles, Cal.	
	Montgomery & Sacramento Sts.	San Francisco, Cal.	
McCONNELL & FERGUSSON, LTD., *c*	Dundas & Market Sts.	London, Ont.*	
	55 Adelaide St. W.	Toronto, Ont.	C. S. Bowie
	43 St. Sacrament St.	Montreal, P. Q.	
	Confederation Life Bldg.	Winnipeg, Manitoba	
	Dominion Bldg.	Vancouver, B. C.	
McKAY-VAN BUREN ADVERTISING AGENCY	231 Eighth Ave...	Calgary, Canada	
McKIM, LTD., A., *a-c-j*	475 Phillips Sq.	Montreal, P. Q.*	
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	Union Bank Bldg.	Winnipeg, Man.	H. H. Prittie
	72 James St. N.	Hamilton, Ont.	B. A. Bennett
	6 Norfolk St. W. C. 2	London, England	F. P. Kuhn W. T. Brace
McKINNEY, MARSH & McMILLAN, LTD.	Colonial Bldg.	Toronto 2, Ont.	
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MacPHERSON-McCURDY LTD., *a-c-e*	Bell Bldg.	Winnipeg, Man.	R. J. Macpherson H. Lavender
MASON ADV. AGCY.	99 Farnham Ave.	Toronto, Ont.	
MASSIE, LTD., A. J., *c-d*	Notre Dame Investment Bldg.	Winnipeg, Man.*	A. J. Massie A. B. Johnston
	Dominion Bldg.	Vancouver, B. C.	V. C. Irons
MITFORD ADV. AGCY., *c-e*	Federal Bldg.	Toronto, Ont.	G. H. K. Mitford J. W. Nichols Geo. F. Hobart
MONET, EDMOND	Can. Cement Bldg.	Montreal, P. Q.	
MULLER CO., LTD., R. SYKES. *a-c-d*	Can. Cement Bldg.	Montreal, P. Q.	R. Sykes Muller
	Excelsior Life Bldg.	Toronto, Ont.	J. A. Holland
N			
NATIONAL PUBLICITY, LTD., *a-c-j*	286 St. James St.	Montreal, Que.	
NASH, HARVILAND H.		London, Ont.	
NEWTON ADV. AGCY.	Winch Bldg.	Victoria, B. C.	
MORRIS PATTERSON, LTD., *a-c-d-j*	105 Bond St.	Toronto, Ont.*	E. M. Carleton V. McDougall
	232 St. James St.	Montreal, Que.	C. W. Davis
P			
PEABODY, CHARLES E.	178 Napean St.	Ottawa, Ont.	
PRESS AGCY. BUREAU, LTD., *c*	Cor. Yonge & Temperance Sts.	Toronto, Ont.	J. O. O'Higgins
PRICE ADV. AGCY.	Victoria Bldg.	Windsor, Ont.	
PURKIS THORNTON, *a-c* (See Purkis & Sutcliffe)	N. Ontario Bldg.	Toronto, Ont.	David Jackson
	164 St. James St.	Montreal, P. Q.	C. P. Sutcliffe
PURKIS & SUTCLIFFE, *a-c* (See Thornton Purkis)	N. Ontario Bldg.	Toronto, Ont.	David Jackson
	164 St. James St.	Montreal, P. Q.	C. P. Sutcliffe
R			
ROBERTSON CO., LTD., J. S.	Queen & Victoria Sts.	Toronto, Ont.	
RONALDS ADV. AGCY., LTD., *c*	Keefer Bldg.	Montreal, P. Q.	W. P. Tuttle, President R. C. Ronalds, Vice-President H. D. Cantlon, Secretary
ROWLATT, F. ALBANY	110 Church St.	Toronto, Ont.	
S			
SCHOOLBRED, AGNES M.	55 St. Francis Xavier St.	Montreal, P. Q.	
SMITH, DENNE & MOORE, LTD., *c-j*	92 Adelaide St. W.	Toronto, Ont.	Miss M. A. Stoakley
SMITH & SON, LTD., R. C., *c-d-j*	32 Front St. W.	Toronto, Ont.	
SMITH, STURGIS & MOORE, INC.	Lumsden Bldg.	Toronto, Ont.	
	Premier House Southampton Row, W. C. 1	London, England	
	31 bis Faubourg, Monmartre	Paris, France	
W			
WALLACE ADV. SERVICE	Redden Bldg.	Halifax, N. S.	
WINSTEN & SULLIVAN, INC., *a-d-e-g*	19 W. 44th St.	New York City*	
	Keefer Bldg.	Montreal, P. Q.	N. S. Parsons
WORLD WIDE ADVG. CORP.	Coronation Bldg.	Montreal, Que.	

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PAY OF MECHANICAL FORCES AS OF JAN. 1, 1926, IN PRINCIPAL CITIES OF THE U. S.

TYPOGRAPHICAL WAGES

Day and Night

In thirty-six principal cities — Arranged according to population

	Hours per Week	DAY WAGE per Hour	DAY WAGE per Week	Hours per Week	NIGHT WAGE per Hour	NIGHT WAGE per Week	
New York	45	1.33	60.00	45	1.40	63.00	3rd shift $66.—42 hr.
Chicago	45	1.29	58.05	45	1.40	63.00	
Philadelphia	48	1.02	49.00	48	1.085	52.00	
Detroit	48	1.20	57.60	48	1.28	61.44	
Cleveland	45	1.15	51.50	45	1.26	56.70	3rd shift $59.25.
St. Louis	46	1.11	51.00	45	1.24	56.00	
Boston	44	1.17	51.48	44	1.21	53.24	
Baltimore	44	1.10	48.50	44	1.17	51.50	
Pittsburgh	45	1.21	54.50	45	1.28	57.50	
Los Angeles	45	1.14	51.30	45	1.206	54.30	
Buffalo	48	1.02	49.00	48	1.08	52.00	
San Francisco	45	1.15	52.00	45	1.22	55.00	
Milwaukee	48	1.04	50.00	48	1.15	55.00	
Washington	46	1.10	50.60	46	1.20	55.20	
Cincinnati	45	1.14	51.20	45	1.22	54.85	
Newark, N. J.	46	1.22	56.00	46	1.29	59.00	
Minneapolis	48	.98	47.00	48	1.04	50.00	
Kansas City	48	1.00	48.00	48	1.063	51.00	
Seattle *	42	1.215	51.00	42	1.32	55.50	
Indianapolis	48	1.04	50.00	48	1.135	54.50	
Portland, Ore.	45	1.07	48.00	45	1.13	51.00	
Denver	45	1.03	46.50	45	1.10	49.50	
Toledo	48	1.04	50.00	48	1.125	54.00	
Providence	48	1.04	50.00	45	1.18	53.00	
Columbus, O.	48	1.04	50.00	48	1.125	54.00	
Louisville	48	.937	45.00	48	1.00	48.00	
St. Paul	48	1.015	48.60	48	1.08	51.84	
Akron, O.	48	.97	46.50	48	1.03	49.50	
Atlanta	48	.937	45.00	48	1.00	48.00	
Omaha	48	.906	43.50	48	.97	46.50	
Birmingham	48	.925	44.40	48	.975	46.80	
Memphis	45	.937	42.00	45	1.00	45.00	
Dallas, Tex.	48	1.00	48.00	48	1.00	48.00	
Salt Lake City	45	1.066	48.00	45	1.133	51.00	
Little Rock	48	.845	40.50	48	.91	43.50	
Jacksonville, Fla.	48	.896	43.00	48	.937	45.00	
Average	46.31		49.35	46.25		52.65	
		1.063			1.137		

STEREOTYPERS' WAGES

Day and Night

In thirty-six principal cities — Arranged according to population

	Hrs. per Day	DAY WAGES per Hour	DAY WAGES per Day	Hrs. per Night	NIGHT WAGE per Hour	NIGHT WAGE per Night	
New York	8	1.04	8.33	6	1.39	8.33	Sat. 8 Hrs.—$1 extra
Chicago	8	.98	7.84	7½	1.09	8.17	
Philadelphia	8	.833	6.66	8	.875	7.00	
Detroit	8	1.00	8.00	7	1.14	8.00	Sat. 8 Hrs.—$9.15
Cleveland	8	.97	7.75	7½	1.088	8.16	
St. Louis	8	1.03	8.25	7	1.18	8.25	
Boston	7	1.15	8.03	6	1.34	8.03 **	
Baltimore	8	.875	7.00	7	.98	7.00	Sat. 8 Hrs.—43 hr. wk.
Pittsburgh	7½	1.02	7.66	7½	1.09	8.16	
Los Angeles	7½	1.00	7.50	7½	1.02	7.66	
Buffalo	8	.937	7.50	8	1.00	8.00	
San Francisco	7½	1.03	7.75	7½	1.03	7.75	
Milwaukee	8	.916	7.33	8	.98	7.83	
Washington	8	.90	7.20	7	1.10	7.70	
Cincinnati	8	.98	7.83	7½	1.04	7.83 *	
Newark	8	1.02	8.17	6	1.36	8.17	Sat. 8 Hrs.—$1 extra
New Orleans	8	.75	6.00	7½	.81	6.50	
Minneapolis	8	.957	7.66	7	1.09	7.66	
Kansas City	8	.96	7.66	8	1.00	8.00	
Seattle	7.20	1.16	8.50	7.20	1.23	9.00	
Indianapolis	8	.97	7.75	8	1.065	8.50	
Portland, Ore.	8	.937	7.50	7½	1.00	7.50	
Denver	7½	.977	7.33	7½	1.033	7.75	
Providence	7	1.12	7.83	7	1.12	7.83	
Columbus, O.	8	.98	7.83	8	1.02	8.16	
Louisville	8	.885	7.08	8	.92	7.33	
St. Paul	8	.875	7.00	8	.875	7.00	
Akron, Ohio	8	.93	7.41	8	.93	7.41	
Atlanta	8	.94	7.54	8	.975	7.81	
Omaha	8	.91	7.25	8	.97	7.75	
Birmingham	8	.875	7.00	7½	1.00	7.50	
Memphis	8	.875	7.00	7½	.966	7.25	
Dallas	8	.937	7.50	8	.97	7.75	
Salt Lake City	8	.875	7.00	8	.937	7.50	
Little Rock	8	.81	6.50	8	.875	7.00	
Toledo	8	.90	7.16	8	.90	7.16	
Average	7.52		7.48	7.30		7.73	
		.953			1.04		

** Boston hours are short; overtime is $1.42 per hour.
* Cincinnati—7 hours 5 nights; 8½ hours Friday and Saturday.

PHOTO-ENGRAVERS' WAGES

Day and Night

In twenty-three cities — Arranged according to population

	Hrs. per Week	DAY WAGE per Hour	DAY WAGE per Week	Hrs. per Week	NIGHT WAGE per Hour	NIGHT WAGE per Week	
New York	44	1.364	60.00	40	1.625	63.00	
Chicago	44	1.20	52.80	42	1.30	58.30	
Philadelphia	44	1.227	54.00	44	1.295	57.00	
Cleveland	41	1.34	55.00	41*	1.463	60.00	
St. Louis	44	1.136	50.00	42	1.262	53.00 **	
Boston	44	1.204	52.98	44	1.27	55.98	
Baltimore	44	1.205	53.00	40	1.45	58.00	
Pittsburgh	44	1.206	53.00	40	1.375	55.00	
Buffalo	48	1.00	48.00	No night scale			
San Francisco	45	1.077	48.59	45	1.144	51.50	
Milwaukee	44	1.136	50.00	40	1.375	55.00	
Washington	44	1.25	55.00	40	1.50	60.00	
Newark	45	1.29	58.00	37	1.70	63.00	
Cincinnati	48	1.083	52.00	48	1.083	52.00	
Kansas City	44	1.27	56.00	44	1.32	58.00	
Seattle	42	1.214	51.00	42	1.321	55.50	
Portland, Ore.	44	1.17	51.50	44	1.238	54.50	
Indianapolis	48	1.00	48.00	48	1.094	52.50	
Providence	44	1.16	51.00	44	1.273	56.00	
Columbus, O.	44	1.318	58.00	44	1.364	60.00	
Salt Lake City	44	1.09	48.00	42	1.26	53.00	
Dayton, Ohio	44	1.16	51.00	44	1.273	56.00	
Topeka, Kans.	44	1.136	50.00	42	1.262	53.00	
Average	44.23		52.46	42.35		56.37	
		1.184			1.323		

* Cleveland—44 hours includes lunch time; 41 hours of work.
** St. Louis—42 hours at night can be worked; 5 nights 6⅔ hours, 8 ⅔ hours one night

PRESS ROOM WAGES

Day and Night

In thirty-five principal cities — Arranged according to population

PRESSMEN-IN-CHARGE

	Hrs. per Day	DAY WAGE per Hour	DAY WAGE per Day	Hrs. per Night	NIGHT WAGE per Hour	NIGHT WAGE per Night
New York	7½	1.266	9.50	6⅝	1.46	10.00
Chicago	8	1.087	8.70	7.20	1.227	9.00
Philadelphia	8	1.00	8.00	6†	1.26	8.00
Detroit	8	1.125	9.00	7*	1.285	9.00
Cleveland	8	1.09	8.75	7	1.25	8.75
St. Louis	8	1.06	8.50	7	1.21	8.50
Boston	7	1.12	7.85	6	1.31	7.85
Baltimore	8	1.00	8.00	7	1.14	8.00
Pittsburgh	7½	1.07	8.00	7½	1.07	8.00
Los Angeles	7½	1.133	8.50	7	1.214	8.50
Buffalo	8	.94	7.50	8	1.00	8.00
San Francisco	7½	1.12	8.42	7½	1.12	8.42
Milwaukee	8	1.00	8.00	8	1.10	8.83
Newark	7.40	1.15	8.83	6	1.47	8.83
Cincinnati	8	.98	7.83	8	1.00	8.00
New Orleans	8	.84	6.75	8	.84	6.75
Minneapolis	8	.875	7.00	7	1.00	7.00
Kansas City	8	.96	7.66	8	1.00	8.00
Seattle	7½	1.20	9.00	7	1.28	9.00
Indianapolis	8	1.03	8.25	8	1.08	8.66
Portland, Ore.	8	1.00	8.00	7½	1.07	8.00
Denver	8	.97	7.75	7*	1.11	7.75
Toledo	8	1.06	8.50	6*	1.34	8.50
Providence	7½	1.04	7.84	6½	1.21	7.84
Columbus, O.	8	1.03	8.25	8	1.07	8.58
Louisville	8	1.00	8.00	7*	1.14	8.00
St. Paul	8	1.00	8.00	7*	1.14	8.00
Akron, Ohio						
Atlanta	8	.97	7.75	8	.97	7.75
Omaha	8	.92	7.33	7½	.97	7.33
Birmingham	8	.813	6.50	7	.93	6.50
Memphis	8	.966	7.60	7½	1.066	8.00
Dallas						
Salt Lake City	8	1.00	8.00	8	1.00	8.00
Little Rock						
Average	7.50		8.05	7.13		8.17
		1.025			1.135	

* Denver, Toledo, St. Paul and Louisville—8 hours Saturday nights.
* Detroit, 7 hours at night, except Friday and Saturday—8 hrs. each.
† Philadelphia, 6 hours at night, except Saturdays, 8 hours.
New York, 6½ hours 5 nights, Fri. and Sat., 7½ hrs.; 41 hr. week.

Day and Night

In thirty-five principal cities — Arranged according to population

PRESSMEN

	Hrs. per Day	DAY WAGE per Hour	DAY WAGE per Day	Hrs. per Night	NIGHT WAGE per Hour	NIGHT WAGE per Night
New York	7½	1.133	8.50	6⅝	1.32	9.00
Chicago	8	.967	7.70	7.20	1.09	8.00
Philadelphia	8	.875	7.00	6†	1.11	7.00
Detroit	8	1.00	8.00	7*	1.09	8.00
Cleveland	8	.97	7.75	7	1.11	7.75
St. Louis	8	.96	7.66	7	1.09	7.66
Boston	7	.98	6.85	6	1.14	6.85
Baltimore	8	.875	7.00	7	1.00	7.00
Pittsburgh	7½	1.00	7.50	7½	1.00	7.50
Los Angeles	7½	1.066	8.00	7	1.14	8.00
Buffalo	8	.875	7.00	8	.94	7.50
San Francisco	7½	1.06	7.92	7½	1.06	7.92
Milwaukee	8	.92	7.33	8	.98	7.83
Newark	7.40	1.02	7.83	6	1.30	7.83
Cincinnati	8	.92	7.33	8	.94	7.50
New Orleans	8	.78	6.25	8	.78	6.25
Minneapolis	8	.77	6.16	7	.88	6.16
Kansas City	8	.90	7.16	8	.94	7.50
Seattle	7½	1.133	8.50	7	1.21	8.50
Indianapolis	8	.96	7.66	8	1.01	8.08
Portland, Ore.	8	.94	7.50	7½	1.00	7.50
Denver	8	.875	7.00	7*	1.00	7.00
Toledo	8	.937	7.50	6*	1.184	7.50
Providence	7½	.98	7.34	6½	1.13	7.34
Columbus, O.	8	.937	7.50	8	.98	7.83
Louisville	8	.937	7.50	7*	1.07	7.50
St. Paul	8	.875	7.00	7*	1.00	7.00
Akron, Ohio	8	.885	7.08	7	1.01	7.08
Atlanta	8	.91	7.25	8	.91	7.25
Omaha	8	.85	6.83	7½	.91	6.83
Birmingham	8	.72	5.75	7	.82	5.75
Memphis	8	.875	7.00	7½	.97	7.25
Dallas	8	.875	7.00	8	.91	7.25
Salt Lake City	8	.81	6.50	8	.875	7.00
Little Rock	8	.625	5.00	8	.656	5.25
Average	7.52		7.22	7.16		7.35
		.92			1.016	

MAIL ROOM

Day and Night

In twenty-five cities — Alphabetically arranged

	Hrs. per Week	DAY WAGE per Hour	DAY WAGE per Week	Hrs. per Week	NIGHT WAGE per Hour	NIGHT WAGE per Week	
Albany, N. Y.	48	.687	33.00	48	.75	36.00	
Anaconda & Butte	48	.75	36.00	48	.875	42.00	
Boston	42	.857	36.00	39	.923	36.00	Sat. 7 hrs. $7
Chicago	48	.75	36.00	48	.854	41.00	
Cincinnati	48	.812	39.00	48	.843	40.50	
Cleveland	48	.802	38.50*	42	.917	38.50*	
Dallas	48	.625	30.00	48	.655	31.50	
Indianapolis	48	.79	38.00	48	.854	41.00	
Kansas City	48	.73	35.00	48	.75	36.00	
Los Angeles	48	.812	39.00	48	.845	40.50	
Louisville	48	.65	31.00	42	.74	31.00	
Memphis	48	.833	40.00	45	.89	40.00	
Milwaukee	48	.79	38.00	48	.854	41.00	
New York, Stampers	48	.957	46.00	44	1.09	48.00	
Mailers	48	.895	43.00	44	1.02	45.00	
Newark, N. J.	46	.858	39.50	36	1.097	39.50	
Oklahoma City	48	.72	34.50	48	.75	36.00	
Philadelphia	48	.75	36.00	42	.857	36.00	
Portland, Ore.	48	.875	42.00	45	.937	42.00	
St. Louis	48	.84	40.50	42	.96	40.50	
Salt Lake City	48	.78	37.50	48	.81	39.00	
San Francisco	45	.90	40.50	45	.90	40.50	
Seattle	45	.93	42.00	42	1.00	42.00	
Tacoma	42	.857	36.00	42	.857	36.00	
Toledo	48	.73	35.00	48	.73	35.00	
Topeka	48	.73	35.00	48	.79	38.00	
Average	47.14		37.58	45.10		38.92	
		.796			.867		

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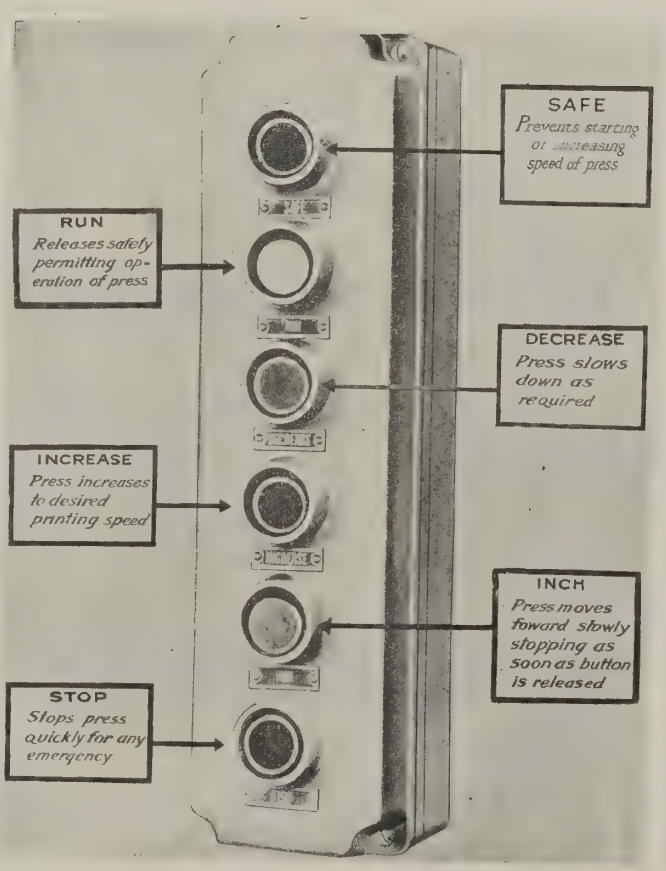
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Peoria Star
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Cincinnati Times-Star
Raleigh News & Observer
Detroit Free Press
Vancouver Province
Pasadena Star News
Tulsa Tribune
Ft. Wayne Journal
Louisville Courier-Journal
Los Angeles Shopping News
Rome, N. Y., Sentinel
High Point, N. C., Enterprise
San Francisco, Cal., Bulletin
Cleveland News
Cincinnati Enquirer
St. Petersburg News
St. Petersburg Times
Tampa Tribune
La Presse Montreal
Daytona Journal
Waterloo Courier
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Anderson, Paul Y.	St. Louis Post-Dispatch	1224 Connecticut avenue.
Armstrong, R. B., jr.	Los Angeles Times	2019 Hilyer Place.
*Atchison, John C.	Daily News Record (New York), Women's Wear	Southbrook Courts.
*Authier, George F.	New York World, Lansing State Journal, Mitchell (S. Dak.) Republican	1833 Newton street
*Bargeron, Carlisle	Washington Post	1436 Ogden street.
*Barkley, Frederick R.	Baltimore Evening Sun	119 W. Woodbine street, Chevy Chase, Md.
*Barry, Robert	Philadelphia Public Ledger, New York Evening Post, Philadelphia Illustrated Sun.	1310 Eighteenth street.
*Barthelme, George	Cologne Gazette	The Avondale.
Bean, Rodney	New York Times	1808 I street.
*Bell, Samuel W.	Philadelphia Public Ledger	3803 Alton place.
*Bell, Ulric	Louisville Courier Journal	309 Cathedral Mansions.
*Bennett, James O'Donnell.	Chicago Tribune Press Service	2011 I street.
Benton, Ralph W.	Tulsa Tribune	29 Hesketh street, Chevy Chase.
*Billings, John S., jr.	Brooklyn Daily Eagle	1808 Connecticut avenue.
*Boal, Frank K.	Pittsburgh Sun, Honolulu Advertiser	4200 Eighteenth street.
*Boardman, Larry	Newspaper Enterprise Association	1914 G street.
‖Boyle, John	Wall Street Journal, Exchange Telegraph Co., London, England	928 Fourteenth street.
Brandt, Raymond P.	St. Louis Post-Dispatch, Boston Evening Transcript	1224 Connecticut avenue.
Britt, George W. H.	Newspaper Enterprise Association	
*Brittle, D. Field.	Associated Press	3120 R street.
*Brown, Ashmun N.	Providence Journal, Providence Bulletin	2947 Macomb street.
*Brown, Harry J.	Boise Statesman, Salt Lake Tribune, Spokane Spokesman-Review	6412 Ridgewood avenue. Chevy Chase, Md.
*Brown, Ledyard M.	Associated Press	Dumbarton Courts.
*Bruckart, William L.	Associated Press	1836 Sixteenth street.
*†Bryant, H. E. C.	New York World, Charlotte Observer, Asheville Citizen.	3611 Wisconsin avenue.
*Buel, Walker S.	Cleveland Plain Dealer	1355 Longfellow street.
*/Butman, Carl H.	Wall Street Journal	3207 Cleveland avenue.
Byars, J. Cloyd, jr.	Washington Herald	Alcova Heights, Arlington, Va.
Callahan, Vincent F.	Washington Times	1729 North Capitol street.
*Campbell, J. Bart.	Philadelphia Evening Bulletin, Harrisburg Patriot-News	Cathedral Mansions, South
*Carlton, Leon H.	Daily Metal Reporter, Daily Mill Stock Reporter.	918 M street.
Chamblin, Walter W., jr.	Associated Press	1930 K street.
*Choate, Robert B.	Boston Herald, Springfield Union, Worcester Telegram	3028 N street.
*Clapper, Raymond	United News	5105 Thirteenth street.
*Clark, Edward B.	Chicago Evening Post	2100 Massachusetts avenue.
Clark, Kenneth W.	International News Service	Arlington, Va.
*†Cochran, Negley D.	Scripps-Howard Newspaper Alliance	1322 New York avenue.
*Coffin, Clinton	Associated Press	5338 Colorado avenue.
*Collins, Paul V.	Washington Evening Star	2016 Pierce Mill Road.
Collins, Ralph A.	New York Sun	5030 Forty-first street.
Conn, Whitman P.	Exchange Telegraph Co., London, England	228 Peabody street.
*Combs, George W.	Lynchburg News, Wilmington Morning News, Wilmington (Del.) Evening Journal	5915 Thirty-third street.
*Connor, Frank W.	New York World, Oshkosh Northwestern	River Road, Bethesda, Md.
‖Cortesi, Roger	Associated Press	1911 I street.
*Craig, Donald A.	Portland Press	23 Seventh street SE.
*Crawford, Arthur W.	New York Commercial, Chicago Tribune Press Service	Woodside Place, Chevy Chase, Md.
Daily, Francis P.	Automotive Daily News	2456 Twentieth street.
‖Daly, Thomas J.	Central News	1409 Hopkins Place.
*Darr, W. B.	Los Angeles Times	214 V street NE.
*Daniels, Jonathan	Raleigh News and Observer	
*Denny, Ludwell	United Press Association	456 N street.
*Dodge, Homer Joseph.	Federal Trade Information Service, London Daily News	1517 O street.
Doggett, Clinton L.	New York Journal of Commerce	1704 Lamont street.
*Dougherty, Emmet	Davenport Democrat, Cedar Rapids Gazette, Muscatine Journal, New York Herald Tribune, Toronto Star, Waterloo Courier	1466 Spring place.
*Dunn, Arthur W.	New York Evening Graphic	2400 Massachusetts avenue.
*Durno, George E.	International News Service	2123 I street.
*Early, Stephen T.	Associated Press	2042 Pierce Mill Road.
*Easton, Edward C.	Philadelphia Inquirer	2711 South Dakota avenue N.E.
Edgerton, Joseph S.	Washington Times	440 Manor Place.
*Edwards, Fraser	San Francisco Examiner	2717 Ontario Road.
*‖Eland, Henry E.	Wall Street Journal	The Mintwood.
Epes, Horace	Consolidated Press Association	
*Ervin, Morris D.	Cincinnati Times-Star	1840 Biltmore street.
*Erwin, John D.	Nashville Tennessean, Philadelphia Record, New York Evening World, Chattanooga News.	308 Falkstone Courts.
*‖Essary, J. Fred.	Baltimore Sun	Cathedral Mansions, Center.
*Ferrero, Felice.	Corriere D'America	3021 Q street.
*Field, Carter	New York Herald Tribune	3007 Thirty-fourth street.
‖Finney, Ruth	Albuquerque Tribune, Denver Express, San Diego Sun, San Francisco Daily News	Argonne Apartments.
*Fleisher, Wilfrid	New York Times	2100 Massachusetts avenue.
Flynn, Alfred F.	Exchange Telegraph Co., London, England	3221 Twentieth street NE.
*Foote, Mark	Grand Rapids Press, Saginaw News, Jackson Citizen Patriot, Flint Journal, Bay City, Muskegon Chronicle	3404 Rodman street.
Forsyth, Thomas S.	Portland (Maine) Evening Express	20 Third street NE.
*Fox, Albert W.	Washington Post	1515 Webster street.
*Gabelman, Edwin W.	Cincinnati Enquirer	The Ontario.
*Gardner, Gilson	Scripps-Howard Newspaper Alliance	3011 I street.
Gates, Robert M.	Memphis Commercial Appeal, Florida Times Union, Jacksonville.	1731 Columbia Road.
*Gauss, Harry B.	Chicago Daily News	Falkstone Courts.
*Gavin, William G.	Boston Traveler, Springfield Republican, Salem Evening News, Haverhill Evening Gazette, Springfield Daily News	2900 Connecticut avenue.
*Gilbert, Clinton W.	Philadelphia Evening Public Ledger	1224 Connecticut avenue.
*Gill, Corrington C.	Bloomington Pantagraph, Danville Commercial-News, Madison Capital-Times, Akron Beacon Journal, Dubuque Telegraph Herald, Milwaukee Wisconsin News	2630 Adams Mill Road.
*Ginter, Robert M.	Pittsburgh Gazette Times	1769 Columbia Road.
Gleissner, John M.	Washington Daily News	1322 New York avenue.
*Goodwin, Mark L.	Dallas Evening Journal, Dallas News, Galveston News.	The Roydon.
*Grab, Frederic D.	Hartford Times, Worcester Post	3030 Wisconsin avenue.
Gridley, Charles O.	Portland Oregonian, East St. Louis Journal, Peoria Star	1434 K street.
Griffin, Bulkley S.	Hartford Times, Pawtucket Times, Worcester Post, Concord Monitor-Patriot, Lewiston Sun, Barre Times, Brockton Enterprise	1704 Lamont street.
*†Groves, Charles S.	Boston Globe	2104 O street.
*Gusack, Harry	Washington Times	1211 Fairmont street.
‖Hachten, Arthur W.	New York American	1789 Lanier place.
Hackett, Catherine I.	Christian Science Monitor	1840 Mintwood Place.
Hall, Henry	Pittsburgh Chronicle Telegraph	
†Hamilton, Charles A.	Buffalo Times, Troy Times	1860 California street.
*Hapgood, Norman	Washington Herald	
Harris, Mary	Women's Wear	3100 Tunlaw Road.
‖Haupert, Paul F.	Associated Press	1713 I street.
*Hayden, Charles S.	Little Rock Democrat, Nashville Banner, St. Louis Star, St. Joseph News-Press, Wichita Falls Times, Fort Worth Star Telegram.	1222 New Hampshire ave.
Hayden, Jay G.	Detroit News	2324 Twentieth street.
*Hayward, A. O.	International News Service	3319 R street.
*Heath, Louis Jay.	United Press Associations	456 N street, SW.
*Heinl, Robert D.	Wabash (Ind.) Plain Dealer	2400 California street.
*‖Heiss, A. E.	Traffic World, Chicago	3035 Newark street.
*¶Henning, Arthur S.	Chicago Tribune Press Service	2737 Cathedral avenue.
*Herr, Horace H.	Kansas City Journal-Post	
*Hester, William V.	Brooklyn Daily Eagle	Woodward Apartments.
*Hildebrand, W. A.	Greensboro Daily News	1277 New Hampshire ave.
Higgins, James P.	Newark Star Eagle	The Conrad.
*Hinman, George W., jr.	Chicago Herald and Examiner	The Cecil.
*Hollingsworth, S. P.	United Press Associations	3611 Quesada Place.
*Holmes, George R.	International News Service	1757 K street.
*‖Hornaday, James P.	Indianapolis News	1419 Newton street.
*Hulen, Bertram D.	Associated Press	206 Maryland avenue NE.
*Hunt, Charles P.	Douglas International, Johnstown (Pa.) Tribune	2609 Brentwood Road, Woodridge.
*Huntley, Theodore A.	Pittsburgh Post	6928 Ninth street.
Hutchinson, William K.	International News Service	1519 Connecticut avenue.
*Jahn, Ferdinand C. M.	United Press Associations	1620 R street.
*Jamieson, A. M.	Central News	1495 Newton street.
Jefferson, May F.	Women's Wear	648 Newton Place.
*‖Jermane, W. W.	Seattle Times	Berwyn Md.
*†Johns, E. B.	Brooklyn Standard Union	1421 Columbia Road.
*Jones, Coleman B.	Associated Press	1744 Lanier street.
Jordan, Dr. Max.	Berliner Tageblatt	1612 Nineteenth street.
*Joslin, Theodore G.	Boston Evening Transcript	202 Raymond street, Chevy Chase, Md.
*Judd, Maurice B.	New York Sun	439 Munsey Building.
Kelley, Charles M.	Altoona Mirror, Lancaster New Era, Wilkes-Barre Record, Allentown Call, Williamsport Sun, Allentown Morning Call, Omaha World Herald, Providence News, Scranton Times	505 Albee Building.
Kennedy, John A.	Los Angeles Examiner, Sioux City Tribune, Sioux Falls Press	2920 Ontario Road.
*Kennedy, Wm. F.	Washington Star	2405 First street.
*Kent, Russell	Memphis News Scimitar, Knoxville Journal, Daily News Record (New York), Tampa Telegrapr, St. Petersburg (Fla.) Times.	The Sherman.
*†Keyser, Charles P.	St. Louis Globe-Democrat	1620 Decatur street.
King, Tom W.	Manitoba Free Press	1424 K street.
Kinnear, Isabel W.	Brockton Enterprise, Pawtucket Times	1713 I street.
*Kirchhofer, Alfred H.	Buffalo Evening News	3417 Porter street.
*Klein, Alfred	Day, New York	1412 Taylor street.
	Boston Advertiser	Potomac Apartments.
*Knorr, Ernst A.	Central News	3405 Fessenden street.
*Lambert, John T.	Universal Service	2331 Cathedral avenue.
*Lamm, L. M.	Federal Trade Information Service	2408 California street.
*Lane, Robert R.	Newark Evening News	2900 Connecticut avenue.
*Lawrence, David	Consolidated Press Association	3900 Nebraska avenue.
*Lawson, William V.	Chicago Tribune Press Service	Cathedral Mansions.
Lerch, Oliver B.	Central News	1336 Quincy street.
*Lewis, Frank W.	Winston-Salem Journal	1527 O street.
Lewis, Wilmott Harsant.	London Times	1901 Nineteenth street.
Lima, Manoel de Oliveira	Jornal de Brazil, Rio de Janeiro; La Prensa, Buenos Aires	3563 Thirteenth street.
*Lincoln, G. Gould	Washington Star	1808 R street.
*Linz, Bertram F.	Houston Post-Dispatch, Holyoke Transcript	5513 Thirteenth street.
*‖Linz, Clarence L.	New York Journal of Commerce, Newport Daily News	635 Tenth street NE.
*Little, Herbert	United Press Associations	112 East Capitol street.
*Lloyd, Demarest	Christian Science Monitor	
Lodge, Henry Cabot	New York Herald Tribune	Metropolitan Club.
*Losh, William J.	United Press Associations	3220 Seventeenth street.
Low, Sir A. Maurice	London Morning Post	The Connecticut.
*Ludlow, Louis	Columbus Dispatch, Ohio State Journal, Denver Post, Louisville Evening Post, Savannah Press, Fort Wayne News-Sentinel	1908 I street.
Lusk, Robert D.	United News	The Benedict.
*Lynn, Robert M.	Richmond News Leader, Wilmington (Del.) Every Evening, Roanoke Times, Hudson Observer, Hoboken	The Avondale.
*McClatchy, Leo. A.	San Francisco Bulletin, Honolulu Star Bulletin, Oakland Tribune, Stockton Record, Nevada State Journal, Long Beach Press Telegram, Pasadena Star-News, Vallejo Chronicle	4501 Kansas avenue.
‖McEvoy, William J.	United Press Associations	1627 Sixteenth street.
McGahan, Paul J.	Philadelphia Inquirer	1747 Corcoran street.
*McGrath, Justin	N. C. W. C. News Service	1320 Emerson street.
*McKee, Oliver, jr.	Boston Evening Transcript	1443 Spring Road.
*McKinney, Guy D.	Chicago Tribune Press Service	3039 Q street.
*McNamee, Michael M.	Central News	2123 I street.
‖Mallon, Paul R.	United Press Associations	2701 Connecticut avenue.
Mallon, Winifred	Chicago Tribune Press Service	The Woodward.
*Manning, George H.	Bridgeport Post, Troy Record, Rochester Times-Union, Trenton Evening Times, Richmond Times Dispatch, Uniontown, (Pa.) Herald, Albany Times-Union, Jersey City Journal	4909 Thirteenth street.
*Markham, Edgar	St. Paul Dispatch, St. Paul Pioneer Press	225 Holly avenue, Takoma Park, Md.
*Marks, Avery C., jr.	Washington Times	109 Leland street, Chevy Chase, Md.
*Martin, Lorenzo W.	Louisville Times	1371 Perry Place.
*Meiman, Benjamin	Jewish Daily Forward	1308 Randolph street.
*†Mellett, Lowell	Scripps-Howard Newspaper Alliance	3308 N street.
*Michael, Charles R.	New York Times	3224 Cathedral avenue.
*Michelson, Charles	New York World	3215 R street.
*Millen, William A.	Associated Press	3627 T street.
Miller, Karl W.	Detroit News	Conard.
*Monk, John E.	New York Times	1528 Monroe street.
Montgomery, John H.	United Press Associations	1404 M street.
*Morgan, Cole E.	Washington Herald, Knoxville Sentinel	2017 Columbia Road.
*Morse, Wilbur	Philadelphia Daily News	Potomac Hotel.
*Morse, Wilbur, jr.	Philadelphia Public Ledger, Philadelphia Evening Public Ledger	2700 Q street.

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(Continued from page 194)

Name	Paper Represented	Residence
Moutoux, John T.	United Press Associations	160 North Carolina avenue.
*Mulligan, Ralph Coolidge	Boston Post	1521 K street.
*Murphy, Marvin	Baltimore Sun, New Orleans Tribune	228 Channing street NE.
*Murphy, W. C.	N. C. W. C. News Service	1038 Quebec Place.
*‖Murray, K. Foster	Norfolk Virginian-Pilot, Charleston News and Courier, Savannah Morning News	
*Nesbitt, H. B.	Kansas City Star, Kansas City Times	1918 Biltmore street.
*Nevin, John Edwin	Washington Post	Clarendon, Va.
*Nicolson, C. B.	Detroit Free Press	Barcroft, Va.
*Norton, Robert L.	Boston Post	2808 Thirty-fourth street.
*Nourse, James R.	Washington Herald	Silver Spring, Md.
*Noyes, Theodore P.	Washington Evening Star	2222 Q street.
O'Brien, John Gleason	Los Angeles Illustrated Daily News, San Francisco Illustrated Daily Herald	814 Seventeenth street.
*O'Leary, J. A.	Washington Star	1718 Newton street NE.
*Oliver, D. Harold	Associated Press	3022 Porter street.
*Oulahan, R. V.	New York Times	1518 Thirty-first street.
*Palmer, Kyle D.	Los Angeles Times	1531 Park Road.
Orr, Flora G.	Omaha News, St. Paul News	924 Seventeenth street.
*Pletcher, Fred B.	Daily Metal Trade	3028 Porter street.
*‖Plummer, Nixon S.	Detroit Free Press	2904 Ordway street.
*Powell, R. E.	Durham Morning Herald, Raleigh Evening Times	Hotel Annapolis.
*Price, Byron	Associated Press	4521 Lowell street.
*Probert, L. C.	Associated Press	Homeland Farms, Olney, Md.
Ralph, Henry D.	Beloit Daily News, Passaic Daily News, New Castle News, Ithaca Journal News	1212 K street.
Randall, C. E.	Watertown Times, Elizabeth Journal, San Jose Mercury-Herald	427 Homer Building.
*Ranck, T. V.	Universal Service	Wardman Park Hotel.
*Reid, Luther J.	Associated Press	1301 Massachusetts avenue.
*Remy, Robert	Havas News Agency	1820 K street.
Rich, Corinne	Universal Service	105 Sixth street NE.
‖Richards, Mrs. George F.	Worcester Gazette, Manchester Union, Lowell Sun, Norwich Bulletin, Keene Sentinel, New Haven Journal-Courier	George Washington Inn.
Rigby, Cora	Christian Science Monitor	2019 Hillyer Place.
Ring, James	Washington Times	1814 Kearney street.
*Roberts, Hugh W.	Birmingham Age-Herald, Mobile Register, Macon Telegraph, Columbia State	1475 Columbia Road.
*Roberts, Roy A.	Kansas City Star, Kansas City Times	3022 Macomb street.
*Roosa, Floyd S.	Seattle Post-Intelligencer	The Marne.
*Ross, Charles G.	St. Louis Post-Dispatch	5 Primrose street, Chevy Chase, Md.
*Ruth, Carl D.	Cleveland News	1862 Mintwood Place.
*Sack, Leo R.	Cleveland Press, Cincinnati Post, Toledo News-Bee, Columbus Citizen, Akron Press, Youngstown Telegram, Pittsburgh Press	3309 Woodley Road.
*St. Clair, David F.	Winston-Salem Sentinel, Charlotte News	514 E street.
*Sargent, Henry E.	Baltimore Sun	Willard Court.
Shumate, Dorothy	Women's National News Bureau	Wardman Park Hotel.
*‖Simms, William Philip	Scripps-Howard Newspaper Alliance	Cathedral Mansions.
*Simonds, Frank H.	McClure Newspaper Syndicate	3108 P street.
‖Simpson, Kirk L.	Associated Press	2815 Woodley Road.
*†Small, Robert T.	Consolidated Press Association	3105 Cathedral avenue.
Small, Sam W.	Atlanta Constitution	Route 1, Rosslyn, Va.
*Smith, Carl	Oregon Journal, Portland	3541 R street.
*Smith, Charles Brooks	Wheeling Intelligencer	Hotel Roosevelt.
Smith, E. B.	Nashville Tennessean	1430 Rhode Island avenue.
*Smith, Hal Harrison	New York Times	2400 Sixteenth street.
*Smith, R. B.	Philadelphia Public Ledger	Tunlaw Road and Hawthorne street.
*Smith, Stanley H.	Traffic World, Chicago	209 Spruce avenue, Takoma Park, Md.
*Snure, John	New York Herald-Tribune, Des Moines Register, Davenport Times	Silver Spring, Md.
Sparling, E. Earl	Baltimore Post, Evansville Press, Indianapolis Times, Terre Haute Post	1626 S street.
Speers, Leland C.	New York Times	The Benedick.
Stephenson, Francis M.	Associated Press	2900 Connecticut avenue.
*Sterner, Charles J.	Wall Street Journal	1367 Massachusetts ave. NE.
‖Stevens, H. C.	Minneapolis Journal	1421 Columbia Road, Apt. 31
*Stewart, Charles P.	Newspaper Enterprise Association	2123 R street.
‖Stofer, Alfred J.	Birmingham News	1740 Park Road.
*Stokes, Thomas L.	United News	1914 G street.
*Strout, Richard L.	Christian Science Monitor	
*Sucher, Ralph G.	Rockford Star, Rock Island Argus, Youngstown Vindicator, Omaha World Herald	2816 Connecticut avenue.
*Sullivan, Mark	New York Herald Tribune Syndicate	2308 Wyoming avenue.
Summers, George W.	Wheeling Register, Buffalo Courier, Lexington Herald, Muskogee Phoenix, Daily Oklahoman, Fort Smith Times Record	2112 F street.
*Suter, John T.	Associated Press	1642 Monroe street.
*Suydam, Henry	Brooklyn Daily Eagle	1812 Nineteenth street.
*Sweinhart, Henry L.	Havas News Agency	2007 O street.
*Thistlethwaite, Mark	Indianapolis News	114 Holly avenue, Takoma Park, Md.
Thompson, Wallace	Associated Press	Cosmos Club.
*Thornburgh, Robert S.	International News Service	2145 California street.
Thornton, Willis	Washington Daily News	1322 New York avenue.
*Thurston, Elliott L.	New York World	3723 S street.
*Tiller, Theodore	Atlanta Journal, Buffalo Express, New York Telegram	3409 Mount Pleasant street.
*Timmons, Bascom N.	Milwaukee Sentinel, Houston Chronicle, Tulsa World, Dallas Times-Herald, Syracuse Journal, Helena Independent, San Antonio Express	1101 L street.
*Todd, Laurence	Federated Press, Russian Telegraph Agency	3738 Huntington street.
Torbett, George Pierce	Superior Telegram, La Democracia (San Juan, P. R.)	
*Tucker, Glenn I.	New York World	3717 S street.
*Tucker, Ray T.	New York Evening Post	4407 Ellicott street.
*Vernon, Leroy T.	Chicago Daily News	2922 Newark street.
*Walker, Fred J.	International News Service	Garrett Park, Md.
*Ward, Harry	International News Service	3929 Georgia avenue.
*Wasney, Joseph S., jr.	United Press Associations	14 Quincy Place.
‖Watkins, Everett C.	Indianapolis Star, Denver Rocky Mountain News	Cathedral Mansions.
*Watson, Kenneth R.	Birmingham Post, El Paso Post, Fort Worth Press, Houston Press, Knoxville News, Memphis Press, Oklahoma News	Randall Mansion.
Weil, Arthur T.	Buffalo Evening News	
*Weir, Paul	Reuter's (Ltd.), London	2848 Twenty-eighth street.
*West, James L.	Associated Press	1902 Thirty-seventh street.
*Wheatley, Ralph W.	Associated Press	Barcroft, Va., R. F. D. 5, Alexandria.
Wheaton, Warren	United News	The Benedict.
*†Whitehead, Frank Insco	Washington Post	2029 P street.
*Whiting, Edward E.	Boston Herald	The Lafayette.
*Wilcox, Grafton S.	New York Herald-Tribune	The Castleton.
*Wile, Frederic William	Japan Advertiser (Tokyo, Japan), London Daily Graphic, Los Angeles Evening Express, Portland (Oreg.) Telegram, Salt Lake Telegram	3313 Sixteenth street.
*Williams, Gladstone	Miami Herald, Detroit Times, Syracuse Herald, Rochester Journal, Tampa Times	1116 Vermont avenue.
*Williams, James L.	Associated Press	Falkstone Courts.
Williamson, C. P.	United Press Associations	1711 DeSalles street.
*Wisner, G. Franklin	Baltimore American	9 Denwood avenue, Takoma Park, Md.
*Wood, Lewis	New York Times	The Wardman Park.
*‖Wooton, Paul	New Orleans Times-Picayune	The Sherman.
*Wright, James L.	Cleveland Plain Dealer, Tacoma News-Tribune, Milwaukee Journal	3115 Forty-fourth street.
*Wrigley, Thomas	Universal Service	2410 Twentieth street.
*Young, J. Russell	Washington Star	1204 K street.

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United States—Frank P. Glass, Star, St. Louis, Missouri; Gardiner Kline, Evening Recorder, Amsterdam, New York.

Uruguay—Antonio Bachlini, Diario Nuevo, Montevideo; Andre Mata, Universal, Caracas.

Venezuela—Loureano Vallenille Lanz, Nuevo Diario, Caracas; Andre Mata, Universal, Caracas.

The following Committees have been named by President Williams to report on given subjects at the Third Congress in Geneva, Switzerland, September 14-18, 1926:

News Communications—Col. Edward Frederick Lawson, London Daily Telegraph, chairman; B. W. Fleisher, Japan Advertiser, Tokyo, vice-chairman; M. Borsa, Il Secola, Milan, Italy; Henry Houssalyo, Agence Havre, Paris; Walter Nichols, Province, Vancouver, B. C.; A. A. Summe, Dutch Press Association, The Hague, Holland; Ludvig Saxe, Verdene Gang, Christiania, Norway; Robert Bell, Lytleton Times, Christchurch, New Zealand; Thales Coutoupia, Nea Alles, Athens, Greece; W. P. Wang, Shun Pao, Shanghai, China; Keith Murdock, Herald, Melbourne, Australia; and Gregoria Nieva, Philippine Review, Manila.

Freedom of the Press—Thales Coutoupia, chairman; M. Borsa, vice-chairman.

Interchange of Journalists—Guy Innes, Herald, Melbourne, Australia, chairman; Hollington K. Tong, Review of the Far East, Peking, vice-chairman.

Journalist Education—K. Sugimura, Asahi Shimbun, Tokyo, Japan, chairman; Robert Bell, Lytleton Times, Christchurch, N. Z., vice-chairman.

Committee on Ethics and Standards of Practice—Stephane Lauzanne, Le Matin, Paris, chairman; Edouard Chapuisat, Journal de Geneva, Geneva, Switzerland, vice-chairman.

Committee on Promotion of Welfare of Journalists—Jorge Mitro, La Prensa, Bueos Aires, Argentine, chairman; Torcuato Luca de Tena, A. B. C., Madrid, Spain; H. A. Davis, Australian Journalists' Association, Melbourne, Australia, vice-chairman.

President Walter Williams of the Press Congress of the World announces that the agenda of the Third Congress to be held in Geneva, Switzerland, September 14-18, 1926, will include discussion of the following subjects:

International Communications, cable, radio, etc.

Journalistic Ethics and Standards of Practice.

Journalistic Education.

Interchange of Journalists.

Journalistic Welfare, and Freedom of the Press.

Members from the United States and Canada will assemble in New York, August 31, for several days of sightseeing and entertainment, the official Press Congress party being scheduled to sail from New York, September 4, on the S. S. "Carmania" of the Cunard Line.

Following the sessions at Geneva there will be optional Post Congress tours to some places not included in the official Congress itinerary, and optional returning ships will sail October 2, 9, 16, 23, 30, and later, to suit the convenience of the individuals.

Write the Press Congress of the World, Tour Department, 1700 Times Building, 42nd Street and Broadway, New York City, for ocean steamer reservation blank and other information.



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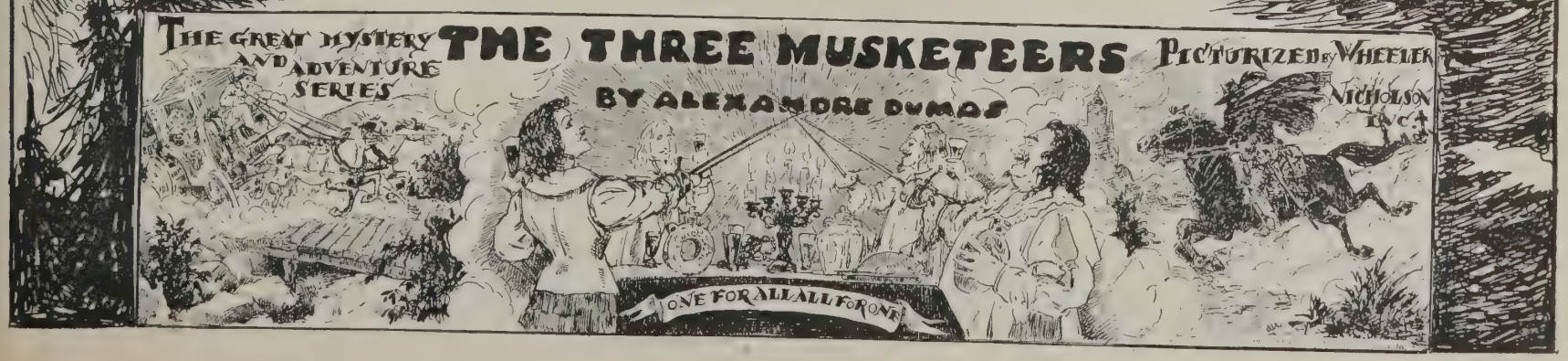
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Harland H. Allen Feature Service	440 Riverside Drive, New York	Mary E. Allen	Harland H. Allen
Arco Newspaper Feature and Fiction Service	Irvington, N. J.	Glen Emmons	H. R. F. White
Appleton Syndicate	1922 E. Pacific st., Philadelphia, Pa.		Lewis Wilson Appleton
Associated Editors, Inc.	Rm 930 440 S. Dearborn st., Chicago, Ill.	John H. Gihon	John H. Millar
Associated Newspapers	270 Madison av., New York		H. H. McClure
Audio Service	30 No. Dearborn st., Chicago, Ill.	Leo H. Fischer	V. E. Storey
Bain News Service	255 Canal st., New York	E. J. Edmonds	G. G. Bain J. N. Wheeler, President
Bell Syndicate, Inc.	154 Nassau st., New York	Douglas Silver	H. M. Snevily, Mgr.
Cambridge Associates	174 Newbury st., Boston, Mass.	S. L. Sholley, T. F. Tilton	Aaron M. Jones
Carroll-Valk Company	81 Park ave., New York	D. W. Valk	L. Carroll
Central Press Association	Cleveland, O.	H. A. McNitt	H. A. McNitt
Joe Mitchell Chapple Associates, Inc.	952 Dorchester ave., Boston, Mass.	J. M. Chapple	C. F. Dillmann
Chicago Journal of Commerce Syndicate	12 E. Grand ave., Chicago, Ill.	A. A. Judd	A. A. Judd
Chicago Tribune Newspapers Syndicate	Tribune Tower, Chicago, Ill.		W. S. Crawford
Paul V. Collins Editorial Syndicate	86 Home Life Bldg., Washington, D. C.	P. V. Collins	P. V. Collins
Columbia Newspaper Service	799 Broadway, New York	T. A. Webb	T. A. Webb
Conde Nast Syndicate	19 W. 44th st., New York		F. S. Norman
Continental Features	145 W. 45th st., New York	S. J. Greenburger	George Halasz
Cosmos Newspaper Syndicate	9 E. 37th St., New York	Herbert S. Houston	M. F. Lasker
Couch-Grimes Publishing Co.	521 Bond Bld., Washington, D. C.	R. F. Couch, W. H. Grimes	
Current News Features, Inc.	(Editorial) 63 Park Row, New York (Business) Star Bldg., Washington, D. C.	L. F. Parton	H. R. Baukhage
Current Radio	American Radio Relay League, Inc., Hartford, Conn.	J. M. Clayton	W. C. Murray
Devil Dog Syndicate	154 Nassau st., New York	J. J. Stewart	T. W. Mack
D. P. Syndicate	Doubleday-Page Co., Garden, City, L. I.	Ralph Graves	
Editors' Feature Service	1819 Broadway, New York	W. H. Johnson	W. H. Johnson
Editors' Feature Syndicate	4 White st., New York	E. M. Maher	T. H. Berman
Electrocaster Service, Inc.	308 Baum Bld., Omaha, Neb.	C. F. Wadsworth	C. F. Hodge
Fairchild News Service	8 E. 13th st., New York	Melbourne Smith	Raleigh Curtis
Famous Features Syndicate	1819 Broadway, New York	Leslie Fulenwider	R. R. Chaney
Federal Syndicate	160 Fifth ave., New York		J. Brainin
Giblin Feature Service	414 Rutger st., Utica, New York	K. M. Spicer	P. G. Giblin
Gilliams Service	32 Union Sq. E., New York	T. F. Gilliams	
Graphic Syndicate	25 City Hall Place, New York	Peter Finnegan	T. O. Davidson
Handy Filler Service	141 Drumm st., San Francisco		
Haskin Service	Washington, D. C.		Frederick J. Haskin
Heinl Radio News Syndicate	Insurance Bld., Washington, D. C.	R. D. Heinl	
Holmes Feature Service	135 Garrison ave., Jersey City, N. J.	G. R. Holmes	M. E. Dollard
Houghton Mifflin Co., Syndicate Bureau	2 Park st., Boston, Mass.		W. B. Pratt
International Feature Service	246 W. 59th st., New York	Jack Lait	M. Koenigsberg
International Syndicate	213-15 Guilford ave., Baltimore, Md.	R. M. Miller	R. M. Miller
Johnson Features, Inc.	1819 Broadway, New York	W. H. Johnson	W. H. Johnson
Keystone Feature Syndicate	512 Victory Bldg., Philadelphia	E. C. Cassard	A. S. Freed L. L. Young
King Features Syndicate, Inc.	241 W. 58th st., New York	Alexander Black	M. Koenigsberg
Ledger Syndicate	Independence Square. Philadelphia, Pa.		John Elfreth Watkins
Life Syndicate	598 Madison av., New York		W. K. Ziegfeld
Metropolitan Newspaper Service	150 Nassau st., New York	Earl Hadley	Max Elser, Jr. Max Elser, Jr.
Minerva News Syndicate	15 W. 8th st., New York	A. J. Mann	J. W. Beveridge
McClure Newspaper Syndicate	373 Fourth ave., New York		C. T. Brainerd
McNaught Syndicate, Inc.	1475 Broadway, New York	C. B. Driscoll	V. V. McNitt
National Feature Service	4035 New Hampshire av., Washington, D.C.	E. Parker	
National News Service	1328 W. Lycoming st., Philadelphia, Pa.	S. A. Silberman	M. R. Jacobs
National Newspaper Service	326 W. Madison st., Chicago, Ill.	L. V. Miller	John F. Dille
NEA Service, Inc.	1200 W. 3d st., Cleveland, O.	J. W. Bean, Herbert Walker	Eugene MacLean Winslow Abbey
Newspaper Feature Service	241 W. 58th st., New York.	Alexander Black	J. D. Gortatowsky
New York Allied Press Bureau	1475 Broadway, New York.	W. R. Auman	F. S. Beane
New York Herald Tribune Syndicate	225 W. 40th st., New York		Harry P. Staton
New York World Syndicate	63 Park Row, New York		F. B. Knapp
Post Syndicate	20 Vesey st., New York		J. E. Watkins
C. C. Powell Newspaper Features	141 Drumm st., San Francisco		C. C. Powell
Premier Syndicate	241 W. 58th st., New York	Florence McIntyre	
Publishers Financial Bureau	Babson Park, Mass.	C. F. Hayes, Jr.	E. Oakman Hood
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Register and Tribune Syndicate	Des Moines, Ia.		H. P. Martin, Jr.
Readers' Syndicate, Inc.	799 Broadway, New York		
Science Service, Inc.	21st and B sts. N.W., Washington, D. C.	Watson Davis	Edwin E. Slosson
Service for Authors, Inc.	33 W. 42d st., New York	R. F. Merrifield	R. F. Merrifield
Sloan Fiction Service	Irvington-on-Hudson, N. Y.		
Smith Service	Demarest, N. J.	A. H. Smith	James Miller
Stevenson Radio Syndicate	710 14th st. N.W., Washington, D. C.	Thomas Stevenson	W. W. Rapley
T-Bean Syndicate	299 Madison av., New York	Theodora Bean	Theodora Bean
Thompson Feature Service	45 W. 16th st., New York		A. L. Fowle
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Ullman Feature Service	Star Building, Washington, D. C.	William Ullman	W. E. Schaaff
United Feature Syndicate	63 Park Row. New York		Thomas W. Gerber
U. P. C. News Service, Inc.	243 W. 39th st., New York	John T. Flynn	John T. Flynn
Urbana Feature Service	Urbana, O.		
Christy Walsh Syndicate	17 E. 42nd st., New York		Christy Walsh
Western Newspaper Union	210 S. Desplaines st., Chicago, Ill.		
Wheeler-Nicholson, Inc.	15-17 W. 44th st., New York	N. Brewster Morse.	Malcolm Wheeler-Nicholson
World-Wide News Service	333 Washington st., Boston, Mass.		J. J. Bosdan
World Color Printing Company	701 Lucas ave., St. Louis, Mo.	Lyman W. Young Florence Riddick	R. S. Grable R. Messing
Woman's Page Copy	Plymouth, Ind.	Boys	

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King Editors Features	1170 Broadway, New York	A. Rowden King	A. Rowden King
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STANDARD BOOKS ON NEWSPAPER MAKING AND ADVERTISING

ACCOUNTING

Author	Title	Publisher
Allen, Clarence E.	Publishers' Accounts	Gee & Co.
Swindell, Walter B.	Newspaper Accounting	Ronald Press

ADVERTISING

Adams, H. H.	Advertising and Its Mental Laws	Macmillan
Barton, Howard Allan	How to Write Advertisements	Lippincott
Blanchard, Frank LeRoy	Essentials of Advertising	McGraw-Hill
Bradshaw, Percy V.	Art in Advertising	Press Art School, London, Eng.
Brewster, A. J. and Palmer, H. H.	Introduction to Advertising	Shaw
Burdick, R. L.	Advertising to Retailers	Ronald Press
Calkins, Ernest Elmo	Business of Advertising	Appleton
Calkins, Ernest Elmo	The Advertising Man	Scribner
Case, Francis H.	Hankbook of Church Advertising	Abingdon Press
Chasnoff, Joseph E.	Selling Newspaper Space	Ronald Press
Cherington, Paul T.	Advertising as a Business Force	Doubleday, Page
Dunn, Arthur	Scientific Selling and Advertising	Harper
Durstine, Roy S.	Making Advertisements and Making Them Pay	Scribner
Farrar, Gilbert P.	How Advertisements Are Built	Appleton
Franken, Richard B.	The Attention Value of Newspaper Advertisements	Ass. of National Advertisers
Frederick, J. George	Masters of Advertising Copy	Frank-Maurice Inc.
Freeman, William C.	One Hundred Advertising Talks	Winthrop Press
Gifford, Ward C.	Real Estate Advertising	Macmillan
Hall, S. Roland	Writing an Advertisement	Houghton-Mifflin
Hess, H. W.	Productive Advertising	Lippincott
Hochkiss, Geo. Burton	Advertising Copy	Harper
Hotchkiss, Geo. Burton and Franken, Richard B.	The Leadership of Advertised Brands	Doubleday, Page
Hoyt, Charles W.	Training for the Business of Advertising	Bankers' Pub. Co.
Kleppner, Otto	Advertising Procedure	Prentice-Hall
Lee, James Melvin	"Advertising Copy" in Business Writing	Ronald Press
Lippincott, Wilmot	Outdoor Advertising	McGraw-Hill
MacGregor, T. D.	Book of Bank Advertising	Bankers' Pub. Co.
Moriarty, W. D.	The Economics of Marketing and Advertising	Harper
Nesbit, Wilbur D.	First Principles of Advertising	Gregg
Opdycke, John B.	The Language of Advertising	Pitman
Osborn, Alex F.	A Short Course in Advertising	Scribner
Parsons, Frank Alvah	Principles of Advertising Arrangement	Prang
Parsons, Frank Alvah	The Art Appeal in Display Advertising	Harper
Praigg, Nobel T. (editor)	Advertising and Selling	Doubleday, Page
Ramsay, Robert E.	Effective Direct Advertising	Appleton
Sheldon, George H.	Advertising	Harcourt, Brace
Strong, E. K.	Psychology of Selling and Advertising	McGraw-Hill
Tipper, Hotchkiss, Hollingworth & Parsons	Advertising, Its Principles and Practice	Appleton
A. A. C. W.	Advertising Year Book	Doubleday, Page

CIRCULATION

Ball, F. M.	"Circulation Problem" in the Coming Newspaper	Holt
Scott, William R.	Scientific Circulation Management	Ronald Press

COLLECTIONS OF EDITORIALS

Bennett, Ira E.	Editorials from the Washington Post	Post Co.
Brisbane, Arthur	Editorials from the Hearst Newspapers	Internat'l Bk. Co.
Brisbane, Arthur	Today and the Future Day	Albertson Pub. Co.
Canby, Henry Seidel, Benet, William Rose, and Loveman, Amy	Literary Review of the New York Evening Post	J. Macmillan
Congdon, Charles T.	The New York Tribune Essays	Redfield
Cunliffe, J. W. and Lomer, G. R.	Writing to Today	Century
Franklin, Fabian	People and Problems	Holt
Heaton, J. L.	Cobb of *The World*	Dutton
Matthews, Franklin T. (editor)	Casual Essays of the New York Sun	Cooke
* * * * *	Editorials from the Philadelphia North American	Lippincott
Sullivan, Mark (editor)	"National Floodmarks" from Collier's Weekly	Doran
Watterson, Henry	Editorials	Doran
White, William Allen	The Editor and His People	Macmillan

COLLECTIONS OF NEWS STORIES

Anthony, Joseph (editor)	Best News Stories of 1923, also 1924	Small-Maynard
Bleyer, Willard Grosvenor	Types of News Writing	Houghton-Mifflin
Harrington, H. F.	Typical Newspaper Stories	Ginn

COUNTRY WEEKLIES

Atwood, Millard Van Marter.	The Country Newspaper	McClurg
Bing, Phil C.	Country Weekly	Appleton
Buxbee, O. F.	Establishing a Newspaper	Inland Printer Co.
Harger, Charles Moreau	"The Country Editor of Today" in the Profession of Journalism	Atlantic Monthly Press
Harris, Emerson P. and Florence	The Community Newspaper	Appleton
Powell, J. B.	Getting Subscribers for the Country Newspaper	University of Missouri
Ross, Charles G.	News in the Country Paper	University of Missouri
Tennal, Ralph	"Modern Type of Country Journalism" in the Coming Newspaper	Holt

EDITORIAL WRITING

Flint, L. N.	The Editorial	Appleton
Neal, Robert Wilson	Editorials and Editorial Writing	Home Correspondence School
Spencer, M. Lyle	Editorial Writing	Houghton-Mifflin

CARTOONS

Markey, Gene	Literary Lights—Book of Caricatures	Knopf
Rosenberg, Manuel	Course in Newspaper Art	Published by Author

FICTION

Abbot, Willis J.	Philip Derby, Reporter	Dodd-Mead
Adams, Samuel Hopkins	The Clarion	Houghton-Mifflin
Adams, Samuel Hopkins	Success	Houghton-Mifflin
Cobb, Irvin S.	Alias Ben Alibi	Doran
Smith, Henry Justin	Deadlines	Covici-McGee
Williams, Jesse Lynch	The Stolen Story	Scribner

BOOKS IN FOREIGN LANGUAGES

Author	Title	Publisher
Bucher, Karl	Die Entstehung der Volkswirtschaft (Early journalism see chapter "Die Ausange des Zeitungswesens")	
Brunhuber, Robert	Das deutsche Zeitungswesen (German journalism)	
Dubief, Eugene	Le Journalisme (French journalism)	
Hatin, M.	Histoire Politiques et Litteraire de la Fresse	
Kellen, Tony	Das Zeitungswesen (Comparative journalism)	
Kisch, E. E.	Klassischer Journalismus (Newspaper Classics)	
Klarwill, Victor (editor)	Fugger—Zeitungen (the English translation is entitled "The Fugger News-Letters" and is published by Putnam)	
Mataja, Victor	Die Reklame (German advertising)	
Slomon, Ludwig	Geschicte des Deutschen Zeitungswesens (History of German journalism)	
Schwering, Anton	Handbuch der Reklame (Practical handbook of German advertising)	

FOREIGN LANGUAGE NEWSPAPERS

Park, Robert E.	The Immigrant Press and Its Control	Harper
Soltes, Mordecai	The Yiddish Fress	Columbia Univ. Press

FOREIGN JOURNALISM—IN ENGLISH

Hanazona, Kanesade	The Development of Japanese Journalism.	The Osaka Mainichi
Kawabe, Kisaburo	The Press and Politics in Japan	Univ. of Chicago Press
Wang, Y. P.	The Rise of the Native Press in China	World Wide News

HISTORIES OF AMERICAN JOURNALISM

Hudson, Frederic	Journalism in the United States, 1690-1872	Harper
Lee, James Melvin	History of American Journalism	Houghton-Mifflin
Payne, George Henry	History of Journalism in the United States.	Appleton

HISTORIES OF BRITISH JOURNALISM

Andrews, Alexander	History of British Journalism	Bentley
Bourne, H. R. Fox	English Newspapers	Chatto Windus
Grant, James	The Newspaer Press	Tinsley
Hunt, F. Knight	The Fourth Estate	Bogue
McKenzie, F. A.	*The Daily Mail*	Associated Newspapers
Mills, W. H.	*The Manchester Guardian*	Holt
Kitchin, F. H.	*The London Times*	Putman
Muddiman, J. G. (J. B. Williams)	History of English Journalism	Longmans-Green
Muddiman, J. G.	The King's Journalist	Lane

HISTORIES OF INDIVIDUAL NEWSPAPERS

Davis, Elmer	History of *The New York Times*	N. Y. Times Co.
Heaton, John L.	The Story of a Page—*New New World*	Harper
Hooker, Richard	The Story of *The Springfield Republican*	Macmillan
Lee, James Melvin	The Oldest Daily Newspaper—*The Globe*	Commercial Advertiser Assn.
Nevins, Allan	*The Evening Post*—A Century of Journalism	Boni-Liveright
O'Brien, Frank M.	The Story of *The Sun*	Doran

HOUSE ORGANS

Lee, James Melvin	"The House Organ" in Business Writing.	Ronald Press
O'Shea, Peter F.	Employes' Magazines	Wilson
Ramsay, Robert E.	Effective House Organs	Appleton

INDUSTRIAL JOURNALISM

Swetland, Horace W.	Industrial Publishing	N. Y. Business Publishers' Ass.
Wilson, Albert F. (editor)	Industrial Journalism	Advertising & Selling

JOURNALISM FOR HIGH SCHOOLS

Borah, L. A.	News Writing	Allyn & Bacon
Dillon, Charles	Journalism for High Schools	Noble
Flint, L. N.	Newspaper Writing in High Schools	Univ. of Kansas
Harrington, H. F.	Writing for Print	Heath
Hyde, Grant Milnor	A Course in Journalistic Writing	Appleton

MISCELLANEOUS

Allsopp, Fred W.	Twenty Years in a Newspaper Office	Central Printing Co.
Bennet, E. A.	Journalism for Women	John Lane
Bullard, F. Lauriston	Famous War Correspondents	Little-Brown
Cobb, Irvin S.	Stickfuls (Compositions of a Newspaper Minion)	Doran
Cortissoz, Royal	The Life of Whitelaw Reid	Scribner
eDtweiler, Frederick G.	Nhe Negro Press in the United States	Univ. of Chicago Press
Gibbs, Sir Philip	Adventures in Journalism	Harper
Heaton, John L.	Cobb of *The World*	Dutton
Henry, R. H.	Editors I Have Known	Published by Author
Jones, Richard Lloyd	Unseen Soldiers (Saturday Sermonettes)	Tulsa Tribune
McRae, Milton A.	Forty Years in Newspaperdom	Brentano
Members of the staff of The Kansas City Star	William Rockhill Nelson	Riverside Press
Mitchell, E. P.	Memoirs of an Editor	Scribner
Paine, Ralph D.	Roads of Adventure (War Correspondent)	Houghton-Mifflin
Seitz, Don C.	Life and Letters of Joseph Pulitzer	Simon-Schuster
Stone, Melville E.	Fifty Years a Journalist	Doubleday, Page
Watterson, Henry	Marse Henry	Doran
Williams, Walter (editor)	The Press Congress of the World in Hawaii	Stephens, Columbia Co.
Winchester, C. T.	Principles of Literary Criticism	Macmillan
* * * * *	The W. G. N. (The World's Greatest Newspaper)	Tribune Co. Chicago

NEWSPAPER BIBLIOGRAPHY

Cannon, Carl L.	Journalism, A List of References in English	N. Y. Public Library

NEWSPAPER ETHICS

Crawford, Nelson Antrim	Ethics of Journalism	Knopf
Flint, L. N.	Conscience of the Newspaper	Appleton
Hadley, Arthur Twining	"The Formation of Public Opinoin" in Standards of Public Morality	Macmillan
Hapgood, Norman	"Ethics of Journalism" in Everyday Ethics.	Yale University Press
Holt, Hamilton	Commercialism and Journalism	Houghton-Mifflin
Lee, James Melvin	"Ethics for Newspaper Men" in the Coming Newspaper	Holt
Lippmann, Walter	Public Opinion	Harcourt-Brace

NEWS INDEX

	Index to the News (Published Quarterly)	The N. Y. Times

(*Continued on page* 202)



Zoë Beckley

ZOË BECKLEY'S CORNER is a "help column," a news feature and a sort of jolly "sermon" all in one.

It is about 500 words long and runs six-a-week.

THE CORNER is based on current events and letters from readers. Its helpful comment is forthright and practical rather than sentimental, but if a tear does creep in sometimes, along with the smiles and friendliness that characterize it, it is because Zoë Beckley sees every side of life, understands — and sympathizes.

ZOË BECKLEY'S CORNER fits equally well on Magazine or Editorial Page and draws readers of every type and both sexes. Its writer knows the working girl's side of things as well as the capitalist's, having spent years at a stenographer's desk before she became a newspaper woman and an interviewer of celebrities.

A shipnews reporter once described Zoë Beckley as "Everybody's friend—and a smile for all!"

She liked that, because she loves people and people love her. When the New York Evening Mail raised her salary to a new high mark, the business manager said: Don't thank the paper, the paper thanks you."

Which tells the story.



Helen Keller

INTO THE LIGHT is as optimistic as it sounds.

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(*Continued from page* 200)

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Hale, William G.	Law of the Press	West Pub. Co.
Henderson, William G.	Law of Libel as it Affects the Press	Chemical Bank Note Co.
Wherry, W. M.	"The Law of Libel" in the Newspaper Worker	Frank-Maurice

NEWSPAPER MANUALS

Bastian, George C.	Editing the Day's News	Macmillan
Gavit, John Palmer	Reporter's Manual	Published by Author
Hyde, Grant Milnor	Handbook for Newspaper Workers	Appleton
Maulsby, William	Getting the News	Harcourt-Brace
McCarthy, James	The Newspaper Worker	Frank-Maurice

NEWSPAPER MAKING

Bleyer, Willard Grosvenor	Profession of Journalism	Atlantic Monthly Press
Dana, Charles Anderson	Art of Newspaper Making	Appleton
Given, John L.	Making a Newspaper	Holt
Hyde, Grant Milnor	Newspaper Editing	Appleton
Philips, Melville (editor)	Making of a Newspaper	Putman
Porte, R. T.	The News Publisher	Porte Pub. Co.
Rogers, Jason	Newspaper Building	Harper
Rogers, Jason	Newspaper Making	Published by Author
Shuman, Edwin L.	Practical Journalism	Appleton
Thorpe, Merle (editor)	The Coming Newspaper	Holt
Williams, Walter & Martin, Frank L	Practice of Journalism	Missouri Book Co.
Yost, Casper S.	Principles of Journalism	Appleton

NEWSPAPER MAKEUP

Mahin, Helen Ogdin	The Development and Signficance of the Newspaper Headline	Wahr
Radder, Norman J.	Newspaper Make-up and Headlines	McGraw-Hill

NEWS WRITING

Bleyer, Willard Grosvenor	Newspaper Writing and Editing	Houghton-Mifflin
Harrington, H. F., and Frankenberg, T. T.	Essentials in Journalism	Ginn
Hyde, Grant Milnor	Newspaper Reporting and Correspondence	Appleton
Miller, Douglas Wood	Practical Exercises in News Writing and Editing	Heath
Neal, Robert Wilson	News and News-Writing	Home Correspondence School
Ross, Charles G.	Writing of News	Holt
Spencer, M. Lyle	News Writing	Heath

PROOF READING

Ives, George G.	Text, Type and Style	Atlantic Monthly Press

SCHOOLS OF JOURNALISM

Lee, James Melvin	Technical Instruction in Journalism in Institutions of Higher Education	Bureau of Education, Washington, D. C.

SURVEY AND CRITICISM

Angell, Norman	The Press and the Organization of Society	Labour Pub. Co.
Belloc, Hilaire	The Free Press	Allen-Unwin
Lippmann, Walter	Liberty and the News	Harcourt-Brace
Salmon, Lucy Maynard	The Newspaper and the Historian	Oxford Uni. Press
Salmon, Lucy Maynard	The Newspaper and Authority	Oxford Uni. Press
Villard, Oswald Garrison	Some Newspapers and Newspapermen	Knopf

VOCATIONAL BOOKS

Lee, James Melvin	Opportunities in the Newspaper Business	Harper
Lord, Chester S.	The Young Man and Journalism	Macmillan
Seitz, Don C.	Training for the Newspaper Trade	Lippincott
Williams, Talcott	The Newspaper Man	Scribner

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Speed the Edition — Save Time, Worry and Expense
by installing the Halvorsen

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Some Installations

The Chicago Tribune
Eleven 5-Head Machines
One 6-Head Machine

The New York Times
Six 6-Head Machines

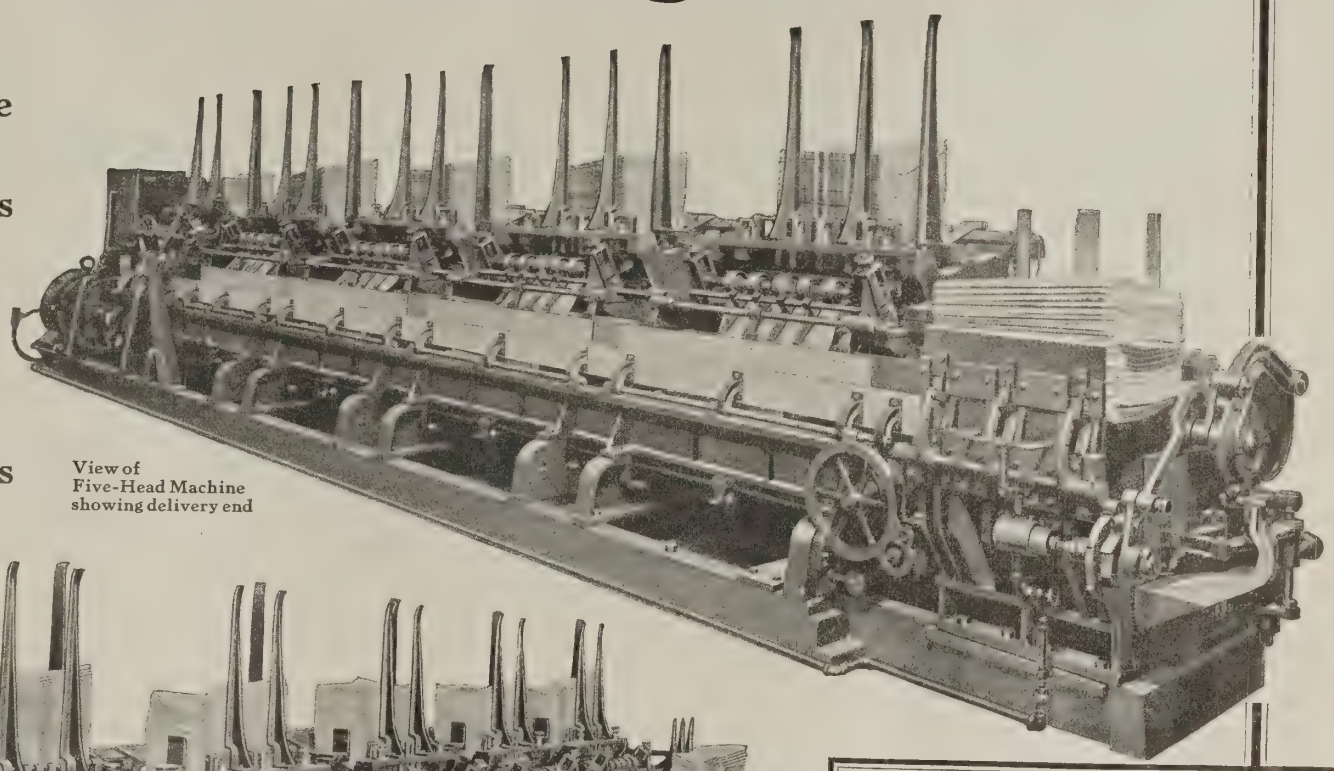
Memphis Commercial Appeal
Four 4-Head Machines

Saint Paul Dispatch
Three 4-Head Machines

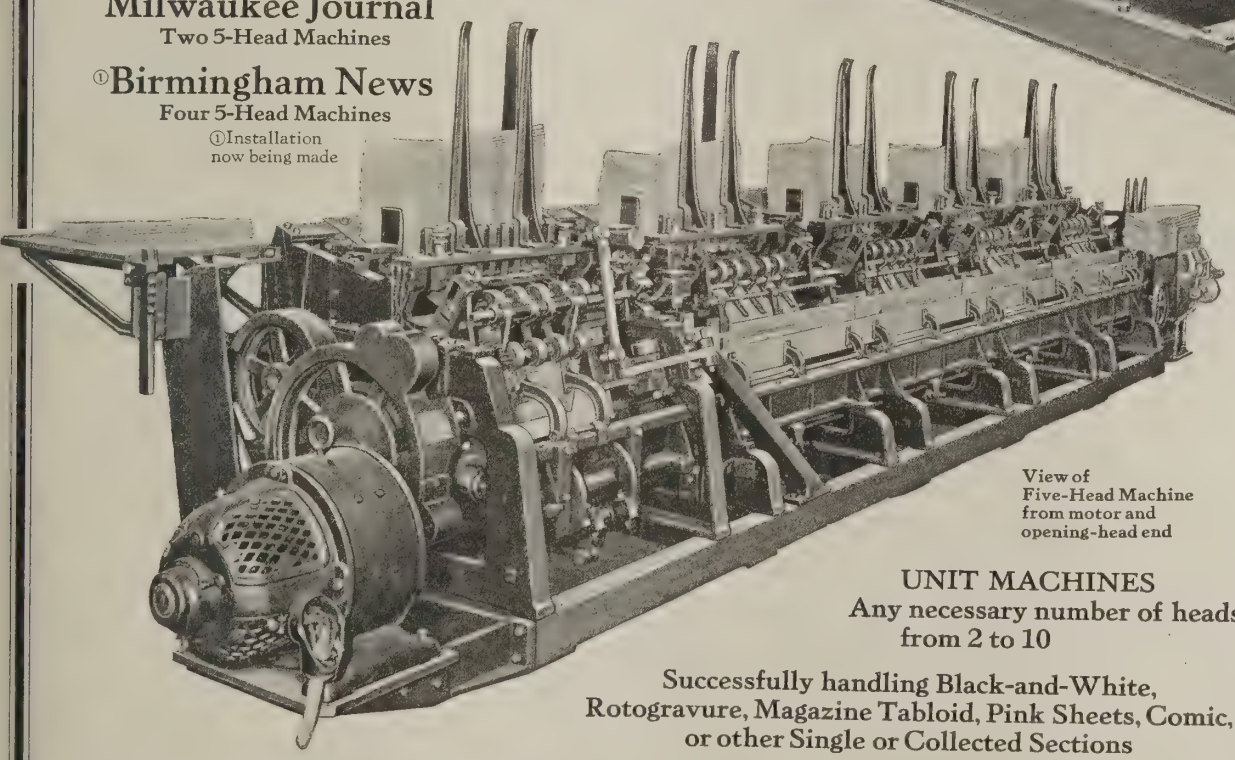
Saint Paul Daily News
Two 4-Head Machines

Milwaukee Journal
Two 5-Head Machines

①Birmingham News
Four 5-Head Machines
①Installation now being made



View of Five-Head Machine showing delivery end



View of Five-Head Machine from motor and opening-head end

UNIT MACHINES
Any necessary number of heads from 2 to 10

Successfully handling Black-and-White, Rotogravure, Magazine Tabloid, Pink Sheets, Comic, or other Single or Collected Sections

For newspapers issuing Sunday editions consisting of several sections, heretofore necessitating laborious collating or "stuffing" of the different sections into one assembly by hand—the Halvorsen Newspaper Stuffing Machine comes as a great emancipator, freeing newspaper publishers from the excessive costs and the exasperating worries and delays. It does the work speedily, uniformly and without error. It economizes floor space and trims a substantial slice off the payroll.

Manufactured on a basis of standardized units, from accurate jigs and templets, a machine may consist of any number of units necessary to accommodate newspapers of two or more single or collected sections. Units may be added at any future time to meet changes or increases in the number of sections printed. In the delivery, the machine may be made to kick over every twenty-fifth, twentieth, fifteenth or tenth paper, enabling the operator to take off a uniform pile.

A speed of not less than five thousand completely stuffed papers per hour for each machine is guaranteed, no matter of how many heads the machine may consist. For example, a five head machine turns out in one hour the equivalent of twenty thousand hand stuffings. Motor drive and control is the most modern and efficient type, controlled from any point on the machine. Electrical cut-outs automatically stop the machine to prevent any shortage of sections, insuring against mistakes, complaints and claims of shortage.

Complete information and prices will be submitted to interested publishers.
Accurate recommendation of a suitable equipment will be facilitated by sending copies of papers showing order of assembly, time of printing each section and time necessary to begin and complete delivery from mailing room.

What Some of the Users Say

From The Chicago Tribune:

"We have had twelve Halvorsen Newspaper Stuffing Machines in operation in our mailing room for the past two years and the installation has proved a decided success—a great saving—as we now do the same volume of work in a third the time. Five sections are now inserted in one operation of an eight-hour period where formerly it took three separate periods of eight hours each.

"The complete papers are in much better condition. Machine stuffing shows a decided saving in waste, light, space occupied, supervision and overhead. Ninety-five per cent of help used on machines is part-time help regularly employed elsewhere in miscellaneous occupations.

"Over a period of six months our records show an actual cash saving in stuffing costs of twenty per cent of the purchase price of the machines."

C. M. Burke, Mailing Superintendent

From the Memphis Commercial Appeal:

"We are pleased to say that we have used your Halvorsen Newspaper Stuffing Machines for almost a year. The machines have been quite satisfactory. We get the paper out with our own crew, thus cutting off many outsiders we had before, with quite a saving in expense."

J. W. Hays, Business Manager

From the Saint Paul Dispatch:

"In reply to your inquiry as to whether the Halvorsen Newspaper Stuffing Machines are satisfactory and have proven to be a good investment, we regard them as a very necessary part of our mailroom equipment, and believe it impossible, without considerably increasing our costs, to get out our Sunday paper in our present quarters by hand stuffing. We know these machines are all right."

D. B. Donnelly, Superintendent

From the Saint Paul Daily News:

"You will be interested to know that we are showing a constantly increasing production with our Halvorsen Newspaper Stuffing Machines.

"Our run Sunday morning for five hours showed an average in excess of 6,000 per hour on both machines. During this time our foreman reports that we had only two stops on account of papers jamming. The performance of these machines has been very satisfactory, and has fully justified your guarantee that they would fill an average of 5,000 papers per hour.

"In addition to being able to dispense with handling a large number of help each week, our records show that for the year of 1925 we reduced our stuffing expense one-half, and on this basis the machines will pay for themselves in two and a half years. We do not hesitate in saying that we are very much pleased with our purchase."

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Iowa Associated Newspapers.—E. M. Smith, Winterset (Iowa) Madisonian, president; Don Berry, Indianola (Iowa) Record, secretary-treasurer.

Iowa Daily Press Association.—John F. D. Aue, Burlington Hawkeye, president; D. E. Carrell, secretary-treasurer.

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Kansas State Editorial Association.—Thomas E. Thompson, Howard Courant, president; W. F. Blackburn, Herrington Sun, secretary-treasurer.

Kansas Women's Press Association.—Mrs. R. H. Trueblood, Yates Center Times, president.

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Maine Daily Newspaper Association.—Frank B. Nichols, Bath Times, president; William Dow, Portland Evening Express, secretary.

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(*Continued on page* 206)

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ARTHUR S. THOMPSON
Manager
News Ink Dept.

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(*Continued from page 204*)

Northern New York Publishers Association.—F. D. Corse, Sandy Creek News, president; Floyd J. Rich, Carthage Republican-Tribune, secretary-treasurer.

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Texas Press Association.—W. A. Smith, San Saba News, president; Sam P. Harben, Richardson Echo, sceretary.

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(*Continued on page 207*)

Rugged, steady and reliable circulation—not bought by prizes and premiums—is of real value.

In Brooklyn, The Standard Union has such a circulation.

R. J. R. Hunsiman
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LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPER

Advertise in St. Petersburg Now!



ONE hundred per cent of the people in St. Petersburg have money, and 90 per cent of them have nothing much to do but SPEND IT!

They are building homes and furnishing them, which means that they are buying everything from cement to curtain rods. Building permits for the first ten months of 1925 amounted to $19,300,000, as compared to $2,801,120 in 1920.

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Daily News
ST. PETERSBURG PICTURE PAPER

St. Petersburg — Florida

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(*Continued from page 206*)

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Washington Press Association.—O. H. Woody, Okanogan Independent, president; Roy G. Rosenthal, Montesano Vidette, secretary.

Westchester County (N. Y.) Publishers Association.—Thomas Kennett, Pelham Sun, president; Harris Danzberger, secretary.

West Virginia Press Association.—Richard H. Prichard, Weston Democrat, president; S. S. Buzzard Morgan Messenger, Berkeley Springs, secretary.

Western Canada Daily Newspaper Ad Managers.—George B. Cooper, Edmonton Journal, president; S. Griffis, Vancouver Sun.

Western Canada Circulation Managers Association.—H. E. Fuller, Edmonton Journal, president; J. F. Sweeney, Winnipeg Free Press, secretary-treasurer.

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Wisconsin Press Association.—John A. Kuypers, De Pere Journal-Democrat, president; Louis H. Zimmerman, Burlington News-Democrat, secretary.

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Agence Havas, Paris—F. J. J. Merck, 383 Madison Ave., New York City; R. Remy, Albee Building, Washington, D. C.

American-Swedish News Exchange—Dr. B. H. Brilioth, 52 Vanderbile avenue, New York City.

Amsterdam (Holland) De Telegraaf—G. J. M. Simons, 44 Beaver street, New York City.

Amsterdam Nieuwe Rotterdamsche Courant—Mrs. Albert Boni, Branchville, Conn.

Australian Press Association—A. Rothman, Times Annex, W. 43rd street, New York City.

Barcelona Diario—Jose N. Estrugo, 309 W. 106th street, New York City.

Berlin Nieus Wiener Tagblatt—Dr. W. Forgo, Hasbrouck Heights, N. J.

Bogota (Colombia) El Estecador—M. G. Tena, 154 Nassau street, New York City.

Buenos Aires La Nacion—W. W. Davies, 383 Madison avenue, New York City.

Buenos Aires La Prenza—R. Ronconi, 51 Chambers street, New York City.

Buenos Aires America—W. C. Ross, 51 Chambers street, New York City.

Copenhagen (Denmark) Berlingske Tidende—Julius Moritzen, Room 422, 136 Liberty street, New York City.

Cracow (Poland) Czas—Dr. A. M. Nawench, 661 West 179th street, New York City.

Havana (Cuba) El Mundo—R. R. Govin, 90 West street, New York City.

Havana (Cuba) La Prensa—Allan Markley, 63 Park Row, New York City.

Havre (France) Eclair—A. E. Sieper, 109 West 54th street, New York City.

Japanese Telegraphic News Agency—S. Mizutani, 35 Sixth avenue, New York City.

Liverpool (England) Echo—Harold Butcher, 420 West 121st street, New York City.

London Daily Chronicle—J. W. Harding, 1207 Times Building, New York City.

London Daily Express—Warren Mason, 313 World Building, New York City.

London Daily Mail—W. F. Bullock, 280 Broadway, New York City.

London Daily Mirror—T. Walter Williams, 253 West 42d street, New York City.

London Newspapers—P. W. Wilson, 227th street and Independence avenue, New York City.

London Daily Telegraph—Percy S. Bullen, 66 Broadway, New York City; S. J. Clarke, 66 Broadway, New York City.

London Morning Post—Sir Maurice Low, 1150 Connecticut avenue, Washington, D. C.

London Times—L. E. Hinrichs, 280 Broadway, New York City; W. Lewis, Wilkins Building, Washington, D. C.

Manchester (England) Guardian—A. Wyn Williams, 220 West 42d street, New York City.

Mexico City El Universal—A. Algara, 25 W. 44th street, New York City.

Milan (Italy) Corriere de la Sera—Dr. F. Ferrero, P. O. Box 5, Annapolis, Md.

Milan Il Corriere—Bruno Zirato, 322 W. 72d street, New York City.

Montreal "La Patrie"—A. Fitzpatrick, 410 Cathedral Parkway, New York City.

Montreal, La Presse—Joseph Bourgeois, 5 West 16th street, New York City.

Montreal, Le Soleil and Le Canada Musicale—Arthur LaMalice, 245 W. 51st street, New York City.

Paris, Express de Mulhouse—Clement Rueff, 46 East 46th street, New York City.

Paris Herald—Roland Kilbon, 280 Broadway, New York City.

Paris, L'Information—Max Loewy, 49 Broad street, New York City.

Paris "Le Matin"—Leonce Levy, care New York World, 63 Park Row, New York City.

Paris L'Ouevre—Raymond Loewy, 47 West 42d street, New York City.

Peking Daily News—E. K. Moy, 65 Wadsworth Terrace, New York City.

Reuter's, Ltd., London—F. Douglas Williams and T. A. Dixon, 383 Madison avenue, New York City.

Rome L'Italie—A. H. Carpi, 143 E. 34th street, New York City.

Rome (Italy) La Tribuna—A. Arbib-Costa, 500 West 140th street, New York City.

St. Johns (Canada) Telegraph—Dr. Van Buren Thorne, 78 27th street, Jackson Heights, L. I., N. Y.

Santiago de Chile La Nacion—Severo Salcedo, 163 Broadway, New York City.

Santiago (Chile) "El Mercurio"—S. S. Koppe, Times Building, New York City.

Tokio Japan Advertiser—Joseph P. Barry, 342 Madison avenue, New York City.

Tokio Kokumin—M. Takarada, 741 West End avenue, New York City.

Tokio Asahi Shimbun—I. Fukuda, 308 World Building, New York City.

Tokio Osaka Mainichi—T. Uehara, 407 Tribune Building, New York City.

Vienna (Austria) Neues Wiener Tagblatt—Simon Lehr, 601 W. 136th street, New York City.

Warsaw Daily Courier—Antoni Milkowski, 40 Grove street, New York City.

Warsaw Daily Echo—J. Maytka, 110 E. 10th street, New York City.

WIRE NEWS SERVICES

UNITED STATES AND CANADA

Associated Press, 383 Madison avenue, New York; Kent Cooper, general manager.

British United Press, Ltd., 171 St. James street, Montreal, Que., Canada; Charles F. Crandall, general manager.

Canadian Press, Limited, 106 Bay street, Toronto, Ont.; J. F. B. Livesay, general manager.

Central News of London, 26 Beaver street, New York; Edward Rascovar, manager.

Chicago Tribune Service, Tribune Building, Chicago; Arthur W. Crawford, manager.

Consolidated Press Association, Evening Star Building, Washington, D. C.; Robert McClean, business manager.

International News Service, 63 Park Row, New York; M. Koenigsberg, general manager.

New York World News Service, 63 Park Row, New York; C. N. Snyder, Jr., manager.

United Financial, 63 Park Row, New York City; Karl A. Bickel, general manager.

United News, 63 Park Row, New York; Karl A. Bickel, general manager.

United Press, 63 Park Row, New York; Karl A. Bickel, general manager.

Universal Service, 63 Park Row, M. Koenigsberg, general manager.

A New High Record in Total Paid Advertising

1925

the Greatest Year in the History of the POST-DISPATCH

In 1925, the Post-Dispatch Established a New High Record in total Paid Advertising—Surpassing All Previous Achievements of Its Own, and Those of every Other St. Louis Newspaper, Morning or Evening, Daily or Sunday, by carrying

23,658,600 Lines

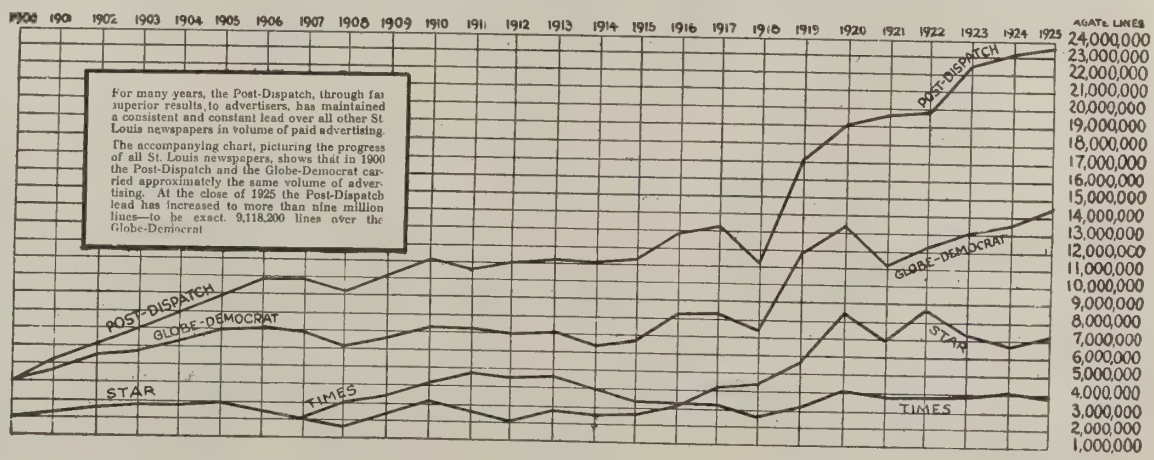
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A GAIN OF 611,800 LINES OVER 1924

The Post-Dispatch Alone Exceeded the Globe-Democrat and The Star* Combined by more than 1,850,000 Lines

*No Sunday.

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Advertising Club of Wilmington, 414 S. Grant Ave.:—Pres., Charles H. Quackenbush, 827 Market St.; Sec., Edmund M. Barsham, 2503 Madison St., Wilmington, Del.; Program Chairman, address the Secretary; meets monthly, last Friday, 6:15 p. m. dinner, except August.

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(*Continued on page* 209)

Population—City 47,132 Trading Area 300,000

IN

GREENSBORO, N. C.

National advertisers in 1925 found it profitable to use 1,678,052 lines in the *Daily News. A gain over* 1924 *of* 254,560 *lines.*

Greensboro, North Carolina, is one of the three important major North Carolina markets. The trading area includes Guilford County and the rich Piedmont district, a market that is particularly receptive to a great variety of household and food products.

You cannot promote North Carolina without including Greensboro—and you will naturally select the GREENSBORO DAILY NEWS, the only paper of measured circulation.

Greensboro, N. C., population is 47,132 (U. S. census estimate July 1925). Trading area (35 mile radius) 300,000 population.

The GREENSBORO DAILY NEWS (A. B. C.) circulation exceeds 25,000 daily—32,000 Sunday—one cost for complete coverage.

GREENSBORO DAILY NEWS

GREENSBORO, N. C.

CONE, ROTHENBURG & NOEE, INC., *National Representatives*

New York Chicago Detroit
Kansas City St. Louis Los Angeles

***Southern Representative*—GEORGE M. KOHN, Atlanta**

ADVERTISING ASSOCIATIONS

(*Continued from page 208*)

Illinois

Advertising Club of Champaign, 10-12 Chester Street:—Pres., Milton Dreyfuss, Jos. Kuhn & Co.; Sec., E. H. Burns, 10-12 Chester Street.

Advertising Council of Chicago Association of Commerce, Room 501, 10 S. LaSalle St.:—Chairman, Homer J. Buckley, 10 S. LaSalle St., Room 501; Sec., Paul S. Van Auken, 10 S. LaSalle St., Room 501.

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Abe Lincoln Advertising Club of Springfield:—Pres., C. W. Chiles, Central Ill. Public Srevice Co.; Sec., Clara Belle Sauerwein, 319 E. Monroe St.; Program Chairman, S. P. Wright, Hahn Rodenberg Co., 5th and Washington; meets every other Wednesday noon, all year.

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Advertising Club of Muncie:—Pres., Henry F. Hager, c|o Hager Mfg. Co.; Sec., Lawrence P. Smith, 1131 East Washington St.

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Advertising Club of Des Moines:—Pres., W. A. Murchison, Younker Bros.; Sec., R. G. Armstrong, 705 Crocker Bldg.

Advertising Club of Dubuque:—Pres., Alan H. Graves, 5th and Iowa, care Glover's; Sec., A. E. Baumhover, 896 Main Street.

Advertising Club of Fort Dodge:—Pres., C. W. Cox, Iowa Battery Service Co.; Sec., Miss Celia Peters, Messenger & Chronicle.

Advertising Club of Mason City 121½ E. State Street:—Pres., R. C. Nelson, The Sterling; Sec., Lester Milligan, Chamber of Commerce.

Advertising Club of Muscatine:—Pres., J. A. Chamberlin, 121 W. 2nd St.; Sec., S. A. Prichard, 222 Iowa Ave.

Advertising Club of Shenandoah:—Pres., W. B. Darrah; Sec., Robert K. Tindall.

Advertising Club of Sioux City:—Pres., Homer Gill, Princess Theatre; Sec., B. J. Abraham, 220 Davidson Bldg.

Advertising Club of Washington:—Pres., J. W. Euslin; Sec., Donald O. Ross, care Democrat.

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Advertising Club of Hutchinson:—Pres., W. N. Sidlinger, Rorabaugh-Wileys; Sec., Address President.

Advertising Club of University of Kansas:—Pres., Othel Sherwood, 1319 Vermont St.; Sec., Frederick McNeil, 1321 New Hampshire.

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Advertising Club of New Orleans:—Pres., Jules J. Paglin, Poydras & Rampart St., care Sam Bonart; Sec., George J. Wetzel, 319 Magazine St.

Women's Advertising Club of New Orleans:—Pres., Miss Agnes Awcock, D. H. Holmes Co., Ltd.; Sec., Miss Rose Michaelis, Housewives' League, 1802 Soniat St.; Program Chairman, Miss Adele Drouet, D. H. Holmes Co., Ltd.;

(*Continued on page 210*)

Here is the Judgment of the Two Largest Local Advertisers in St. Paul

—Based on 1925 Lineage—

	NEWS 6 Evenings & Sunday	DISPATCH AND PIONEER PRESS 6 Evenings & Sunday
GOLDEN RULE ...	678,580	711,046
EMPORIUM	472,852	418,698
TOTALS	1,151,432	1,129,744

THIS FAVORS THE ST. PAUL DAILY NEWS

IN A CITY OF 59,000 FAMILIES, WHERE THE ONE EVENING PAPER ALONE

GIVES 70% COVERAGE

ALL NATIONAL ADVERTISERS SHOULD HEED!

When a market as big as Greater Detroit can be covered thoroughly with as few media as its two evening and two of its three Sunday newspapers it seems poor economy to try to do the job with less. The population is nearly a million and a half—and is compact.

Detroit Times

Evening 225,000—Sunday 300,000

ADVERTISING ASSOCIATIONS

(*Continued from page* 209)

meets 1st & 4th Tuesday, noon and evening, all year.

Advertising Club of Shreveport:—Pres., J. W. Roby, Roby Motors Co.; Sec., W. T. Leeper, P. O. Box 74; Program Chairman, Wise Wolfe, B & B System; meets alternate Mondays, noon, luncheon, all year.

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Advertising Club of Baltimore, 1204 Munsey Bldg.:—Pres., E. Lyell Gunts, E. Lyell Gunts Inc., 1708 Citizens National Bank Bldg.; Sec., Norman M. Parrott, 1204 Munsey Bldg.; Program Chairman, address the Secretary; meets every Wednesday noon, luncheon, Emerson Hotel, all year.

Women's Advertising Club of Baltimore:—Pres., Mrs. Hilda Katz Blaustein, 19 Talbot Road; Sec., Mrs. Helen Orban, the Hub, Charles & Baltimore Sts.; Program Chairman, Miss Mildred Smith, 404 W. Hayward Ave.; meets 1st Monday noon; 3rd Monday, 6 p. m.; luncheon meeting only in summer.

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Advertising Club of Boston, Hotel Bellevue, 21 Beacon St.:—Pres., William F. Rogers, Boston Transcript, 324 Washington St.; Sec., Herbert Stephens, Hotel Bellevue, 21 Beacon St.; Address Jennette Gold, Asst. Sec., Hotel Bellevue; Program Chairman, address the Secretary; meets every Tuesday noon, luncheon except summer.

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Advertising Club of University of Minnesota, Publications Bldg.:—Pres., Walter B. Cole, 3228 Columbus Ave. S; Sec., Charles E. Ritten, 1129 N. E. Main St.

Advertising Club of Red Wing, 414 Main St.:—Pres., William Edstrom, Boxrud Carpet Co.; Sec., A. N. Sandt, Chamber of Commerce.

Advertising Club of Staples:—Pres., Ben Tower; Sec., F. C. McGivern.

Town Criers Club of St. Paul:—Pres., M. M. Goodsill, N. P. Railway Co.; Sec., Harry M. Breslin, S. V. Holmes Printing Co., 355 Minnesota St.

MISSISSIPPI

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Missouri

Advertising Club of Kansas City, 128 Hotel Baltimore:—Pres., Earl E. Barker, Duff & Repp Furniture Co., 1216 Main St.; Exec. Sec., W. G. Randall, 128 Hotel Baltimore.

Advertising Club of Neosho:—Pres., H. S. Ely, R. F. D. No. 1; Sec., Floyd M. Jackson, 315 E. Hickory St.

Advertising Club of St. Joseph:—Pres, Harry H. Becker, 610 N. 11th St.; Sec., Harry C. Johnson, 50 Ballinger Bldg.

Advertising Club of St. Louis, City Club Bldg., 11th & Locust St.:—Pres., Norman Lewis, Chappelon Adv. Co., 1709 Washington Ave.; Exec. Sec., Fred E. Winsor, 306 City Club Bldg., 11th and Locust.

Women's Advertising Club of St. Louis:—Pres., Margaret S. Coons, 1st Natl. Bank of St. Louis, Broadway & Locust Sts.; Sec., Clare K. Burke, Ross-Gould Co., 309 N. 10th St.

Junior Advertising Club of St. Louis:—Pres., D. J. O'Connell, National Lead Co., 722 Chestnut St.; Sec., Martin J. Mullen, Junior Adv. Club of St. Louis, 207 City Club Bldg.

Montana

Advertising Club of Billings, Montana:—Pres., R. H. Wise; Sec., J. A. Shoemaker; Program Chairman, Address Secretary.

Advertising Club of Glendive:—Pres., Raymond Hildebrand; Sec., J. J. Ermatinger.

Advertising Club of Great Falls:—Pres., Byron Yates, Thisted Bldg.; Sec., C. T. Gregg, Box 1534.

Advertising Club of Livingston:—Pres., L. E. Flint; Sec., D. P. Bates.

Advertising Club of Sidney:—Pres., J. H. Clark.; Sec., F. W. Amsden.

Nebraska

Advertising Club of Hastings:—Pres., Vern Manahan, 1st National Bank; Sec., Sands F. Woodbridge, W. M. Dutton & Sons Co.

Lincoln Ad Club:—Pres., T. A. Blakeslee, 14th & P Street; Sec., Charles Q. DeFrance, Central Hotel, 1325 P St.

NEW HAMPSHIRE

Alpha Delta Sigma, Horace Greeley Chapter, Dartmouth College, Hanover:—Pres., Thomas G. Murdough, Chi Phi House; Sec., L. S. Kimball.

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Advertising Men's Club of Elizabeth:—Pres., George Hirtzel, 211 Broad St.; Sec., F. Ernest Wallace, 279 N. Broad St.

Advertising Club of Paterson:—Pres., William H. Gurney, 181 Ellison St.; Sec., John J. Fitzgerald, 5 Colt St.

Plainfield Advertising Men's Club:—Pres., James Beck, Tepper Bros., W. Front St.; Sec., A. W. Zimmerman, 220 Park Ave.

New Mexico

Roswell—Advertising Club of Roswell:—Pres., Frank Schram, Public Service Co., 112 W. 3rd St.; Sec., G. B. Owens, 324 Main St.

New York

Albany Advertising Club, Incorporated:—Pres., William Lowenberg, c/o Steefels Bros., State St.; Sec., Robert F. T. Wilke, 204 Colonie St.

Advertising Club of Binghamton:—Pres., Charles W. Baldwin, 221 Washington St.; Sec., Deforest F. Parce, N. Y. Telephone Co.

Advertising Club of Brooklyn Chamber of Commerce, 32 Court St.:—Pres., Charles F. Wark, 633 17th St.; Sec., Charles B. Ford, Brooklyn Adv. Club, 32 Court St.

League of Advertising Women of Buffalo:—Pres., Miss Ruth Sully, Foster Milburn Co., 1280 Main St.; Sec., Miss Ursula Hanrahan, Adam Meldrum & Anderson Co.

Advertising Club of Gloversville:—Pres., Charles R. Bramer, 31 Bleecker St.; Sec., Jack R. Paul, 8 E. Fulton St.

Advertising Club of Ithaca:—Pres., Prof. Bristow Adams, Roberts Hall, Cornell University; Sec., Evan M. Mitchell, 123 W. State St.

Advertising Club of Jamestown:—Pres., Hugh W. Patterson, Jamestown Furniture Assn., Box 484; Sec., Warner L. Morse, 12 W. 2nd St.

Advertising Club of Lockport:—D. R. Patterson, E. H. Ferrer & Company; Sec., J. F. Barclay, c/o Board of Commerce.

Advertising Club of New York, 23 Park Ave.:—Pres., C. C. Green, 23 Park Ave.; Sec., Clifton D. Jackson, 23 Park Ave.

League of Advertising Women of New York:—Pres., Miss Laura Rosenstein, 622 W. 158th Ct., N. Y.; Sec., Miss Ida Clarke Powers Reproduction Corp., 205 W. 39th St., N. Y.; Program Chairman, Cora E. Morlan, Hotel Astor; Meets every Wednesday, luncheon; dinner meeting 3rd Tuesday monthly except June, July and August. Business meeting 1st Tuesday evening.

Advertising Club of Schenectady:—Pres., Walter A. Bowe, 104 Fifth Ave., Scotia, N. Y.; Sec., A. G. Strickrott, 13 Pinewood Ave., Schenectady; Program Chairman, address the President; meets 1st and 3rd Tuesdays, noon, luncheon, except July and August.

Advertising Club of Utica:—Pres., Robert D. Fraser, 177 Genesee St.; Sec., W. L. Fort, Jr., Citizens Trust Company; Program Chairman, address the Secretary.

North Carolina

Advertising Club of Asheville:—Pres., Marshall Roberts, Bon Marche, Ashville, N. C.; Sec., G. O. Shepherd, P. O. Box 1204.

Advertising Club of Charlotte:—Pres., Stark S. Dillard, Caskie-Dillard Co.; Sec., William Harold Martin, 14 E. Fourth St.

Advertising Club of Greensboro:—Pres., H. S. Richardson, Vick Chemical Co.; Sec., A. S. Myers Odell Hardware Co.

Advertising Club of Winston-Salem:—Pres.,

(*Continued on page* 211)

Constantly Growing—

The

ALLENTOWN (PA.) MORNING CALL

(Daily and Sunday)

Consistent Gains in Circulation Have Been Followed by Substantial Increases in Advertising Lineage

Recognized as a Result Producer

ALLENTOWN CALL PUBLISHING CO., Publishers

ALLENTOWN PENNSYLVANIA

Represented in the National Field by

STORY, BROOKS & FINLEY

NEW YORK PHILADELPHIA CHICAGO

ADVERTISING ASSOCIATIONS

(*Continued from page 210*)

J. Frank Tesh, Rominger Furniture Co.; Sec., William T. Ritter, Chamber of Commerce.

North Dakota

Town Criers Club of Fargo:—Pres., Harry I. Hill, Fargo Forum Pub. Co.; Sec., D. C. McCarthy, Fargo Mercantile Co.; Program Chairman, Harry R. Hill, Fargo Forum; meets once a month, Tuesday.

Advertising Club of Lisbon (Neosho):—Pres., E. S. Farringer; Sec., Warren Dodds.

Town Criers Club of Mandan:—Pres., H. S. Russell, Mandan Creamery & Products Co.; Sec., S. C. Prideaux, Lewis & Clark Hotel Co.

Town Criers Club of Ryder:—Pres., H. O. Holm; Sec., George L. Cunningham.

Advertising Club of Valley City:—Pres., Charles G. Anderson; Sec., M. P. Krogh.

Ohio

Advertising Club of Canton, 214 6th St., N. W.:—Pres., Oscar F. Kwett, Northern Engraving Co.; Sec., Merritt Miller, 214 6th St. N. W.

Advertisers Club of Cincinnati, 540 Main St.:—Pres., A. H. Apking, Cincinnati Cordage & Paper Co., Reakirt Building; Sec., Albert R. Riggs, 540 Main St.

Women's Advertising Club of Cleveland:—Pres., Mrs. Adah M. Graves, 1658 Union Trust Bldg.; Sec., Mrs. Elva S. Damon, Motor List Co., 1270 Ontario St.

Advertising Club of Columbus Chamber of Commerce:—Pres., Prof. H. H. Maynard, Ohio State University; Sec., Delmar G. Starkey.

Advertising Club of Dayton:—Pres., K. Fitzpatrick, 20 S. Jefferson St.; Sec., E. W. Keever, The E. C. Harley Co., 3rd and Clinton Sts.

Advertising Club of Hamilton, Chamber of Commerce:—Pres., Louis C. Segers, Republican Publishing Co.; Sec., J. E. Northway, Chamber of Commerce.

Advertising Club of Marietta:—Pres., E. M. Hawes, Marietta, O.; Sec., Ward R. Hyde, Hyde Bros., Printers.

Advertising Club of Portsmouth:—Pres., Si Straus, 316 Chillicothe St.; Sec., George W. Woodward, 75 First Nat'l Bank Bldg.

Advertising Club of Shelby:—Pres., R. A. Gray, 165 W. Main St.; Sec., R. I. Lewis, 21 Wilson Ave.

Advertising Club of Toledo:—Pres., T. H. Sewell, Ohio Savings Bank & Trust Co.; Sec., Homer E. Frys, B. B. B., Toledo, Ohio.

Women's Advertising Club of Toledo:—Pres., Julia Coburn, La Salle & Koch Co., 513-23 Adams St.; Sec., Blanche McCreary, Lamson Bros. & Co., 333 Summit St.

Advertising Club of Troy:—Dropped 1/6/26.

Advertising Club of Youngstown:—Pres., Joseph L. Wheeler, Public Library; Sec., James B. Thompson, Stambaugh-Thompson Co.

Oklahoma

Advertising Club of Oklahoma City:—Pres., James M. Andrews, McEwen-Halliburton Co.; Sec., L. L. Baum, 217 N. Harvey St.; Program Chairman, Address Secretary; meets every Wednesday noon, luncheon, all year.

Women's Advertising Club of Oklahoma City—Pres., Alice Reep, Lino Osborn Adv. Agency Continental Bldg.; Sec., Roxie Adams, Oklahoma Education Association.

Advertising Club of Sallisaw:—Pres., H. E. McDonald; Sec., Ray O. Weems.

Advertising Club of Tulsa:—Pres., J. C. Porter, Purity Ice Cream Co., 304 W. First St.; Sec., Alfred J. Graves, 306 Nat. Bank of Commerce Bldg., Better Business Bureau.

Oregon

Advertising Club of Portland, 319 Oregon Bldg.—Pres., A. C. McMicken, 319 Oregon Bldg.; Sec., A. L. Steele, 319 Oregon Bldg.; Asst. Sec., Anne P. Keil, 319 Oregon Bldg.

Pennsylvania

Advertising Club of Allentown:—Pres., Robert E. Ritter, Koch Bros.; Sec., Eugene J. Hazard, Chronicle and News.

Altoona Booster Association, 417 Commerce Bldg.:—Pres., Arthur E. Winter, 1415 11th Ave.; Sec., Edwin S. Greer, 417 Commerce Bldg.

Advertising Club of Bethlehem:—Pres., J. Matthew Litsch, Bethlehem Globe; Sec., Mrs. Florence Beidelman, Bethlehem Morning Call.

Advertising Club of Easton:—Pres., John E. Stempel, La Fayette College; Sec., Paul N. Welsh, The Laubach Store.

Advertising Club of Greensburg:—Pres., John A. Keck, Standard Auto Co.; Sec., Charles W. Kuhns, E. Pittsburgh St.

Advertising Club of Hazleton:—Pres., R. B. MacDermott, J. H. Brooks, Markle Bank Bldg.; Sec., Wm. Bachman, Standard Sentinel, 25 N Wyoming St.

Advertising Club of Johnstown:—Pres., Harry Hesselbein, Chamber of Commerce, Swank Bldg.; Sec., Kenneth P. Ripple, 301 Central Ave.

Lancaster Advertisers Club:—Pres., L. G. Shenk, Lancaster Intelligencer; Sec., Theodore W. Davis, c/o Watt & Shand Company.

Advertising Club of New Castle:—Pres., William E. Gordon, Euwer Furniture Co.; Sec., L. W. Kisthart, 133 Leasure Ave.

Poor Richard Club of Philadelphia, 1319 Locust Street:—Pres., Howard C. Story, Story, Brooks & Finley Co., 806 Colonial Building; Exec. Sec., Charles Paist, Jr., 1319 Locust St.

Advertising Crafts Club of Philadelphia, (Juniors):—Pres., Noel P. Laird, 602 W. Chestnut Street, Lancaster, Pa.; Sec., Willard E. Jones, 2123 Summer St.

Philadelphia Club of Advertising Women:—Pres., Mrs. Ellen I. Patten, 129 Kathmere Road, Brookline, Del. Co., Pa.; Sec., Nellie E. Quirk, 1032 Chestnut Steet.

Advertising Club of Pittsburgh:—Pres., Edward M. Power, Jr., 2537 Oliver Bldg.; Sec., J. A. Cullison, 1117 Fulton Bldg.

(*Continued on page 212*)

National Advertisers are Selling Their Products in Central Louisiana through

Alexandria Daily Town Talk

Published Evenings except Sunday and Weekly

McCORMICK & COMPANY, Inc., *Publishers*

ALEXANDRIA, LOUISIANA

782,054 LINES OF NATIONAL ADVERTISING IN 1925

6,603

Net Paid in Advance Circulation

Delivered in the following Towns by 7 P. M. Each Evening by Carrier

Pollock	Pineville	Georgetown	Simpson	Meeker
Selma	Oakdale	Tullos	Marksville	Willow Glen
Urania	Kurthwood	Lecompte	Colfax	Winnfield
Rochelle	Trout	Cheneyville	Montgomery	Zenoria
Ball	Leesville	McNary	Tioga	Elizabeth
Long Leaf	Boyce	Lamourie	Clarence	Midway
Glenmora	Hot Wells	Jena	Natchitoches	Echo
Forest Hill	Eadon	Zimmerman	Bunkie	

WM. D. WARD, Tribune Bldg., New York City — *Represented by* — A. R. KEATOR, 1411 Hartford Bldg., Chicago, Ill.

The Syracuse Herald

NOW

Over 50,000 net paid circulation
with
Over 30,000 circulation in the city of Syracuse proper
and still growing.
This circulation in the city practically insures 100% coverage by one newspaper

THE HERALD

Comparative Lineage Figures for December, 1925 of Syracuse, N. Y., Newspapers.

	HERALD lines	POST-STANDARD lines	JOURNAL lines
Total Display Advertising	1,022,329	606,095	582,169

The following figures are included in the above:

	HERALD lines	POST-STANDARD lines	JOURNAL lines
Automobile	73,633	43,589	37,590
Department stores	201,425	100,870	17,248
Food Advertising	51,072	25,039	33,082
Men's Wear	77,224	39,417	57,575
Women's Wear	82,474	29,274	37,660
Radio	49,917	40,936	19,649
Rotogravure (Sunday)	22,701	9,310	.....

Syracuse, N. Y., Herald

National Representatives

PRUDDEN, KING & PRUDDEN, Inc.

270 Madison Avenue, New York — Globe Building, Boston — Steger Building, Chicago

507 Montgomery St., San Francisco, California — Leary Building, Seattle, Washington — Chamber of Commerce Bldg., Los Angeles, California

ADVERTISING ASSOCIATIONS

(*Continued from page 211*)

Women's Advertising Club of Pittsburgh:—Pres., Miss Miriam Geismar, 5848 Northumberland Street; Sec., Mrs. Mack, c/o Boggs & Buhl.

Advertising Club of Scranton:—Pres., John C. Sweeney, International Correspondence Schools; Sec., George G. Marr, Globe Store.

Advertising Club of Waynesboro:—Pres., Nathaniel B. Funk, N. Church St.; Sec., Alfred W. Chilton, Chamber of Commerce.

Advertising Club of Wilkes-Barre:—Pres., Arnott L. Jones, Times-Leader; Sec., Pauline Constine, Miners Bank Bldg.

Advertising Club of Williamsport:—Pres., L. J. Brugler, c/o The Grit; Sec., E. M. Case, Williamsport Sun.

Advertising Club of York:—Pres., H. D. Elvidge, Martin-Parry Corp.; Sec., Miss Cecile V. Kendrick, Chas. H. Bear & Co.

Rhode Island

Town Criers of Rhode Island, P. O. Box 947:—Chief Crier, Edward M. Fay, 60 Union St.; Scrivener, William B. Spencer, P. O. Box 1291.

Women's Advertising Club of Providence:—Pres., Grace A. Gardiner, 86 Weybosset St., Room 53; Sec., Mildred I. Paul, c/o Foxon Co., Inc., 235 W. Park St.

South Carolina

Advertising Club of Clinton:—Pres., T. D. Jacobs, Jacobs Co.; Sec., W. P. Jacobs, 12 E. Carolina Ave.

South Dakota

Advertising Club of Sioux Falls:—Press., Address Miss Harriet Folds, V. P., 208 Boyce Greeley Bldg.: Sec., Harold J. Benz, c/o Loonan Lumber Company.

Tennessee

Advertising Club of Memphis, P. O. Box 2268:—Pres., Harold Gilbert, Hessig-Ellis Drug Co.; Sec., Harrison Upshaw, c/o Happy Feed Mills, Inc., Box 2208.

Advertising Club of Morristown:—Pres., Dr. B. C. Weesner; Sec., R. H. Inman, Miller & Inman.

Advertising Club of Nashville:—Acting Pres., Enoch Brown, The Tennessean; Sec., W. J. Nicholson, Labor Advocate.

Texas

Advertising Club of Abilene:—Pres., W. G. Kinsolving; Sec., T. N. Carswell.

Advertising and Salesmanship Club of Amarillo:—Pres., D. M. Carr, Mgr. Burroughs Adding Machine Co.; Sec., Gerald Kirven, Mgr. Panhandle Sales Co.

Advertising Club of Beaumont:—Pres., W. A. Garrabrandt, Tyrell-Combest Realty Co.; Sec., Roy L. Brittain, Lamb Printing & Stationery Co.

Advertising Club of Merchants Association of Brownsville:—Pres., Joseph B. Samuel, Box 491, Brownsville, Texas; Sec., John F. Dervin.

Advertising Club of Columbus:— Pres., G. H. Miller; Sec., H. Braden.

Advertising Club of Corsicana:—Pres., Earl Ellis; Sec., Guy Bunch, Daily Sun.

Advertising League of Dallas, 917 Camp St.:—Pres., Alfonso Johnson, Dallas Morning News; Sec., Roy Cowan, Southwest Printing Co., 917 Camp St.

Women's Advertising League of Dallas:—Pres., Cora L. Kraeuter, 1102 Commerce St.; Sec., Mrs. S. E. Hughes, 322 Interurban Bldg.

Advertising Club of El Paso:—Pres., Paul A. Heisig, Jr., Elite Laundry; Sec., Mrs. May H. McGhee, Chamber of Commerce Bldg.

Advertising Club of Fort Worth, 611 Dan Waggoner Building:—Pres., Carrol More, 1st National Bank Bldg.; Sec., C. A. Paxton, C. C. Paxton Printing Co.

Advertising Club of Galveston:—Pres., H. H. Levy, E. S. Levy & Co., 2227 Avenue E; Sec., O. A. Walker, Jr., U. S. National Bank.

Advertising Association of Houston:—Pres., Charles A. Braun, Houston Electric Co.; Sec., P. L. Michael, Houston Poster Adv. Co.

Women's Advertising Club of Houston:—Pres., Mrs. Edith Axell, 307 Queen Theatre Bldg.; Sec., Katherine C. Pollard, Houston Land & Trust Co., 119 Main Street.

Advertising Club of McAllen:—Pres., John T. Cardwell: Sec., C. A. Rice.

Advertising Club of Mercedes:—Pres., L. T. Hoyt: Sec., William T. Burnett.

Advertising and Commercial Club of Mission:—Pres., Dr. A. L. Brasher; Sec., Ross A. Marcus.

Advertising Club of Mt. Pleasant:—Pres., Herbert L. Smith; Sec., H. C. Huckeba.

Advertising Club of Navasota:—Pres., R. O. Harris: Sec., Francis Baker.

Advertising Club of Port Arthur, Texas:—Pres., E. C. Ruffner, J. C. Penny Co.; Sec., J. W. Faulkner, c/o Dovers, Inc.

Advertising Club of Richmond:—Pres., H. M. Shannon; Sec., J. A. McAyeal.

Advertising Club of Sabinal:—Pres., Dr. J. M. Cavender; Sec., Joe W. Watson, Chamber of Commerce.

Advertising Club of San Angelo:—Pres., W. H. Duncan, City Drug Store; Sec., Roy E. McKinney, Box 103.

Advertising Club of San Antonio: — Pres., Porter Loring, 206 Jefferson St.; Sec., Gladys L. Nobles, care Better Business Bureau, St. Anthony Hotel.

Advertising Club of Sherman:—Pres., Hon. Will Leslie, Mayor.

Advertising Club of Texarkana:—Pres., W. B. Timberlake, c/o Timberlake Hdw. Co.; Sec., J. R. Morriss, c/o F. W. Oppenhauser & Co.

Advertising Club of Waco, Texas.—Pres., L. M. Coyne, Goldstein Migel Co.; Sec., De Witt Morgan, Waco Adv. Co.

Advertising Club of Wharton:—Pres., C. C. Ingram; Sec., J. C. Locke.

(*Continued on page 213*)

Fort Lauderdale

Florida's Most Rapidly Growing City

As the county seat of Broward County, it offers a market of unusual importance—especially to advertisers of Building Materials, Food Products, House Furnishings, Real Estate and Luxuries.

The Fort Lauderdale Daily & Sunday News

—is Broward County's only Daily

—is the only paper that blankets the territory between Miami and Palm Beach

Full Leased Wire Associated Press

Circulation Now Over 6,000

National Representative

FROST, LANDIS & KOHN

Chicago, New York, Atlanta, St. Louis, Kansas City, San Francisco, Los Angeles, Seattle.

Dominating

Florida's Newest and Fastest Growing Section

From the Peace River to Cape Sable—from the Gulf of Mexico to Lake Okeechobee—America's last frontier is coming into bloom.

During 1925, the population of this section doubled. New cities and towns are springing up and pioneer farmers are tilling the rich soil.

At the center is Fort Myers, the metropolis of Southwest Florida. The population of Fort Myers increased from 9,000 to 18,000 in 1925.

Here is a new but permanent community, forming new habits of living and new buying habits.

Covering completely this vast area and occupying a position of unusual strength and prestige is the FORT MYERS TROPICAL NEWS.

In Fort Myers and Lee County, the Tropical News has a larger daily average net paid circulation than all other state and local newspapers combined.

Fort Myers Tropical News

Fort Myers, Florida

ADVERTISING ASSOCIATIONS

(*Continued from page 212*)

Advertising Club of Wichita Falls:—Pres., George H. Wilson, Wichita Mill & Elevator Co.; Sec., T. C. Scott, Peoples Ice Company.

Utah

Advertising Club of Salt Lake City:—Pres., Edgar M. Ledyard, c/o W. S. S. H. & Co., Newhouse Bldg.; Sec., Miss V. Cloward, Shankey Advertising Agency.

Virginia

Advertising Club of Richmond, 611 Va. Ry. & Power Building:—Pres., B. Y. Kinzey, 611 Power Bldg.; Sec., C. V. Werne, 611 Power Bldg.

Washington

Advertising Club of Bellingham:—Pres., W. S. Newton, Newton's, Inc.; Sec., W. L. Clark, Diehl Motor Co.

Advertising Club of Port Angeles, Wash.:—Pres., Harry J. Dunbam, 205 1st National Bank Bldg.; Sec., Audrey Waggoner, 205 1st National Bank Bldg.

Advertising Club of Seattle, 643 Central Bldg.:—Pres., Howard J. Ryan, Pacific Steamship Co.; Exec. Sec., Miss Helen McBee, 643 Central Bldg.; meets every Friday noon, luncheon, Olympic Hotel, all year.

Advertising Club of Spokane, West 909 Main Ave.:—Pres., Joseph Baily, Vice-Pres. Fidelity National Bank; Mgr., Frank J. Zeorlin, West 909 Main Ave.; Program Chairman, address the Manager; meets every Wednesday noon, luncheon, Davenport Hotel, all year.

Advertising Club of Tacoma, 303 Bernice Bldg.:—Pres., Clinton S. Reynolds, 1306 A Street; Sec., James Corning Todd, 303 Bernice Bldg.

Advertising Club of Walla Walla, P. O. Box 496:—Pres., J. L. Cundiff, P. O. Box 496; Sec., A. E. Davis, 815 E. Alder St.

West Virginia

Kanawha Advertising Club of Charleston:—Pres., J. O. Lakin, 1228 Washington St.; Sec., A. J. Carey, 224 Virginia St. E.

Advertising Club of Clarksburg, P. O. Box 818:—Pres., T. B. Cain, West Va. Business College; Sec., Mary L. Kincaid, P. O. Box 818.

Advertising Club of Huntington, P. O. Box 1542:—Pres., Ben J. Lubin, Dickinson Furniture Co.; Sec., O. A. Myers, E. A. Searls Co.

Advertising Club of New Martinsville:—Pres., J. C. Froelich; Sec., Frank C. Berger.

Advertising Club of St. Marys:—Pres., Ralph Triplett; Sec., C. E. Zipf.

Wisconsin

Advertising Club of Appleton:—Pres., Julius O. Kopplin, 128 E. College Ave.; Sec., William W. Johnson, 123 S. Appleton St.

Advertising Club of Colfax:—Pres., Dr. W. R. Brooks; Sec., H. C. Brown, Brown's Sweet Shop.

Advertising Club of Madison:—Pres., W. L. Miller, 208 Democrat Bldg.; Sec., Arthur Towell, 208 Democrat Bldg.

Advertising Club of Milwaukee, 105 Wells St.:—Pres., R. E. Wright, 1st Wisconsin National Bank; Sec., Wm. Dittman, Milwaukee Label & Seal Co., 297-9 Seventh St.

Women's Advertising Club of Milwaukee:—Pres., Miss Ruth Pearse, First Wis. Nat'l Bank; Sec., Helen Weinmann, c/o Stark Mantle & Tile Co., 2514 North Ave.

Advertising Club of Racine:—Pres., W. L. Haight, Wisconsin Gas & Electric Co.; Sec., H. R. Le Poidevin, Journal Printing Co.

ADVERTISING ASSOCIATIONS
Europe, Asia, Australia

Canada

Advertising Club of Calgary:—Pres., B. L. Blake, 131 14th Ave., N. W.; Sec., A. P. Van Buren, 130 13th Ave., N. E.

Montreal Publicity Association, Room 303, 137 McGill St.:—Pres., Arthur N. Ste. Marie, Publicity Mgr., Montreal Light, Heat & Power Consolidated, 83 Craig Street, West.; Sec., Henri Viau, P. O. Box 1254.

Advertising Club of Toronto:—Pres., J. J. Gibbons, Gibbons, Ltd.; Sec., D. C. Coons, 119 W. Wellington St.

Australia

New South Wales Ad-Men's Institute—Pres., N. S. H. Catts, 375 Kent St., Sydney, N. S. W.; Sec., F. S. B. Rickards, 375 Kent St.

Belgium

Chamber Syndicate de la Publicite, la Chamber de Commerce Siege Social, Palais D'Egmont: Chairman, George Sellier, Palais D'Egmont.

(*Continued on page 214*)

SPACE IN THE

Fitchburg Sentinel

is not sold on a competitive basis, but as the only and sufficient means of reaching the territory centering on Fitchburg, Mass. Almost every copy goes into the home of a thrifty and prosperous family.

Fitchburg's population, 1925 census, is 43,689. It is a city of diversified manufactures, enterprising trade and progressive farming, and its neighboring communities are of a like character.

SENTINEL PRINTING CO.

FITCHBURG, MASS.

JULIUS MATHEWS Special Agency

An Oracle and A Power in an unusually Prolific Territory—

The center of one of the most important sections of the great Metropolitan District, NEWARK, NEW JERSEY, from the advertiser's standpoint, occupies a strategic position among the cities of the country.

Dominating this rich territory, its circulation covering it like a blanket, the

Newark Evening News

is recognized as its Great Home Newspaper—a newspaper enjoying the respect of reader and advertiser alike.

And not only do local advertisers look to it as their great medium, but New York Merchants and National Advertisers, too, recognizing its influence and coverage in a territory rich in potential prospects, have made it the outstanding medium to exploit their wares of merit.

The result is that, during 1925, among ALL the six day newspapers published in the United States, the NEWARK EVENING NEWS ranked

FIRST in Classified Advertising
FIRST in Automobile Advertising
FIRST in National Advertising

Conclusive evidence that you, too, may share in the rich rewards resulting from concentrating in NEW JERSEY'S HOME NEWSPAPER, the

Newark Evening News.

(Always Reaches Home)

EUGENE W. FARRELL, Business and Advertising Mgr.
215-221 Market Street, Newark, New Jersey
O'MARA & ORMSBEE, Inc.
General Advertising Representatives
New York — Chicago — Detroit — San Francisco

ADVERTISING ASSOCIATIONS

(*Continued from page 213*)

China

Advertising Club of China:—Pres., Carl Crow, Carl Crow, Inc., 6-B Kiangse Road, Shanghai; Sec., C. P. Ling, C-453 Honan Road, Shanghai.

France

Cercle des Publicitaires Francais, Paris:—Permanent Sec., Jean Bonherbe, 25 Rue de Moscou, Paris; meets monthly, Tuesday, 6 p. m., dinner, except summer.

Corporation des Techniciens la Publicite, Paris—Pres., Henry Mosse; Sec., Rene Leopold, 4 Rue de Castellane.

La Chambre Syndicate de la Publicite, Paris:—Sec., X. Muller, 15 Faubourg, Montmartre.

L'Office de la Justification des Tirages des Quotidiens et des Periodiques:—Pres., Ch. Maillard, 5 rue de Havre, Paris; Sec., J. Bruer, 10 rue Lecluse, Paris.

La Semaine de la Publicite, Paris:—Pres., Ch. Maillard, 5 rue du Havre, Paris; Sec., Martial Buisson, 5 rue de Kronstadt. Garches (S. et O.)

Germany

Verband Deutscher Reklamefachleute, e. V.:—Chairman, Max Riesebrodt, c/o Deutscher Reklamefachleute; Sec., Walter Dolge, Potsdamer Str. 105, Berlin W. 35; Postage—Foreign (5c.) rate.

Holland

Bureau voor Oplaagcontrole, Amsterdam:—Pres., Herman Sanders, O. Z. Achterburgwal 98, Amsterdam; Director, J. C. van den Berg, Warmoesstraat 197-199; meets once a year, October or November.

Nederlandsche Dagblaadpers, Amsterdam:—N. Z. Voorburgval 234.

Advertising Club of Rotterdam:—Pres., H. H. Behrens, Schiedamscheweg 142; Sec., B. Knol, 110 S. Gravendykwal.

Vereeniging Van Erkende Advertentie Bureaux in Nederland: Address, Mathenesserlaan, 314, Rotterdam, Holland:—Pres., G. Pino, Heerengracht 375, Amsterdam, Holland; Sec., Frits I Bril, Mathensserlaan 314, Rotterdam, Holland.

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Advertising Club of Sweden, Box 379, Stockholm:—Pres., Dr. Nils Geber, Bebers Bokforlag; Sec., Tom A. Bjorklund, Storgatan 10; meets about six times a year; postage—foreign (5c.) rate.

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WASHINGTON, D. C.—Better Business Bureau:—Director, Howard M. Cool, 335 Evening Star Bldg., 11th St. and Penna. Ave.; Asst. Director, Louis Rothschild.

NEW YORK CORRESPONDENTS —OUT-OF-TOWN NEWSPAPERS

Baltimore Sun—H. Stone, 63 Park Row.
Boston Globe—A. M. Kemp, 1106 World Building.
Cincinnati Times Star—J. M. Allison, Hotel Martinique.
Chicago Tribune—Perley H. Boone, Times Annex Building.
Chicago Daily News—George C. Briggs, 404 Park Row Building.
Cleveland Plain Dealer—L. S. Horne, Jr., Times Annex Building.
Detroit News—L. L. Stevenson, 403 Park Row Building.
Milwaukee Sentinel—H. W. Gezloe, Times Annex Building.
Milwaukee Journal—Philip Stitt, Times Annex Building.
New Orleans Times-Picayune—Marion J. Pike, Daily News Building, 25 Park Row.
Paris Tribune—Paul Williams, Times Annex Building.
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LITERARY AND ART MARKET OF THE UNITED STATES

THE following information covering the principal literary and art markets of the United States has been compiled by Editor & Publisher for the service of writers, newspaper men and illustrators.

The data below was obtained by questionnaire to the responsible executives in charge of purchasing manuscripts for their publications. The compilation shows that there is a tremendous demand for all types of writing. Fiction, in the form of the short story, probably leads the field, but there is a large market for authoritative articles upon nearly every branch of endeavor. The market for art, while necessarily more limited, is broad enough to encourage those new in the field.

The following symbols are used (M) monthly publication; (Tri-M) tri-monthly; (Bi-M) bimonthly; (W) weekly.

American Boy (M) The Sprague Publishing Co., Griffith Ogden Ellis, editor, 550 Lafayette Bl'vd., Detroit. Mss. Short stories, serials, timely articles, brief accounts of unusual boy activities and other short items. Ass't. editor in charge of art, George F. Pierrot, cover designs with boy appeal, comics, illustrations for stories and articles. Considers all contributions. Payment on acceptance.

American Cookery (M) Boston Cooking School Magazine Co., 221 Columbus Ave., Boston, R. B. Hill, editor. Mss. Household topics. Some fiction. Considers all contributions. Payment on publication.

American Legion Weekly (W) Legion Publishing Corp., John T. Winterich, editor, Indianapolis. Mss. Human interest accounts (1,500) of rehabilitated World War Veterans and of Legion members who are doing interesting things or who work at odd occupations; must be accompanied by photos. Considers all contributions. Payment monthly, or after ac-

American Magazine (M) Crowell Pub. Co.; Merle Crowell, editor, 250 Park Ave., New York. Mss. Short stories around 4,500-6,000 words, serials around 45,000, brief personal sketches for interesting people department (1,000 words) and occasionally feature articles of highly personalized type; short articles on family finances. Art director, Thomas Stanley, cover designs, illustrations. Payment on acceptance.

Arts and Decoration (M) Eltinge F. Warner, Mary Fanton Roberts, editor, 45 W. 45th street, New York. Mss. Art, architecture, gardens, drama, music, literature, industrial art. Art director, M. F. Roberts, sculpture, painting, etching, prints, frescoe, etc. Considers all contributions. Payment 5th of publishing month.

Better Homes and Gardens (M) E. T. Meredith, Chesla C. Sherlock, editor, 17th and Locust streets, Des Moines. Mss. Articles (illustrated) on every phase of home-making for home folks in city, town and suburb, building furnishing, gardening (flower and vegetable) landscaping. Art director, W. W. Arnold; 5 x 7 or larger photographs and paintings suitable for 4 color process reproduction for cover purposes. Considers all contributions. Payment on acceptance.

Black Mask (M) E. F. Warner, P. C. Cody, editor, 45 West 45th St., New York. Mss. Detective, mystery, adventure. Covers only. Considers all contributions. Payment on acceptance.

Bookman (M) George H. Doran Co., John Farrar, editor, 244 Madison Ave., New York. Mss. Literary articles, poems, short stories. Line drawings. Considers all contributions. Payment on acceptance.

Boys' Life (M) Boy Scouts of America, James E. West, editor, 200 Fifth Ave., New York. Mss. Stories and articles with appeal to boys 14 to 18 years of age. Art director, Francis J. Rigney. Art work done on order. Considers contributions. Payment on acceptance.

Breezy Stories (Semi-M) C. H. Young Pub. Co., Inc., Cashel Pomeroy, editor, 709 Sixth Ave., New York. Mss. Fiction and light verse, only "sex stories" sought, but clean; nothing crude, novelettes of twelve to twenty thousand words; short stories from 2,500 to 7,000 words. Uses three-color process covers. Considers all contributions. Payment on acceptance.

Capper's Weekly (W) Arthur Capper, A. L. Nichols, editor, 8th & Jackson Sts., Topeka. Mss. Human interest feature articles, jokes, jingles and limericks, short home-page contributions on helpful subjects; is tabloid publication, prints no long articles. Art director, A. L. Nichols. Considers all contributions. Payment on acceptance.

Century Magazine (M) Century Co., Hewitt H. Howland, editor, 353 Fourth Ave., New York. Mss. Articles, short stories, occasional short serials, poems. Considers all contributions. Payment on acceptance.

Country Homes (Bi-M) F. Heath Coggins, S. H. Powell, editor, 312 W. Redwood street, Baltimore. Mss. Articles about anything for the home. Art director, F. H. Coggins. Payment on acceptance.

Country Life (M) Doubleday, Page & Co., R. T. Townsend, editor, Garden City, Long Island. Mss. Everything pertaining to outdoor and country living; sports; live stock; interior decorating; building; gardens and gardening, etc. Art director, R. T. Townsend, photographs principally, but paintings for cover designs. Considers all contributions. Payment on acceptance.

D. A. C. News (M) Chas. H. Hughes, editor, c/o D. A. C., Detroit. Mss. Mainly humorous of not over 1,500 words. Usually considers only work ordered. Payment on acceptance.

The Dance Magazine (M) Macfadden Publications, Adele Whitely Fletcher, editor, 1926 Broadway, New York. Mss. Popular and technical discussions of the dance. Interviews with prominent dancers; dance verse; articles 1,500 to 5,000 words; no short stories. Fiction serials on dance themes 10,000 to 20,000 words. Art director, W. A. Campbell. Considers all contributions. Payment upon schedule 3 months prior to publication.

Designer (M) Designer Pub. Co., Frank Quinn, editor, 12-16 Vandam street, New York. Mrs. Arthur Griswold, editor. Mss. Fiction (serials and short stories) articles dealing with women's interests, household, health, child care, etc. Art director, W. Martin Johnson; illustrations for black and white reproduction in half tone and line, photographs, cover subjects in color. Considers all contributions. Payment on acceptance.

Droll Stories (M) C. H. Young Pub. Co., Inc., Cashel Pomeroy, editor, 709 Sixth avenue, New York. Mss. Fiction and light verse, "sex story" with humorous twist, which may be in the type of narration, or in story itself, wanted for fiction, novelettes of 12 to 18,000 words; short stories from 2,500 to 7,000 words. Uses three-color process covers. Considers all contributions. Payment on acceptance.

Etude (M) Theo. Presser Co., James Francis Cooke, editor, 1712 Chestnut street, Philadelphia. Mss. "Tell how" articles upon musical education, biography, anecdotes, history. Art director, W. N. Nortenheim, musical subjects. Considers all contributions. Payment on publication.

Editor (W) Wm. R. Kane, publisher and editor, Book Hill, Highland Falls, N. Y. Mss. Articles that will put ideas in the heads or dollars in the pockets of authors; 1,200 to 2,000 word news items of markets for manuscripts. Considers all contributions. Payment on publication.

Editor & Publisher (W) James Wright Brown, publisher; Marlen E. Pew, editor, 1700 Times Bldg., 42nd St. and Broadway, New York. Mss. Articles and news items concerning newspaper publishing and newspaper men. Interviews with men who are doing things in the profession. Occasion humorous article on journalism. Features on newspaper administration desired with the "how" angle stressed, telling new practical business methods. Also features on newspaper advertising, new selling ideas; new campaigns. Illustrations: photographs. Payment on publication.

Everygirl's (Monthly except July and August) Camp Fire Girls, Inc., Mary E. Squire, editor, 17 E. 31st Street, New York. Mss. Stories of interest to girls between 12 and 18 years; mystery, adventure, love-interest and costume stories. 15,000 to 20,000 word novelettes. Fiction illustration, decorative headings and tailpieces, photographic studies of girls doing things in camp, at home, etc. Considers all contributions. Payment three weeks after acceptance.

Family Herald and Weekly Star (W) Star Publishing Co., C. Gordonsmith, editor, Montreal, Que., Canada. Mss. Fiction, travel, adventure or historical articles of special Canadian interest. Uses photographs suitable for cover pictures. Payment after publication.

Fawcett's Magazine (M) Fawcett Publications. Roscoe Fawcett, managing editor, Robbinsdale, Minn. Jack Smalley, assistant editor. Mss. True stories, features, fiction, verse, humor. Art Director, M. E. Averill. Covers, half-tones. Payment on acceptance.

Field and Stream (M) E. F. Warner. Ray P. Holland, editor, 45 W. 45th Street, New York. Mss. Good live hunting, fishing and camping stories, with plenty of action, practical articles that would tend to make life easier for the outdoor man, 3,000 or 3,500 word limit and good illustrations essential. Considers all contributions. Payment Wednesday after acceptance.

Film Fun (M) Leslie Judge Co., George Mitchell, editor, 627 W. 43d Street, New York. Mss. none. Art director, George Mitchell.

Forecast (M) C. Houston Goudiss, Alberta M. Goudiss, editor, 6 E. 39th street, New York. Mss. Articles, 1,500-3,500 words on food, health, household efficiency, child care, family recreation and community betterment. Art director, Florence McTague. Uses covers. Considers all contributions. Payment on acceptance.

Forum (M) Forum Pub. Corp., Henry Goddard Leach, editor, 247 Park avenue, New York. Mss. Short essays-non fiction—small amount fiction, limit 3,000 words various topics. Uses black and white sketches only. Considers all contributions. Payment on acceptance.

Golf Illustrated (M) Golf Illustrated, Inc. W. Henry Beers, editor, 425 Fifth avenue, New York. Mss. Articles relating to golf lending themselves to fine illustration. Considers all contributions. Payment 25th of each month.

Golfers Magazine (M) Golfers Magazine Co., H. B. McNeal, 4753 South Parkway, Chicago. Mss. Articles on gold and golfers. Art director, James S. Sheafe. Considers only work ordered. Payment on acceptance.

Grit (W) Grit Pub. Co., Frederic E. Manson, editor, Williamsport, Pa. Mss. Illustrated news and magazine features. Payment on publication.

Harper's Bazaar, 119 W. 40th street, New York. Does not encourage contributions.

Hearst's International Combined With Cosmopolitan (M) International Magazine Co., Inc., Ray Long, editor, 119 W. 40th street, New York. Mss. Short stories from 3,500 to 8,000 words; personal experience articles, 1,800 to 3,000. Art Director, William C. Gibson. All types art work purchased. Considers all contributions. Payment on acceptance.

Household Magazine (M) Arthur Capper, Mrs. Ida Migliario, editor, 8th and Jackson streets, Topeka, Kan. Mss. Poems. Art director, editor. Considers all contributions. Payment on acceptance.

Hunter-Trader-Trapper (M) F. J. and W. F. Heer, O. Kuechler, editor, 386 S. 4th street,

(*Continued on page 216*)

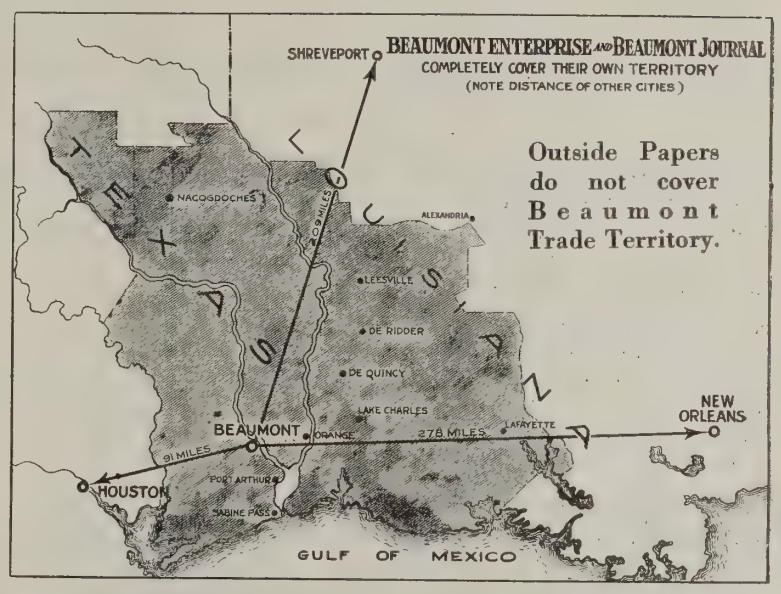
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LITERARY AND ART MARKET

(*Continued from page* 215)

Columbus, O. Mss. Outdoor sports, hunting, fishing, trapping, fur farming, woodcraft, etc. Art work: Only original photographs. Payment on acceptance.

Illustrated Mechanics (M) F. I. Moore, E. A. Weishaar, editor, 1411 Wyandotte, Kansas City, Mo. Mss. Interesting photos—new mechanical ideas for farm and home—new inventions, improved appliances, articles and illustrations, which show a better and easier way of doing things, all articles must be illustrated. Payment on publication.

Independent (W) Independent Publications, Inc., R. E. Danielson and C. A. Herter, editors, 9 Arlington street, Boston. Mss. Articles upon political, social, economic, scientific and literary subjects. Uses interesting photographs which tell a story 6 x 10 inches. Considers all contributions. Payment Saturday following acceptance.

John Martin's Book (M) John Martin, editor and publisher, 33 W. 49th street, New York. Mss. "Make and do" articles; overstocked at present. Considers contributions. Payment on acceptance.

Judge (W) Douglas H. Cooke, Norman Anthony, editor, 627 W. 43rd street, New York. Mss. Humorous articles, jokes, short verse, nothing over 250 words. Art director, Norman Anthony; humorous drawings. Considers all contributions. Payment on publication.

Laughter (M) Guild Pub. Co., 584 Drexel Bldg., Philadelphia. Mss. Humorous material only, fiction, verse, drawings, epigrams. Uses only free lance work. Payment 1st and 15th of month.

Liberty (W) Harvey Deuell, editor, 247 Park avenue, New York. Mss. Fiction and articles. Art director, Morris Aleshire; buys covers and illustrations. Considers all contributions. Payment on acceptance.

MacLean's Magazine (Bi-M) MacLean Publishing Co., Ltd., H. Napier Moore, editor, 143 University avenue, Toronto. Mss. Short stories from 4,000 to 10,000 words, feature articles on specifically Canadian topics; serials from 30,000 to 80,000 words. Art director, W. A. Irwin; covers, illustrations for stories, usually in crayon and wash. Considers all contributions. Payment on acceptance.

Modern Priscilla (M) The priscilla Co., C. B. Marble, managing editor, 85 Broad street, Boston. Mss. Authoritative articles on needlework, homecrafts and housekeeping subjects. Cover designs. Considers all contributions. Payment on acceptance.

Motion Picture Classic, Motion Picture Magazine, Movie Weekly. Brewster Publications, Inc. Frederic James Smith, managing editor, 175 Duffield street, Brooklyn, N. Y. Not in market for material.

Moving Picture Stories (W) Ethel Rosemon, editor and publisher, 219 Seventh avenue, New York. Mss. Occasional short story or verses of the screen. First person love stories. Consider all contributions. Payment on acceptance.

Nation (W) Nation, Inc., Oswald G. Villard, 20 Vesey street, New York. Mss. Political and economic articles, occasional essays. Considers all contributions. Payment on publication.

National Magazine (M) Joe Mitchell Chapple, editor, 952 Dorchester avenue, Boston. Mss. Considers only work ordered. Payment on publication.

National Geographic Magazine (M) National Geographic Society, Gilbert Grosvenor, editor, 16th & M streets, NW, Washington, D. C. Mss. Scientific, geographic, travel articles must be scientifically accurate but should be written in non-technical language; the appeal being to the lay reader, not primarily to the technical geographer. Art director, Franklin L. Fisher, photographs. Considers all contributions. Payment on acceptance.

Nation's Business (M) U. S. Chamber of Commerce, Merle Thorpe, editor, c/o U. S. Chamber of Commerce, Washington, D. C. Mss. Articles on subjects of general interest to the average business man. Art Director: Art Brown. Photographs and some drawings. Considers all contributions. Payment on acceptance.

Open Road (M) The Torbell Co., Clayton H. Ernst, editor, 248 Boylston street, Boston. Mss. Look-ahead articles and stories on opportunity, sport, business, politics, aviation, love, marriage, personality articles about boys who are making good. Illustrations, photographs of sport of interest to boys. Payment on acceptance.

Overland Monthly (M) B. Virginia Lee, editor, 556 Pacific Bldg., San Francisco. Mss. Articles of the West; facts; stories of old West; poetry of West. Art director: Ray Bethers. Considers contributions. Payment on publication.

People's Home Journal (M) F. M. Lupton, K. W. Payne, editor, 80 Lafayette street, New York. Mss. Short stories, serial poems. Art director. Lyle J. Bryson; half tones—line drawings—initials—covers. Payment on acceptance.

People's Popular Monthly (M) Carl C. Proper. Ruth Stewart, managing editor, 801 Second street, Des Moines. Mss. Serials, 60,000 words, short serials, short stories, articles on beautifying homes. Art director, Ruth Stewart; four-color covers and illustrations in two colors, and black and white. Considers all contributions. Payment soon after acceptance.

Picture Play Magazine (M) Street and Smith Corp., Charles Gatchell, editor, 79-7th avenue, New York. Does not solicit mss.

Popular Science Monthly (M) Popular Science Pub. Co., Sumner N. Blossom, 250 Fourth avenue, New York, Mss. Brief illustrated stories, stories and photographs of new machines, processes and discoveries, time and labor saving tools and useful accessories for the home and

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THE TAMPA MORNING TRIBUNE

LITERARY AND ART MARKET

(*Continued from page* 216)

automobile, photographs illustrating the most modern methods of manufacture of products, larger articles on non-technical accounts of scientific progress. Art director, Sydney Oxberry; line-wash-color, mechanical drawings, photographs. Considers all contributions. Payment on acceptance.

Rod and Gun in Canada (M) W. J. Taylor, Ltd., C. O. Tatham, editor, Woodstock, Ont. Mss. Shooting, hunting, fishing, canoeing; scenes laid in Canada. Considers contributions. Payment on publication.

Rudder (M) The Rudder Pub. Co., Gerald White, editor, 9 Murray street, New York. Mss. Nothing but technical matter or cruising stories of power and sail boating. Only photographs. Considers all contributions. Payment on publication.

Saturday Evening Post (W) Curtis Publishing Co., G. H. Lorimer, editor, Independence Square, Philadelphia. Mss. Short stories, 6,000 to 8,000 words; serials, 30,000 to 100,000 words; editors should be queried in advance regarding subjects which it is proposed to deal with in article form. Glad to have sample work submitted. Art director, B. Y. Riddell; cover designs, illustrations and photographs to be used as fillers and to illustrate articles; new artists should submit samples of their work and cover artists, sketches. Payment on acceptance.

Scientific American (M) Orson D. Munn, editor and publisher; Woolworth Building, New York. Mss. Scientific news, emphasis is entirely upon facts and news value. News photographs, special art work purchased on order. Considers all contributions. Payment on acceptance.

Science and Invention (M) Experimenter Pub. Co., H. Gernstack, editor, 53 Park Place, New York. Mss. Articles of scientific or inventive interest for layman. Considers all contributions. Payment on acceptance.

Scribner's Magazine (M) Charles Scribner's Sons, Robert Bridges, editor, 599 Fifth avenue, New York. Mss. Fiction, articles, essays, poetry. Art director, J. H. Chapin, all kinds including book illustrations, etc. Considers all contributions. Payment on acceptance.

Short Stories (Bi-M) Doubleday, Page & Co., H. E. Maule, editor, Garden City, N. Y. Mss. Adventure, mystery, out-of-doors, humor, business, minor love interest, no sex, novelettes, novels, serials. Considers all contributions. Payment on acceptance.

Smart Set (M) Magus Magazine Corp., F. Orlin Tremaine, editor, 119 W. 40th street, New York. Mss. Short stories written in the first person style, 3,000 to 6,000 words. Art director, John Brennan; photographic illustrations only made in own studios. Considers all contributions. Payment on acceptance.

Sport Afield (M) Sports Afield Pub. Co., Claude King, editor, 529 So. Franklin street, Chicago. Mss. Articles of an interesting character treating on hunting, shooting, fishing and travel and exploration in all parts of the world, especially desire articles possessing an original viewpoint. Like good bright covers and any bright original photos or illustrations out of the ordinary. Considers all contributions.

The Spur (Bi-M) Angus Co., H. S. Adams, editor, 425 Fifth avenue, New York. Mss. Illustrated articles on travel, sport and personalities suitable for a class publication. Black and white drawings occasionally. Considers all contributions. Payment soon after acceptance.

Success Magazine (M) Success Magazine Corp., F. T. Miller, editor, 251 Fourth avenue, New York. Mss. Personality stories, interviews with men and women who are accomplishing important things—inspirational life stories. Art director, J. T. Willing; photographs, portraits, illustrations for fiction, cover designs. Considers all contributions. Payment on publication.

Sunset (M) C. H. Woolley; E. A. Vandeventer, editor; 460-4th street, San Francisco. Mss. Short fiction, serials, articles on Western topics. Art director. Nelson H. Patridge, cover designs, illustration, art photos. Considers all contributions. Papment on acceptance.

System (M) A. W. Shaw Co., A. W. Shaw, editor, 660 Cass street, Chicago. Mss. Articles telling of tested profit-making methods and policies and telling of them from the experience of the company which has worked them out—these are generally written in the first person by the individual who has been responsible for the development of the ideas described. Art, principally photographs to illustrate the experience articles. Considers all contributions. Payment on acceptance.

Ten Story Book (M) Ten Story Book Corp., A. J. Gontier, editor, 440 So. Dearborn street, Chicago. Mss. Sex stories.—odd stories. Art directors, H. S. Keeler; photographs only, of beautiful women, costume poses. Payment on publication.

Today's Housewife (M) John H. Wright, Anne W. Griffin, editor, 18 E. 18th street, New York. Mss. In market for fiction. Art director, A. W. Griffin. Considers all contributions. Payment on acceptance.

Top-Notch Magazine (Bi-M) Street & Smith Corp., Arthur E. Scott, editor, 79 Seventh avenue, New York. Mss. Good stories of all kinds, but no stories in which love is the sole interest. Art cover paintings. Payment every Friday.

Town and Country (Bi-M) Franklin Coe, H. J. Whigham, editor, 383 Madison avenue, New York. Mss. None except an occasional travel article with good illustrations. Payment on publication.

Town Topics (W) Town Topics Pub. Co., J. Mayer, editor, 2 W. 45th street, New York. Mss. Short stories of 1,500 words, poems of all sorts, jokes, epigrams, skits, etc. Consider all contributions. Payment on publication.

Travel Magazine (M) Robert M. McBride & Co., E. H. Bierstadt, editor, 7 West 16th street, New York. Mss. Travel, exploration, discovery, achievement in all parts of world, no fiction, no verse, personal narratives, rather than guidebook style. Art Director, Morris Coleman. Photographs only. Considers all contributions. Payment on publication.

True Confessions (M) W. H. Fawcett, Roscoe Fawcett, editor, Robbinsdale, Minn. Mss. First-person confession stories that tell of emotional experiences and that appeal particularly to women and girls, also a few men's stories. Art director, M. E. Averill. Consider all contributions. Payment on acceptance.

True Story Magazine (M) True Story Pub. Corp., Roger Daniels, editor. 1926 Broadway, New York. Mss. Stories with a moral that are true written in the first person. Consider all contributions. Payment on acceptance.

Vanity Fair (M) Conde Nast, Frank Crowninshield, editor, Greenwich, Conn. Art director, Heyworth Campbell. Payment on acceptance.

Vogue (Bi-M) Conde Nast, Edna Woolman Chase, editor, 19 W. 44th street, New York. Mss. A very small amount of non-fiction of "Vogue type," decoration, hostess, gardens, etc. Art director, Heyworth Campbell; occasional exclusive photographs. Usually consider only work ordered. Payment on acceptance.

Western Home Monthly (M) Home Publishing Co., Ltd., Bannatyne and Dagmar streets, Winnipeg, Man. Mss. Short stories and articles of general interest, from 1,500 to 4,000 words. Considers all contributions. Payment on publication.

Western Story Magazine (W) Street & Smith Corp., F. E. Blackwell, editor, 79-89 Seventh avenue, New York. Mss. Stories of the West, serials 36,000 to 72,000 words, short stories, poems, articles. Considers all contributions. Payment on acceptance.

Wide World Magazine (M) International News Co., V. Pitt-Kethley, editor, 83-85 Duane street, New York. Mss. Stories of actual experience—any kind—queer sports, exploration, hunting, etc. Illustrated with photographs. Consider all contributions. Payment on acceptance.

Woman's Home Companion (M) The Crowell Publishing Co., Gertrude B. Lane, editor, 250 Park avenue, New York. Mss. Short fiction ranging from 2,500 to 4,000 words. Art director, Henry B. Quinan covers, illustrations. Payment on acceptance.

World Traveler (M) World Traveler Magazine Corp., C. P. Norcross, editor, 247 Park avenue, New York. Mss. Travel articles with suitable photographs, about 3,000 words. Payment on acceptance.

World's Work (M) Doubleday, Page & Co., Arthur W. Page, editor, Franklin street, Garden City, N. Y. Mss. Achievement, adventure, political. Considers contributions. Payment on acceptance.

Yale Review (M) Yale Pub. Assn., W. L. Cross, editor, 315 Whitney avenue, New Haven, Conn. Mss. Articles of 5,000-6,000 words on current public questions, contemporary art, literature and science. Considers all contributions. Payment on publication.

Young's Magazine (M) C. H. Young Pub. Co., Inc. Cashel Pomeroy, editor, 709 Sixth avenue, New York. Mss. Fiction, only what is called the "sex story." Uses three-color process covers. Payment on acceptance.

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Have made a worth while accomplishment by making a continous gain of advertising each year for 5 years.

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THE JOHN BUDD COMPANY
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New York—Chicago—St. Louis—Atlanta—San Francisco—Seattle

SCHOOLS OF JOURNALISM IN U. S.

THE following listing of Schools of Journalism in the United States was compiled by questionnaire to the colleges and universities named below. In many cases the courses of instruction were too lengthy to print in detail. Complete information upon the work in journalism offered by any of the schools listed can be obtained from the registrar of the school in question.

Albion College, Albion, Mich. Courses in journalism, reporting, feature writing, editing and editorial writing. Faculty: James V. Clarke. Publications: Albion College Pleiad.

Arkansas, University of, Fayetteville, Ark. Courses in Journalism (Est. 1914). Faculty: Assistant Prof. J. Wymond French. Courses, 3. Newspaper writing, editing; feature writing and editorials; one year each. Students enrolled—54. Publications: Arkansas Traveler (student weekly), Arkansas Engineer (quarterly), Arkansas Agriculturist (monthly), The Razorback (annually). Organizations: Pi Kappa, local journalistic sorority; University Press Club. Co-educational.

Baylor University, Waco, Tex. School of Commerce and Journalism (Est. 1922). Faculty: Charles D. Johnson, Ph.D., director; P. I. Lipsey, A. B., assistant professor. Enrollment, 80. Publications: Daily Lariet, Baylor Monthly. Co-educational.

Birmingham Southern College, Birmingham, Ala. Department of Journalism. Journalism subjects taught in connection with regular courses. Co-educational.

Boston University, Boston, Mass. Department of Journalism (Est. 1917). Faculty: Harry B. Center, Professor, Head of Department; H. Warren Foss, Instructor; Clifton B. Carberry, Lecturer. Elective courses for students of the University. Enrollment, 124. Publication: Boston University News (weekly). Co-educational.

Butler College, Indianapolis, Ind. Department of Journalism (Est. 1924). Founded by Hilton U. Brown, general manager, Indianapolis News. Faculty: H. E. Birdsong, Professor of Journalism and Head of Department; Herbert R. Hill, News Editor, Indianapolis News, part time instructor; De Forest O'Dell, instructor. Courses: Reporting, history of journalism, prin. of advertising, copy editing, news analysis, etc. Enrollment, 112. Publications: Daily Butler Collegian, The Drift (annually). Organizations, Sigma Delta Chi.

College of the City of New York, New York City. Courses in journalism in connection with evening sessions of the College. Director, W. M. Oestreicher, managing editor, Brooklyn Times. Courses, two. Fundamentals in reporting and editorial work; advanced classes in editing. Enrollment, 59. Co-educational.

College of Emporia, Emporia, Kan. Courses in journalism under direction of English department. (Est. 1919). Faculty: Orson Angell, instructor in journalism. Publications: College Life (weekly). Co-educational.

Colorado Agricultural College, Fort Collins, Col. Courses in news writing and editing in connection with regular work of English Department. Director: Alfred Westfall. Publications. Rocky Mountain Collegian (semi-weekly). Silver Spruce (annually). Organizations, Pi Delta Epsilon. Co-educational.

Colorado, University of, Boulder, Col. Department of Journalism (Est. 1922). Faculty: Ralph L. Crosman, B.S., Head of Department; A. Gayle Waldrop, B. Litt., Instructor. Four years courses embracing Science, English, News and News Writing, Reporting, Editing and Make-up, Newspaper Production, Editorial Writing, The Newspaper and the Law, Special Feature Articles, Community Newspaper Management, Library Science and Practice. Organizations: Sigma Delta Chi. Co-educational.

Columbia University School of Journalism, New York City (Est. 1912), by the late Joseph Pulitzer. Faculty: John W. Cunliffe, Director and Professor of English; Roscoe C. E. Brown, Professor of Journalism; Walter B. Pitkin, Associate Professor of Journalism; Charles P. Cooper, Associate Professor of Journalism; Allen S. Will, Associate Professor of Journalism; Merryle S. Rukyser, Associate in Journalism; William Preston Beazell, Associate in Journalism; Henry W. Sackett, Lecturer in Journalism; F. Fraser Bond, Associate in Journalism. Number of graduates, 485. Enrollment, 124. Publications: The Columbia Journalist (annually). Organizations: Sigma Delta Chi, Theta Sigma Phi. Special awards: Two faculty scholarships granting free tuition; 3 Pulitzer traveling scholarships of $1500 each; 2 Sackett scholarships for graduate work of $300 each; Katherine McMahon scholarships, $75. Co-educational.

Cornell University, Ithaca, N. Y. Courses in agricultural news writing. Faculty: Bristow Adams. Organization: Sigma Delta Chi.

De Pauw University, Greencastle, Ind. Department of Journalism (Est. 1907). Faculty: Prof. L. E. Mitchell, Director; Mary H. Lloyd, Assistant. Enrollment, 150. Scholarships: Orlando J. Smith scholarship, J. D. Hogate prize. Organizations: Sigma Delta Chi; Theta Sigma Phi. Co-educational.

Elmira College, Elmira, N. Y. College for women. Courses in journalism in connection with regular collegiate work. Dorothy Dondore, director. Enrollment, 20. Publications Iris (annually), weekly, school paper.

Elon College, Elon College, N. C. Courses in journalism under English department. Faculty: Dr. W. P. Lawrence, J. W. Barney. Enrollment, 20. Publications: Maroon and Gold (daily), Phipsicli (weekly). Co-educational.

Georgetown College, Georgetown, Ky. Courses in Journalism under English Department. Faculty: Earl L. Vance, director. Enrollment, 30. Publications: The Georgetonian (weekly), The Georgetown Quarterly. Organizations: Alpha Delta Sigma. Awards: Prizes for best feature and criticism. Co-educational.

Georgia, University of, Athens, Ga. Henry W. Grady School of Journalism (Est. 1921). Faculty: S. V. Sanford, A.B., Litt.D., head of school and Professor of Journalism and English Language; John E. Drewry, A.B., B.J., A.M., adjunct Professor of Journalism and Director of Publicity; Paul Chapman, B.S., instructor in Agricultural Journalism. Courses in Reporting, Copy Reading, Feature Writing, History and Principles of Journalism, The Editorial, The Community Paper, Newspaper Advertising, The Magazine, Class Publications, Rural Journalism, Critical Writing, Public Opinion and the Press. Enrollment, 130. Publications: The Red and Black (weekly), The Georgia Cracker (monthly). Co-educational.

Hamline University, St. Paul, Minn. Courses in journalism under English Department. Faculty: Miron Morrill, instructor in English and Journalism. Courses: News Technique, The American Newspaper. Enrollment, 9. Publications: Hamline Oracle (weekly). Organizations: Pi Delta Epsilon. Co-educational.

Idaho University of, Moscow, Idaho. Courses in journalism under direction of English department. Faculty: Edward F. Mason, instructor. Courses: News Writing, Editing, Journalistic Practice, Publicity and Advertising. Enrollment, 36. Publications: The Argonaut (semi-weekly), Blue Bucket (quarterly), Idaho Engineer. Organizations, Press Club. Co-educational.

Illinois, University of, Urbana, Ill. Division of Journalism (instruction begun 1903, four-year course 1917). Faculty: Lawrence W. Murphy, Acting Director, J. F. Wright, C. B. Davis, C. L. Allen, L. F. Triggs, Helen Rand, V. Krannert, N. H. Shere, G. B. Weisiger, C. H. Fernald. Courses (year): Introduction to Journalism, the Newspaper and the News, Reporting, Sport Writing, Feature Writing, Thesis Course, Research for Graduate Students. Semester courses: Copy Reading and Head writing, Makeup and Editorial Practice, Publicity Methods, Agricultural Journalism. History of Critical Writing, History of Journalism, Editorial Writing, the Editorial Page, Ethics of Journalism, Law of the Press, Country Journalism, Newspaper Administration, Advertising, Newspaper Advertising, Typography and Printing, Teaching of Journalism. Journalism graduates 216. Enrollment in four-year course, 228; in graduate school, 4. Seniors, 25. Publications: Cooperation with the Daily Illini, the Weekly Illini, the Illinois Magazine, the Siren, the Illio, the Illini Journalist. Organizations: Journalism Students Associated, Kappa Tau Alpha (local), Sigma Delta Chi, Theta Sigma Phi, Pi Delta Epsilon, Alpha Delta Sigma, Sigma Upsilon, Scribblers, Blue Pencil. Awards: Journalism, Freshman scholarship medal, regular honors and scholarships available. Co-educational.

Indiana University, Bloomington, Ind. Department of Journalism (Est. 1907). Faculty: Joseph W. Piercy, Professor of Journalism and Head of the Department; Norman J. Radder. Associate Professor of Journalism; Claude M. Bolser, Assistant Professor of Advertising; Frank R. Elliott. Instructor in Journalism; Dallas Newton, Instructor in Journalism. Enrollment, 500. Publications: Indiana Daily Student. Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

Iowa, University of, Iowa City, Ia. School of Journalism. Courses started 1917; school established 1924. Faculty: Prof. Charles H. Weller, Director; F. J. Lazell, Associate Professor; William S. Maulsby, Assistant Professor; George H. Gallup, Instructor; Loren D. Upton, Instructor. Three-year course. Not open to first year students. Enrollment 150. Publications: Daily Iowan, six times a week during entire year; Frivol, comic magazine issued 7 times during school year; The Hawkeye (annually), Iowa Literary Magazine (quarterly). Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

Iowa State College of Agriculture and Mechanic Arts. Ames, Ia. Department of Technical Journalism (Est. 1905). Faculty: Prof. H. W. Beckman, Director, Blair Converse, Associate Professor; C. R. Smith, Instructor; Robley Winfrey, Instructor. Four-year course. Enrollment, 80. Publications: Iowa State Student, three times a week; four technical magazines (monthly), one humor publication (monthly). Organizations: Sigma Delta Chi, Theta Sigma Chi. Co-educational.

Iowan Wesleyan College, Mount Pleasant, Ia. Courses in journalism offered as English credits. Faculty: Calvin T. Ryan, director. Enrollment, 33. Publications, Iowa Wesleyan News. Co-educational.

Kansas State Agricultural College, Manhattan, Kan. Department of Industrial Journalism. (Est. 1911). Faculty: Prof. Nelson Antrim Crawford, Head of Department; Charles E. Rogers, Edgar T. Keith, E. A. Amos, Morse Salisbury, Maynard Brown, Josephine Hemphill, H. W. Davis. Length of course, 4 years. Graduates, 102. Enrollment, 140. Publications: Kansas Industrialist (weekly), The Kansas State Collegian (semi-weekly), The Brown Bull (quarterly). Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

Kansas, University of, Lawrence, Kan. Department of journalism (Est. 1911). Faculty: Prof. L. N. Flint, Head of Department; Helen O. Mahin, Associate Professor; Assistant Professors: W. A. Dill and Ivan Benson. Assistant Instructors: Grace Young, Jack Kistler. Courses cover four years. Enrollment, 349. Publications: University Daily Kansan; The Sour Owl (humorous monthly). The Kansas Editor (occasional), The High School Newspaper (quarterly), The University News Letter. Organizations: Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma, K. U. Press Club. Co-educational.

Knox College, Galesburg, Ill. Courses in Journalism, including Reporting, Editorial Writ-

(*Continued on page* 219)

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JOURNALISM SCHOOLS

(*Continued from page 218*)

ing, Critical Writing, Feature Writing and Short Story under Department of English. Faculty: Harold J. Welch. Enrollment, 55. Publications: The Knox Student (daily). The Gale (annual). Organizations: Theta Sigma Phi. Co-educational.

Lafayette College, Easton, Pa. Courses in Journalism, under English Department. (Est. 1924). Faculty: John E. Stempel, Instructor in Journalism. Enrollment, 35. Publications: The Lafayette Weekly, The Lyre (monthly), The Marquis. Awards: Tinsman prize of $100 for best article on campus subject. Organizations: Delta Epsilon. Co-educational.

Louisiana State University, Baton Rouge, La. Department of Journalism (Est. 1912). Faculty: Prof. Marvin G. Osborn, Head of the Department; Marcus M. Wilkerson, Instructor; Miss Marjorie B. Arbour, Assistant. Enrollment, 148. Publications: The Reveille (weekly) The Purple Pel (quarterly). Organizations: Sigma Delta Chi, Theta Sigma Sigma. Co-educational.

Maine, University of, Orono, Me. Course in journalism in connection with work of English Department. Faculty: H. M. Ellis. Publications: The Maine Campus, Maine Spring, Mainiac (humorous). Organizations: Kappa Gamma Phi. Co-educational.

Marquette University, Milwaukee, Wis. College of Journalism (Est. 1910). Faculty: Rev. John Danihy, S.J., Dean; Profs. J. L. O'Sullivan, Charles W. Lechleidner, Edmund Carpenter, Frank Murray, Hugh Reading. Publications: The Marquette Tribune (weekly), The Marquette Journal (quarterly), Marquette Hilltop (annually). Organizations: Sigma Delta Chi, Phi Epsilon, Theta Sigma Phi. Co-educational.

Mercer University, Macon, Ga. School of Journalism (Est. 1921). Faculty: M. Virginia Garner, Professor of Journalism, and Head of the School; Edgar E. Falk and Nelson M. Shipp, Professors; Leonard Williams and E. R. Reid, Assistants. Co-educational.

Michigan State College, East Lansing, Mich. Courses in journalism in connection with English Department work. A. H. Nelson, director. Enrollment, 22. Publications: Green Onion (humorous), Michigan Agriculturist, Michigan State News. Organizations: Pi Delta Epsilon. Co-educational.

Michigan, University of, Department of Rhetoric and Journalism. First course 1890. (School Est. 1922). Faculty: Prof. Fred N. Scott, Head of Department; J. L. Brumm, [illegible] Professor; E. G. Burrows, Professor; Donal Hamilton Haines, W. H. Maurer, Instructor. Four-year course, 11 subjects. Organizations: Sigma Delta Chi, Theta Sigma. Awards: Three medals given by V. V. McNitt of the McNaught Syndicate for best work in journalism courses. Co-educational.

Minnesota, University of, Minneapolis, Minn. Department of Journalism (Est. 1916). Faculty: R. R. Barlow, Chairman; T. E. Steward, instructor, M. F. MacLean, instructor, Alida C. Moyer, assistant instructor. Enrollment, 105. Length of course 3 years. Publications: Minnesota Daily; Workshop Paper; The Techno-Log; Farm Review; Business Review. Organizations: Sigma Delta Chi, Pi Delta Epsilon, Theta Sigma Phi. Co-educational.

Missouri, University of, Columbia, Mo. School of Journalism (Est. 1908). Faculty: Dean Walter Williams, LL.D.; Hermann Benjamin Almstedt, B. L., Ph.D.; John Sites, Ankeney, A.B.; Jay William Hudson, A.B., A.M., Ph.D.; Frank Lee Martin, A.B.; Frederick Monroe Tisdel, A.B., A.M., Ph.D.; Robert Stanley Mann, B.J.; John H. Casey, B.J.; Sara L. Lockwood, B.J.; Frederick P. Bohn, B. J., Emery Kennedy Johnston, B.J.; Thomas C. Morelock, B.J.; Eugene Webster Sharp, B.J. Enrollment, 205. Courses, four-year course all branches newspaper work. Publications: Columbia Evening Missourian, daily general newspaper and Journalism Series of bulletins. Organizations: Theta Sigma Phi (Gamma Chapter), Kappa Tau Alpha, Alpha Delta Sigma, Gamma Alpha Chi, Sigma Delta Chi. Awards: Eugene Field Scholarship; Jay L. Torrey Scholarship; John W. Jewell Scholarships; The Homer Croy Prize; The China Weekly Review Prizes; Special Distinction Award. Co-educational.

Monmouth College, Monmouth, Ill. Journalism courses offered in connection with English Department work. Faculty: L. E. Robinson, A. W. Barnes. Enrollment, 23. Co-educational.

Nebraska, University of, Lincoln, Neb. School of Journalism (Est. 1923). Faculty: Miller Moore Fogg, Director; Robert Platt Crawford, Assistant Professor of Journalism; James Ernest Lawrence, Assistant Professor of Journalism; Gayle Courtney Walker, Instructor in Journalism; Prof. Sherlock B. Gass. Publications: Daily Nebraskan; Awgwan, (humorous); Cornhusker (annual). Courses cover four years. Enrollment, 135. Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

Nevada, University of, Reno, Nev. Courses in Journalism. Faculty: A. L. Higginbotham, Assistant Professor in charge of journalism courses. Courses: News Gathering and Writing; The American Newspaper; News Editing; Editorial Writing; The Magazine Article. Enrollment, 25. Organizations: The U. of Nevada Press Club. Publications: The Sagebrush; The Desert Wolf; The Artemisia.

New Mexico College of Agriculture and Mechanic Arts, State College, N. M. Courses in journalism taught in connection with regular curriculum. Faculty: S. P. Taylor. Enrollment, 40. Publications: The Round-up. Co-educational.

New York University, New York City. Department of Journalism (Est. 1910). Faculty: James Melvin Lee, Director; Leon Rutledge Whipple, Harry B. Rathbone, Paul A. Tierney, Rolland B. Moore, Gilbert Gabriel, John Farrar, Maxwell Aley, Albert Frederick Wilson, Sylvia Chatfield Bates, Robert E. Ramsay. Three-year course offered in connection with School of Commerce. Four-year course offered in connection with academic college. Special evening classes in Newspaper Policies, News Writing, News Reporting, Newspaper Practice, Creative Writing, Dramatic Criticism, Short Story Writing, Magazine Fiction, Mechanics of Verse and Public Relations. Awards: William Bradford Memorial Fellowship in Journalism.

North Dakota Agricultural College, College Station, N. D. Courses in Journalism (Est. 1922). Faculty: T. W. Johnson, instructor. Enrollment, 30. Publications: Spectrum (biweekly), Pi-ed Piper (humor quarterly); Bison (annual). Co-educational.

North Dakota, University of, Grand Forks, N. D. Department of Journalism. Courses offered since 1905; department Est. 1923. Faculty: Prof. Roy L. French, Head of Department; Leslie Erhardt, Assistant. One and two semester courses offered. Enrollment, 68. Publications: Dakota Daily Student, The Dacotah (annual); Hot Slugs (humor magazine). Organizations: Sigma Delta Chi, Matrix. Co-educational.

Northwestern University, Evanston, Ill. Medill School of Journalism (Est. 1921). Faculty: H. F. Harrington, Professor of Journalism and Director of the School; Baker Brownell, Asso. Prof. of Journalism; Walter K. Smart, Prof. of English; Ethel M. C. Brazelton; William A. Kittredge, Instructor; John C. Carroll, O. L. Hall, Lewis W. Hunt, Newspaper Laboratory Supervisor and Assistant in Reporting and Writing; Dudley Richards and John A. Menaugh, Assistants in Newspaper Advertising; Llewellyn Jones, Chicago Evening Post, Instructor in Short Story Writing; George P. Stone, Instructor; Walter A. Washburne, Supervisor Reporting and Writing; Elmo Scott Watson, Instructor, Alfred Pittman. Courses: Day division two years. Evening division, four years' work necessary for diploma. Publications: Daily Northwestern. Organizations: Sigma Delta Chi, Theta Sigma Phi, Alphi Chi Alpha. Scholarships: George C. Bastian Honor Award: two keys awarded a year for excellence in scholarship and capability for journalistic work. Chicago Woman's Aid Scholarship: carries full tuition fees in the School for a year. Awarded for promise in journalistic work. Two scholarships and a fellowship awarded by the School for excellence in journalistic work. Chicago Tribune award: the best student each year is given a trial position on the Chicago Tribune. Co-educational.

Notre Dame, University of, Notre Dame, Ind. School of Journalism (Est. 1912). Faculty: John M. Cooney, Ph.D., Director, Professor of Journalism; Robert H. McAuliffe, Instructor, Newspaper Management; Charles J. Phillips, Instructor, English for Journalists; Thomas F. Konop; Rev. George McNamara; Frederick A. Miller, Editor, South Bend Tribune, Lecturer on Newspaper Policy; Boyd Gurley, Editor South Bend News-Times, Lecturer on Editorial Writing. Four-year course in journalism. Publications: Notre Dame Scholastic, The Juggler, The Dome, The Santa Maria. For men only during regular school year. Summer classes admit women. Journalism students assist on college publications. Awards: Sinnott Myers Gold Medal; South Bend Tribune Award $50.

Occidental College, Los Angeles, Cal. Courses in Journalism under English Department. (Est. 1919). Faculty: C. A. Sheffield, Instructor. Enrollment, 60. Publications: The Occidental. Co-educational.

Ohio State University, Columbus, O. Department of Journalism (Est. 1914). Faculty: Joseph S. Myers, Osman C. Hooper, Professors; Lester C. Getzloe, Assistant Professor; Harry R. O'Brien, J. Lewis Morrill. Courses cover four years' work. Enrollment, 250. Publications: Daily Ohio State Lantern, The Sun Dial. Organizations: Sigma Delta Chi, Pi Delta Epsilon, Theta Sigma Phi. Awards: R. F. Wolfe Medal. Co-educational.

Ohio Wesleyan University, Delaware, O. Courses in Journalism under English Department. Faculty: Douglas W. Miller, Associate Professor of English and Head of Journalism. Enrollment, 46. Publications: Ohio Wesleyan Transcript, The Mirror, Le Bijou. Organizations: Pi Delta Epsilon. Awards: William E. Smyser Cup. Co-educational.

Oklahoma, University of, Normas, Okla. School of Journalism (Est. 1913. Faculty: H. H. Herbert, Professor and Director of the School; Arthur Hallam, Assistant Professor of Advertising; Fayette Copeland, Assistant Professor; Miss Grace E. Ray, Instructor; Miss May Frank, Assistant. Three-year courses, 20 subjects. Enrollment, 121. Publications: Oklahoma Daily (morning newspaper) Oklahoma Weekly, circulating among all high school seniors in Oklahoma; Sooner State Press (weekly), circulating among all newspaper men of Oklahoma; Oklahoma Whirlwind (monthly), University of Oklahoma Magazine (quarterly), Sooner (annual). Organizations: Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma. Co-educational.

Oregon State Agricultural College, Corvallis, Ore. Department of Industrial Journalism (Est. 1918). Faculty: Frank L. Snow, Professor of Industrial Journalism, C. J. McIntosh, Associate Professor, John C. Burtner, Instructor. Enrollment, 350. Publications: Daily Barometer, The Beaver, Oregon Countryman, Technical Record, Directory, Orange Owl, Annual Cruise. Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

Oregon, University of, Eugene, Ore. School of Journalism (Est. 1912). Faculty: Eric W. Allen, Dean; George S. Turnbull, W. F. G. Thacher, Robert C. Hall, R. D. Lawrence. Four-year course. Enrollment, 216. Publications: Oregon Daily Emerald, Old Oregon (monthly), Oregana annual). Organizations: Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma, Sports Writers Association, Sigma Upsilon, Pot and Quill, John Henry Nash Club. Co-educational.

Pennsylvania State College, State College, Pa. Courses in Journalism (Est. 1914). Faculty: Prof. William F. Gibbons, H. G. Baker. Six courses offered in connection with regular curriculum. Enrollment, 152. Organizations: Pi Delta Epsilon. Co-educational.

Southern Methodist University, Dallas, Tex. Department of Journalism (Est. 1920). Faculty:

The Big Evening Newspaper in an Evening Paper Field

30,444

Daily Average Net Paid Circulation

For Year Ending Sept. 30, 1925
As proven by A. B. C. Audit

—

138,928

more lines of National Advertising than 2nd Paper.

Dec. 1, 1924, to Dec. 1, 1925

(Figures from De Lisser Bros. Audit.
Later figures not available for comparison.)

—

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ONE Paper Price

The Peoria Star

"The Newspaper People Believe In"

MEMBER
AUDIT BUREAU OF CIRCULATIONS

FRALICK & BATES, Inc.

New York City Chicago San Francisco Los Angeles

JOURNALISM SCHOOLS

(*Continued from page 219*)

A. F. Henning, Professor of Journalism Courses: Technique of News Writing, News gathering, Feature Writing, Editorial Writing, Copy Reading and Make-up. Enrollment, 44. Publications: The Campus (semi-weekly). Organizations: Alpha Delta Epsilon, Sigma Delta Chi, Sigma Phi. Co-educational.

Southwestern College, Winfield, Kan.. Course in Journalism (Est. 1922). Faculty: E. G. Meinzer. Courses offered in connection with regular curriculum. Co-educational.

Stanford University, Stanford University, Cal. Division of Journalism (Est. 1910). Faculty: Prof. Everett W. Smith, Director; Buford O. Brown, Assistant Professor. Organizations: Sigma Delta Chi, Theta Sigma Thi. Co-educational.

St. Mary's College, St. Mary's, Kan. Courses in Journalism in connection with regular college work. Four men only.

Swarthmore College, Swarthmore, Pa. Courses in Journalism (Est. 1913). Faculty: Roy P. Lingle, Assistant Professor. Courses in journalism in connection with regular college work. Enrollment, 8. Organization: Pi Delta Epsilon. Co-educational.

Syracuse University, Syracuse, N. Y. Department of Journalism (Est. 1919). Faculty: Prof. John O. Simmons, director, Dr. Paul M. Paine, Prof. Arthur J. Brewster, Samuel Cohan. Four-year course leading to degree of Bachelor of Science in Journalism. Enrollment, 90. Organizations: Phi Delta Epsilon, Theta Sigma Phi. Publications: Syracuse Daily Orange, Salt Shaker, Cub Reporter. Co-educational.

Texas, University of, Austin, Tex. Department of Journalism (Est. 1914). Faculty: Will H. Mayes, Chairman; Paul J. Thompson, W. D. Hornaday, W. L. McGill, James Frank Robie, L. L. Click. Courses leading to A.B., B.J., and M.J., degrees. Enrollment, 131. Publications: The Daily Texan. Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: $300 annual scholarship from Texas Women's Press Association; Houston Chronicle Award, $100, Pitluk Advertising Awards. Co-educational.

Vassar College, Poughkeepsie, N. Y. Courses in Journalism offered in connection with regular curriculum. For women only.

Washington, University of, Seattle, Wash. School of Journalism (Est. as a course, 1907; as a school 1918). Faculty: Matthew Lyle Spencer, Director; Robert W. Jones, Associate Professor; Fred W. Kennedy, Assistant Professor; Leo A. Borah, Instructor; J. Matthew O'Connor, Editorial Secretary. Four-year course leading to degree of Bachelor of Arts in Journalism. Enrollment, 181. Publications: The Washington Daily; Tyee (annual). Organizations: Sigma Delta Chi, Theta Sigma Phi, Gamma Alpha Chi, Alpha Delta Sigma. Co-educational.

West Virginia University, Morgantown, W. Va. Courses in Journalism (Est 1920). Faculty: P. I. Reed, Director, Associate Professor of English. Courses conducted on a term registration basis. Enrollment, 55. Publications: Athenaeum (tri-weekly), Agriculturist (monthly). Organizations: The Press Club, men; The Matrix, women. Co-educational.

Wisconsin, University of, Madison, Wis. Course in Journalism (Est. 1909). Faculty: Willard Grosvenor Bleyer, Director and Professor of Journalism; Prof. Grant M. Hyde, Asst. Prof. E. Marion Johnson; Helen M. Patterson, Instructor; Otis H. Miller, Instructor; Chilton R. Bush, Andrew W. Hopkins, Professor of Agricultural Journalism; Prof. William A. Sumner, Miss Grace Langdon. Courses in journalism four years in length leading to degree of "Bachelor of Arts, Course in Journalism." Enrollment, 292. Publications: The Scholastic Editor (monthly), Octopus, Daily Cardinal, Wisconsin Literary Magazine (monthly), Wisconsin Country Magazine, Wisconsin Engineer, The Badger (annual). Organizations: Sigma Delta Chi, Theta Sigma Phi, Coranto, Delta Pi Delta. Co-educational.

Wittenberg College, Springfield, O. Courses in Journalism offered in connection with regular work of English Department, K. G. Lind in charge. Organizations: Scroll, Quill. Co-educational.

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In addition to the vast manufacturing and mining industries of West Virginia, the state has 87,289 farms, valued at more than one-half billion dollars. Annual value of farm crops is more than $100,000,000.00. 73% of these farms are free of all debt.

West Virginia farmers are 98.5% American born and 100% English reading. Leading farm products are wheat, corn, buckwheat, potatoes, dairy products, tobacco, apples and other fruits, cattle, hogs and poultry.

More than 15,000 boys and girls belong to the Four-H Agriculture Clubs and each county employs a farm agent and a home economic expert.

"Business is good" in West Virginia. Use these leading daily and Sunday newspapers to increase your sales.

City	Paper	Circulation	Flat Gross Rate	
Charleston	Mail	15,760	.06	
Clarksburg	Telegram	10,000	.04 .045	daily Sun.
Elkins	Inter-Mountain	2,600	.025	
Fairmont	Times	7,700 dy. 8,500	.03	daily and Sun.
Huntington	Her'ld-Dispatch	14,800	.05	1001 li.
Martinsburg	Journal	5,000	.03	
Moundsville	Echo	3,100	.02	
Parkersburg	News	7,000 dy. 8,164 S.	.03	

National Representative

The DEVINE-MacQUOID COMPANY, Inc.

New York Pittsburgh Chicago

NEWSPAPER LINAGE, 23 CHIEF CITIES, 1914-1925

NEWSPAPER linage for 1925 of the 107 newspapers in 23 leading American cities presented for the past 12 years by **Editor & Publisher** shows approximately a 5 per cent gain over the record of 1924 and indicates that the year saw the largest volume of advertising ever carried by newspapers. The total of 1,237,360,956 agate lines tops the 1923 total, the previous record, by more than 46,000,000 lines, and surpasses the 1920 and 1924 totals, which were about equal, by more than 60,000,000 lines. October and November linage totals are by far the highest ever recorded for these or any months.

The chart on the next page traces the course of newspaper advertising in these 23 cities from January 1, 1914, to the end of 1925 and is the only comprehensive record covering the newspaper advertising business during that period.

Newspapers which are included in the 1924 tabulation are listed below:

Atlanta Constitution, Atlanta Georgian American, Atlanta Journal, Baltimore American, Baltimore News, Baltimore Sun, Baltimore Evening Sun, Birmingham Age-Herald, Birmingham News, Boston American, Boston Globe, Boston Herald and Traveler, Boston Post, Boston Telegram, Boston Transcript, Buffalo Post, Buffalo Courier and Star-Enquirer, Buffalo Express, Buffalo News, Buffalo Times, Chicago American, Chicago Daily News, Chicago Herald & Examiner, Chicago Journal, Chicago Post, Chicago Tribune, Cincinnati Commercial Tribune, Cincinnati Enquirer, Cincinnati Post, Cincinnati Times-Star, Cleveland News and Sunday News, Cleveland Plain Dealer, Cleveland Press, Detroit Free Press, Detroit News, Detroit Times, Houston Chronicle, Houston Post-Dispatch, Houston Press, Indianapolis News, Indianapolis Star, Indianapolis Times, Kansas City Journal, Kansas City Post, Kansas City Star and Times, Los Angeles Express, Los Angeles Herald, Los Angeles Record, Los Angeles Examiner, Los Angeles Times, Milwaukee Journal, Milwaukee Leader, Milwaukee Sentinel, Wisconsin Milwaukee News and Sunday Sentinel-Telegram, Minneapolis Journal, Minneapolis Tribune, New Orleans Item-Tribune, New Orleans States, New Orleans Times-Picayune, New York American, Brooklyn Eagle, Brooklyn Times, Brooklyn Standard Union, New York Graphic, New York Commercial, New York Mirror, New York Evening Post, New York Sun (Jan. 1-June 2, 1923); New York Evening Telegram, New York Evening World, New York Daily News, New York Times, New York Herald Tribune, New York World, Philadelphia Bulletin, Philadelphia Inquirer, Philadelphia Public Ledger, Philadelphia North American, Philadelphia Record, Portland Oregon Journal, Portland Oregonian, Portland Telegram, Portland News, St. Louis Globe-Democrat, St. Louis Post-Dispatch, St. Louis Star, St. Louis Times, St. Paul Dispatch, St. Paul Pioneer Press, San Francisco Bulletin, San Francisco Examiner, San Francisco Chronicle, San Francisco Daily News, San Francisco Call-Post, San Francisco Journal, Washington Post, Washington Star, Washington Times, Washington Herald and Washington News.

1925

	Jan.	Feb.	March	April	May	June	July	August	September	October	November	December	City Total
Atlanta	1,521,342	1,670,237	2,246,533	2,314,198	2,332,777	1,906,750	1,589,201	1,713,150	1,837,000	2,349,407	2,310,894	2,193,989	23,984,478
Baltimore	3,652,048	3,448,315	4,470,615	4,653,973	4,701,949	4,130,088	3,593,853	3,487,251	4,294,816	5,341,261	5,157,732	4,524,654	51,456,555
Birmingham	2,217,446	2,166,262	2,800,980	2,550,240	2,639,924	2,346,022	2,168,796	2,374,078	2,430,694	2,927,512	2,876,076	2,731,274	30,229,304
Boston	5,138,065	4,915,420	6,231,902	6,431,712	6,531,910	5,894,960	4,910,796	4,858,382	6,180,374	7,428,586	7,285,024	7,056,937	72,864,068
Buffalo	3,265,325	2,879,168	3,705,469	3,995,259	3,839,289	3,339,170	2,771,789	2,856,336	3,619,552	4,601,002	4,079,348	4,125,085	43,076,792
Chicago	6,936,801	6,119,461	7,501,164	7,827,468	7,855,362	7,081,584	5,725,554	6,036,603	7,379,508	8,825,275	8,255,148	7,643,157	87,187,085
Cincinnati	3,204,300	2,938,500	3,494,100	3,668,700	3,717,900	3,242,100	2,788,200	2,903,400	3,267,000	3,842,700	3,810,300	3,792,000	40,669,200
Cleveland	3,363,675	3,163,275	3,990,975	4,210,722	4,270,800	3,736,725	3,310,725	3,415,125	3,783,225	4,467,675	4,428,825	4,071,675	46,213,422
Detroit	4,552,436	4,267,634	5,415,130	5,673,178	5,912,956	4,962,342	4,393,970	4,596,410	5,261,032	6,067,096	6,083,742	5,527,536	62,713,462
Houston	2,093,938	2,068,836	2,664,172	2,624,720	2,961,658	2,387,336	2,095,968	2,145,696	2,255,652	2,717,610	2,928,842	2,682,456	29,626,884
Indianapolis	2,836,223	2,534,598	3,234,096	3,427,305	3,563,721	2,997,208	2,675,445	2,644,281	2,861,742	3,632,151	3,472,170	3,475,818	37,354,758
Kansas City	2,687,883	2,882,659	3,279,622	3,219,858	3,319,278	3,021,927	2,603,652	2,748,319	3,270,632	3,651,750	3,635,770	3,395,584	37,716,934
Los Angeles	7,034,590	6,391,784	7,503,762	7,141,925	7,304,266	6,605,677	5,978,784	6,208,240	6,476,612	7,503,481	7,580,086	7,043,124	82,772,331
Milwaukee	2,527,367	2,390,848	2,983,965	3,062,321	3,429,972	2,732,554	2,302,895	2,395,131	2,946,609	3,619,312	3,431,700	3,197,765	35,020,439
Minneapolis	2,606,161	2,316,171	2,941,644	3,120,522	3,117,572	2,805,830	2,351,611	2,656,249	3,001,538	3,447,051	3,013,431	3,069,615	34,447,395
New Orleans	3,266,239	2,856,942	3,887,203	3,844,277	3,792,929	3,314,041	3,133,904	3,181,852	3,497,204	4,119,984	4,416,327	4,888,088	44,198,990
New York	14,058,490	11,989,276	14,751,474	14,484,214	14,839,352	13,048,914	10,466,714	11,060,332	14,042,550	17,387,908	16,760,414	15,369,510	168,259,148
Philadelphia	6,991,402	6,528,757	8,058,917	7,921,326	7,199,352	6,803,305	5,316,323	5,308,487	6,927,589	8,521,057	8,467,879	6,993,348	85,037,742
Portland, Ore.	2,868,166	2,771,417	3,319,431	3,264,223	3,490,685	3,092,022	2,812,726	2,944,485	3,357,586	3,670,647	3,704,207	3,451,832	38,747,427
St. Louis	3,477,860	3,453,620	4,455,860	4,751,360	4,410,900	3,776,960	3,133,660	3,612,220	4,075,060	4,904,920	4,819,000	4,485,180	49,356,600
St. Paul	1,941,688	2,025,674	2,323,538	2,532,642	2,503,452	2,232,958	1,917,412	2,248,456	2,393,062	2,910,782	2,590,014	2,436,490	28,056,168
San Francisco	4,415,433	4,073,012	4,914,353	4,852,730	5,101,195	4,388,219	4,023,612	4,523,178	4,308,375	5,168,506	5,131,587	4,880,225	55,780,425
Washington	3,891,484	3,699,607	4,506,114	4,358,080	4,669,145	4,052,470	3,565,690	3,682,626	4,409,097	5,149,709	5,444,634	5,162,693	52,591,349
Totals by Mos	94,548,362	87,551,473	108,681,019	109,930,953	111,506,344	98,709,162	83,630,880	87,600,287	101,876,509	122,192,382	119,683,150	112,108,035	1,237,360,956

1924

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Year's Total
Atlanta	2,106,678	2,446,202	2,749,666	2,814,026	2,945,040	2,468,418	2,122,932	2,103,220	2,540,034	3,007,318	2,761,766	2,542,890	30,608,190
Baltimore	3,741,162	3,871,955	4,554,640	4,736,734	4,688,267	4,300,983	3,260,980	3,186,937	3,942,987	4,730,515	4,552,133	4,167,750	49,735,043
Birmingham	1,832,544	1,882,258	2,123,226	2,178,862	2,176,570	2,072,602	1,805,314	1,739,626	1,940,022	2,324,924	2,251,718	2,118,130	24,445,796
Boston	4,838,010	4,691,383	5,956,414	6,295,531	6,364,735	5,740,879	4,304,125	4,124,470	5,504,480	6,322,543	6,002,099	6,140,819	66,285,488
Buffalo	3,229,477	2,817,119	3,451,807	4,035,704	3,850,251	3,419,641	2,523,691	2,297,420	3,197,555	3,822,923	3,473,447	3,898,894	40,017,929
Chicago	6,689,319	6,034,053	7,317,081	7,923,456	7,628,415	7,160,784	5,166,507	5,121,837	6,879,096	7,710,093	7,294,281	5,375,120	80,300,042
Cincinnati	3,024,900	3,101,100	3,483,900	3,747,000	3,639,600	3,236,400	2,697,600	2,592,600	3,219,300	3,625,500	3,589,500	3,799,200	39,756,600
Cleveland	3,677,625	3,385,725	4,089,525	4,361,475	4,218,975	3,886,425	2,946,075	2,987,775	3,535,425	4,091,625	3,882,900	3,820,272	44,883,823
Detroit	4,393,368	4,122,524	5,080,656	5,221,762	5,175,492	4,755,436	3,737,230	3,968,524	4,905,810	5,238,030	5,153,036	4,913,372	51,751,868
Houston	2,444,232	2,462,986	2,956,716	2,729,804	2,781,688	2,544,486	2,295,356	2,010,246	2,346,932	2,724,680	2,719,486	2,597,778	30,614,390
Indianapolis	2,676,345	2,562,549	3,067,035	3,220,206	3,283,956	2,794,071	2,321,061	2,189,742	2,613,387	3,176,991	2,899,373	3,190,213	33,994,92
Kansas City	2,650,110	2,817,380	3,185,239	3,447,155	3,458,517	3,233,906	2,774,624	2,822,405	3,205,784	3,482,026	3,341,599	3,243,779	37,662,53
Los Angeles	7,779,001	8,138,375	8,668,310	7,828,474	7,829,000	7,338,225	6,418,824	6,418,758	6,864,805	7,573,177	7,382,011	7,280,036	89,718,99
Milwaukee	2,677,157	2,522,372	3,130,258	3,387,080	3,288,922	2,830,314	2,103,059	2,416,025	2,801,826	3,336,248	3,229,002	3,263,361	34,985,62
Minneapolis	2,490,544	2,618,801	2,692,112	3,048,430	2,954,450	2,736,012	2,123,871	2,370,359	2,669,449	3,213,728	2,902,768	2,794,828	32,615,35
New Orleans	2,582,429	2,603,787	3,111,938	3,115,601	2,936,989	2,824,330	2,443,105	2,557,126	3,044,882	3,317,839	3,315,438	3,954,149	35,807,61
New York	14,161,320	12,100,156	14,183,716	14,243,344	13,938,118	13,418,436	9,919,374	9,843,426	14,200,418	15,598,282	14,874,530	14,373,546	158,854,57
Philadelphia	7,052,909	6,627,931	7,684,230	8,048,469	7,901,209	7,514,860	5,445,409	5,380,504	6,863,079	8,121,604	7,843,872	7,196,507	85,680,58
Portland	2,723,630	2,804,886	3,116,806	3,239,698	3,197,446	3,106,040	2,701,776	2,774,912	3,103,576	3,365,908	3,364,914	3,298,218	36,797,81
St. Louis	3,549,080	3,659,460	4,301,560	4,559,000	4,338,940	4,006,060	2,961,620	3,195,920	4,098,360	4,624,620	4,347,180	4,317,300	47,959,10
St. Paul	1,876,574	2,143,386	2,382,730	2,585,282	2,566,816	2,166,934	1,766,912	1,890,420	2,104,426	2,494,310	2,313,472	2,234,366	26,525,6
San Francisco	4,259,259	4,329,474	4,961,875	4,786,440	4,922,473	4,400,392	3,731,441	4,186,819	4,330,114	4,994,337	4,686,185	4,805,292	54,394,10
Washington	3,670,302	3,651,631	4,544,935	4,454,738	4,450,538	4,443,110	3,403,021	3,207,518	4,051,773	4,645,538	4,598,131	5,409,599	45,121,23
Totals by months.	94,125,975	91,395,493	106,794,375	110,008,271	108,536,407	100,398,744	78,983,907	79,386,589	97,963,520	111,587,759	106,778,841	104,735,419	1,178,517,23

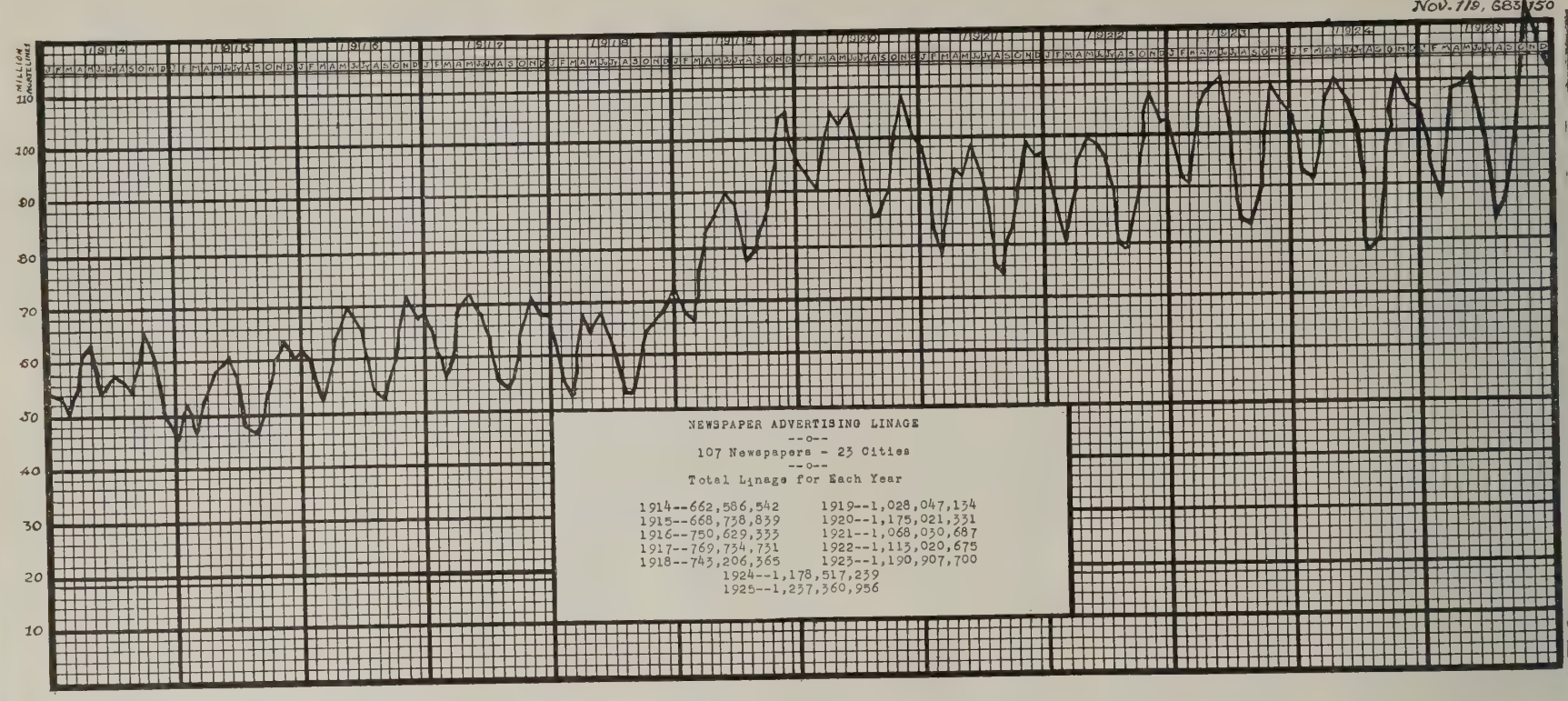
1923

	January	February	March	April	May	June	July	August	September	October	November	December	City Total
Atlanta	1,373,274	1,429,730	1,803,998	1,887,160	1,957,732	1,647,604	1,554,560	1,501,584	1,652,630	2,023,770	1,935,010	1,866,284	20,633,3
Baltimore	3,970,499	3,576,656	4,696,165	5,008,707	5,050,620	4,601,030	3,859,931	3,511,708	4,196,027	4,867,060	4,770,666	4,289,650	52,398,7
Birmingham	1,532,328	1,510,460	2,215,486	1,959,748	1,970,948	1,906,058	2,043,902	1,857,912	1,992,032	2,180,626	2,143,904	2,287,068	23,600,4
Boston	4,562,423	4,181,021	5,914,108	6,151,652	6,278,810	5,487,908	4,262,953	4,204,539	5,508,479	5,964,113	5,861,129	4,950,337	63,327,4
Buffalo	2,964,896	2,630,370	3,609,176	3,879,647	3,889,668	3,482,475	2,684,687	2,497,529	3,247,556	3,871,706	3,735,465	3,684,453	40,177,6
Chicago	6,576,975	5,873,121	7,406,139	7,690,248	7,526,859	6,711,930	5,223,255	5,201,430	6,751,593	7,486,350	7,228,677	6,934,836	80,611,4
Cincinnati	3,155,100	3,064,500	3,798,900	3,763,500	3,758,100	3,450,000	3,061,200	2,942,100	3,259,800	3,607,500	3,602,700	3,772,714	41,146,1
Cleveland	3,490,875	3,279,450	4,238,400	4,443,450	4,376,550	4,031,400	3,448,425	3,422,025	3,908,175	4,353,000	4,247,000	4,124,427	47,463,1
Detroit	4,307,100	3,870,776	4,884,418	5,242,300	5,261,662	4,654,034	4,051,978	4,028,864	4,818,030	5,066,698	4,937,156	4,716,474	55,839,4
Houston	1,944,978	1,818,278	2,318,484	2,455,768	2,393,846	2,152,542	2,194,836	2,061,262	2,344,578	2,793,266	2,814,042	2,889,796	28,171,6
Indianapolis	2,712,357	2,537,412	3,221,307	3,135,747	3,207,039	2,915,784	2,478,372	2,372,445	2,958,178	3,057,516	3,079,638	3,124,521	34,800,3
Kansas City	2,614,964	2,733,523	3,394,054	3,401,763	3,444,455	3,349,994	2,782,156	2,701,685	3,103,583	3,326,522	3,259,624	3,093,581	37,205,9
Los Angeles	7,550,732	7,074,858	8,260,252	8,391,684	8,609,860	7,942,298	7,263,169	7,386,834	7,556,298	8,395,159	8,522,255	8,282,232	95,778,8
Milwaukee	2,720,944	2,433,383	3,115,935	3,295,355	3,376,214	2,906,065	2,494,104	2,561,389	2,983,469	3,289,676	3,390,320	3,170,327	35,737,1
Minneapolis	2,633,409	2,750,192	3,234,972	3,675,816	3,433,085	3,027,148	2,296,033	2,588,348	3,042,066	3,350,027	3,076,899	2,897,415	34,239,1
New Orleans	2,591,694	2,426,583	3,273,022	3,281,942	3,181,808	2,830,316	2,783,365	2,601,786	3,102,679	3,379,987	3,162,439	4,027,545	36,613,1
New York	14,110,200	11,951,634	14,672,634	16,630,614	15,616,644	13,793,456	10,751,018	10,025,332	10,021,602	16,466,140	14,698,850	14,103,492	160,425,3
Philadelphia	6,797,280	6,149,873	7,704,161	7,860,648	8,087,400	7,463,066	5,593,212	5,448,229	6,985,792	8,196,388	7,725,160	7,047,042	85,058,3
Portland	2,979,230	2,555,154	3,145,464	3,184,706	3,189,452	3,022,320	2,724,372	2,672,628	2,936,150	3,172,212	3,067,904	3,000,914	35,650,1
St. Louis	3,462,700	3,606,880	4,283,960	4,523,560	4,283,340	3,897,260	3,093,440	3,154,900	4,005,560	4,311,240	4,223,700	4,205,120	47,051,0
St. Paul	2,008,314	2,049,082	2,473,954	2,740,878	2,919,096	2,314,998	1,940,764	2,123,086	2,263,422	2,642,150	2,500,764	2,274,076	28,250,7
San Francisco	4,375,952	4,212,656	4,981,354	4,926,208	5,238,717	4,506,375	4,265,131	4,323,165	4,334,291	4,960,327	4,874,131	4,704,090	55,702,1
Washington	3,634,277	3,472,710	4,370,409	4,300,893	4,398,133	4,175,462	3,627,456	3,165,140	3,929,411	4,472,132	4,348,392	4,461,166	49,254,1
Totals by months.	92,070,501	85,188,302	106,926,752	110,831,994	111,450,038	100,269,523	84,478,319	82,353,920	94,891,401	111,233,565	107,305,825	103,907,560	1,190,907,1

1922

	January	February	March	April	May	June	July	August	September	October	November	December	City Total
Atlanta	1,332,194	1,363,054	1,523,026	1,645,714	1,624,332	1,378,328	1,432,158	1,523,536	1,431,552	1,758,190	1,658,118	1,658,930	18,329
Baltimore	3,662,285	3,108,921	4,133,018	4,545,524	4,642,353	4,493,869	3,708,037	3,594,681	4,186,609	4,782,530	4,649,143	4,421,987	49,928
Birmingham	1,634,850	1,461,810	1,550,934	1,721,650	1,554,308	1,547,252	1,461,502	1,427,874	1,493,338	1,801,814	1,710,520	1,787,926	19,153
Boston	4,661,976	4,061,086	5,545,089	5,848,799	5,664,252	5,156,496	4,033,259	4,331,537	5,069,276	5,955,012	5,925,645	5,525,931	61,778
Buffalo	2,820,703	2,477,217	3,278,319	3,373,073	3,415,688	3,022,157	2,527,507	2,609,978	2,993,906	3,655,557	3,440,855	3,672,009	37,286
Chicago	5,651,277	4,955,973	6,434,493	6,606,688	6,478,047	6,013,521	5,005,191	5,072,649	6,113,805	7,275,537	6,858,636	6,684,786	73,150
Cincinnati	2,925,000	2,610,000	3,093,000	3,203,700	3,179,100	2,748,293	2,768,100	2,579,700	2,805,300	3,420,000	3,442,500	3,391,600	36,166
Cleveland	3,403,425	2,831,400	3,550,200	3,695,400	3,744,150	3,471,675	3,119,025	3,142,350	3,462,075	3,961,200	3,972,900	3,962,400	42,316
Detroit	4,029,592	3,408,776	4,299,246	4,415,684	4,615,240	4,423,818	3,645,866	3,657,360	3,972,822	4,938,626	4,581,836	4,573,604	50,562
Houston	1,840,650	1,685,628	2,034,858	2,330,020	2,177,854	2,109,464	1,957,764	1,776,250	1,949,500	2,322,586	2,322,726	2,500,240	25,007
Indianapolis	2,552,259	2,342,610	3,018,948	2,342,610	3,092,502	2,768,475	2,495,124	2,362,371	2,697,666	3,058,179	2,934,393	3,180,357	32,845
Kansas City	2,356,572	2,395,493	2,866,177	3,072,297	2,906,029	2,826,116	2,586,387	2,494,871	2,790,204	3,189,884	3,095,205	3,073,425	33,653
Los Angeles	6,995,072	6,118,098	7,087,192	7,251,384	7,319,284	7,102,368	6,874,518	6,738,368	6,938,526	7,702,436	7,874,286	7,652,260	85,653
Milwaukee	2,656,716	2,166,171	2,788,912	2,852,431	2,800,506	2,765,153	2,180,578	2,239,011	2,462,975	3,432,217	3,220,999	3,248,719	34,992
Minneapolis	2,269,694	2,496,013	2,842,154	3,210,721	3,094,621	2,791,527	2,588,474	2,724,308	3,072,989	3,093,982	2,959,554	2,954,686	31,920
New Orleans	2,765,194	2,268,095	2,881,092	3,337,058	2,985,515	2,748,293	2,742,657	2,616,192	2,702,521	3,356,224	3,039,113	3,729,805	35,171
New York	13,544,936	11,337,442	13,904,268	14,398,424	14,377,976	13,363,298	10,707,422	10,640,180	13,040,332	16,104,500	14,738,884	14,471,986	160,62
Philadelphia	6,459,987	5,585,580	6,759,595	7,046,978	7,121,160	6,812 709	5,394,289	5,478,877	6,409,127	7,761,602	7,586,028	7,157,468	79,57
Portland	2,942,408	2,586,010	3,248,204	3,405,206	3,176,628	3,042,046	2,933,322	2,924,474	2,946,314	3,380,698	3,425,212	3,377,304	37,38
St. Louis	3,280,900	3,097,800	3,837,460	4,110,460	3,959,420	3,653,540	3,233,860	3,176,440	3,672,300	4,418,420	4,195,220	4,220,900	44,85
St. Paul	1,751,974	1,689,030	2,170,630	2,303,014	2,361,310	2,053,968	1,348,200	1,334,578	2,090,746	2,545,942	2,433,858	2,436,518	24,51
San Francisco	4,031,062	3,579,492	4,232,074	4,520,334	4,594,632	4,281,508	4,004,518	4,015,242	4,057,312	4,794,902	4,525,108	4,475,310	51,11
Washington	3,671,120	3,451,232	4,081,220	4,369,024	4,121,735	3,928,865	3,367,581	3,198,490	3,690,849	4,657,889	4,351,153	4,135,605	47,02
Totals by Months.	87,239,846	77,076,931	95,160,109	99,606,203	99,006,632	95,502,739	80,115,279	79,659,317	90,050,044	107,367,927	102,941,892	102,293,756	1,113,02

(*Continued on page 222*)



1921

City	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City Totals
Atlanta	2,149,283	2,250,923	2,541,133	2,381,270	2,511,596	2,273,726	2,007,751	1,835,854	2,033,053	2,365,741	2,365,513	2,305,479	27,021,322
Baltimore	4,073,846	3,334,684	4,174,305	4,300,943	4,612,794	3,349,972	3,460,091	3,235,510	4,121,172	4,623,671	4,302,725	4,005,887	47,595,600
Birmingham	1,745,576	1,708,770	1,921,360	1,794,002	1,890,518	1,616,538	1,484,588	1,389,220	1,544,270	1,789,424	1,501,420	1,705,200	20,150,886
Boston	4,100,617	3,660,200	4,968,464	4,880,927	5,561,721	4,727,466	3,855,811	3,668,750	4,606,700	5,547,201	5,224,908	5,266,569	56,069,334
Buffalo	2,966,809	2,616,311	3,421,268	3,205,254	3,361,893	2,916,755	2,395,764	2,346,167	2,895,037	3,463,143	3,179,609	3,394,291	36,162,301
Chicago	5,576,178	4,889,763	5,984,865	6,030,921	6,215,685	5,689,413	4,620,030	4,629,387	5,388,081	6,261,606	6,002,385	6,258,906	67,547,220
Cincinnati	2,782,800	2,492,400	3,101,100	3,047,700	3,146,700	2,888,100	2,565,300	2,436,300	2,796,000	3,348,600	3,290,400	3,471,000	35,366,400
Cleveland	3,912,375	3,544,125	4,078,725	3,949,350	4,236,525	3,764,400	3,205,950	3,073,350	3,434,175	3,827,925	3,656,700	3,641,100	44,324,700
Detroit	3,675,910	3,365,502	4,382,644	4,295,130	4,712,036	4,174,912	3,455,508	3,556,630	4,056,668	4,603,046	4,376,708	4,470,046	49,124,740
Houston	1,968,568	1,887,998	2,310,238	2,138,682	2,336,614	2,028,096	1,905,176	1,764,858	2,062,578	2,270,864	2,239,258	2,265,228	25,178,168
Indianapolis	2,764,718	2,483,433	3,019,521	2,857,560	3,148,896	2,754,822	2,315,262	2,236,278	2,571,707	3,048,570	2,787,606	2,952,408	32,940,781
Kansas City	2,430,350	2,485,682	2,716,861	2,554,700	2,712,022	2,452,622	2,192,995	1,987,478	2,240,763	2,603,719	2,585,153	2,550,396	29,512,721
Los Angeles	6,897,726	5,943,966	6,725,558	6,637,862	7,038,640	6,870,220	6,279,840	6,134,968	6,409,130	7,395,654	7,475,958	7,618,590	81,428,112
Milwaukee	2,537,312	2,114,684	2,672,229	2,680,820	2,916,096	2,518,119	2,109,208	2 307,595	2,426,901	2,773,175	2,693,691	2,804,676	30,554,506
Minneapolis	2,251,560	2,323,720	2,713,816	2,856,924	3,017,532	2,557,124	2,323,359	2,315,836	2,806,580	2,938,097	2,761,640	2,576,294	31,442,482
New Orleans	2,624,440	2,357,114	3,063,948	2,814,952	3,087,439	2,705,585	2,545,928	2,306,395	2,711,307	3,310,310	3,128,299	3,811,404	34,557,121
New York	12,745,128	10,278,254	13,296,208	13,138,166	13,956,610	12,990,742	10,309,708	9,705,712	12,428,625	14,748,224	14,204,838	13,411,958	151,204,173
Philadelphia	6,703,027	5,611,407	6,404,616	6,365,501	6,751,188	6,270,927	4,899,043	4,886,004	5,853,720	7,069,518	6,952,906	6,523,111	74,290,968
Portland, Ore.	2,980,445	2,677,257	3,191,137	3,124,343	3,325,536	3,062,937	3,085,458	2,831,932	3,019,914	3,182,851	3,136,767	3,192,326	36,610,903
St. Louis	3,256,140	3,125,300	3,744,330	3,574,340	3,834,000	3,477,840	2,950,760	2,826,320	3,373,900	3,958,800	3,819,960	3,897,380	41,839,070
St. Paul	1,755,656	1,675,056	2,189,578	2,244,368	2,241,736	1,955,736	1,667,618	1,697,517	2,041,298	2,212,163	2,111,662	2,058,146	23,850,534
San Francisco	3,419,122	3,536,442	3,804,990	3,669,810	4,222,470	3,742,302	3,396,540	3,383,380	3,548,874	4,039,350	3,963,498	3,663,634	44,390,412
Washington	3,682,639	3,199,225	3,914,577	3,872,224	4,514,319	3,878,590	3,439,215	3,114,091	3,817,845	4,529,454	4,489,033	4,417,001	46,868,213
Totals	86,990,225	77,562,216	94,341,471	92,415,749	99,352,566	88,666,944	76,470,903	73,559,542	86,188,298	99,911,106	96,310,637	96,261,030	1,068,030.687

Year's total—1,068,030,687

1920

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City Totals
Atlanta	1,698,662	1,706,606	2,169,630	2,095,674	2,308,886	2,019,434	1,890,686	1,757,364	1,871,128	2,128,644	1,973,066	1,772,818	23,392,598
Baltimore	4,412,973	4,676,415	5,358,155	5,711,769	5,285,165	5,166,910	4,232,639	4,076,308	4.585,734	5,375,872	4,947,847	4,507,369	58,337,156
Birmingham	2,279,928	2,570,596	2,659,734	2,165,926	2,425,822	2,209,914	2,015,372	2,085,356	2,115,498	2,519,496	2,140,208	2,114,966	27,302,816
Boston	5,232,977	2,952,268	5,683,630	5,953,317	6,039,250	5,433,023	4,396,716	3,892,121	4,870,038	5,670,251	5,115,786	4,724,225	59,963,602
Buffalo	3,465,190	3,373,932	4,113,698	3,422,251	3,277,444	3,163,030	2,616,607	3,072,140	3,530,433	4,126,052	3,612,929	3,839,979	41,613,685
Chicago	6,510,483	5,380,965	6,600,741	6,118,644	6,605,613	6,507,189	5,325,468	5,403,063	4,898,408	6,857,622	6,490,500	6,571,950	73,270,646
Cincinnati	2,870,700	2,866,200	3,560,400	2,900,100	3,543,000	3,303,300	3,011,100	2,900,100	3,139,200	3,610,500	3,341,400	3,258,300	38,304,300
Cleveland	4,628,400	4,561,675	5,316,675	4,945,725	5,194,800	5,132,850	4,665,450	4,555,725	4,679,925	4,962,975	4,721,700	4,515,975	57,881,875
Detroit	4,664,646	4,636,845	5,425,560	5,287,282	5,497,240	5,209,274	4,567,892	4,659,494	4,794,338	5,518,436	5.000,892	4,654.286	59,916,185
Houston	2,015,323	2,049,868	2,390,444	2,191,504	2,469,082	2,233,812	2,151,100	1,751,400	1,903,510	2,774,138	2,690,919	2,428,597	27,049,697
Indianapolis	2,972,802	2,963,040	3,582,837	3,026,280	3,563,883	3,411,672	2,941,443	2,805,771	3,128,370	3,412,938	3.228,330	3,249,144	38,286,510
Kansas City	2,364,160	2,692,542	2,932,266	2,483,783	2,573,054	2,408,293	2,158,490	2,257.190	2,483,136	2,892,094	2,632,197	2,549,569	30,426,774
Los Angeles	6,465,452	6,462,370	6,681,542	6,545,042	6,666,716	6,436,716	6,191,836	6,452.866	6,635,160	7,836,696	7,438.284	7,652,442	81,465,122
Milwaukee	2,601,392	2,399,942	2,982.275	3,056,578	3,158,340	2,865,053	2,419,596	2,582,015	2,705,616	3,112,722	2,845,809	2,773,380	33,502,718
Minneapolis	2,682.302	2,981.356	3,220,462	3,638,960	3,655,932	3,067,550	2,781,268	2,796,009	3,231,510	3,618,139	3,069,276	2,912.602	37,595,366
New Orleans	2,589,996	2,723,419	3,398,360	3,340,206	3.301,713	3,132,028	2,989,577	2.798,630	2,987,282	3,706,652	3,655,605	3,757,845	38,381,313
New York	14,344,249	11,948,764	13,944,828	13,869,816	14,898,037	13,623,845	10,682,975	10,581,014	12.616,556	15,203,572	13,591.736	13,287,144	158,592,536
Philadelphia	7,112,197	6,392,944	7,514,085	7,787,166	8,123,037	7,475,509	5,716.154	5,866,518	6,882,510	7,726,598	7,232,946	6,824,973	84,654,637
Portland	2,684,168	3,025,970	3,125,874	3,136,684	3,364,578	2,917,910	2,565,860	2,582,776	2,781,796	3,293,338	3,037,762	3.000.662	35,517,318
St. Louis	3.213,140	3,544.700	4,286,200	3,579,640	3.937,180	3,769,960	3,180,160	3,370,460	3,909,800	4,522,840	4,157,860	3,943,240	45,415,180
St. Paul	2,055,648	2,197,734	2,622,354	3,002,342	2,755,452	2,392,810	2,219,728	2,166.976	2,662.772	2,812,131	2,404.570	2,287,684	29,580,201
San Francisco	3,373,440	3,475,094	3,685,990	3,792,976	4,189,640	3,704,328	3,183,768	3,421,978	3,307,080	3,978,478	3,680,502	3,594,626	43,387,900
Washington	3,585,110	3,667,265	4,159,583	3,884,094	4,365,528	2,999,750	3,267,117	3,334,562	3,787,084	4,576,316	4,254,555	4,128.036	46,009,000
Totals, by months	93,823,338	89,250,510	105,415,323	101,935,759	107,199,392	98,524,160	85,170,942	85,169,836	93,506,884	110,236,500	101,264,679	98,349,812	1,175,021,331

Year's total—1,175,021,331

1919

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City Totals
Atlanta	1,195,138	1,278,228	1,622,334	1,749,300	1,676,860	1,670,732	1,584,632	1,837,196	1,797,978	2,048,970	2,138,598	1,936,326	20,536,292
Baltimore	3,452,227	3,307,818	4,123,922	4,458,621	4,784,001	4,598,222	3,836,793	3,901,406	4.391.273	5,007,898	5,303,878	4,305,699	51,471,758
Birmingham	1,573,306	1,646,414	2,060,142	1,753,864	1,784,328	1,708,602	1,596,630	1,719.774	1,728,300	1,973,328	2,159,738	2,016,476	21,471,758
Boston	4,711,722	4,632,116	4,323,885	4,850,174	5 143,474	5,029.546	3,987,000	3,842,195	4,380,380	5,725,961	5,669,337	5,312,857	57,608,647
Buffalo	2,623,595	2,487,135	3,155,759	2,828,918	2,965,812	2,630,859	2,374,709	3,070,257	3,636,772	4,456.251	4,107.564	4.036.523	38,374,154
Chicago	4,224,213	4,058,964	5,122,173	5,732,646	5,915.181	5,994,654	4,973,529	5,025,927	4,298,316	6,850,139	6,665.994	6,307,956	65,169,692
Cincinnati	2,076,300	1,928,700	2,528,100	2,829,300	2,843,000	2,770.500	2,582,100	2,532,900	2,935,200	3,475,800	3,373,200	3,310.500	33,185,600
Cleveland	3,093,225	3,193,800	3,649,500	4,272,225	4,228,425	4,299,075	3,903,900	4,215,900	4,485,375	5,083,425	5,363.175	4,919,625	50,707,650
Detroit	3,304,784	3,247,328	4,382,504	4,564,728	4,657,030	4,421.914	4,085,144	4,185,776	4,567.878	5,667,340	5,712.042	5,223.890	54,020,358
Houston	1,575,518	1,786,806	2,101,344	1,975,276	2,124,948	2,146,368	1,825,576	1,670,746	1,790,356	2,178.624	2,396,464	2,332,483	23,904,509
Indianapolis	2,238,819	2,203.674	2,795,970	3,024,021	3,131,736	2,936,955	2,592,594	2,820,103	3,115,362	3.433.689	3,306.903	3,287,025	34,886,851
Kansas City	1,769,184	2,048,179	2,378,293	2,512,443	2,474,684	2,489,527	2,188,325	2,247.009	2.482,740	2,808,568	2,646.193	2,454.436	28,499,581
Los Angeles	3,803,744	3,669,456	4,630,430	4,752,440	5,157,586	5,203.100	4,863,236	5,515.346	5,208,266	6,061,874	6,551.440	6,285.300	61,702,218
Milwaukee	2,008,668	1,735,372	2,390,954	2,395,894	2,560,291	2,547,404	2,219,276	2,302,069	2.640,404	2,963,367	2,938,703	2,763,909	29,466,311
Minneapolis	2,263,282	2,282,014	2,521,176	2,804,704	2,843,022	2,902.060	2,379,594	2,809,175	2,990.638	3,411.493	3,379.292	3,205,944	33,792,394
New Orleans	1,853,790	1,714,909	2,473,360	2,483,933	2.509,320	2,569,770	2,236,346	2,194,595	2,981.414	2,836.240	3,140.569	3,291,219	30,285,465
New York	9,304,150	8,446,324	10,581,516	11,621,848	12,290,390	13,285,844	10,755,869	10,214,003	12,618.819	15,456.033	14,588,298	13,915.425	143,078,519
Philadelphia	5,507,921	5,260,777	6,546,478	6,903,032	6,908,291	6,901,375	5,648,524	5,557.092	6.727,577	6,995,958	7,224.297	6.199.840	76,381,162
Portland	2,056,820	2,191,672	2,450,660	2,555.152	2,647,574	2,648,610	2,414,444	2,535,874	2,619.914	2,934,764	3,082,726	2,732,138	30,870,348
St. Louis	2,430,000	2,519,880	2,932,760	3,150.680	3,200,280	3,237,320	2,714,540	2,809,580	3.233.840	3,903,560	3,925.700	3,796,260	37,854,500
St. Paul	1,608,096	1,567,118	1,944,002	2,346,904	2,260,133	2,093,924	1,875.734	2,096.584	2,225,510	2,364.722	2,570,186	2,306.668	25,259,581
San Francisco	2,355,570	2,315,208	2,782,766	2,817,290	3,199,448	3,125,724	2,749,026	3,007,284	2,841,104	3,512,418	3,628,828	3,313,884	35,648,550
Washington	2,852,920	2,840,029	3,568,152	3,762,087	4,067,871	3,039,395	3,323,453	3,342,364	3,799,939	4,394,674	4,541.800	4,089.408	43,622,092
Totals, by months	67,882,992	66,361,921	81,066,180	86,145,480	89,373,685	88,251,480	76,710,974	79,453,255	87,497,355	103,545,096	104,414,925	97,343,791	1,028,047,134

Year's total—1,028,047,134

1918

City	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City Totals
Atlanta	773,544	811,258	1,182,622	1,028,412	1,219,612	1,045,562	991,074	925,412	1,134,368	1,199,305	1,232,200	1,329,288	12,872,658
Baltimore	2,735,670	2,350,946	3,463,007	3,333,594	3,590,897	3,336,564	2,861,384	2,777,984	3,328,676	3,560,902	4,037,201	3,843,517	39,220,342
Birmingham	1,204,840	1,240,820	1,624,770	1,492,814	1,542,336	1,492,680	1,250,494	1,346,674	1,430,982	1,446,466	1,702,610	1,799,056	17,574,542
Boston	2,773,345	2,770,837	3,530,789	3,427,603	3,435,611	3,058,139	2,683,089	2,663,818	3,199,401	3,539,021	3,641,817	3,680,000	38,403,470
Buffalo	2,123,089	1,809,935	2,585,090	3,286,778	2,640,638	1,694,402	2,049,332	1,970,388	2,509,182	2,505,615	3,086,486	3,150,995	29,411,930
Chicago	3,932,640	3,181,470	4,556,640	4,328,495	4,325,350	3,680,724	3,194,511	3,260,751	4,012,881	4,273,584	4,426,455	4,683,009	47,856,510
Cincinnati	1,511,720	950,400	1,260,300	1,992,000	2,240,400	1,948,500	1,009,800	1,631,400	2,000,100	2,209,800	2,258,700	2,308,500	21,321,620
Cleveland	2,702,873	2,274,750	3,091,575	2,429,127	3,148,950	2,886,300	2,692,125	2,708,850	2,909,700	3,263,925	3,217,725	4,102,125	35,428,025
Detroit	2,913,876	2,315,376	3,394,518	3,612,598	3,618,834	3,315,984	2,702,024	2,770,992	3,089,422	3,181,794	3,313,632	3,736,544	37,965,594
Houston	1,067,416	1,118,026	1,512,252	1,460,843	1,523,858	1,487,780	1,376,578	1,180,010	1,420,874	1,492,222	1,656,340	1,805,874	17,102,073
Indianapolis	1,645,758	1,696,682	2,166,732	2,160,701	2,265,980	2,040,604	1,723,495	1,765,579	2,020,967	2,075,253	2,264,469	2,364,303	24,190,523
Kansas City	1,436,882	1,658,300	1,855,459	1,810,156	1,837,591	1,741,943	1,499,984	1,433,109	1,711,290	1,688,258	1,838,293	1,851,752	20,363,017
Los Angeles	3,632,538	3,279,416	3,841,866	1,595,146	3,159,688	2,886,772	2,872,450	3,053,092	3,171,714	3,110,380	2,713,816	3,905,734	37,222,614
Milwaukee	1,649,826	1,381,385	2,013,160	2,065,989	1,869,011	1,576,335	1,452,179	1,271,519	1,480,261	1,526,180	1,906,819	2,027,897	20,220,561
Minneapolis	1,840,941	1,962,898	2,352,350	2,325,657	2,333,220	2,063,852	1,755,992	1,952,774	2,208,486	2,109,828	2,222,724	2,390,990	25,519,712
New Orleans	1,317,702	1,253,706	2,006,455	1,791,356	1,737,491	1,685,676	1,421,125	1,384,471	1,801,491	1,651,637	1,890,917	2,424,760	20,366,787
New York	8,241,567	6,915,414	9,776,885	10,053,585	9,774,424	8,876,800	7,115,970	6,599,835	8,745,834	10,708,705	9,534,044	9,712,559	106,055,622
Philadelphia	4,577,700	4,310,043	5,781,757	4,400,947	5,750,108	5,062,726	4,352,298	4,374,089	5,861,366	5,884,981	6,155,415	5,934,198	62,445,628
Portland	1,596,154	1,626,664	1,812,688	1,808,860	1,905,028	1,750,496	1,648,480	1,667,846	1,859,934	1,785,316	1,859,294	2,155,154	21,475,914
St. Louis	2,217,117	2,210,003	2,528,636	2,937,818	2,648,740	2,413,860	2,082,778	2,031,600	2,427,477	2,579,720	2,782,260	3,151,700	30,011,709
St. Paul	1,295,532	1,260,504	1,737,218	1,056,876	1,783,838	1,433,838	1,221,986	1,335,250	2,344,342	1,719,438	1,645,294	1,775,074	18,609,190
San Francisco	1,999,674	1,997,772	2,389,380	2,344,252	2,397,060	2,283,632	2,080,064	2,092,748	2,035,334	2,184,488	2,323,524	2,547,062	26,674,990
Washington	2,298,030	2,083,045	2,932,736	2,878,803	2,993,405	2,815,777	2,413,672	2,258,995	2,818,187	3,039,717	3,062,661	3,298,308	32,893,336
Totals, by months	55,488,434	50,459,650	67,396,885	63,622,410	67,742,070	60,578,946	52,450,884	52,457,186	63,522,269	66,736,536	68,772,696	73,978,599	743,206,365
Year's total—743,206,365													

1917

Atlanta	1,254,540	1,474,648	1,600,270	1,861,326	1,703,954	1,441,902	1,490,160	1,324,344	1.583,918	1,782,088	1,679,692	1.625.109	18,821,951
Baltimore	2,974,690	2,605,638	3,203,511	3,440,883	3,328,433	3,066,463	2,456,010	2,469,729	2,999,454	3,478,223	3,358,875	3,057,829	36,439,738
Birmingham	1,061,746	1,167,530	1,468,432	1,472,576	1,383,060	1,284,122	1,266,594	1,342,040	1,406,258	1,606,626	1,507,002	1,542,114	16,508,100
Boston	3,195,939	2,929,338	4,263,887	4,128,853	3,783,674	3,498,116	2,637,574	2,455,338	3,300,693	3,718,898	3,534,742	3,441,963	40,889,015
Buffalo	1,796,000	1,514,000	1,971,060	1,983,488	2,384,282	2,422,111	1,722,469	1,818,375	2,314,205	2,818,618	2,579,551	2,567,336	25,891,495
Chicago	5,217,600	4,156,800	5,058,909	5,407,518	5,153,595	4,413,635	3,769,798	3,820,317	4,426,644	5,097,507	4,520,538	4,580,043	55,622,904
Cincinnati	1,831,500	1,727,700	2,178,300	2,335,800	2,168,418	1,834,690	1,621,511	1,501,080	1,756,006	2,219,406	2,028,432	2,082,178	23,285,021
Cleveland	3,044,025	2,622,600	3,419,700	3,600,075	3,316,950	3,290,350	2,910,698	2,691,682	2,795,268	3,341,044	3,160,556	2,955,825	37,148,773
Detroit	3,505,700	3,051,900	4,035,658	4,055,884	4,056,822	3,482,684	3,482,684	2,912,462	3,268,734	3,732,076	3,652,432	3,700,900	43,037,936
Houston	1,065.092	1,088.108	1,315,832	1,408,064	1,267,532	1,276,856	1,246,294	1,345,638	1,261,918	1,401,568	1,277,809	1,308,244	15,262,955
Indianapolis	1,847,595	1,882,412	2,026,349	2,220,075	2,184,913	1,952,713	1,803,702	1,637,873	2,009,203	2,185,063	2,107,431	2,009,044	23,866,373
Kansas City	1,254,637	1,318,487	1,495,691	1,619,688	1,462,333	1,430,975	1,274,117	1,229,628	1,489,757	1,563,608	1,491,975	1,492,316	17,123,212
Los Angeles	4,138,500	3,923,400	4,541,100	4,446,300	4,209,030	4,087,476	4,032,790	3,938,772	4,078,816	3,739,502	4,018,336	4,797,016	49,951,038
Milwaukee	1,736,340	1,424,706	1,922,455	2,198,212	1,947,974	1,771,840	1,440,082	1,446,808	1,882,561	2,116,443	2,060,192	2,028,570	21,976,183
Minneapolis	1,337,868	1,217,314	1,575,294	1,886,290	1,791,230	1,535,352	1,311,562	1,499,330	2,299,206	2,483,432	2,377,018	2,180,168	21,494,064
New Orleans	1,428,616	1,337,524	1,739,014	1,731,058	1,607,932	1,399,316	1,371,529	1,278,641	1,514,650	1,875,996	1,793,199	2,096,663	19,174,138
New York	9,757,683	8,029,398	9,665,239	10,188,706	9,673,515	9,162,609	7,323,353	6,682,076	8,908,226	10,791,395	9,748,675	9,294,511	109,225,386
Philadelphia	4,728,300	4,100,700	5,095,105	5,409,285	4,992,030	5,040,900	3,844,800	3,695,830	4,708,200	5,437.500	5,351,100	4,986,900	57,390,650
Portland	1,649,400	1,556,700	1,722,900	1,821,900	1,846.800	1,682,400	1,540,800	1,540,800	1,693,800	1,798,800	1,750,136	1,687,500	20,291,936
St. Louis	2,641,500	2,817,300	3,224,556	3,404,085	4,233,723	2,797,461	2,185,971	2,185,971	2,910,315	3,422,163	3,126,264	3,018,702	35,968,011
St. Paul	2,063,978	2,116,282	2,253,790	2,622,740	2,482,802	2,228,618	1,956,220	1,956,220	1,617,532	1,727,852	1,669.136	1,534,232	24,229,402
San Francisco	1,979.488	1,937,796	2,305,184	2,397,206	2,395,358	2,147,810	2,070,306	2,070,306	1,899,884	2,300,158	2,299,374	2,316,096	26,118,966
Washington	2,241,300	1,980,600	2,485,944	2,626,234	2,492,361	2,508,343	2,255,757	2,123,497	2,540,462	2,884,430	2,774,439	3,104,122	30,017,489
Totals, by months	61,852,037	55,980,881	68,568,180	72,266,246	69,866,721	63,756,742	55,014,781	52,966,757	62,665,710	71,522,396	67,866,904	67,407,381	769,734,736
Year's total—769,734,736													

1916

Atlanta	1,383,886	1,409,590	1,557,514	1,823,570	1,654,198	1,473,010	1,334,886	1,343,874	1,396,290	1,708,642	1,637,706	1,579,970	18,303,136
Baltimore	2,634,466	2,438,341	3,051,194	3,221,672	3,241.146	3,240,867	2,569,795	2,340,040	2,972,260	3,747,757	3,483,407	3,255,572	36,196,617
Birmingham	1,225,112	1,230,334	1,285,060	1,436,064	1,455.314	1,322,706	1,328,936	1,129,128	1,271,200	1,547,280	1,369,886	1,432,256	16,033,276
Boston	3,161,929	2,787,083	3,680,669	4,168,826	4,089,261	3,765,110	2,900,985	2,750,529	3,407,333	4,009,413	3,724,220	3,707,916	42,153,274
Buffalo	1,600,000	1,463,000	1,540,000	1,962,000	1,900,000	1,865,000	1,350,000	1,390,000	1,740,000	2,080,000	1,860,000	1,857,000	20,607,000
Chicago	4,649,100	3,728,600	4,654,942	5,394,000	5,148,300	4,949,400	4,139,100	3,960,600	4,775,400	5,341,200	5,175,300	5,119,200	57,035,142
Cincinnati	1,788,600	1,685,100	2,042,400	2,181,900	2,150,700	1,881,600	1,715,100	1,558,500	2,334,300	2,341,200	2,175,300	2,220,600	24,075,300
Cleveland	2,705,400	2,289,900	2,780,100	3,194,100	3,399,300	3,024,000	2,812,800	2,577,900	2,835,300	3,339,000	3,261,600	3,482,700	35,702,100
Detroit	3,287,400	3,006,900	3,699,600	4,142,700	4,041,900	3,770,100	3,213,300	3,021,600	3,402,000	4,328,700	4,191,000	3,969,600	44,074,800
Houston	1,049,566	1,125,866	1,325,016	1,447,040	1,335,236	1,261,680	1,299,984	1,078,900	1,104,530	1,420,776	1,386,000	1,320,102	15,154,696
Indianapolis	1,686,876	1,751,288	1,959,027	2,052,755	2,097,869	1,864,879	1,711,424	1,521,808	1,862,618	2,142,271	2,004,695	2,040,582	22,696,092
Kansas City	1,243,369	1,258,975	1,374,906	1,443,339	1,455,455	1,421,233	1,258,328	1,174,744	1,368,728	1,543,500	1,428,210	1,412,767	16,383,554
Los Angeles	3,826,500	3,501,800	3,986,700	4,059,600	3,942,900	3,864,000	3,747,600	3,674,100	3,749,400	4,427,400	4,269,600	4,359,632	47,409,232
Milwaukee	1,804,110	1,633,974	2,118,729	2,454,834	2,333.348	2,113,898	1,701,372	1,640.511	1,896,971	2,025,398	1,591,331	1,911,412	22,725,888
Minneapolis	1,949,594	1,741,528	2,127,362	2,394,896	2,338,594	2,246,926	1,842,482	1,202,244	2,283,456	1,730,368	2,274,662	2,305,070	24,437,182
New Orleans	1,418,503	1,343,015	1,675,896	1,672,689	1,537,660	1,389,397	1,276,723	1,185,086	1,313,581	1,563,323	1,695,114	1,902,177	17,973,164
New York	8,894,738	7,200,014	9,014,646	9,978,718	9,686,138	9,274,950	7,436,740	7,186,258	8,593,107	11,363,538	10,120.789	9,946,018	109,195,654
Philadelphia	4,972,200	3,871,500	4,669,765	5,207,400	5,228,100	5,026,500	3,814,200	3,595,800	4,324,500	5,415,000	5,111,700	4,734,300	55,970,965
Portland	1,610,400	1,515,900	1,715,400	1,776,900	1,738,200	1,563,300	1,449,900	1,446,000	1,612,500	1,771,400	1,802,700	1,743,300	19,745,900
St. Louis	2,485,800	2,356,200	2,834,700	3,169,500	3,084,024	2,921,361	2,379,618	2,202.039	2,599,653	3,545,700	3,250.200	3,192,900	34,021,695
St. Paul	1,396,906	1,211,672	1,531,838	1,656,004	1,668,394	1,567,454	1,326,752	1,400,266	1,528,800	1,666,532	1,627.738	1,641,430	18,223,786
San Francisco	2,034,690	1,795,962	2,170,350	2,226,896	2,245,544	2,181,452	1,941,520	1,919,512	1,898,384	2,278,836	1,817,894	2,199,540	24,710,580
Washington	2,198,700	2,040,000	2,385,900	2,649,000	3,121,200	1,824,900	2,112,900	1,705,200	1,940,900	2,633,700	2,509,800	2,678,100	27,800,300
Totals, by months	59,007,845	52,386,542	63,181,714	69,714,403	68,892,781	63,813,723	54,664,445	51,004,639	60,211,311	71,970,934	67,768,852	68,012,144	750,629,333
Year's total—750,629,333.													

1915

Atlanta	1,292,270	1,272,380	1,396,248	1,519,168	1,579,452	1,417,976	1,259,454	1,176,756	1,311,786	1,551,354	1,617,784	1,591,968	16,986,59
Baltimore	2,279,915	1,900,281	2,561,148	2,715,591	2,755,656	2,490,693	2,088,208	1,904,568	2,449,808	3,012,157	3,013,989	2,887,401	30,059,41
Birmingham	972,678	931,678	1,095,080	1,092,406	1,045,548	982,772	927,556	1,017,814	1,025,556	1,462,244	1,335,684	1,470,028	13,359,04
Boston	2,748.430	2,455.811	3,342,837	3,420,845	3,539,709	3,126,344	2,522,084	2,320,863	2,915.194	3,659.852	3,413,521	3,256,038	36,721,52
Buffalo	1,312,000	1,220,000	1,618,000	1,800,000	1,740,000	1,695,000	1,530,000	1,252,000	1,733,000	2,095,000	1,810,000	1,785,000	19,590,00
Chicago	4,054,200	3,469,800	4,380,000	4,794,900	4,522,800	4,320,900	3,460,500	3,405,600	4,005,900	4,507,800	4,399,200	4,721,100	50,042,70
Cincinnati	1,500.900	1,468,500	1,883,700	1,875,200	1,908,000	1,673,700	1,552.200	1,452,300	2,052,600	2,125,800	2,026,200	1,996,500	21,519,60
Cleveland	2,373,900	1,914,300	2,478,900	2,650,400	2,831,400	2,541,900	2,268,600	2,146,500	2,318,700	2,768,700	2,688,300	2,674,200	29,655,80
Detroit	2,607,000	2,228,100	2,892,000	3,196,200	3,279,900	2,998,500	2,788,200	2,573,400	2,917,500	3,595,800	3,225,900	3,324,600	35,627,10
Houston	995,302	892,836	1,130,038	1,160,292	1,244,740	1,083,376	941,948	932,736	1,004,136	1,264,004	1,171,044	1,198,964	13,019,41
Indianapolis	1,401,552	1,297,013	1,670,354	1,790,194	1,760.393	1,502,041	1,444,480	1,304,676	1,484,777	1,820,024	1,732,225	1,817,293	19,025,02
Kansas City	1,101,651	1,056,423	1,222,270	1,359,178	1,311,990	1,201,169	1,067,434	1,085,206	1,153,670	1,406,442	1,327,734	1,341,423	14,634,59
Los Angeles	3,981,000	3,513,900	3,822,000	3,800,700	3,906,600	3,566,700	3,444,600	3,550,800	3,332,100	4,011,900	3,728,100	3,840,300	44,498,70
Milwaukee	1,604,247	1,406.579	1,793,164	1,920,746	1,837,310	1,645,322	1,554,423	1,489.501	1,596,852	2,035,791	2,028.852	2,013,107	20,925,8
Minneapolis	1,196,132	980,980	1,296,722	1,491,868	1,731,580	1,369,606	1,196,566	1,282.176	1,372,616	1,473.612	1,431,962	1,457,974	16,281,7
New Orleans	1,118.837	1,097.214	1,343,684	1,387,192	1,492,192	1,301.841	1,183,761	1,130.598	1,192.563	1,437,992	1,370,226	1,638.826	15,694,9
New York	8,181,777	6,842,241	8,591,730	8,911,463	9,137,289	8,314,267	6,567,355	6,433,564	8,209,813	10,537,062	9,038,775	9,217,776	99,983,1
Philadelphia	3,509,100	3,299,700	3,891,900	4,161,400	4,100,400	3,903,300	3,073,200	2,993,700	3,528,600	4,521,600	4,334,400	4,324,500	45,641,8
Portland	1,703,100	1,335,900	1,638.000	1,586,700	1,586,700	1,520,700	1,373,700	1,298,400	1,550,400	1,733,700	1,682.100	1,721,700	18,731,1
St. Louis	2,153,100	2,074,500	2,582,400	2,694,300	2,826,600	2,426,700	2,107,200	2,028,300	2,385,300	2,859,300	2,770,500	2,675,400	29,583,6
St. Paul	3.014,368	1,510,220	1,915,978	2,129,432	2,695,920	2,013,494	838,954	1,445,324	2,044,384	1,452.588	1,991.938	1,986,026	23,038,6
San Francisco	1,902,628	1,624,436	2,062,250	2,119,068	2,097,102	2,080,932	1,905,148	1,885,394	1,852,446	2,129,250	2,012,010	2,125,032	23,795,6
Washington	1,962,600	1,832,100	2,240,700	2,384,100	2,421,300	2,424,900	1,836,000	1,734,000	5,563,200	2,648,100	2,547,000	2,728,800	30,322,8
Totals, by months	52,966,687	45,624,892	56,849,103	59,965,343	61,352,581	55,602,133	46,931,551	45,844,176	57,000,901	64,110,072	60,697,444	61,793,956	668,738,8
Year's total—668,738,839													

1914

Atlanta	1,517,992	1,509,452	1,800.938	1,920,044	1,398,562	1,482.082	1,539,160	1,492,680	1,981,686	1,589,112	1,544.998	1,531,740	19,308,
Baltimore	2,271,488	2,013,515	2,446,840	2,712,005	2,136,161	2,598.012	2,652,264	2,357,883	2,891,956	2,499,962	2,039.608	1,673,545	28,293.
Birmingham	1,202,502	1,191.638	1,505,952	1,454,572	1,027,208	1,167,040	1,135,946	1,263,346	1,408,442	1,209,908	1,149,778	1,083,978	14,800.
Boston	2,993,351	2,512,552	3,557,092	3,717,953	2,830,088	3,390,155	3,212,764	2,885,565	3,894,436	3,207,502	2,534,991	2,195,462	36,931.
Buffalo	1,581.000	1,463,000	1,698,000	1,885,000	1,815,000	1,874,000	1,500.000	1,588.000	1,708,000	1,620,000	1,441.000	1,189,000	19,362
Chicago	4,038,000	3,551,700	4,593,600	4,784,400	3,815,700	4,211,400	4,261,500	4,368,300	4,775,100	4,299,000	3,747,900	3,390,300	49,836
Cincinnati	1,572,000	1,428,300	1,824,600	1,796,700	1,386,600	1,710,000	1,718,100	1,279,800	1,908,900	1,544,400	1,389,000	1,245.300	18,80
Cleveland	2,371,500	1,953,600	2,381,100	2,529,600	2,134,500	2,439.600	2,341,200	2,307,000	2,642,400	2,183,100	2,052,900	1,958,100	27,294.
Detroit	2,714,700	2,353,500	2,338,500	3,116,100	2,511,600	2,768,700	2,787,900	2,889,300	3,533,700	2,773,800	2,481,100	2,176,800	32,445
Houston	1,247,680	1,203,272	1,544,116	1,377,124	1,066,814	1,165,178	1,243,186	1,148,084	1,436,204	1,241,800	1,148,000	1,082,298	14,903
Indianapolis	1,497,263	1,380,200	1,642,073	1,760,557	1,418,423	1,578,201	1,497,399	1,528,927	1,821,270	1,523,242	1,231,905	1,171,226	18,050
Kansas City	1,113,381	1,020,169	1,221,455	1,305,758	1,111,781	1,297,990	1,221,553	1,190,947	1,358,226	1,133,501	1,065.199	999.309	14,03
Los Angeles	4,410,000	4,090,800	4,735,800	4,305,000	3,653,700	3,954,600	3,870,000	3,790,500	4,420,200	3,994,800	3,808,500	3,968,700	49,00
Milwaukee	1,899,399	1,553.537	1,905,275	2,147,980	1,599,852	1,802,545	1,718,293	1,702,100	2,227,399	1,877,130	1,415.303	1,435,725	21,28
Minneapolis	1,838,654	1,698,699	2,182,980	2,331,114	2,006,910	2,012,464	2,038,458	1,900,622	2,543,916	2,074,028	1,608,972	1,647,908	23,88
New Orleans	998,562	983.834	1,395,411	1,503,153	1,130,769	1,247,301	1,289,834	1,395,307	1,533,334	1,230,105	1,186.942	1,008,241	14,90
New York	8,542,104	7,249,939	8,890,937	9,154,123	7,674,870	8,609,975	8,201.623	8,228,181	9,919,379	8,778,442	6,780.137	6,167,121	98,19
Philadelphia	3,588,000	3,582,900	4,158,000	4,344,300	3,422,700	3,837,600	4,163,400	3,719,400	4,618,500	3,970,800	3,193.500	2,943,000	45,54
Portland	1,731,000	1,536,900	1,889,400	1,768,400	1,698,300	1,938,900	1,815,900	1,646,400	1,926,300	1,700,700	1,527.600	1,431,900	20,61
St. Louis	2,338,000	2,155,200	2,852,700	2,825,700	2,268,000	2,676,000	2,709,000	2,456,700	3,026,700	2,333,700	2,016.600	2,002,500	29,66
St. Paul	1,347,346	1,141,434	1,462,020	1,601,586	1,261,890	1,419.236	1,377.642	1,399,678	1,644,384	1,437,772	1,192.128	1,156,792	16,44
San Francisco	1,958,408	1,769,124	2,254,636	2,222,612	1,763,622	2,068,916	1,946,256	1,831.634	2,466,408	2,155,314	1,904.070	1,890.630	24,23
Washington	2,047,200	1,827,900	2,246,700	2,323,200	1,988,400	2,368,200	2,393,400	1,555,600	2,456,700	2,095,500	1,823.700	1,629,900	24,75
Totals, by months	54.819.520	49,171,165	60,528,125	62,886,981	51,121,450	57,618,095	56,634,778	53,925,954	66,143,540	56,473,618	48,283,831	44,979,475	662.58
Year's total—662,586,542													

BRITISH SECTION

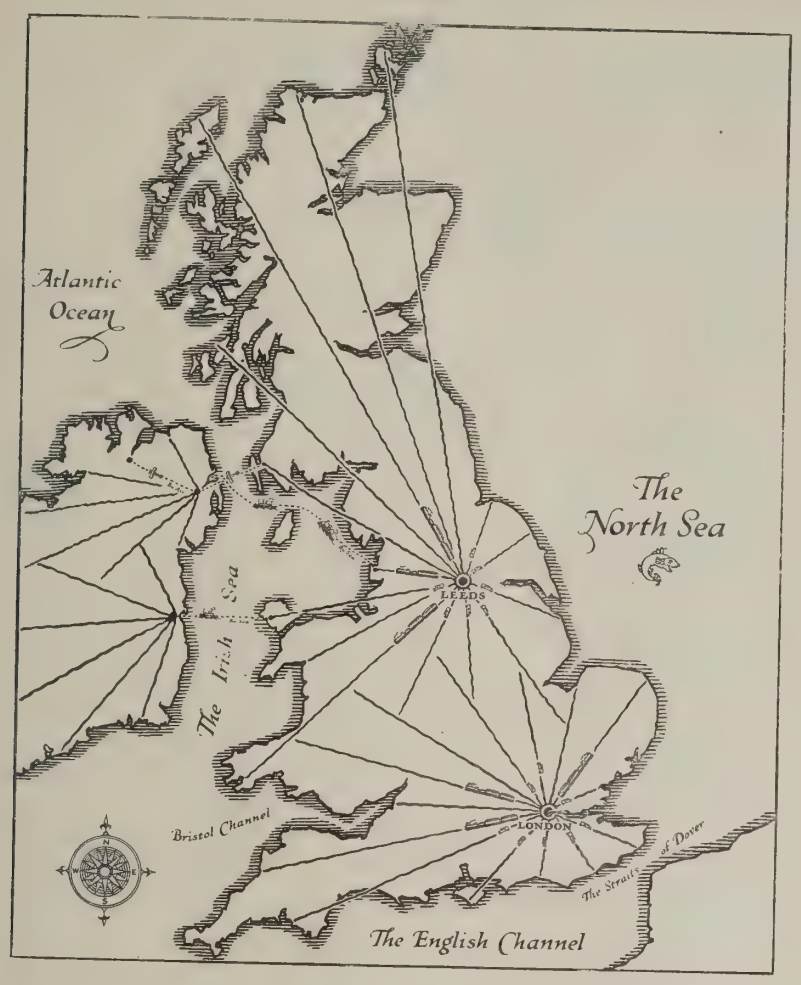
Compiled Especially for EDITOR & PUBLISHER

NORMAL BRITISH-AMERICAN EXCHANGE

[British]	[American]	[British]	[American]
One Guinea equals	$5.04	One Shilling (/) equals	.24
One Pound (£) equals	4.886	One Penny (d) equals	.02

CITY, POPULATION, NEWSPAPERS	Circulation	Advertising Rates Inch	Advertising Rates Page	Editor	Proprietors	Managing Director	Advertisement Manager
LONDON, 7,476,168							
Daily Chronicle (m)	950,000	£4.10.0	£600 (front)	E. A. Perris	United Newspapers (1918) Ltd.	Brig. Gen. E. B. Cuthbertson, C. M. G.	Horace Imber, Adv. Dir.; Andrew Milne, Adv. Mgr.
Daily Express (m)	850,000	£3.5.0	£500	R. D. Blumenfeld	Rt. Hon. Lord Beaverbrook	R. D. Blumenfeld	W. E. Tomlin.
Daily Graphic (m)	.....	36s	£100	.....	Graphic Publications, Ltd.	.....	Robert Thornberry.
Daily Herald (m)	280,000	30s	£162	Hamilton Fyfe	The Daily Herald	The Labor Party	M. Poyser.
Dily Mail (m)	1,740,000	£6(rop) £7(posit'n)	£1,400 (front) £900 (inside)	Thomas Marlowe	Associated Newspapers, Ltd.	Sir Andrew Caird, K. B. E.	C. Stephen Milliken, Adv. Dir.
Daily Mirror (m)	1,000,000	£8.15.0 (11½ ems square)	£280	A. Campbell	Daily Mirror Newspapers, Ltd.	.....	Gilbert A. Godley.
Daily News (m)	620,000	45s	£325	.....	Daily News, Ltd.	.....	L. Haigh Hellyer.
Daily Sketch (m)	850,000	£62.10.0 (column)	£250	H. G. Lane	Daily Sketch and Sunday Herald, Ltd.	James Heddle	Ulric B. Walmsley.
Daily Telegraph (m)	.....	£2.0.0	£350	A. E. Watson	.....	Viscount Burnham, C. H., Mng. Prop'r.	H. G. Reeves.
Evening News	860,000	£3.10.0(rop) £4.5(position)	£539	.....	Associated Newspapers, Ltd.	Sir Andrew Caird, K. B. E.	Leslie W. Needham.
Evening Standard (e)	500,000		£300	E. R. Thompson	Evening Standard Co., Ltd.	A. Wilson	C. Stephen Milliken.
Illustrated Sunday Herald (S)	1,000,000	£150 (column)	£600	H. Williams	Daily Sketch and Sunday Herald, Ltd.	James Heddle	Ulric B. Walmsley.
Morning Advertiser	.....	17/6	£50	A. E. Jackson	Incorporated Society of Licensed Victuallers	.....	E. J. Wood.
Morning Post	.....	35/0	£250	H. A. Gwynne	Morning Post, Ltd.	Ivor Fraser	S. P. Thornett.
News of the World (S)	3,500,000	£12.10.0	£2,500	Sir Emsley Carr	News of the World, Ltd.	Rt. Hon. Lord Riddell, Chmn.	H. Bussy.
Observer (S)	200,000	50/0	£400	J. L. Garvin	Observer, Ltd.	Viscount Astor	J. M. Blanch.
The People (S)	500,000	£3.0.0	£342	Hannen Swaffer	Lt. Col. Grant Morden, J. P., M. P.	F. J. Cook	Arthur Phillips.
The Referee (S)	.....	25/	£144.18.0	Albert Laker	The Referee, Ltd.	.....	H. C. Pharach.
Reynolds Illustrated News (S)	380,000	£2.5.0	£200	W. S. Robinson	John Licks Press, Ltd.	.....	T. E. Kirby.
Star (e)	700,000	45/0	£170	.....	Daily News, Ltd.	.....	F. Simonis.
Sunday Express (S)	400,000	£2.0.0	£308	James Douglas	Rt. Hon. Lord Beaverbrook	E. J. Robertson	Norman Wetton.
Sunday Pictorial (S)	2,000,000	£31.5.0 (1-8 column)	£1,000	W. A. McWhirter	Sunday Pictorial Newspapers (1920) Ltd.	.....	S. D. Nicholls.
Sunday Times (S)	.....	50/0	£385	.....	Allied Newspapers, Ltd.	W. Liuta Smith	.....
Times	.....	£3.(rop)	£455	.....	Times Pub. Co., Ltd.	W. Liuta Smith	J. C. Akerman.
Weekly Dispatch (S)	695,000	£3.10(rop)	£455	Thomas Marlowe	Associated Newspapers, Ltd.	Sir Andrew Caird, K. B. E.	C. Stephen Milliken.
Westminster Gazette	300,000	£4.5(position) 30/0	£250	J. Hobman	Westminster Gazette, Ltd.	Sir Charles Starmer	George White.
BARROW IN FURNESS, 74,254							
Northwestern Daily Mail**	.....	6/0	£20	.....	.....	.....	
BATH, 68,648							
Bath and Wilts Chronicle	15,000*	10/0	£96.0.0	F. C. Barber	Wessex Associated News, Ltd.	F. C. Barber	E. M. Barber and F. Cook
Bath Herald	.....	5/0	£50.0.0	.....	Wm. Lewis & Son, Ltd.	.....	.....
BIRMINGHAM, 919,438							
Evening Despatch	.....	(On application)	....	N. J. Bland	Birmingham Gazette, Ltd.	Sir Charles Starmer	.....
Birmingham Gazette	.....	(On application)	....	Thos. T. Stanley, Mng. Ed.	Birmingham Gazette, Ltd.	Sir Charles Starmer	L. Thornloe.
Birmingham Mail	.....	£1.0.0	£200.0.0	H. F. Harvey	Sir Charles Hyde, Bart.	.....	.....
Birmingham Post	.....	12/6	£200.0.0	W. G. Hubbard	Sir Charles Hyde, Bart.	.....	.....
Sunday Mercury and Sunday News (Sunday)	.....	(On application)	....	John Fearon	Birmingham Gazette, Ltd.	Sir Charles Starmer	.....
BLACKBURN, 129,000							
Northern Daily Telegraph	70,000	12/6	£120.0.0	O. Wildridge	Northwestern Newspaper Co., Ltd.	T. P. Ritzema	A. H. Walsh.
BOLTON, 182,000							
Bolton Evening News	50,166*	6/0	£70.0.0	.....	Tillotsons Newspapers, Ltd.	.....	Robert Sheppard, Advt. Dir.
BOURNEMOUTH, 100,000							
Bournemouth Daily Echo	.....	8/0	£80.0.0	A. Hampshire	Hampshire Advertiser & Echos, Ltd.	.....	.....
BRADFORD, 285,979							
Bradford Daily Telegraph	64,560	10/0	£75.0.0	William Fleming	Bradford & District Newspaper Co., Ltd.	Henry Cassaubon Derwent	J. W. Teale.
Yorkshire Observer	.....	13/0	£100.0.0	Charles Ogden	Bradford & District Newspaper Co., Ltd.	Henry Cassaubon Derwent	J. W. Teale.
Yorkshire Argus**	.....	9/0	£45.0.0	.....	.....	.....	.....
BRIGHTON, 200,000							
Evening Argus	.....	8/9	....	J. Henson Infield, J.P.	Southern Pub. Co., Ltd.	J. Henson Infield, J. P.	.....
Sussex Daily News	.....	8/9	....	J. Henson Infield, J.P.	Southern Pub. Co., Ltd.	J. Henson Infield, J. P.	.....
BRISTOL, 381,700							
Evening Times & Echo	.....	10/0	£100.0.0	A. J. Spurll (Chief sub-editor).	Bristol Times & Mirror, Ltd.	Herbert W. Hawkins.	E. H. Luton.
Bristol Times & Mirror	.....	7/6	£100.0.0	L. Goodenough Taylor	Bristol Times & Mirror, Ltd.	Herbert W. Hawkins.	E. H. Luton.
Bristol Evening News	.....	10/0	£100.0.0	Charles Wells	Walter Reid & Son, Ltd.	A. A. Allen	W. J. Sheppard.
Western Daily Press	.....	10/0	£100.0.0	T. Watkins / G. F. Stone	Walter Reid & Son, Ltd.	A. A. Allen	W. J. Sheppard.
BURTON-ON-TRENT, 50,000							
Burton Daily Mail	.....	7/6	£50.0.0	A. Chapman	Burton Daily Mail, Ltd.	D. Burrell	G. C. Sargeant.
Burton Evening Gazette	.....	3/0	....	W. G. Stiles	Charles Tresise	W. G. Stiles	W. J. Mould.
CAMBRIDGE, 59,000							
Cambridge Daily News	.....	4/0	£32.0.0	Morley Stuart	Cambridge Daily News, Ltd.	A. C. Taylor	W. L. Reynolds.
CARLISLE, 53,000							
Cumberland News	21,000	6/0	£34.0.0	Robert N. Burgess	Carlisle Conservative Newspaper Co., Ltd.	Robert N. Burgess	.....
CHELTENHAM, 50,000							
Gloucestershire Echo	15,000	5/0	....	.....	Cheltenham Newspaper Co., Ltd.	.....	C. Taylor.
COVENTRY, 130,000						W. Coker Iliffe and Sir Edward Iliffe, M. P.	Richard Simmons.
Midland Daily Telegraph	30,000	5/0	£80.0.0	William Reynolds	Midland Dtily Telegraph, Ltd.		
DARLINGTON, 65,866							
Northern Echo	93,052	25/0	£195.0.0	L. Lorstenholm	North of England Newspaper Co.	Sir Charles Starmer, J. P.	J. J. Smith.
North Eastern Dispatch**	.....	10/6	....	.....	.....	.....	.....
North Star**	.....	12/0	....	.....	.....	.....	.....
DERBY, 131,800							
Derby Daily Telegraph	.....	7/0	....	W. S. Gilman	E. M. Pike, Ltd.	B. Basford	B. Basford.
Derby Daily Express	21,019**	7/6	£35.0.0	W. P. Edwards	Derby Mercury & Express, Ltd.	Herbert Archer, Gen'l Mgr. and Councillor.	James W. Fitch.
DORCHESTER, 9,554							
Dorset Daily Echo**	.....	4/0	....	.....	.....	.....	.....
EXETER, 60,000							
Devon & Exeter Daily Gazette	60,000	6/0	£50.0.0	F. St. Geo. Gratwicke	Devon & Exeter Constitutional Newspaper Co., Ltd.	W. G. Willis Watson.	W. G. Willis Watson.
Exeter Express & Echo**	.....	7/0	....	.....	.....	.....	.....
GLOUCESTER, 51,330							
Gloucester Citizen**	.....	5/0	....	.....	.....	.....	.....
GRIMSBY, 85,000							
Grimsby Daily Telegraph	25,240	10/0	£100.0.0	T. W. Symonds	Grimsby Times & Telegraph Co., Ltd.	Thomas Symonds	G. Ludlam.
HALIFAX, 99,129							
Halifax Courier & Guardian	.....	5/0	£40.0.0	C. Ramsden	Halifax Courier, Ltd.	.....	.....
HANLEY STOKE-ON-TRENT, 300,000							
Staffordshire Sentinel	67,230	7/6	£100.0.0	H. Barrett Greene	Staffordshire Sentinel, Ltd.	H. Eaton, Gen'l Mgr.	.....
WEST HARTLEPOOL, 66,000							
Northern Daily Mail	17,157	2/6	£30.0.0	J. E. Boyd	Northern Daily Mail Co., Ltd.	.....	R. E. Fortune.

(*Continued on page 226*)



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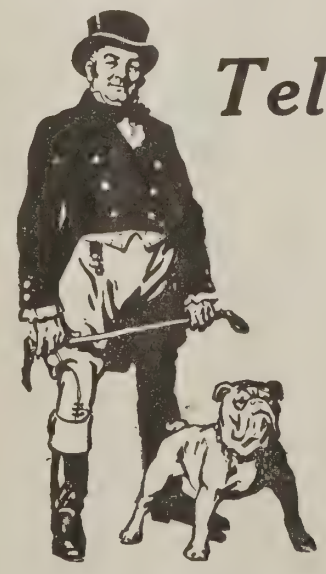
Leeds
34 Trinity Street

DAILY NEWSPAPERS OF GREAT BRITAIN—Circulations, Advertising Rates and Personnel

Continued from page 224

CITY, POPULATION, NEWSPAPERS	Circulation	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertisement Manager
HUDDERSFIELD, 110,120							
Huddersfield Examiner	17,200	2/6	£45.0.0	Ernest Woodhead, M. A.	Joseph Woodhead Sons, Ltd.	Arthur L. Woodhead, M. A.	C. W. Perkin.
HULL, 300,000							
Daily Mail	65,000*	12/0	£220.0.0	E. Wells Lewis	Daily Mail & Hull Times Co., Ltd.	Edgar Grotrian	T. Chipchase.
Hull Evening News	40,000	8/0	£60.0.0	Mark Goulden	Eastern Morning and Hull News Company.		P. N. Morton.
Eastern Morning News	40,000	10/0	£80.0.0	Mark Goulden	Eastern Morning and Hull News Company.		P. N. Morton.
IPSWICH, 80,000							
East Anglian Daily Times**		14/0			East Anglian Daily Times Co., Ltd.		
Evening Star*		10/0			East Anglian Daily Times Co., Ltd.		
KETTERING, 30,000							
Northamptonshire Evening Telegraph		5/0	£25.0.0	Frank Hutchen, F. R. G. S.	Northamptonshire Ptg. & Pub. Co., Ltd.	Sir Richard Winfrey, J. P.	J. Whammby.
LEAMINGTON SPA, 29,000							
Leamington Morning News		2/0	£9.0.0	S. H. Churches	Churches & Budd		R. R. Churches.
LEEDS, 490,000							
Yorkshire Post		30/0	£250.0.0	A. H. Mann	Yorkshire Conservative Newspaper Co., Ltd.	A. Grime, Gen'l Mgr.	E. Metcalfe.
Yorkshire Evening Post		27/0	£300.0.0 (front) £250.0.0 (inside)	R. R. Whitaker	Yorkshire Conservative Newspaper Co., Ltd.	A. Grime, Gen'l Mgr.	J. Ibbetson.
Yorkshire Evening News	137,000*	27/0	£200.0.0	W. Barrows	Yorkshire Liberal Newspaper and Pub. Co., Ltd.	F. C. Macaskie	F. E. Cook.
LEICESTER, 250,000							
Leicester Mail		9/0	£110.0.0	Chas. H. Chandler	Leicestershire Constitutional Newspaper Co.	Sir Samuel Faire, D. L.	A. W. Hart.
Leicester Daily Mercury		9/0					
LINCOLN, 67,000							
Lincolnshire Echo	14,000	3/0		Wm. Cottam	Lincolnshire Pub. Co., Ltd.	Wililam Cottam	S. Mumby.
LIVERPOOL, 803,118							
Daily Courier		17/6	£170.0.0	A. Buchill	C. Tinling & Co., Ltd.	W. Lees Evans	W. Kennedy.
Liverpool Echo		25/0	£300.0.0	E. H. Prince	Liverpool Daily Post & Echo, Ltd.	Allan Jeans, Mng. Ed.	
Evening Express		£1.0.0	£200.0.0	A. Burchill, Mng. Ed.	C. Tinling & Co., Ltd.	W. Lees Evans	W. Kennedy.
Liverpool Post		20/0	£168.0.0	John Mackay	Liverpool Daily Post & Echo, Ltd.	Allan Jeans, Mng. Ed.	
MANCHESTER, 964,701							
Daily Dispatch	420,000	£3.0.0	£450.0.0	N. H. Booth	Allied Newspapers, Ltd.	J. D. Jeremiah	J. Murray Allison, Advt. Dir.
Evening Chronicle	320,000	£2.0.0		H. N. Heywood	Allied Newspapers, Ltd.	J. D. Jeremiah	J. Murray Allison, Advt. Dir.
Empire News (Sunday)	1,450,000	£5.0.0		M. R. Lawson	Allied Newspapers, Ltd.	J. D. Jeremiah	J. Murray Allison, Advt. Dir.
Manchester Guardian		25/0	£201.5.0		Manchester Guardian & Evening News, Ltd.		
Manchester Evening News					Manchester Guardian & Evening News, Ltd.		
Sunday Chronicle (Sunday)	920,000	£5.0.0		P. Hord	Allied Newspapers, Ltd.	J. D. Jeremiah	J. Murray Allison, Advt. Dir.

(Continued on page 228)



Tell it to the people of Britain through "JOHN BULL"

THIS great paper goes into every town, village and hamlet throughout the length and breadth of Great Britain.

It is read by all classes—by the business magnate in his Rolls-Royce and the woman who walks to save her car fare.

Its influence is second to none in the country.

John Bull's increasing sales (now well past the million mark) are genuine sales due to Editorial merit alone and not to free competitions or other "Sales-boosting" schemes. If you want to cover the whole of Britain quickly, effectively and therefore economically—put your announcements in "JOHN BULL."

Some Recent Contributors to "JOHN BULL":

Rt. Hon. Stanley Baldwin (The Premier)
Earl of Oxford and Asquith (ex-Premier)
Rt. Hon. Winston Churchill
Duchess of Athol M.P.
Sir Hall Caine C.H.
Sir Arthur Conan Doyle
Arnold Bennett
H. A. Vachell
Norman Angell
Rev. Dr. R. J. Campbell
Miss Maud Royden
Sir W. Arbuthnot Lane
Lord Birkenhead
Lord Buckmaster
Field Marshal Earl Haig
General Sir Ian Hamilton
Rt. Hon. Philip Snowdon
Rt. Hon. J. R. Clynes
Rt. Hon. Sir Wm. Joynson-Hicks
The Bishop of Exeter
Dr. W. E. Orchard etc., etc.

JOHN BULL'S

OVER A MILLION CERTIFIED NET SALE

Every Wednesday — Two-pence

For Rate Card and Specimen Copy apply:
Philip Emanuel, Advertisement Director,
Odhams Press Ltd., 57-59, Long Acre, London, Eng.

Over One Million and Three-Quarters

Daily Mail

(LONDON, ENGLAND)

NET DAILY SALE

1,756,321

LONDON, Eng., 6th January, 1926.

WE CERTIFY that the average ***Net Daily Sale*** of ***"THE DAILY MAIL"*** after deducting all unsold and free copies whatsoever for the year ended 31st December, 1925, was as follows:

January	..	**1,728,138**	**May**	..	**1,746,726**	**September**	..	**1,731,231**
February	..	**1,742,669**	**June**	..	**1,744,104**	**October**	..	**1,749,014**
March	..	**1,739,670**	**July**	..	**1,733,849**	**November**	..	**1,755,608**
April	..	**1,746,246**	**August**	..	**1,741,485**	**December**	..	**1,756,321**

(Signed) LEVER HONEYMAN & CO.,
Chartered Accountants.

(Signed) E. LAYTON BENNETT, SONS & CO.,
Chartered Accountants.

New York Office:
280 Broadway, New York City, N. Y.

802,515

Evening News

(LONDON, ENGLAND)

NET DAILY SALE

LONDON, Eng., 9th January, 1926.

WE CERTIFY that the average ***Net Daily Sale*** of ***"THE EVENING NEWS"*** after deducting all unsold and free copies whatsoever for the year ended 31st December, 1925, was

802,515

and for each month of the year 1925 was as follows:—

January	..	**771,684**	**May**	..	**885,921**	**September**	..	**803,291**
February	..	**732,167**	**June**	..	**863,922**	**October**	..	**813,778**
March	..	**795,220**	**July**	..	**830,737**	**November**	..	**785,177**
April	..	**864,353**	**August**	..	**811,834**	**December**	..	**662,683**

(Signed) LEVER HONEYMAN & Co.,
Chartered Accountants.

(Signed) E. LAYTON BENNETT SONS & Co.,
Chartered Accountants.

New York Office:
280 Broadway, New York City, N. Y.

DAILY NEWSPAPERS OF GREAT BRITAIN—Circulations, Advertising Rates and Personnel

(*Continued from page 226*)

CITY, POPULATION, NEWSPAPERS	Circulation	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertisement Manager
MIDDLESBROUGH, 130,000							
North-Eastern Daily Gazette	70,000	10/0	£120.0.0	H. W. Le Prevost	North - Eastern Newspapers, Ltd.	Arthur Pickering	J. W. Radford.
NEWCASTLE-ON-TYNE, 280,000							
Newcastle Daily Journal, North Star & Courant	38,000	10/0	£80.0.0	F. T. Souden	Northern Counties Conservative Newspaper Co., Ltd.	Samuel Storey, Jr.	W. Fletcher.
Evening Chronicle	.....	17/6	....	.....	Newcastle Chronicle, Ltd.	.....	.....
Daily Chronicle & North Mail	.....	10/0	....	.....	Newcastle Chronicle, Ltd.	.....	.....
Illustrated Chronicle	.....	5/0	....	.....	Newcastle Chronicle, Ltd.	.....	.....
Sunday Sun (Sunday)	.....	12/0	....	.....	Mail & Leader, Ltd.	.....	.....
NORTHAMPTON, 91,000							
Northampton Daily Chronicle	.....	6/0	£50.0.0	.....	Butterfield & Son	.....	.....
Northampton Daily News	.....	2/6	£30.0.0	Francis Graves	Northampton Mercury Co., Ltd	J. Reginald Barker	J. Reginald Barker.
NORTH SHIELDS, 86,000							
Shields Daily News	.....	5/0	....	H. Taylor	Northern Press, Ltd.	H. Stevenson & R. C. Stevenson.	T. W. Graham.
SOUTH SHIELDS, 180,000							
Shields Daily Gazette	.....	6/0	....	E. S. Edwards	Northern Press, Ltd.	H. Stevenson & R. C. Stevenson.	T. W. Graham.
NORWICH, 123,000							
Eastern Daily News	.....	.....	....	A. Cozens-Hurdy	Norfolk News Co., Ltd.	.....	H. Perry.
Eastern Evening News	.....	.....	....	A. Cozens-Hurdy	Norfolk News Co., Ltd.	.....	H. Perry.
NOTTINGHAM, 262,658							
Nottingham Evening News	40,000	7/6	£100.0.0	P. Whatnall	Nottingham Journal, Ltd.	Sir Charles Starmer	W. Raymond Derwent, Gen'l Mgr.
Nottingham Evening Post	.....	15/0	£120.0.0	.....	T. Bailey Forman	.....	.....
Nottingham Guardian	.....	12/0	£100.0.0	.....	T. Bailey Forman	.....	.....
Nottingham Journal	42,509	12/0	£100.0.0	Cecil Roberts	Nottingham Journal, Ltd.	Sir Charles Starmer	W. Raymond Derwent, Gen'l Mgr.
OLDHAM, 177,137							
Oldham Chronicle	16,160	7/0	£40.0.0	W. S. Stewart	Hirst, Kidd & Rennie, Ltd.	H. Hirst	George K. Ball.
Oldham Evening Chronicle	17,487	6/0	£30.0.0	W. S. Stewart	Hirst, Kidd & Rennie, Ltd.	H. Hirst	George K. Ball.
Oldham Standard	.....	8/0	£60.0.0	E. Sutcliffe	Northern Daily & Weekly Newspapers (1920), Ltd.	E. Sutcliffe	.....
PENZANCE, 13,000							
The Cornishman	.....	3/0	£20.0.0	Herbert Thomas	Cornishman Newspaper Co., Ltd.	Herbert Thomas	H. Hartley Thomas.
PLYMOUTH, 209,857							
Western Independent	.....	6/0	£30.0.0	R. A. J. Walling, Director-Editor.	Whitfield & Newman, Ltd.	H. Whitfield, Director-Manager.	C. H. Chislet.
Western Evening Herald**	.....	12/6	....	.....	.....	.....	.....
Western Morning News**	.....	16/0	£200.0.0	.....	.....	.....	.....
PORTSMOUTH, 247,343							
Evening News & Southern Daily Mail	61,179	6/0	£60.0.0	W. G. Gates	Evening News & Hampshire Telegraph Co., Ltd.	William Tomkinson	William Hunter.
PRESTON, 117,426							
Lancashire Daily Post**	.....	10/0	£84.0.0	.....	.....	.....	.....
SCARBOROUGH, 46,000							
Scarborough Evening News & Daily Post	.....	6/0	£50.0.0	F. C. Whitaker	Scarborough Mercury Newspaper Co., Ltd.	.....	Jno. Watson, Manager.

(*Continued on page 230*)

The West Riding of Yorkshire

Part, a great part, of the pulsing industrial heart of England; populous, eager and able to buy the best; one of the finest markets in the world

Get at the West Riding of Yorkshire through the

YORKSHIRE EVENING NEWS

Trinity Street, Leeds, England

Net Sales Over **140,000** Copies a Day

ALERT, VIGOROUS, FINE-TONED JOURNAL

Mr. F. E. Cook is Advertising Director

[He was Hon. Secretary to the First British Advertising Convention in the Summer of 1925]

Write him for information

ENGLAND'S WEALTHIEST DISTRICT

PRINCIPAL YORKSHIRE NEWSPAPERS



BRADFORD dominates the Wool Trade of the World.

It is the Commercial Capital of an area which includes such populous and thriving towns as Huddersfield, Halifax, Keighley, Dewsbury, Batley, Morley, etc.—an area with a 3,000,000 population.

The wealth of Bradford's citizens may be judged from the fact that seven Building Societies operating in the city have combined assets amounting to £33,000,000, or one-quarter of all the Building Societies' capital of the United Kingdom.

The Dominant Four

The Yorkshire Observer

has ranked amongst the leading British Provincial Dailies for nearly a century, and is acknowledged as the highest authority on Woollen, Worsted and Allied Industries. It has the confidence of all commercial classes, amongst whom its circulation is especially high, while the quality of its literary and social features, together with its "Women's" and "Sports" pages, combine to ensure a definite and desirable "home" influence of exceptional value to advertisers.

"Yorkshire Observer Budget"

Fridays, 2d.

A popular newspaper giving the week's news; and famous for more pictures than many papers which are designated "picture" papers.

The Bradford Daily Telegraph

has won a well-deserved reputation as one of the highest and most virile amongst British Provincial Evening Journals. It enjoys a wide circulation, being regularly read in almost every Bradford home. Its Advertising Columns carry the announcements of most leading British and American Advertisers, and are regarded as indispensable in any National scheme of advertising. Further details and advertising rates for both journals will be supplied on application to the Head Offices—Bradford. Leeds—Albion Place. London—172, Fleet Street, E.C. 4.

"Yorkshire Sports"

Saturday evenings, 2d.

Eagerly purchased for its unique service of information relating to local, national and international sport. Yorkshire is a great sporting County.

THE DOMINANT FOUR

must be included in any advertising scheme for Yorkshire, especially the West Riding.

Head Office: Hall Ings, Bradford, England

Phone: 6860 (15 lines)

London: 172, Fleet Street, E. C. 4

Phone: 1649 Central.

Telegrams: Observer Bradford.

BRANCH OFFICES:

LEEDS
HALIFAX
DEWSBURY
KEIGHLEY
BINGLEY
SHIPLEY
SKIPTON
CLECKHEATON
HUDDERSFIELD



DAILY NEWSPAPERS OF GREAT BRITAIN—Circulations, Advertising Rates and Personnel

(Continued from page 228)

CITY, POPULATION, NEWSPAPERS	Circulation	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertisement Manager
SHEFFIELD, 530,000							
Sheffield Daily Telegraph	59,159	15/0	£150.0.0	John Oakley	Sir W. C. Leng & Co., Ltd.	Col. C. Clifford, C. M. G., T. D., J. P.	Norman St. J. Stembridge.
Sheffield Independent	92,000	15/0	£150.0.0	Valentine Heywood	Sheffield Independent Press, Ltd.	Sir Charles Starmer	John Kemp.
Sheffield Mail	50,000	7/6	£80.0.0	Albert Clayton	Sheffield Independent Press, Ltd.	Sir Charles Starmer	John Kemp.
Yorkshire Telegraph & Star	176,325	20/0	£200.0.0	H. L. Cooper	Sir W. C. Leng & Co., Ltd.	Col. C. Clifford, C. M. G., T. D., J. P.	Norman St. J. Stembridge.
SOUTHAMPTON, 200,000							
Southern Daily Echo	.....	8/0	£80.0.0	W. A. Gleave	Hampshire Advertiser & Echos, Ltd.	W. Frank Perkins	E. J. Levi.
STOCKPORT, 123,315							
Cheshire Daily Echo**	.....	5/0	....	.....	.....	.....	.....
SUNDERLAND, 164,000							
Sunderland Daily Echo & Shipping Gazette	44,510	5/0	£68.0.0	W. G. Easthope	Sunderland Echo Co., Ltd.	.....	P. R. Seabrook.
SWINDON, 55,680							
Evening Advertiser	.....	5/0	£40.0.0	A. H. Cosford	Swindon Press, Ltd.	Sir Charles Starmer	C. W. Boyce.
WOLVERHAMPTON, 102,373							
Express & Star	.....	9/0	£112.0.0	H. J. Whittick	Midland News Assn., Ltd.	J. D. Graham	C. W. Kilbourn.
WORCESTER, 48,848							
Worcester Daily Times**	.....	5/0	....	.....	.....	.....	.....
YORK, 85,000							
Yorkshire Herald	.....	12/6	£115.0.0	C. J. Bex	Yorkshire Herald Newspaper Co., Ltd.	A. M. Wisely, Manager	E. Hewitson.
Yorkshire Evening Press	.....	12/6	£115.0.0	C. J. Bex	Yorkshire Herald Newspaper Co., Ltd.	A. M. Wisely, Manager	E. Hewitson.

SCOTLAND

ABERDEEN, 158,963							
Aberdeen Evening Express**	.....	12/6	£80.0.0	.....	Aberdeen Newspapers, Ltd.	.....	.....
Aberdeen Press & Journal**	.....	12/6	£100.0.0	.....	Aberdeen Newspapers, Ltd.	.....	.....
DUNDEE, 168,315							
Dundee Advertiser**	.....	16/3	....	.....	John Leng & Co., Ltd.	.....	.....
Dundee Courier**	.....	16/3	....	.....	D. C. Thomson & Co., Ltd.	.....	.....
Dundee Evening Telegraph & Post**	.....	16/3	....	.....	.....	.....	.....
EDINBURGH, 420,264							
Evening Dispatch**	.....	15/0	£130.0.0	.....	.....	.....	.....
Evening News**	100,000	13/0	£150.0.0	.....	.....	.....	.....
Scotsman**	.....	25/0	£250.0.0	.....	.....	.....	.....

(Continued on page 231)

GIPSY SMITH, *the well-known Evangelist, says:—*

"I cannot understand how any Methodist can live without the 'Methodist Recorder.'"

Leading Methodist Newspaper
IN BRITAIN

EVERY THURSDAY *TWOPENCE*

Methodist Recorder

Net Sale Exceeds 56,000

BY FAR the Largest Sale of Any Methodist Newspaper

"THE METHODIST RECORDER is the journal of the Methodist family as well as the Methodist Church. There is no Denominational Journal in the world to equal it."—*British Weekly.*

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

A Great English National and Independent Newspaper

Sunday Times

A Newspaper—A Magazine—A Review

EACH week recognized features appear which appeal to thinking and intellectual men and women by writers of the highest authority.

The World of Books.....*Edmund Gosse*
Music.....*Ernest Newman*
Art.....*Frank Rutter*
The Drama.....*James Agate*
Finance.....*R. J. Barrett*
Economics.....*Harold Cox*
Men, Women, and Memories.*T. P. O'Connor, M.P.*
Auction Bridge.....*"Yarborough"*

Another notable feature of the SUNDAY TIMES is its correspondence columns, the most diversified of any newspaper published in Great Britain.

If any difficulty in securing the **Sunday Times**, *please write*

The Publisher, 186, Strand, London, W.C.2.

DAILY NEWSPAPERS OF GREAT BRITAIN—Circulations, Advertising Rates and Personnel

(*Continued from page 230*)

CITY, POPULATION, NEWSPAPERS	Circulation	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertisement Manager
GLASGOW, 1,034,174							
Bulletin**	.....	10/0	£35.0.0	.....	Geo. Outram & Co., Ltd....	.....	.....
Citizen**	.....	12/0	....	.....	.....	.....	.....
Daily Record**	204,913	20/0	£100.0.0	.....	.....	.....	.....
Evening News**	.....	14/0	....	.....	.....	.....	.....
Evening Times**	286,781	18/0	....	.....	.....	.....	.....
Glasgow Herald**	.....	25/0	£250.0.0	.....	Geo. Outram & Co., Ltd....	.....	.....
Sunday Post (Sunday)	364,698	50/0	....	.....	D. C. Thomson & Co., Ltd..	.....	.....
GREENOCK, 81,123							
Evening Telegraph	19,000	8/0	....	.....	.....	.....	.....
PAISLEY, 84,834							
Daily Express**	.....	6/0	....	.....	.....	.....	.....
IRELAND							
BELFAST, ULSTER, 315,492							
Irish News**	.....	5/0	£60.0.0	.....	.....	.....	.....
Belfast Daily Telegraph**	.....	12/6	£160.0.0	Sir Robert H. H. Baird	W. & G. Baird, Ltd.....	.....	.....
Belfast News Letter**	34,682	7/6	....	.....	.....	.....	.....
Northern Whig**	21,837	6/0	£60.0.0	.....	.....	.....	.....
DUBLIN, IRISH FREE STATE, 400,000						Dr. W. Lombard Murphy, M. D., M. A.	T. A. Greham.
Irish Independent**	90,000	15/0	£160.0.0	T. R. Harrington...	Independent Newspapers, Ltd.	.....	.....
Evening Herald**	56,151	7/6	£80.0.0	.....	Independent Newspapers, Ltd.	.....	.....
Sunday Independent** (Sunday)	.....	.....	....	.....	Independent Newspapers, Ltd.	.....	.....
Evening Mail**	.....	9/0	....	.....	.....	.....	.....
Evening Telegraph**	.....	7/	£50.0.0	.....	.....	.....	.....
Irish Times**	.....	10/0	£120.0.0	.....	.....	.....	.....
WALES							
CARDIFF, 230,000							
Evening Express	124,000	10/0	£70.0.0	F. J. Hodson.....	Western Mail, Ltd.....	Sir William Davies and Robert John Webber.	W. J. Minchinton.
South Wales Evening Echo	168,016	15/0	£150.0.0	.....	David Duncan & Sons, Ltd..	.....	.....
South Wales News	.....	15/0	£120.0.0	.....	David Duncan & Sons, Ltd..	.....	.....
Western Mail	.....	15/0	£150.0.0	Sir William Davies..	Western Mail, Ltd.....	Sir William Davies and Robert John Webber.	W. J. Minchinton.
NEWPORT, Mon., 100,000							
South Wales Argus	.....	10/0	£90.0.0	W. J. T. Collins....	South Wales Argus, Ltd....	.....	G. E. Dibdin.
SWANSEA, 158,000							
South Wales Daily Post	.....	12/0	£100.0.0	David Davies	South Wales Post Newspaper Co., Ltd.	David Davies.....	John Jones.
Cambria Daily Leader	.....	10/0	£80.0.0	.....	.....	.....	.....

British Advertising Agencies, Newspaper, Journalists and Advertising Associations and Clubs are listed on pages 232 to 237 inclusive.

Sell to the Big Journal—Post Family in Journal-Post City

Lowest Rate in America

On combination basis—evening and Sunday—milline rate, $1.22

Choose the combination you prefer in selling to the big Kansas City territory and secure lowest rates

OPTIONAL COMBINATIONS ON ANY ISSUES DURING CALENDAR WEEK

	per agate line
Kansas City Journal (morning) 145,778 circulation	25c
Kansas City Post (evening) 156,308 circulation	25c
Kansas City Journal-Post (Sunday) 170,509 circulation	30c

OPTIONAL COMBINATIONS	per agate line
Morning and Evening, 302,086	40c
Morning and Sunday, 316,287	40c
Evening and Sunday, 326,817	40c

(Figures A. B. C. Sept. 30, 1925.)

KANSAS CITY JOURNAL-POST

Lorenzen & Thompson, Inc.

CHICAGO NEW YORK SAN FRANCISCO SEATTLE

BRITISH ADVERTISING AGENCIES

Note—This is the most complete list of British advertising agencies ever issued, and has been compiled exclusively for EDITOR & PUBLISHER. For the purpose of convenience, Advertising Consultants not actually placing business are also included.

(Copyrighted, 1926, in Great Britain and U. S. A., by EDITOR & PUBLISHER.)

ENGLAND

LONDON

A

Name.	Street Address.
A. B. C. Ad. Agency	245 St. John Street, E. C. 1.
Abbot, W., Ltd	32 Eastcheap, E. C. 3.
Abrahams, A. E	25 Shaftesbury Ave., W. 1.
Abrahams, Joseph	190 Romford Road, E. 7.
Absolute Advertising Agency	8 West Street, Cambridge Circus, W. C. 2.
Adams Publicity, Ltd	23 Sicilian Avenue, W. C. 1.
Adelphi Press, Ltd	Ripple Road, Barking, E.
Advance Advertising Co	3 Featherstone Bldgs., Holborn, W. C. 1.
Advertising & Publicity, Ltd	1 Arundel Street, Strand, W. C. 2.
African Advertising & Intelligence Agency	Moorgate Stn., Chambers, E. C.
Agence Havas	6 Breams Bldgs., Chancery Lane, E. C. 4.
A. I. Advertising Co. (1920), Ltd	2 Sandland Street, High Holborn, W. C. 1.
Aldridge, Frederick	26 Paternoster Row, E. C. 4.
Aldwych Advertising Co., Ltd	Astor House, Aldwych, W. C. 2.
Algar, Frederic	58 Gracechurch Street, E. C. 3.
Alexandra Agency, Ltd	36-37 Leadenhall Street, E. C. 3.
Allen-Cooper, E., Co., Ltd	15 Railway Approach, London Bridge, S. E. 1.
Allen's Advertising Service, Ltd	3 Queen's Square, W. C. 1.
Allen & Sons, Ltd., David	17 Leicester Street, W. C. 2
Alliance Advertising Agency, Ltd	93 Chancery Lane, W. C. 2.
Allied Advertisments, Ltd	Regent House, Kingsway, W. C. 2.
Amalgamated Publicity Services, Ltd	Bucknall Street, W. C. 2.
American Advertising Service, Ltd	22 Great Portland Street, W. 1.
Anderson, Robert & Co	14 King William Street, Strand, W. C. 2.
Andrews Advertising Service	8 Vere Street, Oxford Street, W. 1.
Anglo-Continental Advertising & Service, Ltd	27 Chancery Lane, W. C. 2.
Art & Publicity Service, Ltd	7 Southampton Street, High Holborn, W. C. 1.
Arts & Publicity, Ltd	76 Chancery Lane, W. C. 2.
Ashby Service Agency, Ltd	26 High Holborn, W. C. 1.
Associated Advertising Co., Ltd	Dunnington House, Strand, W. C. 2.
Atlantic Publicity, Ltd	Atlantic House, Holborn Viaduct, E. C. 1.
Attractive Publicity, Ltd	Anglo House, 1 Litchfield St., W. C. 2.
Australian Advertising Agency, Ltd	Australia House, Strand, W. C. 2.
Automatic Advertising, Ltd	26 Coventry St., W. 1.
Avon Automatic Advertisers	40 Shaftesbury Ave., W. 1.
Ayrshire Publicity Co	18 Victoria St., S. W. 1.

B

Bale, John, Sons & Danielson	83 Great Titchfield Street, W. 1.
Barclay's Agency	Bush House, Strand, W. C. 2.
Barker & Howard	Sugar Loaf Court, Leadenhall Street, E. C. 3.
Barker, Charles & Sons, Ltd	31 Budge Row, E. C. 4.
Barker, Drabble & Co	88-90 Chancery Lane, W. C. 2.
Barker, Ernest	13 Salisbury Square, E. C. 4.
Barnard's Press, Ltd	16 King Street, S. W. 1.
Barney, E. W., Ltd	Central House, Kingsway, W. C. 2.
Bates, A & Co., Ltd	134 Fleet Street, E. C. 4.
Beckford, W. S., Co	122 Chancery Lane, W. C. 2.
Bench, T. C., Ltd	Graham House, Tudor Street, E. C. 4.
Benn & Cronin, Ltd	25 Grosvenor Place, S. W. 1.
Bennads, Ltd	24 New Oxford Street, W. C. 1.
Benson, S. H., Ltd	Kingsway Hall, Kingsway, W. C. 2.
Berkeley Press	Staple Inn Buildings, W. C. 1.
Bernard, A.	63 Ludgate Hill, E. C. 4.
Berry's Advertising Agency	Abbey House, Victoria Street, S. W. 1.
Black's Agency	51 New Oxford Street, W. C. 2.
Blewett Publicity Service	Broadmead Ho., Panton Street, S. W. 1.
Blackwell, Frank V	22 Northumberland Avenue, W. C. 2.
Blake's, Ltd.	22 Newgate Street, E. C.
Bond, D. H.	329 High Holborn, W. C. 1.
Bottomley, Holford Service, Ltd	23 King Street, E. C. 2.
Braid, T. Barrow	43 Great Portland Street, W. 1.
Brandis-Davis Agency, Ltd	231 Strand, W. C. 2.
Brindley, T. M.	21 Imperial Buildings, Ludgate Circus, E. C. 4.
Bristow, Billie	27 D'Arblay Street, Wardour St., W. 1.
Brockie, Haslam & Co	Temple Bar House, E. C. 4.
Browne, C. A. G., Ltd	17 Farringdon Street, E. C. 4.
Browne, T. B., Ltd	163 Queen Victoria Street, E. C. 4.
Brooks Publicity Service	57 Chancery Lane, W. C. 2.
British American Publicity Association	24 Buckingham Street, Strand, W. C. 2.
Burnham & Co	St. Paul's Wharf, S. E.
Business Builders, Ltd	26 Great Ormond Street, W. C. 1.
Buttolph & Dickinson	190 Strand, W. C. 2.

C

C. C. C. Accommodation Advertiser, The	4 New Oxford Street, W. C. 1.
Camden Agency	61 Fleet Street, E. C. 4.
Carlton Publicity, Ltd	66 Great Queen Street, W. C. 2.
Carlton Service, Ltd	92 Fleet Street, E. C. 4.
Carter & Co.	3 Amen Corner, E. C. 4.
Carr, William	266 Holloway Road, N. Y.
Causton, Sir Joseph & Sons, Ltd	9 Eastcheap, E. C. 3.
Cave's Advertising & Publicity Service	11 Great Turnstile, W. C. 2.
Cawley's Publicity Service	11 Queen Victoria Street, E. C. 4.
Caxton Advertising Agency	Clun House, Surrey Street, Strand.
Celtic Advertising Agency	57 Chancery Lane, W. C. 2.
Central Circularizing Co	17 New North Street, W. C. 1.
Central News, Ltd	5 New Bridge Street, E. C. 4.
Central Press Agency	190 Strand, W. C. 2.
Central Publicity Service	203 Strand, W. C. 2.
Chadwick, A.	63 Neal Street, W. C.
Charlesworth, R., Ltd	26 Charing Cross Road, W. C. 2.
Cheethan, J. Ernest	6-7 Redcross Street., E. C. 1.
Cheltenham Advertising Service	10-12 Whitcombe Street, Pall Mall, S. W.
China Publicity Bureau	42 Gt. Russell Street, W. C. 1.
Cinema Publicity Service, Ltd	42-3 Cranbourn Street, W. C. 2.
City Advertising Agency	11 Paternoster Bldgs., E. C. 4.
City & Provincial Press, Ltd	Red Lion Ho., Red Lion Court, Fleet Street, E. C. 4.
City Publicity Service	11 Ludgate Hill, E. C. 4.
Clackson, A. H., Ltd	119 Fleet Street, E. C. 4.
Clark & Norman	1 Adelaide St., W. C. 2.
Clark, Samson & Co., Ltd	57-59 Mortimer Street, W. 1.
Clarke, Son & Platt, Ltd	317 High Holborn, W. C. 1.
Clarke & Sherwell, Ltd	11 Southampton Row, W. C. 1.
Clayton, C. D., Ltd	52 Shaftesbury Avenue, W. 1.
Cleaver, Ltd., Travers	47 Great Russell Street, W. C. 1.
Clement, Rosselli & Co	8 Henrietta Street, W. C. 2.
Clowes Agency, Ltd	28 Greatmill Street, W. 1.
Cohen, Arthur	21 Curtain Road, E. C. 2.
Collett's Publicity Service, Ltd	62 Oxford Street, W. 1.
Collingwood, W. H.	18 Hogarth Road, S. W. 5.
Collins, H. A.	32 Birdhurst Road, Croydon.
Collins, Percy	33 Henrietta Street, Covent Garden, W. C. 2.
Colman Publicity Service, Ltd	10 Essex Street, Strand, W. C. 2.
Coleman, Thomas & Co	Granville House, 3 Arundel Street, Strand.
Colonial Advertising Company	26 Southampton Street, Strand, W. C. 2.
Colonial Technical Press, Ltd	34-38 Southampton Street, W. C. 2.
Commercial Publicity Co	59 New Oxford Street, W. C. 2.
Conbury Advertising Service	Sentinel Ho, Southampton Row, W. C. 1.
Cook's Publicity Service	40 Maida Vale, W. 9.
Coryrons, Ltd.	1 Rupert Street, W. 1.
Courtenay, J. W., Ltd	(Tramway) Norfolk Street, W. C. 2.
Cowie & Co.	17 Gresham Street, E. C. 2.
Cornish, W. F.	2 Tudor Street, E. C.
Colworth Publicity Service	185 Walworth Road, S. E.
Combined Regimental Publications	1 Albemarle Street, W. 1.
Cooper Publicity Co., Ltd	Windsor House, Victoria Street, S. W. 1.
Cox & Pickering	3 Westminster Palace Gardens, S. W. 1.
Cramer & Wildon	41 Old Compton Street, W. 1.
Crane, Paget & Co	Imperial Buildings, Kingsway, W. C. 2.
Crawford, W. S., Ltd	233 High Holborn, W. C. 1.
Crockford-Hales Service, Ltd	182-3 Fleet Street, E. C. 4.
Crossley & Co., Ltd	5 Racquet Court, Fleet Street, E. C. 4.
Curtis Agency, Ltd	11 Southampton Row, W. C. 1.
Curtiss, John C.	288 Mansion House Chambers, 11 Queen Victoria Street, E. C. 4.
Cutting & Underwood, Ltd	170 Strand, W. C. 2.

D

Dale, Reynolds & Co., Ltd	46 Cannon Street, E. C. 4.
Darby's Advertising Agency, Ltd	Australia Ho., Strand, W. C. 2.
Darby's Advertising Agency, Ltd	81 London Rd., Croydon.
Davies & Co	95 Bishopsgate, E. C. 2.
Davies Publicity, Ltd	13 Victoria Street, S. W. 1.
Davis, S. & Co	Aldwych House, Aldwych, W. C. 2.
Dawson, William & Sons, Ltd	Cannon House, Bream's Bldgs., Chancery Lane, E. C. 4.
Day's Agency	28 Temple Chambers, Temple Avenue, E. C. 4.
Day, Bertram & Co., Ltd	9-10 Charing Cross, S. W. 1.
Deacon, S. & Co	7 Leadenhall Street, E. C., 3.
Dennis, Maurice	356-364 Gray's Inn Road, W. C. 1.
De Roos, Johnson & Co	76-82 Wellesley Road, Queens Crescent, N. W. 1.
Derrick, Paul E., Agency, Ltd	110 St. Martin's Lane, Charing X, W. C. 2.
Dewynters, Ltd.	60 Haymarket, S. W. 1.
Dexter Publishing Service, Ltd	244 High Holborn, W. C. 1.
Directory Covers, Ltd	40 Wellington Street, W. C. 2.
Dixon, Thomas	195 Oxford Street, W. 1.
Doreili Advertising Co	181 Queen Victoria Street, E. C. 4.
Dorland Agency, Ltd	Dorland House, 14 Regent Street, S. W. 1.
Dove, Alfred	Lincoln House, 18 Victoria Street, S. W. 1.
Downton, Hill & Pawsey	35 Surrey Street, W. C. 2.
Dronsfield Publicity Service	45 Chancery Lane, W. C. 2.
Drummond Walker & Co	Windsor House, Kingsway, W. C. 2.
Dunstan, Edgar G. & Co	11 Lincolns Inn Fields, W. C. 2.

E

E. C. Advertising Co., Ltd	54 Old Broad Street, E. C. 2.
Eden Fisher & Co	6 Clement's Lane, Cannon Street, E. C. 4.
Edmondson, F. W.	Sentinel Ho., Southampton Row, W. C. 1.
Elder Publicity Service, Ltd	317 High Holborn, W. C. 1.
Electrical Press, Ltd	13 Fisher Street, Southampton Row, W. C.
Elliott, Agency, Ltd., Stanley	83-5 Farrington Street, E. C. 4.
Elliott, Joshua Sutton	57-59 Long Acre, W. C. 2.
Engineering Publicity, Ltd	Craven House, Kingsway, W. C. 2.
Erwin Wasey & Co., Ltd	Kings Bldgs., Dean Stanley Street, S. W. 1.
Erwoods, Ltd.	30 Fleet Street, E. C. 4.
Evans Bros., Ltd	11 Montague Street, W. C.
Exchange Telegraph Co., Ltd	64 Cannon Street, E. C. 4.
Express Publicity Co	37-41 Gracechurch Street, E. C. 3.

F

Falcon Service	40 Norfolk Street, Strand, W. C. 2.
Far Eastern Agency (London), Ltd	24 Devonshire Street, Bloomsbury, W. C. 1.
Fas Publications, Ltd	24 Essex Street, Strand, W. C. 2.
Felton, A. A.	35 Church Street, W. 1.
Field's Service, Ltd	33 Strand, W. C. 2.
Fleet Agency, Ltd	2 Wine Office Court, Fleet Street, E. C. 4.
Fleetway Press, Ltd	9 Dane Street, High Holborn, W. C. 1.
Flowerdew & Co	227 Strand, W. C. 2.
Francis, J. C., & Co	131 Fleet Street, E. C. 4.
Frank, Albert & Co., Inc., of New York	5 New Bridge Street, E. C. 4.
Fraser's Agency, Ltd	7 Theobald's Road, W. C. 1.
Freeman & Co	33 Paternoster Row, E. C. 4.
Freer Agency	68 Avenue Chbrs., Vernon Palace, W. C. 1.
Fryer, Chas. H. & Co	11 Southampton Row, W. C.
Fuller, H. E., Ltd	1 Southampton Row, W. C. 1.
Fultons Sales Organization, Ltd	Astor House, Aldwych, W. C. 2.

G

Gane, Arthur & Co., Ltd	1 Gresham Bldgs., E. C. 2.
Gane's Ltd.	85 Shaftesbury Avenue, W. 1.
Garland (S. T.) Advertising Service	14 Brook Street, W. 1.
Garrett, J. C., Agency	96 Southwark Street, S. E. 1.
General Publicity Agency, Ltd	6 Austin Friars, E. C. 2.
Gibbs, Smith & Co	10 Holborn, W. C. 1.
Gilbert Advertising, Ltd	Hazlet House, Southampton Bldgs., W. C. 1.
Gladstone, Taylor & Co., Ltd	34 Strand, W. C. 2.
Glendinning & Co	90 Canon Street, E. C. 4.
Glover, T. J	Cromwell Ho, Falwood Place, W. C. 1.
Goddard Watts, Ltd.	3 Broadway, Ludgate Hill, E. C. 4.
Godbols, Ltd	8 Bream's Bldg., E. C. 4.
Goldsmith, W. & Co	46 Lincoln's Inn Fields, W. C. 2.
Good Advertising, Ltd	41 Upper Berkley Street, W. 1.
Goodall, B. L.	9 Southampton Street, W. C. 1.
Goodman Raven & Co., Ltd	19 Charing Cross Road, W. C. 2.
Gordon & Gotch, Ltd	15 St. Bride's Street, E. C. 2.
Gordon's Agency	Whitehall Rooms, Whitehall Palace, S. W. 1.
Goring, J. H.	Graham House, Tudor Street, E. C. 4.
Gosden, D. & Co	11 Henrietta Street, Covent Garden, W. C. 2.
Gould & Portman's, Ltd	54 New Oxford Street, W. C. 1.
Gran-Goldman Service	71 Fleet Street, E. C. 4.
Gray Co.	5 King Street, Covent Garden, W. C. 2.
Green, Henry	120 Chancery Lane, W. C. 2.
Greenwood, E.	231-2 Strand, W. C. 2.
Greenly's, Ltd.	5 Chancery Lane, W. C. 2.
Griffiths & Millington, Ltd	22 Wellington Street, Strand, W. C. 2.
Griffiths & Weller, Ltd	3 Grosvenor Garden, S. W. 1.
Grove, Francis R. Service	Gloucester Ho, Charing Cross Road, W. C. 2.
Gude, G. A.	14 King Street, S. W. 1.
Guildhall, Publicity Co	17 Lawrence Lane, E. C. 2.
Gumaelius, Ltd.	11 Arundel St., W. C. 2.
Gwalia Publicity Service	101 Hatton Garden, E. C. 1.

H

Haddon, John & Co	Bouverie House, Salisbury Square, E. C. 4.
Halsby, J.	3 Fleet Lane, E. C. 4.
Hannaford & Goodman, Ltd	57-59 Ludgate Hill, E. C. 4.
Hardy, Roy, Ltd.	292 High Holborn, E. C. 1.
Harper, D., & Co., Ltd	258-62 Holloway Road, N. 7.
Harrod's Agency, Ltd	32 Hans Crescent, S. W. 3.
Hart, John, & Co	Maltravers House, 6 Arundel Street, Strand, W. C. 4.

(*Continued on page 233*)

BRITISH ADVERTISING AGENCIES

(Continued from Page 232)

Name	Address
Hart, Edgar C., & Co.	93-94 Chancery Lane, W. C. 2.
Hart & Harford, Ltd.	12 Henrietta Street, Covent Garden, W. C.
Harvey Bros.	171 Queen Victoria Street, E. C. 4.
Harvey, E. Martin	7 King Street, Cheapside, E. C. 2.
Harvey, Ltd., Walton	147 Fleet Street, E. C. 4.
Harwood, E. W., & Co.	21 Warwick Lane, E. C. 4.
Hastings, Arthur	17 Surrey Street, Strand, W. C. 2.
Hayes E. Agency	3 Gerrard Place, Shaftesbury Avenue, W. 1.
Hazell, Watson & Viney, Ltd.	52 Long Acre, W. C. 2.
Heath, Harry	12 Hart Street, Bloomsbury, W. C. 1.
Higham, C. F., Ltd.	Imperial House, Kingsway, W. C. 2.
Hill, E. Ingram	29 Ludgate Hill, E. C. 4.
Hill, Walter & Co., Ltd.	69 Southampton Road, W. C. 1.
Hills Publicity, Ltd.	150 Fleet Street, E. C. 4.
Holborn Agency	24 Holborn, E. C. 1.
Holford Bottomley Advertising Service	23 King Street, E. C. 2.
Holland, J. P., Ltd.	1 Newman Street, W. 1.
Holman Service, Lawrence	15 Lincoln's Inn Fields, W. C. 2.
Hooper & Batty, Ltd.	15 Walbrook, E. C. 4.
Hopwood Advertising Service	1 Rolls Court Avenue, Herne Hill, S. E. 24.
Horncastle's, Ltd.	60 Cheapside, E. C. 2.
Horncastle's Agency, Ltd.	5 Moorgate Bldgs., E. C. 2.
Hotel Tariff Bureau, Ltd.	275 Regent Street, W. 1.
Hougham Service	Sentinel Ho, Southampton Row, W. C. 1.
Hoy, J. Graham	46 Clun House, Surrey Street, W. C. 2.
Houston Advertising Agency	Palace Chambers, Westminster, S. W. 1.
Hunter, Ed, & Co., Ltd.	Imperial Ho, Kingsway, W. C. 2.
Hutchins & Harris, Ltd.	62 Windsor Ho, Victoria Street, S. W. 1.
Huxley, W. G.	18 Southwark Street, S. E. 1.
Hyams & Co., Ltd., Arthur	Fitzalan Ho, Arundel Street, Strand, W. C. 2.
H. P. Publicity Press Services, Ltd.	10 Charing Cross Road, W. C. 2.
I	
Ilott, J., Ltd	Sentinel House, Southampton Row, W. C. 1.
Imperial Agency	15 Bedford Street, Strand W. C. 2.
Industrial Publicity Service, Ltd.	Red Lion Court, E. C. 4.
International Publicity Service	17 Oxendon Street, S. W. 1.
Irvine & Keating	3 Adelaide Street, Charing Cross, W. C. 2.
J	
Jackson, E. H., & Co.	19 Cullum Street, E. C. 3.
Jaeger Advertising Agency	95 Milton Street, E. C. 2.
Jarvis, L. J.	12 Norfolk Street, Strand, W. C. 2.
Jay Arnold & Co.	163 Borough High Street, S. E. 1.
Jones, Yarrell & Co.	19 Ryder Street, St. James, S. W.
Judd, Ltd., Walter	81 Gresham Street, E. C. 2.
Juppa, J. Lewis	4 Arthur Street, Cannon Street, E. C. 4.
K	
Kay & Co., J. Rowland	Salisbury Square, E. C. 4.
Kennington Advertising Service, Ltd.	4 Regent Street, S. W. 1.
Keymer, D. J., & Co., Ltd.	36-38 Whitefriars Street, Fleet Street, E. C.
Keymer, Wm., J., Ltd.	80 Fenchurch Street, E. C. 3.
King, F. & Co., Ltd.	36 Gt. Queen Street, Kingsway, W. C. 2.
King, J. G., & Son	10 Bolt Court, Fleet Street, E. C. 4.
Kingsway Press Ad. Service, Ltd.	Norwich House, Southampton Street, W. C. 1.
Kingsway Publicity Service, Ltd.	Insurance House, Kingsway, W. C. 2.
Knight, Arthur & Co., Ltd.	55 Chancery Lane, W. C. 2.
Knight, R. A., & Co., Ltd.	1 Gresham Buildings, Basinghall Street, E. C.
L	
Lambert, Arthur, Ltd.	10-12 Ludgate Hill, E. C. 4.
Lamson Agency	12 St. Mary's Avenue, E. C. 3.
Langley's Agency	6 Euston Bldgs., N. W. 1.
Latin American Publicity Service, Ltd.	Norway Ho, Cockspur Street, S. W.
Laughton & Co., Ltd.	3 Southampton Street, Strand, W. C. 2.
Lawrence, T. B., Ltd.	1 Arundel Street, Strand, W. C. 2.
Layton, C. & E.	56 Farringdon Street, E. C. 4.
Lazenby, Ltd.	57 Victoria Street, S. W. 1.
Leathwaite, Simmons	34 Throgmorton Street, E. C. 2.
Leitch, John R.	171 Holland Road, Kensington, W. 14.
Lemare, S.	23 Paternoster Square, E. C. 4.
Lever Bros., Ltd.	Lever House, Blackfriars, E. C. 4.
Lile, John H., Ltd.	4 Ludgate Circus, E. C. 4.
Lloyd & Badham	11 Regent Street, W. 1.
London & Provincial Ad. Agency, Ltd.	104 High Holborn, W. C. 1.
London Press Exchange, Ltd.	110 St. Martin's Lane, Charing Cross, W. C. 2.
London Press Exchange, Ltd.	108-113 Copthall Ho, Copthall Avenue, E. C. 2.
Long Hiram, Ltd.	4 Roan Street, Greenwich, S. E. 10.
Longman's Billposting, Ltd.	474 Kings Road, Chelsea, S. W. 10.
Lord & Thomas, Ltd.	Surrey House, Victoria Embankment, W. C. 2.
Lovegrove, L. H.	37 King Street, Covent Garden, W. C. 2.
M	
Mac Laren & Sons, Ltd.	38 Shoe Lane, E. C. 4.
Magnet Advertising Co.	14a Manor Road, Stoke Newington, N. 16.
Mann J. Ayton Co., Ltd.	65-6 New Broad Street, E. C. 2.
Marshall Service, Ltd.	7 Red Lion Square, W. C. 1.
Mason, Frank & Co., Ltd.	11 Arundel Street, Strand, W. C. 2.
Massey, Roland	106 Victoria Street, S. W. 1.
Masters Trading Co., Ltd.	48 Rupert Street, W. 1.
Mather & Crowther, Ltd.	10-12 New Bridge Street, E. C. 4.
Matthews, Alex., & Co., Ltd.	93 Chancery Lane, W. C. 2.
Maxwell Agency	9-11 Cursitor Street, W. C. 2.
May, J. E.	68 Fleet Street, E. C. 4.
Mays Agency, Ltd.	Addison Ho, Bedford Street, Strand W. C. 2.
Maygoods Puiblicity Service	Oxford House, 9-15 Oxford Street, W. 1.
Mc Ara Publicity Service	Pear Tree Street, Goswell Road, E. C. 1.
McCave Advertising Service	182 Fleet Street, E. C. 4.
McClelland Advertising Co., Ltd.	104 High Holborn, W. C. 1.
McConnell's Advertising Service, Ltd.	81 Shaftesbury Avenue, W. 1.
McCorquodale & Co., Ltd.	24 Coleman Street, E. C. 2.
McDougall, Thomas, Ltd.	44 Kingsway, W. C. 2.
McKim, Ltd., A.	6 Norfolk Street, Strand, W. C. 2.
Meerloo Publicity Service, Ltd.	96 New Bond Street, W. 1.
Metropolitan Advertising Co., Ltd.	22 Church Street, W. 1.
Milton Agency, Ltd.	2 Broad Court, Bow Street, W. C. 2.
Misani, Gooderham & Young, Ltd.	40 Chancery Lane, W. C. 2.
Mitchell, C. & Co., Ltd.	1 Snow Hill, E. C. 1.
Modern Publicity, Ltd.	15 Savoy Street, W. C. 2.
Moghree Press, Ltd.	28 Fleet Street, E. C. 4.
Morgan, A. R.,	3 Denman Street, Shaftesbury Avenue, W. 1.
Moorgate Studio, Ltd.	23 Carter Lane, E. C. 4.
Muller Blatchly & Co., Ltd.	84 Queen Victoria Street, E. C. 4.
Mutual Agency, Ltd.	29 Ludgate Hill, E. C. 4.
N	
Nash & Alexander, Ltd.	103 Kingsway, W. C. 2.
National Agency	62 Oxford Street, W. 1.
National Publicity Agency	29 Charing Cross, S. W. 1.
Nelson, G. F.	5 Laurence Pountney Lane, E. C. 4.
New British Advertisement Carrying Co., Ltd.	14-17 Holborn Viaduct, E. C.
Newfleet Co.	53 Fleet Street, E. C. 4.
Newton & Co.	48 Russell Street, W. C. 1.
Neyroud & Sons, Ltd.	14-18, Queen Victoria Street, E. C. 4.
Norris, George	114-116 Southampton Row, W. C. 1.

(*Continued on page* 234)

AMERICAN ADVERTISERS

should come to

BRITISH ADVERTISING HEADQUARTERS.

IF YOU contemplate advertising in Great Britain, and desire the same efficient service as you get from the best Agents in America, you should get in touch with us.

If you want testimony as to our ability to advertise American Products successfully in Great Britain, we refer you to

Mr. GEORGE S. PARKER—Parker Pen Co., Janesville, Winconsin.

Mr. JOSEPH KAUFMAN—American Safety Razor Corporation, Jay Street, Brooklyn.

Mr. LOUIS M. LIGGETT—United Drug Company, Boston.

CHARLES F. HIGHAM, LTD.

IMPERIAL HOUSE, KINGSWAY, LONDON,
ENGLAND.

BRITISH ADVERTISING AGENCIES

(Continued from Page 233)

Name	Address

O

Odhams Press, Ltd	57-59, Long Acre, W. C. 2.
Ogden & Spencer, Ltd	1 New Square, Lincolns Inn, W. C. 2.
Osborne, Peacock Co., Ltd	Lincoln Ho, High Holborn, W. C. 1.
Outdoor Publicity, Ltd	108-111 St. Martin's Lane, W. C. 2.
Overseas Publicity & Service Agency	9 Quality Court, Chancery Lane, W. C. 2.
Owen, A. J., Service	36 Southampton Street, Strand, W. C. 2.

P

Palmer, Newbould, Ltd	49 Chancery Lane, W. C. 2.
Palmer's Publicity Service	69 Fleet Street, E. C. 4.
Paramount Publicity Services, Ltd	Rolls House, Breams Buildings, E. C. 4.
Parry & Co.	Pinner's Hall, Austin Friars, E. C. 2. (financial)
Partington, Ltd.	Victoria Embankment, W. C. 2.
Paton, J. & J.	143 Cannon Street, E. C. 4.
Pavement Publicity, Ltd	Bush House, W. C. 2.
Payne-Jennings Publicity	26 Shaftesbury Avenue, Piccadilly Circus, W. 1.
Payzu, Ltd.	Argyll House, Regent Street, W. 1.
Pemberton, Ltd., Alfred	15 King Street, St. James's, S. W. 1.
Pep-Ads, Ltd.	81 Shaftesbury Avenue, W. 1.
Perpetual Publicity Co., Ltd	222-5 Strand, W. C. 2.
Pethick, V. Advertising	184 Fleet Street, E. C. 4.
Phoenix Industrial Service	12 London Wall, W. C. 2.
Pictorial Publicity, Ltd	26 Long Acre, W. C. 2.
Pool's Service, Ltd	180-181 Fleet Street, E. C. 4.
Potter, Fredk. E., Ltd	Imperial House, Kingsway, W. C. 2.
Poulton Service, Clifford	182 Fleet Street, E. C. 4.
Practical Publicity, Ltd	3 Duke Street, Adelphi, W. C. 2.
Pratt & Co., Ltd	51 Chancery Lane, W. C. 2.
Presbury & Co., S.	409a Brixton Road, S. W.
Press Publications, Ltd	70 Shoe Lane, E. C. 4.
Press & General Publicity Service	Albion Ho, New Oxford Street, W. C. 1.
Pring & Thompson	2 Norfolk Street, Strand, W. C. 2.
Printer's Advertising Agency, Ltd	46 Bloomsbury Street, W. C. 1.
Productive Publicity, Ltd	69 Fleet Street, E. C. 4.
Provincial Agency	Fulwood House, High Holborn, W. C. 1.
Publicity Advertising Specialists	22 Bedford Street, Strand, W. C. 2.
Publicity Experts, Ltd	329 High Holborn, W. C. 1.
Publicity Specialists, Ltd	329 High Holborn, W. C. 1.
Publicity, Ltd.	22 Great Tower Street, E. C. 3.

R

R. G. C. Panels, Ltd	13 Brecknock Road, N. 7.
Radford, George	12 York Bldgs., Adelphi, W. C. 2.
Radclyffe's Agency	65 Victoria Street, S. W. 1.
Rand Advertising & Sales Service, Ltd	39 Avenue Chas., Southampton Row
Rawkins, Daniel, Agency	60 Queen Victoria Street, E. C. 4.
Ray's Agency	Cecil Court, Charing Cross Road, W. C. 2.
Read & Partners	115 Baker Street, W. 1.
Read Publicity Co., Ltd	1 Vineyard Mews, Farringdon Road, E. C. 1.
Regent Service, Ltd	4 London Wall Bldgs., E. C. 2.
Reid, E. J. & Co., Ltd	35 Gordon Square, W. C. 1.
Reaburn's Overseas Publicity, Ltd	104 High Holborn, W. C. 1.
Reliable Advertising & Addressing Agency Ltd.	Publicity Ho, Bucknall St., W. C. 2.
Rendall's Advertising Service	27 Chancery Lane, W. C. 2.
Rennie J. A. Publicity Co., Ltd	118-20 Fleet Street, E. C. 4.
Renwick's Agency, Ltd	180 Fleet Street, E. C. 4.
Reuters Agency, Ltd	23 Old Jewry, E. C. 2.
Reynell & Son	44 Chancery Lane, W. C. 2.
Richter's Agency	156 Charing Cross Road, W. C. 2.
Rieu Willey & Co	123 Pall Mall, S. W. 1.
Rittenberg, Max	33 Henrietta Street, Covent Garden, W. C. 2.
Roberts, R. & Co., Ltd	Newport Ho, Great Newport Street, W. C. 2.
Robertson & Smith	161 A Strand, W. C. 2.
Roebuck's Ad Service	Craven House, Kingsway, W. C. 2.
Rogers, L. V.	358 Strand, W. C. 2.
Roselli, C. & Co	8 Henrietta Street, Covent Garden, W. C. 2.
Rowland's Advertising Service	69 Fleet Street, E. C. 4.
Ruddock, Noller & Ruddock	3 Old Jewry, E. C. 2.
Russell Thomas, Clun House	Clun House, Surrey Street, W. C. 2.

S

S. S. Selling Service	Surrey House, Victoria Embankment, W. C. 2.
Salas, G. F. & Co	2 Little Chapel Street, Wardour Street, W. 1.
Saw, W. B.	Craven House, Kingsway, W. C. 2.
Sawkins, H., Advertising Service	20 Hanover Square, W. 1.
St. James' Advertising Co., Ltd	110 St. Martin's Lane, W. C. 2.
St. Paul's Advertising Service	158 Finsbury Pavement House, E. C. 2.
St. Stephens Agency, Ltd	19 Charing Cross Road, W. C. 2.
Saward, Baker & Co., Ltd	27 Chancery Lane, W. C. 2.
Scheff Publicity Organization, Ltd	125 Pall Mall, S. W. 1.
Scott, T. G. & Son	63 Ludgate Hill, E. C. 4.
Scragg, G. H., Ltd	9 Southampton Street, Holborn, W. C. 1.
Scripp's Advertising Offices	13 South Molton Street, W. 1.
Scriven, Wilfred, Ltd	5 Clements Inn, Strand, W. C. 2.
Sears, F. W.	66 Chandos Street, W. C. 2.
Seaward, H. R.	42 Langham Street, W. 1.
Sell, Charles	8 Red Lion Square, W. C. 1.
Sells, Ltd.	167 Fleet Street, E. C. 4.
Sewell & Co., John	11 Tavistock Square, W. C. 1.
Shaddock, J. P.	222 Strand, W. C. 2.
Sharland & Co.	2-3 Eldon Street, E. C. 2.
Shaw, A. G., Advertising Service	1 Montague Street, W. 1.
Shaw, G. C. & Co., Ltd	29 Ely Place, E. C. 1.
Shaw, Wardlaw & Co., Ltd	29 New Bridge Street, E. C. 4.
Shelley, G. H.	11 Crooked Lane, Cannon Street, E. C. 4.
Shipping & Commercial Publicity Service	91 Bishopsgate, E. C. 2.
Simmons, M. & Co	30 Fleet Street, E. C. 4.
Skinner, Walter R.	15 Dowgate Bldgs., Cannon Street, E. C. 4.
Smart Advertising Service, Ltd	Lambert House, Ave Maria Lane, E. C. 4.
Smith, Geo. J., Co	30 Bloomsbury Square, W. C. 1.
Smith, J., Ltd	3 Lincoln's Inn Fields, W. C. 2.
Smith's Agency, Ltd	100 Fleet Street, E. C. 4.
Smith, Denne & Moore, Ltd	150 Southampton Row, W. C. 2.
Smith, W. H., & Son	Strand House, Portugal Street, W. C. 2.
Smith, W. Sydney	Leadenhall House, Leadenhall Street, E. C. 3.
Sofio, Ernest H., Agency, Ltd	5 Arundel Street, W. C. 2.
Solosigns, Ltd.	Gloucester Ho., Charing Cross Road, W. C. 2.
Southcombe, W. J.	167 Strand, W. C.
Spiers Service	44 Fleet Street, E. C. 4.
Sporting Times, The	15 Whitefriars Street, E. C. 4.
Speere Publicity Service, The	2 New Court, Lincoln's Inn Fields, W. C. 2.
Spottiswoode, Dixon & Hunting, Ltd	Regent House, Kingsway, W. C.
Squire, H., & Co	38 King William Street, E. C. 4.
Star Publicity Co	16 Carlisle Street, Soho Square, W. 1.
Staynes	94 Gt. Portland Street, W. 1.
Stilwell Co., Ltd., The	Windsor Ho., Victoria St., S. W. 1.
Steele's Service, Ltd	Norfolk House, Norfolk Street, Strand, W. C. 2.
Stephen's Service, Ltd	2 New Court, Lincoln's Inn, W. C. 2.
Stringer, S. P. & Henry J. Houston, C.B.E.	4-5 Adam Street, Adelphi, W. C. 2.
Street, G., & Co., Ltd	6 Gracechurch Street, E. C. 3, and 8 Serle Street, Lincoln's Inn, W. C. 2.
Sykes, Dunhill, Ltd	329 High Holborn, W. C. 2.
S. S. Selling Service	Surrey House, Victoria Embankment, W. W. 2.
Smith, R. Frost, & Co	66 Finsbury Pavement, E. C. 2.
Scott Advertising Service, Ltd	Craven Ho, Kingsway, W. C. 2.
Selmore Service	32 Theobald's Road, W. C. 1.
Shaw, Wardlow & Co., Ltd	29 New Bridge Street, E. C. 4.
Simmonds, M., & Co	30 Fleet Street, E. C. 4.
Softlaw, W. Soper	329 High Holborn, W. C. 2.
Stamford Service, Ltd	17 Durley Road, Stamford Hill, N. 16.
Staynes Publicity	94 Great Portland Street, W. 1.
Storey, Evans & Co., Ltd	7 Red Lion Square, W. C. 2.
Stuart Agency, Ltd	103 Kingsway, W. C. 2.

T

Talbot Advertising Service	14 Salisbury Square, E. C. 4.
Tanner, A. E. & Co	93-94 Chancery Lane, W. C. 2.
Taylor, Charles & Co	171 Great Portland Street, W. 1.
Taylor & Co., Horace	70 Queen Street, E. C. 4.
Taylor's Advertising Service	70 Rutland Road, Forest Gate, E.
Technical Ad. Service	Fitzalan Ho, Arundel St., W. C. 2.
Technical & General Agency, Ltd	84 Queen Victoria Street, E. C. 4.
Theatres Advertising Co	Albany Mansions, 87 Charing Cross Rd., W. C. 2.
Thompson, J. Walter Co	Bush House, Aldwych, W. C. 2.
Thorn, W. C., Service	115 High Holborn, W. C. 1.
Thornhill Service	24 Chancery Lane, W. C. 2.
Throstle Advertising Co	213 Hoe Street, Walthamstow, E. 17.
Thrower, S.	20 Imperial Buildings, New Bridge Street, E. C.
Tinplate Decorating Co., (1910) Ltd	Byron Ho., Fleet St., E. C. 4.
Tofts, Thomas	93 Chancery Lane, W. C. 2.
Tremayne, Arthur, Ltd	26 Old Street, E. C. 1.
Tray-Ads, Ltd.	18 Charing Cross Road, W. C. 2.
Tully's, Ltd.	Sentinel House, Southampton Row, W. C. 1.
Tucker & Berey	88-89 Avenue Chambers, Southampton Row, W. C. 1.
Turner, Wilfrid & Co	30 Craven Street, W. C. 2.

U

Underwood & Underwood (London), Ltd	104, High Holborn, W. C. 1.
United Advertising Service, Ltd.	27 Chancery Lane, W. C. 2.
United Kingdom Advertising Co., Ltd	25 Shaftsebury Avenue, W. C. 2.
United Press Agency	6 Red Lion Street, Holborn, W. C. 1.

V

Van Alexander & Co	31 Craven Street, Strand, W. C. 2.
Vernon, C., & Sons, Ltd	38 Holborn Viaduct, E. C. 1.
Vickers, J. W., & Co., Ltd	5 Nicholas Lane, E. C. 3. (financial)
Victor-Hyde Advertising & Publicity Service	Peninsular House, Monument Street, E. C. 4.
Voight Publicity Service	121 Honor Oak Park, S. E. 23.

W

Walker, C. J	24 Coleman Street, E. C. 2.
Wallis-Hammond Service	12 Bouverie Street, E. C. 4.
Walsh & Stoer, Advertising Managers	88 Chancery Lane, W. C. 2.
Walton, Harvey, Ltd	147 Fleet Street, E. C. 4.
Warner & Co., Ltd., W. G	61 Chancery Lane, W. C. 2.
Waterlow & Sons, Ltd	26 Great Winchester Street, E. C. 2.
Watkins & Osmond	2 Creed Lane, E. C. 4.
Watkinson & Co	115 High Holborn, W. C. 1.
Watts, Oliver	19 Bloomsbury Square, W. C. 1.
Weiner, J., Ltd	12a Soho Square, W. 1.
West End Advertising Agency, Ltd	195 Oxford Street, W. 1.
Westminster Advtg. Service, Ltd	Addison House, Bedford Street, Strand, W. C. 2.
White, R. F., & Son	33 Fleet Street, E. C. 4.
Whitehall Agency	32 Charing Cross, S. W. 1.
Wiener Agency, Ltd	64 Strand, W. C. 2.
Wightman Mountain Publicity Service, Ltd	Caxton House, Westminster, S. W. 1.
Wilcox, W. J., & Co	Locksley Street, Limehouse, E. 14.
Wilkes Bros. & Greenwood, Ltd	26 Rushworth Street, S. E. 1.
Wilkes, Jeffrey & Co., Ltd	29 Ludgate Hill, E. C. 4.
Wilkinson & Co	Mitre Court, Fleet Street, E. C. 4.
Williams, F. E.	13 Red Lion Square, W. C. 1.
Williams, Fredk. & Co	24 Alfred Place, W. C.
Williams Publicity Co	45 Chancery Lane, W. C. 2.
Willing, James, Ltd	30 King Street, Covent Garden, W. C. 2.
Willing & Co., Ltd	362 Gray's Inn Road, W. C. 1.
Wills, Ltd.	Lincoln House, High Holborn, W. C. 1.
Wilson, A. J., & Co., Ltd	154 Clerkenwell Road, E. C. 1.
Wilson, Fred	101 Hatton Garden ,E. C. 1.
Wilson, J. H.	185 Fleet Street, E. C. 4.
Wilson Bell Publicity, Ltd	13 Southampton Street, W. C. 1.
Winsley Press Agency, Ltd	5 Winsley Street, W. 1.
Winter, Thomas, Co., Ltd	Aldwych Ho, Aldwych, W. C. 2.
Wood, Sydney A.	Albion Ho, New Oxford Street, W. 1.
Woodwright Publicity, Ltd	150 New Bond Street, W. 1.
World's Advtg. Co. (1911), Ltd	11 Old Jewry Chambers, E. C.
Wright, Norman, Ltd	53a Shaftesbury Avenue, W. 1.
Wildman, A. S.	317 High Holborn, W. C. 1.
White's Agency	123 Regent Street, S. W. 1.
Wymans & Sons, Ltd	Fetter Lane, E. C. 4.

BIRCHINGTON, KENT

Lindo, R. H	The Square, Birchington.

BIRMINGHAM

Argus Advertising Agency, Ltd	50 Summer Row.
Ashford, Charles	12 Lower Essex Street.
Bertram, G. N.	Newspaper House, Corporation Street.
Blackmore's Agency	Victoria Buildings, Temple Row.
Butler & Co., Basil	46 Holloway Head.
Burt Bros. & Co	24 Spencer Street.
Carlyle Advertising Service	44 Constance Row, Edgbaston.
Clinton-Wall Publicity, Ltd	County Chambers, Corporation Street.
Davis, Basil & Co	244 Galton Road, Warley.
Earl, Charles E.	95 New Street.
Forward Publicity Co	10 Temple Row.
General Advertising Service, Ltd	13 Lower Priory.
Glenallen, Ltd.	105 Colmore Row.
Grayston, T. Harold	Nelson Chambers, 52 High Street.
Holden & Co., A. N.	Grosvenor Bldgs., Steelhouse Lane.
Hughes, C.	35 Southam Road, Hall Green.
King Publicity Co., Ltd	22 Church Street.
Midland Press Exchange, Ltd	58-59 Chamber of Commerce Bldgs., Birmingham.
Mundy, Gilbert & Trotman	86 New Street.
Orst, A.	52 Leyton Road, Handworth.
Parker, Maurice G.	Suffolk House, Suffolk Street.
Philips & Cheatle, Ltd	9 Edmund Street.
Scott, R. H.	6 Livery Street.
Shaw, W. H.	27 Bordesley Street.
Siviter, Smith Service, Ltd	Siviter House, Ludgate Hill.
Smith, George J., & Co	20 Easy Row.
Smith, W. H., & Sons	34 Union Street.
Stavely, Wm. & Co	Ludgate Hill Corner, Birmingham.
Stevens, P. J.	23 Orchard Road, Erdington.
Taylor, Ltd., H. Cecil	15 Grosvenor Buildings, Steelhouse Lane.
Wall, F. W.	Warwick Chambers, Corporation Street.
Westwood, George H.	32 Newton Road.
Thompson, A. W.	15 Summer Row.
Toon, S. D., & Heath, Ltd	8 Holborn Chambers, Broad Street Corner.
Trout, Lawson E.	12 Bull Street.

BOSTON

Goddards Advertising Agency	8 Emery Lane, Boston.

(*Continued on page 235*)

BRITISH ADVERTISING AGENCIES

(Continued from Page 234)

Name	Address
BLACKPOOL	
Holt Service	20 Corporation Street.
Horsfall Advertising Co	4 Queen Street.
Langford & Co.	Langford Ho, Caunce Street, Blackpool.
Sharples, Thomas	Britannia Place, South Shore.
BOLTON	
G. W. Advertising Service	Publicity House, 29a Newport Street.
Robey, John F., Advertising Service	Loxham Street, Great Lever.
BRADFORD	
Anderson's Advertising Agency	Bank Chambers, Town Hall Square.
Goldsbrough, A., Ltd	27 Charles Street.
Hardy Marshall Service, Ltd	Chariot Ho, Thurnscoe Rd., Manningham Lane.
Hearth, C., Ltd	12 Market Street.
Richardson Service, Thorpe	5 Hustlergate.
Williams Advertising Offices	29 Kirkgate.
BRIGHTON	
Clayton & Co	94 Queens Road.
Higgins, Cecil C., Service	7 St. Michaels Place.
Kelly's Advertising Offices, Ltd	14 New Street.
Rice, F. A. B	8-11 Pavilion Buildings, Brighton.
West Hove Advertising Bureau	12 Boundary Road, West Hove.
BRISTOL	
Automobile Co. (Bristol) General, Ltd	34 Marsh Street, Bristol.
Billing, Jarrett Read & Co., Ltd	22 Colston Street, Bristol.
Blackford & Co	29 Queens Square.
Gordon Service	12 Colston Street.
Mountstephen Service	
Lewis, E. L	23 Waverly Road, Redland.
Partridge & Love, Ltd	Broadmead.
Pole Albert & Sons, Ltd	Bristol.
Western Sales Promotion Agency, Ltd	53 Queen Street.
BUCKIE	
Simmath Advertising Agency	Cluny Harbour, Buckie.
BURY	
Thickett Advertising Service	9 Fleet Street.
CARDIFF	
Appleby, H. N., & Company	78 Queen Street.
Kernick & Sons	16 Moira Terrace.
Mason, Frank & Co., Ltd	1-2 Royal Chambers, Park Place, Cardiff.
Premier Advertising Service	67 Queen Street.
Sanders, Austin & Co., Ltd	50 Charles Street.
South Wales Agency	1 Plymouth Street.
CARLISLE	
Ashton, Ridley	2 King's Arms Lane, English Street.
CHATHAM	
Mackay Agency	Fair Row.
CHELTENHAM	
Cleeve Advertising Agency	23 Promenade Villas, Cheltenham.
COLCHESTER	
The Jefferies Advertising Service	
COVENTRY	
Mills & Co.	Coventry.
Peters, J., Heritage Service, Ltd	Midland Bank Chambers.
Reeves, Edward	Berkswell Ho, Berkswell, Coventry.
St. Elmo, Ltd	(St. Elmo Studios) 7 Warwick Row.
DARLINGTON	
Ridley, H. B., Tyne to Tees Pub. Service	Grange Road.
DERBY	
Ball, J.	Derwent Chambers, Market Place.
FALMOUTH	
Edward Capern	
GLOUCESTER	
Thomas, W. George, Advertising Service	15 Worcester Street.
GREAT YARMOUTH	
Eastern Counties Advertising Co	79 Salisbury Road.
GRIMSBY	
Jackson, W. H., & Co	318 Victoria Street.
Spence, Tom	143 Cleethorpe Road.
HASTINGS	
Sewell Publicity Service	
HALIFAX	
Carr, J. Thomas, Advertising Service	37 Horton Street.
Tower Publicity	Palatme Chambers, Market Street.
Whitehall Press & Publicity Agents	Whitehall Bldgs., Russell Street.
HEREFORD	
Wilson, Leonard, Advertising Agency	The Gate House, Hereford.
HOLYWELL	
Hamilton, F. C	Holway Road, Holywell.
HUDDERSFIELD	
Courtman Stock Service	6 Market Place.
HULL	
Goddard's Advertising Agency	Britannia Ho, Myntongate, Hull.
Morison's Advertising Agency, Ltd	7 Albion Street.
Paragon Publicity Co., Ltd	Myton Chambers, Myton Street.
Youngson, F., & Co	165 Albert Avenue.
LEEDS	
Atlas Advertising Assn	132 Albion Street, Leeds.
Artistic Publicity Co., Ltd	1 Cookridge Street.
Collinson's Agency	6 Upperhead Row.
Courtman Stock Agency	99 Albion Street.
Heslock Agency	Stansfield Chambers, Great George Street.
Hodgson, F.	Angel Bdgs., Briggate, Leeds.
Leeds Advertising Agency	Standard Buildings, City Square.
Lord, Tudor & Co	13 Greek Street.
Roberts, R., & Co., Ltd	41 Camp Road.
Robinson, John	38 Park Row.

(Continued on page 236)

Another big forward stride!

SIDNEY T. GARLAND,
Sole Proprietor of the S. T. Garland, Advertising Service.

Late Advertisement Manager, the "Daily Mail," London; Advertising Manager at Selfridge's; One-time Textile Salesman to the Trade; Advertising Department Boots Cash Chemists; Sales Promotion, Advertising Manager and Mail Order Manager of Harrods, Ltd. (Manchester).



Photo Daily Sketch

THE GARLAND ADVERTISING SERVICE has been entrusted with the preparation of the Publicity and Selling Plan for the NOVOCRETE & CEMENT PRODUCTS CO. LTD., for

NOVOCRETE
SOLID WITH AIR
A NEW AND IMPROVED FORM OF CONCRETE

NOVOCRETE, of which much will be heard during the next few months, is an entirely new discovery in the concrete class that is destined to revolutionize building methods and costs. There are few constructional purposes to which NOVOCRETE cannot be applied with advantage, whether in town-planning, road making, wall and floor construction, or the hundred and one internal and external building needs of factory, office, shop, and private residences.

NOVOCRETE is more economical than any other building material in its original costs and also, because of its much lighter weight, in freight charges. You may buy it in a form which permits of the laying of floors and roads in liquid form or where that is not convenient in Pre-cast Units for Roof-Tiling, Flooring or Partition Walls.

THIS IS YET ANOTHER INSTANCE of a *new* advertiser with an entirely *new* product, who, seeking professional, trader and consumer goodwill, chooses naturally the aid of the Advertising Service Agency, which, in practical selling experience, has no equal in London or out of it.

Here are a few of the famous firms and products for which S. T. Garland acts, *and it should be remembered that everything he does is given personal supervision.* Ask any of these clients whether the Garland Complete Selling Organization gives a good account of everything undertaken.

SWEARS & WELLS, LTD.
Retail Stores.
OREUM (ENGLAND), LTD.
The New Metallurgical Discovery.
EIDERDUCK FASHIONS.
Rugs and Garments.
PIESSE & LUBIN'S.
Famous Perfumes and Cosmetics.
THE REGO CLOTHIERS, LTD.
Men's Tailors to the Million.
FENWICK'S
(of Bond Street), Ladies' Fashions.
COULSON'S.
Irish Linens.

R. O. DAVIES.
Furniture and Furnishings.
VAC-TRIC.
The Most Economical Electric Suction Cleaner.
"MAORIX."
A New and more Effective Embrocation
CUSSONS, SONS & CO., LTD.
"Kervalli" Soaps and Toilet Specialties.
LIPHOOK GAME FARM KENNELS.
RUNOLL & CAPITOL.
Licensed Victuallers' Cleaning Commodities.

CANADIAN FUR STORE
Specialists in Fine Furs of all kinds.
MONTGOMERY WARD & CO.
(One of the World's Greatest Mail Order Houses) for Advertising in England.
C. J. ROSS & CO.
Wholesalers.
MITCHELL'S COLLAR WORKS.
A Novel Scheme of Collar Replenishment.
CHARLES WAYRE, LTD.
Court Furriers. Established in 1834.

Address the Principal:

The S. T. GARLAND ADVERTISING SERVICE

Telephones: MAYFAIR 1007-1008
(Private Branch Exchange)

14-18 BROOK STREET LONDON, ENG., W. 1

BRITISH ADVERTISING AGENCIES

(Continued from Page 235)

Name	Address
Shelton Advertising Agency, Ltd	85-87 Cookridge Street.
Short & Senior, Ltd	20 Corn Exchange.
Stirling, A. F	3 Lumley Place, Burley Hill.
Storey, Evans & Company, Ltd	Larkfield, Rawdon.
Whitehall Advertising Agency	16 Whitehall Road.
Wood's Advertising Agency	Harriett Street.

LEICESTER

Bree Advertising	10 Market Street.
Langton's Agency	11 Welford Place.
Mann, E. W	2 Westfield Road, Leicester.
Midland Advertising Co., Ltd	16 New Street.
Montgomery Service	Atlas Chambers, Greyfriars.
Staynes Ad-Specialists	41 Belvoir Street.
Wilkes, Lavis & Co	Corporation Bldgs., Horsefair Street.

LETCHWORTH

Fletcher, A. B. W	10 Leys Avenue.

LIVERPOOL

Allen David & Sons, Billposting, Ltd	19 Islington, Liverpool.
Arthur Advertising Service, James	38 Church Street.
Ayrshire Publicity Co., Ltd	62 Dale Street, Liverpool.
Birchall, C., Ltd	17 James Street.
Blakeborough Publicity Co., Ltd	Cooper's Bldgs.
Douglas, A. C., & Co	640 Royal Liner Bldgs.
Forbes, Keir & Bullen, Ltd	105 Bold Street.
Forwood Service Company	101 Dale Street.
Furness, J., & Co., Ltd	62 Dale Street.
Guy's Publicity Company	14 Water Street.
Herbert, Charles, & Co	37 South Castle Street, Liverpool.
Heywood-Court Service	80 Seel Street.
Holland, Geoffrey & Sons, Ltd	67 Lord Street.
Hough's (Liverpool), Ltd	Hopwood Bldgs., South Castle Street.
Jackson, Ltd., R. A	1 Princess Street.
Kitchen, William, Service	3 Cable Street.
Lee & Nightingale	15 North John Street.
Littlebury Bros	3 Crosshill Street.
Liverpool Advertising Co., Ltd	44 Cable Street, Liverpool.
Liverpool Exchange Press	12 Tithebarn Street.
Maiden-Ostich, Ltd	62 Dale Street.
MacDowall, J	35 Dale Street.
Newton & Co	230 Royal Liner Buildings.
Meredith, Mark	67 Dale Street.
Mersey Agency	67A Northumberland Street.
Peacock Service, S. C	62 Dale Street.
Pearce, Ltd., T	36 Cable Street.
Press Services (Advertising Ltd.)	Central Chambers, Liverpool.
Publishers & Advertisers, Ltd	49 Whitechapel.
Randall's Agency	Abbotsford Road, Blundellsands.
Rimmer's Agency	Hope Chambers, Dale Street.
Smith, George J., & Company	61 Lord Street.
Thompson Edwards Service	Hanover Street.
Turner, J., & Co	62 Dale Street.
United Agencies	48 State Ins. Bldgs., 14 Dale Street, Liverpool.
Vernon, C., & Sons, Ltd	56 South Castle Street.

LINCOLN

Lincoln Publicity, Ltd	5 Bank Street.

LOUGHBOROUGH

Atkinson's Service	81 Queen Road.

LOWESTOFT

Phillip's Ad Service	South View, Wellington Road.

MANCHESTER

Ashburner's, Ltd	Waterloo Buildings, 10 Piccadilly.
Ayrshire Publicity Co	31 Market Street, Manchester.
Baird & Dawson	Dalton Chambers, John Dalton Street.
Beviere, Butler & Co	89 Oxford St., Manchester.
Brandon's Agency	1 Park Place, Higher Broughton.
Browne, T. B., Ltd	52 Cross Street.
Clarke, Cyril H	32-34 Kennedy Street, Manchester.
Clery & Smalley	5 Cathedral Yard.
Commercial Advertising Service, Ltd	54 Corporation Street.
Cowley & Co., Ltd	19 Westwood Street, Moss Side, Manchester.
Cross-Courtney, Ltd	Atlantic Chambers, 7 Brazenose Street.
Emsley, J. H	17 Broady Street, Stretford.
Farmer, Courtney D	Haughmond, Brantingham Rd., Alexandra Park.
Gibson Steel & Co., Ltd	5 Cathedral Yard.
Greaves, Ltd., Herbert	92 Market Street.
Heaton Advertising Agency	43 Market St., Manchester.
Heywood, John, Ltd	121 Beansgate.
Heywood-Court Ad Service	25 Cross Street.
Hobson, C. W	3 St. James Square.
Jackson, R. H., Ltd	1 Princess Street.
Kershaw, Thomas, Ltd	36 Fairfield Street.
Manchester Billposting Co., Ltd	36 Peter Street, Manchester.
Marks, Ernest	94 Store Street, London Road, Manchester.
Meldrum, Thomas S	68 Imperial Buildings, Oxford Road, Manchester.
Milnes Publicity, Ltd	27 King Street.
Newby Shepherd Advertising Service	County Bldgs., Cannon Street.
Newnes, George, Ltd	Manchester.
Osborne-Peacock Co., Ltd	11 Piccadilly.
Penwarden & Co., Ltd	71 Market Street.
Pool's Advertising Service, Ltd	Canada Chambers, 36 Spring Gardens.
Pratt & Co., Ltd	57 Market Street.
Roe, F. John	15 Cross Street.
Service Publicity	100 Rusholm Road, Manchester.
Stone, A. J., & Co	343 Eccles New Road.
Varney, John, & Co	418 Chester Road.
White, E. C	24 Longstone Buildings, Cannon Street.

MIDDLESBOROUGH

Kidd, Ernest W	Maritime Buildings.

NANTWICH

Henry Tomkinson Agency	

NEWCASTLE-ON-TYNE

Atracte Ad. Service	26 Northumberland Street.
Clarendon Publicity Service, Ltd	71 Pilgrim Street.
Driffield's Agency	71 Pilgrim Street.
Goodwins Publicity Service	14 Grove Street.
Horn, Medhurst Service	Market Chambers, 33 Groat Market.
North of England's Agency	148 Westgate Road.
Osborne Studios (J. Murray)	9 Larkspur Terrace.
Pavement Publicity, Ltd	1 Nicholas Bldgs.
Publicity Service Agency	Malcolm Bldgs., Carlotte Square.
Studio Carre	Central Bldgs., 9 Bigg Market.
Tully's, Ltd	11 Brunswick Place.

NOTTINGHAM

Andrew's Service	Wheeler Gate Chambers.
Boswell Studios, Ltd	Park Row.
Commercial Agency	7 Low Pavement.

Name	Address

NORTHWICH

Elise Barker Advtg. Service	

PLYMOUTH

Butchers' Advertising Agency	13 Frankfort Street.

PRESTON

Lindley, Ltd., John	25a Winckley Square.

RAMSGATE

Thanet Publicity Service, Huddlestone, J. T	17 Chapel Place.

READING

Grantham, A. H., & Company	Valpy Street.
Turner, A. Hermon	King Street.

RUGBY

Jolly & Barber, Ltd	26 Lawford Road.

SHEFFIELD

Bushy, Alfred	139 Blair Athol Road.
Black, Arthur A., Ltd	6 Bank Street.
Expert Advtg. Co., Ltd	24 Norfolk Row, Sheffield.
Kellett, Ltd., F	25 Wellington Street.
Steel, J	225 Ellesmere Road.

SAWBRIDGEWORTH. Herts

Allen's Advertising Agency	

SOUTHSEA

Central Advertising Agency	30 King's Road.

SOUTHEND-ON-SEA

Covill, Ltd., H	25 London Road.

SOUTH SHIELDS

Grabbe, J. B	96 Westoe Road.

STOCKPORT

Counties Advertising Co	Prudential Bldgs., St. Petersgate.
General Advtg. Co	Central Buildings, Stockport.
Ridgway's Service	Commercial Bldgs., Lower Hillgate.
Simpson, W. C	Brookfield, Bo., Brookfield, Bredbury, Stockport

SWANSEA

Bart Cronin Advtg. Agency	

TAUNTON

Clarke, C. G	145 Greenway Road.

TIPTON. Staffs.

Mercantile Publicity (Props. Mercantile Contracts, Ltd.)	Sedgley Rd. W., Tipton, Staffs.

WARRINGTON

Light, Ernest, & Co	Horsemarket Chambers.

WEST BROMWICH

Ellison, H. N	5 Bull Street.

WESTON-SUPER-MARE

Flook & Sons	Paragon Road.

WOLVERHAMPTON

Booth, Griffin & Co., Ltd	12-16 Queen's Arcade Chambers, Wolverhampton.

YORK

Pottage, T. W. & Son, Ltd	4 Castlegate, York.
Williamson's Agency	32 Coney Street.

CHANNEL ISLANDS

Sheridan's Publicity Service	21 Broad Street, Jersey.

IRELAND

BELFAST

Allen, David, & Sons, Billposting, Ltd	22 William Street, South, Belfast.
McCaw, Stevenson & Orr, Ltd	Linenhall Works.
Travers & Co	10 Arthur Street.
Universal Light Publicity Co	94 Royal Avenue, Belfast.

CORK

News Bros., Ltd	20 Bowling Green Street, Cork.

DUBLIN

Arrow Publicity Service	Parliament Street.
Eason & Son, Ltd	40 Sackville Street.
Kenney's Advertising Agency	65 Middle Abbey Street.
Lynch's Service	D'Olier Chambers.
Milne, C. & Co	10 South Frederick Street.
McConnell Advertising Service	10 St. Brunswick Street.
O'Keefe's Advertising Agency	D'Olier Street.
Parker, John H. & Co	43 Dawson Street.
Wheeler Co., Ltd	45 Dawson Street.
Wilson, Hartnell & Co	Commercial Bldgs.

SCOTLAND

AYR

Ayrshire Publicity Co	2-4 Alloway Street, Ayr.
McMurray, Thomas	"Davaar" Ayrshire.

DUNDEE

Campbell Son & Co	10 Reform Street.
Kirkaldy, Kenneth S., & C., Ltd	39 Dock Street.

EDINBURGH

Aitken Service, Ltd	20 George Street.
Commercial Advertising Agency	11 Stafford Street.
Keith & Co	6 Castle Street.
Maclean Advertising Agency	8 Rutland Square.
McCallum & Co., J. G	100 Princess Street.
Menzies, John, & Co., Ltd	Hanover Bldgs., Rose Street.
Northern Advertising Agency	105 Hanover Street.
Robertson & Scott	73 Hanover Street.
Simons, Fred. L	3 Frederick Street.
Slaughter & Company	2 St. Andrew Street.
Stanley Agency	7a Hope Street.
Watson, A. Campbell	2 George Street.

GLASGOW

Alldritt, E. A	101 St. Vincent St., Glasgow.
Arthur's Advertising Agency	8 Blythswood Square.
Brown, R. G	166 Buchanan Street.
Browne, T. B., Ltd	1 Blythswood Square.
Brown, R. G	166 Buchanan Street.

(*Continued on page 237*)

BRITISH ADVERTISING AGENCIES

(Continued from Page 236)

Name	Address
Browne, T. B. B., Ltd.	136 Wellington Street.
Cosmos Studios	65 Bath Street.
Duke, J. Stirling	39 Hope Street.
Howat Advertising Service, Ltd.	Atlantic Chambers, 45 Hope Street.
Macduff & Co., Ltd.	Railway Advtg. Contractors, 21 Bothwell Street, Glasgow.
McMurtrie, Ltd.	11 Bothwell Street.
Macrae, Paul	93 Hope Street.
Menzie, John, & Co., Ltd.	90-94 West Nile Street.
Menzie, Peter A.	54 Gordon Street.
Milln, G. H.	53 Waterloo Street.
Mitchell's Advertising Agency	68 Gordon Street.
Newnes, George, Ltd.	Glasgow.
North British Advertising Company	87 Union Street.
Porteous, Wm., & Co.	9 South Exchange Place.
Robertson's Agency	19 Buccleuch Street.
Robertson & Smith	116 St. Vincent Street.
London Press Exchange and St. James's Advertising & Publishing Company, Ltd.	136 Buchanan Street.
St. James Advtg. & Publishing Co., Ltd.	136 Buchanan Street, Glasgow.
Scrimgeour, John	18 St. Vincent Place.
Sharp, A. F., & Co.	14 Royal Exchange Square.
Simpson & Gemmell	164 Howard Street.
Sommerville & Milne	26 Bothwell Street.
Universal Advertising Agency	212 St. Vincent Street.
Cuthbertson, D. C., & Co., Ltd.	196 Bath Street.
Globe Advertising Company, Ltd.	170 Hope Street.
Lambert, F.	166 Buchanan Street.
May's & Westminster Advtg. Service, Ltd.	55 West Regent Street.
Munro, Henry, Ltd.	82 Mitchell Street.
Northern Advertising Agency	58 Renfield Street.
Osborne Peacock Company, Ltd.	82 Gordon Street.
Watson, C. P.	33 Renfield Street.
Freer & Son, Ltd., Walter	206 Sauchiehall Street.

BRITISH ADVERTISING ASSOCIATIONS AND CLUBS

INCORPORATED SOCIETY OF BRITISH ADVERTISERS, LTD., 134 Fleet St. et, London, E. C. 4. Objects: To protect and promote the common interests of buyers of publicity; to secure and authenticate facts regarding circulations and advertising values; to watch all developments affecting advertisers (legislative, economical, etc.), and support or resist them by the organized co-operation of advertisers. To provide data and statistics concerning advertising trade and conditions and generally fulfill the functions of the authoritative trade society of the British National Advertisers. General Secretary (London), H. T. Humphries. Membership subject to election by Hon. Central Executive. Open to all who buy but do not sell space, materials or service. Subscriptions grading from £5 5s. to £21 a year, according to advertising outlays. Meetings held in London once a month, with occasional special meetings in other centres as circumstances require. Members include some 300 of the leading national advertisers. Several of the larger business organizations are affiliated. The Society's headquarters are equipped with probably the most comprehensive system of classified information to be found in Great Britain.

NATIONAL ADVERTISING SOCIETY, 61 Fleet Street, London, E. C. 4. Benevolent. Objects: The provision of assistance, financial and practical, for necessitous cases in the ranks of the advertising profession. Established 1913. Officers: President, Sir William E. Barry, Bart.; Vice Presidents, Viscount Burnham, C. H., Viscount Hambleden, Viscount Astor, Viscount Rothermere, Lord Dewar, Lord Riddell, the Rt. Hon. Sir Eric Geddes, G. C. B., G. B. E., Sir Frank Newnes, Bart., Sir Herbert E. Morgan, K. B. E., Sir Charles W. Starmer, Major J. J. Astor, M. P., the Rt. Hon. T. P. O'Connor, M. P., Allan Jeans, L. O. Johnston, Mr. Walter Haddon; Trustees, Viscount Burnham, C. H., Sir William E. Berry, Bart., and Mr. Walter Haddon; Hon. Chairman, Robt. J. Owen; Hon. Vice Chairman, H. C. Paterson; Hon. Committee, E. W. Barney, M. Blythe, J. Cheshire, S. G. Coram, C. Crane, J. Dodds, A. J. Greenly, E. T. Nind, F. Osborne, G. C. Ralston, A. Richardson, W. B. Robertson, A. Rothery, H. G. Reeves, G. Scott, A. H. Simpson, H. Evan Smith Wareham Smith, A. Taylor, R. Thoruberry; Hon. Treasurer, J. Strong; Hon. Secretary, Robt. J. Owen.

ASSOCIATION OF BRITISH ADVERTISING AGENTS, INC., 3/4, Clement's Inn, London, W. C. 2. An Association of most of the leading advertising agencies in Great Britain and Ireland. Officers: President, Philip de Gylpyn Benson, C.B.E., (S. H. Benson Ltd.); Vice President, Reginald James Sykes (London Press Exchange Ltd.); Hon. Treasurer, Lionel George Jackson (G. Street & Co. Ltd.); Hon. Secretary, Ralph Winter Thomas (Winter Thomas Co. Ltd.); Secretary, Ian Macpherson. A separate organization registered as the "Association of British Advertising Agents' Audit Bureau Limited" has now been formed to deal with net sales on behalf of members of the association and their clients.

ALDWYCH CLUB, LTD., 18 Exeter Street, Strand, London, W. C. 2. A social club of advertising men and business men connected with the Press. Officers: President, Sir Charles Wakefield, Bart., C. B. E.; Chairman, Wareham Smith; Secretary, E. T. Nind; Treasurer, Eric A. Field. Subscriptions: £6 6s. per annum. Entrance Fee, £6 6s. Affiliated to A. A. C. of W.

THIRTY CLUB OF LONDON. Devoted to the Betterment of advertising. President, Wareham Smith, 30 Southampton Street; Vice President, Eric Field, 30 Fleet Street; Hon. Secretary, Ulric B. Walmsley, 200 Gray's Inn Road, London, W. 1; Hon. Treasurer, George Scott, 112 Fleet Street, London, E. C. 4. The Club meets monthly. Subscription, Three Guineas per annum. As its name implies, the active membership is limited to thirty.

PUBLICITY CLUB OF LONDON, 112 New Oxford Street, London, W. C. I. Objects: To provide facilities for lectures, discussions and debates upon all matter pertaining to advertising; to arrange instructional visits to printing, paper, blockmaking and other works of interest to advertising men and women; to gather information upon any matters pertaining to advertising and to record same; to establish and maintain a Reference Library for the use of members, to publish reports of the Club's meetings and any other material which the executive shall deem desirable; to form local branches and generally to take any other steps which the executive may deem expedient to promote the welfare of the Club. Has over 600 members. Names of Officers: Chairman, Andrew Milne; Hon. Treasurer, Mr. S. J. Peacock; Hon. Secretary, Mr. F. Hollings, 112 New Oxford Street, London, W. C. 1. Offices, London, W. C. 1. Subscription: 21s. per year. Frequency of meetings: Every fortnightly Monday. Affiliated to the A. A. C. of W.

WOMEN'S ADVERTISING CLUB OF LONDON. President, Mrs. E. M. Wood, 57 Mortimer Street, London, W. 1; Hon. Secretary, Miss I. Bosworth, Bottomley Advertising Service, 23 King Street, London, E. C. 3. Affiliated to A. A. C. of W.

REGENT ADVERTISING CLUB. (Membership over 400). President, Sir Charles F. Higham, Imperial House, Kingsway, W. C. 2, Chairman, Philip Emanuel, 57 Long Acre, W. C. 2; Hon. Secretary, Miss Muriel G. Atkins, 6 West Kensington Mansions, W. 14. Club Office: 43 Bedford Street, London, W. C. 2. Affiliated with A. A. C. of W.

ADVERTISING CLUB OF LIVERPOOL. President, J. Sandeman Allen, Esq., M. P.; Chairman, S. R. Charles; Secretary, E. Bronning, 62 Dale Street, Liverpool; Treasurer, S. C. Peacock, 62 Dale Street, Liverpool. Affiliated with A. A. C. of W.

LEEDS PUBLICITY CLUB, Leeds, Yorks. Headquarters, Queens Hotel. Chairman, Stuart A. Hirst; Hon. Sec. Frederick E. Cook. Meetings alternate Friday evening.

ADVERTISING CLUB OF ULSTER. President, Sir Robert H. H. Baird, D. L. "Belfast Telegraph." Belfast. Hon. Secretary, Victor Salter. Headquarters, 7 Donegall Square West, Belfast, Ulster.

BRITISH ASSOCIATION OF DISPLAY MEN. President, E. Willson, Kodak, Ltd., Belsize Road, Kilburn, N. W.; Vice President, G. W. S. Deadman, Army & Navy Stores, Victoria, S. W.; Secretary, F. C. Lawrence, 43 Blandford Street, W. 1.

FEDERATION OF MASTER PRINTERS. President, Mr. H. Hazell, 52 Long Acre, W. C. 1. Secretary, A. E. Goodwin, 7 to 10 Old Bailey, E. C. 4. Affiliated with A. A. C. of W.

INCORPORATED SALES MANAGERS' ASSOCIATION. Chairman, J. M. Beable Esq. President, H. S. North, Esq.; Hon. Secretary, Stanley F. Talbot, General Buildings, Aldwych, W. C. 2. Affiliated with A. A. C. of W.

INCORPORATED SOCIETY OF ADVERT. CONSULTANTS. President, Thos. Russell, Clun House, Surrey Street, W. C.; Hon. Secretary, William T. Moss, Clun House, Surrey Street, W. C. Affiliated with A. A. C. of W.

LONDON CHAMBER OF COMMERCE (Incorporated.) President, Sir James Martin, J. P.; Secretary A. de V. Leigh. Advertising Section: Chairman, A. E. Canney. Offices: 97 Cannon Street, E. C. 4.

PUBLICITY CLUB OF BRADFORD, Midland Hotel. President, H. C. Derwent, Esq., J. P. Bradford & District Newspaper Co. Bradford; chairman, G. H. Leeson, Esq., National Trades Press Charles Street, Bradford; hon. secretary, N. Thorpe-Richardson, Advertising Service Agent, 12 Peel Buildings, Kirkgate, Bradford; treasurer, H. G. Mitchell, Esq., Manager, Jowett Cars Ltd., Idle, Bradford. Affiliated to A. A. C. W. Membership 103. Meetings held fortnightly at the Midland Hotel, Bradford. Control permanent exhibition of Advertising and Printing at the School of Art, Bradford. All communications to be addressed to Honorary Secretary, 12 Peel Buildings, Kirkgate, Bradford. Specimens of good printing and advertising are invited for exhibition from all countries.

PUBLICITY CLUB OF MANCHESTER, Midland Hotel. President, Sir Wm. Veno; hon. secretary, J. Vincent; treasurer, W. J. Harrop. Affiliated to A. A. C. W.

GLASGOW PUBLICITY CLUB, 67 Hope Street. President, D. C. Cuthbertson; vice-president, D. W. Barr; hon. secretary, H. W. Dick; treasurer, J. Firth. Affiliated to A. A. C. W.

PUBLICITY CLUB OF OXFORD. President, W. R. Morris, Esq. Governing Director, Morris Motors Ltd., Cowley, Oxford; chairman, S. G. Hunt, Advt. Mgr. **Oxford Times**; hon. secretary, Laurence Knowles, Oxford Adv. Agency, 10 Marlboro Chas. Cornmarket, Oxford; treasurer, A. R. Manser, care of Badcocks, Ltd., Queen St., Oxford; Hon. Development Secretary: E. Kingsley Belsten, Advg. Mgr., Wolsey Hall, Oxford; runs fortnightly lectures, retail advtg. course, and public speaking course. Affiliated to A. A. C. W. Membership, 50.

ADVERTISING CLUB OF NEWCASTLE ON TYNE, Reed Millican & Co., Ltd., Market Street. President, Gerald A. France, J. P.; deputy president, Lorne C. Robson; hon. secretary, Lt. Col. N. C. Millican, O.B.E., T.D.; treasurer, A. Beevers, Esq., care of National Prov. Bank, Ltd., Mosley Street. Affiliated to A. A. C. W.

FEDERATION OF MASTER PROCESS ENGRAVERS. President: A. Dargavel (John Swain & Son, Ltd.; Vice-President, V. Siviter Smith; Treasurer: E. W. Hunter, Sun Eng. Co. Ltd.; Auditors: Messrs. Hill, Vellacott & Son; Council: W. B. Hislop (Hislop & Day Ltd.), A. Knighton (Knighton & Cutts), R. Vincent (Amalgamated Press), E. H. Atkinson (Garratt & Atkinson), C. W. Harness (Engraving Co. Ltd), A. Craske (Alfred Craske Ltd.), P. J. Bailey (Strand Eng. Co. Ltd), F. W. Thomas (Star Process Eng. Co. Ltd.), T. C. Eamer (Marshall Eng. Co. Ltd), H. Entwistle (Entwistle, Thorpe & Co.), G. N. Hunter (Sun Engraving Co. Ltd.), J. Sid Gilbett (Wallage & Gilbett Ltd.), together with the officers. Secretary: A. E. Dent, Room 268, Bank Chambers, 329, High Holborn, London, W. C. 1.

NORTHERN COUNTIES ASSOCIATION OF MASTER PROCESS ENGRAVERS:—Secretary, W. A. Nixon, 31, Victoria Buildings, St. Mary's Gate, Manchester.

SCOTTISH ASSOCIATION OF MASTER PROCESS ENGRAVERS:—Hon. Secretary, W. B. Hislop, 9, Albany Street, Edinburgh.

MIDLAND COUNTIES ASSOCIATION OF MASTER PROCESS ENGRAVERS:—Hon. Secretary, J. Sid Gilbett, 17, Massbouse Lane, Birmingham.

INCORPORATED ASSOCIATION OF RETAIL DISTRIBUTORS, 125 Pall Mall, London, S. W. 1. Chairman, Eric M. Gamage (A. W. Gamage Ltd.); president, Percy A. Best. (Jas. Shoolbred & Co. Ltd.); past presidents, Sir Woodman Burbridge, Bart., C. B. E. (Harrods Ltd.), Sir Sydney M. Skinner, J. P. (John Barker & Co. Ltd.), Mr. John Lawrie, J. P. (Wm. Whiteley, Ltd.). Objects: (a) To provide a central organization for promoting and protecting the interests of distributing shops and stores. (b) To promote or support legislation desirable for protecting the interests of distributing stores, and to oppose any legislation, by-laws, or regulations which are considered harmful. (c) To ascertain the law affecting distribution, and to register cases for the information of members, and to obtain for them legal advice upon questions of general importance. (d) To collect and disseminate information upon financial, economic, commercial and labor questions affecting the retail businesses among members of the association.

NATIONAL ADVERTISING BENEVOLENT SOCIETY, 61 Fleet Street, London, E. C. 4. Objects: The provision of assistance, financial and practical, for necessitous cases in the ranks of the advertising profession. Established 1913. Officers: President, Sir William E. Berry, Bart.; Vice Presidents, Viscount Burnham, C. H., Viscount Hambleden, Viscount Astor, Viscount Rothermere, Lord Dewar, Lord Riddell, the Rt. Hon. Sir Eric Geddes, G. C. B., G. B. E., Sir Frank Newnes, Bart.; Sir Herbert E. Morgan, K. B. E., Sir Charles W. Starmer, Major J. J. Astor, M. P., the Rt. Hon. T. P. O'Connor, M. P., Allan Jeans, L. O. Johnson, Mr. Walter Haddon.

AMERICAN CHAMBER OF COMMERCE IN LONDON, INC., Aldwych House, Aldwych, London, W. C. 2. An association of business men whose first aim is to provide all advice and help in promoting business relations between Great Britain and the U. S. President, *F. E. Powell (Anglo-American Oil Co., Ltd.); 1st Vice President, G. K. Weeks, National City Bank of New York; 2nd Vice President, R. P. C. Sanderson (Baldwin Locomotive Works); Hon. Treasurer, *Robert Grant, Jr. (Higginson & Co.); Hon. Secretary, *W. T. Coe (Consolidation Coal Co.); Consulting Directors, The American Consul General in London, the Commercial Attache to the American Embassy, the Counsellor to the American Embassy; Directors, *Frederic Carroll (Corn Products Co., Ltd.), G. M. Cassatt, Paul E. Derrick (Paul E. Derrick

(Continued on page 238)

BACK YOUR DEALERS IN NORTHERN WISCONSIN

Your Message Goes to More Than
100,000 People in This
Territory
Not Otherwise Reached
Except
By the Use of The

Superior Evening Telegram

Net Paid Circulation

20,897

Year Ending September 30, 1925

The A. B. C. Auditors Reports on Wisconsin and Minnesota newspapers will make clear why you need this newspaper in order to have your sales message reach these 100,000 people.

Without The Telegram It Can Not Be Done

National Representatives:

WEAVER, STEWART COMPANY

New York Chicago

BRITISH ADVERTISING ASSOCIATIONS

(*Continued from page 237*)

Advertising Agency, Ltd., J. E. Cyane (E. I. DuPont de Nemours & Co.), Robert Frothingham, Jr. (Dalton Adding Machine), Wm. Gourlay (American Express Co., Inc., E. B. Lane (Merkham Trading Co., Ltd.), E. E. Ling (Insull, Son & Co., Ltd.), Chadwick H. Moore (Moore's Modern Methods, Ltd.), H. S. Gosdey, Guaranty Trust Co. of New York; George A. Mower (Sturtevant Engineering Co., Ltd.), *H. E. Robbins (Herbert E. Robbins, Ltd.), L. P. Sheldon (Blair & Co., Inc.), J. Grant Forbes, Blair & Co., (London) Ltd., Joseph H. Willson (Dodge Bros. (Britain), Ltd.), T. J. Zimmerman (A. W. Shaw & Co., Ltd.).

Executive Committee indicated by *; Secretary, Henry R. Amory.

PUBLICITY CLUB OF IRELAND. Headquarters, Dublin. President, A. Canavan, United States Lines, College Street; vice-president, Dr. W. Lombard Murphy, Independent Newspapers; hon. secretary, W. E. Magill, 85 Grafton street; hon. treasurer, J. Rowland, 40 Lr. O'Counell street; Council—Advertisers: J. B. Aiken, Irish Photo Eng. Co. Mid Abbey St.; W. Giles, Messrs. Cook & Son, Grafton Street; J. Grew, 31, St. Mary's Road, Ballsbridge; H. H. Jauncey, Temple Press, Dublin; A. V. McArthur, 52 Lr. O'Connell Street; J. S. McMahon, Dockrell & Son, Sth. Gt. Georges St.; J. P. O'Brien, Ir. Tourist Dev. Assn. Westland Row; M. F. O'Brien, O'Brien's Min. Waters, Henry Place; F. M. Summerfield, 138 Lr. Baggot Street; Advertising Men: F. J. Brandt, 116 Up. Leeson Street, Dublin; F. P. Douglas, 40 Lr. O'Connell Street; T. A. Grehan, Irish Independent, Dublin; P. J. Gillespie, Irish Statesman, Sth. Fredk. St.; Scott Hayward, Irish Ind. & Commerce, Wellington Quay; W. J. Kenny, 65 Middle Abbey Street; J. Lynch, Lynch's Advtg. Agency, D'Olier Street; C. E. McConnell, Publicity House, Pearse Street; P. T. Montford, Seaview, Sandycove Av. E. Kingstown; B. D. O'Kennedy, 65 Middle Abbey Street.

FEDERATION OF DIRECT MAIL ADVERTISING AGENTS, 196, Shaftesbury Avenue, London, W. C. 2. Chairman, Mr. Arthur Chadwick: Hon. Sec., Lt. Col. Hugh W. S. Venn. The Objects of this Federation is to bring together all interested in Direct Mail Advertising, either from the Creative or User end. It has always taken a conspicuous part in any Advertising Conventions held in this Country during the past two or three years, and its members consist of all the best class Direct Mail Agencies and Circularising Houses in the British Isles.

PUBLICITY CLUB OF BIRMINGHAM, 50 Willow Avenue, Edgbaston, Birmingham. President, Gilbert C. Vyle, Esq.; Chairman of Committee, Walter Henman, Esq.; Hon. Secretary, J. A. Stead, 145 Poplar Avenue, Edgbaston, Birmingham. Whether or not affiliated to A. A. C. of W., Yes. Membership 120. Headquarters Imperial Hotel, Temple St., Birmingham, England.

FLEET STREET CLUB, 4, Johnsons Court, Fleet Street, E. C. 4. Objects: Luncheon and Social. Officers: President, Mr. S. A. Willmott; Vice President, Mr. E. W. Folkes; Committee: Mr. M. Blythe, Mr. W. D. Duncan, Mr. W. N. Roberts, Mr. A. B. Ward, Mr. R. R. Hedley, Mr. F. Paul, and Mr. C. Crane; Mr. S. D. Nicholls (ex-officio); Hon. Treasurer, Mr. S. G. Coram; Hon. Secretary, F. W. Slaughter. Membership is restricted exclusively to newspaper and periodical advertising representatives and managers. Meetings daily except Saturdays. Affiliated to the Associated Advertising Clubs of the World. In existence since 1895. The National Advertising Society was founded by the Fleet Street Club, and once again have been the prime movers in the Second Fleet Street Week for Bart's when nearly £10,000 was collected. The Fleet Street Club united with all other advertisihng associations to take part in the Advertising Convention, 1924.

BRITISH NEWSPAPER ASSOCIATIONS

THE NEWSPAPER SOCIETY, 85 Fleet Street, London, E. C. 4. The Newspaper Society, founded in 1836 as the Provincial Newspaper Society, was reconstituted in 1917 and 1921. In the latter years it became the one organization representative of the newspaper press of England and Wales (with the exception of the London daily and Sunday newspapers); the Irish Newspaper Society is affiliated to it, and it is in close touch with the Scottish Daily Newspaper Society. A number of local associations throughout England and Wales act with and strengthen the work of the central office. The Society's activities include: Issuing of a Monthly Confidential Circular to members, supplemented by special circular letters on matters of urgency; supplying of information concerning the standing of advertising agents; negotiating with Trade Unions upon matters affecting members' interests; collecting debts owing to members; scrutinizing and if necessary working for the amendment of proposed legislation affecting newspapers; arranging for joint action in cases where newspapers are threatened with legal proceedings; in brief, working for the advancement of the interests of newspaper proprietors and producers in all ways. Officers for the year 1925-26: President, Mr. Arthur L. Woodhead (Huddersfield Examiner); Immediate Past President and ex-officio Member of Council, Mr. William Astle (Stockport Advertiser); Hon. Vice-Presidents: Mr. Valentine Knapp (Surrey Comet); Sir James G. Owen (Exeter Express and Echo); Mr. John R. Scott (Manchester Guardian); Sir Meredith T. Whittaker (Scarborough Mercury); Vice-Presidents (by vote of Annual Meeting): Mr. Robert J. Webber (Cardiff Western Mail); Mr. John S. King (West Middlesex Gazette); Hon. Treasurer, Mr. Valentine Knapp (Surrey Comet); Hon. Solicitor, Mr. J. C. Soames (31 Norfolk Street, Strand, W. C. 2); Council, W. H. Andrew (Ashton Reporter); Herbert Archer (Derby Mercury); W. T. Bailey (Darlington Northern Echo); H. W. Bennett (Cheltenham Chronicle); R. N. Burgess (Cumberland News); David Davies (South Wales Daily Post); H. C. Derwent (Bradford Daily Telegraph); Major F. Glover (Leamington Spa Courier); N. B. Graham (Wolverhampton Express & Star); Harold C. Harmsworth (Western Morning News); W. Harrison (Surrey Advertiser); C. W. Henderson (Belfast News-Letter); Col. Sir A. Holbrook, M. P. (Portsmouth Times); J. Henson Infield (Sussex Daily News); Allan Jeans (Liverpool Echo); J. D. Jeremiah (Manchester Daily Dispatch); A. Browning Lyne (Cornish Guardian); Rayner Roberts (Batley News); D. Rowlands (Montgomery County Times); Sir Charles Starmer (Birmingham Gazette); A. C. Taylor (Cambridge Daily News); S. C. Taylor (Essex Weekly News); A. M. Wisely (Yorkshire Herald); General Secretary and Editor of the Circular: Edward W. Davies (Byron House 85, Fleet Street, E. C. 4).

NEWSPAPER PROPRIETORS' ASSOCIATION, LTD., 6 Bouverie Street, London. E. C. 4. Objects: To deal with matters of common interest in the production and distribution of London morning, evening and Sunday newspapers. Names of Officers: The Rt. Hon. Viscount Burnham, C. H. (Chairman); The Rt. Hon. Lord Riddell (Vice Chairman); T. W. McAra, J. P. (Secretary). Membership Qualifications: Proprietorship of a London morning, evening or Sunday newspaper. Subscription: Determined annually on the basis of wages paid. Frequency of Meetings: Fortnightly. There are no Affiliated Organizations.

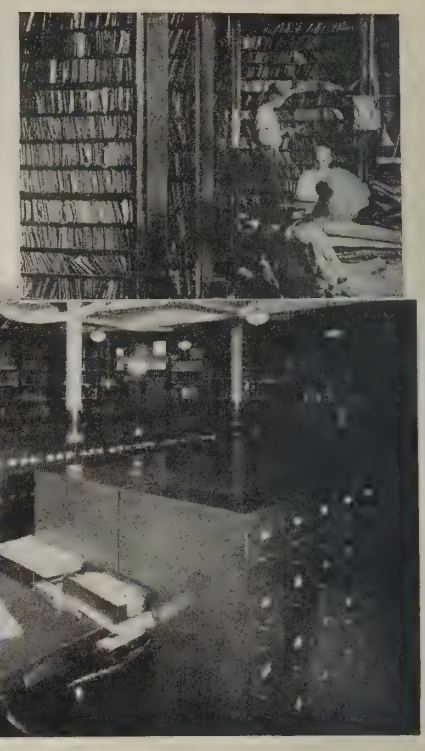
THE PERIODICAL, TRADE PRESS, & WEEKLY NEWSPAPER PROPRIETORS' ASSOCIATION, LTD., 6 Bouverie Street, London, E. C. 4. Founded in 1913 for the purpose of enabling the proprietors of trade and technical publications, periodicals and illustrated and weekly newspapers to take combined action, when thought desirable, in matters affecting their general interests. It has abundantly justified its existence. President, The Rt. Hon. Lord Riddell; Vice Presidents, Sir George Sutton, Bart. (The Amalgamated Press (1922), Ltd.); Sir Edward Iliffe, C.B.E., M.P. (Iliffe & Sons, Ltd.); Executive Chairman, Ewan S. Agnew (Bradbury Agnew & Co., Ltd.); Sectional Chairmen, J. A. W. Mudie, D. C. Thomson & Co., Ltd. (Periodical and General Section): Percival Marshall, Percival Marshall & Co. (Trade and Technical Section); Secretary, E. O. Norton.

NEWSPAPER PRESS FUND, 11 Garrick Street, London, W. C. 2. Objects: To assist by Grant or Pension members of all branches of the Literary Department of the Newspaper Press, who shall have become members of the Fund, and their Widows and Families. Founded 1864. Officers, 1926: President, The Viscount Burnham, C. H.; Treasurer, W. Thornton Sharp; Secretary, Sidney G. Smeed.

EMPIRE PRESS UNION, 71 Fleet Street, London, E. C. 4. Objects: An organization of newspaper proprietors and editors of leading newspapers and periodicals published in the United Kingdom, the British Dominions and Colonies Overseas, and in India. The Empire Press Union is the only organization linking in its membership the whole of the Press of the British Empire to whose common interests it is devoted. An important part of the Union's policy is the holding of periodic conferences of Empire newspaper proprietors and editors in the United Kingdom and the overseas Dominions. The third took place in Australia last autumn. Over fifty newspaper proprietors and editors from all parts of the British Empire attended this conference and were guests of the Australian Press and Government during an extensive tour of the Commonwealth. It is expected that the next conference will be held in London in 1930. The Union has performed important work in cheapening and quickening facilities for the distribution of inter-Imperial news by cable, wireless telegraphy, and mail, and continues to exert its influence in this direction. It has separate sections in Australia, New Zealand, India, South Africa, Canada and the West Indies. The headquarters section in London includes in its membership practically all the London correspondents of the Press of the overseas Dominions on whose behalf it has secured important official privileges and facilities. In a word, the Empire Press Union stands for unity of the British Imperial Press in all matters of common concern. Officers: President, The Rt. Hon. Viscount Burnham, C. H.; Hon. Treasurer, Major the Hon. J. J. Astor, M. P.; Chairman, Sir Robert Donald, G. B. E. LL. D.; Members of the London Council, Mr. Ewan. S. Agnew (Weekly Newspaper and Periodical Proprietors' Association); Sir John Arnott, Bart. (Irish Times, Dublin); J. Gomer Berry (Daily Graphic), R. D. Blumenfield (Daily Express), Sir Robert Bruce, LL. D. (Glasgow Herald), P. A. Goudie (Evening News), J. Heddle (Evening Standard), Sir Edward M. Iliffe (Messrs. Iliffe & Sons, Ltd.), J. Henson Infield (Sussex Daily News), Sir Roderick Jones, K. B. E. (Reuter's, Ltd.),

(*Continued on page 239*)

Compare this old "morgue" →



with this up-to-date reference department

What a difference! Yet the two rooms are one and the same. The top photograph was taken before the SHAW-WALKER newspaper reference department specialist went to work. The lower picture was taken after.

The old-fashioned "morgue" must go. It is inadequate. The modernized newspaper reference department must take its place.

Paper after paper throughout the country is changing over to the new, "Built Like a Skyscraper" filing systems as planned and installed by the Shaw-Walker newspaper reference department specialists.

Write for particulars.



SHAW-WALKER

REFERENCE DEPARTMENT SERVICE

150 Broadway, New York City

BRITISH NEWSPAPER ASSOCIATIONS

(*Continued from page 238*)

Valentine Knapp (Newspaper Society), G. H. Law (Scotsman), Lt. Col. E. F. Lawson, D. S. O., M. C. (Daily Telegraph), T. Marlowe (Daily Mail), Sir Frank Newnes, Bart. (George Newnes, Ltd.), H. A. Gwynne (Morning Post), Ernest A. Perris (Daily Chronicle), The Rt. Hon. Lord Riddell (Newspaper Proprietors' Association and News of the World), Mr. H. Redwood (Daily News), H. C. Robbins (Press Association), C. P. Scott (Manchester Guardian), Sir Campbell Stuart, K. B. E. (Times), J. B. Hobman (Westminster Gazette), H. A. Woodcock (Financial News), Hon. Life Member, Sir Harry Brittain, K. B. E., LL. D., M. P.; Hon. Secretary, F. Crosbie Roles; Secretary, H. E. Turner. Membership Qualifications: Membership vests in the proprietors of newspapers and periodicals of all classes, also of news agencies within the British Empire, who nominate for election, as their representative, the editor or some other responsible member of their staffs. Associate members of the Union are also eligible for election upon the nomination of members. Subscriptions: The following scale is fixed for Annual Subscriptions for members in the United Kingdom: Morning newspapers, £10; evening newspapers, £7; organizations of proprietors, £10; news agencies, £10. London national weeklies, and trade and technical journals, and other periodicals, £5; provincial weeklies, £3; Associates, £3. The following organizations are members of the Union: The Newspaper Proprietors' Association, The Newspaper Society and The Weekly Newspaper and Periodical Proprietors' Association. All the principal news agencies are members.

THE PRESS ADVERTISEMENT MANAGERS' ASSOCIATION, LTD. Registered Office, 13 Sherborne Lane, King William Street, London, E. C. 4. Objects: The Betterment of Advertising. President, S. H. Perren (The Sheffield Telegraph); Vice President, F. Simonis (The Star); Hon. Secretary and Treasurer (to whom all communications must be addressed), F. Osborne (Ward, Lock & Co., Ltd.), Warwick House, Salisbury Square, London, E. C. 4; Council of Management, C. Crane (Leicester Mercury), P. Emanuel (Odhams, Ltd.), E. W. Folkes (Belfast News Letter), T. Kirby (Reynolds), H. J. Lees (The Scotsman), J. A. W. Mudie (D. C. Thomson & Co., Ltd.), H. C. Paterson (Yorkshire Post), G. E. Perman (Temple Press, Ltd.), A. Richardson (Sunday News), George Scott (The Glasgow Herald), Geo. Sparkes (Graphic, Bystander, etc.), F. Webber (Western Mail). Subscription: One Guinea per annum. Meetings: Weekly luncheon.

BRITISH JOURNALISTS ASSOCIATION

NATIONAL UNION OF JOURNALISTS, 5 Chauncey Lane, London, W. C. 2. Objects: To defend and promote the professional interests and status of its members with regard to salary, conditions of employment, tenure of office. It pays out of work benefit, and makes benevolent, widow and orphan, and war distress grants. There is a Superannuation Fund. It is an Approved Society under the British National Health Insurance Acts, and also carries out the provisions of the British Unemployment Insurance Acts. It is a Registered Trade Union. Officers: President, Mr. T. S. Dickson; Vice President, Mr. A. J. Rhodes; Hon. Gen. Treasurer, Mr. T. Foster; Editor of Official Organ (The Journalist), Mr. J. Haslam; General Secretary, H. M. Richardson. Qualifications for membership: A man or woman shall have been three years in journalism and shall be dependent upon his or her own journalistic work. Newspaper proprietors, managers, and directors are not eligible. Subscription: Five shillings a month for full members and half-a-crown for probationary members: that is, persons of less than three years' experience. Meetings: The Executive meets at least quarterly, and there is an Annual Meeting of Delegates from each of the 97 branches. Affiliated to the Printing and Kindred Trades Federation of the United Kingdom. NATIONAL EXECUTIVE. *Members of Emergency Committee. †Members of Finance Consultative and Propaganda Committee. Officials: *†T. S. Dickson, Larkhall, Lanarkshire, President; A. J. Rhodes, Plymouth, Vice President; *†T. Foster, Streatham, London, S. W. 16, Hon. Gen. Treasurer; *J. Haslam, Withington, Manchester, Editor of The Journalist; H. M. Richardson, Gen. Secretary, Head Office: C. J. Bundock, National Organizer, Head Office. TERRITORIAL MEMBERS. †W. Betts, London, S. E.; F. W. Bill, Norwich; D. Cope, Sheffield; *E. J. T. Didymus, Southsea; Harold Downs, Bath; A. Rutledge, Blackpool; H. T. Hamson, Uxbridge, Middlesex; J. Joss, Arbroath; D. Lewis, Barry; W. G. Mitchell, Bishop Auckland; *H. D. Nichols, Manchester; F. J. Newboult, Bradford; †H. A. Raybould, Dudley; J. G. Gregson, Liverpool; *A. J. Rhodes, Plymouth; H. Stebbings, Reading; John Watt, Bo'ness. NATIONAL MEMBERS. *T. K. Sledge, Leeds; T. Jay, Bristol; †*W. Meakin, Purley.

INSTITUTE OF JOURNALISTS, 2 Turor Street, London, E. C. 4. Founded in 1884, the Institute of Journalists is the Chartered Professional Corporation organized and equipped for the purpose of maintaining the status, rights and privileges of the general body of working journalists. It resolutely safeguards their interests, and continually prevents or checks attempts at encroachments. Unemployment and benevolent, widows and orphans provident funds are attached to the Institute. Officers for 1926: President, Sir Robert Bruce, L. L. D. (Fellow), of Glasgow; Vice Presidents, Mr. Frederick Peaker, M. A. (Fellow), of London, and Mr. Chas. Wells (Fellow), of Bristol. Hon. Vice Presidents, Messrs Thomas Greene (Fellow), of Newcastle-on-Tyne; Charles Igglesden (Fellow), of Ashford; Kent F. J. Parrett (Fellow), of Margate; D. S. Robertson (Fellow), of Glasgow; E. P. Webb (Fellow), of London; C. T. Wilkins (Member) of Cambridge; G. A. L. Green (Fellow), of South Africa; The Hon. W. H. Triggs, of New Zealand, and J. E. Woolacott, of India; Hon. Treasurer, Mr. Arthur E. Watson (Fellow), of London; Hon. Secretaries, Messrs. William Latey (Fellow), of London; W. R. Willis (Fellow), of York;; Alfred H. Watson (Fellow), of India E. F. Jenkins, of South Africa, and A. W. Still (Fellow), of Straits Settlements; Hon. Editor "Institute Journal," Mr. Geo. Springfield (Fellow), of London. Qualification of Membership: A Member shall have been for not less than three years professionally, habitually, and as his sole and chief occupation engaged in journalism. Subscription: 42s. per annum (Entrance Fee 10s. 6d.). Overseas members 21s. per annum.

PRESS CLUB, LTD., St. Bride's House, Salisbury Sq., Fleet Street, London, E. C. 4. Objects: To provide social amenities for journalists in London and the country and for visiting journalists to London. Officers: President, Viscount Burnham, C. H.; Chairman, Frank Dilnot; Hon. Secretary and Manager, F. D. Bone; Hon. Treasurer, William H. Lock; Hon. Asst. Secretary, Walter J. Magson; Hon. Assistant Treasurer, R. Montague Smith. Members of journalistic, musical and artistic professions are eligible. Subscription: £5 5s. per annum. Affiliated to other Press Clubs in England.

THE WRITERS CLUB, 10 Norfolk Street, Strand, W. C. 2. Objects: Social, for women engaged in literary or journalistic work. Founded in 1891. Officers: Chairman of Committee for 1926, Miss F. F. Montresor; Hon. Secretary and Treasurer, Miss Lynette R. Mitchell. Membership qualifications: Professional work of literary or journalistic nature. Subscription: Town, £3 3s; Country, £2 2s. Entrance Fee, £1 1s. Meetings: Dinner and Debates monthly. House Teas weekly on Fridays.

LYCEUM CLUB, 138 Piccadilly, London, W. 1. Objects: The Lyceum Club was founded to focus the work of women in art, literature, science, medicine, music, public service, journalism, drama, and other important directions. Officers: President, The Marchioness of Aberdeen and Temair; Vice Presidents, Lady Strachey, Miss Sarah Clegg; Executive Committee: Chairman, Lady Berry, M.D.; Vice Chairmen, Mrs. Champion de Crespigny, Mrs. Leonard Rees, Lady Beachcroft, Dowager Lady Boyle, Mrs. Dornton Brown, Lady Mac Kensie Davidson, Miss Muriel Dawbarn, Miss S. R. Day, Mrs. Furmage, Mrs. Gun, Mrs. Halford Hewittt, Miss Joan Kennedy, Dr. Smedley Maclean, Mrs. Clarke Nuttalll, Dr. C. Raisin, Mrs. Henry Ruffer, Mrs. Yorke Trotter. Overseas Lyceum Clubs at: Amsterdam, Adelaide, Auckland, Athens, Barbados, Berlin, Brisbane, Brussels, Florence, Genoa, The Hague, Hobart, Melbourne, Milan, Paris, Rome, Stockholm, Sydney, Perth, Geneva, Berne, Basle, Neuchatel, Tientsin, Wellington, Nijmegen.

SOCIETY OF WOMEN JOURNALISTS, 37 Bury Street, St. James', S. W. 1. Founded for the association of women engaged in journalism, either as writers, or artists in black and white, in the United Kingdom, the Colonies and abroad, and for promoting and protecting the personal and professional interests of its members and to maintain and improve the status of journalism as a profession for women. Officers: President, 1925-26, Viscountess Burnham; Chair, Lady Brittain; Hon. Secretary, Mrs. E. A. Binstead. Organ, "The Woman Journalist Bi-monthly." Subscriptions: Town, £1 1s, per annum; Country or Foreign, 10s. 6d. per annum. Affiliated to the League of American Penwomen, and the Canadian Women's Press Club.

PARLIAMENTARY PRESS GALLERY, Press Gallery, House of Commons, London, S. W. 1. Consists of journalists accredited to British Newspapers and Agencies possessing the right of entry (granted by the Speaker of the House of Commons) to the Press Galleries of the Houses of Parliament. The Press Gallery elects its committee of twelve members once a year. This committee acts as the liaison between the Gallery members and the Sergeant-at-Arms of the House of Commons and Black Rod of the House of Lords. Otherwise its functions are of a nature domestic to the members of the Press Gallery. Chairman for year 1925, W. Charles Giles (Press Association); Hon. Secretary, Mr. V. W. A. Harvey (Reuters); Hon. Treasurer, Mr. H. E. Cant (Exchange Telegraph); Hon. Librarian, Mr. Ernest H. Rann (Morning Post). In connection with the Gallery there exists a Press Gallery Trust Fund to relieve immediate distress on the part of Gallery members, ex-members and their relatives.

UNIVERSITY OF LONDON JOURNALISM UNION. Membership open to all students and old students of the Journalism Course of the University. Officers, 1925-6: President, F. A. Rush (King's College, W. C. 2.); Secretary, H. R. W. Wiltshire (King's College, W. C. 2); Treasurer, Miss K. G. Zeidman (King's College). College Representatives: University College, E. A. de Mont; King's College, Miss J. Pickworth; Bedford College, Miss E. G. Bowen; London School of Economics, Miss K. West.

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COURSES IN JOURNALISM

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COURSES IN ADVERTISING

THE POLYTECHNIC, 309 Regent Street, London, W. 1. Principal: Major T. Worswick, O. B. E., M.Sc., Barrister at Law. Journalism Course: In two sections, Practice and Fiction Writing. Lecturer, Mr. F. M. Dudeney. Number of students in 1925: Practice, 54; Fiction Writing, 56. Advertising Course. Lectures and Practical Work and Discussion. Lecturer, Mr. N. A. Everson. Number of students in 1925, 160.

MARYLEBONE COMMERCIAL INSTITUTE. Upper Marylebone Street, Great Portland Street, London, W. 1. Course in Advertising and Salesmanship. Principal, T. Beach, B. Com. (Lond.). Classes held Tuesdays. Lecturer, Mr. Chas. C. Knights, M.S.M.A. Session extends from September to July. Affiliated: Marylebone Central Junior Commercial Institute, 64 High Street, W. 1; the Pulteney Central Institute, Peter Street, Soho, W. 1; Stanhope Street General Institute, Euston Road, N. W. 1, and St. Michael's General Institute, Star Street, Edgware Road, W. 2.

BRITISH NEWS-DISTRIBUTING AGENCIES

PRESS ASSOCIATION, LTD., Byron House, 85 Fleet Street, London, E. C. 4. The Association is a co-operative one, owned by the provincial newspapers of the United Kingdom. Each class of newspaper—morning, evening or weekly—must hold the number of shares prescribed for its class, neither more nor less. The objection of the Association is the collection and supply to its members and other papers of reliable news. The Association has its own direct system of telegraph wires between its London headquarters and all the leading newspaper offices in the provinces. Officers are: Messrs. Harry C. Robbins and G. B. Hodgson, Joint General Managers, and P. A. Shaw, Secretary. The present chairman is Arthur Pickering, Esq., of the "North Eastern Daily Gazette." The Annual Meeting of shareholders is held in May.

REUTERS, LTD. Sir Roderick Jones, K.B.E., chairman and managing director, London office; F. Douglas Williams, general manager, New York office.

CENTRAL NEWS, LTD., 5 New Bridge Street, London, E. C. 4. The Central News is engaged in the supply of News and News-Photographs to the Newspapers, Clubs, etc., of the country and of foreign countries on a commercial basis. Managing Director, W. P. Forbes. The only foreign affiliated organizations are the Central News of America and the New York News Bureau Association at 42 New Street, New York, U. S. A., but have close relations for the interchange of news-telegrams with the Fournier News Agency, Paris, and the Vaz Dias News Agency, Amsterdam.

ASSOCIATED PRESS OF AMERICA. London office, 9 Carmelite Street, London, E. C. 4. Charles Stephenson Smith, chief of bureau.

AUSTRALIAN PRESS ASSOCIATION, 2 Salisbury Square, Fleet Street, London, E. C. 4. A news organization of newspapers on the lines of the Associated Press of America. Taylor Darbyshire, manager.

UNITED PRESS ASSOCIATIONS OF AMERICA. London office, 161 Temple Chambers, London, E. C. 4. Ed L. Keen, manager.

OVERSEAS JOURNALISTS ASSOCIATIONS IN LONDON

BRITISH INTERNATIONAL ASSOCIATION OF JOURNALISTS, 32 Victoria Street, London, S. W. 1. Objects: These are defined as follows: The object of the Association shall be to maintain friendly relations between its members and the members of the Foreign Associations of Journalists constituting the International Union of Press Associations, and to take any other steps which the Association deems desirable to promote the professional and social interests of the members. Officers: President, The Rt. Hon. T. P. O'Connor, M. P.; Hon. Treasurer, Walter Jerrold, F. J. I.; Hon. General Secretary, Leon Gaster, F. J. I. Membership qualifications and subscriptions: The Association consists of journalists only, ladies or gentlemen who are or who are qualified to be, members or associates of the Incorporated Institute of Journalists of Great Britain and Ireland, and who are, or are qualified to be, members of the Newspaper Society of Great Britain and Ireland.

ASSOCIATION OF AMERICAN CORRESPONDENTS IN LONDON, Bush House, Aldwych, London, W. C. 2. Objects of the Association are to promote co-operation among its members, to protect their interests and to assist their work, by securing such recognition and facilities as are available from Government departments, public bodies and other sources of news. Officers: President, Hal O'Flaherty (Chicago Daily News); Vice-President, Robert J. Prew (Hearst Newspapers); Secretary, H. E. Scarborough (New York Herald Tribune); Treasurer, Milton Bronner (Newspaper Enterprise Association).

FOREIGN PRESS ASSOCIATION IN LONDON. Objects: To hold together the interests of foreign newspaper correspondents located in London. President, Mr. John C. Van Der Veer, c/o Le Journal Offices, 176 Fleet Street, London, E. C., 4.

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DAILY NEWSPAPER SALES, U. S. AND CANADA—1925

Abbeville (S. C.) Medium sold to F. West, owner of Press and Banner, and suspended.
Abilene (Kans.) Chronicle sold to Harlow Tibbets of Longview, Wash.
Akron (Ohio) Times sold to Scripps-Howard Newspapers and merged with Press as Akron Times-Press and Akron Sunday Times.
Albany (N. Y.) Journal purchased by the Knickerbocker Press and merged with the News (evening edition).
Albany (N. Y.) Sunday telegram sold by Herbert E. Hill to W. E. Woolard.
Alton (Ill.) Evening Telegraph to the Times and suspended.
Anaheim (Cal.) Orange County Plain Dealer sold to the Bulletin.
Anthony (Kans.) Bulletin sold by George Van Dyke to O. L. Browning.
Asheville (N. C.) Times to D. S. Elias.
Atlantic City (N. J.) Gazette-Review and Sunday Gazette purchased by Press Union Company and suspended.
Baker (Ore.) Herald sold to L. P. Arant and Barnard Manwaring.
Bangor (Me.) Commercial sold by J. P. Bass Publishing Company to Col. Harry F. Ross and Erastus T. Tefft.
Baton Rouge (La.) News purchased by Clyde S. Moss and J. H. Sanders. Name changed to Press.
Bellefontaine (Ohio) Index-Republican sold to Examiner and suspended.
Bethlehem (Pa.) Times sold to the Globe.
Bloomington (Ind.) Bulletin sold by James F. O'Connell and widow of Theodore A. Braley to W. Kee Maxwell.
Blytheville (Ark.) Courier to James H. Skewes.
Bridgeport (Conn.) Times to Kendall B. Cressey.
Bristol (Tenn.-Va.) Bulletin sold to the Bristol Pub. Co. and merged with the Evening News.
Canandaigua (N. Y.) Messenger sold by James A. Easton to E. D. DeWitt.
Casper (Wyo.) Herald to the Tribune.
Centerville (Iowa) Southern Iowa American sold by Glenn Reed and J. Roy Wright to L. R. Scott.
Chicago Daily News to Walter A. Strong and associates by the estate of Victor F. Lawson.
Clinton (Ill.) Daily Public sold by J. Earl Sigler to J. Melvin Ledden and Bruce R. Wood.
Cushing (Okla.) Evening Citizen sold by E. M. Green to Richard Elam and O. H. Lachenmeyer.
Daytona Beach (Fla.) Journal control sold to Horace E. Loomis.
Easton (Pa.) Free Press purchased by J. L. Druck and Frank B. Wilson.
Elizabeth (N. J.) Times purchased by Edgar Shaw and associates, representing W. R. Hearst, from Leonard F. Sawyel.
El Paso (Tex.) Times to H. D. Slater by the El Paso Times Company.
Fort Lauderdale (Fla.) Daily Sentinel sold to W. J. & L. S. Galvin by Col. George W. Mathews.
Fort Worth (Tex.) Record sold by W. R. Hearst to Amon G. Carter and associates.
Frankfort (Ind.) News sold by John F. and J. J. Schuman to Eugene Pulliam and Roy C. Swank.
Frankfort (Ind.) News to Times and suspended.
Fremont (Ohio) Messenger purchased by F. J. Daubel.
Griffin (Ga.) News & Sun to Quimby Melton by Judge C. Givens.
Guthrie (Okla.) Leader sold by Col. Leslie Gordon Niblack to Edward McIntyre and Raymond Fields.
Hendersonville (S. C.) Times sold by W. E. and John W. Eubanks to J. T. Fain.
Hudson (N. Y.) Star. All common stock of Albert W. Fell purchased by Henry M. James.
Idaho Falls (Idaho) Daily Post sold by Benjamin and J. Read to J. Robb Brady.
Indianapolis (Ind.) Commercial to Albert O. Evans and Mark R. Gray by the Enquirer Printing & Publishing Company.
Jamestown (N. D.) Daily Alert sold by W. R. Kellogg to Hansen Bros. Printing Company.
La Grande (Ore.) Evening Observer sold by Bruce Dennis to Frank B. Appleby.
Laurel (Miss.) Leader sold by Edgar G. Harris to James H. Skewes.
Lawrence (Mass.) Telegram sold to Benjamin S. Pouzzner, publisher of the Times.
Lebanon (Pa.) Times sold to News and suspended.
Litchfield (Ill.) News-Herald to James H. Skewes and Orson C. Morgan by the estate of E. E. Burson.
Los Angeles (Cal.) Express sold by F. W. Kellogg to Edward A. Dickson and Guy C. Earl, Jr.
Louisville (Ky.) Herald & Post to James B. Brown by Richard G. Knott and R. W. Knott.
Lowell (Mass.) Sunday Courier sold by Winifred C. MacBrayne to Leo T. Mower.
McKeesport (Pa.) Daily News taken over by State Senator W. D. Mansfield, Dr. H. S. Arthur, Charles R. Shaw, H. K. Watson and W. J. Cox.
Macomb (Ill.) Bystander purchased by Journal and suspended.
Manchester (N. H.) Mirror to Union Leader and suspended.
Marysville (Cal.) Democrat sold by Arthur W. Cluck to a group of newspaper men headed by Fred W. McKechnie, Jr.
Maryville (Mo.) Tribune sold by J. F. Full to James Todd, Walter S. Todd and W. C. Van Cleve (merged with the Forum).

(*Continued on page* 241)

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DAILY NEWSPAPER SALES, U. S. AND CANADA—1925

(Continued from page 240)

Miami (Fla.) Tribune. Interest purchased by Thomas W. Briggs.

Monmouth (Ill.) Review-Atlas to Hugh R. Moffet, Victor L. Moffet, Lee J. Sharp and L. A. Ryan by A. W. Barnes and Dr. R. C. Gibson.

Moorhead (Minn.) News. J. P. Dotson has purchased J. H. Freeman's interest in the News.

Mt. Washington (Mo.) News to W. D. Midyette and wife.

Murphysboro (Ill.) Republican-Era sold to the Independent and discontinued.

New York Evening Bulletin sold by Frederick W. Enwright to a New York syndicate, members of which were not identified.

New York Morning Telegraph—Edward R. Thomas has acquired stock of W. E. Lewis Estate.

Nyack (N. Y.) News sold by Senator Royal S. Copeland to John W. Martin.

Okmulgee (Okla.) Democrat sold to H. H. Horton publisher of the Times who plans to consolidate the two plants.

Olean (N. Y.) Herald sold by William L. Ostrom to S. T. Velie and R. N. Blakelee.

Orlando (Fla.) Sentinel. W. C. Essington's half-interest in paper purchased by W. M. Glenn.

Pacific Grove (Cal.) Review sold by W. J. Thyes to Fred W. Schnell and J. P. McSorley.

Pawhuska (Okla.) Capital purchased by Richard Elam and merged with the Pawhuska Journal.

Pekin (Ill.) Times sold to Don McGiffin and William McGiffin.

Perry (Okla.) Journal sold by C. P. Penfield and Ned Willett, Giles W. Farris to W. K. Leathercck.

Philadelphia (Pa.) Daily News control sold to Bernarr Macfadden.

Philadelphia (Pa.) North American purchased by the Public Ledger Company and merged under name Public Ledger & North American.

Pittsburg (Kan.) Sun sold by W. A. Beasley to John H. Strong.

Pocatello (Idaho) State Journal. John L. Brady has purchased stock in company and will act as editor.

Portland (Me.) Express and Advertiser and Sunday Telegram sold by Col. Fred N. Dow and William H. Dow to Guy P. Gannett.

Portsmouth (N. H.) Times sold to F. W. Hartford and merged with the Herald.

Pratt (Kan.) Republican sold by A. A. Cochran to the Daily Tribune.

Rapid City (S. D.) Press. Charles H. J. Mitchell's interest in paper purchased by Fred C. Christophersen.

Redding (Cal.) Searchlight sold by H. L. Moody to his son, H. G. Moody.

Rhinelander (Wis.) Daily News sold by William R. Jaeger to Frank J. Russell.

Sacramento (Cal.) Star to James McClatchy Publishing Company, Inc., and merged with Bee.

Salina (Kans.) Journal sold by Joseph L. Bristow to R. J. Laubengayer.

Santa Rosa (Cal.) Republican purchased by G. Lansing Hurd.

Seattle (Wash.) Union Record to E. B. Ault and Saul Haas.

Sherman (Tex.) Democrat sold to G. I. Wilcox and associates.

Steubenville (Ohio) Herald-Star sold by C. D. Simeral to Louis H. Brush and Roy D. Moore.

Steubenville (Ohio) Gazette sold to Louis H. Brush and Roy D. Moore and merged with the Herald-Star.

Stoughton (Wis.) Courier-Hub purchased by Walter K. Michelson, Thomas G. Murphy and Harry H. Bliss.

St. Louis (Mo.) Globe-Democrat from estate of Miss Ellen J. McKee to E. Lansing Ray.

Syracuse (N. Y.) Journal sold by Harvey D. Burrill to W. R. Hearst.

Tampa (Fla.) Morning Tribune sold by W. F. Stovall to a new company, composed of the following: C. E. Stewart, Jr., Dr. L. A. Bize, L. B. Skinner, R. H. Tarr, M. W. Lloyd, M. J. Hulsey, G. E. Mabry, W. Fred Fernan, H. T. Lykes, George V. Booker, W. G. Allen, Enruque Pendas and Isaac Mass.

Trenton (N. J.) State Gazette sold by the State Gazette Publishing Company to Ferdinand W. Roebling, Edward C. Rose and Frank D. Schroth.

Vicksburg (Miss.) Herald to Dr. G. S. Harmon, owner of the Hattiesburg American.

Washington (Iowa) Democrat. Interest of Donald Ross purchased by E. Grayson.

Washington (N. C.) News sold by J. A. Osborne to William D. W. Bishop.

Waynesboro (Pa.) Record-Herald sold to Floyd Chalfant.

Westfield (Mass.) Journal to B. H. Dingley by the Consolidated Newspapers of New England, a holding company.

Whittier (Cal.) Daily Herald. Wellington Green becomes one of the principal owners.

Winston-Salem (N. C.) Journal sold by H. E. Fries and associates to Owen Moon, Jr.

Worcester (Mass.) Telegram & Evening Gazette to Harry G. Stoddard and Geo. F. Booth by Theodore T. Ellis.

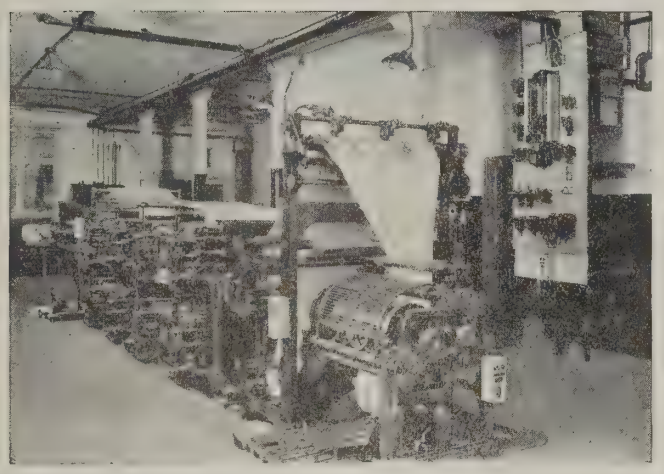
Edmonton (B. C.) Bulletin to C. E. Campbell from Frank Oliver.

NEWSPAPER SUSPENSIONS

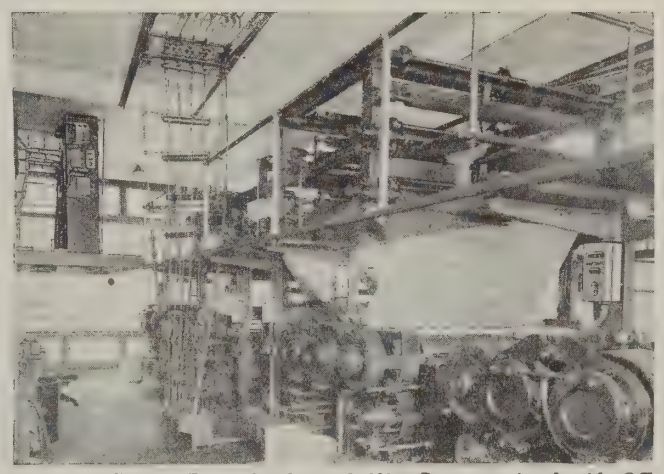
Abbeville (S. C.) Evening Medium.
Alton (Ill.) Times.
Anaheim (Cal.) Plain Dealer.
Bellefontaine (Ohio) Index-Republican.
Coffeyville (Kan.) Dawn.
Coaldale (Pa.) Panther Creek News.
Danville (Va.) News.
Frankfort (Ind.) News.
Flushing (N. Y.) Times.
Hayward (Cal.) Tribune.
Herrin (Ill.) Herald.
Jackson (Mich.) News.
Kennett (Mo.) Evening News.
Lakeland (Fla.) News (tabloid).
Leaksville (N. C.) Tri-Cities Gazette.
Lebanon (Pa.) Times.
Lenoir (N. C.) Sentinel.
Macomb (Ill.) Bystander.
Manchester (N. H.) Mirror.
Mattoon (Ill.) Bulletin.
Modesto (Cal.) Bee.
Murphysboro (Ill.) Republican-Era.
New York Bulletin.
Pittsburgh (Pa.) Dispatch.
Porterville (Cal.) Messenger.
Salina (Kan.) Union.
Spartanburg (S. C.) Sun.
Stamford (Conn.) Sentinel.
Webster City (Iowa) News.
White Plains (N.Y.) Westchester County Reporter.

HOW BIG MUST YOUR PLANT BE TO USE C-H PRESS CONTROL?

"The Safest System in the World"



Pressroom—Evanston News-Index—Circulation 7,000. Cutler-Hammer Automatic Press Control panel at right with several of the push button stations shown mounted on press.



Pressroom—Trenton Times—Circulation 38,856. Presses equipped with C-H Press Control and C-H Newspaper Conveyors carry the papers direct from presses to delivery room.

OCCASIONALLY a newspaper publisher in a smaller city may feel that C-H Control Equipment is only for the big circulation dailies. This is so because of the greater publicity given such installations of Cutler-Hammer Control Systems as the Philadelphia Bulletin, Philadelphia Inquirer, New York Times, Detroit News, Chicago Herald & Examiner, Milwaukee Journal, Minneapolis Tribune, Los Angeles Times, and similar big circulation dailies.

Cutler-Hammer Control Systems, however, are adaptable to any type and size of press equipment. Newspapers like the Evanston News-Index, Kokomo Tribune, Ann Arbor Times-News, Jackson Citizen-Patriot, Green Bay Gazette, Salina Journal, Trenton Times, and Sacramento Bee, have found it profitable to install Cutler-Hammer Printing Press Control, because it speeds up production and insures dependability and safety.

Ever since the first application of electric motor drive in the printing and publishing field, Cutler-Hammer has worked with publishers and press builders, developing and refining drive and control methods. For every piece of motor-driven equipment there is a C-H controller, ranging from the simplest type of starter to the most complete automatic control system.

If you want to get the most production from your presses, it will pay you to put your control problems up to Cutler-Hammer.

THE CUTLER-HAMMER MFG. CO.

Works: **Milwaukee and New York**

Branch Offices:

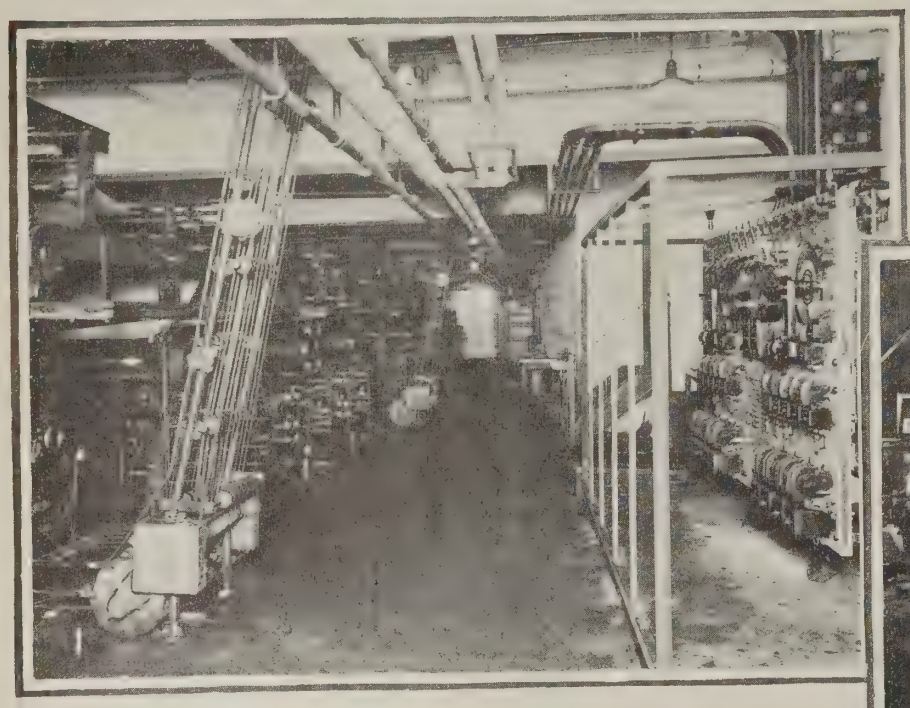
New York: 8 West 40th Street — Phila.: Commonwealth Bldg. — Detroit: 506 Hofman Bldg.
Chicago: 323 N. Michigan Ave. — Cleveland: Guardian Bldg. — St. Louis: 2111 Railway Ex. Bldg.
Pittsburgh: Century Building — Boston: 52 Chauncy Street — Buffalo: 358 Ellicott Square Bldg.
Milwaukee: 530 Grand Avenue — Cincinnati: 415 Dixie Terminal Building

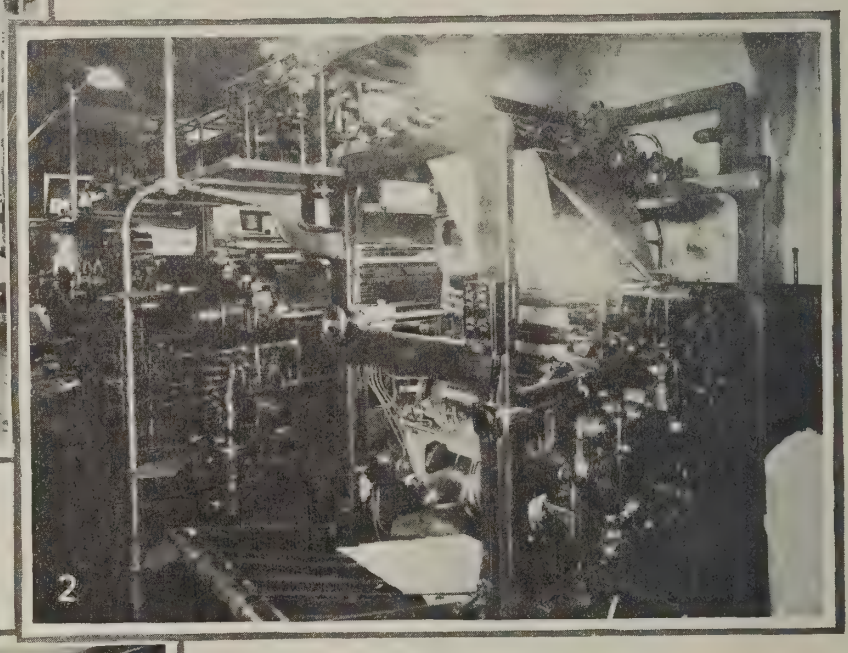
Inquiries from the Pacific Coast may be directed to the H. B. Squires Co., Los Angeles, San Francisco, Portland, Seattle

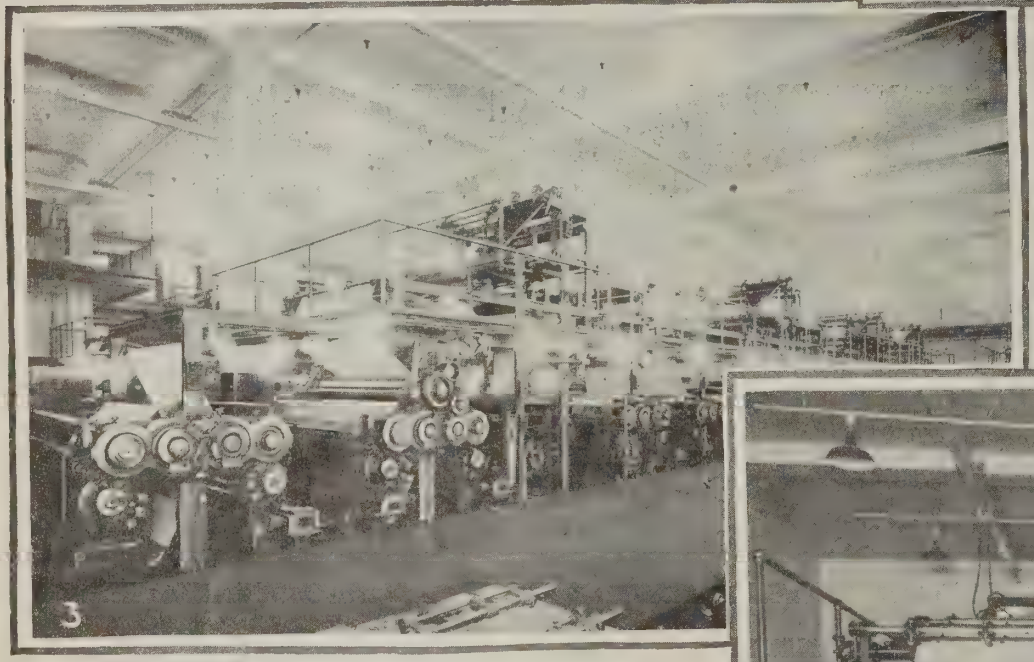
Northern Electric Co., Ltd., Canada

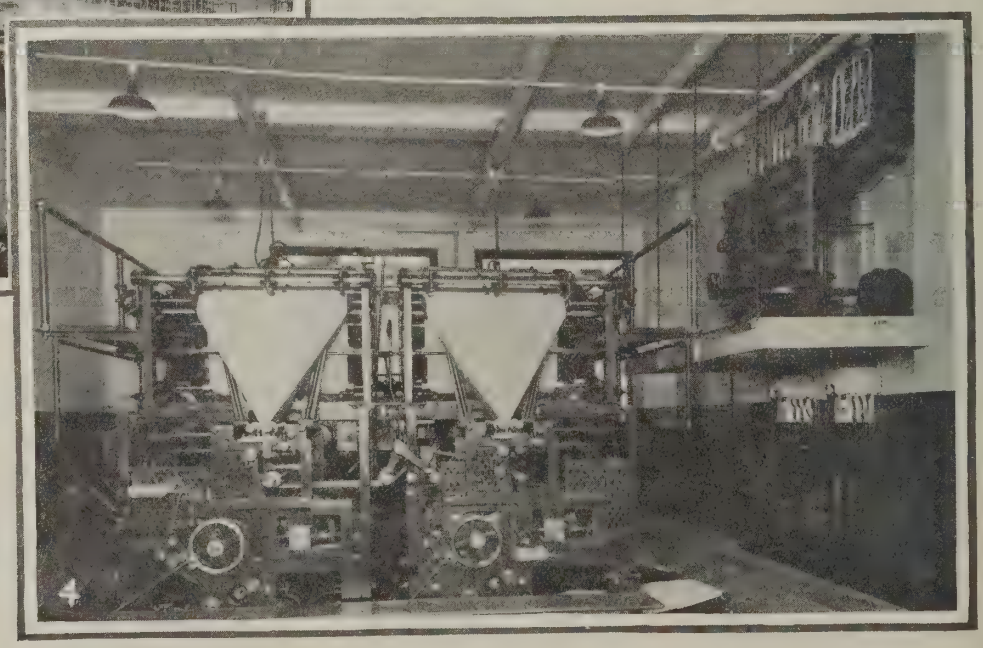
CUTLER-HAMMER

Any Type of Press—









Four G-E Equipped Plants

1. *Duplex Unit Type Press —New York World*
2. *Goss Unit Type Press Camden Post Telegram*
3. *Hoe Unit Type Press—Philadelphia Public Ledger*
4. *Scott Unit Type Press—Troy Record*

GENERAL

GENERAL ELECTRIC COMPANY, SCHENECTADY, NEW YORK

All Sizes of Plants

Long and widespread experience establishes confidence. For more than a quarter of a century, the General Electric Company has designed, built, and installed electrical equipment for all types of presses—for all sizes of plants. In each case a careful study of the conditions to be met has resulted in the application of electrical equipment which allowed the presses to give their finest performance.

The world-wide reputation of General Electric in the publishing field is attested by the following iist of representative establishments using G-E equipment:

New England

Boston Globe
Boston Telegram
New Bedford Standard
Lynn Item
Lynn Telegram-News
Lawrence Sun American
Lawrence Sunday News
Taunton Gazette
Fall River Globe
Quincy Patriot-Ledger
Malden News
Concord Patriot
Woonsocket Call
Newport News
Westerly Sun
Bridgeport Star
Stamford Advocate
Torrington Register
New Haven Times Leader
Norwich Bulletin
Manchester Herald
Hartford Transcript
South Norwalk Sentinel

New York and New Jersey

New York Post
New York World
Brooklyn Times
Brooklyn Home Talk
Jewish Morning Journal
Utica Press
Niagara Falls Gazette
Buffalo Express
Troy Record
White Plains Reporter
Knickerbocker Press (Albany)
Albany Times-Union
Albany Sunday Telegram
Schenectady Gazette
Lockport Journal
Kingston Freeman
Amsterdam Recorder
Little Falls Times
Hornell Tribune Times
Atlantis (Greek) N Y. City
The Saratogian
Yonkers Statesman
Mt. Vernon Argus
Daily Racing Form (Buffalo)
New Rochelle Star
Newark Star Eagle
Paterson Press Guardian
Paterson News
Passaic News
Hudson Dispatch (Union)
Bergen Evening Record
Red Bank Register
Camden Post-Telegram

Other Atlantic States

Philadelphia Public Ledger
Wilkesbarre Times Leader
Williamsport Sun
York Gazette
Lancaster Examiner
Lancaster Intelligencer
McKeesport Journal
Pottsville Republican
Pottstown Daily News
Butler Eagle
Allentown Chronicle-Telegraph
Shamokin News
Shamokin Dispatch
Reading Tribune
Hazelton Plain Speaker
Bradford Era
Warren Times
Scranton Dispatch
Pittston Gazette
Sayre Times
Hanover Sun
Norristown Evening Register
Cumberland Mail
Frederick News-Post
Morgantown Dominion News
Charlottesville Progress
Charlotte News

Southeastern

Columbia State
Augusta Chronicle
Tampa Times
Tampa Globe
Orlando Sentinel
Orlando Reporter Star
Miami Tribune
St. Augustine Record
Jackson Clarion Ledger
Vicksburg Post
Gulfport-Biloxi Herald
Monroe News Star

East Central

Toledo Blade
Youngstown Telegram
Cleveland Times
Cleveland German Daily
Mansfield Journal
Wooster Record
Chillicothe Scioto Gazette
Martins Ferry Times
Lancaster Eagle
Tiffin Advertiser
Ft. Wayne News Sentinel
Anderson Bulletin
Frankfort Times
Memphis Press

Central

Rock Island Argus
State Register, Springfield
Elgin Daily News
Bloomington Pantagraph
Chicago Journal of Commerce
Kewanee Star Courier
Mount Vernon Register News
Belleville Advocate
Marquette Iron Mountain News
Racine Journal News
Jamesville Gazette
Fond du Lac Reporter
Milwaukee Times
Ottumwa Courier
Muscatine Journal
Centerville Iowegian
Boone News Republican
Pine Bluff Commercial

South and West

Houston Post
Butte Miner
Spokesman Review (Spokane)
Seattle Star
Portland Journal
Oakland Tribune
San Diego Union
Los Angeles Daily News
Pomona Progress
Santa Barbara Morning Press

Foreign

El Universal (Mexico City)
El Mundo (Havana)
El Pais (Havana)
Diario de Cuba, Santiago, Cuba
Jornal do Commercio, Rio Janeiro
Diario Official (Rio Janeiro)
Diario do Pernambuco (Brazil)
Commercio do Pernambuco (Brazil)
El Pais (Montevideo)
El Sur (Concepcion, Chile)
El Commercio, (Lima, Peru)
El Tiempo (Bogota, Colombia)
El Heraldo (Bogota, Colombia)
El Tiempo (Lima, Peru)
Scarborough (England) Post
Spaight & Sons (England)
Sydney (Australia) Telegraph
Labor Papers (Sydney)
Sydney Daily Mail
Hobart (Tasmania) Mercury
Newcastle (Australia) Sun
Brisbane (Australia) Courier
Czecho-Slovak Commercial (Prague)

7A-117 A

ELECTRIC

SALES OFFICES IN ALL PRINCIPAL CITIES

PRINCIPAL DAILY NEWSPAPERS OF JAPAN AND THEIR EXECUTIVE PERSONNEL

City		Newspaper	Date Est.	President	Vice-President	Editor	Managing Editor	Business Manager	Advertising Manager
TOKIO	1,995,303	Tokyo Nichi Nichi	1872	Hikoichi Motoyama		Genryo Shiroto	Genzaimon Haruaki	Tsuruziro Yoshitake	
		Kokumin Shimbun	1890	Iichiro Tokutomi	Suizo Yamakawa		Shinjiro Yamane	Akashi Oma	Ryosaburo Ohya.
		Jiji Shimpo	1882	Sutijiro Fukuzawa		Teizo Itakura	Tokuichiro Akashi	Rihei Onishi	Eizo Kanki.
		Tokyo Asahi	1879	Rijuhei Murayama		Taketora Ogata	Teruto Makino and Shoichi Mitoro	Kajiro Ishii	Fijuiro Kitamura.
		Hochi Shimbun	1872	Chuji Machida	Masataka Ohta		Chiichi Takata	Yatazo Otachi	Tashio Yamashita.
		Chugai Shogyo	1876	Kujiro Yanada			Saburo Sato	Takehiko Wakayama	
OSAKA	2,114,809	Osaka Asahi	1879	Rijuhei Murayama		Misao Takahara	Toichiro Harada and Yonosuke Okano	Katsuichi Konishi	Sotaro Imamura.
		Osaka Mainichi	1876	Hikoichi Motoyama			Shingoro Takaishi		
		Osaka Jiji	1915	Kanichi Hori		Yaichiro Uesugi	Yaichiri Uesugi	Kanichi Hori	Tamezo Okada.
FUKUOKA	146,005	Fukuoka Nichi-Nichi	1877	Kinjuro Shano		Tamiji Inomata	Yotaro Ahe		Tokujiro Harada.
SENDAI	142,894	Kahoku Shimpo	1897	Kinjiro Ichiriki		Sonosuke Fujiwara	Yotaro Ahe	Giichi Matsuya	Isiji Yanino.
NAGOYA	768,560	Shinaichi Shimbun	1888	Ukichi Oshima		Junpei Nobuo		Isaburo Okada	
		Nagoya Shimbun	1894	Matsusabura Yora		Umine Kobayashi	San Tsukamoto	Ippei Mori	
SAPPORO	145,060	Hokkai Times	1887	Takeshi Azuma			Kiichi Yamaguchi		Tsunejiro Takahashi.
OTARU	134,470	Otaru Shimbun	1893	Toshihisa Uyeda		Fumiyasu Hirano	Torataro Kano	Nastaro Sakate	Tsunejiro Takahashi.
KOBE	644,212	Kobe Shimbun	1898	Nobuyashi Shindo		Yoshisumi Hamada	Tsunehiko Wada		Kanhei Mukai.

LINAGE IN PRINCIPAL CLASSIFICATIONS OF JAPANESE DAILY NEWSPAPERS

Newspapers	Medicine	Toilet Goods	Books	Textile	Firms	Settled Account	Official	Registering	Provisions	Hospital	Miscellaneous Articles	Sailing	Miscellaneous Affairs	Total
Tokyo Jiji	430,701	354,376	526,331	14,893	325,504	92,493	20,457	134,709	305,241	53,207	487,746	34,671	315,867	3,096,196
Tokyo Asahi	654,979	413,403	928,280	11,042	263,723	23,026	17,433		458,916	55,217	370,625	34,715	401,200	3,632,559
Hochi	496,799	308,406	455,343	17,910	232,857	23,894	15,304		337,009	44,574	305,549	2,950	395,546	2,636,141
Chugai	267,488	237,290	237,472	4,174	318,155	89,609	20,684	154,443	174,187	12,534	235,997	34,591	228,925	2,015,549
Kokumin	438,387	380,085	630,494	10,335	161,565	18,320	10,401	6	259,677	34,343	221,340	27,752	297,499	2,490,204
Nichi-Nichi	655,147	344,989	905,235	11,132	245,311	25,194	18,207		354,990	59,150	362,107	26,477	447,130	3,455,069
Osaka Asahi	979,900	691,705	813,067	5,657	352,098	57,697	15,341	1,684	487,872	63,604	672,034	63,890	379,248	4,583,797
Osaka Mainichi	1,109,752	673,518	778,337	22,227	307,034	48,236	12,930	5,169	521,649	61,828	658,509	68,377	390,468	4,658,034
Osaka Jiji	411,347	408,246	163,490	15,773	138,285	21,224	11,161	68,882	197,409	20,093	188,039	25,058	149,424	1,819,331
Fukuoka Nichi-Nichi	711,184	456,746	392,992	3,779	117,296	24,573	8,024	38,689	253,127	40,797	296,166	39,175	253,857	2,636,405
Kahoku	510,924	338,084	276,455	18,246	86,851	8,291	8,416	15,173	279,743	53,166	268,323	340	258,682	2,122,694
Shinaichi	616,703	249,556	402,415	8,287	140,226	20,022	8,636	33,921	235,134	90,472	279,327	30,156	293,713	2,408,568
Hokkai Times	779,400	426,701	450,198	7,186	101,381	8,002	94,796	10,512	305,238	77,856	495,327	139,433	326,755	3,222,785
Otaru	593,354	400,535	252,643	24,694	109,916	6,938	15,555	8,511	352,056	104,482	591,786	145,587	257,341	2,863,398
Kobe	332,425	168,756	136,320	6,396	109,211	23,659	9,130	45,844	148,495	82,873	165,320	65,711	235,315	1,529,455
Nagoya	536,850	371,001	332,627	7,075	153,528	16,826	5,623	30,730	313,402	86,327	268,599	30,737	344,612	2,497,937
Total	11,509,933	9,165,436	8,937,801	265,771	4,125,622	649,020	633,470	683,143	6,484,557	1,139,453	6,990,301	919,323	6,835,840	58,339,670

BLAIR AND AUSTIN

Originators of the

SALESMANSHIP CLUB

Plan of Building

QUALITY CIRCULATION

Our charges are just a little more than other promotion companies—

But . . .

The net cost to a publisher is less—because our Plan produces a greater percentage of new business—

—Do Not Forget the Address—

WRITE OR WIRE

BLAIR AND AUSTIN

CIRCULATION BUILDERS

1504 Centre Avenue Reading, Penn.

A Fact Is a Fact!

¶ And the most important fact you have to keep in mind when planning an advertising campaign for Japan is the fact that The Jiji Shimpo is invariably the first choice of foreign advertisers in Japan who are selling imported products to Japanese customers.

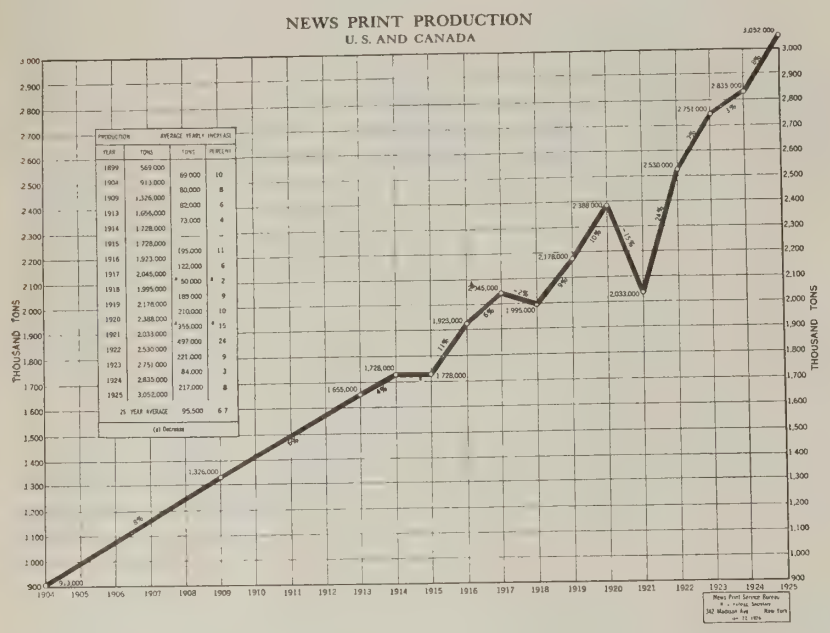
These foreign clients, both American and European, whose responsible representatives are resident in Japan and conversant with conditions here, are attracted to The Jiji by the universally acknowledged fact that the quality of its circulation is unmatched throughout the Japanese Empire. The reliability of its news and the courage and sanity of its editorial writers has made it the favorite journal of that great, forward-looking class of Japanese who are the first to recognize the worth of a foreign article and who possess the means of gratifying discriminating tastes.

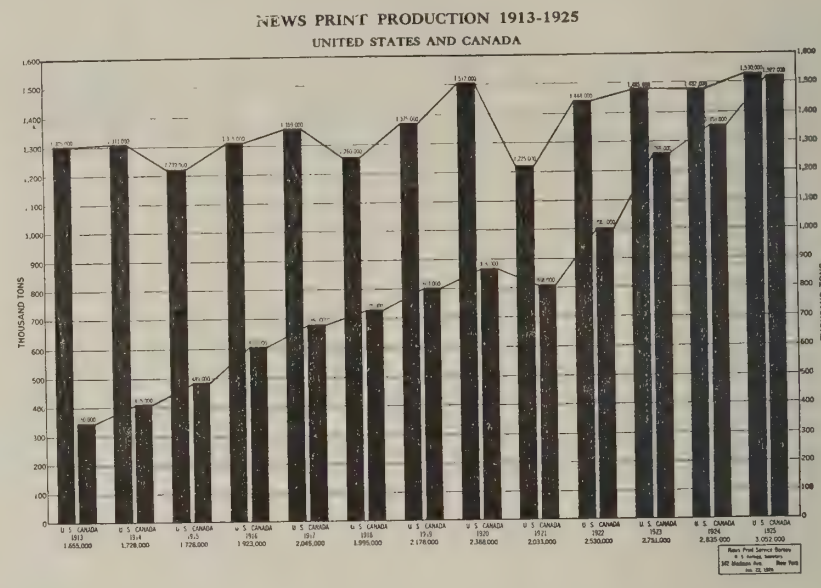
The Jiji Shimpo will be grateful for the opportunity of doing for you what it has done for its other American and European clients, from whom it is happy to enjoy the largest patronage of any publication in the Far East.

The Jiji Shimpo
時事新報
TOKYO

"In Japan the Buyers Read the Jiji"

RECORD PRODUCTION OF NEWSPRINT PAPER IN 1925





PRODUCTION in the United States during December 1925 amounted to 136,681 tons and shipments to 137,718 tons. Production in Canada amounted to 136,983 tons and shipments to 140,165 tons, making a total United States and Canadian production of 273,664 tons and shipments of 277,883 tons. There was also 13,348 tons of news print made in Newfoundland in December and 96,588 tons during the year with 986 tons made in Mexico in December and 12,681 tons during the twelve months so that the total North American production in December was 287,988 tons and during the year 1925 the Continental total was 3,161,804 tons.

Stocks of news print paper at United States mills totaled 16,238 tons at the end of December and at Canadian mills 18,414 tons, making a combined total of 34,652 tons which was equivalent to 3.2 days' average production. During December the United States mills operated at 94.4 per cent. of capacity and the Canadian mills at 99.0 per cent. The news print mills also made 1,968 tons of hanging paper in December, 594 tons of which were made in Canada.

Comparing production during the year of 1925 with the same period of each of the five previous years, the United States mills made 3 per cent. more than in 1924, and 3 per cent. more than in 1923, 6 per cent. more than in 1922; 25 per cent. more than in 1921 and 1 per cent. more than in 1920; the Canadian mills produced 12 per cent. more than in 1924, 20 per cent. more than in 1923, 41 per cent. more than in 1922, 88 per cent. more than in 1921 and 74 per cent. more than in 1920.

The combined production of the United States and Canadian mills for the year 1925 was 8 per cent. more than in 1924, 11 per cent. over 1923, 21 per cent. over 1922, 50 per cent. over 1921, and 28 per cent. over 1920.

Another 100,000 City

Rhode Island's Fastest Growing Community

PAWTUCKET—CENTRAL FALLS

These twin cities, although under separate municipal governments, are commercially, socially and physically one city with 100,359 population according to the latest official estimates. Employment for over 38,000 well paid industrial workers is supplied by more than 480 factories manufacturing over 160 different products.

Fundamental prosperity is reflected in the building expenditure for 1925, officially estimated at $10,000,000 — over $4,000,000 for dwellings.

Best of all this community with its trading territory—total of over 150,000 population—is completely and virtually exclusively covered through its only newspaper—

THE PAWTUCKET TIMES

Net Paid 26,915 During 1925

National Representatives:

GILMAN, NICOLL & RUTHMAN

New York Boston Chicago San Francisco



The Outstanding Achievement Of Far Eastern Journalism

The Empire of Japan is still ringing with echoes of the celebration which marked the complete success of the Asahi Shimbun's airplane flight from Tokyo to London. The project, which was appropriate not only because it symbolized closer relationships between the East and West but also because of the part the Asahi has played in furthering those relationships was attended by many obstacles. Every one of them, however, was overcome, to the everlasting credit and honor of the gallant birdmen.

Stop and think, Mr. American Advertising Man, what this means to you and your campaign to develop your market in Japan. The Asahi Shimbun, publishing the leading daily journals of both Tokyo, the capital, and Osaka, the industrial metropolis, is now more than ever a national institution. The circulation of the Osaka Asahi is over one million daily and that of the Tokyo Asahi is over a half-million every day. These legions of readers look upon their favorite newspaper not only as a good newspaper but as an organization devoted to furthering by the most intelligent means the best interests of Japan and international peace. The spirit of patriotism has sung praises of the Asahi's enterprise in every corner of the Empire.

The circulation and prestige of the two Asahi papers are at your service.

The Tokyo Asahi Shimbun
The Osaka Asahi Shimbun

"For Results, Use the Asahis"

ADVERTISING MEDIA OF LATIN AMERICA

Titles, Page Sizes and Reading Public of Daily Newspapers and Other Periodicals, Compiled from U. S. Government of Commerce Data

ARGENTINA

KEY
BM: Bi-monthly
BW: Bi-weekly
D: Daily
M: Monthly
Qt: Quarterly
SM: Semi-monthly

KEY
SW: Semi-weekly
SYr: Semi-yearly
Tri-M: Tri-monthly
Tri-W: Tri-weekly
W: Weekly
Yr: Yearly

Name of Paper	Issued	Size of Page	Class of Readers
BAHIA BLANCA			
Newspapers			
El Atlantico	D	15¾x22	All.
El Censor	D	14¼x20	All.
La Nueva Provincia	D	13 x20½	All.
El Siglo	D	14¼x22	All.
BUENOS AIRES			
Newspapers			
La Argentina	D	14 x20½	Medium.
La Vaugurdia	D		Socialist.
El Avisador Mercantil	D	9½x13	Commercial.
Buenos Aires Herald (English)	D	15½x20	Business.
El Comercio Argentino	W	10¼x15	Commercial.
Correo De Galicia	W	13½x20½	Spaniards.
El Cronista Comercial	D	15¼x24	Commercial.
Deutsche La Plata Zeitung (German)	D	13½x20	Germans, etc.
El Diario	D	13½x19½	Aristocracy.
El Diario Comercial	D	15¼x20	Commercial.
El Diario Espanol	D	15¼x24	Spanish.
Esnea	W	13¼x20	Milk industry.
Il Giornale	D	13 x19½	Italians.
La Italia Del Popolo (Italian)	D	14 x21¼	Italians.
La Nacion	D	17 x22	All.
La Patria Degli Italiana (Italian)	D	16 x23¼	Italians.
La Prensa	D	15¾x22½	All.
El Pueblo	D	15¼x22½	Catholics.
La Razon	D	15¾x24	All.
The River Plate Observer (English)	W	8¾x13½	Upper classes.
The Standard	D	14¼x21	All.
La Union	D	13½x20	All.
La Critica	D		Tabloid, general classes.
Magazines			
The Anglo-American Review (English)	W	7¼x10½	Sporting.
Atlantida	W	8 x11¼	All.
Biliken	W	7¾x11	Children.
Caras y Caretas	W	5½x 9	High and medium.
Fray Mocho	W	9 x12	All.
El Grafico	W	9½x13	Sports, theaters.
Gran Guinol	W	5¼x 7½	All.
El Hogar	W	8½x12	Middle and upper class homes.
Mundo Argentino	W	8⅞x12½	High and middle.
La Novela Semanal	W	4 x 7¼	Women and cultured classes.
Para Ti	W	7¾x11	Women.
Plus Ultra	M	8½x12	Upper classes.
Pucky	BM	5½x 8¾	All.
El Suplemento	BW	5½x 9	All.
Tit Bits	W	8½x11½	All.
Vida Portena	W	8 x11½	Popular.
Trade Publications			
Annuario Italo-Sudamericano (Italian)	Yr.	5 x 7	All.
El Arquitecto	M	6⅜x 9⅜	Architects.
El Arquitecto Constructor	BW	6½x 9¼	Architects, contractors.
Boletin De Obras Publicas E Industrias	M	4¾x 8	Industrial.
Boletin Oficial De La Bolsa De Comercio	W	6¼x 9½	Business men.
El Campo	M	9 x12½	Ranch and farm.
El Chauffeur y El Volante	M	4¼x 7¾	Chaffeurs, etc.
Gaceta Rural	M	7¼x10½	Farmers, dairymen, etc.
La Industria de Cueros y Calzado	M	7½x10¾	Shoe trade.
El Mercurio	Every 10 days	8¾x12¼	Commercial.
Motor	BW	7½x10	Motor world.
Petroleos & Minas	M	7¼x10½	Oil and mining.
La Prensa Medica Argentina	Tri-M	6¼x 8¾	Doctors.
RadioCultura	W	9¾x 6⅛	Radio.
Radio Revista	BW		All.
The Review of the River Plate (Eng.)	W	7¼x10	Commercial.
Revista Argentina De Obstetricia Y Ginecologia	BM	5 x 7½	Medical.
Revista De Ciencias Medicas	M	6¼x 9¼	Medical.
Revista De Economia Argentina	M	4¼x 7½	Financiers.
Revista Ganadera	BW	7¼x 9¾	Cattle breeders.
Revista Maritima Sud Americana	M	7¼x10	Shipping.
Revista Telegrafica	M	6⅜x10	Radio.
Riel Y Fomento	M	8 x11	Railwaymen.
Seguros	M	5¾x 9	Banks, insurance, etc.
Seguros y Bancos	BW	5¾x 9	Insurance companies and bankers.
La Semaine Commerciale	W	7½x10½	Commercial.
The Times of Argentine	W	7¼x10½	Shipping.

CORDOBA

Newspapers			
Los Principios	D	15⅞x20	All, especially wealthy.
El Defensor De Cordoba	D	17¼x23¼	Catholics.
La Voz del Interior	D	15¼x23½	All.

JUJUI

Newspapers			
La Opinion	D	15 x20	All.
El Dia	D	14½x21¾	All.

LA PLATA

Newspapers			
El Argentino	D	16 x21	All.
El Dia	D	14 x20½	All.
Grade Publications			
Revista Comercial	BW	6½x 9¾	Commercial.

MENDOZA

Newspapers			
Los Andes	D	15 x24	All.

OLAVARRIA

Newspapers			
La Democracia	Tri-W	12 x18	All.
El Popular	Tri-W	15 x20	All.

PARANA

Newspapers			
La Accion	D	14¼x20	All.
El Diario	D	14¼x20½	All.

PUNTA ALTA

Newspapers			
Nueva Epoca	SW	12 x18	All.

RESISTENCIA

Newspapers			
El Heraldo Del Chaco	SW	14¼x20	All.
La Voz Del Chaco	D	14½x21¼	All.

ROSARIO

Newspapers			
La Capital	D	16¼x23½	All.
Cronica	D	15½x20	All.

SALTA

Newspapers			
El Civico	D	13½x21½	All.

SAN LUIS

Newspapers			
La Opinion	D	20 x13½	All.

TUCUMAN

Newspapers			
El Orden	D	15¼x22	All.

BOLIVIA

LA PAZ

Newspapers			
El Diario	D	13½x20	All.
La Reforma	D	13½x20	General.
La Republica	D	13½x19	General.
La Verdad	D	13½x19½	Catholics and business men.
Magazines			
La Ilustracion	W	8 x11	General.

SUCRE

Newspapers			
La Prensa	D	12½x19	General.

BRAZIL

BAHIA

Newspapers			
Diario da Bahia	D	15½x21½	General.
Diario de Noticias	D	16½x23	All.
O Imparcial	D	15¾x20½	General.
A Tarde	D	15 x21	General.
Trade Publications			
Gazeta Medica da Bahia	M		Medical.
Boletin da Associacao Commercial da Bahia	M	6 x 8½	Business men.

CAMPINAS

Newspapers			
Diario do Povo	D	16¼x22	All.

CANTAGALLO

Newspapers			
Tribuna de Cantagallo	W	12½x17½	General.

CORDEIRO

Newspapers			
Gazeta de Cordeiro	W	13½x20	General.

CORUMBA

Newspapers			
A Cidade	D	11½x15½	All.

FORTALEZA, CEARA

Newspapers			
Correio do Ceara	D	15¾x24½	All.
O Imparcial	Tri-W	11¼x15	General.

FLORIANAPOLIS

Newspapers			
O Estado	D	13¼x19	All.

ITAJAHY

Newspapers			
O Pharol	W	8¾x11½	General.

JUIZ DE FORA

Newspapers			
Correio de Minas	D	12 x20	All.
Jornal do Commercio	D	13½x20	General.

LARANJAL

Newspapers			
A Tarde	W	11 x15½	All.

MARANHAO

Newspapers			
O Jornal	D	12 x19½	General.

PARA

Newspapers			
O Estado do Para	D	15½x22	General.
Folha Do Norte	D	15¾x21½	General.

PARAHYBA

Trade Publications			
Parahyba Agricola	M	5 x 8	Agricultural.

PARANAGUA

Newspapers			
Diario do Commercio	D	13½x19½	General.

PELOTAS

Newspapers			
Diario Popular	D	15½x20	All.

PERNAMBUCO

Newspapers			
Diario de Pernambuco	D	15 x20½	General.
Jornal do Commercio	D	15 x21	
Jornal do Recife	D	15 x22	General.
Jornal Pequeno	D	15¾x22	General.
A Provincia	D	15¾x22½	General.
Trade Publications			
Jornal de Medicina de Pernambuco	M	5 x 8	Medical.

PORTE ALEGRE

Newspapers			
Correio do Povo	D	16 x22	General.
A Federacao	D	15¾x22	General.

RIO BRETO

Newspapers			
O Porvir	W	8 x12½	All.

RIO DE JANEIRO

Newspapers			
Correio da Manha	D	17¼x23½	General.
O Jornal	D	15¾x21½	Better class.
Jornal do Brasil	D	15 x21	Laboring class principally.
Jornal do Commercio	D	19 x24	Business men.
A Noite	D	15¾x22	General.
O Paiz	D	16 x22	Better classes.
A Patria	D	15¾x23	General.
O Social	W	7¾x10¾	Industrial and commercial.
Magazines			
A. B. C.	W	7½x10¾	Politicians, financiers, literary inclined.
America Brasileira	M	7 x10¼	Middle and high classes.
Brazilian American	W	7¼x10½	English-speaking.
Careta	W	6¼x 9¼	Better classes.
Eu Sei Tudo	M	6¼x 9¼	Well-to-do.
Fon Fon	W	6¼x 9½	Best classes.
Illustracao Brasileira	M	8¾x12¼	
Leitura Para Todos	M	4¾x 7½	Women and Home.
O Malho	W	7 x10½	Middle classes.
Revista da Semana	W	9⅜x13¼	Better classes.
O Tico Tico	W	7¼x10¾	Children.
Trade Publications			
O Automovel	M	6 x 9	Automobile, motor cycle, and aeroplane owners.
Boletin Odontologico	Qt	4 x 7	Dental.
Brasil Agricola	M	6 x 9	Agriculturists.
Brasil Technico	M	5 x 8	Engineers, contractors.
Brazil Centenario	M	7½x10½	Business men.
Brazil Ferro-Carrill (Railways)	BW	7 x10½	Engineers, railway people.
Brazil-Medico	W	7 x10	Medical and dental profession, and students.
Brazilian Business	M	7 x10½	Business men.
O Economista	BW	8 x10¾	Business men and students.
A Gazeta da Bolsa	W	9 x12¼	Business and banking.
Jornal dos Clinicos	BW	8 x11	Medical.
Lavoura de Criacao	M	5 x 8	Agricultural.
Medicamenta	M	7¼x11	Medical.
Moniter Mercantil	W	7 x10¼	Business men, bankers, etc.
Para Todos	W	7 x10¼	Young people of the better classes
A Patolojia Geral	BM	6 x 8½	Medical.
Radio	BW	7 x10	Radio enthusiasts.
Revista Brasileira de Engenharia	M	7 x10½	Engineers.
Revista Medico-Cirurgica do Brasil	M	4½x 7½	Pharmacists and medical.
A Scena Muda	W	7¾x11	Young people of the better classes
A Tribuna Medica	SM	4½x 7¾	Medical.
Wileman's Brazilian Review	W	7½x10½	Business men.

RIO GRANDE

Newspapers			
O Tempo	D	16 x22½	All.

SAO PAULO

Newspapers			
A Capital	D	13½x21	All.
Correio Paulistano	D	18 x24	General.
O Estado de Sao Paulo	D	17¼x23¼	General.
Jornal do Commercio	D	16 x23¼	General.
A Platea	D	18 x22	All.
Magazines			Social and commercial.
A Cigarra	BW	6¼x 9½	
Revista do Brasil	M	4 x 7	Intellectuals.
Revista Feminina	M	5⅞x 9½	All; chiefly women

S. JOAO D'EL REY

Newspapers			
Accao Social	W	13½x19½	Best.

TAUBATE

Newspapers			
O Labaro	W	13¼x18	All.

VICTORIA

Newspapers			
Diario da Manha	D	.....	General.

SANTA MARIA

Newspapers			
Correio da Serra	D	.....	All.

SANTOS

Newspapers			
A Tribuna	D	15¾x21½	All.

BRITISH GUIANA

GEORGETOWN

Newspapers			
The Daily Argosy (English)	D	17½x22	All.
The Daily Chronicle (English)	D	15½x21	General.
Trade Publications			
The Commercial Review (English)	M	6⅝x 9¼	Business and commercial.

CHILE

ANTOFAGASTA

Newspapers			
El Abece	D	15¼x20½	General.
El Industrial	D	15¾x20½	General.
El Mercurio	D	14½x20½	General.

ARICA

Newspapers			
El Ferro-carril	D	13½x19½	All.

CHILLAN

Newspapers			
La Discusion	D	13½x20	All.

CONCEPCION

Newspapers			
El Sur	D	16 x21	Better class.
La Union	D	14 x20	All.

(Continued on page 250)

South American Records Broken

On December 1, South America's Greatest Newspaper

LA PRENSA OF BUENOS AIRES

set a new mark for that continent by printing in a single issue

6,470 Separate Advertisements

and on the following day broke its own new record when it printed in a single issue

6,706 Separate Advertisements

La Prensa occupies a predominant position among South American newspapers . . . Since its foundation fifty-six years ago, its independence of thought and action has become a tradition . . .

The completeness of its news service far surpasses that of any other South American newspaper . . . The world-wide news service which La Prensa receives from the United Press averages 8,000 words by cable daily . . . Its news coverage reaches every part of South America and its blanket circulation is uniform throughout the entire Argentine Republic.

La Prensa's sworn net paid circulation on Jan. 1st 1926 was - - - - - 289,023

La Prensa's average weekday circulation is between 215,000 and - - - - - 230,000

La Prensa's average Sunday circulation is between 255,000 and - - - - - 260,000

LA PRENSA OF BUENOS AIRES

ADVERTISING MEDIA OF LATIN AMERICA

(*Continued from page 248*)

CHILE—Continued

Name of Paper	Issued	Size of Page	Class of Readers
IQUIQUE			
Newspapers			
El Nacional	D	13½x18¼	General.
La Patria	D	13½x18¾	General.
La Provincia	D	13 x19¾	General.
El Tarapaca	D	13½x19½	General.
PUNTA ARENAS			
Newspapers			
El Magallanes	D	13½x20	General.
The Magellan Times (English)	W	13 x18¼	Principally British.
La Union	D	13½x19½	General.
SANTIAGO			
Newspapers			
El Chileno	D	14 x20	Middle classes.
Deutsche Zeitung fuer Chile (German)	D	13½x22	Germans.
El Diario Ilustrado	D	16 x22½	General.
El Mercurio	D	14⅜x20¾	General.
La Nacion	D	14¼x21	General.
Las Ultimas Noticias	D	14⅜x20¾	General.
Magazines			
Corre Vuela	W	5½x 8½	Medium classes.
Familia	M	8½x12	Best homes.
Peneca	W	5½x 8½	General.
Los Sports	M	8½x12	High classes.
Sucesos	W	5½x 8½	General.
Zig-Zag	W	5½x 8½	High and medium classes.
Trade Publications			
El Anuario General de Chile	Yr.	5½x 9	Merchants, farmers, manufacturers, professionals.
Coletin de la Sociedad de Fomento Fabril	M	5½x 8½	Industrials, manufacturers.
Bolotin de la Sociedad	M	5 x 8	Agriculturists, industrials, etc.
Boletin Minero	M	5½x 8¼	Mining industry. Scientists, technical institutions.
Caliche	M	6½x 8¾	
Revista Medica de Chile	BM		Doctors.
TACNA			
Newspapers			
El Pacifico	D	13½x10½	All.
TALCA			
Newspapers			
La Manana	D	13½x20	Agricultural.
VALDIVIA			
Newspapers			
El Correo de Valdivia	D	14¼x21½	All.
VALPARAISO			
Newspapers			
La Estrella	D	14⅛x20½	General.
L'Italia (Italian)	D	12 x20	Italians.
El Mercurio	D	14⅛x20½	General.
The South Pacific Mail (English)	W	10½x15½	General.
La Union	D		
Trade Publications			
La Revista Comercial	W	7 x10	Commercial.
El Tribunal de Comercio	Tri-W	8 x12½	Commercial.

COLOMBIA

Name of Paper	Issued	Size of Page	Class of Readers
BARRANQUILLA			
Newspapers			
El Dia	D	13½x19¾	General.
El Diario del Comercio	D	16¾x20½	General.
El Liberal	D	15¾x19	Those belonging to Liberal party.
La Nacion	D	13¼x21	General.
El Universal	D	6 x 7	All.
Trade Publications			
Boletin de la Agencia Internacional de Propaganda.	M		Subscribers to Agency Service.
BOGOTA			
Newspapers			
El Diario Nacional	D	15¾x20	All.
El Espectador	D	15¾x21	General.
Gil Blas	D	15¾x24	General.
El Nuevo Tiempo	D	15¾x21	General.
El Tiempo	D	15¾x21	High classes in particular.
La Republica	D	15¾x20½	All.
Magazines			
Cromos	W	8¼x11½	High and middle classes.
El Cuento	W		
El Grafico	W	6¾x 9	General public, especially women
La Novela Semanal	W		
Patria	W	7¼x10	All.
Trade Publications			
Guia del Comercio	Qt.	5 x 8	Commercial class.
BUCARAMANGA			
Newspapers			
La Vanguardia Liberal	D	13½x18	General.
CALI			
Newspapers			
El Correo del Cauca	D	14½x20	All.
El Relator	D	15¾x19½	All.
CARTAGENA			
Newspapers			
Diario de la Costa	D	15¾x23	Conservative.
La Patria (formerly La Epoca)	D	14½x20	General.
El Porvenir	D	15¼x22⅛	General.
Tribuna Liberal	Tri-W	11½x18	All.
CIENAGA			
Newspapers			
Rigoletto	D	12¾x18	All.
MANIZALES			
Newspapers			
El Diario	D	11¼x18	All.
MEDELLIN			
Newspapers			
Colombia	D	15¾x23	All.
El Colombiano	D	16 x24	General.
El Correo Liberal	D	18 x25¼	General.
La Defensa	D	11½x17½	All.
El Espectador	D	15¾x23	General.
Magazines			
Sabado	W	7 x10	All.
PAMPLONA			
Magazines			
Colombia		4¼x 6¼	Literary and higher class.
PASTO			
Newspapers			
El Diario del Sur	D	11 x17	
POPAYAN			
Newspapers			
El Trabajo	W	12 x17½	All.
SANTA MARTA			
Newspapers			
El Estado	D	13½x20	All.
CUCUTA			
Newspapers			
Comentarios	D	10¾x16	All.
El Trabajo Bi-D	D	15 x21	All.
SURINAME PARAMARIBO			
Newspapers			
Suriname (Dutch)	SW	17 x23½	All.

ECUADOR

Name of Paper	Issued	Size of Page	Class of Readers
GUAYAQUIL			
Newspapers			
El Guante	D	15¾x21	All classes; a political paper.
La Prensa	D	15¼x21½	All.
El Telegrafo	D	15⅞x20	All.
El Universo	D	13½x20½	All.
Trade Publications			
Comercio Internacional	M	7 x 9½	Merchants, bankers and industrials.

(*Continued on page 251*)

TRY THE REGIONAL CLIPPING BUREAUS!

There's only one way to get reliable press clipping service. Find out what territory you want covered, then tell us. There's a bureau reading every paper in that territory. An order for National Service places practically every reliable bureau in the United States at work for you. Rates: $5.00 per 100; Proportionate discounts to large users.

Associated Clipping Bureaus

Spaulding Exchange BUFFALO, N. Y.

A NEW EMPIRE IS BEING OPENED

"Mexico is the new land of promise of North America, and the development of the West Coast of Mexico offers possibilities as great as that of the Mississippi Valley a century ago."—Mid-Winter Edition of the "Los Angeles Times," 1925.

The Southern Pacific Railway is now spending many millions of dollars in the Northwest of Mexico closing the last remaining gap between LOS ANGELES and MEXICO CITY, and opening up a vast empire of untold wealth.

LA FRONTERA is the Spanish paper of the Northwest of Mexico with the largest circulation covering this new empire!

LA FRONTERA

"The Spanish Paper of the Northwest of Mexico."

Mexicali, B. C., Mexico—
Calexico, California, U. S. A.

LA NACION

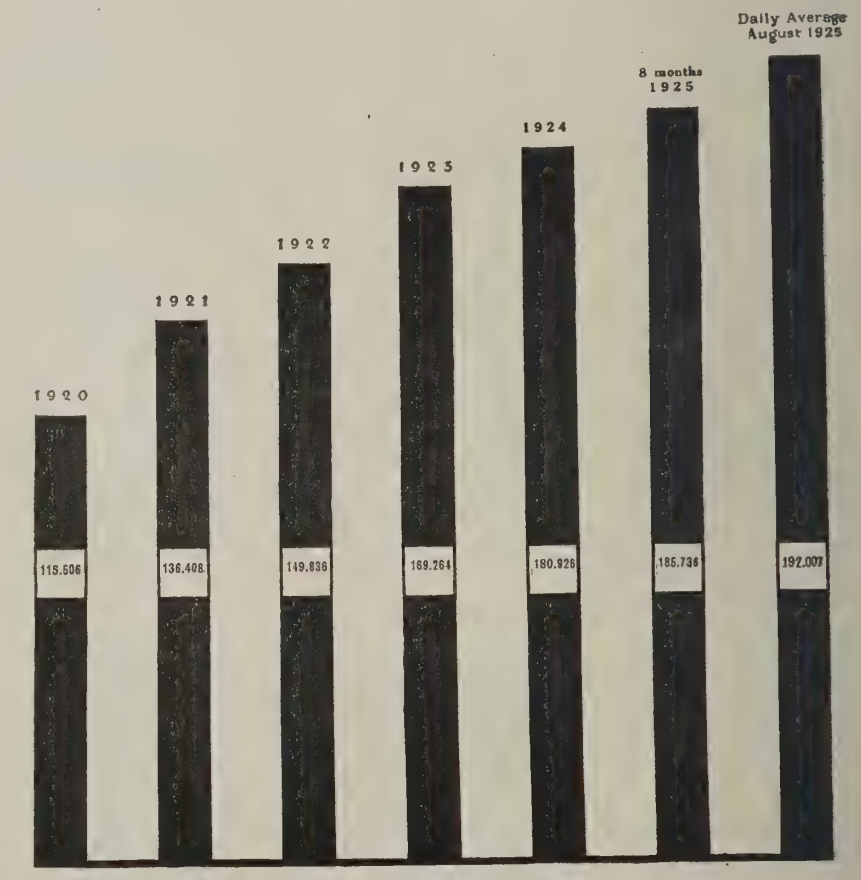
BUENOS AIRES

Argentina's Great Morning Daily

Is the First and Only South American Paper With a CERTIFIED CIRCULATION

The figures covering the circulation of La Nacion are certified to by Arturo A. Zoppi, National Public Accountant, Deloite, Plender, Griffiths & Co., and Price, Waterhouse, Faller & Co.

The great progress of La Nacion is shown in the following chart.



Average Sunday Circulation, August, 238,000

La Nacion is the only morning newspaper in Buenos Aires which has the complete service of the Associated Press, the world's greatest news-gathering organization.

LA NACION has its own representatives and offices in the following cities: New York, London, Paris, Berlin, Rome, Madrid, Genoa, Geneva, Jerusalem, and other centers.

EDITORIAL AND GENERAL OFFICES IN THE UNITED STATES:
383 Madison Ave., New York

W. W. DAVIES, Correspondent and General Representative

Advertising headquarters in the United States:
S. S. KOPPE & CO., Times Bldg., New York

An informative booklet on advertising in Argentina will be mailed to anyone making application to the advertising representative.

ADVERTISING MEDIA OF LATIN AMERICA

(*Continued from page 250*)

ECUADOR—Continued

Name of Paper	Issued	Size of Page	Class of Readers
QUITO			
Newspapers			
El Comercio	D	15¾x20½	All.
El Dia	D	15¾x24	All.
RIVERA			
Newspapers			
El Comercio.	SW	10¾x16¾	All.

PARAGUAY

ASUNCION			
Newspapers			
El Diario	D	14½x21¼	All.
El Liberal	D	14¼x21¼	Foreigners and higher class.

PERU

AREQUIPA			
Newspapers			
El Deber	D	15½x20½	All.
CALLAO			
Newspapers			
El Callao	D	16½x25¼	All.
CUZCO			
Newspapers			
El Sol	D	.....	All.
LIMA			
Newspapers			
El Comercio	D	15½x21½	Business and better classes.
La Cronica	D	10⅝x14	All.
La Prensa	D	16 x22½	All.
The West Coast Leader	W	10¼x16	English-speaking, managers, directors, engineers, etc.
Magazines			
Mundial	W	8⅛x11⅝	High and medium classes.
Variedades	W	5¼x 8½	The best.
Trade Publications			
La Cronica Medica	M	4½x 7¼	Doctors, medical students, etc.

URUGUAY

MONTEVIDEO			
Newspapers			
El Bien Publico		15¼x21¼	Catholic people of all classes.
El Dia	D	15¾x23½	All classes.
Diario del Plata	D	15¾x22	Better class and business houses.
La Manana	D	15¼x22½	Best educated classes.
El Pais	D	15¾x20	All.
El Plata	D	15¾x22	Popular.
La Razon	D	16 x20	Middle classes.
El Siglo	D	16 x22	Commercial, industrial.
The Sun (English	D	11 x16	All English-speaking; about 1,000 in country.
El Telegrafo	D	10 x15	All.
Impartial	D	15¾x22	All.
Magazines			
Mundo Uruguayo	W	10 x13¾	All classes.
Trade Publications			
El Avisador Maritimo	M	5½x 9	Passengers on steamers.
El Estanciero	BM	8 x11½	Farmers, ranchers, agriculturers.
Revista de la Asociacion Politechnica del Uruguay	M	6 x 9	Professional, libraries, etc.
Revista de la Moda	M	6½x 9¾	Women and dressmakers.

VENEZUELA

BARQUISIMETO			
Newspapers			
El Impulso	D	13½x17	General public.
BOLIVAR			
Newspapers			
El Luchador	D	15¾x21	General public.
CARACAS			
Newspapers			
El Heraldo	D	15½x22	All.
El Nuevo Diario	D	15¾x21	General public.
La Patria (Italian)	W	17½x23	Merchants, industrials, political people and literary men.
El Universal	D	15¾x21½	General public.
Magazines			
Almanaque Venezolano	Qt	5 x 7½	All.
Billiken	W	7½x10½	All.
Cultura Venezolana	M	4 x 6½	Business and high classes.
Variedades	W	7½x10¾	Chiefly women.
Venezuela Commercial, Social e Intelectual	BW	.....	High and middle classes.
Trade Publications			
Gaceta Dental	M	4 x 6½	Dental profession.
Gaceta Medica De Caracas.	SM	7¼x10	Medical profession
MARACAIBO			
Newspapers			
La Informacion	D	15 x22	All classes.
Panorama	D	15 x22½	General public.
VALENCIA			
Newspapers			
El Cronista	D	11¾x16¾	

CENTRAL AMERICA

BRITISH HONDURAS

BELIZE			
Newspapers			
The Belize Independent (English)	W	9 x16	All.
The Clarion (English)	W	9 x13	All.

COSTA RICA

SAN JOSE			
Newspapers			
Diario de Costa Rica	D	13 x19	High classes. All.
La Nacion	D	13 x18	General.
La Nueva Prensa	D	13 x18	All.
La Prensa	D	12½x18	All.
La Tribuna	D	13½x19	Better classes.

GUATEMALA

GUATEMALA CITY			
Newspapers			
Diario de Centro-America	D	13½x20	High and middle classes.
Diario de Guatemala	D	13¾x20	All.
Excelsior (formerly La Republica)	D	16 x22	Middle.
El Imparcial	D	13½x20	All classes.

HONDURAS

LA CEIBA			
Newspapers			
Diario del Norte	D	13½x19	General public.
Heraldo de la Ceiba	W	13½x19	General public.
TEGUCIGALPA			
Newspapers			
El Cronista	D	17 x21½	General public.
Excelsior	D	15 x20	General public.
Los Sucesos	D	15 x18	General public.
Magazines			
Renacimiento	M	5½x 8½	
Trade Publications			
Boletin de la Camara de Comercio (Chamber of Commerce Bulletin)	M	7 x10	Commercial, official and financial readers.

NICARAGUA

BLUEFIELDS			
Newspapers			
La Informacion	W	9 x13¼	All.
La Voz del Atlantico	W	11¼x17	All, particularly merchants.
GRANADA			
Newspapers			
El Correo	D	11¼x16	All.
LEON			
Newspapers			
El Centro Americano	D	15¾x21	All.
El Cronista	D	9½x14	General.
El Eco Nacional	D	12½x16	All.
Excelsior	W	9¾x15½	All.
MANAGUA			
Newspapers			
El Comercio	D	14½x21	All.
El Pacifico	D	14½x21	All.

PANAMA

PANAMA CITY			
Newspapers			
Diario de Panama	D	15¾x20	All classes.
Diario Nacional	D	15¾x21½	General public.
Star and Herald and La Estrella de Panama (English and Spanish)	D	15¾x20	General.

SALVADOR

SAN SALVADOR			
Newspapers			
Diario del Salvador	D	15¾x20	All classes.
Diario Latino	D	15¾x20	All.
La Prensa	D	15¾x20	All classes.
Trade Publications			
Revista Economica	M	5 x 8½	Commercial and financial.
SANTA ANA			
Newspapers			
Diario de Occidente	D	15¾x22½	General public.

WEST INDIES

(EXCLUDING CUBA AND PORTO RICO)

ANTIGUA

ST. JOHN'S			
Newspapers			
The Antigua Magnet	Tri-W	7 x10	

BAHAMAS

NASSAU			
Newspapers			
The Nassau Guardian	Tri-W	15¾x22	All classes.
The Tribune	SW	11½x17	Principally the colored people.

(*Continued on page 252*)

Classified Success is neither incidental nor accidental—it's important and must be won!

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International Classified Advertising Counsellors
Packard Building, Philadelphia

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California's Great Newspaper

More news, reading matter and advertising than any other Pacific Coast newspaper.

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This firm has a record of almost 15 years of successful performance in the difficult work of
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of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

Positively!

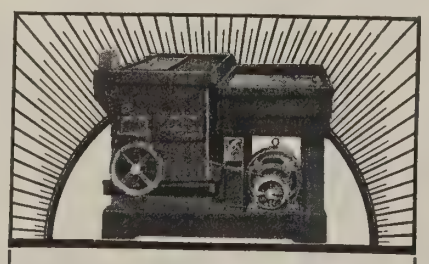
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National Representative
Paul Block, Inc.
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(WEST OF ROBEY, SOUTH OF BLOOMINGDALE TRACKS)
CHICAGO

ADVERTISING MEDIA OF LATIN AMERICA

(*Continued from page 251*)

BAHAMAS—Continued

Name of Paper	Issued	Size of Page	Class of Readers
Trade Publications			
Illustrated Handbook of the Bahamas (1924)	Yr	4 x 6½	

BARBADOS

Name of Paper	Issued	Size of Page	Class of Readers
BRIDGETOWN			
Newspapers			
Barbados Advocate	D	16 x22	All.
The Barbados Standard	D		All.

BERMUDA

Name of Paper	Issued	Size of Page	Class of Readers
HAMILTON			
Newspapers			
Royal Gazette and Colonist Daily	D	13 5/6x20½	All.

DOMINICAN REPUBLIC

Name of Paper	Issued	Size of Page	Class of Readers
PUERTO PLATA			
Newspapers			
Ecos del Norte	D	13½x20	All.
SAN FRANCISCO DE MACONIS			
Newspapers			
El Anuncio	D	11 x16	All.
SANTIAGO			
Newspapers			
El Diario	D	13½x18½	All classes.
La Information (Spanish)	D	13 x19	All.
SANTO DOMINGO			
Newspapers			
Listin Diario	D	15¾x20¾	All.

GUADALOUPE

Name of Paper	Issued	Size of Page	Class of Readers
POINT-A-PITRE			
Le Nouvelliste (French)	D	16¼x21½	All.

HAITI

Name of Paper	Issued	Size of Page	Class of Readers
CAP HAITIEN			
Newspapers			
L'Opinion Nationale (French)	D	11 x14½	All.
PORT AU PRINCE			
Newspapers			
L'Essor	D		Principally Haitians.
Le Matin	D		Better class of Haitians and foreign business men.
Le Nouvelliste	D		Do

JAMAICA

Name of Paper	Issued	Size of Page	Class of Readers
KINGSTOWN			
Newspapers			
The Daily Gleaner	D	15½x21½	General.
The Jamaica Times	W	9 x12½	General.

ST. VINCENT

Name of Paper	Issued	Size of Page	Class of Readers
KINGSTOWN			
Newspapers			
The Times	W	13½x18	General.

TRINIDAD

Name of Paper	Issued	Size of Page	Class of Readers
PORT-OF-SPAIN			
Newspapers			
Port of Spain Gazette	D	15¾x20	All classes.
The Trinidad Guardian	D	15¾x20	All classes.
Trinidad Weekly Guardian	W	9 x15½	All classes.
Trade Publications			
Franklin's Year Book (1922)	Yr	4¼x 7	Merchants and business men.

MEXICO

Name of Paper	Issued	Size of Page	Class of Readers
ACAPONETA			
Newspapers			
El Eco de Nayarit	SW		
AGUASCALIENTES			
Newspapers			
Renacimiento	D		
CHIHUAHUA			
Newspapers			
La Voz de Chihuahua	D		
Trade Publications			
Boletin Comercial	M	6¼x 9½	Commercial, industrial and agricultural.
CIUDAD JUAREZ			
Newspapers			
La Patria	D		
COLIMA			
Newspapers			
La Reconquista	W	12 x15½	All.
DURANGO			
Newspapers			
El Comercio	SW		
GUADALAJARA			
Newspapers			
El Informador	D	15½x20½	All.
Restauracion	D	14½x21	
El Sol	D		
GUANAJATO			
Newspapers			
El Noticioso	SW		
HERMOSILLO			
Newspapers			
La Prensa de Sonora	D	15½x20½	All.
LEON, GTO.			
Newspapers			
El Presidente	D	13½x20¼	All.
MAZATLAN			
Newspapers			
El Correo	D	11¼x15¾	All.
El Correo de la Tarde	D		
El Democrata Sinaloense	D	13 x20	All.
MERIDA			
Trade Publications			
El Comercio	M		Members of local Chamber of Commerce.
MEXICO CITY			
Newspapers			
El Amigo De La Verdad	D	Not given	Chiefly the middle classes.
El Democrata	D	15½x21½	All.
Excelsior	D	17 x20	All.
El Globo	D	17⅛x20¾	All.
El Heraldo De Mexico	D	15½x22	High and middle.
El Mundo	D	17¼x21⅜	All.
El Universal	D	15½x21½	All.
El Universal Grafico	D	10¼x15⅓	All social classes.
Magazines			
The Aztec Call	M	5¾x 8¾	Members of Rotary Club.
El Hogar	Tri-M	7¼x10¾	The home.
Jueves de Excelsior	W	9 x14¾	All.
Revista De Revistas	W	9¼x12½	All classes.
Revista Nacional	M	5½x 8	Higher classes, commercial and industrial circles.
El Universal Ilustrado	W	7½x10¾	All classes.
Trade Publications			
El Automovil De Mexico	M	7½x10¾	The automobile trade.
Cronica Medica Mexicana	M	4½x 7	Medical profession.
Radio	M	8⅓x10⅛	Radio trade.
MONTERREY			
Newspapers			
El Noticiero	D&W		Poorer classes.
Nueva Patria	D	14 x20	All.
El Porvenir	D	15½x20½	All.
El Sol	D	16 x20	All.
Magazines			
Actividad (Trade pub.)	M	6¾x10	Business men.
El Elemento Sano	W		All.
MORELIA			
Newspapers			
El Diario	D		
Orientacion	D&W	15 x21	All.
NOGALES			
Newspapers			
El Correo de Occidente	D		
OAXACA			
Newspapers			
Mercurio	D&W	13½x20¼	All.
PACHUCA			
Newspapers			
El Independiente	W		
PIEDRAS NEGRAS			
Newspapers			
El Norte	SW		
PUEBLA			
Newspapers			
Gil Blas	D	15¾x21	All.
El Mosquito	W	14 x22	All.
Nuestro Diario	D&W	15½x21	All.
SALTILLO			
Newspapers			
Coahuila	D&W	15¾x21½	All.
SAN JACINTO, DF.			
Trade Publications			
La Tierra	W	10¼x15	Agriculturers, cattlemen, merchants.
SAN LUIS POTOSI			
Newspapers			
Accion	D	13 x21¼	All.
TAMPICO			
Newspapers			
El Mundo	D	15½x20½	All.
Tampico Tribune	W	15¾x20	Oil men, Americans and Mexicans.
TEHUACAN			
Magazines			
Argos	W		All.
TORREON			
Newspapers			
La Opinion	D	14½x21½	All.
El Siglo	D & W		All.

(*Continued on page 254*)

EL UNIVERSAL
The Great Daily of Mexico

El Universal GRAFICO
Mexico's Illustrated Afternoon Daily

El Universal ILUSTRADO
Mexico's Illustrated Weekly

El Universal TAURINO
The Greatest Bull Fighting & Sports Magazine

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The largest American Advertisers have found Mexico a fertile field for the sale of their goods every day in the year.

We tell your story daily to practically every person in Mexico who has the money to buy your goods.

Your advertising in our paper reaches daily the Mexican merchants who have the power to put YOUR merchandise on THEIR shelves.

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We have the largest circulation in the Republic of Mexico.

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Don't Miss The Editor & Publisher Annual Topical Index For 1926

As an additional service to subscribers and in response to many requests we compiled a

TOPICAL INDEX

covering all significant and vital news of the trade recorded in the 52 sparkling and newsy issues of EDITOR & PUBLISHER during the past year. This feature makes the 1926 INTERNATIONAL YEAR BOOK of even greater worth and importance to you than ever before—a fact that seemed hardly possible.

Turn to the Index Now—See For Yourself

By means of this TOPICAL INDEX each page of EDITOR & PUBLISHER as published during 1925 will automatically change from past history to a source of immediate reference. You will refresh your memory on the important events of the past year. You will find data, facts, figures and news items with ease, speed and accuracy. With the aid of your filed copies, this index works simply and quickly. Items are indexed and cross indexed; all news pertaining to advertising and journalism is recorded with the date of issue in which it appeared and the page indicated.

All copies of EDITOR & PUBLISHER should be saved during 1926. This index will be a regular feature of all future YEAR BOOK NUMBERS.

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ADVERTISING MEDIA OF LATIN AMERICA

(*Continued from page 252*)

MEXICO—Continued

Name of Paper	Issued	Size of Page	Class of Readers
VERA CRUZ			
Newspapers			
El Dictamen	D	15½x21½	All.
El Informador	D	15½x22½	Commercial.
ZACATECAS, Zac.			
Newspapers			
La Voz de Zacatecas	SW		

CUBA

CAMAGUEY			
Newspapers			
El Camagueyano	D	15½x20	All classes.
CARDENAS			
Newspapers			
El Heraldo de Cardenas	D	10½x16	All.
La Union	D	14¼x21	All classes.
CIENFUEGOS			
Newspapers			
El Comercio	D	16 x21	General.
La Correspondencia	D	15⅜x20	All classes.
El Sol	D	15¾x20½	General.
GIBARA			
El Progreso	D	.....	All.
GUANTANAMO			
Newspapers			
La Voz Del Pueblo	D	15½x21½	Merchants.
HABANA			
Newspapers			
El Avisador Comercial	D	15¾x20¾	Purely commercial
El Comercio	D	16 x20	Commercial.
Diario De La Marina	D	15½x21½	All; chiefly Spaniards.
Diario Espanol	D	14 x20	All.
La Discusion	D	17½x21	All.
The Evening News (English)	D	15 x21¾	Mostly Americans.
The Havana Post (English)	D	15¼x21½	All English readers.
The Havana Telegram (English)	D	15¾x22	English speaking.
El Heraldo De Cuba	D	17½x21½	All.
El Imparcial	D	5 x15	Popular.
La Lucha	D	16 x21	General.
El Mercurio	D	15½x20	Business men.
El Mundo	D	17⅛x21½	All.
La Noche	D	10 x15	Popular.
El Pais	D	15¾x18	All.
La Politica Comica	W	8½x11½	All.
El Triunfo	D	17¾x21½	All.
Magazines			
Bohemia	W	9 x14	High-middle.
Carteles	M	7½x10¼	Clubmen, society.
Chic	M	7 x10	All.
Civilizacion	M	7¼x10	Well-to-do.
Cuba Contemporanea	M	4½x 6¼	Professors, lawyers, doctors.
El Figaro	W	8½x13½	All.
El Magazine De La Raza	M	7 x10	All.
Mundial	M	6 x 9	All.
Social	M	7½x10¼	High, social and middle classes.
The Times of Cuba (in English and Spanish)	M	4⅛x 6⅛	Americans, hotels, restaurants, English-speaking and non-English speaking Cubans.
El Universal	D	15¾x20	All.
Trade Publications			
Agricultura y Zootecnica	M	6½x 9½	Dairymen, agriculturists, cattle men.
Apotheca	M	5 x 8	Professionals.
El Automovil de Cuba	M	7 x 9½	Garage owners.
Boletin Oficial de la Camara de Comercio, Industria y Navegacion	M	6 x 9	Commercial.
Cuba Odontologica	M	4½x 7½	Dentists and dental profession.
Cuban Telephone Directory	Qt.	6¾x 9½	Telephone subscribers.
El Financiero	Every 10 days	6¾x10½	Commercial.
Hacendados y Colonos de Cuba	M	5 x10	Planters, Central owners, etc.
Industrias de Cuba	M	4½x 7¼	Industrial.
Revista de la Sociedad Cubana de Ingenieros	BM	4¼x 7¼	Engineers.
Revista de Medicina y Cirugia	BW		Medical.
Revista Medica Cubana	M	5 x 8	Medical.
El Tabaco (Spanish and English)	BM	8½x11½	Tobacco.
MATANZAS			
Newspapers			
El Imparcial	D	15½x20½	All.
El Jejen	D	16 x22	All.
El Republicano	D	14¼x21½	All.
NUEVA GERONA			
Newspapers			
Isle of Pines Appeal (English)	W	14½x13¾	All.
SANCTI SPIRITUS			
Newspapers			
El Fenix	D		All.
SANTIAGO			
Newspapers			
El Cubano Libre	D	15¾x21	All.
Diario de Cuba	D	16 x20	All.
La Independencia	D	15½x19¾	Best.

UNITED STATES INSULAR POSSESSIONS

PHILIPPINE ISLANDS

CEBU			
Newspapers			
El Democrata (Spanish)	SW	14 x20	All.
The Freeman (English-Visayan)	W	9 x13	English-speaking Filipinos.
La Revolucion (Spanish, English and Visayan)	D	13¼x18½	Merchants and farmers.
ILOILO			
Newspapers			
El Centinela (Spanish-Visayan)	D	15 x19	Farmers, merchants, industrial people, mfrs., etc.
MANILA			
Newspapers			
Chinese Commercial News (Chinese)	D	13 x18	Chinese merchants.
El Debate (Spanish)	D	16½x21	All.
La Defensa (Spanish)	D	16 x21	Old conservative class.
Kong Li Po (Chinese)	D	13½x19¼	Chinese merchants.
The Man Ho Po (Chinese)	D	13 x19	Chinese merchants and professionals.
Manila Daily Bulletin	D	16½x21	Americans, Europeans and English-speaking Filipinos.
The Manila Times	D&W	16½x21	Americans, English-speaking Filipinos.
Taliba (Tagalog)	D	16½x21	Reaches people in and near Manila speaking Tagalog.
La Vanguardia (Spanish)	D	16½x21	Well-to-do Spanish-speaking Filipinos.
Magazines			
The Gazette (The Navy Paper)	SM	7¼x10½	Naval officers and men.
The Independent (English-Spanish)	W	9 x12½	Professional men, business men and agriculturists.
Philippine Education	M	7¼x10	Teachers and schools.
Philippine Free Press (English and Spanish)	W	9 x12½	All.
The Woman's Journal	M	7¼x10	English-speaking public, chiefly women.
Trade Publications			
Progressive Agriculture (English and Spanish)	M	6¼x 9¾	Agricultural.
ZAMBOANGA (Mindanao)			
Newspapers			
La Voz del Pueblo (Spanish)	SW	11¼x16	

PORTO RICO

GUANICA			
Newspapers			
Brisas del Caribe	W	9 x12	All.
MAYAGUEZ			
Newspapers			
Diario Del Oeste	D	13½x20	All.
Magazines			
Revista Blanca	Tri-M	7 x10	First class.
PONCE			
Newspapers			
El Aguila de Puerto Rico	D	13¼x19	All.
El Dia	D	13¼x20	All.
SAN JUAN			
Newspapers			
La Correspondencia de Puerto Rico	D	15 x20	All.
La Democracia	D		
El Globo	D	14 x21½	All.
El Imparcial	D	15¾x21	All.
El Mundo	D	15½x20	All.
Porto Rico Progress (English)	W	11½x16	High classes.
El Tiempo (Spanish and English)	D	15¾x20	All.
Magazines			
Puerto Rico Ilustrado	W	7¼x10½	All

SAMOA ISLANDS

APIA			
Newspapers			
Samoa Times	W	9½x15½	Native, half-caste, and white.

VIRGIN ISLANDS

ST. THOMAS			
Newspapers			
St. Thomas Mail Notes	D	10 x16	All.

THIS YEAR BOOK IS READ AROUND THE WORLD

Of, for and by newspaper and advertising men.

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1700 Times Building
New York

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"Jessy Trimble's dramatic letter is the most informative of all the letters now being offered from New York. It has the feel of the theatre: it is written by one who knows the stage and not by Alice in Wonderland . . ."

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Sunday Feature Editor, New York World

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Printers and Publishers!

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Campbell Rotary Newspaper Press, 8 pages, production 8,000 per hour

2 No. 8 Linotypes—almost new
Ostrander Flat Plate Shaver
Hoe No. 5 Double Steam Table
Hoe Stereotype Melting Furnace
Hoe Matrix Rolling-in Machine
U. S. 8-column Flat Casting Box
New Hall 8-col. Flat Casting Boxes
New Hall 7- and 8-col. Steel-top Form Tables

4 Cottrell one-color Rotary Web Perfecting Presses, delivering printed sheet up to 33 x 46, equipped with 10 H.P. motors. All in good condition and available immediately.

2 3-0 Two-color Miehles, bed size 45 x 62
Huber Hodgman 2 rev. Cylinder Press, bed size 46 x 66
No. 2 Miehle 2 rev. 4-roller Cylinder Press, bed size 35 x 50
Huber Hodgman 2 rev. Cylinder Press, bed size 36 x 50
No. 9 Babcock Optimus, bed size 39 x 55
5-E Whitlock 2 rev. 2-roller Cylinder Press, bed size 22 x 30
15 x 21 Golding Art Jobber
14 x 22 John Thomson
12 x 18 Chandler & Price
Miller Units—8 x 12, 10 x 15 and 12 x 18
36" National Power Paper Cutter
63" Brown & Carver Automatic Paper Cutter

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THOMAS W. HALL CO., Inc.
512 West 41st St., New York

ADVERTISING MEDIA OF EUROPE

Titles, Page Sizes and Reading Public of Daily Newspapers and Other Periodicals, Compiled from U. S. Department of Commerce Data

AUSTRIA

Name of Paper	Issued	Size of Page	Class of Readers
BREGENZ			
Newspapers			
Vorarlberger Landes Zeitung	D	9 x14	Industrial and business circles.
GRAZ			
Newspapers			
Neues Grazer Tagblatt	D	9 x14	Merchants, landowners, industrialists, and other business men.
Tagepost	D	19½x14	All classes.
INNSBRUCK			
Newspapers			
Innsbrucker Nachrichten	D	10¾x16	All classes.
KLAGENFURT			
Newspapers			
Kartner Tagblatt	D	11 x16½	All classes.
LINZ			
Tages-Post	D	10½x16	Middle classes.
SALZBURG			
Newspapers			
Salzburger Volksblatt	D	10¾x16½	All classes.
VIENNA			
Newspapers			
Arbeiter Zeitung	D	10½x16	General.
Illustrierte Kronen-Zeitung	D	8¼x10½	All classes, chiefly lower and uneducated class.
Kleine Volks-Zeitung	D	8 x11	Business men and laborers.
Neue Freie Presse	D	10¾x17	All classes.
Neues 8 Uhr Blatt	D	10¾x17	All classes.
Neues Wiener Abendblatt	D	10¾x17	All classes.
Neues Wiener Journal	D	10¼x16½	Women of the middle and lower classes.
Neues Wiener Tagblatt	D	10¾x17	All classes.
Reichspost	D	10 x16	Middle classes.
Sport-Tagblatt	D	10¾x17	Industry interested in sporting goods. Sport enthusiasts.
Volks-Zeitung	D	10¾x17	All classes.
Wiener Morgenzeitung	D	10 x16	Jews—general.
Magazines			
Faun	Tri-M	7¼x 9½	
Das Interessantes Blatt	W	10½x14½	Middle classes.
Wiener Bilder	W	10 x14½	All, better middle classes.
Wiener Kleines Witzblatt.	BW	4¼x 6½	
Wiener Mode	BW	10 x 9¾	All classes.
Trade Publications			
Die Boerse	W	10¼x15¾	Commercial and financial.
Elektrotechnik und Maschinenbau	W	7¼x10¾	Engineers and machinists.
The European Commercial	W	7¼x10¼	Merchants.
Oesterreichische Chemiker-Zeitung	SM	8 x11¼	Chemists, etc.
Radiowelt	W	7¼x10¼	Radio, all classes.

CZECHOSLOVAKIA

Name of Paper	Issued	Size of Page	Class of Readers
PRAGUE			
Newspapers			
The Central European Observer	W	13½x19½	Merchants, manufacturers.
Narodnich Listu	D		
Narodni Politika	D		All classes.
Trade Publications			
The Ceskoslovensky Merkur	BW	7½x 9½	Export and import.
Mor. Ostrava			
Newspapers			
Moravasko-Skezsky Dennik	D	11 x17	
DANZIG			
Newspapers			
Danziger Neuste Nachrichten (German)	D	12 x17½	Educated classes.
Gazeta Gdanska (Polish)	D	11¼x17	Merchants and business people.
Trade Publications			
Danziger Wirtschafts-zeitung (German)	BW	7¼x 9¼	Commercial.

BELGIUM

Name of Paper	Issued	Size of Page	Class of Readers
ALOST			
Newspapers			
Volkstem	D	13 x19	Catholics.
De Werkman	D	13 x19	
ANTWERP			
Newspapers			
Antwerpsche Tijdingen	D		Neutral.
Echo du Soir	D		Neutral.
Gazet van Antwerpen	D		Catholic; working classes.
Het Handelsblad (Flemish)	D	15¾x22	Conservative Catholic party business world and sportsmen.
Lloyd Anversois	D	14 x20	Merchants, manufacturers, shipping houses, bankers.
Le Matin (French)	D	13¼x18	Best commercial classes.
La Metropole	D	16 x23	Merchants, manufacturers, bankers, shipping world.
De Morgenpost	D	18 x21	Catholic.
Neptune (Belgian Lloyd and Daily News)	D	13 x18	Trade and shipping circles.
Nieuwe Gazet (Flemish)	D		Liberal.
De Schelde (Flemish)	D		Independent.
Trade Publications			
Le Tabac	M	7½x10½	Tobacco trade.
ARLON			
Newspapers			
L'Avenir du Luxembourg	D	15¾x22	
Nouvelles	D	14 x21	
BRUGES			
Newspapers			
Brugsch Hendelsblad	D	12½x19½	
Journal de Bruges	Tri-W	15 x17½	
La Patrie	SW	15 x21¼	
BRUSSELS			
Newspapers			
La Derniere Heure	D	15¾x22½	General.
L'Echo de la Bourse	D	14 x20½	General.
L'Etoile Belge	D	15¾x20	Liberal.
L'Eventail	W	12¼x18	Court members, industrials, theatregoers society.
La Gazette	D		Liberal.
L'Independance Belge	D	15 x22	Liberal.
Journal de Bruxelles	D		
Het Laatste Nieuws (Flemish)	D	13¼x19	General.
La Libre Belgique	D	15 x22½	General.
Midi	D		
Moniteur des Interets Materiels	D	7½x11½	Financiers, industrials, merchants, etc.
La Nation Belge	D	15¾x24	Medium classes and society.
Le National Bruxellois	D	15½x20	Catholics.
Net Niews Van Der Dag	D	12¾x17¼	Catholics.
Le Peuple	D	15½x22½	Socialists.
Le Soir	D		General.
Sport Wereld	Tri-W		
De Staandard (Flemish)	D	15½x21½	General.
Velo-Sport	Tri-W		
Le XX Siecle	D	15 x22¾	Catholics.
Trade Publications			
L'Amateur de T. S. F.	SM	7 x 8½	Amateurs, constructors of wireless apparatus.
Annales des Travaux Publics de Belgique	BM	4¾x 8¼	Industrials and all engineers.
Bulletin du Touring Club de Belgique	BW	7½x11	
Chronique des Travaux Publics	SW	6¾x10	Industrials, traders, merchants, etc.
Eau-Eclairage Chauffage (French)	M	8¼x10¾	Gas, electricity, heating and power industries.
L'Electricite pour Tous	M	6¾x 9	Electricians, etc.
L'Exportateur Importateur Belge	W	5¾x 9	Export and import world.
Fer et Acier	M	8¼x10¼	Engineers, electricians, etc.
L'Index Financier	W	5 x 8¼	
Journal de la Droguerie et Revue Chimique Fusionnes	M	7¾x10¼	Drug dealers, specialists, etc.
Le Lloyd Commercial (French and English)	BW	8½x11¼	Commercial and industrial.
Le Moniteur de L'Alimentation	M	8¼x11	Grocers, etc.
Le Moniteur de l'Horlogerie de la Bijouterie		8¼x10¼	Watchmakers, silversmiths.
Le Moniteur de la Cordonnerie et du Cuir (French)	M	8¼x10¾	Shoe trade.
Le Quincaillier (French)	M	8¼x10½	Hardware stores, machinery mfrs., kitchenware mfrs., etc.
Revue du Beton Arme	M	6½x 9	Engineers, etc.
Le Verre	M	8 x10	Glass industry.

(*Continued on page 256*)

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It Wastes Money

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SLUG FEEDER
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Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.

241,536
was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of
December, 1925
The average net paid circulation of THE SUNDAY SUN per Sunday for the month of December, 1925, was 187,069.
Everything in Baltimore Revolves Around
THE SUN
Morning Evening Sunday

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First Meeting
of the
Disarmament Conference
He Will Visit
Paris — London — Berlin
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The McClure Newspaper Syndicate
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Peoria
The Try-Out City
THE PEORIA
JOURNAL
Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

ADVERTISING MEDIA OF EUROPE

(*Continued from page 255*)

BELGIUM—Continued

Name of Paper	Issued	Size of Page	Class of Readers
CHARLEROI			
Newspapers			
Gazette de Charleroi	D		
Le Journal de Charleroi	D	16 x21	Socialists.
Le Pays Wallon	D		
Rappel	D		
Trade Publications			
Revue Industrielle	W	8 x10	Coal, iron, steel and glass industries.
COURTRAI			
Newspapers			
Kortrijksche Volk	D	12½x15½	Catholics.
DINANT			
Newspapers			
L'Horizon	W	15½x22½	
GHENT			
Newspapers			
Le Bien Public	D		
Flandre Liberale	D	15½x20	Middle and upper classes.
Gazet van Gent	D		
De Gentenaar	D		
Journal de Gand	D		
Vooruit	D		
Trade Publications			
Le Commerce et L'Industrie de Gand (French)	W	6¾x10½	Commercial.
The Exhibition of Ghent (1923)	W	7¾x10¾	Manufacturers, merchants and business men.
HUY			
Newspapers			
Courrier de Huy	SW	16½x17½	
Gazette de Huy	SW	15¾x24	
LA LOUVIERE			
Gazette du Centre	D	15¾x21	Catholics.
Nouvelles	D	15¾x21	Liberals.
LIEGE			
Newspapers			
Les Annonces Liegeoises	SW	15¼x21	All classes.
L'Express	D	15¾x21½	All classes.
Gazette de Liege	D	15¾x20¼	All classes.
Journal de Liege	D	16½x24	
Le Meuse	D	15 x19½	Business and professional.
La Wallonie	D		
Trade Publications			
La Chaussure	M	7¼x 9½	The trade.
Englebert Magazine	M	6¾x 9	Automobile trade.
MALINES			
Newspapers			
Gazet Van Mechelen	D	15¾x21	Catholic.
Magazines			
Mechelsch Bericht	D	9 x12	Neutral paper.
MONS			
Newspapers			
L'Avenir du Borinage	D	15¼x22	Socialists.
Le Hainaut			Catholic paper.
Le Progress	D	13 x18	Catholic paper.
La Province	D	15½x21½	Liberals.
NAMUR			
Newspapers			
La Province de Namur		15¼x21	Liberals.
Vers L'Avenir	D	15 x20½	Catholics.
OSTEND			
Newspapers			
Le Carillon d'Ostende	SW	12½x21	
Echo D' Ostende	SW	13 x19	
TOURNAI			
Newspapers			
Avenir du Tournaisis	D	15¾x23	
Courrier de L'Escaut	D	15¾x19	
VERVIERS			
Newspapers			
Courrier du Soir	D	16 x20	

DENMARK

Name of Paper	Issued	Size of Page	Class of Readers
AARHUS			
Newspapers			
Aarhus Amtstidende	D	14 x21	
Aarhus Stiftstidende	D		
Dansk Handelsblad	W	14½x21	Tradesmen, shopkeepers.
Demokraten	D	14 x21	Laborers and artisans.
Jyllands Posten (Danish)	D	15 x21½	Average.
COPENHAGEN			
Newspapers			
Advertisements Tidende (De Ferslew'ske Blade)	D		
Aftenpoften (De Ferslew'ske Blade)	D	13¾x21	All classes.
Berlingske Tidende (Danish)	D	14 x20½	Best classes.
Borsen	D	13½x19¾	Bankers, the shipping and commercial world.
Dagbladet (De Ferslew'ske Blade)	D	13¾x21	All.
Dagens Nyheder (De Ferslew'ske Blade)	D	13¾x21	All.
Ekstrabladet (Evening edition of Politiken)	D	14 x20	All.
Folket	D		Common classes.
Husmoderen (De Ferslew'ske Blade)	SW		
Kobenhavn (Danish)	D	15¾x19½	Best classes.
Kristeligt Dagblad	D	14 x20	All.
Magasinet (Sunday Supplement to Politiken)	W	9¼x13	All, commercial.
Masken	W		People interested in theatre.
Nationaltidende (De Ferslow'ske Blade)	D	13¾x21	All classes.
Politiken	D	14 x20	Commercial.
Magazines			
Allers Familie Journal	W	9 x12½	Family.
Hjemmet	W	9 x13½	All classes.
Vore Damer (Our Ladies)	BW	8½x11¾	Ladies.
Vore Herrer (Our Gentlemen)	SM	8½x11¾	Gentlemen.
Trade Publications			
Auto	SM	6¾x10½	Motor trade.
Dansk Sofartstidende	W	7 x11	People interested in navigation activities.
Elektroteknisk Tidsskrift	Tri-M	7½x11¼	Manufacturers, electricians, contractors, engineers, etc.
Finanstidende	W	6½x11½	Bankers, capitalists, commercial firms, etc.
De Grafiske Fag	W	6 x 8	Printers and printing houses.
Kraks Vejviser	Yr	7 x10¼	Merchants, etc. Agriculturists,
Landmanden	W	9⅜x13¼	dairymen, etc.
Motor	W	6¾x 9	Automobilists.
Motorbladet	W	7½x10	Motor world.
Tandlaegebladet	M	4½x 7½	Dentists.
Vort Landbrug	W	7¼x10	Farmers.
ODENSE			
Newspapers			
Fyns Venstreblad	D	14 x21	All.

BALTIC STATES

ESTHONIA

Name of Paper	Issued	Size of Page	Class of Readers
REVAL			
Newspapers			
Kaja (Esthonian)	D	10½x16	Agriculturists.
Paewaleht (Esthonian)	D	15¾x20½	All classes, particularly business men.
Poslednya Izvestia (Russian)	D	15½x20	Russians and Jews, nearly all.
Revaler Bote (German)	D	14 x20	Trade and industrial class.
Waba Maa (Esthonian)	D	11½x17½	Middle class of people.
Trade Publications			
Hermes (Esthonian and German, advertising in all languages)	BM	7¼x 9½	Business circles.

FINLAND

Name of Paper	Issued	Size of Page	Class of Readers
HELSINGFORS			
Newspapers			
Helsingin Sanomat (Finnish)	D	15¾x20	Middle classes.
Hufvudstadsbladet (Swedish)	D	15¾x22	The Swedish upper class.
Kauppa.ehti (Finnish)	D	13¼x20	Business men.
Uusi Suomi (Finnish)	D	15¾x20	Chief organ for the National coalition party.
Trade Publications			
Arkkitehti-Arkitekten (Finnish and Swedish)	M	7 x10	The whole architect business and art world.
Industritidningen Och Teollisuuslehti (Swedish and Finnish)	BW	7 x10	Finland's whole industrial and business world.
Mercator (Swedish)	W	6½x 9½	Business men.
Papp:rs-Och Travarutidskruft (Swedish, Finnish, English and German)	BW	6½x 9½	Sawmills, pulp and papermills, paper engineers, etc.
Teknillinen Aikakauslehti	M	6 x 9	Enginners and industrial men.

(*Continued on page 257*)

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REVISTA UNIVERSAL

are distributed as a weekly supplement of Latin American newspapers.

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A trio that guarantees success!
Tell me what experience you have had, and how much money you have, and I will tell you what publication you should buy in order to succeed.
I sell daily, weekly and monthly publications **THAT HAVE MERIT**; make appraisals and conduct consolidations. My long and successful experience as owner, editor and publisher of **EMINENTLY SUCCESSFUL PUBLICATIONS** has qualified me to render valuable service.
I have some desirable properties to offer and a splendid list of customers. If you have a publication for sale, or desire to buy one, please write, wire, phone or call.
J. B. SHALE, Times Building
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Our New Sport Series
How to Play
BASKETBALL
has been ordered by
MEMPHIS COMMERCIAL APPEAL
The International Syndicate
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fashions

That build circulation and please your biggest advertisers

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Newspaper Services
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For Evening and Sunday Newspapers
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The cost of this service, based upon circulation, is compatible with every moderately liberal editorial expense budget.

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Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best Advertising buy in the mid-west.

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Special Representatives

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Lafayette Young Publisher

Largest Evening Circulation in Largest Market

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America's Largest Evening Circulation and at 3c a copy

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Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

ADVERTISING MEDIA OF EUROPE

(*Continued from page 256*)

FRANCE

Name of Paper	Issued	Size of Page	Class of Readers
ALENCON			
Trade Publications			
Bulletin Mensuel du Syndicate des Agricultueurs de L'Orne	M	8 x 9½	Agriculturists.
AMIENS			
Newspapers			
Le Journal d'Amiens	D	15¾x—	Commercial community, all classes.
Trade Publications			
Le Progres Agricole	W	8 x10½	Agricultural.
ANGERS			
Newspapers			
L'Ouest	D	15½x21½	
Le Petit Courrier	D	15¾x22½	Commercial.
ANGOULEME			
Newspapers			
La Charente	D	13 x20	Small villages and country.
ANNECY			
Newspapers			
L'Echo des Alpes	W	15½x18	All classes.
Industriel Savoisien	W	16¾x21½	All classes.
BESANÇON			
Trade Publications			
La France Horlogere	BW		Clock and watch makers, jewelers and merchants.
BORDEAUX			
Newspapers			
La France de Bordeaux et du Bordeaux et du Sud-Ouest	D	15¾x23	All classes.
La Petite Gironde	D	18 x27½	Republican of classes.
Trade Publications			
Journal de Medicine de Bordeaux.	BW	7 x10	Medical profession
BOULOGNE			
Newspapers			
La Croix du Pas-de-Calais	D		All classes.
La France du Nord	D	15½x21½	Middle class.
Le Telegramme	D	15¾x21½	Better class.
BOURGES			
Newspapers			
La Depeche Du Berry	D	15¼x21½	All classes.
BREST			
Newspapers			
La Depeche	D	16 x22	Breton colonies. Generally French Navy.
CAEN			
Newspapers			
Le Bonhomme Normand	W	15½x22½	Rural districts.
CALAIS			
Newspapers			
Le Petit Calaisien	D	15½x21	Laboring and well-to-do classes.
Le Phare	D	16 x23	Lace manufacturers and merchants.
CHERBOURG			
Newspapers			
Cherbourg-Eclair	D	15½x20	General public.
Le Reveil de la Manche	SW	15¾x21	All classes.
CLERMONT FERRAND			
Newspapers			
L'Avenir	D	.....	
Le Moniteur	D	.....	
COLMAR			
Newspapers			
Alsasser Kurier (German)	D	12¼x19	All classes.
Les Dernieres Nouvelles de Colmar	D	10¾x16½	All classes.
GRENOBLE			
Newspapers			
Le Petit Dauphinois	D	16 x21	All classes.
DIJON			
Newspapers			
Le Bien Public	D	.....	
Le Progres	D	.....	Republican paper.
HAVRE			
Newspapers			
Havre-Eclair	D	15¾x21	All classes.
Le Journal du Havre	D	15¾x21	All classes, particulary commercial.
Le Petit Havre	D	15¾x21	General, farmers, and commercial houses.
LA ROCHELLE			
Newspapers			
La Charente-Inferieure	SW	17¼x23½	Middle-class and country folks.
Courrier de La Rochelle	SW	14 x22	Middle-class and commercial.
La Gazette D'Aunis	SW	14 x20½	Middle-class.
LE MANS			
Newspapers			
Sarthe & Regional	D	.....	
LILLE			
Newspapers			
La Depeche	D	15¼x21½	All classes.
Grand Echo et Echo du Nord	D	15¾x22	All, particularly the moderate bourgeois.
Le Nouvelliste	D	15¾x21½	
Le Reveil du Nord	D	15¾x21	Working class, that is to say laboring classes.
Trade Publications			
Le Nord Industriel	W	8 x10½	Manufacturers, engineers, machinery agencies, business men.
La Renaissance Agricole et Horticole	W	7½x10¾	Farmers.
LIMOGES			
Newspapers			
Le Courrier Agricole et Viticole	SW	16½x21½	Farming community.
Le Courrier du Centre	D	16¼x21	All classes.
Le Gazette du Centre	D	15¾x21¾	Conservative.
Le Moniteur de la Haute-Vienne	SW	15¾x21¾	Agriculturists.
Le Populaire du Centre	D	15¾x20¾	Laborers and merchants.
LYONS			
Newspapers			
Le Courrier du Commerce	SW	15¾x21	Business men.
L'Express	D	15¾x21½	All classes.
Le Journal de la Foire	D	15¾x21	Buyers and sellers at Lyon Sample Fair.
Lyon Republicain	D	15 x21	Radical Socialistic party.
Le Nouvelliste.	D	15½x21	Catholics and the public in general.
Le Progres	D	15½x21½	All classes.
La Salut Public	D	16 x21½	All classes, especially business people.
Le Sud-Est Republicain.	D	15½x21	Industrial.
Magazines			
L'Illustree	M	9¼x13½	Hotels, doctors, tour offices, etc.
La Vie Montbrison.	D	14¾x19¾	Well-to-do class.
Trade Publications			
Bulletin de L'Union des Chambres Syndicales Lyonnaises..	M	7 x 9	All members of syndicates belonging to the Union des Chambres Syndicales Lyonnaise.
Bulletin des Soies et des Soieries	W	8 x11	Silk trade.
Ganterie	M	7 x 9	Glove industry.
Journal de Medecine de Lyon	SM	7¼x 9¼	Medical profession
La Parfumerie Moderne	M	7¼x 9¼	Perfumeries.
La Region Lyonnaise	M	6¾x 8¾	All industrials, business men and farmers.
Revue des Industries Metallurgiques et Electrometallurgiques	M	7½x 9½	Metallurgical.
La Soierie de Lyon	BW	8 x10½	Silk industry.
MARSEILLES			
Newspapers			
Le Petit Marseillais	D	15¾x21	Republican paper, All classes. Bourgeois.
Le Petit Provencal	D	16 x21½	Democrats, lower classes
Le Radical (French)	D	15¾x21¼	Lower classes
Le Semaphore de Marseille	D	15¾x21	Conservative
Le Soleil	D	15¾x20¾	Bourgeois
METZ			
Newspapers			
Libre Lorraine	D	14 x20½	All classes
Le Messin (French)	D	14¾x20	Bourgeois, farmers and laboring classes
Le Republicain Lorrain	D	14¾x20	Merchants, bourgeois employees
MONTBRISON			
Newspapers			
Journal de Montbrison	D	14¾x19¾	All classes

(*Continued on page 258*)

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Is the giant influence on the Turf, in Society, Music, Theatre, Motion Picture and Finance, having the largest circulation of any Daily in the United States at a ten-cent Price.

Circulated in every State in the Union and the principal capitals of Europe. An exclusive market for its advertisers.

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MARKET NEWS *Plus* TABLES

An unusual financial service that places emphasis on the news that influences the course of security and commodity prices.

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ESTABLISHED 1914
42 New St., New York City

OF HIGH CALIBRE

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"I want to commend the EDITOR & PUBLISHER for the large number of inquiries which we have received and am pleased to advise you that they were all from high calibered men and it was difficult to make a selection from such a number of splendidly equipped Circulation Managers."

Efficient employees may be secured through the Classified page of

EDITOR & PUBLISHER

THE WELFARE COMMITTEE *of the* INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

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The Plain Dealer
ONE *Medium* – ONE *Cost* ALONE *Will sell it*

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Consistent Builders of Circulation

We do not use just one outstanding success to show you as proof of our ability. Year in and year out, for twenty-two years, we have continued to make each and every campaign a success.

We have proven our methods.

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Circulation Organization
415 E. Third St., Waterloo, Iowa

EVERY newspaper WANTS the best RADIO programs. THAT is why NEARLY 200 now USE our programs. THEY cost no more YET have no equal IN ACCURACY and RELIABILITY. Try THEM free for a WEEK and see.

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30 No. Dearborn St., CHICAGO.

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THE HIGHEST STANDARD

Write for Information Concerning

Wilke's Metal Insurance Plan

It Will Save You Money

Metals Refining Co.
Hammond, Indiana
Warehouses in Principal Cities

ADVERTISING MEDIA OF EUROPE

(*Continued from page 257*)

FRANCE—Continued

Name of Paper	Issued	Size of Page	Class of Readers
MONTPELLIER			
Newspapers			
L'Eclair	D	15¾x21½	Royalists particularly.
Le Petit Meridional	D	15¾x21½	Radical socialists.
MULHOUSE (Haut-Rhin)			
Newspapers			
Le France de L'Est	D	12½x19¼	All classes.
Der Republikaner (German)	D	11 x16½	All classes.
NANCY			
Newspapers			
L'Est Republicain.	D	15¾x21¾	All classes.
L'Impartial	D		
Trade Publications			
Revue Industrielle de L'Est	W	9½x12¾	Mining metallurgical and other industrial enterprises.
L'Union Economique de L'Est	BW	7½x 9	Business men of Eastern France.
NANTES			
Newspapers			
L'Echo de la Loire	D		
Le Phare	D	13 x21	Middle, commercial class.
Le Semaine	W	15¾x22	
NICE			
Newspapers			
L'Eclaireur	D	15¾x22½	Independents.
Le Petit Nicois	D	16 x22½	
PARIS			
Newspapers			
L'Action Francaise	D	15½x21½	Middle classes.
The Chicago Tribune and Daily News	D	15¾x21	Americans throughout Europe.
La Croix	D	18 x23¾	Catholics.
L'Echo de Paris	D	15¾x22½	Read by the conservative classes.
Excelsior	D	15¾x22	The middle classes.
El Figaro	D		Society elite.
Le Gaulois	D		Society.
L'Intransigeant	D	15½x22	All classes.
Le Journal	D	15¾x22⅝	Republican.
La Liberte	D	15½x22½	Upper classes.
Le Matin	D	15¾x22½	Republicans.
New York Herald	D		Americans.
L'Ouest-Eclair	D	13 x18	All classes.
L'Oeuvre	D	13¼x19¼	Republicans. Commercial and sporting classes.
Le Petit Journal	D	15¾x22	Middle.
Le Petit Parisien	D	15¾x21¾	Popular, republicans.
Le Temps	D	18½x25	Republicans, all classes.
Magazines			
Almanch Hachette	Yr	4 x 6½	All classes.
Les Annales (French)	W	8 x11	Literary, political and musicians.
Conferencia	PM	5¼x 8	Students and literary men.
Les Elegances Parisiennes (French)	M	10¾x14	Dressmakers and fashionable ladies.
L'Illustration	W	11 x14	High classes.
Je Sais Tout (French)	BM	8 x10	All classes.
Journal des Demoiselles (French)	BM	5¾x 9¼	Very young women.
Lecture Pour Tous	M	5½x 8	All classes.
Le Noel	W	6 x 9	Catholics, principally girls.
Le Pelerin	W	6 x 9	Catholics.
La Revue de Paris	BM	5¼x 7¾	Politic and intellectual.
Revue des Deux Mondes	BM	5¼x 7¾	High grade readers.
Le Sourire	W	8 x11	All classes.
Trade Publications			
Agriculture et Elevage	M	6 x 8½	Farmers, agriculturists, etc.
Annuaire Desechaliers	Yr	4¼x 7	Advertising, printing and paper industry.
L'Architecture	BW	8 x10½	Architects and constructors.
L'Art de la mode	W	8¼x13	Women's fashion paper.
Automobilia	BW	7½x10	Automobile industry.
Dulletin du Syndicat Central des Agriculteurs de France	M	8 x11	Agricultural.
La Chaussure Francaise	M	7 x10	Shoe trade.
Comptez Rendus de l'Academie des Sciences	W	8¾x11½	Universities, academies, libraries science.
La Construction Moderne	W	8 x11	Architects, engineers, contractors, etc.
Femina	M	8¼x11½	French woman, middle and high class.
Le Franc-Parleur	SM	7½x10½	Shoe trade.
Le Genie Rural	M	8 x10½	Constructors and countrymen.
Jardine et Bassel-Cours	M	6 x 8½	Poultrymen, gardeners.
Le Magasin de Chaussures	M		Shoe trade.
Manuel General de L'Instruction Primaire	W	5½x 8¾	Teachers.
La Mode Pratique	W	9 x12	Dressmakers the home.
Mon Bureau	M		Merchants and industrials.
Moto-Revue	SM	6¾x 9	Motorcyclists.
Nos Loisirs	M	8¼x10½	Women and home.
Omnia	M	8¼x11½	Automobile industry.
Le Pratique Automobile	BW	6¾x 9½	Motorists and motor distributors, etc.
La Publicite	M	6¼x 8½	Advertisers.
Revue Automobile	M	8 x10½	All classes. Automobile owners and traders.
La Revue de Chimie Industrielle	M	7¼x10	Engineers, chemists, protographers, dyers, paint, varnish and oil trades.
Le Science et la Vie	M	5¼x 7¾	Men of science.
Tres Sport	M	8 x10	Sporting classes.
L'Usine	W	9¼x13¼	Importers, factories, supply houses, etc.
Vie a la Campagne (French)	M	8½x12	Farmers, breeders.
La Vie Automobile	SM	7½x10¾	Rich classes.
La Vie Technique and Industrielle	M	8 x10½	Engineers and manufacturers.
PAU			
Newspapers			
Le Patriote	D	15½x21½	All classes.
RHEIMS			
Newspapers			
L'Eclaireur	D		
RENNES			
Newspapers			
Le Nouvelliste de Bretagne	D	16½x21	All classes.
L'Ouest-Eclair	D	13 x18	All classes.
ROUEN			
Newspapers			
Le Journal	D		
ROUBAIX			
Newspapers			
Journal de Roubaix	D	15¾x21	All classes.
ST. ETIENNE			
Newspapers			
Le Loire Republicaine	D	15¾x21½	All classes.
La Tribune Republicaine	D	15¾x21½	All classes.
STRASBOURG			
Newspapers			
La Depeche (French)	W	10¾x16½	Democrats in particular.
Les Dernieres Nouvelles de Strasbourg (French and German)	D	10¾x16½	All classes.
La Republique de Strasbourg (French)	D	10¾x16½	All classes.
Trade Publications			
Bulletin de L'Automobile Club D'Alsace (French)	M	5 x 8¼	Industrials in the automobile trade.
Le Chien (French and German)	M	7 x10¼	Cynologists in general.
Journal Agricole D'Alsace et de Lorraine	W	8 x11¼	Agriculturists.
Le Petit Fermier (French and German)	SM	7 x10¼	Agriculturists, horticulturists, etc.
THONON-LES-BAINS			
Newspapers			
L'Echo de Leman	W	14 x20	Commercial, industrial and agricultural classes.
L'Union Republicaine	W		All Classes.
TOULON-SUR-MER			
Le Petit Var (Republican Socialist)	D	15½x20½	
TOULOUSE			
Newspapers			
La Depeche	D	15¾x20¼	All classes.
L'Express	D		
TOURS			
Newspapers			
La Depeche du Centre	D	16 x21½	All classes.

GERMANY

Name of Paper	Issued	Size of Page	Class of Readers
ALLENSTEIN			
Newspapers			
Allensteiner Zeitung	D	11 x16¾	All.
BADEN BADEN			
Trade Publications			
Das Hotel	W	7½x10½	Hotelkeepers.
BAUTZEN			
Newspapers			
Bautzner Nachrichten	D	11 x16	General Public.
Bautzner Tageblatt	D	11 x17	All.
BERLIN			
Newspapers			
Berliner Borsen-Courier	D	11½x16⅛	Commercial and financial.
Berliner Lokal-Anzeiger	D	11⅛x16½	Middle class, functionaries, etc.
Berliner Tageblatt	D	11¼x16½	Commercial and financial.
Deutsche Allgemeine Zeitung	D	16½x22	Reactionary, conservative and nationalistic. All classes.
Tagliche Rundschau	D	11¼x16½	Government officials, teachers, former officers, etc.
8 Uhr-Abend-blatt	D	11 x16½	Middle classes.
Vorwarts	D	11 x16¼	Socialists, laborers.
Die Welt Am Montag	W	11⅛x16½	Liberal middle class.
Trade Publications			
Allgemeine Automobil-Zeitung	W	7½x10¼	The automobile industry and trade.
Auto Technik	BW	7½x10	Automobile trade.
Die Deutsche Zucker-industrie	W	7½x10½	Sugar industry.
Eberswalder Offertenblatt (English, Spanish and French)	Tri-W	8 x11	Hardware stores.
Der Konfektionar	W	10¾x15½	Textile manufacturers.
Motor	M	8 x12	Manufacturers, merchants, dealers, engineers, sportsmen, etc.
Der Motorfahrer	W	7½x10	Automobile industry.
Papier Zeitung	SW	8 x10¾	Paper makers, jobbers.
BLANKENESE			
Trade Publications			
Der Fischerbote	BW	5 x 8	Fishing industry.
BREMEN			
Newspapers			
Bremer Nachrichten	D	12½x18	All.
Bremer Zeitung	D	11 x16½	All.
Weser Zeitung	D	14½x21	Business people.
BRESLAU			
Newspapers			
Breslauer Neueste Nachrichten	D	12¾x18½	The retail trade and middle class.
Schlesische Zeitung	D	11¼x16¾	Farmers, trade, commerce and industry.
Trade Publications			
Mitteilungen der Technisch-Wissenschaftlichen Vereine	M	7½x10	Manufacturers.
BRUNSWICK			
Newspapers			
Braunschweiger Allgemeiner Anzeiger	D	12 x16½	All.
Braunschweigische Landes-zeitung	D	12 x17½	All.
Neueste Nachrichten	D	11¼x16½	Business people.
CASSEL			
Newspapers			
Casseler Tageblatt	D	12½x19½	Business and trades people and middle class.
CHEMNITZ			
Newspapers			
Allgemeine Zeitung	D	11¾x17¼	All.
Chemnitzer Neueste Nachrichten	D	11¾x17¼	General.
Chemnitzer 8 Uhr Abend-blatt	D	11¾x18	General.
Trade Publications			
Einkaufer Zeitung	SW	7½x10¼	The whole textile industry.
COBLENZ			
Newspapers			
Coblenzer General Anzeiger	D	12½x18½	Business world.
COLOGNE (Koln)			
Newspapers			
Kolnische Zeitung	D	15 x21½	All, but chiefly the industrial, commercial and banking circles.
COTHEN			
Trade Publications			
Chemiker-Zeitung	Tri-W	9 x12	Chemical industries.
DRESDEN			
Newspapers			
Dresdener Anzeiger	D	11¼x17½	General.
Dresdener Nachrichten	D	10½x17¼	General.
Dresdener Neueste Nachrichten	D	12½x18	General.
Trade Publications			
Die Glasbütte (Zeitschrift der Glas-industries)	W	7½x10	Glass manufacturers and dealers.
Kartonnagen und Papier-warenzeitung	W	10¾x16½	Manufacturers and dealers.
Saechsische Industrie	W	7½x10¾	Industrial.
Saechsische Landwirtschaftliche Presse	W	8½x11	Agricultural circle.
Die Tabak-welt	W	7½x 9¾	Manufacturers and dealers of cigarettes, etc.

(*Continued on page 259*)

MICHIGAN
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ADVERTISING MEDIA OF EUROPE

(Continued from page 258)

GERMANY—Continued

Name of Paper	Issued	Size of Page	Class of Readers
DUISBURG			
Newspapers			
Rhein and Ruhrzeitung	.D	13 x20	All classes; industrial and commercial.
DUSSELDORF			
Newspapers			
Dusseldorfer Nachrichten	.D	11½x16½	All: Industrial and commercial.
ELBERFELD			
Newspapers			
General Anzeiger Fuer Elberfeld-Barmen	....D	11½x16½	Industrial and commercial circles.
ERFURT			
Trade Publications			
Buch-Und Kunstdruck	M	6¼x 9	Book-printing establishments, machine factories, paint factories, paper factories, etc.
ESSEN			
Trade Publications			
Anzeiger Fuer Berg, Hutten Maschinen-wesen	..Tri-W	8 x10½	
FRANKFURT ON-THE-MAIN			
Newspapers			
Frankfurter Zeitung Handelsblatt	D	14 x21½	Bankers, business men, politicians, upper and middle classes.
General Anzeiger der Stadt Frankfurt am Main	D	12½x18½	All.
Trade Publications			
Der Bund (Formerly called Messzeitung)	..BW		
Fahrrad, Naehmaschine und Motor	..W		Bicycle, sewing machine and motor industries.
Frankfurter Hausfrau	...W		Women in the home.
Der Leder-market	.....D	9½x14	
FRANKFURT-AM-ODER			
Newspapers			
Frankfurter Oderzeitung	D	11¼x17	Provincial.
FREIBNRG I. BREISGAN			
Trade Publications			
Der Deutsche Zimmer-meister	.... W	7¾x19½	Carpenters.
Sudwest-deutscher Industrie-Anzeiger	...SM	8¼x10½	Trade, industry, commerce.
GERA-REUSS			
Newspapers			
Geraer Zeitung	.....D	12½x18	General public.
HALLE a/d SAALE			
Trade Publications			
Braunkohlen- und Brikett-Industrie	..W	7½x10½	Mining industry.
Draht-Welt	SW	7½x10½	Wire-industry, small iron tool brances and similar lines.
HAMBURG			
Newspapers			
AmericanNews (English)	..W	14¼x20½	Americans and all English-speaking.
Hamburger Fremden-blatt	.....D	14¼x20	All professions and classes.
Hamburger Nachrichten	D	14½x20	Manufacturers' exporters, shippers, intellectual people.
Hamburgische Correspondent	.....D	12¼x16½	Business men, shippers, manufacturers, intellectuals.
El Heraldo de Hamburgo (Spanish)	..W	14½x21	The Spanish-speaking colony.
Trade Publications			
Hansa	.....W	6¾x 9½	Shippers, ship-builders, insurance men, masters of vessels, etc.
Schiffahrts-zeitung	....W	10¾x13½	Shippers and ship-builders.
HANOVER			
Newspapers			
Hannoverscher Anzeiger	....D	11¾x17	All.
Hannoverscher Kurier	.....D	12 x16½	Industrial and business people.
Hannoversches Tageblatt	...D	12 x16½	Business people.
HEIDELBERG			
Trade Publications			
Der Brückenbau	BW	6¼x 9½	Civil engineers, technical colleges, etc.
Die Fachpresse	SM	6¼x 9½	Publishers, advertising agents, etc.
Das Hobel und Sagewerk	..W	6¼x 9½	Sawmills, and people connected with the wood industry.
Der Mühlen und Speicherbau	BW	6¼x 9½	Technical colleges, mill and store owners, etc.
Der Stadtische Tiefbau	....W	6¼x 9½	Civil engineers, municipalities, etc.
HEILBRONN			
Newspapers			
Dorf und Stadt	.....W	12¼x17½	Country people.
KARLSRUHE			
Newspapers			
Badische Presse Handels-zeitung	.....D	11½x17	All: Industrial, commercial officials.
KIEL			
Newspapers			
Kieler Neueste Nachrichten	D		All.
KONIGSBERG			
Newspapers			
Konigsberger Allgemeine Zeitung	.....D	12 x16	All classes, especially industrial and commercial.
Ostpreussische Zeitung	.....D	12 x16½	Best farming circles and citizens.
Trade Publications			
Der Ost-Europa Markt	.....SM	8 x11½	Industrial and commercial circles.
LEIPZIG			
Newspapers			
Leipziger Neueste Nachrichten	D	11½x17¾	Industrial, commercial.
Neue Leipziger Zeitung	.....D	12 x17	Commercial, tradesmen, farmers.
Trade Publications			
Allgemeiner Samen-und Pflanzen Anzeiger	...W	11¾x18	Gardeners, etc.
Anzeiger Fuer Berg, Hutten, Metall, und Maschinen Industrie	Tri-W	8 x10½	Metal, mining and machine industries.
Deutsche Drechsler-Zeitung	....SM	8 x10½	Manufacturers, middle class.
Deutsche Kurchsner Zeitschrift	.W	8 x11	Furriers and fur industry.
Diamont (The Glassware Review)	Tri-W	8 x11	Glassware industry.
Export-Anzeiger fuer die Ges. Chemische Industrie Photographie u. Optik.	.SM	8 x10	Chemists, photographers, opticians.
Export-Anzeiger Fuer Metall-Maschinen u. Die Gesamte Gross Industrie	.....W	8 x10½	Importers and wholesalers in foreign country.
Export-Review for Kinematography, Photography, Optics and Mechanics	..M	6⅜x 9½	Moving picture, photographic, optical and mechanical industries.
Die Gesamte Bank-Kordel-Litzen-und Spitzen Industrie 16 times a year	.....	8 x10¾	Textile manufacturers, exporters, etc.
Die Goldsmiedekunst	..BW	8 x10½	Jewelers, gold and silversmiths, metal goods, factories, etc.
Die Goldschmiedekunst Export Ausgabe 10 times a year	.....	8 x10½	Importers and wholesalers in foreign countries.
Der Handschuhfabrikant	...W	7½x10	Glove makers, etc.
Ijldienst Van de Periodico	M	7½x10	
Illustrierte Fluch-Woche	...BW	7 x10½	Aeroplane trade and industry.
Trade Publications			
Illustrierte Zeitung fuer Blechindustrie	.....W	8¼x12½	Plumbers, enamel industry, tinman's trade, etc.
Kolonialwaren-Zeitung	...SW	10½x15¼	Grocery stores, drug stores, delicatessen stores, etc.
Kurchsner Zeitung (Furrier's Review)	..BW	8 x11	Furriers.
Leipziger Illustrierte Schuhmacher Zeitung	...SM	8 x10½	Shoe Trades.
Maler Zeitung	W	8¾x12	Painters.
Die Metallwaren-Industrie und Galvano-Technick	.BW	8 x10¾	Manufacturers.
Periodico Para La Importacion y El Comercio Sudamericano (Spanish)	.SM	5 x 8	Merchants, doing business with South America.
Der Qualitats-markt (Export Advertiser) 40 times a year	.....	7¾x10¾	Wholesalers, retailers, importers and exporters.
Uebersee-Post	W	7¾x12	Industrial and commercial classes.
Vereinigte Tabak-Zeitungen	.W	7¾x10½	Tobacco trade.
Zeitschrift Fuer Burstein, Pinsel, u. Kammfabrikation	.....BW	8 x11	Manufacturers and dealers in brushes of all kinds.
Zeitschrift Fuer Deutschlands Buchdrucker und Verwandtegewerbe	..SW	9 x12	Bookprinting.
Zeitschrift Fuer Die Gesamts Textile Industrie	...W	8 x10¼	Textile industry.
LOBAU			
Newspapers			
Sachsischer Postillon	...D	10¾x17	General.
LUBECK			
Newspapers			
Luebeckische Anzeigen	....D	12¾x18	Business men, shippers, laborers.
MANNHEIM			
Newspapers			
Neue Badische Landes-zeitung	.....D	13¾x19½	Commercial and industrial; well-to-do citizens.
Trade Publications			
Das Rhein-schiff	.....SM	7¼x10¼	Navigation companies, commerce, and industry.
Trade Publications			
Suddeutsche Industrie	BW	7¼x10½	Industrials of southwestern Germany.
Textilberichte Ueber Wissenschaft, Industrie, Handel	BW	7¾x10	Textile manufacturers.
MARIENWERDER			
Newspapers			
Weichsel-Zeitung	.....D	11 x16½	Officials, farmers, and all classes of citizens.
MAYENCE (Mainz)			
Newspapers			
Mainzer Anzeiger	....D	12½x18	All.
MUNICH			
Newspapers			
Bayerischer Kurier	.....D	12½x18½	All.
Bayerische Zeitung	Tri-W	12¼x17½	All classes.
Munchener Morgenpost	.D	11¼x18½	U. S. P. D. Socialistic organ.
Munchener Neueste Nachrichten	D	13½x18½	All.
Munchener Post	.....D	11¼x16	All classes.
Munchener Zeitung	.....D	12¼x17½	All classes, middle class the most.
Munchner Zeitungs-verlag	.....D	12½x18	Laborers.
Neue Zeitung	D		
Trade Publications			
Der Sued-deutsche Mueller	....D		The organ of the milling industry.
Sueddeutsche Tonindustrie			Organ of the pottery and earthenware trade.
NEUSTRELITZ			
Newspapers			
Landeszeitung Fuer Beide	..D	11 x17	
Mecklenburg	D	11 x17	
NUREMBERG			
Trade Publications			
Allgemeine Brauer-Und Hopfenzeitung			Brewing Trade.
OBERIDORF AM NECKAR			
Newspapers			
Schwarzwalder Bote	.....D	11¾x16½	All classes.
OLDENBURG			
Newspapers			
Nachrichten Fuer Stadt und Land	...D	11 x16	Country people especially.
Oldenburgische Landeszeitung	.....D	11¼x17½	Country people especially.
PFULLINGEN			
Trade Publications			
Allgemeiner Anzeiger Der			

(Continued on page 260)

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ADVERTISING MEDIA OF EUROPE

(Continued from page 259)

GERMANY—Continued

Name of Paper	Issued	Size of Page	Class of Readers
PLAUEN			
Newspapers			
Neue Vogtlaendische Zeitung	D	11½x16½	General.
Vogtlandischer Anzeiger und Tageblatt	D	12 x16½	General.
Trade Publications			
Rundschau ueber Spiel, Sport, Galanterie, und Holzwaren	Tri-M	8 x11	Fancy goods dealers, toy dealers, etc.
Wochenschrift der Strickerei und Spitzen-Industrie	M	8 x10¾	Manufacturers and dealers of laces, embroidery, and passementerie.
POESSNECK			
Trade Publications			
Der Auto Markt	Tri-W	8 x10¾	Automobilists and the trade.
Deutscher Holzmarkt und Forstanzeiger	Tri-W	7¾x11	Lumber industry.
Der Grossist	W	7¼x11	Wholesalers, exporters, commercial agents, industry, etc.
Landmaschinen-Markt	W	8 x10¾	Agricultural farming, etc.
Der Maschinemarkt	D	8 x10¾	Machinists and the trade.
Der Textil-Markt	W	7¾x10½	Textile manufacturers.
REUTLINGEN			
Newspapers			
Reutlinger General-Anzeiger	D	10¾x17¼	All classes.
ROSTOCK			
Newspapers			
Rostocker Anzeiger	D	12½x18	
SCHWERIN			
Newspapers			
Mecklenburger Nachrichten	D	11 x16	All classes, mostly farming element.
STETTIN			
Newspapers			
General-Anzeiger	D	14 x20	Educated, mercantil, farming.
Ostsee Zeitung	D	11 x17	Educated, mercantile, farming.
Pommernblatt	W	7¼x10½	Agriculturists.
Stettiner Abendost	D	11 x17	Educated, mercantile, farming.
STUTTGART			
Newspapers			
Stuttgarter Neues Tageblatt	D	12½x19	Educated and well-do-do. Industry and commerce.
Wuttemberger Zeitung	D	11¾x16½	All.
Trade Publications			
Allgemeiner Anzeiger Fuer Buchbindereien	W	8 x10½	Bookbinders.
Allgemeine Deutsche Backer und Konditor Zeitung	W	9 x14	Bakers, pastry cooks, etc.
Allgemeine Deutsche Konserven Zeitung	W	7½x10¼	Readers connected with the preserve industry.
Der Auslandsdeutsche	SM	7 x 9½	Trade and commerce, educated readers.
Die Bauzeitung	Qt.	8 x11	Architects, civil engineers, contractors, industrials, etc.
Chemische Umschau	W	6½x 8½	Chemists, chemical manufacturers, etc.
Deutsche Edelmetall Kunst	M	7½x10¼	Dealers and manufacturers of jewelry.
Das Industrieblatt	SW	8 x11	Industry and commercial readers.
Katholisches Sonntagsblatt	W	9¼x13¼	All classes (Catholics).
Kosmos	M	5⅝x 8	Popular scientific.
Neue Automobil-Zeitung	W	11¼x17	Motor Car manufacturers, dealers, repair shops, etc.
Suddeutsche Apotheker Zeitung	SW	7½x10½	Apothecaries, Apothecaries, ists, etc.
Suddeutsche Fachzeitung F. Friseure u. Perruckenmacher	M	8 x11	Barbers, wigmakers.
Der Suddeutsche Mobel und Bauschreiner	Qt.	9 x11½	Carpenters, builders, contractors, etc.
Suddeutsche Kufer u. Kellerei Zeitung	BW	9 x12	Industrial and commercial readers.
Ueber Land und Meer	W	8¼x11¼	The educated class.
Wurttembergisches Wochenblatt fuer Landwirtschaft	W	7¾x11½	Farmers and property owners.
Zentralblatt fuer den Deutschen Holzhandel	Tri-W	9¾x13	The wood industry, including sawmills.
SUHL			
Trade Publications			
Die Waffe	BW	7½10	Gun manufacturers, gunsmiths, armorers, dealers in ammunition, etc.
TUBINGEN			
Trade Publications			
Suddeutscher Elektro-Anzeiger	W	8 x11	Engineers, wholesale dealers, exports, power houses, etc.
ULM			
Trade Publications			
Fachzeitung der Schuhmachermeister	BW	9 x12	Shoe industry.
Suddeutsche Glaser Zeitung	BW	7½x10¾	The glass industry.
WITTENBERG (Bez. Halle)			
Trade Publications			
Deutsche Farberzeitung	W	8¾x12½	Industry, technical navigation, commercial, etc.
Fordertechnik und Frachtverkehr	BW	8½x12	Directors, engineers, mounters, etc.
Warme-und Kalte-Technik	SM	8½x12	
ZITTAU			
Newspapers			
Zitttauer Morgenzeitung	D	10¾x16	General.
ZWICKAU			
Newspapers			
Zwickauer Tageblatt und Anzeiger	D	11¼x17	General.

GREECE

Name of Paper	Issued	Size of Page	Class of Readers
ATHENS			
Newspapers			
Amaltheia (Goddess of Wealth)	D		Professional classes.
Athinaiki (Athenian)	D	13 x19	
Bronti (Thunder)	D	16½x22½	All classes.
Chronika (Chronicales)	D	17 x23½	Chiefly politicians and businessmen.
Chronos (The Times)	D	15½x21½	All classes.
Economologos Athinon (Economist of Athens)	D	9 x12½	Merchants, industrial farmers, professional.
Efimeris Tou Chrimatistiriou (Journal of the Bourse)	D	18 x23½	Brokers, merchants, industrials, politicians, public officials, etc.
Eleftheros Logos (The Free Speech)		17 x22	Farmers, chiefly.
Eleftheros Typos (Free Press)	D	15¼x22	All classes.
Eleftheron Vima (Free Tribune)	D	15¼x24¼	Commercial, industrial and intellectual classes.
Ethnos (The Nation)	D	18 x23½	Politicians, professionals, etc.
Hestia (Health)	D	15¼x22	Commercial, industrial and popular.
Kathimerini	D	15 x20	Conservative.
Nea Imera (New Day)	D	13 x19	All classes.
Patris	D	15¾x21	All classes.
Pelasgos	D	16 x23	All classes, but chiefly by Epirotes working in America.
Politeia (The State)	D	12 x18	Chiefly by city inhabitants.
Protevoussa (The Capital)	D	17 x23½	Politicians, and the masses.
Proini	D	16 x23	Popular classes.
Rizospastis (The Radical)	D	17 x24	Intellectual people, workers, farmers, and students.
Sphaera (Commerce)	D	15¾x21	Commercial and nautical
Sterea Ellas (Territorial Greece)	W		Professional classes, politicians and agriculturists.
Magazines			
Ellas (Greece)	W	10½x14½	Ladies, girls and students.
Niki I Olympiaki (The Olympic Victory)	M	4°	Sportsmen.
Panellinia (Panhellenic)	W	4°	Professionals and educated people.
Pirasmos (The Devil)	W	4°	Chiefly young people.
Politimos (Civilization)	W	10½x14½	Ladies, young girls, students, and young men interested in literature.
Sphaera (Sphere)	W	10½x14½	Ladies, girls and students.
Trade Publications			
Agrotykos Tachydromos (Campestral Mial)	M	10½x14½	Farmers.
Anaplassis (Reforming)	BW	8½x11½	Chiefly priests and students.
Anthropotis (Humanity)		8°	All classes.
Archeia Iatrikes (Medical Archives)	M	6 x 9	Medical profession.
Archia Tis Pharmakeftikis (The Pharmacists' Archives)	BW		Druggists, chemists, etc. Pharmacists
Archimidis	M		
Athinaikon Sik (Athenian Fashions)	M	9½x13¼	Ladies
Deltion Tou Emporikou Kae Viomichamikou Epimelitiriou	M	8°	Merchants, industrials, etc.
Economiste D'Athens	BW	6¼x 9¼	Agriculturists.
Emporia (The Trade)	W	8½x11½	
Enghys Kae Apo Anatoli (The Far and Near State)	M	9½x12	Merchants
The Far and Near East	M	7¼x10½	Merchants, industrials, bankers.
Hellenis (Greek woman)	M	6 x 9	The home and women.
Iatriki (Medicine)	M	7¾x10¾	Physicians and druggists.
Iatriki Proodos (Medical Progress)	M	8½x11½	Physicians.
Paidagogos	M	6 x 9	Families and educators.
Violtechniki Kae Viomichaniki Epitheorissis	M		Manufacturers, workers and politicians.
Zoi (The Life)	W	9 x13	Religious people.
PATRAS			
Newspapers			
Eleftheros Logos (The Free Speech)	W	12½x18	Merchants, industrials and farmers.
Neologos	D	12 x17	All classes.
To Phos (The Light)	D		All classes.
Telegraphos	D	12½x19	All classes.
Magazines			
Athnikos Agon (National Struggle)	W		Professional men.
Trade Publications			
Deltion Emporikou Kae Viomichanikou Epimilitiriou Patrou	M	8°	Merchants, industrials, farmers and politicians.
PIRAEUS			
Newspapers			
Piraiki (Of Piraeus)	D	16½x23	Merchants, shipowners and politicians.
Simaea (The Flag)	D	17 x23	Political.
Tharros (The Courage)	D	17 x24	Merchants, professional men and political.
Trade Publications			
Sidirodromiki	W	11½x17	Merchants, shippers and railway officers.
SALONICA			
Newspapers			
L'Independant (French)	D	11½x16¾	High and medium class Jews and high class Greeks.
Makedonia (Greek)	D	17½x22¼	All classes.
Nea Alithia (Greek)	D	15 x21¼	
L'Opinion (French)	D	11½x16¼	Medium and high class Jews and high class Greeks.
Phoni Tou Ergatou (The Worker's Voice)	W		Workers.
Phos (Greek)	D	15 x21	All classes.
Tachydromos Voriou Ellados (The Mail of North Greece)	D	18 x24½	Farmers, agriculturists, professional, etc.
Telegraphos	D	17 x22½	
Valkanion (Greek)	D	13½x20½	Middle class and laborers.
Magazines			
Ethnikos Odigos Megalis Ellados (National Guide)	M	9 x12	

HOLLAND

Name of Paper	Issued	Size of Page	Class of Readers
AMSTERDAM			
Newspapers			
Algemeen Handelsblad	D	16 x21½	Middle and upper classes and civil servants.
De Courant	D	16½x21¾	The masses
De Indische Mercur	W	11½x14½	Commercial, agricultural and industrial classes.
De Telegraaf	D	16½x21½	High and middle classes.
Trade Publications			
Handbock Voor Cultuur	Yr	4¾x 7½	All classes.
In-en-Uitvoer	W	8¼x13	Business people of all classes.

(Continued on page 261)

The New Premier Dry Mats

with Present Quality Makes the Best Dry Mat Made

The New Premier Will Now Appear

with a smooth gloss tissue face making it soft; easy to get good impression, will not injure type, saves the strain on machine, and they stand up for the largest number of casts per mat, this makes the New Premier the best mat made.

Ready for Immediate Use

Simplicity in Conditioning

Send for FREE SAMPLE for trial test and advise us on the kind of casting box you are using.

PREMIER FLONG COMPANY

KARL HAGENBACHER

P. O. Box 671, New York, N. Y., City Hall St.

Sales Office: 258 Broadway

The Famous Manatee Section.

BRADENTON, FLORIDA

An Advertising Medium of Value.

Population, 12,000 (combined tri-cities 20,000); 3,300 homes; average value, $7,750; 1925 building permits to Dec. 1, $4,410,620; 40 miles paved streets, 25 miles contracted for; public improvements 1925, $2,500,000; 1926 program, $5,000,000; 3 railways, 1 steamship line; 14 hotels; 17 churches.

BRADENTON—MANATEE—PALMETTO

Six banks with deposits of $12,181,137.06; annual vegetable and fruit value, $5,000,000; manufacturers' and builders' monthly pay roll, $750,000.

TRI-CITY MORNING NEWS

Fully covering the tri-cities and Manatee county

BRADENTON—MANATEE—PALMETTO

ADVERTISING MEDIA OF EUROPE

(*Continued from page 260*)

HOLLAND—Continued

Name of Paper	Issued	Size of Page	Class of Readers
HAARLEM			
Trade Publications			
De Auto	W	5⅞x 8½	Owners and dealers in automobiles.
HAGUE			
Trade Publications			
Auto-Leven	W	6 x 9	The automobile trade.
ROTTERDAM			
Newspapers			
Nieuwe Rotterdamsche Courant	D	16 x21¾	Commercial, financial, shipping and industrial.
Rotterdamsch Niewsblad	D	13¼x19¼	General public.
Trade Publications			
Het Algemeen Zuivelblad	W	7 x11	Manufacturers, and dealers of dairy products.
Cerealia (Dutch)	W	7 x10½	Merchants, exporters, and importers in grain, oils, seeds, etc.
Commercial Holland (English)	M	7½x10¼	Domestic and foreign business men, firms, banks, etc.
Economisch-Statistiche Berichten (Dutch)	W	7 x11	Leading Dutch business men.

HUNGARY

BUDAPEST			
Newspapers			
A Nep (The People, in Hungarian)	D	9½x14½	All classes.
Az Est (The Evening)	D	9¼x14½	Business men, intellectuals, radicals.
Az Ujsag (The News)	D	9½x14¼	Government and public officials; business men.
Az Uzlet (Business)	Tri-W	9½x14¼	Wholesale and retail business men. Private commercial employees.
Koztelek (Public Forum)	W	9¼x14¾	Land owners and farmers.
Nemzeti Ujsag (National Gazette)	D	9½x14	Farmers, priests public officials, army officers.
Pesti Hirlap (News or Post)	D	9¾x14½	Land owners, public officials, private, business men, farmers.
Uj Bartazda (New Furrown)	D	9½x14½	Small farmers.
Pester Lloyd	D	10½x16½	German speaking middle class, high officials, business men, etc.
Uj Nemzede (New Generation)	D	9½x14	Business men, public officials, intellectuals.
Trade Publications			
Danube Trade Monthly (English and Hungarian)	M	7½x10	Americans and Hungarians, merchants.
Epitoiper (Building Industry)	BW	7½x12	Engineers, architects, contractors, business men.
Fuszerkereskedok Lapja (Grocers)	W	9¼x13¾	Grocers
Magyar Kereskedok Lapja (Merchants' News)	SW	9¼x14	Bankers, financial men, wholesalers, retailers.
Magyar Vaskereskedo (Iron Dealers)	W	7 x10	Hardware trade manufacturers.
Meszarosok es Hentesek Lapja (Butchers' News)	SW	7¾x10½	Butchers, pork butchers, retail grocers, veterinarians.
Molnarok Lapja (Millers' News)	W	9½x14¾	Millers, grocers, bakers.
Omke (National Hungarian Merchants Association)	W	9¼x13¾	Wholesale and retail merchants.
Pesti Tozsde (Stock Exchange of Pest)	W	9¼x14¾	Financial men, wholesale and retail business men.
Vallakozok Lapja (Contractor's News)	W	9½ 14¼	Contractors, architects, engineers, businessmen.

ITALY

ALESSANDRIA			
Newspapers			
La Lega Liberale	W		
ANCONA			
Newspapers			
Ordine	D		
La Voce Delle Marche	W		
ARONA			
Newspapers			
Il Sempione	W		
BERGAMO			
Newspapers			
La Domenica del Popolo	W		
L'Eco di Bergamo	D		
Il Giornale di Bergamo	D		
BIELLA			
Newspapers			
Il Biellese	SW		
Il Corriere Biellese	SW		
La Tribuna Biellese	SW		
BOLOGNA			
Newspapers			
L'Avvenire d'Italia	D	15½x22¼	
Il Giornale Agrario	W		
Il Progresso	D		
Il Resto del Carlino	D	15¼x20¼	General public.
BOLZANO			
Newspapers			
Bozner Nachrichten	D		
Landes-zeitung	D		
Der Landsmann (German; formerly Der Tiroler)	D	11 x16	All.
Il Piccolo Posto	SW	12½x18	
BRESCIA			
Newspapers			
Ex Il Cittadino di Brescia	D		
La Provincia di Bresia	D		
La Sentinella	D		
CAGLIARI			
Newspapers			
Il Corriere di Sardegna	D		
La Freccia	W		
Risveglio Dell'Isola	D		
Il Solco	D		
L'Unione Sarda	D		
CATANIA			
Newspapers			
Il Corriere di Sicilia	D	15 x21	All classes.
Giornale Dell'Isola	D	15 x21¼	All classes.
Il Mediterraneo	D	15½x22½	
La Sicilia	D	13 x19	
La Sicilia Industriale	W	15 x21	Industrial and commercial.
CERNOBBIO			
Newspapers			
L'Araldo	W		
CHIETI			
Trade Publications			
Bollettino Ufficiale (Camera di Commercio e Industria)		7 x10¼	Chamber of Commerce bulletin.
COMO			
Newspapers			
Eco del Lario	W		
Eco Della Tremezzina	W		
L'Ordine Della Domenica	D		
L'Ordine	D		
La Provincia di Como	D		
CREMONA			
Newspapers			
L'Azione	W		
La Provincia	D		
La Voce	W		
CUNEO			
Newspapers			
Sentinella Delle Alpi	D		
FERRARA			
Newspapers			
Il Corriere del Lunedi	W	14¼x20	
Il Corriere del Padano	D	14¼x20	
La Gazzetta Ferrarese	D		
FLORENCE			
Newspapers			
Il Commercio	D	14¾x21	Business men and merchants, No special line covered
La Nazione	D	15¼x22	All classes.
Il Nuovo Giornale	D	15 x20¾	All classes.
L'Unita Catolica	D		
Trade Publications			Radio experts, dealers, etc.
L'Audion	BW	6¼x 9	
FOSSANO			
Newspapers			
Il Fossanese			
Gazzetta di Fossano	W		
GENOA			
Newspapers			
L'Amico Delle Famiglie	W		
Il Caffaro	D	15¼x20¾	High and middle class.
Il Cittadino	D	15¼x17½	All classes.
La Chiorsa	W	12½x17½	
Il Corriere Mercantile	D	16 x21	Commercial.
Il Lavoro	D	15 x21	Socialists.
Il Secolo XIX	D	16 x21	Good class business people.
Lo Scolaro	W	6⅝x 9¼	
Successo Sport			
D'Italia	SW	15½x21½	
Trade Publications			
Foglio Settimanale di Informazioni Portuarie	W	7¼x10¼	Maritime classes.
GORIZIA			
Newspapers			
La Liberta	W		
LECCO			
Newspapers			
Il Prealpino	W		
Il Resegnone	W		
MANTUA (Mantova)			
Newspapers			
Il Giornale	D		
Merlin Cocai	W		
Il Piccolo Giornale	D		
La Scintilla	W		
La Voce Della Sera	D		
La Voce DiMantova	D		
MERANO			
Newspapers			
Merano Zeitung (German)	D	11½x17	
Sudtiroler-Landes-zeitung	D		
MESSINA			
Newspapers			
L'EchoDella Sicilia e Delle Calabrie	D	15¾x22	General.
Gazetta di Messina e Delle Calabrie	D	15 x21½	General.
La Sera	D	9½x16	
MILAN			
Newspapers			
Il Corriere dei Piccoli	W	9¼x13½	Children especially.
Cirriere Della Sera	D	15¾x21½	The best classes.
La Domenica del Corriere	W	9¼x13½	All.
Guerin Meschino	W		
Organizzazione Economica	W		
Il Secolo	D	15 x21½	Middle classes, workers, etc.
La Sera	D	15 x21	All.
Il Sole	D	15¾x22	Business men.
In Tramway	W		
Magazines			
L'Illustrazione Coloniale	M	7½x10¾	Cultured class.
LaLettura	M	5¼x 8	All.
Novella	M	5⅛x 8	Fiction lovers.
Rivista D'Italia	M	5 x 7½	All.
Il Romanzo Mensile	M	5¼x 8	All.
Il Secolo XX	M	6½x 9½	Family.
Trade Publications			
Auto Italiana	M	7 x10	Automobile industry.
Bollettino Degli Interessi Industriali	M	7 x 9	Industrialists.
Comoedia	SM	7 x 9½	Theatrical people especially.
Contro L'Alcoolismo	SM	6¾x10½	Prohibitionists.
La Donna	SM	8⅜x11	Family and women.
L'Economia Nazionale	BW	6¾x10½	Economists, etc.
Enotria	M	8⅛x11¼	Wine making class, trade.
Giro Giro Tondo	M		Young people.
Guida Sanitaria Italiana	Yr	5½x 8½	Hygienists, manufacturers of chemicals, patent medicines, etc.
L'Industria	BW	7½x 8	Technical and scientific world.
Musica d'Oggi	M	5¾x 8¼	Musicians.
Pensiero Medico	W	6½x 9¼	Medical profession.
Ragazzi d'Italia	SM	6½x10¼	Children and younger generation.
Rassegna dei Trasporti	M	6½x10¼	Railways.
Revue de l'Elegance	Qt.	9¼x13½	Women and dressmakers all interested in fashions.
Il Ricamo Moderno	SM	9¼x13	Women embroidery workers, etc.
Il Rinnovamento Economico	BW	8 x11½	Financial, commercial and industrial.
Scientia (Pub. in French, English and Italian)	M	5 x 8	Men of science.

(*Continued on page 262*)

Facts——————Interest!——————Thrill!!

Newspapers using Science Service have discovered that accurate science is not necessarily dry as dust. SS stories throb with interest.

Millikan, Einstein, Shapley, Mayo, Pupin, Cattell—and ten thousand others—are humanized to the average reader when he reads of their achievements in Science Service features.

New rays, medical wonders, intimate glimpses of nature, the glory of the stars, creations of chemistry—the practical pageant of scientific progress—is made available to the press through Science Service's Daily Science News Bulletin, Why the Weather, Nature's Notebook, Science Shorts, Illustrated Feature Articles, Star Map, Science Photographs, Wire and Other Services.

For reader-getting copy with a new idea, wire:

SCIENCE SERVICE

Dr. Edwin E. Slosson, Director. **21st and B Sts., Washington, D. C.** Watson Davis, Managing Editor.

Lakeland is a Real Good Town for the Sale of a Real Good Product!

Lakeland people and Lakeland merchants are believers in Nationally advertised merchandise. They have learned that no product will stand continual use of expensive advertising space unless it is superior in quality. Lakeland's newspaper has helped show them this fact.

An idea of the progress Lakeland is making is told in its building permits for the year 1925 which amounted to $8,506,685.00. Lakeland is the metropolis of Florida's richest county; is the most important citrus shipping point in the state; has the lead in per capita wealth; is building factories, skyscrapers, stores, schools, churches, and HOMES.

THE LAKELAND LEDGER

Every afternoon and on Sunday morning is

"Lakeland's 'Big City' Newspaper"

There are 20,000 good people and one good newspaper in Lakeland—Florida's center of industry and climate.

Representatives

JOHN BUDD COMPANY

New York — Chicago — St. Louis — Atlanta — Los Angeles

ADVERTISING MEDIA OF EUROPE

(*Continued from page 261*)

ITALY—Continued

Name of Paper	Issued	Size of Page	Class of Readers
MODENA			
Newspapers			
Gazetta Dell Emila	D		
La Valanga	W		
MONDOVI			
Newspapers			
La Stella di Mondovi	W		
NAPLES			
Newspapers			
A B C	W	9½x14¼	
Corriere di Napoli	D		
Don Marzio	D	15¼x21¾	
Il Giorno	D		
Il Mattino	D		
Il Mattino Illustrado	W	10 x13	
Roma	D		
Sei e Ventidue	SW		
Titto Gli Sprots	W	10 x13	
NOVARA			
Newspapers			
L'Azione Novarese	W		
La Gazzetta di Novara	W		
Trade Publications			
Simplon	M	7¼x10	
PADOVA			
Newspapers			
La Difesa del Popolo	W		
Popolo Veneto	D		
La Provincia di Padova	D		
Il Veneto	D		
PALERMO			
Newspapers			
Gazzeta Commerciale	SW		
Il Giornale Di Sicilia	D		
L'Ora	D	15¾x21½	
PARMA			
Newspapers			
La Gazzetta di Parma	D		
Il Piccolo	D		
PAVIA			
Newspapers			
Il Popolo	W		
La Provincia Pavese	SW		
PIACENZA			
Newspapers			
Liberta	D		
La Provincia di Piacenza	W	10½x18	
Nuovo Giornale	D		
PINEROLO			
Newspapers			
La Lanterna Pinerolese	W		
RAPALLO			
Newspapers			
Il Mare	W		
RAVENNA			
Newspapers			
Il Corriere di Romagna	D		
La Nuova Romagna	W		
RIMINI			
Newspapers			
Ausa	W		
ROME			
Newspapers			
L'Azione	D	15½x21	
Il Corriere d'Italia	D	15 x22	
L'Esercito Italiano	SW		
Il Giornale D'Italia	D	15 x21	Cultured.
Il Messaggero	D	14¼x20	Largely official.
Il Messaggero Meridiano	W	14¼x20	All social classes.
Il Paese	D		
Travaso Delle Idee	W	10 x15½	All.
La Tribuna	D	15 x21	
Trade Publications			
L'Aeronautica e la Marina	M	7½x12½	Shipping and aviation.
Bollettino Della Federazione Nacionale deiComitati di Assistenza aiMilitaric Iechi, Storpi, Mutilati		6½x 9¾	Militarists, disabled men, etc.
Bollettino di Notizie Economiche		5½x 8	Economists, merchants, etc.
LaFinanza Italiana	W	6½x11½	Financiers, industrials, merchants, bankers.
L'Italia Marinara	M	9 x12	Shipping and navigation.
L'Ora Commerciale	BW	5½x10	Commercial.
Revue Financiere Economique d'Italie (French)	M	6¼x 9	Financiers, merchants, industrials, etc.
Rivista di Emigrazione e Trasporti	BW	7¼x10¾	Emigration officials, merchants, lawyers.
Rivista Economica Italo-Germanica	BW	7¾x10½	Merchants and economists in Italy and Germany.
Rivista Politica e Finanziaria	BW	8¼x11¾	Political and financial.
ROVERETO			
Newspapers			
Il Messaggero	W		
ROVIGO			
Newspapers			
Il Corriere Del Polesino	D		Agriculturists
Trade Publications			
Rivista Agraria Polesana	BW	5½x 8	
SALUZZO			
Newspapers			
La Gazzetta di Saluzzo	W		
SASSARI			
Newspapers			
Isola	D	15 x21½	
La Nuova Sardegna	D		
La Liberta	W	12½x18½	
Il Cittadino	D		
SONDRIO			
Newspapers			
Il Corriere Della Valtelina	W		
La Valtellina	SW		
SAVONA			
Newspapers			
L'Avvenire	SW		
Il Cittadino	D		
SPEZIA			
Newspapers			
Il Popolo	W		
Provincia di Spezia	D	15 x21	
TRENTO			
Newspapers			
Il Brennero	D	15 x21	
Liberta	D		
Il Luovo Trentino	D		
Il Popolo di C. Battisti	W		
Il Popolo Trentino	W		
La Voce del Popolo	W		
Trade Publications			
Bollettino Ass. Medica Trid.	M	4¾x 9½	Medical review.
TREVISO			
Newspapers			
Camicia Mera	D	14¼x21	Fascists.
Gazzetta del Contadino	W		
Eco del Piave	D	14¼x21	
Riscossa	W		
Risorgimento	D		
Vita del Popolo	W		
TRIESTE			
Newspapers			
L'Era Nuova	D		
Il Lavoratore Socialista	D	16¼x21½	Socialists and laboring classes.
La Nazione	D	16¼x21½	All.
Il Piccolo	D		
Il Piccolo Della Sera	D		
La Sera de l'Era Nuova	D		
Trade Publications			
Bollettino Della Camera do Commercio e Industria	BW	7½x11¼	Merchants, bankers, etc.
TURIN			
Newspapers			
La Gazzetta del Popolo	D		
L'Illustrazione del Popolo	W	9½x14	
Il Momento	D		
La Stampa	D		
Trade Publications			
La Propaganda Sportica e Turistica	M	8¼x11½	Sporting classes.
Viaggi Moderni	M	8¼x11½	Travellers.

(*Continued on page 264*)

That The REPORTER Is FIRST

In Fond du Lac Is Not an Idle Dream

News and advertising accomplishments prove it conclusively.

Lineage supremacy in all classifications.

The Reporter is First in Fond du Lac, Wisconsin.

Over 9000 Gross Daily

Write us for further particulars

Foreign Representatives

G. LOGAN PAYNE CO. — Chicago, Detroit

PAYNE, BURNS SMITH — New York, Boston

"Pep Up" Your Advertisers

Let us tell you how we get you many

Hundreds of Dollars in Additional Business

each year with

Hogans "WORTHWHILE" ADVERTISING FEATURES — FIRST

234 Publishers

now use and recommend Hogan's "Worthwhile" Features because they *satisfy* the advertiser.

No Trouble—No Bother

We sell them for you

and net you your local rate

Ask your brother publishers at the next Press Meet or write our nearest office for descriptive booklet.

"Development and Resource Review of (Your Town)"
"Why It Will Pay You to Trade in (Your Town)"
Two Copyrighted "Worthwhile" Headliners

F. G. HOGAN SYNDICATE.
KANE, PENNA.-INDIANAPOLIS, INDIANA.

COMICS!

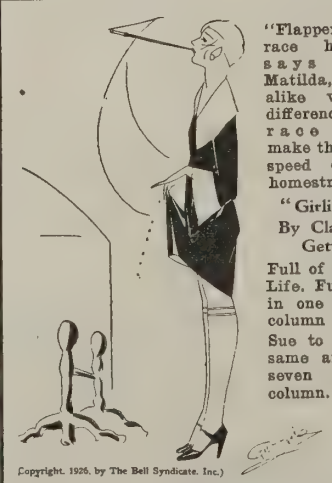
Colors that stand Out

Let us quote on your next contract. You may be surprised.

Missouri Agricultural Pub. Co.

J. E. NICHOLSON, Bus. Mgr.

2206 Pine St. — St. Louis



"Flappers and race horses," says mature Matilda, "are alike with a difference. The race horses make their best speed on the homestretch."

"Girligags"

By Clarence Gettier

Full of Zip and Life. Furnished in one or two column form. Sue to Lou by same artist in seven or six column.

Copyright, 1926, by The Bell Syndicate, Inc.)

THE BELL SYNDICATE, INC.

JOHN N. WHEELER, Pres.

154 Nassau Street — New York City

You Can't Get Away From It!

Paterson, N. J., is an evening paper town and the most intensive coverage of the greatest purchasing power of the population in Paterson and surrounding towns is supplied by

THE PATERSON PRESS-GUARDIAN

the only newspaper in the city to show any substantial advertising gains in 1925 over the previous year. This gain amounted to 620,585 lines against a loss of 145,940 sustained by the morning paper and a gain of only 91,703 lines by the other evening paper.

In department stores it showed a loss of 182,459 lines, but the other two papers showed losses of 325,194 for one and 289,741 for the other.

Remember

that in comparing lineage figures supplied by enthusiastic national representatives, you must consider this factor: Paterson, being an industrial town, its mills and factories close down at noon Saturday; therefore the evening papers carry but little local display and no department store, women's wear, food or specialty shop lineage in their Saturday issues, so The Press-Guardian, including what little lineage it carries Saturdays, plus its Sunday issue, carried a total of 10,588,683 lines of paid advertising, the largest in the city.

The Press-Guardian does not carry advertising on an exchange basis nor copy from "fly-by-night" concerns and had no special editions in 1925.

The Press-Guardian recently purchased a 3-story corner building adjacent to its present property and placed an order two months ago, for installation this spring for a modern high-speed, low unit sextuple metropolitan Duplex press and this year The Press-Guardian will not be handicapped, as it was in 1925, in printing and distributing a sufficient number of copies to meet the demand and in handling its ever increasing volume of advertising.

W. B. BRYANT
Publisher

G. LOGAN PAYNE CO.
Chicago Atlanta Detroit
St. Louis Los Angeles

PAYNE, BURNS & SMITH
New York Boston

Industrially Great PENNSYLVANIA Is a Big Consumer

The census of manufacture in Pennsylvania, 1923, reported 19,055 industrial establishments with 1,095,066 employees (an increase of 26.8 per cent over 1921), earning $1,450,826,374 wages, (increase 44.1 per cent), and a product valued at $7,438,609,142 (increase of 47 per cent over $5,059,009,410 in 1921). Steel works and rolling mills (186) led in employees 167,662 (an increase of 53.9 per cent over 108,960 in 1921), with wages of $272,189,711 and an output of $1,292,222,273 (an increase of 100.1 per cent over $645,759,871 in 1921). Foundry and machine shop products were valued at $344,064,225 ($238,197,741 in 1921); electrical machinery, etc, $201,177,706 ($116,577,178 in 1921); blast furnaces, $377,227,181 ($164,558,350 in 1921); steam railroad repair shops, $245,098,336 ($193,711,154 in 1921); steam railroad cars, $115,589,913 ($69,163,002 in 1921); automobile bodies and parts, $64,013,627 ($25,508,262 in 1921); silk manufactures, $286,073,270 ($224,195,519 in 1921); knit goods, $221,183,510 ($177,149,526 in 1921); worsted goods, $116,959,148 ($85,231,872 in 1921); cotton goods, $91,685,658 ($58,345,121 in 1921); cigars and cigarettes, $119,655,073; glass $99,197,880; and men's clothing, $100,829,552 ($78,422,296 in 1921); and printing and publishing, newspapers and periodicals, $142,113,747 ($121,004,569 in 1921).

Since the above statistics were compiled, there has been a greater increase of production in the Keystone State and the people of this territory will buy enormous quantities of foodstuffs, clothing, hardware, furniture, paints, toilet preparations, tobacco, automobiles, insurance and many other necessities and luxuries.

There is assurance of big business to the National Advertisers who will use persistent, effective copy in the Pennsylvania daily newspapers. Your advertising campaign should be an extensive one.

Use these home Papers of Pennsylvania

	Circulation	2,500 lines	10,000 lines
*Allentown Call .....(M)	30,274	.10	.10
*Allentown Call .....(S)	21,285	.10	.10
†Beaver Falls Tribune .....(E)	6,183	.03	.03
†Bloomsburg Press.....(M)	7,535	.04	.04
†Chester Times .....(E)	17,827	.06	.06
†Coatesville Record .....(E)	6,716	.04	.05
*Connellsville Courier .....(E)	5,801	.02	.02
*Easton Express .....(E)	23,668	.08	.08
*Erie Times .....(E)	28,026	.08	.08
Harrisburg Telegraph .....(E)	40,022	.095	.095
†Hazleton Plain Speaker....(E) / †Hazleton Standard-Sentinel.(M)	19,721	.07	.06
*Mount Carmel Item.....(E)	4,343	.0285	.0285
*Oil City Derrick.....(M)	7,379	.04	.04
†Scranton Times .....(E)	43,495	.12	.11
*Sharon Herald .....(E)	7,031	.0357	.0357
†Stroudsburg Record (E) Press...(M)	7,401	.045	.045
*Sunbury Daily Item .....(E)	4,958	.0285	.0215
*Warren Times-Mirror.....(E&M)	8,780	.0428	.0428
*Washington Observer and Reporter .....(M&E)	16,861	.06	.06
†West Chester Local News.....(E)	11,720	.04	.04
†Wilkes-Barre Times-Leader .....(E)	24,841	.08	.06
†Williamsport Sun .....(E)	20,203	.07	.07
†York Dispatch .....(E)	19,197	.05	.05

*A. B. C. Publishers' Statement, Sept. 30, 1925.
†Government Statement, Sept. 30, 1925.

ADVERTISING MEDIA OF EUROPE

(*Continued from page 262*)

ITALY—Continued

Name of Paper	Issued	Size of Page	Class of Readers
UDINE			
Newspapers			
Bandiera Bianca	W		
Il Fruili	D		
Il Giornale di Udine	D		
Il Lavoro Friulano	W		
Patria del Friuli	W		
VENICE			
Newspapers			
Aurora	W		
Gazzetta di Venezia	D		
Il Gazzettino	D		
Il Gazzettino Illustrato	W		
Il Giornale del Lunedi	W		
Sior Tonin Bona Grazia	W		
VERONA			
Newspapers			
Adige	D	14¼x20	
L'Arena	D		
Il Corriere del Mattino	D		
Il Domani d'Italia	W		
Il Giornale d'Oggi	W		
VICENZA			
Newspapers			
Il Corriere Vicentino	D		
Il Popolo	W		
La Provincia di Vicenza	D		
Il Risveglio di Vicenza	W		
Il Visentin	W		

LATAVIA

Name of Paper	Issued	Size of Page	Class of Readers
RIGA			
Newspapers			
Brihwa Seme	D	15¾x20	Chiefly the farming people. Middle and poorer classes.
Jaunakas Sinas	D	10 x15¼	
Rigasche Rundschau (German)	D	12 x19	Local merchants and professionals.
Trade Publications			
The Latvian Economist (English and Lettish)	M	7½x10	Merchants and professionals.
Latwijas Tirgotais	M	7¼x10	Merchants

LITHUANIA

Name of Paper	Issued	Size of Page	Class of Readers
KOVNO			
Newspapers			
Echo Litvy (Russian)	D	12 x18	Middle classes.
Lietuva (Lithuanian)	D	10¾x16	Intelligent
Yiddische Stime (Yiddish)	D	11 x17	All Jewish classes—only Yiddish paper in the country.

NORWAY

Name of Paper	Issued	Size of Page	Class of Readers
BERGEN			
Newspapers			
Bergens Tidende	D	14 x20	All classes.
Trade Publications			
Norsk Fiskeri-tidende	M	4¼x 7½	Fishermen and all those interested in fishing.
CHRISTIANIA			
Newspapers			
Aftenposten	D	15¾x20	All, but especially higher classes.
Morgenbladet	D	14 x21	Well-to-do business men, bankers, etc.
Nationen	D	15¾x20½	Farmers chiefly.
Norges Handels og Sjofar-stidende	D	15¾x19½	Mercantile and shipping.
Tidens Tegn	D	15½x19	All classes.
Verdens Gang	D	16 x19	Business men and industrials.
Magazines			
Allers Familie Journal (See "Allers Familie Journal." Copenhagen, Denmark)			
Hjemmet (See "Hjemmet" for Copenhagen(Denmark)			
Seilas	W	6¼x 9¼	All classes.
Tidsfordrif	W		All classes.
Tip Top	BM	7¼x10	All classes.
With & Co's. Magazine	BM	7½x10½	All classes.
Trade Publications			
Elektro-Industri	M	8 x10½	Electrical industry.
Elektroteknisk Qt		9 x12	Engineers, industrial firms, electricians, etc.
Maleren	Tri-M	9 x11½	Painters, decorators, contractors.
Motorbaaten.	M	7¼x10¾	Motorboat men.
Motorsport	BM	7¼x 9½	People interested in motoring, aircraft, etc.
Norsk Eksport-Tidende (The Norwegian Exporters' Journal)	M	8¼x11	Export trade.
Norsk Jaeger o Fisker Forenings Tidsskrift.	BM	4½x 7¼	Hunting and fishing classes especially.
Norsk Naeringsliv.	W	7 x10¼	Bankers, merchants, industrials, etc.
Norsk Verksteds or Stoperiti-dende	M	7¾x11¼	Steel, iron, metal and engineering industries.
Skibsbygning (Shipbuilding)	M	7 x 9	Shipbuilders, shipowners, etc.
Teknisk Ukeblad	W	9 x12	Industrial classes, manufacturers, builders, masons, etc.
Tidsskrift For Papir-industri	BW	9 x11¾	Paper industry.
STAVANGER			
Newspapers			
Stavanger Aftenblad	D	14 x19½	All classes.
Stavangeren	D	13½x19	Aristocracy and middle classes.
TRONDHJEM			
Newspapers			
Dagsposten	D	16¼x20	All classes.

POLAND

Name of Paper	Issued	Size of Page	Class of Readers
WARSAW			
Newspapers			
Kurjer Warszawski	D	10 x14	All.
Magazines			
Swiat	W		All.
Trade Publications			
Przeglad Techniczny	W	8 x11¼	Engineers, manufacturers.
POSEN (Poznan)			
Newspapers			
Kurjer Poznanski	D	10 x16	Business people.
Oredwnik	D	10½x16	All classes.

PORTUGAL

Name of Paper	Issued	Size of Page	Class of Readers
LISBON			
Newspapers			
Diario de Noticias	D	16½x24	All.
O Jornal do Commercio	D	17½x23	Commercial classes.
O Seculo	D	15½x21½	All.
La Vanguardia	D		
Magazines			
A B C	W	7¼x10½	All.
Illustracao Portugueza	W	7¼x10½	All.
Trade Publications			
Modas e Bordados (Suppl. to "O Seculo")	W		
Revista Auronautica	Qt.		
OPORTO			
Newspapers			
O Commercio do Porto	D	17¼x23	General and commercial.
Jornal de Noticias	D	15¼x22	General and commercial.
O Primeiro de Janeiro	D	16¼x23½	General and commercial.
Trade Publications			
Porto Cinema-tografico	M	7½x10	General and all cinamatograph companies and others interested.

AZORE ISLANDS

Name of Paper	Issued	Size of Page	Class of Readers
HORTA, FAYAL			
Newspapers			
A Democracia (Portuguese)	D	9 x13½	All classes.
O Telegrafo (Portuguese)	D	9 x13½	All classes.
PONTA DELGADA			
Newspapers			
Correio dos Acores (Portuguese)	D	14¼x20½	Inhabitants of the larger towns, the principal buyers.
D'ario dos Acores (Portuguese)	D	13½x21	Inhabitants of the larger towns, the principal buyers.

MADEIRA ISLAND

Name of Paper	Issued	Size of Page	Class of Readers
FUNCHALL			
Newspapers			
Correio Da Madeira (Portuguese)	D	13¾x20	General public, particularly Catholics.
Diario de Madeira (Portuguese)	D	18 x24	General public.
Diario de Noticias (Portuguese)		16½x23	General public, particularly business men.
A Terra (Portuguese)	SW	9 x13	General public, particularly farmers.
Magazines			
Vida Gallega 28 times a year		7¼x10¾	All.
Trade Publications			
America-Galicia	M		Commercial.
LAS PALMAS			
Newspapers			
Diario De Las Palmas	D	14 x22	General.
La Provincia.	D	10¾x16½	General.
El Tribuno	D	15¾x21½	General.
SANTA CRUZ DE TENERIFFE			
Newspapers			
Gazeta de Tenerife	D	16 x23	General.
La Manana	D	15¾x23	General.
La Prensa	D	15 x22½	General.
El Progreso	D	14½x21	General.

RUMANIA

Name of Paper	Issued	Size of Page	Class of Readers
BUCHAREST			
Newspapers			
Adeverul	D	15¾x23	Business and political men.
Adeverul Literar	W	15¾x19¼	Artistic and literary classes.
Argus	D	15¾x22¾	Business men.
Dimineata	D	15¾x19½	Business men and political classes.
Universul	D	16½x22½	General.
Trade Publications			
Bursa (Rumanian and French)	W	7 x10¼	Financial and commercial.
Moniteur du Petrole Roumain Rumanian and French)	BW	6¼x 9¼	Petroleum industry.
Le Moniteur Forestier (Rumanian, German and French)	BW	7¼x 9½	Lumber industry.

SPAIN

Name of Paper	Issued	Size of Page	Class of Readers
ALMERIA			
Newspapers			
La Cronica Meridional	D	9¼x13	General public.
BADALONA			
Trade Publications			
Cataluna Textil	M	7½x10¾	The textile industry.
BARCELONA			
Newspapers			
Diario de Barcelona	D	7½x10	Aristocracy and middle classes.
El Dia Grafico	D	11½x17½	All.
El Noticiero Universal	D	11½x16¼	All.
La Vanguardia	D	11½x17	All.
La Vou De Catalunha	D	11 x15¼	Business and commercial circles.
Trade Publications			
Mercurio	W	8 x11¼	Exporters, importers, largely in South America.
Monthly Bulletin of the American Chamber of Commerce	M	6½x 9	Members of the American Chamber of Commerce in Spain.
Revista de Medicina y Cirugia	M	4¾x 8	Medical profession.
BILBAO			
Newspapers			
Noticiero Bilbaino	D	15 x17	General.
Trade Publications			
Informacion	BW	7 x10¼	Commercial and industrial.
CADIZ			
Newspapers			
Diario De Cadiz	D	12½x20	All classes.
Trade Publications			
Anuario de Cadiz & Su Provincia (Official guide)	Yr	4¼x 7	All.
Boletin de la Camara Provincial Official de Comercio	M	4¼x 6½	Merchants, corporations, foreign consuls, etc.
CORUNA			
Newspapers			
El Ideal Gallego	D	15 x21½	People in rural districts and members of clerical party.
La Voz de Galicia	D	15 x22	Officials, professional, and business people.
GIJON			
Newspapers			
La Prensa	D	14¼x19	General circulation throughout the coal mining district.
Trade Publications			
Revista Industrial-Minera Asturiana	BW	6¼x 9¼	Those engaged in coal mining in Asturias.
GRANADA			
Newspapers			
El Defensor de Granada	D	15½x21½	All.
El Noticiero Granadino	D	15½x21	Upper classes.
La Publicidad	D	15½x25	General public.
HUELVA			
Newspapers			
La Provincia	D	13 x19	All.
Diario de Huelva	D	13 x18½	All classes.
El Defensor	D	13 x18½	All.
JAEN			
Newspapers			
El Liberal de Jaen	D	15 x22½	General public.
MADRID			
Newspapers			
A B C	D	7¾x11	All.
La Correspondencia de Espana	D	14¼x19¼	
El Heraldo de Madrid	D	15¾x22	All.
El Imparcial	D	14¼x22	Middle.
Informaciones	D	15 x22	All.
El Liberal	D	16 x22	All.
Magazines			
La Esfera	W	8¾x12¼	The aristocracy.
El Mundo Grafico	W	7¾x10¼	Middle and higher classes.
La Novela Semanal	W	12¾x14½	
Nuevo Mundo	W	7¾x10¼	All.
Trade Publications			
Aire Libre	W	7½x10½	Sporting classes.
Annuario de Ferro-carriles	Yr	4½x 6¾	Railway men and industrials.
Archivos de Cardiologia y Hematologia	M	4½x 7¾	Medical profession.
Archivos Espanolos de Pediatria	M	5 x 7½	Medical profession.
Elegancias	M	7¼x10½	Women.
El Financiero	W	6½x11¼	Bankers, insurance offices, agriculturists, etc.
Gaceta de Los Caminos De Hierro	Tri-M	6¼x 9½	Contractors, engineers, mechanics, merchants, etc.
El Monitor de Obras Publicas	W	6¼x 9½	Public employees interested in public works.
La Padiatria Espanola	M	4¾x 7¼	The medical profession.
Revista Espanola de Urologia y Dermatologia	M	4½x 7	The medical profession.
Revista Ibero-Americana de Medicina y Terapeutica Fisicas	M	4½x 7	The medical profession.
Revista de Medicina y Cirugia Practicas	W	5 x 7½	Medical profession.
Revista Minera Metalurgica y de Ingenieria	W	6½x 9½	Engineers, miners, etc.
La Semana Financiera	W	6½x 9¼	Bankers, brokers, merchants, etc.
MALAGA			
Newspapers			
La Union Mercantil	D	11 x16	General, being an informative and not political paper.
Magazines			
La Union Ilustrada	W	7½x10½	General Public.
MURCIA			
Newspapers			
Levante Agrario	D	16½x21	All.
SAN SEBASTIAN			
Trade Publications			
Economia Vasca	SM	7½x12	Commercial and industrial.
SANTANDER			
Newspapers			
El Cantabrico	D	15½x22	General public.
SEVILLE			
Newspapers.			
El Liberal	D	14½x22	All. Aristocrats, middle class, and educated laborers.
El Noticiero Sevillano	D	14½x21	
Trade Publications			
Revista Commercial Tri-M.		7¼x10½	Business men.
VALENCIA			
Newspapers			
El Mercantil Valenciano	D	17¾x23	All classes.
Las Provincias	D	15¼x21	All classes, but especially the conservative element.

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ADVERTISING MEDIA OF EUROPE

(*Continued from page 264*)

SPAIN—Continued

Name of Paper	Issued	Size of Page	Class of Readers
VALLADOLID			
Newspapers			
El Norte de Castilla	D	15 x21	Particularly among agriculturists.
VIGO			
Newspapers			
La Concordia	D	11¼x17	
Galicia	D	13½x22	General.
Faro De Vigo	D	13½x22	General.
El Pueblo Gallego	D	11¼x17	

SWEDEN

GOTEBORG			
Newspapers			
Goteborgs Dagblad (Formerly "Goteborgs Aftonblad").	D	14 x20	All.
Goteborgs Handels-Co Sjofarts-Tidning	D	14 x20	All.
Goteborgs Morgonpost	D	14 x20	All. Manufacturers, merchants shipping people.
Goteborgs-Posten	D	14 x22	All.
Magazines			
Hvar 8 Dag Illustrerat Magasin	W	7½x10	All classes, known and read in practically every Swedish home.
Trade Publications			
Skandinavisk-Tidskrift for Textilindustri	M	7¾x11	Textile manufacturers and masters.
Svensk Sjofartstidning	W	9½x12	Shipping and commerce.
Sveriges Lader-och Skoindustri	BW	9½x13½	All persons interested in the shoe and leather trade.
HELSINGBORG			
Newspapers			
Helsingborgs Dagblad	D	4¼x22½	Business men; general public.
KALMAR			
Newspapers			
Barometern	D	14¼x22½	Well-to-do people and business men.
MALMO			
Skanska Aftonbladet	D	14¼x22½	Business men and a public with large purchasing power.
Sydsvenska Dagbladet Snallposten	D	14¼x22½	Well-to-do classes and business men.
SODERTALJE			
Svensk Kopmanna-tidning	W	14¼x22½	Business men, lawyers, etc.
STOCKHOLM			
Newspapers			
Aftonbladet	D	16½x20	All classes.
Brokiga Blad	SW		
Dagens Nyheter	D	16⅝x20½	All classes.
Folkets Dagblad Politiken	D	14 x20	Workmen and middle class.
Nya Dagligt Allehanda	D	14½x22½	All classes.
Svenska Dagbladet	D	16¾x23	Well-to-do classes.
Magazines			
Allt For Alla	W	7¼x10	
Husmodern	W	7½x11	The homes.
Idun	W	9 x13	Ladies of middle and better classes.
Kasper	W	7¼x 9¾	General public.
Sport-Journalen	W	9½x12½	Sporting classes.
Strix	W	8½x11	Middle class and and up.
Vecko Journalen	W	8½x12½	All classes.
Trade Publications			
Affars-varlden	W	6 x 9	Financiers, bankers, industrials, etc.
Biograf-Bladet	BW	5½x 9	Everybody in film business.
Film Journalen	W	7 x11	All classes interested in the movies.
Svensk Export	BW	7 x11	Exporters, Importers, Manufacturers.
Svensk Motor-tidning	BW	7¼x10	Motorists and the trade.
Svensk Pappers-Tidning	BW	8 x11	Business men engaged in the pulp and paper business.

SWITZERLAND

AARAU			
Newspapers			
Aargauer Tagblatt	D	11¾x18	Merchants, manufacturers, best class of readers.
Aargauer Volksfreund (German)	Tri-W		Liberals.
General Anzeiger	W	12½x19	
Neue Aargauer Zeitung	D		
AFFOLTERN			
Trade Publications			
Bauernfreund (German)	W		Farmers.
Newspaper-Volksblatt Aus Dem	Tri-W	11¼x17⅝	
Bezirk Affoltern (German)			Liberal-Democratic.
ANDELFINGEN			
Andelfinger-Zeitung (German)	SW	11⅞x18¼	Liberals.
APPENZELL			
Newspapers			
Appenzeller Volksfreund (German)	Tri-W	11⅛x17½	
Trade Publications			
Appenzeller Bur (Appenzell Farmer. German)	SM		
AROSA			
Newspapers			
Arosa-Zeitung (German)	W	7⅝x10¾	
BASLE			
Newspapers			
Basler Anzeiger und Zeitung (German)	D	12¾x18	Upper classes, especially family paper.
Basler Nachrichten (German)	D	12¼x19	Middle and upper classes.
Basler Volksblatt (German)	D	12½x18½	Catholics of all classes.
Kantons-Blatt Basel-Stadt (German)	SW	7⅞x12¼	All classes.
Nach Freierabend (German)	W	8 x11½	
National-Zeitung (German)	D	12½x19½	All classes.
BADEN			
Newspapers			
Badener-Anzieger (German)	W	10⅝x16⅝	
Schweizer Freie Presse (German)	D	11⅞x16⅝	
Magazines			
Theater-Zeitung (German)	W		Mechanical engineers, iron and steel constructors, fitters, etc.
Trade Publications			
Acetylen Und Autogene Schweissung	M	6¼x 9¼	
Allgemeine Schweiz. Militarzeitung (German)	BW		
Schon's Kursbuch (German)	SYr.		
Schweizer Hotel-Revue (German)	W	12 x17¼	Managers and proprietors of hotels, sanatoriums, etc.
Schweizerische Medizinische Wochenschrift	W	8 x11½	Physicians, surgeons, students of medicine.
Schweizer Photographische Blatter (German)	M	6 x 9	
BASSERSDORF			
Newspapers			
Dir Glatt (German)	Tri-W	11⅞x18⅞	
BAZENHAID			
Newspapers			
Der Alttoggenburger (German)	Tri-W	13⅝x18⅝	
Anzeiger fur Kirchberg & Lutisberg (German)	W	13⅝x18⅝	
BELLINZONE			
Newspapers			
Popolo e Liberta (Italian)	D		
BERNE			
Newspapers			
Amtsblatt des Kantons Bern		7¾x10½	
Anzeiger dur die Stadt Bern (German)	D	11¾x17½	Distributed free in every house in Berne. Contains only adv.
Berner Tagblatt (German)	D	11¾x18	
Der Bund (German)	D	11¾x18	All.
Feuille Officielle Suisse du Commerce (German and French)	D	9¼x14½	Merchants, industry, commerce.
Neue Berner Zeitung	D	11⅝x18	
Magazines			
Berner Woche in Wort Und Bild (German)	W		Well-to-do homes of the county of Berne.
Der Saemann (German)	M		
Trade Publications			
Technische Rundschau	W		Engineers, industrial.
BEX-LES-BAINS			
Newspapers			
Le Courrier de Bex (French)	Tri-W	12 x17¼	
BIENNE			
Newspapers			
Bieler Tagblatt (German)	D		
Express (French)	D		
Journal du Jura (French)	D		
BRUGG			
Newspapers			
Aargauischer Hausfreund (German)	SW	11¾x18	
Brugger Tagblatt (German)	D	12 x18¼	
Schweiz. Zentralblatt fur Milchwirtschaft	W		Dairymen. Central journal for milk production
CHAUX-DE-FONDS			
Newspapers			
L'Effort (French)	D		
L'Impartial (French)	D		
Le National Suisse (Fr.)	D		
Trade Publications			
Federation Herlogerie Suisse (French)	SW		Watchmakers.
Revue Internationale de Horlogerie (French)	SM		Watchmakers.
COIRE			
Newspapers			
Amtblatt des Stadt Chur Bundner Grutlianer (German)	W	12 x19	Well-to-do classes.
La Casa Paterna	SM	10¼x16⅝	
Der Frei Ratier (German)	D		
Neue Bundner Zeitung	D	12 x18½	All.
Magazines			
Grau Bunden (20 times in summer)			Illustrated journal.
DAVOS PLATZ			
Newspapers			
Davoser Zeitung	D	12⅛x18⅞	
DIELSDORF			
Newspapers			
Der Wehnthaler (German)	SW	11⅞x18⅞	
FRAUENFELD			
Newspapers			
Thurgauer Zeitung (German)	D		
FRIBOURG			
Newspapers			
La Liberte (French)	D		
Trade Publications			
L'Artisan et Commercant Romands et Revue Economique	SM		
GENEVE			
Newspapers			
L'Action Radicale (French)	W		
Les Avis de Geneve (French)	W		
Le Courier	D		
Genevois (French)	W		
Le Journal de Geneve (French)	D	11¾x17½	General public, particularly better class.
La Suisse (French)	D	11½x16½	General public, particularly the proletariat.
Le Travail	D	11¼x16½	Workmen.
La Tribune de Geneve	D	16½x22	Chiefly working class.
Magazines			
Echo des Alpes (French)	M		Club readers.
Ecolier Genevois (French)	M		
Journal Francais (French)	W		
La Patrie Suisse	BW	7½x10¾	General public.
Revue de Geneve (French)	M		
La Semaine Litteraire (French)	W		Intellectual and well-to-do people of French speaking part of Switzerland.
Le Sport Suisse	W		
La Suisse Sportive (French)	BW	7¼x10¼	Best classes.
Trade Publications			
Bulletin Commercial et Industriel Suisse	M	7¼x 9¾	Business and professional men.
La Diana (French)	M		Hunters.
Le Patissier Suisse (French)	M		
La Photographie Pour Tous	M	5¼x 9	
Revue Internationale de la Croix Rouge (French)	M		Intern'l Red Cross magazine.
Revue Polytechnique (French)	SM	7¼x10	Engineers and industrials.
Union des Voyageurs de Commerce (French)	M		
HERISAU			
Newspapers			
Appenzeller Anzeiger	D		
LAUSANNE			
Newspapers			
Conteur Vaudois (French)	W		
L'Echo (French)	W		
Feuille d'Avis de Lausanne (French)	D		
Feuille des Avis Officiels du Canton de Vaud (French)	SW		
Gazette de Lausanne et Journal Suisse (French)	D	15¾x21½	General public. Official journal of hotels of Lausanne and Lake
Gazette des Estrangers (French)	W		Geneva and Anglo-American

(*Continued on page 266*)

"SPOT" NEWS AND PHOTO SERVICE
General, Industrial, Theatrical and Technical
BY ASSIGNMENT
news, features, photos—conventions, shows, expositions, hotels, etc.
NEW YORK SHIP NEWS AND PHOTOS
HOLMES FEATURE SERVICE
General Office—135 Garrison Avenue, Jersey City, N. J.
Correspondents in all parts of the world
New York Philadelphia Baltimore Washington Buffalo Cleveland Chicago Dallas San Francisco Los Angeles London Paris Berlin Naples

From the Linotype Mailbag

"Loud Speaker" and "Silent Night"

"When there is trouble it is broadcasted through the 'Loud Speaker,' but when there is complete satisfaction it is more like 'Silent Night.'

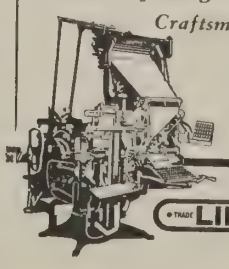
"We recently installed two Model 25 Linotypes and from the time the operators started to work on these machines they have produced steadily. Even the first day a good string was set on both machines.

"Only once after your erector left was our machinist called on to make a slight adjustment, and since, which was a month ago, they have been running without a stop.

"This not only speaks well for the way these machines were turned out by the factory, but for the machinist who set them up.

"To say that we are entirely satisfied with the machines and your service is putting it just as it is."

Craftsmen Printers Inc.,
Chicago, Ill.



TRADE LINOTYPE MARK

ADVERTISING MEDIA OF EUROPE

(*Continued from page 265*)

SWITZERLAND—Continued

Name of Paper	Issued	Size of Page	Class of Readers
Magazines			
Le Journal Illustre (French)	...M		
Lectures Illustrees (French)	...M		
Trade Publications			
Agenda de L'Agriculteur et du Vigneron (French)	.Yr.		
L'Aviculture Pratique (Practical Poultry. French)	..BW		Official organ of French Swiss Poultry Association.
Bulletin de la Societe Romande d'Apiculture (French)	...M		
Bulletin Technique de la Suisse Romande (French)	.BW	7½x11¼	Engineers and industrials. Organ of Societe Pedagoguique de la Suisse Romande.
L'Educateur (French)	..W		
Foyer et les Champs (French)	..SM		
L'Idustrie Laitiere Suisse	.....W		Dairymen.
Journal Suisse des photographes (French)	....W	6 x8½	
Le Moniteur de la Boucherie	.....W		
Le Petit Sillond (Suppl. to Le Sillion Romand)			
Revue Economique (French)	..SM		
Revue Historique Vaudoise (French)	...M		
Revue Medicale de la Suisse Romande (French)	...M		Medical profession.
Revue Militaire Suisse (French)	...M		
Le Sillon Romand (French)	...W		
La Terre Vaudoise	...W	6⅝x 8½	Agriculturists Farmers and those interested in agriculture.

LIESTAL

Newspapers			
Baselland-schaftliche Zeitung (German)	...D		Mostly business people and farmers.

LUCERNE

Newspapers			
Luzerner Neuests Nachrichten	D	11¾x16¾	
Luzerner Tagblatt (German)	..D		
Luzerner Volksstimme (German)	..W	12 x19	
Vaterland (German)	...D		
Zentralschweiz Volksblatt (German)	..W		
Magazines			
Luegisland (German)	.SM		
Trade Publications			
Katholische Volksbote (German)	..W		Catholics.
Korrespondenz-blatt des Verbandes des Beamten U. Angestellten des Kantons Luzern	....SM		

NEUCHATEL

Newspapers			
L'Express de Neuchatel (French)	....D	13 x19	
Feuille d'Avis de Neuchatel (French)	....D		
Trade Publications			
L'Eglise Nationale (French)	...W		Religious people.

SCHAFFHAUSEN

Newspapers			
Schaffhauser Intelligenz-blatt (German)	..D	12¾x19½	All.
Trade Publications			
Maschine und Metallurgisches Borsen-Blatt	.....M	8 x12¼	Metal and machine dealers.

SCHWYZ

Newspapers			
Bote der Urschweiz (German)	..D	11¼x17	Agriculturists and dairymen.

SION

Newspapers			
Feuille d'Avis de Sion (French)	...W	12 x17	
Journal et Feuille d'Avis de Valais (French)	Tri-W	15¾x20½	General Public. All.
Wallister-Bote (German)	SW	17 x11½	
Trade Publications			
Indicateur du Valais (French)	...W		Commercial and agricultural.

SOLEURE (Solothurn)

Newspapers			
Schweizerische Spezerei-haendler-Zeitung	...W	12½x19½	All grocers, members of Swiss Grocers' Assn.
Solothurn Tagblatt (German)	...D	12 x17½	
Solothurner Anzeiger (German)	..D	13½x20	
Trade Publications			
Bauernblatt der Nordschweiz (German)	..W		
Der Schweizer Katholik (German)	.BW		Swiss Catholic Party.
Schweizer-ische Techniker-Zeitung (German)	..W	7¼x10½	Technical engineers.

ST. GALLEN

Newspapers			
Die Ostschweiz (German)	..D	12½x17½	Catholics.
Schweiz. Freie Volks-zeitung	....W	12 x18	Workmen, agricultural circles, tradesmen.
St. Galler Stad-Anzieger (German)	..D	13 x18	General public.
St. Galler Tagblatt (German)	...D	12¾x18	General public.

ST. MAURICE

Newspapers			
Engadiner Post	...Tri-W	12 x17½	
Nouvelliste Valaisan (French)	Tri-W	13 x18¼	All.

STAFA

Newspapers			
Zurische-Zeitung (German)	..D	11½x16½	Well-to-do classes.

WINTERTHUR

Newspapers			
Der Freisinnige (German)	..D	12 x18	
Der Landbote (German)	..D	12¾x18	All.
Neues Winterthurer Tagblatt (German)	..D	13 x19½	

ZUG

Newspapers			
Zuger Nachrichten (German)	Tri-W	11¼x17½	All.

ZURICH

Newspapers			
Neue Zurcher Nachrichten	D	12 x17½	Organ of Swiss Conservative Catholic Party.
Neue Zurcher Zeitung (German)	..D	11¾x17¼	Commercial class, manufacturers, industrials. Wealthy public.
Tagblatt der Stadt Zuerich (German)	..D	11¾x18½	All classes.
Tages-An-zeiger (German)	..D	11¾x16½	No special class.
Zurcher Volk-zeitung	.....D	11¼x17	
Magazines			
Alpina	.....M		
Das Schweizer-haus (The Swiss Home. French)	....W		
Der Gastwirt (German)	.SM		Middle class.
Das Schweizer-Heim (German)	..W		
Schweizer Familien Wochenblatt (German)	..W		Ladies.
Schweizer Frauenheim (German)	..W		
Trade Publications			
Bulletin des Hoch-u. Tiefbau (German)	..W		Navigation and shipping.
Costruzioni Utili e Lavori Publici (Italian)	...W		Contractors, etc.
Dampf (Steam)	...W		
Hoch U. Tiefbau (German)	..W		
Kursbuch Bopp (German)	SYr.		Navigation.
Der Moerser (German)	..W		
Der Rad Sport (The Velo Sport. German)	...W		Organ of Swiss Druggists Assn.
Revue Suisse du Batiment (French)	..W		Organ of Swiss Union of Cyclists
Schweizerische Bauzeitung (German)	..W	7⅝x11	Building contractors, etc.
Schweizer Archiv. Für Tierheilkunde (German)	..M		Organ of Swiss Society of Veterinary, surgeons, etc.
Le Mercure (French)	...W		Organ of Swiss Tradespeople and Commercial Travellers' Society.
Schweizer Buchbinder Zeitung (German)	BW		Organ of Swiss Society of Bookbinders.
Schweiz. Buchdrucker Zeitung (German)	..W		Organ of Swiss Printers' and Editors' Assn.
Scheizer Lehrerzeitung (German)	..W		Organ of Swiss Teachers' Assn.
Schweizer Metzger Zeitung (Swiss Butchers' Journal)	...W		

BULGARIA

SOFIA

Newspapers			
Dnevnik (Daily)	.....D	16 x23	General.
Epocha (Epoch)	.....D	18 x24	Business and professional.
Journal Commercial Balkanique	..D	15¾x22	Merchants and manufacturers.
Mir (Peace)	...D	15¾x21½	The best informed class.
Pobeda (Victory)	...D	15¾x23	Agrarians.
Preporetz (Banner)	....D	13½x19¼	Democrats.
Slovo (Word)	.D	15½x21	Professional men, merchants, etc.
Utro (Morning)	...D	16 x23	General.
Zora (Dawn)	..D	13½x19¼	Intelligent and Commercial.

JUGOSLAVIA

BELGRADE

Newspapers			
Politika (Politics)	...D	12½x18½	General public.
Pravda (Justice)	...D	14 x18½	General public.
Trgovinski Glasnik (Commercial Review)	....D	14 x20	Merchants and industrials.
Vreme (Times)	.....D	15¼x22¼	General public.

HOUSTON AND ITS NEWSPAPER

During 1925 The Houston Chronicle led its nearest competitor by 3,857,196 lines.

It published almost twice as much national advertising, with a lead over the second paper of 1,111,152.

Covers Houston and South Texas more thoroughly than any other publication. Leads in circulation, advertising, public confidence and results.

THE HOUSTON CHRONICLE

M. E. Foster, Publisher G. J. Palmer, Asst. Gen. Mgr.
Steve Kelton, Mgr. Nat'l Adv.

JOHN M. BRANHAM CO.
National Representatives

THE SOUTH

Industrial Heart of the Country

During the past quarter century the South has so exploited her resources in raw materials, power and population, that the true value of all property in the South today equals that of the entire United States in 1900.

The value of the South's cotton manufacturing in 1921 was $560,813,000 as compared with $339,200,000 for the entire United States in 1900. 2,161,344,000 lbs. of cotton are consumed annually as compared to 1,817,643,000 lbs. for the entire United States in 1900.

In furniture manufacturing the Southern production of over $91,000,000 is two thirds that of the entire country twenty-five years ago.

One half of the lumber cut in the United States is cut in the sixteen Southern states.

Farm property in the South has risen in value to $21,685,380,000, a greater valuation than that of all the farms in the United States twenty-five years ago.

National bank deposits of the United States amounted to $2,508,248,557 in 1900. In the South, in 1923, the deposits amounted to $2,881,870,000.

For improved communication in developing commercial centers, the South, in 1923 spent $291,945,000 as against $59,527,170 spent by the entire United States in 1904.

With the rapid development of its industries necessary to balance its agricultural scheme, the South presents to National advertisers the richest market in the country for sales promotion.

Direct your message to every home of the eight most important Southern states by using all the daily newspapers on the following list.

To promote sales in this market Advertise liberally in these newspapers:

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
††Anniston Star (E)	5,546	.035	.035
**Mobile News-Item (E)	11,663	.05	.05
**Mobile Register (M)	20,544	.08	.07
**Mobile Register (S)	32,421	.025	.036
FLORIDA			
*Daytona Daily News (ES)	4,036	.035	.035
**Florida Times-Union (M) 42,376 (S)	54,610	.12(S.15)	.12(S.15)
††Lakeland Ledger (E)	4,283	.03	.03
*Miami Herald (M)	31,714	.09	.09
**Miami Herald (S)	40,347	.10	.10
**Orlando Reporter-Star (E)	5,124	.035	.035
**Orlando Sentinel (M&S)	6,172	.05	.05
**Pensacola News and Journal (EM)	8,689	.06	.06
†St. Petersburg Independent (E)	10,087	.055	.055
**Tampa Times (E)	19,228	.06	.06
**Tampa Tribune (M) 28,249 (S)	43,968	.09(.11S)	.09(.11S)
**West Palm Beach Post (M)	8,638	.06	.06
GEORGIA			
**Augusta Herald (E)	14,561	.05	.05
**Augusta Herald (S)	14,420	.05	.05
**Macon Telegraph (M)	26,753	.08	.08
**Macon Telegraph (S)	27,165	.08	.08
**Savannah Morning News (M), 21,015 (S)	22,204	.06(.07S)	.06(.07S)
KENTUCKY			
**Lexington Leader (E)	18,171	.06	.06
**Lexington Leader (S)	18,506	.06	.06
**Paducah Sun (E)	9,353	.04	.04

	Circulation	2,500 Lines	10,000 Lines
NORTH CAROLINA			
††Greensboro Daily News (M)	25,968	.08	.07
††Greensboro Daily News (S)	31,422	.08	.08
††Raleigh News and Observer (M)	31,460	.07	.07
††Raleigh News and Observer (S)	35,258	.07	.07
††Winston-Salem Journal (M)	12,357	.05	.05
††Winston-Salem Journal (S)	12,607	.05	.05
**Winston-Salem Sentinel (E)	16,132	.06	.06
SOUTH CAROLINA			
**Columbia State (M)	23,663	.07	.07
**Columbia State (S)	24,838	.07	.07
**Greenville News (M)	21,704	.075	.07
**Spartanburg Journal (E)	4,172	.05	.05
**Spartanburg Herald (M) 7,252 (S)	9,939		
TENNESSEE			
**Chattanooga Times (M)	30,203	.10	.10
**Chattanooga Times (S)	30,230	.10	.10
**Memphis Commercial Appeal (M)	99,989	.18	.18
**Memphis Commercial Appeal (S)	126,063	.21	.21
**Nashville Banner (E)	51,750	.11	.11
**Nashville Banner (S)	54,748	.12	.12
VIRGINIA			
**Danville Register and Bee (M&E)	12,644	.05	.05
**Danville Register (Sunday)	8,300		
**Newport News Times-Herald (E)	7,791	.05	.05
**Newport News Daily Press (S&M)	5,708		
**Roanoke Times & World News (M&E)	25,658	.07	.07
**Roanoke Times (S)	16,672	.06	.06
**Staunton News-Leader (M), Leader (E)	6,541	.035	.035

** A. B. C. Statement, September 30, 1925.
†† Government Statement, September 30, 1925.
* A. B. C. Statement, March 31, 1925.
† Government Statement, March 31, 1925.

ADVERTISING MEDIA OF ASIA AND AUSTRALASIA

Titles, Page Sizes and Reading Public of Daily Newspapers and Other Periodicals, Compiled from U. S. Department of Commerce Data

CHINESE REPUBLIC

Name of Paper	Issued	Size of Page	Class of Readers
AMOY			
Newspapers			
Hah Seng Daily News	D	13 x19½	Gentry.
CANTON			
Newspapers			
The Canton Times (English)	..D	13½x18½	Educated.
CHEFOO			
Newspapers			
Chefoo Daily News	.....D	9 x13	American, Europeans, Chinese.
DAIREN, MANCHURIA			
Newspapers			
Manshu Nichi Nichi Shimbun (Manchuria Daily News)	D	14½x20	Official Japanese.
Ryoto Shimpo (Liaotung (Reporter) Chinese	.....D	14½x20	Japanese.
FOOCHOW			
Newspapers			
Chien Pao (Chinese)	..D	13 x19½	General.
The Fukien Daily News	D	13 x19½	Scholars and business men.
Kung Tao Pao (Chinese "Justice")	..D	13 x19½	Scholars and business men.
HANKOW			
Newspapers			
Central China Post (English)	..D	16½x22	General.
HARBIN, MANCHURIA			
Newspapers			
Novasti Zhizni (Russian)	...D	18 x28	General.
The Russian Daily News (Russian)	..D	11½x16	American, British, Russian.
Russki Golos (Russian)	..D	18½x28	Intelligent.
Zarya (Russian)	..D	14 x19½	General.
HONGKONG			
Newspapers			
Chinese Mail (Chinese)	...D	16½x23	General.
Hongkong Daily Press (English)	...D	15¾x20	General.
The Hongkong Telegraph (English)	...D	15¾x20	General.
The South China Morning Post (English)	...D	15¾x20	General.
Tsun Wan Yat Po (The Universal circ. Herald)	....D	16 x23	General.
KALGAN			
Newspapers			
Ta Hsi Pei Jih Pao (Great Northwestern Daily (Chinese)	...D	13½x20	Merchants and officials.
PEKING			
Newspapers			
Le Journal de Pekin (French edition Pekin Evening News)	.....D	13½x19½	French speaking.
Kwang-Pao (Chinese edition of the Peking Evening News	..D	13½x20	General.
North China Star (See "North China Star," Tientsin)	.....D		
The Peking Evening News	.....D	13½x19½	English-Speaking. Chinese merchants, government officials and foreigners.
The Peking Leader	.....D	15½x20½	
SHANGHAI			
Newspapers			
China & Far East Finance & Commerce (British owned. English)	....W	13½x19¼	Merchants.
The China Press (English)	....D	16½x21	Americans and educated Chinese.
Eastern Times (Shih Pao) in Chinese	.....D	15 x20	Industrial and business.
The Evening Star (English)	...D	16½x21	English-Speaking.
Finance & Commerce (English)	.W	13½x19	Bankers, merchants, exporters, importers.
North-China Daily News (English)	...D	20 x26	English-Speaking.
North China Herald (English)	..W	8½x13½	English-Speaking.
Shanghai Journal of Commerce (Chinese)	..D	14½x21	Merchants.
The Shanghai Sunday Times (English)	..W	16 x21	Foreign and Chinese better class.
The Shanghai Times (English)	...D	16 x21	Foreign and Chinese better class.
The Shun Pao (Chinese Daily News)	.....D	14 x20½	Commercial.
Sin Wan Pao	.....D	16 x20	General.
Magazines			
The Chinese Educational Review (Chinese)	..M	5½x 8	General.
The Chinese Students' Quarterly Chinese	....Qt.	4¾x 7¼	Students.
Eastern Miscellany (Chinese)	..BM	5½x 8	All.
The English Student (English)	..M	5 x 7	English students.
The English Weekly (English)	..W	6 x 8½	English students.
The Ladies Journal (Chinese)	..M	5½x 8	Women.
Review of the Far East (English)	..W	7 x10	General business.
The Short Story Magazine	..M	5½x 8	General.
The Story World (Chinese)	...W	5 x 7½	All.
The Students Magazine (Chinese)	..M	5½x 8	Young generation.
Youth's Magazine (Chinese)	..M	4 x 6	Young students.
Trade Publications			
Chinese Chemist and Druggist	....M	7 x10	Chemists.
The Chinese Engineer and Contractor.	M	7 x10½	Engineers.
The Far Eastern Review (English)	..M	8¼x10½	Financiers.
Oriental Advertising	M	7 x 8½	Advertising.
The Oriental Motor (English)	..M	8 x10¾	Motor trade.
TIENTSIN			
Newspapers			
North China Star (English)	..D	15½x20	Business, English-speaking.
TSINGTAU			
Newspapers			
Seito Shimpo (Japanese).	D	15 x24	General.
The Shantung Economic Times (Japanese)	SM	9¼x13¾	Commercial.
The Ta Tsing Tao Pao Great Tsingtau Chinese)	...D	14½x20	Educated Chinese.
Tsingtau Leader (English)	..W	9¼x13	European local business men.

FRENCH INDO CHINA

Name of Paper	Issued	Size of Page	Class of Readers
HANOI, TONKIN			
Newspapers			
L'Avenir du Tonkin (French)	...D	16 x21½	Commercial.
Trade Publications			
Le Moniteur D'Indochine	W	9 x12¾	Commercial.
SAIGON			
Newspapers			
Le Courrier Saigonnais	..D	16 x22½	Commercial.
L'Impartial (French)	..D	18¾x22	Commercial.
L'Opinion (French)	..D	16 x22½	
Trade Publications			
Le Bulletin Financier (French)	..W	8¼x11¾	Commercial.

INDIA, BURMA AND CEYLON

Name of Paper	Issued	Size of Page	Class of Readers
ALLAHABAD			
Newspapers			
Overland Pioneer Mail	.....W	8¼x10	Travellers.
The Pioneer (English)	..D	13 x17½	All.
Trade Publications			
Combined Civil List for India	.Qt.	5¼x 9	Government officials.
The Indian Importer and Exporter	...M	8¼x10½	Merchants.
BOMBAY			
Newspapers			
The Advocate of India (English)	...D	15 x22	Europeans and Indians.
The Bombay Chronicle (English)	...D	15 x20	All.
The Bombay Samachar (Shri Venketeshvar Samachar "Hindu")	..D	15¾x19	Commercial.
Evening News of India	....D	11 x16	Europeans and natives.
Jam E Jamshed (Gujarati and English)	...D	15¾x20	All nationalities.
Praja Mitra (Parsee)	...D	15¾x20	Educated Indians.
Praja Mitra	W	9 x15	Educated Indians.
The Sunday Advocate (English)	..W	10 x15	European and Indians.
The Times of India (English)	...D	16 x22	White population and educated natives.
The Times of India Illustrated Weekly (English)	..W	11 x16	White population and educated natives.
Trade Publications			
Indian Industries and Power (English)	..M	6¾x 9	
Indian Motor News (English)	..M	6¾x 9	Motorists, trade.
The Indian Textile Journal (English)	..M	8 x11	Trade and technical.
Industrial India	.....M	7 x 9¼	Government officials and engineers.
Rise India	...M	6¾x 9	All.
CALCUTTA			
Newspapers			
The Amrita Bazar Patrika	....D	15¾x22	Educated people.
Ananda Bazar Baangla Patrika (Bengali)	....D	16½x20½	Educated people.
	..W	7½x11	Literary.
The Bengalee (English)	...D	16½x22	All.
The Englishman	D	15¾x21	
The Indian Daily News	.D	16 x22	All.
The New Empire (English)	...D	16½x22	Commercial.
The Servant (English)	...D	15¾x20	All.
The Statesman (English)	..D	16¼x21½	All.
The Swaraj	..D	15¾x22	All.
Magazines			
The Nemsahib	..M	6¼x 9½	Home.
Trade Publications			
British Indian Crafts	.....M	6¼x 9½	Industrial.
Calcutta Commercial Gazette	....W	8½x13	Merchants, traders.
The Calcutta Exchange Gazette	.....D	7½x 9½	Mercantile.
Capital (English)	..W	10 x15	Better classes.
Commerce (English)	..W	9¾x15	Commercial, financiers.
Commercial Gazette (English)	..W	8½x13	Merchants, traders.
Indian and Eastern Engineer	...M	9 x12	Engineers, machinery.
Indian and Eastern Motors	.....M	9 x12	Motorists and trade.
Indian Industries & Power (See "Industries & Power," Bombay)			
The Indian Railway Gazette (English)	..M	6¾x 9	Railway engineers and traffic.
Indian Scientific Agriculturist	M	5¾x 8¼	Agricultural.
The Indian Trade Journal	W	6¼x 9	Commercial.
Railways and Engineering (English)	BW	8¼x12½	Railway men.
DEHRA-DUN			
Trade Publications			
The Indian Forester	...M	6 x 9½	Forestry department.
DELHI			
Magazines			
India's Pictorial Magazine ("I.P.M.")	W	8¼x10	Best.
KARACHI			
Newspapers			
The Daily Gazette (English)	...D	13 x17½	Europeans and Indians.
LAHORE			
Newspapers			
The Civil & Military Gazette (English)	...D	10¼x17½	Civil, military and better class Indians.
MADRAS			
Newspapers			
The Hindu (English)	...D	15¾x21½	All.
The Madras Mail (English)	...D	15⅝x20¼	All.
BURMA			
RANGOON			
Newspapers			
British Burma Advertiser	..D	8 x11	Merchants, native traders.
The Friend of Burma (Burmese)	.D	10 x15½	
The Rangoon Gazette	....D	13 x18	Industrial and commercial.
The Rangoon Times	.....D	16 x22	All.
Trade Publications			
The Burma Exchange Gazette & Daily Advertiser	..D	8½x12½	European, Burman, Indian.

CEYLON

Name of Paper	Issued	Size of Page	Class of Readers
COLUMBO			
Newspapers			
The Ceylon Daily News	D	15¾x20	Merchants, millers, miners.
The Ceylon Independent	D	15¾x20	General.
The Ceylon Morning Leader	.....D	15½x20	English educated.
The Ceylon Observer	....D	17 x22	English and educated natives.
The Ceylon Sportsman	.W	15¾x20	General, sporting.
The Dinamina (Sinhalese)	.D	15¾x20	Sinhalese speaking.
The Sarasavi Sandaresa and Sihala Samaya	...SW	15¾x20	Buddhists.
The Times of Ceylon	..D	15¾x23	English-speaking.
TELLIPALLAI, JAFFN.A			
Newspapers			
The Morning Star (English and Tamil)	W	12½x20	General.

JAPAN AND CHOSEN (KOREA)

(*See also page* 244)

Name of Paper	Issued	Size of Page	Class of Readers
KOBE			
Newspapers			
Japan Chronicle (English)	.....D	14½x22	Foreign community and Japanese commercial.
KYOTO			
The Kyoto Hinode (Japanese)	.D	12.3x19.2	All.
NAGASAKI			
Newspapers			
Nagasaki Nichi Shimbun (Japanese)	..D	14½x18	Middle class.
The Nagasaki Press (English)	...D	15¾x22	Americans and Europeans
The Nagasaki Shimbun (Japanese)	..D	14½x18	Middle class.
NAGOYA			
Newspapers			
Nagoya Nichi Shimbun (Japanese)	..D	14¼x19½	General.
Nagoya Shin-Aichi (Japanese)	.....D	14½x19½	General.
OSAKA			
Newspapers			
Jiji Shimpo (The Times)	D	14 x19¾	Best class Japanese.
Osaka Asahi Shimbun (Japanese)	..D	14⅝x19½	Liberal, constructive.
Trade Publications			
Industrial Japan or Kog-Yo-No-Day-Nippon (Chinese)	..M	7¼x10	Japanese commercial.

ADVERTISING MEDIA OF ASIA AND AUSTRALASIA

(*Continued from page 268*)

JAPAN—Continued

Name of Paper	Issued	Size of Page	Class of Readers
TOKYO			
Newspapers			
The Hochi Shimbun	....D	14 x19¾	Good class business men, professional men and women.
The Japan Advertiser	..D	17 x20¼	English-speaking.
The Japan Times and Mail	.....D	14 x19½	English-speaking.
Jiji Shimpo (The Times)	D	14 x19¾	Financiers and upper class business man. Best class of Japanese.
The Kokumin Shimbun	....D	14⅝x19¾	Business and political.
The Tokyo Asahi Shimbun	....D	14 x19¾	Better class.
Magazines			
The Trans-Pacific (English and Japanese)	..W	10½x15¼	Exporters, importers, commercial.
YOKOHAMA			
Trade Publications			
Eastern Commerce	...M	7⅛x10	Business, commercial and Government officials.
TAICHU (TAIWAN)			
(Formosa)			
Newspapers			
Taiwan Shinbun (Japanese-Chinese)	....D	14½x19½	General.
TAIHOKU, TAIWAN			
Newspapers			
Taiwan Nichi Nichi Shimpo (Japanese-Chinese)	....D	14½x19½	Educated classes.
Trade Publications			
Taiwan Noji Ho (The Formosan Agricultural Review) (Japanese)	.M	4½x7	Agricultural.
TAINAN, TAIWAN			
Newspapers			
Tainan Shinpo (Japanese-Chinese)	....D	14½x19½	General.

CHOSEN (KOREA)

Name of Paper	Issued	Size of Page	Class of Readers
SEOUL			
Newspapers			
The Christian Messenger (Korean)	..W	11 x13¼	Korean Christians.
The Dong A Il Po (Korean mixed script)	D	14½x20	Koreans.
The Keijo Nippo (Japanese)	..D	14½x20	Japanese.
The Seoul Press	.....D	13 x19	English-speaking.
Magazines			
The Korea Mission Field (English)	...M	6 x 8¼	Americans and Europeans.

PALESTINE

Name of Paper	Issued	Size of Page	Class of Readers
JERUSALEM			
Newspapers			
Doar Hayom (Palestine Daily Mail) (Hebrew)	..D	17¼x22	Hebrews.
Haaretz (The Palestine Daily) (Hebrew)	..D	12½x17½	Hebrew middle class.
Magazines			
The Palestine Weekly (English)	..W	7 x10	English-speaking.

SIAM

Name of Paper	Issued	Size of Page	Class of Readers
BANGKOK			
Newspapers			
Krung Thep Daily Mail (Siamese) (English)			
Bangkok Daily Mail (English Edition)	....D	15 x20	All.
Bangkok Times (English and Siamese)	...D	10 x20	Foreign colony.
The Siam Observer (English and Siamese)	...D	12½x19	
Trade Publications			
Siam Commercial Mirror	.....M	7 x10	All.

SYRIA

Name of Paper	Issued	Size of Page	Class of Readers
ALEPPO			
Newspapers			
Al Nahdat (Arabic)	Tri-W	12 x16	High class.
At Takaddom (Arabic)	...D	8 x14	High class.
Al Ummat (Arabic)	...D	10 x15½	All.
BEIRUT			
Newspapers			
Al-Ahwal (Arabic)	...D	15¾x20½	General.
Al-Bark (Arabic)	...D	15 x19¾	General.
Al-Maraad (Arabic)	..SW	7½x11¾	General.
Al-Watan (Arabic)	...D	15 x20	General.
Lissan-Ul-Hal (Arabic)	...D	15 x20¾	General.
Le Reveil (French)	...D	16½x22	French-speaking.
La Syrie (French)	...D	16½x20½	Foreigners.
DAMASCUS			
Newspapers			
Elif-Bah (A-B) (Arabic)	...D	10 x14	Mixed; anti-Zionist.
Mouktabas (Gleanings) (Arabic)	...D	12½x15	Moslem upper class.
Souria-El-Jedideh (New Syria) (Arabic)	...D	15¾x17	Mixed.

STRAITS SETTLEMENTS

Name of Paper	Issued	Size of Page	Class of Readers
PENANG			
Newspapers			
The Penang Gazette and Straits Chronicle (English)	..D	15 x20	European and Chinese, merchants, planters, Government officials.
The Straits Echo	.....D	15 x20	Europeans, Chinese Malays.
SINGAPORE			
Newspapers			
The Malaya Tribune (English)	..D	15¾x20	All.
Singapore Free Press (English)	..D	15 x20	English-speaking.
The Straits Budget (English)	..W	15 x20	English-speaking.
The Straits Times (English)	..D	15 x20	English-speaking.
The Union Times (Chinese)	..D	15¾x21	All.

FEDERATED MALAY STATES

Name of Paper	Issued	Size of Page	Class of Readers
IPOH, PERAK			
Newspapers			
The Times of Malaya (English)	..D	15 x20	Planters and merchants.
Trade Publications			
The Malayan Tin and Rubber Journal	..BW	7 x 9	Planters and tin miners.

AUSTRALIA & TASMANIA

Name of Paper	Issued	Size of Page	Class of Readers
ADELAIDE			
Newspapers			
The Advertiser	.....D	19 or 21⅛ by 24	All.
Chronicle	....W	11¼x17½	
Daily Commercial News and Shipping List	.....D	13⅜x17½	
Daily Commercial News and Shipping List	.....W	13 x17½	Weekly summary.
The Daily Herald	.....D	17 x24	Lower class.
The Evening Journal	....D	17 or 19⅛ by 24	
The Express and Telegraph	.....D	20¼x24	
The Mail	...W	17¾x24	
The Observer	.....W	17 or 19⅛ by 24	
The Register	D	17 or 19⅛ by 24	
Magazines			
The Critic	..W	11 x13	All.
Trade Publications			
The South Australian Motor	.....M	7 x 9½	Automobile.
BALLARAT			
Newspapers			
The Ballarat Courier	....D	17½x24	All.
BENDIGO			
Newspapers			
The Bendigo Advertiser.	D	15¼ or 17½ by 22½	Manufacturing, mining, agricultural, general.
BRISBANE			
Newspapers			
The Brisbane Courier	....D	18 x23¾	All.
The Daily Mail	.....D	18 x24	
Daily Mail (Sunday Edition)	...W	18 x24	
The Daily Standard	...D	18 x24	Working class.
The Illustrated News-Budget	....W	11¼x15	All.
The Observer	.....D	18 x23¾	All.
The Patriot	W	15¾x19½	
Queensland Shipping Register	....D	13¼x18	Commercial shipping.
The Queenslander	.....W	11⅛x15	Farmers.
The Saturday Observer	...W	11⅛x17¾	All.
South Side Daily News	D	16 x18¾	
Sports	.....W	11¼x15	Sporting classes.
The Sun	....W	18½x22	
The Telegraph	.....D	17¾x24	
Truth	.....W	18 x22	
Trade Publications			
The Australian Sugar Journal	....M	7½x 9	Sugar industry.
The Steering Wheel	.....M	7 x 9½	Automobile & motorcycle.
KALGOORLIE			
Newspapers			
The Kalgoorlie Sun	.....W	18 x24	Mining.
MELBOURNE			
Newspapers			
The Age	....D	20 x24	All classes, Government officials.
The Argus	..D	20 x24	All.
The Australasian	..W	11 x17½	All.
Daily Commercial News and Shipping List	.....D	13¼x18	
The Herald	..D	17¾x22	General.
The Leader	W	11½x17	General.
The Sporting Globe	.....W	17¾x22	Sporting.
The Sun News Pictorial	...D	10¼x15	
The Weekly Times	.....W	11⅛x16½	General.
Magazines			
Everylady's Journal	....M	7¼x10½	Home women.
The Graphic	W	9 x15	
Life	.....M	7¼x10½	Well-to-do families.
Stead's Review	..BW	5⅝x 8	Medium and high classes.
Table Talk	W	9 x13	Society.
Truth	.....W	18 x22	All.
Weekly Times Annual	...Yr.	9½x14½	
Trade Publications			
Australasian Business	...M	.....	Business.
Australasian Electrical Times	.....M	5¾x 7¾	Electricians.
The Australian Journal of Pharmacy	..M	7 x 8⅞	Chemists.
The Australian Leather Journal	.....M	7 x9	Fancy leather goods.
The Australian Motorist	...M	.....	Motorists and trade.
The Australian Storekeepers and Traders Journal	....M	7 x 9¾	Storekeepers.
The Chemical Engineering and Mining Review	....M	6¾x 8¾	Engineers.
The Chemists & Druggist	...M	6 x 9	Chemists, druggists, hospitals.
Coach & Motor Builder	....M	7¾x10	Carriage and motor cars.
The Commonwealth Engineer	..M	6¾x 8¾	Engineers.
The Draper of Australia	..M	6¼x 9¼	Wholesale and retail dry goods.
Hardware & Machinery	..M	6¼x 9¼	Hardware, machinery, oil, paint.
Industrial Australian & Mining Standard	..W	8¼x12½	Industrial.
Pals	.....W	7½x10	Boys.
NEWCASTLE			
Newspapers			
Newcastle Morning Herald & Miners' Advocate	...D	18 x22	All.
The Sun	....D	15 x22	All.
PERTH			
Newspapers			
The Daily News	.....D	18 x24½	All.
The Sunday Times	.....W	20¼x24	All.
The West Australian	..D	17 x24½	All.
The Western Mail (Illustrated	W	17 x24½	All.
Trade Publications			
The Farmer	M	9 x13	Farm equipment and farmers.
The Mining and Pastoral Register	...M	.....	Miners, farmers, etc.
Motorist and Wheelman.	M	7 x 9	Motorists and trade.
SYDNEY			
Newspapers			
The Arrow	..W	11 x15	Sporting.
Australian Worker	....W	11¼x18	Working classes.
The Bulletin	W	9½x15½	All.
Daily Commercial News and Shipping List	.....D	15¼x20¼	
Daily Mail	...D	18 x21⅝	
The Daily Telegraph	..D	18 x24	Middle class.
The Evening News	.....D	18 x22	All.
The Land	..W	13½x19	Rural
The Referee	W	18 x22	Sporting.
Smith's Weekly	...W	13½x20	Middle and lower classes.
Stock & Station Journal	...SW	13½x18	Farmers, stock breeders, etc.
The Sun	.....D	18 x22	All.
The Sunday News	.....W	18 x22	All.
Sunday Sun	W	18 x22	All.
The Sunday Times	.....W	18 x22	Wealthiest homes.
The Sydney Morning Herald	.....D	19¾x24	All.
Sydney Sportsman	..D	18 x22½	Sporting.
Truth	.....W	18 x22½	
The Woman's Budget	....W	8 x11	Middle and lower.
The World's News	.....W	8 x11	Householders.
Magazines			
Green Room Magazine	..M	8 x10¼	Young men and women.
The Home Qt.		8 x11	Wealthy class.
The Sydney Mail	.....W	9½x14	Middle and better classes.
The Triad	..M	6¾x 9	High classes.
Trade Publications			
The Agricultural Gazette	....M	4⅝x 7¼	Farmers, orchardists, pastoralists.
Architecture	M	6¾x 9	Architecture.
Australasian Engineer	...M	8 x13	Engineering.
Australasian Manufacturer	...W	8¼x12½	
The Australian Manufacturers' Journal	....M	6¾x 9	Manufacturing.
Building	....M	5½x 8½	Architects, contractors.
Construction	.....W	.....	Builders, architects, merchants.
The Farm Journal	..BM	7 x 9½	Agricultural farming.
The Farmer and Settler	SW	17 x24½	Farming.
Motor in Australia	..M	6¾x 9	Motorists and trade.
The Motor in Australia, (Automobile Register)	..W	4 x 6	Automobilists and trade.
The Motor in Australia, (Diary and Year Book)	....Yr.	6¾x 9	Trade.
Motor Life	BW	9 x12	Motorists.
The Pastoral Review	....M	6¾x 9	Graziers and agriculturists.
The Poultry Review	....M	6¾x 9⅛	Poultry.
The Storekeeper	....M	6¾x 9	Grocers, drapers.
TOWNSVILLE			
Newspapers			
The Townsville Daily Bulletin	....D	18 x23½	
Magazines			
The North Queensland Register	...W	11¼x17½	

TASMANIA

Name of Paper	Issued	Size of Page	Class of Readers
HOBART			
Newspapers			
The Mercury	D	17¾x24¼	All.
The World	..D	15¾x22	Laborers.
Magazines			
The Illustrated Tasmanian Mail	.....W	9 x10½	All.
LAUNCESTON			
Newspapers			
The Daily Telegraph	..D	16 x22½	All.
Examiner	....D	18 x23	All classes.
The Weekly Courier	....W	10¾x15	All.

IMPORTANT FOREIGN LANGUAGE NEWSPAPERS OF THE UNITED STATES

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ARIZONA

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
TUCSON	Spanish				
El Tucsonese, Tu., Th., Sat.		1,356	.025	Comm'l Ptg. Co.	F. S. Moreno

CALIFORNIA

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
FRESNO	Armenian				
Asbarez, Fri.		3,000	.04	Asbarez Pub. Co.	
LOS ANGELES	German				
California Staats-Zeitung, Fri.		8,000	.03	Edward Stuetz	
	Japanese				
Rafu Shimpo, D/S		6,600	.07	L. A. News Pub. Co.	
	Jewish				
California Jewish Voice, Fri.		8,500	.15	Jewish Voice, Inc.	Chas. Wortsman
	Spanish				
El Heraldo de Mexico, Mex., Mon.		4,000	.06	C. F. Marburg Y Cia.	Juan de Heras
	Swedish				
California Veckoblad, Thurs.		6,200	.035	Alfred Haij	Alfred Haij
OAKLAND	Portuguese				
Unaio Portuguesa, Mon.		2,000	.05	F. M. Triguiero	F. M. Triguiero
SACRAMENTO	Italian				
Capitale, Sat.		4,653	.054	Capitale Pub. Co.	
	Japanese				
Japanese Daily News, D		3,500	.07	Kenji Oki	Kenji Oki
SAN FRANCISCO	Chinese				
Chinese World, D ex. Sun.		7,562	.07	Sai Gai Yat Vo Pub. Co.	C. K. Leong
Chung Sai Yat Po, D ex. Sun.		8,000	.08	D. S. Woong Poon.	
	French				
Echo de L'Ouest, D/S		2,050	.045	Leon L. Rey	Leon L. Rey
Franco Californien, D		2,370	.07	Franco-American Pub. Co.	
	German				
California Demokrat, Sun		4,582	.04	Emil Goldschmied	
	Greek				
California, Sat.		5,000	.035	T. B. Mountanos	
Prometheus, Sun.		10,000	.043	A. K. Pavellas	
	Italian				
La Colonia Svizzere, Wed., Fri.		8,000	.054	Swiss Pub. Co.	A. Battaglini
L'Italia, D/S		19,000	.14	L'Italia Press Co.	Ettore Patrizi
La Voce del Popolo, D ex. Sun.		14,000	.12	Voce del Popolo Pub. Co.	O. D. Ronchi
	Japanese				
Japanese American, D/S		15,500	.07	K. Abiko	K. Abiko
New World, D/S		14,250	.07	New World, Inc.	S. E. Yamamoto
	Norwegian-Danish				
Bien, Fri.		4,000	.054	Sophus Hartwich	Sophus Hartwich
	Portuguese				
Jornal de Noticias, Fri.		7,500	.054	P. L. C. Silveira	P. L. C. Silveira
	Serbian				
Serbian Herald, Sat.		8,800	.045	Serbian Educational Society "Luca"	
	Spanish				
Hispano America, Sat.		4,500	.054	La Chronica, Inc.	Julio G. Arce
	Swedish				
Vestkusten, Thurs.		5,000	.042	West Coast Pub. Co.	Alex Olsson
STOCKTON	Italian				
Sole, Fri.		5,000	.055	Flavio & John Flavius	

COLORADO

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
DENVER	German				
Colorado Herold, Wed., Sun.		14,300	.08	Colorado Herold Pub. Co.	H. H. Fast
	Italian				
La Capitale, Sat.		9,300	.055	Ital-American Pub. Co.	
Risveglio, Wed., Sun.		4,250	0.45	Ital-American Pub. Co.	
	Swedish				
Svensk-Amerikanska Western, Thurs.		13,000	.075		
PUEBLO	Italian				
L'Unione, Fri.		5,000	.035	Union Pub. Co.	Vincenzo Massau

CONNECTICUT

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
BRIDGEPORT	Bohemian				
Telegraf, Tu., Fri.		2,500	.03	Slovak Catholic Pub. Co.	
	Italian				
Sentinella, Sat.		1,800	.02	P. Altieri	P. Altieri
	Hungarian				
Testvériség, Fri.		5,500	.036	Brotherhood Ptg. Co.	Z. Haraszti
	Italian				
Aurora, Thurs.		3,500	.05	L'Aurora Pub. Co.	
FAIRFIELD	Hungarian				
Bridgeport, Wed., Sat.		9,000	.04	Bridgeport Pub. Co.	C. Csongradi
HARTFORD	Italian				
La Capitale, Sat.		3,700	.04	Capitale Pub. Co.	G. Errichiello
NEW BRITAIN	Polish				
Przewodnik Katolicki, Fri.		5,000	.054	Rev. Lucyan Bojnowski	
NEW HAVEN	Italian				
Il Corriere del Connecticut, Sat.		9,500	.035	Gino Santella	G. Santella
Forche Caudine, Sat.		1,800	.021	A. Pisani	A. Pisani
Parola Cattolica, Sun.		3,200	.035	L. Maturo	L. Maturo
SHELTON	Italian				
La Luce, Sat.		2,000	.025	P. Cobianchi	P. Cobianchi
WATERBURY	Italian				
Progresso del New England, Sat.		2,000	.03	C. P. Lanza	C. P. Lanza
Verita, Sat.		2,500	.03	Frank De Feo	Frank De Feo

FLORIDA

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
TAMPA	Spanish				
Heraldo Dominical, Sun.		7,000	.04	Heraldo Dominical Pub. Co.	J. Gonzales
La Prensa, D ex, Sun.		3,800	.029	Prensa Pub. Co.	J. Cortez Labra

ILLINOIS

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
AURORA	German				
Volksfreund, Fri.		1,800	.03	Otto May & J. B. Gummerman	
CHICAGO	Bohemian				
Amerikan, Mon., Thurs.		34,686	.071	August Geringer	V. A. Geringer
Denni Hlasatel, D/S		39,000	.10	Denni Hlasatel Pub. Co.	
Duch Casu, Sun		34,700	.07	August Geringer	V. A. Geringer
Hlasatel, Tu., Fri.		46,000	.12	Denni Hlasatel Pub. Co.	
Katolik, Tu., Fri.		9,400	.06	Bohemian Benedictine Press.	
Hospodarske Listy S/M.		3,487	.04	Bohemian Benedictine Press.	
Narod, D/S		3,369	.05	Bohemian Benedictine Press.	
Predmestske Listy, Sat.		10,000	.071	Bohemian Benedictine Pub. Co.	Dagobert Novak
Slavie, Mon., Thurs.		22,161	.07	August Geringer	V. A. Geringer
Spravedlnost, D/S		10,000	.05	Bohemian Socialist Party	H. Miniberger
Svornost, D ex. Sun.		38,436	.08	August Geringer	V. A. Geringer
Zajmy Lidu, Tu., Fri.		6,000	.05	Bohemian Socialist Party	H. Miniberger
	Croatian				
Hrvatski Glasnik, Thurs.		19,655	.065	I. F. Lupis-Vukic	I. F. Lupis-Vukic
Jugoslavia, Sat.		21,221	.10	J. R. Palandech	J. R. Palandech
	German				
Abendpost, D ex. Sun., ABC		46,271	.20	Abendpost Co.	Paul F. Muller
Sontagspost, Sun., ABC		37,312			
Ill. Staats-Zeitung, Wed., Sun.		16,500	.12		
	Greek				
Chicago Greek Daily, D ex. Sun.		14,455	.08	S. Kotakis and N. Demopoulos	
Greek Star, Fri.		10,000	.09	P. S. Lambros	A. S. Baris
Saloniki, Sat.		15,000	.10	C. Salopoulos	C. Salopoulos
	Hollandish				
Onze Toekomst, Fri.		8,000	.07	Christian Literature Pub. Co.	
	Hungarian				
Magyar Tribune, Fri.		21,800	.07	Samuel Sandor	Samuel Sandor
Otthon, Sun.		11,045	.06	A. de Dessewffy	A. de Dessewffy
	Italian				
Idea, Sat.		10,000	.043	Antonio Ferrari	Antonio Ferrari
L'Italia, Sun., Tu., Th., Fri.		19,000	.15	Oscar Durante	Oscar Durante
The Newcomer, Sat.		25,000	.10	C. Gigliotti	C. Gigliotti
Tribuna Italiana, Sat.		18,000	.10	A. M. Valerio	A. M. Valerio
	Jewish				
Daily Jewish Courier, D ex. Sat.		38,539	.10	M. P. Ginsberg	S. M. Melamed
Jewish Daily Forward, D/S, ABC		40,073	.15	Forward Association	
Daily Jewish Press, D ex. Sat.		32,500	.10	A. M. Liebling	A. M. Liebling
	Lithuanian				
Draugas, D/S		13,815	.05	Draugas Pub. Co.	Francis Bucys
Naujienos, D ex. Sun.		21,500	.08	Lithuanian News Pub. Co.	Pius Grigaitis
	Norwegian-Danish				
Dansk-Tidende og Revyen, Tu.		5,000	.06	Christian Botker	Christian Botker
Evangelisten, Thurs.		8,000	.035	Evangelisten Pub. Society	H. F. Josephson
Evangelisk Tidende, Wed.		5,000	.043	Methodist Book Concern	
Scandia, Thurs.		5,000	.06	Scandia Co.	L. H. Lund
Skandinaven, D ex. Sun.		14,500	.05		
Skandinaven, Sun.		14,500	.07	John Anderson Pub. Co.	John Benson
Skandinaven, Wed., Fri.		28,000	.10		
	Polish				
Dziennik Chicagoski, D ex. Sun.		27,068	.08	Polish Pub. Co.	F. Haczynski
Glos Polek, Thurs.		26,000	.10	Zwiazek Polek W. Ameryce	
Robotnik Polski, Sun.		30,000	.09	Polish Peoples' Pub. Co.	A. Olszewski
Dziennik Zjednoczenia, D ex. Sun.		21,500	.07	Polish R. C. Union of U.S.A.	
Narod Polski, Monthly		85,000	.12	Polish R. C. Union of U.S.A.	
Zgoda Tygodniowa, Thurs.		100,646	.30	Polish Natl. Alliance.	J. Przyprawa
Dziennik Zwiazkowy Zgoda, D ex. Sun. ABC		39,661	.15	Polish Natl. Alliance.	J. Przyprawa
	Russian				
Daily Free Russia, D ex. Sun.		19,000	.05	Free Russia Pub. Co.	Gregory Baka
	Serbian				
United Serbian, Tu.		20,000	.07	Palendech Bros.	J. R. Palendech
	Slovak				
Katolicke Slovenske Noviny, Wed.		13,500	.05		
Ludovy Dennik, D ex. Sun.		18,500	.05	Ludovy Dennik Pub. Assn.	J. E. Chudatsik
Slovensky Americky Dennik, D ex. Sun.		18,100	.05	Slovak-American Pub. Assn.	
	Slovenian				
Edinost, Tu., Th., Sat.		5,000	.035	Edinost Pub. Co.	
Glas Svobode, Tu., Fri.		20,631	.075	Glas Svobode Pub. Co.	M. V. Konda
Prosveta, D ex. Sun.		12,782	.11	Slovanic Natl. Benefit Soc.	J. Zavertnik
	Swedish				
Chicago Bladet, Tu.		10,000	.053	Chicago Bladet Pub. Co.	
Forbundets Veckotidning, Tu.		9,000	.06	Covenant Book Concern	
Missions Vannen, Tu.		15,000	.07	Mission Friend Pub. Co.	
Sandebudet, Tu.		5,400	.04	Swedish M. E. Church of America	
Svenska Amerikanaren, Thurs.		64,719	.18	Swedish-American Ptg. Co.	F. A. Larson
Svenska Kuriren, Thurs.		46,607	.12	A. J. Johnson	A. J. Johnson
Svenska Standaret, Tu.		10,650	.07	Swedish-Baptist Gen. Conf. of America	Wald Skoglund
Svenska Tribunen Nyheter, Wed.		62,153	.18	Swedish Pub. Co.	
GRANITE CITY	Bulgarian				
Naroden Glas, D ex. Sun.		5,500	.05	Naroden Glas Pub. Co.	V. Grammaticoff
MOLINE	Flemish				
Gazette van Moline, Thurs.		7,000	.04	Moline Gazette Pub. Co.	
ROCK ISLAND	Swedish				
Augustiana, Thurs.		20,046	.10	Augustana Book Concern	C. Kraft and L. G. Abrahamson
Lutheran Companion, Sat.		15,000	.075	Augustana Book Concern	C. Kraft and L. G. Abrahamson

INDIANA

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
FORT WAYNE	German				
Freie Presse-Staats Zeitung, D ex. Sun.		3,180	.036	Freie Press Co.	Herman Mackwitz
GARY	Italian				
Americans, All, Sat.		7,500	.04	Nicolo Acomando	Nicolo Acomando
	Polish				
Glos Ludu, Sun		7,500	.036	Antony Boerg	Antony Boerg
SOUTH BEND	Polish				
Goniec Polski, Wed., Sat.		6,900	.04	G. W. Kalezynski	G. W. Kalezynski

(*Continued on page* 271)

Important Foreign Language Papers

(Continued from page 270)

IOWA

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
CEDAR RAPIDS					
Bohemian					
Cedar Rapids Listy, Thurs.		3,450	.035	Frank Hradecky	Frank Hradecky
Iowsky Vestnik, D/S		3,760	.021	August Geringer	V. A. Geringer
DECORAH					
Norwegian-Danish					
Decorah Posten, Tu., Thurs. ABC		42,891	.14	Amundsen Pub. Co.	
ORANGE CITY					
Holland					
De Volksvriend, Thurs.		5,528	.04	H. P. Oggel & Son.	H. P. Oggel & Son

KANSAS

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
HILLSBORO					
German					
Vorwarts, Fri.		4,350	.03	Mennonite Brethren Pub. House	A. L. Schellenberg
LINDSBORG					
Swedish					
Posten, Wed.		1,200	.022	Bethany Ptg. Co.	Dr. G. A. Dorf
NEWTON					
German					
Herold, Thur.		2,100	.03	Herald Pub. Co.	

KENTUCKY

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
HIMLERVILLE					
Hungarian					
Magyar Banyaszlap, Thurs.		18,058	.08	Martin Himler	Martin Himler
LOUISVILLE					
German					
Louisville Anzeiger D/S		6,352	.06	Louisville Anzeiger Co.	G. F. Moser
Katholischer Glaubensbote, Thur.		3,000	.036	Publishers Ptg. Co.	

LOUISIANA

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
NEW ORLEANS					
Italian					
Voce Coloniale, Sat.		18,094	.12	Colonial Voice Pub. Co.	

MAINE

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
LEWISTON					
French					
Le Messager, M.W.F.		3,500	.03	J. B. Couture	J. B. Couture

MARYLAND

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
BALTIMORE					
Bohemian					
Baltimorske Listy, Mon., Thurs.		4,000	.03	August Geringer	V. A. Geringer
Telegraf, Fri.		1,500	.035	Bohemian-American Pub. Co.	
German					
Correspondent, Tu., Fri.		11,800	.04	Boemmel & Heisch	
Jewish					
Jewish Times, Fri.		16,500	.15	D. Alter	C. A. Rubinstein
Polish					
Jednosc-Polonia, Sat.		14,000	.072	Polish-American Pub. Co.	

MASSACHUSETTS

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
BOSTON					
Armenian					
Baikar, D/ex Sun.		5,000	.045	Baikar Pub. Co.	
Hairenik, D/S ex Mon.		8,000		Hairenik Assn., Inc.	R. Tarpinian
German					
Anzeiger & Post, Sat.		10,000	.10		
Italian					
Gazetta del Mass., Sat.		14,130	.10	J. V. Donnaruma	J. V. Donnaruma
Notizia, D/S		16,500	.08	Notizia Pub. Co.	G. C. Grillo
Jewish					
Boston Jewish American, Fri.		8,500	.10	Jewish Press Pub. Co. of N. E.	S. B. Friedson
Jewish Advocate, Thurs.		20,000	.25	Jewish Advocate Pub. Co.	Alexander Brin
Leader, Fri.		7,500	.10	Simon Shamroth	Samuel Caplan
Lithuanian					
Darbininkas, Tu., Thurs., Sat.		9,500	.05	St. Joseph's Lithuanian R. C. Assn. of Labor	
Keleivis, Wed.		19,000	.072	J. G. Gezugis & Co.	
Polish					
Kuryer Codzienny, D ex. Sun.		15,600	.10	Kuryer Bostonski Pub. Co.	B. Kamienski
FALL RIVER					
French					
Independant, Tu.		3,479	.045	L'Independant Pub. Co.	G. de Tonnancour
Portuguese					
Novidades, Thurs.		4,500	.045	Novidades Pub. Co.	J. B. Machado
FITCHBURG					
Finnish					
Raivaaja, D/ex. Sun.		6,936	.045	Finnish Socialistic Pub. Co., Inc.	
Pohjan Tahti, Tu., Thur., Fri. Sat.		2,000	.025	North Star Pub. Co.	August Kangas
French					
Liberte, Fri.		5,240	.03	Liberte Pub. Co.	J. A. Smith
HAVERHILL					
French					
Citoyen, Fri.		2,000	.02	Lambert & Co.	
HOLYOKE					
French					
La Justice, Thurs.		5,600	.036	La Justice Pub. Co.	Joseph Lussier
German					
New England Rundschau, Fri.		4,200	.036	Wisly Ptg. Co.	Jacques Wisly
LAWRENCE					
French					
Courrier de Lawrence, Wed.		2,700	.04	Courrier Pub. Co.	J. C. Martin
LOWELL					
French					
Clairon, Sat.		2,500	.03	Le Clairon Pub. Co.	
L'Etoile, D/ex. Sun.		4,525	.03	L'Etoile Pub. Co.	
LYNN					
French					
Lynnois, Wed.		2,400	.025	Lynnois Pub. Co., Inc.	Orphee Gingras
NEW BEDFORD					
L'Independant, D/ex. Sun.		2,830	.04	L'Independant Pub. Co.	J. B. Nowlan
Portuguese					
Alvorada Diaria, D/ex. Sun.		4,000	.03	Guilherme M. Luiz	G. M. Luiz
O Independence, Thurs.		4,000	.036	Portuguese Newspaper Co.	Jose M. Almeida
O Popular, Thurs.		5,000	.036	Polycarpo & Vieria Antonio	C. Vieria
SALEM					
French					
Courrier de Salem, Thurs.		4,475	.03	Courrier Pub. Co.	
WORCESTER					
Finnish					
Eteenpain D/S ex. Mon.		7,142	.05	Eteenpain Co-Op. Society	Elis Sulkanen
French					
L'Opinion Publique, D/ex. Sun.		5,842	.036	Belisle P. & P. Co.	E. L. Belisle
Lithuanian					
Amerikos Lietuvis, Thurs.		3,710	.036	M. Paltanavicia	
Swedish					
Svea, Wed.		36,348	.14	Seva Pub. Co.	A. H. Trulson

MICHIGAN

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
CALUMET					
Croatian					
Hrvatska, Fri.		7,865	.035	Croatian Pub. Co.	
Finnish					
Valvoja, Tu., Thur., Sat.		6,400	.036	Finnish Republican Ptg. Co.	V. M. Burman
DETROIT					
Flemish					
Gazette van Detroit, Fri.		7,500	.054	Belgian Press Co.	
German					
Abendpost, D/S		19,091	.15	Abendpost Pub. Co.	
Hungarian					
Magyar Hirlap, Tu., Fri.		8,000	.054	Anton Feder	B. M. Mark
Italian					
La Voce del Popolo, Fri.		9,000	.07	Italian Pub. Co.	
Tribuna Italiana, Fri.		6,000	.055	Italian Tribune of America Pub. Co.	V. Giuliano
Polish					
Dziennik Polski, D/S		16,312	.09	Polish-American Pub. Co.	J. Karasiewicz
Ognisko Domowe, Fri.		12,700	.08	Ognisko Domowe Pub. Co.	F. S. Barc
Rekord Codzienny, D ex. Sun., ABC		20,417	.12	Polonia Pub. Co.	L. A. Koscinski
GRAND RAPIDS					
Hollandish					
Christian Journal, Sat.		2,800	.02	Christian Journal Pub. Co.	H. J. G. Van Andel
De Huisvriend, Monthly		12,675	.14	H. H. D. Langereis	Rev. R. L. Haan
De Wachter, Wed.		8,600	.054	J. J. Buiten	
Standard Bulletin, Sat.		4,000	.043	Christian Journal Pub. Co.	H. J. G. Van Andel
HANCOCK					
Finnish					
American Suometar, Tues., Thur., and Sat.		6,250	.045	Finnish Lutheran Book Concern	
HOLLAND					
Hollandish					
De Grondwet, Tues.		5,250	.054	J. B. Mulder	J. B. Mulder
KALAMAZOO					
Hollandish					
Hollandish-American, M.W.F.		6,800	.04	Dalm Ptg. Co.	J. J. Dalm

(Continued on page 272)

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Important Foreign Language Papers

(Continued from page 271)

LAURIUM

Italian

Minatore Italiano, Tri-Weekly	2,000	.036	A. C. Marinelli	A. C. Marinelli

SAGINAW

German

Journal, Sat.	3,500	.025		

MINNESOTA

DULUTH

Finnish

Industrialisti, Sun.	6,612	.061	Workers Socialist Pub. Co.	Ivar Vapaa
Paivalehti, D/S.	4,950	.043	Finnish Daily Pub. Co.	A. Lundqvist

Norwegian-Danish

Duluth Skandinav, Fri.	7,000	.029	Fuhr Pub. & Ptg. Co.	J. J. Fuhr

Swedish

Posten, Fri.	6,500	.036		

MINNEAPOLIS

German

Freie Presse-Herold, Fri.	12,000	.04	Westliche Herold Pub. Co.	Emil Leicht

Norwegian-Danish

Folkebladet, Wed.	5,000	.025	Folkebladet Pub. Co.	
Lutheraneran, Wed.	21,818	.12	Augsburg Pub. House	Rev. R. Malmin Rev. P. Hangjerd
Tidende, D/S ex. Sat.	5,420	.05	T. Gulbrandsen Pub. Co.	S. Sorenson
Tidende, Thurs.	20,000	.10	T. Gulbrandsen Pub. Co.	S. Sorenson
Ugebladet, Thurs.	7,000	.04	C. Rasmussen Co.	
Veckobladet, Tu.	7,892	.06	Veckoblad Pub. Co.	Erik Dalhielm

Swedish

Svenska-Amerikanska Posten, Wed.	54,812	.18	Magnus Martinson	Swan J. Turnblad
Svenska Folkets Tiding, Wed.	29,900	.09	Swedish Ptg. Co.	A. G. Johnson

NEW ULM

German

Dakota Freie Presse, Tues.	17,683	.07	Freie Presse Ptg. Co.	

NEW YORK MILLS

Finnish

Uusi Kotimaa, Tues., Fri.	12,025.	.036	People's Voice Pub. Co.	K. E. Heikinnen J. W. Lahde

ST. CLOUD

German

Nordstern, Thur.	3,500	.025	North Star P. & P. Co.	
Post, Fri.	1,600	.02		

ST. PAUL

German

Minnehaha, Tues., Fri.	26,300	.07	Volkszeitung P. & P. Co.	
Deutscher Farmer, S/M.	42,156	.15	C. H. Bergmeier	Geo. F. C. Paul
Volkszeitung, D/ex. Sun.	20,152	.07	Volkszeitung P. & P. Co.	C. H. Bergmeier
Der Wanderer, Thur.	9,000	.057	Wanderer Ptg. Co.	Joseph Matt

Swedish

Minn. Stats-Tidnung, Wed.	8,000	.10	Minn. State Tidning, Inc.	

WINONA

German

National Farm Weeklies, Group 1	120,000	.75	National Weeklies, Inc.	
National Farm Weeklies, Group 2	120,000	.75	National Weeklies, Inc.	

MISSOURI

ST. LOUIS

Bohemian

Hlas, Tu., Fri.	19,074	.14	Bohemian Literary Society	Hynek Dostal
Ceska Zena, S/M.	19,250	.10	Bohemian Literary Society	

German

Abendschule, Tr. (e. o. w.)	31,920	.25	Louis Lange Pub. Co.	
Mississippi Blaetter, Sun.	22,000	.20	Westliche Post Pub. Co.	
Westliche Post, D/S.	20,556	.15	Westliche Post Pub. Co.	

Hungarian

St. Louis és Vidéke, Fri.	11,000	.072	Hungarian Pub. Co.	C. Valdor

Italian

Il Pensiero, Sat.	15,600	.10	Italian Pub. Co.	Cesare Avigni

Jewish

Jewish Record, Thurs.	10,900	.08	Sol Goldman	Sol Goldman

Polish

Przewodnik Polski, Thurs.	5,700	.036	Polish Pub. Co.	

NEBRASKA

BLAIR

Norwegian-Danish

Luthersk Ugeblad, Wed.	3,120	.029	Danish Lutheran Pub. House.	

CLARKSON

Bohemian

Domaci Noviny, Tues.	7,200	.029	Odvarka Bros.	

OMAHA

Bohemian

Hospodar, S/M.	28,924	.15	National Ptg. Co.	Jos. Brezacek
Narodni Pokrok, Thurs.	16,450	.04	Riha Ptg. Co.	Frank J. Riha

German

Freie Presse-Tribune, Wed.	11,141	.06	Val. J. Peter	Val. J. Peter

German

Tribune, D/S.	21,387	.10	Tribune Pub. Co.	Val. J. Peter

Norwegian-Danish

Den Danske Pioneer, Thurs.	28,638	.08	Sophus F. Neble Pub. Co.	

Polish

Gwiazda Zachodu, Fri.	12,867	.08	Gwiazda Zachodu Pub. Co.	Thos. Koziol

Swedish

Omaha Posten, Thurs.	15,000	.05	Omaha Posten Pub. Co.	Nelson Thorson

NEW JERSEY

BAYONNE

Polish

Nowiny, Sat.	12,000	.10	Nowiny Pub. Co., Inc.	

JERSEY CITY

Polish

Glos Narodu, Thurs.	14,780	.08	Peter S. Prazmowski	

Ukrainian

Svoboda, D/S	19,200	.05	Ukrainian Natl. Assn.	Emil Reviewk

NEWARK

German

New Jersey Freie Zeitung, D/S.	13,790	.09	Washington Pub. Co.	

Polish

Kronika, Fri.	13,000	.065	Kronika Pub. Co.	Frank Kempczynski

PATERSON

Slovak

Katolicky Sokol, Thurs.	10,000	.043	Roman & Greek Catholic Slovak Co.	

Holland

Het Oösten, Thurs.	4,000	.025	Lont & Overkamp Pub Co.	

TRENTON

Italian

L'Italo Americano, Sat.	3,200	.04	Italo-Americano Pub. Co.	Attilio Perilli

Hungarian

Fuggetlenseg, Thurs.	3,668	.03	Anthony J. Orosz	Anthony J. Orosz
Jersey Hirado, Thurs.	3,500	.032		

Polish

Nowing Trentonski, Thurs.	4,000	.035	Andrew F. Czopek	Andrew F. Czopek

NEW MEXICO

SANTA FE

Spanish

Revista Elustrado, Mon.	5,500	.072		
Nuevo Mexicano, Thur.	3,100	.03	Nex Mexican Pub. Corp.	E. Dana Johnson

SOCORRO

Spanish

Defensor del Pueblo, Fri.	1,000	.02	Torres Bros.	A. C. Torres

TAOS

Spanish

Revista Popular, Fri.	3,279	.036	Taos P. & P. Co.	Fidel Cordoba

TIERRA AMARILLA

Spanish

Nuevo Estado, Mon.	2,135	.03	El Nuevo Estado Ptg. Co.	B. M. Valdez

NEW YORK

ALBANY

Italian

Capitale, Sat.	3,000	.035	G. Farinacci	G. Farinacci
Gazetta di Albany, Fri.	2,500	.03	Guido Marsala	Guido Marsala

BROOKLYN

Finnish

New York Utiset, Tues., Thur., and Sat.	7,877	.043	Finnish Newspaper Co.	

Lithuanian

Garsas, Thur.	12,000	.055	Lithuanian R. C. Alliance of America	
Vienybe, Tues., Thur., Sat.	11,000	.043	Vienybe Pub. Co.	
Laisve, ex. Sun.	8,500	.05	Lithuanian Co-Op. Pub. Society	V. Paukstys

Norwegian

Nordiske Tidende, Thurs., ABC.	8,560	.12	Norwegian News Co.	

(*Continued on page 273*)

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Important Foreign Language Papers

(Continued from page 272)

Polish				
Czas, Fri.	8,000	.055	Czas Pub. Assn.	Czeslaw Kozlowski
Przyjaciel Wychodzcy, Sun.	9,000	.06		
Swedish				
Finska Amerikanaren, Thur.	5,060	.045	Finska Amerikanaren	E. J. Antell
BUFFALO				
German				
Volksfreund, D. ex. Sun.	8,200	.06	Buffalo Volksfreund Ptg. Co.	
Italian				
Corriere Italiano, Sat.	10,000	.05	Corriere Italiano Pub. Co.	J. J. Lunghino
Polish				
Dziennik dla Wszystkich, D/S.	23,081	.10	Everybody's Daily Pub. Co., Inc.	F. Ruszkiewicz
Telegram, D/S.	15,873	.06	Buffalo Telegram, Inc.	M. Haiman
Unista, Wed.	18,000	.035	Charles J. Urban	Chas. J. Urban
ENDICOTT				
Italian				
Il Nuovo Americano, Thurs.	10,000	.05	New American Pub. Co.	
JAMESTOWN				
Swedish				
Skandia, Thurs.	5,500	.055	Liberty Ptg. Co.	C. E. Lindstone
LOCKPORT				
German				
Wochenblatt, Thurs.	2,350	.03	Rochester German Pub. Co.	
MT. VERNON				
Italian				
Cronaca Illustrata, Thurs.	3,350	.045	Cronaca Illustrata del Westchester Co., Inc.	
NEW YORK CITY				
Arabic				
Al Hoda, D/S.	5,000	.071	N. A. Mozarkel	N. A. Mozarkel
Ash Shaab, D ex. Sun.	5,000	.054	Joseph M. Khoury	J. M. Khoury
As Sayeh, Mon., Thur.	2,500	.045	A. A. Haddod	A. A. Haddod
Meraat-ul-Gharb, D ex. Sun.	4,000	.048	Najeeb M. Diah	Najeeb M. Diah
Bohemian				
Nedelni Listy, Sun.	12,560	.06	New Yorske Listy Pub. Co., Inc.	John Krobost
New Yorske Listy, D ex. Sun.	11,750	.06	New Yorske Listy Pub. Co., Inc.	John Krobost
Chinese				
Chinese Reform News, Wed.	7,000	.08	Chinese Reform News Pub. Co.	
Chinese Republic News, Sat.	5,500	.10	Chinese Republic News Pub. Co.	Kung Y. Sang
Carpathian-Russian				
Carpatho-Russia, Tues., Fri.	22,262	.07	Carpatho-Russian National Organization in America	S. Y. Bendasiuk
Croatian				
Hrvatski, Tues., Thur., Sat.	18,792	.10	Hrvatski Pub. Co.	Joseph Podajc
Svijet, D/ex. Mon.	12,000	.09	Southern Slav. Pub. Corp.	
French				
Courrier des Etats Unis, D ex. Sun.	14,730	.087	H. P. Sampers Co.	H. P. Sampers
Courrier des Etats Unis, Sat.	21,575	.087	H. P. Sampers Co.	
German				
Staats-Zeitung-Herold, D (ME) ABC	95,511	.30	Staats-Herold Corp.	Herman Alexander
Staats-Zeitung-Herold, Sun. ABC	107,130	.35	Staats-Herold Corp.	Jacob Grammer
Danish				
Nordlyset, Thurs.	7,000	.072	Opffer Pub. Co.	Emil Opffer
Greek				
Atlantis, D/S.	40,000	.08	Atlantis, Inc.	
National Herald, D/S.	34,883	.10	Enossis Pub. Co.	N. G. Sakellarios
Hungarian				
Amerikai Magyar Nepszava, D ex. Sun. ABC	26,827	.12	B. D. G. Co., Inc.	Geza D. Berko
Amerikai Magyar Nepszava, Sun. ABC	8,790	.12		
Amerikai Magyarsag, D ex. Sun.	6,380	.05	Frank Bokor	Lorand Simay
Elore, D/S.	18,000	.14	American-Hungarian Workmen's Federation	Ladislaus Eber
Italian				
Corriere d'America, D ex. Sun. ABC	53,401	.22	Tiber Pub. Co.	Luigi Barzini
Corriere d'America, Sun. ABC	75,646	.22		
Corriere della Domenica, Sun.	15,000	.071	Assn. of Italian Clergy of North America, Inc.	
Follia di New York, Sun.	25,000	.108	Marziale Sisco	Luigi Roversi
Giustizia, Fri.	17,600	.12	Intl. Ladies Garment Workers Union	R. Rende
Progresso Italo-Americano D ex. Sun. ABC	81,118	.25	Carlo Barsotti	Carlo Barsotti
Prog. Italo-Americano, Sun. ABC	985,739	.25		
Japanese				
Japanese Times, S/W	4,400	.065	S. Midzutani	S. Midzutani
Jewish				
Amerikaner, Fri.	17,000	.15	Jewish Press Pub. Co.	
Big Stick, Fri.	35,000	.10	Jacob Marinoff	Jacob Marinoff
Day-Warheit, D ex. Sun. ABC	57,948	.25	American-Jewish Pub. Co.	
Day-Warheit, Sun. ABC	67,634	.25		
Freie Arbeiter Stimme, Sat.	9,000	.10	Free Voice of Labor Assn.	
Freiheit, D ex. Sun.	50,800	.20	Freiheit Pub. Assn., Inc.	
Gerechtigkeit, Fri.	36,007	.12	Intl. Ladies Garment Workers Union	S. Yanovsky
Jewish Daily Forward, D/S, ABC	152,392	.32	Forward Assn.	Abraham Cahan
Jewish Daily News, D/S.	60,000	.27	Sarasohn & Son	G. Bublik
Jewish Gazette, Fri.	12,000	.07	Sarasohn & Son	G. Bublik
Jewish Morn. Journal, Daily ex. Sun. ABC	72,734	.25	Jewish Press Pub. Co.	Peter Wiernik
Jewish Morn. Journal, Sun. ABC	64,519	.10		
Jewish Nation, Fri.	25,000	.10	Jewish Nation, Inc.	
Lithuanian				
Tevyne, Fri.	15,000	.061	Lithuanian Alliance of America	
Polish				
Nowy Swiat-Telegram Codzienny, D ABC	14,135	.10		
Nowy Swiat-Telegram Codzienny, S ABC	18,383	.12		
Kuryer Narodowy, D/S.	7,000	.10	Varsovia Pub. Co.	W. Wusza
Russian				
Novoye Russkoye Slovo, D/S.	9,000	.10	Victor Shimkin	M. Weinbaum
Nowy Mir, D ex. Sun.	12,000	.10	Nowy Mir Pub. Co.	
Rassviet, D/S.	6,000	.05	Russian Trade Unions	
Russky Golos, D ex. Sun. ABC	9,296	.10	Russky Golos Pub. Corp.	
Russky Golos, Sun. ABC	9,505	.10		
Serbian				
Srpska Straza, Thurs.	11,665	.035	Serbian Sentinel Pub. Co.	
Srpski Dnevnik, D/S.	12,800	.06	B. Ravkorish	B. Ravkorish
Srbadia, Thurs.	4,500	.048	Loyal Serb Society Srabadia	J. K. Duletich
Slovak				
Den, S/W.	24,679	.08	Orient Pub. Co., Inc.	M. J. Hanchin
New Yorkys Dennik, D/S.	12,859	.20	Slovak Newspaper & Book Co., Inc.	Michael Kovacik
Slovak V. Amerike, D ex. Sun.	18,300	.06	Slovak Press, Inc.	C. I. Orbach
Slovenian				
Glas Naroda, D ex. Sun.	10,250	.10	Slovenic Pub. Co.	Janez Tercek
Spanish				
La Prensa, D ex. Sun. ABC	11,270	.12	La Prensa Pub. Co., Inc.	Jose Camprubi
Swedish				
Nordstjernan, Fri.	12,134	.12	Nordstjernan Pub. Co.	
NIAGARA FALLS				
Italian				
Risveglio, Thurs.	4,500	.043	Risveglio Pub. Co.	Ferdinand Magnani
ROCHESTER				
German				
Abendpost, D ex. Sun.	7,000	.07	Rochester German Pub. Co.	
Italian				
La Stampa Unita, Fri.	3,200	.054	Rochester Alliance Press	C. G. Lanni
Polish				
Rekord, Thurs.	9,000	.06	Rochester Rekord, Inc.	Stanley Skop
SCHENECTADY				
Italian				
Corriere di Schenectady, Fri.	4,000	.03	Corriere di Schenectady, Inc.	
Polish				
Gazeta Tygodniowa, Fri.	6,000	.03	C. S. Ogonowski	C. S. Ogonowski
SYRACUSE				
Italian				
Corriere di Syracuse, Fri.	2,000	.025	Giulio Fulco	Giulio Fulco
Gazzeta, Fri.	2,000	.046	Ray Pub. Co.	Joseph Ray
German				
Union, Fri.	2,500	.025	A. E. Oberlander	A. E. Oberlander
Polish				
Polonia, Thur.	4,500	.05	Leon H. Sobotka	Leon H. Sobotka
TROY				
German				
Freie Presse, Fri.	3,000	.04	German P. & P. Corp.	Jacob Birkmayer
UTICA				
German				
Deutsche Zeitung, Fri.	2,500	.03	Utica Deutsche Zeitung Co.	Otto Poepel
Italian				
Pensiero Italiano, Sat.	4,500	.044	A. Capecelatro	A. Capecalatro
Polish				
Record, Fri.	3,500	.03	F. Narkon and M. Murczkiewicz	F. Narkon
Slowo Polskie, Thurs.	5,621	.04	Marja K. Gomolska	John J. Labus
Welsh				
Drych, Thurs.	5,000	.07	Thomas J. Griffiths & Sons.	

NORTH DAKOTA

BISMARCK				
German				
Staats-Anzeiger, Tues, Fri.	8,100	.07	Bismarck Ptg. Co.	F. L. Brandt
GRAND FORKS				
Norwegian-Danish				
Normanden, Fri.	5,942	.04	Normanden Pub. Co.	Georg Strandvold

OHIO

CINCINNATI				
German				
Freie Presse, D/S.	21,387	.10	Freie Presse Co.	F. W. Elven

(*Continued on page 274*)

The New York Staats Zeitung and Herold blankets the German-American Market of New York.

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Important Foreign Language Papers

(Continued from page 273)

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
CLEVELAND					
Bohemian					
American, D/S		13,975	.07	Frank Svoboda	Frank Sindelar
Svet, D. ex. Sun		11,120	.043	Svet Ptg. & Pub. Co.	E. J. Kritak and Vaclav Khop
German					
Waechter und Anzeiger D ex. Sun. ABC		14,852	.10	German Consolidated Newspaper Co.	Carl Raid
Hungarian					
As Ujsag, Fri.		5,000	.029	Louis Tarcai	Louis Tarcai
Szabadság. D ex. Sun		35,563	.12	Szabadság Ptg. Co.	Andrew Cherna
Italian					
La Stampa, Sun		8,000	.03		
Voce del Popolo, D ex. Mon		32,700	.09	Italian Pub. Co.	F. Melaragno
Jewish					
Kioish Independent, Fri		8,500	.10	Jewish Independent Pub. Co.	Leo Wiedenthal
Jewish Guardian, Fri		9,000	.075	Jewish Guardian Pub. Co.	
Jewish World, D/S ex. Sat		19,982	.12	Jewish World Pub. Co.	S. Rocker
Lithuanian					
Dirva, Fri		12,460	.04	Ohio Lithuanian Pub. Co.	K. S. Kazpavicius
Polish					
Kuryer, Thurs		22,870	.09	A. E. & W. T. Wielowiejski	W. Wielowiejski
Justrzenka, Thurs		14,050	.07	A. Wielowiejski	A. Wielowiejski
Wiadomosci Codzienne, D/S		15,000	.08	S. A. Dangel	P. Kurdziel
Monitor Clevelandski, D ex. Sun.		12,500	.08	United Pub. Co.	
Roumanian					
America, D ex. Sun		21,123	.12	United Roumanian Societies Pub. Co., Inc.	G. Stanoulescu
Foaia Poporului, Tues, Thur		9,000	.05	Geo. M. Ungureanu	G. M. Ungureanu
Slovak					
Hlas, Mon. W		12,214	.10	Slovak Ptg. & Pub. Co.	
Slovenian					
Ameriaka Domovina, M.W.F		9,600	.036	James Debevee	Louis J. Pirc
Enakopravnost, D/S		7,300	.054	American-Jugoslav Ptg. & Pub. Co., Inc.	Vatro Grill
Glasilo K. S. K. Jendote, Wed		14,000	.054	K. S. K. Jendote	J. B. Zupau
COLUMBUS					
German					
Ohio Waisenfreund, Wed		28,100	.22	Pontifical College Josephinum, Inc.	
Columbus Herold, M.W.F		1,600	.04	Columbus Herold Ptg. Co.	
DAYTON					
German					
Gross-Daytoner Zeitung D ex. Sun		7,250	.05	Paul R. Gruner	Paul R. Gruner
TOLEDO					
German					
Express, Thurs		14,892	.10	Express Pub. Co.	Henry Vortriede
Polish					
Ameryka Echo, D ex. Sun		35,000	.07	A. A. Paryski	A. A. Paryski
Ameryka Echo, Sun		120,000	.21	A. A. Paryski	A. A. Paryski
YOUNGSTOWN					
Roumanian					
Romanul, Wed., Sun.		19,000	.054	Romanul Co., Inc.	J. N. Barbu
Hungarian					
Amerikai Magyar Hirlap, Thurs		3,753	.044	United Ptg. Co.	E. Nemenrji
Slovak					
Slovensky Noviny, Fri		4,258	.044	United Ptg. Co.	M. Mraz
OREGON					
ASTORIA					
Finnish					
Toveri, D ex. Sun		3,927	.05	Western Workmen's Pub. Society	S. W. Syvanen
Toveritar, Tues		12,937	.071	Western Workmen's Pub. Society	
PORTLAND					
Italian					
Tribuna Italiana, Fri		5,800	.035	Italian Pub. Co.	A. B. Ferrera
Giornale Italiana, Fri		1,200	.025	Carlo Visetti	
German					
Nachrichten, Thurs		12,500	.06	A. E. Kern & Co.,	A. E. Kern
Japanese					
Oregon News, D ex. Sun		5,000	.06	Toyoji S. Abe	Toyoji S. Abe
PENNSYLVANIA					
ALLENTOWN					
German					
Friedensbote, Wed		3,600	.04	F. J. Lamm & Golatz	Julius Badisch

(*Continued on page* 280)

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NECROLOGY

Adam, Archibald G., Pawtucket (R. I.) Times, Louis, (Mo.) Post-Dispatch, (Jan. 3: p. 9).
Adams, J. W., N. Y. publisher (Columbus), (June 6: p. 30).
Agnus, Felix, Baltimore (Md.) Editor & Publisher, (Nov. 7: p. 36).
Alexander, J. B., Oswego (N. Y.) Times, (March 28: p. 26).
Backert, A. C., Cleveland (O.) trade press publisher, (May 2: p. 24).
Becker, E. J., Brooklyn (N. Y.) Standard-Union, (Jan. 17: p. 30).
Bernier, J. E., Manchester (N. H.) L'Avenir National, (July 4: p. 30).
Blackwell, Prentiss, business manager Florence (Ala.) News, (March 7: p. 36).
Booth, H. W., former managing editor Chicago Commercial Journal, Detroit (Mich.), (March 28: p. 26).
Bradford, W. R., cartoonist Philadelphia North American, (June 13: p. 26).
Brady, James, founder Detroit Newshop Association, Detroit (Mich.), June 20: p. 7).
Bridgeman, A. M., dean of State house reporters, Stoughton (Mass.), (July 25: p. 43).
Britton, Edward E., Washington Newspaper Correspondent (D. C.), (Nov. 14: p. 46).
Bronson, C. T., former Sunday editor New York Times, New Haven (Conn), (Oct. 10: p. 44).
Busbey, L. White, veteran newspaper correspondent, Washington (D. C.), (Nov. 7: p. 36).
Butterfield, A. F., Houston (Tex.) Press, (Aug. 22: p. 36).
Carpenter, W. E., Chicago newspaper representative, (Nov. 21: p. 41).
Carrington, E. T., New Haven Journal-Courier, (Aug. 15: p. 32).
Clark, H. Samson, London advertising agent, (Feb. 28: p. 10).
Clarke, J. I. C., former Sunday editor New York Herald, (March 7: p. 23).
Clary, J. A., managing editor Jamestown, (N. Y.) Journal, (Feb. 14: p. 17).
Cleverly, A. B., formerly New York Herald treasurer. (Feb. 28: p. 26).
Cochran, W. J., political writer, Washington (D. C.) (Aug. 8: p. 6).
Cocklin, Samuel T., veteran newspaper man, Cincinnati (O.), (Sept. 12: p. 39).
Collier, Laverne, general manager Miami (Fla.) Tab, (Aug. 1: p. 29).
Conwell, R. H. Dr., founder Minneapolis Tribune, (Philadelphia) (Dec. 12: p. 10).
Coolidge, Louis A., former President Gridiron Club, Milton (Mass.), (June 6: p. 30).
Cory, J. C., cartoonist, Denver (Colo.), (Nov. 28: p. 32).
Cox, J. B., veteran circulator, Los Angeles (Calif.), (Dec. 26: p. 32).
Crandall, Dudley S., former editor Sturgeon Bay (Wis.) Advocate, (April 18: p. 67).
Crane, Samuel, New York Journal baseball writer, (July 4: p. 30).
Cuddy, W. L., pioneer member Portland (Ore.) Oregonian, (Oct. 17: p. 34).
Dallam, Frank B., veteran New York reporter, (Nov. 14: p. 46).
Davis, H. O., managing editor Bloomington (Ill.) Pantograph, (July 25: p. 43).
Dean, Charles, Milwaukee correspondent of A. P., (Nov. 7: p. 32).
Dearmont, P. A., head of the Warfield Adv. Company, Omaha (Neb.), (May 2: p. 24).
Dugan, J. A., baseball writer Washington (D. C.) Herald, (June 20: p. 25).
de Young, M. H., San Francisco Chronicle proprietor, (Feb. 21: pp. 7, 10).
Donaldson, W. H., poster pioneer Sarasota (Fla.), (Aug. 8: p. 6).
Early, J. V., King Features artist, (N. Y. City), (Oct. 10: p. 44).
Eastman, J. C., Chicago Journal, (Jan. 31: p. 11).
Ehlers, Herbert E., city editor Newark (N. J.) Sunday Call, (Nov. 14: p. 30).
Ellis, T. W., advertising manager Indianapolis (Ind.) Times, (July 11: p. 28).
Fitch, E. E., former publisher Galva (Ill.) News, Eugene (Ore.), (Nov. 7: p. 36).
Fitzpatrick, William, racing editor New York Evening Journal, (Dec. 5: p. 34).
Ford, H. J., former editor Pittsburgh Gazette, Chambersburg (Pa.), (Sept. 12: p. 27).
Fowler, George E., Columbus (O.) Dispatch, (Dec. 26, p. 49).
Garvey, William, New York Graphic cartoonist, Hackensack (N. J.), (Nov. 28: p. 32).
Gibson, F. J., Home News, New York, (Feb. 28: p. 9).
Gilliam, M. M., veteran advertising man, (March 28: p. 26).
Glass, John, special representative, (Jan. 17: p. 30).
Griffin, S. B., Springfield (Mass.) Republican, (Dec. 19: p. 40).
Hadden, George, publisher Brooklyn Standard Union, (Feb. 21: p. 30).
Haggenjos, Karl R., prominent Illinois Newspaper man, Galesburg (Ill.), (July 25: p. 6).
Hayes, Charles L., financial editor Chicago Evening Post, (Oct. 3: p. 58).
Heath, Thomas, Brig. Gen., sterotyping inventor, Lockland (O.), (Oct. 24: p. 36).
Hendricks, J. B., staff St. Louis (Mo.) Post-Dispatch, (Jan. 17: p. 30).
Hiden, Robert G., associate editor Birmingham (Ala.) Age Herald, (Dec. 5: p. 34).
Hill, Percival S., president American Tobacco Co., (Dec. 12: p. 10).
Hoch, E. W., former editor Marion (Kan.) Record, (June 6: p. 30).
Hollingshead, T. M., St. Louis (Mo.) Post-Dispatch, (Nov. 14: p. 46) .
Hoyt, Melvin A., former publisher Milwaukee (Wis.) Daily News, (Nov. 21: p. 2).
Hubbell, P. G., veteran Tacoma (Wash.) newspaper man, (Oct. 10: p. 44).
Hunter, John W., special representative, (Sept. 26: p. 26).
Hunton, M. D., special representative, (Aug. 15: p. 32).
Hurlbert, Robert S., Winsted (Conn.) Citizen, (Dec. 26: p. 32).
Hulton, Edward, Sir, former British publisher, Leatherhead, Surrey, England, May 23.
Hutton, M. C., aviation editor Journal-Herald Dayton (O.), (Oct. 24: p. 36).
Jackson, C. S., Portland (Ore.) Journal, (Jan. 3: p. 9).
Jaeger, Walter, managing editor New Yorker Staats-Herald, Allendale (N. J.), (July 18: p. 36).
Jupp, Myron, veteran compositor New York Herald-Tribune, (May 2: p. 24).
Kaye, Charles T., Sacramento (Calif.) Union, (June 27: p. 26).
King, Ralph S., Waukegan (Ill.) Sun, (May 23: p. 8).
Kingsbury, G. W., founder and publisher Yankton (S. D.) Press and Dakotan, (Feb. 7: p. 25).
Kirkendall, Frederick, Wilkes-Barre (Pa.) Times-Leader, (Dec. 26: p. 14).
Lawson, Victor F., Chicago Daily News, (Aug. 22: pp. 3, 5).
Lederer, Charles, veteran cartoonist, Chicago, (Dec. 19: p. 40).
Lee, Richard, veteran Associated Press ship news reporter, (N. Y. City), (Aug. 8: p. 30).
Leverhulme, Lord, world wide advertiser and head of Lever Brothers, Ltd., London, England, May 7.
Luby, James, former New York Sun editor, (June 6: p. 30).
Linck, James V., assistant telegraph editor, (New York) (April 4: p. 6).
Lyman, Jr., Frank E., former managing editor Des Moines (Ia.) News, (April 18: p. 67).
MacDougall, F. A., Canadian Press traffic chief, Montreal (Can.), (May 2: p. 24).
Mackay, Robert, former editor Success Magazine, Bayside, (N. Y.), (May 30: p. 30).
Mansfield, Robert E., former editor Indianapolis (Ind.) Journal, (Oct. 3: p. 71).
Mapes, George E., former associate editor old Philadelphia Times, (Aug. 29: p. 20).
Marlatt, W. T., Kenosha (Wis.) News, (April 11: p. 30).
Mather, F. G., formerly associate editor Binghamton (N. Y.) Times, Stamford (Conn.), (Sept. 5: p. 8).
Maxwell, Charles C., make-up editor Chicago Evening American, Moline (Ill.), July 18: p. 36).
McAdam, George H., member New York World Almanac staff, (Nov. 7: p. 40).
McConnell, W. J. staff Newark (N. J.) News, (Feb. 28: p. 26).
McCormick, A. A., former publisher Chicago Record-Herald, Chicago, (Dec. 5: p. 34).
McCormick, Senator Medill, formerly Chicago Tribune publisher, (Feb 28: p. 5).
McCullough, J. P., Harrisburg (Pa.) Telegraph, (June 27: p. 26).
McIntosh, H. M., editor Albany (Ga.) Herald, (Oct. 10: p. 44).
Meloney, William B., formerly of New York World, (Dec. 12: p. 10).
Messenger, N. O., Washington correspondent, (June 20: p. 6).
Milholland, John E., formerly of New York Tribune (N. Y. City), (July 4: p.30).
Miller, Joseph W., editorial writer St. Louis (Mo.) Globe-Democrat, (Oct. 31: p. 40).
Motz, C. H., Cincinnati (O.) Times-Star, (Nov. 21: p. 24).
Munsey, Frank A., (Dec. 26: pp. 3-8).
Newell, Olney, former publisher Trinidad (Colo.) Daily News, Denver (Colo.), (Oct. 10: p. 62).
Niles, T. E., Providence (R. I.) News, (Nov. 14: p. 46).
O'Neil, Hugh, former editor, Denver (Colo.) Times, (Oct. 17: p. 20).
O'Neil, J. D., president and publisher McKeesport (Pa.) News, (Feb. 7: p. 12).
Padgett, E. R., Sunday editor Baltimore (Md.) Sun, (Aug. 8: p. 30).
Paton, L. B., golf editor Boston (Mass.) Herald, (April 11: p. 30).
Pendergast, R. M., former owner Chicago Tribune, (Feb. 28: p. 26).
Phelen, W. A., Cincinnati sporting writer, (Aug. 22: p. 36).
Pond, F. E., rod and gun editor New York Herald-Tribune, (Nov. 14: p. 46).
Post, George A., former editor Montrose (Pa.) Democrat, (N. Y. City.), (Nov. 7: p. 36).
Presser, Theodore, founder of "Etude" musical publication, Philadelphia (Pa.), (Oct. 31: p. 40).
Preston, T. H., Brantford (Can.) Expositor, (Nov. 14: p. 46).
Raymond, Henry J., editor Germantown (Pa.) Telegraph, (Feb. 21: p. 30).
Rice, H. R., Lowell (Mass.) Courier-Citizen & Leader, (Jan. 17: p. 30).
Richardson, A. Frank, former special representative, (Oct. 31: p. 40).
Ritenour, John S., one of the founders of the Pittsburgh Press, Pittsburgh (Pa.), (Oct. 17: p. 34).
Robert, H., business manager, Montreal, (Can.) La Presse, (Jan. 17: p. 30).
Rogers, Edward C., pioneer paper manufacturer, Springfield (Mass.), (April 18: p. 67).
Sargent, J. R., Boston American, Sydney (N. S.), (Oct. 10: p. 44).
Scripps, James E., Detroit (Mich.), (Oct. 10: p. 6).
Scruton, George H., Sedalia (Mo.) Democrat, (Dec. 5: p. 34).
Searles, A. W., Capt., San Antonio (Tex.) Express, (Nov. 14: p. 16).
Sefrit, Charles G., editor Washington (Ind.) Herald, (Aug. 29: p. 6).

(*Continued on page 278*)

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	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News .....(E)	18,075	.06	.06
††Chicago Herald & Examiner....(M)	349,209	.55	.55
††Chicago Herald & Examiner ....(S)	1,050,373	1.10	1.10
Chicago Daily Journal .....(E)	123,293	.26	.24
*Evanston News Index .....(E)	6,608	.04	.04
*Freeport Journal-Standard .....(E)	9,053	.045	.045
*Joliet Herald News .....(E)	18,924	.06	.06
*La Salle Tribune .....(E)	3,629	.025	.025
*Mattoon Journal Gazette .....(E)	5,470	.03	.03
*Moline Dispatch .....(E)	11,193	.045	.045
*Monmouth Daily Review Atlas....(E)	5,162	.035	.035
*Ottawa Republican Times .....(E)	5,420	.03	.03
*Peoria Star .....(S) 23,021..(E)	30,269	.075	.06
†Rock Island Argus .....(E)	11,248	.045	.045

*A. B. C. Statement, September 30, 1925
†Government Statement, March 31, 1925
††Government Statement, September 30, 1925

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Broadway and 50th St., New York City. Circle 1300

NECROLOGY

(*Continued from page 275*)

Smith, A. E., treasurer Boston Herald & Traveler, Framingham (Mass.), (June 13: p. 26).
Smith, James T., sport writer Denver (Colo.) Rocky Mountain News, (Dec. 12: p. 10).
Spargo, W. G., publisher Quincy (Mass.) Telegram, (Aug. 29: p. 6).
Stanton, Theodore, Paris newspaper representative, New Brunswick (N. J.), (March 7: p. 23).
Stapleton, William, former general manager old Denver (Colo.) Republican, (Sept. 5: p. 14).
Steele, A. W., veteran cartoonist Denver (Colo.) Post, (March 21: p. 34).
Stinson, Homer, cartoonist Dayton (O.) Daily News, (Aug. 29: p. 6).
Stone, Irving L., chairman of Duplex Printing Press Co., (Aug. 1: p. 34).
Stuart, J. L., former member Associated Press staff, Indianapolis (Ind.), (May 30: p. 29).
Sturgis, H. G., editor Uniontown (Pa.) Herald and Genius, (May 30: p. 30).
Thompson, C. P., (N. Y. City), Foreign Service of Associated Press, (April 25: p. 46).
Thompson, H. C., editor Delaware (O.) Gazette, (Dec. 5: p. 34).
Timmerman, Verne F., photographer Dayton (O.) Journal-Herald, (Oct. 24: p. 36).
Towell, Henry, editor Milwaukee (Wis.) Times, (Nov 7: p. 36).
Ulrich, William C., former telegraph editor Santa Ana (Calif.) Call, (April 25: p. 68).
Verity, W. E., editor Wadena (Minn.) Pioneer Journal, (June 20: p. 25).
Vivian, Thomas J., formerly foreign editor New York American, (Dec. 19: p. 40).
Waters, Henry J., editor Weekly Kansas City (Mo.) Star, (Oct. 31: p. 40).
Weier, J. E., former editor Flushing Daily Times, (N. Y. City) (July 25: p. 38).
Weinacht, Rudolph, assistant auditor New York Times, (Nov. 7: p. 36).
Whitbeck, L. F., Indian War reporter New York Sun, (March 7: p. 27).
White, W. H., former city editor Washington (D. C.) Post, (Dec. 5: p. 34).
Wilkinson, Harry A., Washington (Ia.), (April 25: p. 68).
Wilson, G. C., Syracuse (N. Y.), (Jan. 17: p. 30).
Wood, Jarvis A., N. W. Ayer & Son, (April 18: p. 46).
Woodruff, L. B., Newman (Calif.), (Feb. 28: p. 26).
Worthington, D. B., publisher Beloit (Wis.) News, (March 7: p. 14).

PULITZER PRIZE AWARDS—1925

For the best editorial article written during the year, the test of excellence being clearness of style, moral purpose, sound reasoning and power to influence public opinion in the right direction, due account being taken for the whole volume of the editorial writer's work during the year—$500.—Awarded to the Charleston (S. C.) News and Courier, for the editorial entitled "The Plight of the South," published Nov. 5, 1924.

For the best example of a reporter's work during the year, the test being strict accuracy, terseness, the accomplishment of some public good commanding public attention and respect, $1,000.—Awarded in duplicate to James W. Mulroy and Alvin H. Goldstein for their service, while members of the staff of the Chicago Daily News, toward the solution of the murder of Robert Franks, Jr., in Chicago, May 22, 1924, and the bringing to justice of Nathan F. Leopold and Richard Loeb.

For the best cartoon published in any American newspaper during the year, the determining qualities being that the cartoon shall embody an idea made clearly apparent, shall show good drawing and striking pictorial effect and shall be helpful to some commendable cause of public importance, due account being taken for the whole volume of the artist's newspaper work during the year, $500.—Awarded to Rolin Kirby of the New York World for the cartoon entitled "News From the Outside World," published Oct. 5, 1924.

There was no award "for the most disinterested and meritorious public service rendered by any American newspaper," the announcement declaring that no instance of such service of the notable qualities for which previous awards had been made had been submitted this year to the judges.

The award for the "best history of the services rendered to the public by the American press", was not made, for lack of competition.

For the American novel published during the year which shall best respect the wholesome atmosphere of American life and the highest standard of American manners and manhood, $1,000.—Awarded to "So Big," by Edna Ferber, published by Doubleday, Page & Co., Garden City, N. Y., 1924.

For the original American play, performed in New York, which shall best represent the educational value and power of the stage in raising the standard of good morals, good taste and good manners, $1,000.—Awarded to "They Knew What They Wanted," by Sidney Howard, produced at the Klaw Theatre in New York during the season 1924-1925.

For the best book of the year upon the history of the United States, $2,000.—Awarded to "A History of the American Frontier," by Frederick L. Paxson, published by Houghton, Mifflin Company, Boston, Mass., 1924.

For the best American biography teaching patriotic and unselfish services to the people, illustrated by an eminent example, excluding, as too obvious, the names of George Washington and Abraham Lincoln, $1,000.—Awarded to "Barrett Wendell and His Letters," by M. A. DeWolfe Howe, published by the Atlantic Monthly Press, Inc., Boston, Mass., 1924.

For the best volume of verse published during the year by an American author, $1,000.—Awarded to "The Man Who Died Twice," by Edwin Arlington Robinson, published by the Macmillan Company, New York, 1924.

Three traveling scholarships, having the value of $1,500 each, to graduates of the School of Journalism who shall have passed their examinations with the highest honor and are otherwise most deserving, to enable each of them to spend a year in Europe, to study the social, political and moral conditions of the people, and the character and principles of the European press. Awarded: Daniel Robert Maue, Monticello, Minn.; William C. Worthington, Providence, R. I., and Richmond B. Williams, Brooklyn. Alternates: Theodore Bernstein, New York; Dorothy Dodd, Tallahassee, Fla., and Cicely Applebaum, New York.

An annual scholarship, having the value of $1,500, to the student of music in America who may be deemed the most talented and deserving, in order that he may continue his studies with the advantage of European instruction. In view of the great merit of the works presented, two scholarships having a value of $1,500 each, were awarded to Douglas Moore, of Cleveland, O., and to Leopold D. Mannes, of New York City.

NEWSPAPERS OWNING OR OPERATING A RADIO STATION OR STUDIO

Station	Newspaper
KRE	Berkeley (Cal.) Gazette
KFWH	Chico (Cal.) Enterprise (co-op.)
KFVU	Eureka (Cal.) Humboldt Standard
KMJ	Fresno (Cal.) Bee
KFON	Long Beach (Cal.) Press-Telegram
KNX	Los Angeles (Cal.) Express
KHJ	Los Angeles (Cal.) Times
KLX	Oakland (Cal.) Tribune
KPSN	Pasadena (Cal.) Star-News
KFBK	Sacramento (Cal.) Bee
KGO	San Francisco (Cal.) News
KWG	Stockton (Cal.) Record
WGHB	Clearwater (Fla.) Sun (co-op.)
WSB	Atlanta (Ga.) Journal
KGU	Honoluiu (T. H.) Advertiser
KYW	Chicago (Ill.) American
WEBH	Chicago (Ill.) Herald & Examiner
WMAQ	Chicago (Ill.) Daily News
WGN	Chicago (Ill.) Tribune
WFBM	Indianapolis (Ind.) News (co-op.)
WIBW	Logansport (Ind.) Pharos-Tribune
WSBT	South Bend (Ind.) Tribune
WJAM	Cedar Rapids (Iowa) Gazette
KWCR	Cedar Rapids (Ia.) Republican (co-op.)
WHAS	Louisville (Ky.) Courier-Journal
WSMB	New Orleans (La.) Item-Tribune
KWKH	Shreveport (La.) Times
WTAB	Fall River (Mass.) Herald
WKBE	Webster (Mass.) Times
WTAG	Worcester (Mass.) Telegram-Gazette
WCX	Detroit (Mich.) Free Press
WWJ	Detroit (Mich.) News
WFAM	St. Cloud (Minn.) Times
KFRU	Columbia (Mo.) Tribune (co-op.)
WDAF	Kansas City (Mo.) Star
KMOX	St. Louis (Mo.) Globe-Democrat (co-op.)
KSD	St. Louis (Mo.) Post-Dispatch
WIL	St. Louis (Mo.) Star
WPG	Atlantic City (N. J.) Press-Union
WMAK	Buffalo (N. Y.) Times
WRNY	New York Commercial (co-op.)
WRNY	New York Morning Telegraph (co-op.)
WHAM	Rochester (N. Y.) Democrat & Chronicle
WHEC	Rochester (N. Y.) Journal-Post Express
WHAM	Rochester (N. Y.) Times-Union (co-op.)
WKRC	Cincinnati (Ohio) Post (co-op.)
WEAR	Cleveland (Ohio) Times (co-op.)
WAIU	Columbus (Ohio) Dispatch
KGW	Portland Oregonian
WSAN	Allentown (Pa.) Call
WFBG	Altoona (Pa.) Tribune
KDKA	Pittsburgh (Pa.) Post & Sun
WCAE	Pittsburgh (Pa.) Press
WQAM	Scranton (Pa.) Times
WMC	Memphis (Tenn.) Commercial Appeal
WFAA	Dallas (Tex.) Journal & News
WBAP	Fort Worth (Tex.) Star-Telegram Record-Telegram
KPRC	Houston (Tex.) Post-Dispatch
WCAR	San Antonio (Tex.) Light
KDYL	Salt Lake City (Utah) Telegram
KSL	Salt Lake City (Utah) Tribune
KJR	Seattle (Wash.) Post-Intelligencer
KFOA	Seattle (Wash.) Times
KFIZ	Fond du Lac (Wis.) Commonwealth
WIBA	Madison (Wis.) Capital Times
WHAD	Milwaukee (Wis.) Journal
WEBC	Superior (Wis.) Telegram
	CANADA
CHBC	Calgary (Alta.) Albertan
CFAC	Calgary (Alta.) Herald
CJAC	Edmonton (Alta.) Journal
CKCD	Vancouver (B. C.) Province
CFYC	Vancouver (B. C.) Sun
CJGC	London (Ont.) Free Press
CFCA	Toronto (Ont.) Star
CKAC	Montreal (P. Q.) La Presse
CKCK	Regina (Sask.) Leader & Post

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†Decatur Democrat	(E)	3,194	.025
*Fort Wayne Journal-Gazette	(M)	34,198	.08
*Fort Wayne Journal-Gazette	(S)	30,599	.08
*Fort Wayne News-Sentinel	(E)	42,168	.10
*Gary Evening Post-Tribune	(E)	15,019	.06
†Hammond Times	(E)	17,127	.06
†Huntington Press	(M & S)	3,836	.025
*Indianapolis News	(E)	125,827	.25
*Lafayette Journal & Courier	(M) 7,761 (E) 13,204	20,965	.06
†La Porte Herald-Argus	(E)	6,560	.035
†Shelbyville Democrat	(E)	4,012	.025
*South Bend News-Times	(M) 9,634 (E) 15,671	25,305	.07
*South Bend News-Times	(S)	23,249	.07
South Bend Tribune	(S) 19,735 (E)	20,697	.06
*Terre Haute Tribune	(E&S)	22,784	.06

*A. B. C. Publishers' Statement, Oct. 1, 1925.
†Government Statement, Oct. 1, 1925.

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North Dakota (Bismarck)—W. S. Neal Associated Press, Bismarck Tribune; John Bloom, North Dakota Non-Partisan; H. D. Paulson, Fargo Forum; J. B. Cooley, Grand Forks Herald; L. J. Siljan, State Record.

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(*Continued from page 274*)

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German				
Erie Tageblatt, D/S	3,726	.04	Erie Tageblatt Pub. Co.	
Italian				
Gazetta, Sat.	2,500	.025	Gazetta Pub. Co.	Egidio Agresti
Polish				
Trybuna Polska, Fri.	4,887	.03	Bernard Weiner	Eugene Bolrowski
GREENSBURG				
Italian				
Stella D'Italia, Sat.	10,063	.03	Italian Star Pub. Co., Inc.	
HAZLETON				
Italian				
Il Trentino, Sat.	6,000	.055	Trentino Pub. Co.	P. C. Flami
L'Unione Italiana, Sat.	4,000	.043	Union Ptg. Co., Inc.	Egidio Caccese
HOMESTEAD				
Russian				
Amerikansky Russky Viestnik (Russian), Thurs.	7,500	.07	Greek Catholic Union of U. S. A.	
Amerikansky Russky Viestnik (Slovak), Thurs.	43,000	.12	Greek Catholic Union of U. S. A.	
Sokol Sojedinenija, Tues.	16,000	.07	Greek Catholic Union of U. S. A.	
McKEESPORT				
Carpatho-Russian				
Prosirta, Thurs.	6,200	.036	United Societies of Greek Catholic Religion	
MAHANOY CITY				
Lithuanian				
Saule, Tues., Fri.	10,000	.05	W. D. Boczkowski	
MIDDLETOWN				
Slovak				
Jednota, Wed.	38,662	.12	First Catholic Union of America	
PHILADELPHIA				
German				
Gazette-Democrat, D/S	44,215	.25	Gazette Pub. Co.	
Tageblatt, D/S	26,000	.16	Tageblatt Pub. Assn.	E. A. Thomaser
Italian				
La Forbice, Sat.	10,650	.05	Forbice Ptg. Co.	V. Terraciano
Libera Parola, Sat.	25,000	.072	A. G. di Silvestro	A. G. di Silvestro
L'Opinione, D/S	26,150	.15	L'Opinione Italian Pub. Co.	
Voce della Colonia, Sat.	6,000	.054		
Jewish				
Day-Warheit, D/S ABC	7,680	.061	See New York Listing	
Jewish Daily Forward, D/S ABC	16,543	.10	See New York Listing	
Jewish Morning Journal, D/S ABC	9,384	.10	See New York Listing	
Jewish World, D Sun	25,550	.15	Jewish World Pub. Co.	Jacob Ginsburg
Polish				
Gazeta Narodowa, Thurs.	4,000	.03	A. Lewandowski & Bro.	
Gwiazda, Fri.	14,500	.072	Star Pub. Co.	Stephen M. Nowaczyl
Patryota, Fri.	13,000	.09	T. Wasowicz	T. Wasowicz
Przyjaciel Ludu, Sat.	10,000	.05	J. Lastowski	J. Lastowski
Russian				
Pravda, Tues., Fri.	10,500	.061	Pravda Pub. Co.	
Ukrainian				
America, Tues., Thurs., Sat.	8,000	.035	Providence Beneficial Assn.	A. Curkowsky
PITTSBURGH				
German				
Volksblatt & Freiheit-Freund, D/S	11,848	.12	Neeb-Hirsch Pub. Co.	F. Sommer
Italian				
La Trinacria, Sat.	13,000	.07	Trinacria Ptg. & Pub. Co., Inc.	
Jewish				
Indicator, Fri.	9,850	.10	Jewish Indicator Pub. Co.	
Polish				
Pittsburgezanin, D. ex. Sun.	12,400	.06	Pittsburgher Polish Daily Pub. Co.	
Sokol Polski, Thurs.	16,786	.075	Polish Falcons' Alliance of America	B. Mruczek
Wielkopolanin, Thurs.	10,100	.05		
Slovak				
Narodny Nowiny, Wed.	30,000	.072	Nat'l Slovak Society of U. S.	Ivan Bielek
Narodny Dennik, Tu., Th., Fri.	12,500	.09	American Slovak Pub. Co.	L. Plech
Slovensky Hlasnik, Thurs.	11,200	.054	Slavonic Evangelical Union of U. S.	K. Belohlavek
Serbian				
Amerikansky Svboban, D ex. Sun.	12,000	.03	United Society of Sbobram-Sloga	
READING				
Italian				
Popolo, Sat.	2,200	.025	Il Popolo P. & P. Co.	
Polish				
Gazetta Readingska, Fri.	1,800	.02	T. Wasowicz	T. Wasowicz
Polsk-Amerykanin, Sat.	4,195	.05		
SCRANTON				
Polish				
Republika-Gornik, Sun.	15,500	.048	John Dende	John Dende
Italian				
Il Minatore, Fri.	20,800	.072	Il Minatore Pub. Co.	G. A. Lizzie
Slovak				
Obrana, Tu., Fri.	13,100	.08	Obrana Pub. Co.	Karol Stiasny
Ukrainian				
Narodna Wola, Th., Sat.	12,500	.036	Ukrainian Workingmen's Ass'n	
WILKES-BARRE				
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Wächter, Thurs.	3,800	.054	Wächter P. & P. Co.	
Polish				
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Ukrainian				
Svit, Thurs.	7,500	.036	Russ. Orthodox Catholic Mutual Aid Society	Rev. P. Kohanik
Slovak				
Bratstvo, Wed.	16,000	.054	Bratstvo Pub. Co.	R. C. Chladek
Polish				
Praca, Thurs.	7,500	.05	S. J. Tyburski	S. J. Tyburski

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PAWTUCKET				
French				
Le Jean Baptiste, Fri.	5,600	.036	J. B. S. Brazeau	J. B. S. Brazeau
PROVIDENCE				
Italian				
Corriere del Rhode Island, Sat.	3,000	.035	La Liberta	Frank E. De Sisto
WOONSOCKET				
French				
La Tribune, D ex. Sun. ABC	3,737	.036	La Tribune Pub. Co., Inc.	J. B. A. Savard

SOUTH DAKOTA

CANTON				
Norwegian-Danish				
Visergutten, Thurs.	8,500	.05	Visergutten Pub. Co.	Gustav Amlund
EUREKA				
German				
Rundschau, Wed.	3,842	.025	G. Mauser and Otto Froh.	
SIOUX FALLS				
Norwegian-Danish				
Fremad, Thurs.	4,500	.04	Fremad Pub. Co.	M. G. Osphal
MEMPHIS				
Italian				
Corriere Italiano, Thurs.	700	.02	Corriere Pub. Co.	Mario Chiozza

TEXAS

AUSTIN				
German				
Wochenblatt, Thurs.	2,100	.03	W. A. Trenckmann	W. A. Trenckmann
Swedish				
Texas Posten, Thurs.	4,578	.04	Texas Posten Pub. Co.	J. M. Ojerholm
DALLAS				
Italian				
Tribuna Italiana, Sat.	6,072	.10	Papa & Adin	L. E. Adin
EL PASO				
Spanish				
Patria, D	6,000	.05	Compania Editoria de la Patria	Silvestre Terrazas
Revista Catolica, Sun.	20,000	.105	Jesuit Fathers	
FAYETTEVILLE				
Bohemian				
Vestnik, Wed.	6,400	.036	Vestnik Pub. Co.	Joseph Tapal

(*Continued on page 281*)

FOLLOW THE LEAD OF YOUR EDITORS

—in Church publicity

The importance of church attendance is coming to the front in newspapers more and more. A few years ago church news seldom, if ever, appeared on the first page of a newspaper. Now, because editors are sensing the growing interest of the public in religion and church activities, numerous editorials are appearing daily and it is not uncommon to see church news on page 1.

Advertising Managers have a great opportunity to further the development of their pages by following the lead of the editors in church publicity.

Develop church advertising in your pages and let us help with plans and our new series of cooperative Come-to-Church advertisements.

Church Advertising Department

ASSOCIATED ADVERTISING CLUBS

383 Madison Avenue,

New York, N. Y.

Important Foreign Language Papers

(*Continued from page 280*)

FORT WORTH

Jewish

Jewish Monitor, Fri. ..... 5,200 .05 Monitor Pub. Co.....Dr. George Fox

FREDERICKSBURG

German

Wochenblatt, Thurs. ..... 2,500 .03 Fredericksburg Pub. Co.....O. R. Schumacher

HALLETTSVILLE

Bohemian

Novy Domov, Mon. ..... 4,165 .05 Jos. Kopecky.....

HOUSTON

Bohemian

Texan, Fri. ..... 3,861 .035 J. Drozda .....

Spanish

El Tecolete, Fri. ..... 2,000 .058

LA GRANGE

Bohemian

Svoboda, Wed. ..... 1,800 .045 A. & G. L. Haidusek & Jos. Koss .....

German

Deutsche Zeitung, Thurs..... 1,200 .025 George Hausler .....George Hausler

SAN ANTONIO

Spanish

La Epoca, Sun. ..... 8,000 .45 Epoca Pub. Co.....Jose Ouiroga
La Prensa, D/S..... 19,330 .08 I. E. Lorzano .....I. E. Lorzano
La Prensa, Wed..... 12,000 .05 I. E. Lorzano .....I. E. Lorzano

TAYLOR

Bohemian

Nasinec, Wed. ..... 2,475 .025 Nasinec Pub. Co.....
Texasny Rolnik, Mon..... 5,640 .072 Bohemian Farmers' Assn....L. W. Dongres

WACO

German

Post, Thurs. ..... 3,030 .04 Ad Schaok .....

WEST

Bohemian

Czecho-Slovak, Thurs. ..... 5,500 .036 Czechoslovak Pub. Co.....

UTAH

SALT LAKE CITY

Dutch

Utah Nederlander, Thurs..... 1,500 .02 Church of Jesus Christ of Latter Day Saints.....Wm. J. DeBrij

Italian

Independente, Sat. ..... 3,000 .036 Italian Pub. Co.....Henry Mariani
Liberta, Tu. ..... 1,800 .015 Liberty Pub. Co.....M. P. Notti

German

Beobachter, Wed. ..... 2,000 .025 Church of Jesus Christ of Latter Day Saints .....Adam L. Petersen

Norwegian-Danish

Bikuben, Tu. ..... 2,500 .054 Church of Jesus Christ of Latter Day Saints.....Adam L. Petersen

Swedish

Utah Posten, Tu. ..... 2,600 .03 Church of Jesus Christ of Latter Day Saints .....

VIRGINIA

RICHMOND

German

Anzeiger, D/S ..... 3,000 .03 C. Hassell .....

WASHINGTON

SEATTLE

Italian

Gazetta Italiana, Fri. ..... 4,000 .054

Japanese

Great Northern News, D ex Sun. 6,039 .072 K. Takeuchi .....
North American Times, D ex Sun. 9,315 .058 K. Arima .....M. Mikami

Norwegian-Danish

Washington Posten, Fri..... 15,000 .059 Gunnar Lund .....Gunnar Lund

Swedish

Svenska Pacific Tribunen, Thurs. 9,500 .054 Pacific Tribune Pub. Co.....Nils Gillgren

SPOKANE

German

Washington Post, Thurs..... 6,000 .04 A. E. Kern.....A. E. Kern

TACOMA

German

Wacht am Sunde, Thurs..... 1,100 .02 Arthur Weichbrod .....Arthur Weichbrod

Norwegian-Danish

Budbareren, S/M ..... 5,700 .05 Olaf Eger .....O. Heimdahl
Tacoma Tidende, Fri..... 5,500 .035 John Soley .....

Swedish

Puget Sound Posten, Thurs..... 2,620 .025 T. Sandegren .....

WEST VIRGINIA

WHEELING

Polish

Polak, W. Va., Thurs. ..... 3,000 .05 West Va. Pole Pub. Co.....

WISCONSIN

ANTIGO

German

Banner, Fri. ..... 1,200 .02 Ed. Goebel .....

APPLETON

German

Volksfreund, Thurs. ..... 4,200 .03 Meyer Press, Inc.....Otto W. Schaefer

EAU CLAIRE

Norwegian

Reform, Thurs. ..... 5,000 .03 Freman Pub. Co.....Waldemar Ager

LA CROSSE

Bohemian

Vlastenec, Thurs. ..... 4,800 .025 John Soukup .....

MADISON

Norwegian-Danish

America, Thurs. ..... 9,313 .036

MARSHFIELD

German

Wochenblatt, Thurs. ..... 2,000 .02 John Witt & Jacob Rebsteck

MILWAUKEE

Bohemian

Czechoslovak, Sat. ..... 10,560 .071 J. V. Klabouch .....J. V. Klabouch
Domacnost, Wed. ..... 8,000 .04 Domacnost Pub. Co.....J. V. Kubis

German

Excelsior, Thurs. ..... 5,831 .043 Excelsior Pub. Co.....Henry Hermann
Columbia, Wed. ..... 7,556 .09 Columbia Pub. Co., Winona, Minn. .....
Herold, D. ex. Sun..... 26,676 .10 H. O. Brunder .....Gustav Haas
Der Landmann, Sat..... 10,875 .06 Excelsior Pub. Co.....

Jewish

Press, Wed. ..... 5,000 .06 Isador Horwitz .....
Wochenblatt, Fri. ..... 5,000 .05 Isador S. Horwitz.....
Jewish Chronicle, Fri..... 28,000 .18

Polish

Kuryer Polski, D/S..... 35,000 .11 Kuryer Pub. Co.....S. J. Zowski
Nowiny Polski, D. ex. Sun..... 10,400 .07 Nowiny Pub. Co.....T. A. Jaziorkowski

STEVENS POINT

Polish

Gwiazda Polarna, Sat..... 85,000 .18 Worzalla Pub. Co.....
Rolnik, Fri. ..... 23,566 .06 Worzalla Pub. Co.....

SUPERIOR

Finnish

Punikki, D. ex. Mon..... 11,000 .05 Tyomies Society, Inc.....
Tyomies, D. ..... 13,800 .05 Tyomies Society, Inc.....Henry Koski

Norwegian-Danish

Tidende, Fri. ..... 4,700 .036 Fuhr P. & P. Co.....J. J. Fuhr

WATERTOWN

German

Weltburger, Sat. .....2,700 .022 Krueger & Schwundke.....Otto R. Krueger

Wilke's METALS
THE HIGHEST STANDARD

Quality in Type Metals

Means This:

IN TERMS of actual performance quality in Type Metals means the best results at the least expense and trouble. It means a minimum of drossage and low casting temperatures—low heating and replacement costs.

In slug-casting and type-casting machines quality in Type Metals means solid bodies, and clear and sharp printing faces.

In stereotyping it means solid plates, without pin-holes, sinks or shrinks—a cleanly printed sheet.

"Wilke's" Type Metals are known for the satisfaction they give the user. They have established new high standards in the Type Metals business. The quality of "Wilke's" Type Metals is always maintained.

"Wilke's" Type Metals Insurance Plan will interest you. Write for details.

METALS REFINING COMPANY
HAMMOND, INDIANA
Warehouses in All Principal Cities

LINOTYPE - INTERTYPE - LUDLOW - MONOTYPE - THOMPSON - STEREOTYPE

U. S. FIGURES ON PUBLISHING BUSINESS

THE Department of Commerce announces that, according to the data collected at the biennial census of manufacturers, 1923, the establishments engaged primarily in printing and publishing newspapers and periodicals reported a total output valued at $1,268,501,566, an increase of 12.9 per cent as compared with 1921, the last preceding census year.

Of the total for 1923, $793,898,584 was contributed by receipts from advertising, $361,178,329 by subscriptions and sales, and the remaining $113,424,653 by revenues from a variety of sources, including job printing, the printing and publishing of books and pamphlets, machine composition for others, etc.

Summary statistics for 1923 and 1921 are presented in the following tables. The figures for 1923 are preliminary and subject to such correction as may be found necessary upon further examination of the returns.

TABLE 1.—GENERAL STATISTICS FOR THE INDUSTRY: 1923 AND 1921

	1923	1921	Per cent of Increase[a]
Number of establishments	10,267	10,453	—1.8
Wage earners (average number)[b]	116,440	107,534	8.3
Maximum month	Dec. 120,412	Dec. 110,355	...
Minimum month	Aug. 113,960	July 105,556	...
Per cent of maximum	94.6	95.7	...
Wages	$196,644,328	$174,358,525	12.8
Paid for contract work	$75,773,989	$65,256,802	16.1
Cost of materials (including fuel)	$363,479,831	$371,124,293	—2.1
Products, total value	$1,268,501,566	$1,123,709,828	12.9
Value added[c]	$905,021,735	$752,585,535	20.3
Horsepower	205,302	(d)	...
Coal consumed (tons of 2,000 lbs.)	212,256	(d)	...

[a] A minus sign (—) denotes decrease.
[b] Not including salaried officers and employes nor proprietors and firm members. Statistics for these classes will be given in final report.
[c] Value of products less cost of materials.
[d] Not reported.

TABLE 2.—SPECIAL STATISTICS OF PRODUCTS: 1923 AND 1921

Class	1923	1921	Per cent of Increase[a]
Total value	$1,268,501,566	$1,123,709,828	12.9
Newspapers and periodicals	1,155,076,913	1,005,270,255	14.9
Advertising	793,898,584	676,986,710	17.3
Subscriptions and sales	361,178,329	328,283,545	10.0
Books and pamphlets and job printing[b]	112,209,663	112,406,766	—0.2
Books and pamphlets	29,864,494	27,418,391	8.9
Sheet music and books of music	69,391	160,740	—56.8
Job printing (general), etc.[c]	82,275,778	84,827,635	—3.0
All other products	1,214,990	6,032,807	—79.9

[a] A minus sign (—) denotes decrease.
[b] Establishments engaged primarily in the printing and publication of books and pamphlets or in the publication only, or in job printing are classified under the industry designation "Printing and publishing, book and job." (See press summary bearing this title, issued March 5, 1925.)
[c] Includes newspapers and periodicals printed for others, books and pamphlets printed for others, "ready prints" (patent insides and outsides), machine composition for others, bookbinding and blank books, electrotyping, engraving, lithographing, etc.

PROPORTION OF ADVERTISING COST TO REVENUE FROM SALES

FIGURES showing what proportion of net sales retail merchants in cities of various sizes appropriate to cover newspaper advertising are found in a recent report of the Chamber of Commerce of the United States. They are not based upon theories or opinions of what should be spent to produce maximum results, but are based on the percentage of net sales spent for advertising by retailers in the lines mentioned below:

	Percentage for Advertising
Grocery Stores	
Sales	
Less than $30,000	0.2
$30,000 to $50,000	0.2
$50,000 to $100,000	0.2
$100,000 to $150,000	0.3
$150,000 and over	0.3
Shoe Stores	
Less than $30,000	1.6
$30,000 to $50,000	2.1
$50,000 to $100,000	2.2
$100,000 to $250,000	2.8
$250,000 and over	3.8
Department Stores	
Less than $250,000	1.7
$250,000 to $450,000	2.2
$450,000 to $1,000,000	2.9
$1,000,000 to $4,000,000	2.9
$4,000,000 to $10,000,000	2.9
$10,000,000 and over	3.2
Jewelry Stores	
Less than $20,000	2.6
$20,000 to $50,000	2.9
$50,000 and over	4.3
Drug Stores	0.7
Specialty Shops	3.4
Clothing Stores (Men's)	1.98
Hardware Stores	
Less than $25,000	0.66
$25,000 to $40,000	0.65
$40,000 to $60,000	0.79
$60,000 to $100,000	0.71
$100,000 and over	0.70

A Gain of

19.05%

in Volume of National Advertising Carried

1925 over 1924

was made by the

Los Angeles EVENING EXPRESS

98% of EXPRESS Circulation
is concentrated in Los Angeles and Suburbs

86% of EXPRESS Circulation
is home delivered

SPEED — ACCURACY — DIVERSITY — COMPLETENESS

In the Presentation of News
are factors in the growing preference
for the EXPRESS as the home newspaper.

O'Mara & Ormsbee, Inc.
National Representatives

NEW YORK CHICAGO DETROIT SAN FRANCISCO

Vermont Also Leads In Freedom From Labor Disputes



Sign Posts of Buying Power No. 29

Vermont, New Mexico and South Dakota are the only states reported by the United States Department of Labor as being entirely free from labor disputes, strikes or lockouts during 1923. (Figures for 1924 not yet available.)

Vermont, distinctly a manufacturing as well as farming state, employs about six times as many factory workers as either New Mexico or South Dakota. Vermont's leadership in favorable labor conditions is therefore hardly open to question.

Uninterrupted wages mean unfluctuating buying power. Vermont laborers will spend as steadily and freely tomorrow as they have spent today or yesterday—not a certain proportion of them—not just a few of them—**all** of them!

They all work contentedly, persistently, energetically, successfully, in Vermont—**even advertising appropriations!**

Vermont Allied Dailies

Barre Times Brattleboro Reformer Bennington Banner
Burlington Free Press Rutland Herald
St. Johnsbury Caledonian-Record

ANNUAL INDEX TO "EDITOR & PUBLISHER"

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by Beatrice Burton
Author of "The Flapper Wife," "Love Bound," etc.

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Fashions
by Sally Milgrim

Health Talk
by Dr. Andrew F. Currier

"The Daybook of a New Yorker"
by Burton Rascoe

"Just Among Us Girls"
by Kathryn Kenney

Daily Poem
by Edgar Vance Cooke

EDITORIAL PAGE

News Cartoons
by Satterfield
by Thiele

Washington Letter
by Frederic William Wile

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by Wilbur F. Sutton

"Kellygrams"
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by Paul Robinson

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by Dow Walling

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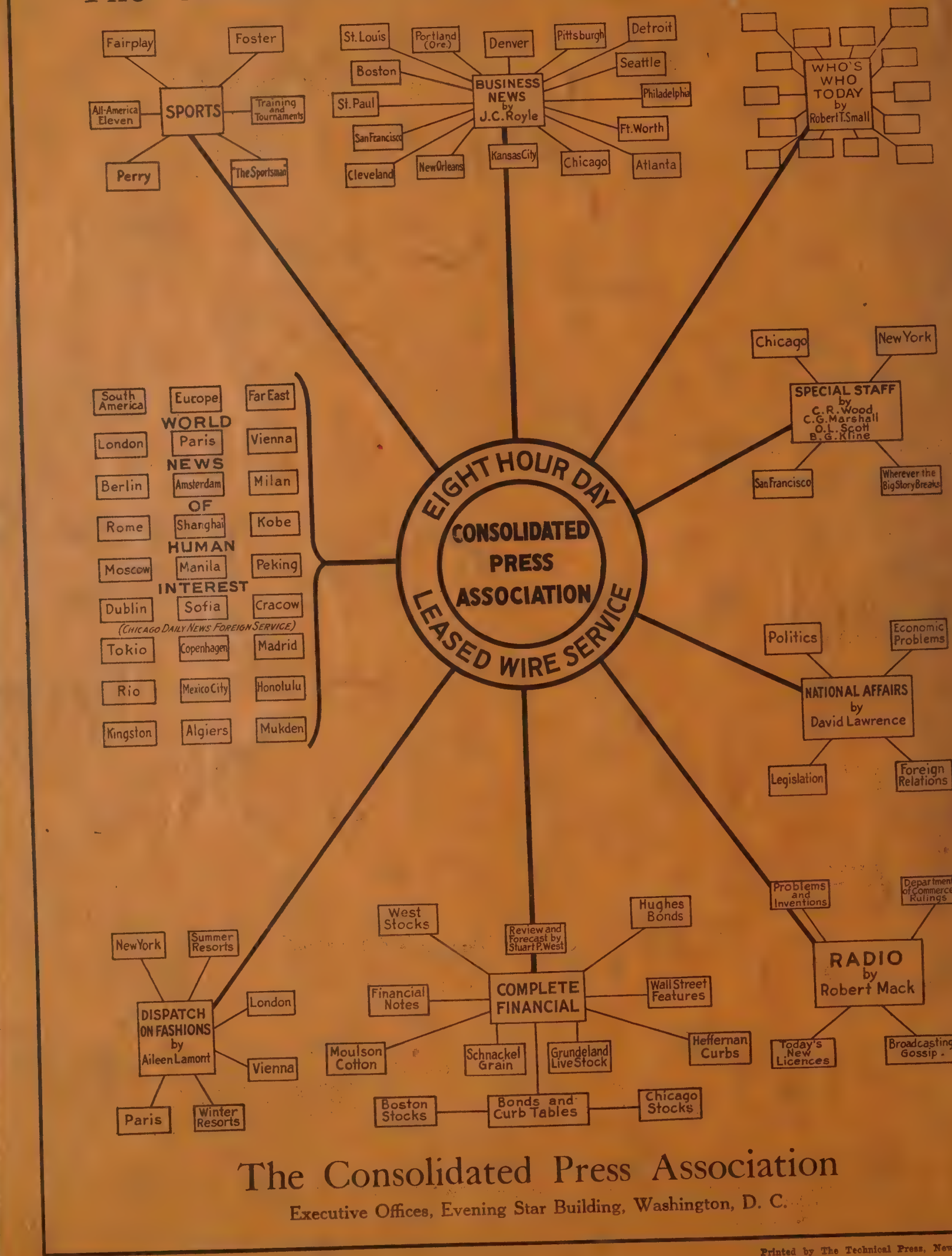
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EDITOR AND PUBLISHER



THE NEWSPAPER ADVOCATE

The Cornerstone of the Complete Newspaper



The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

Printed by The Technical Press, New York, N. Y.

IN THIS ISSUE—HOW MUSSOLINI HAS STIFLED OPPOSITION PRESS.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1926

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

JOURNALISM LIBRARY
Not to be taken from this room

Original second class entry The Journalist, March 14, 1885; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 58. No. 37. NEW YORK, FEBRUARY 6, 1926 By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign 10c Per Copy

The Nation's Automobile Makers Show a Still Greater Preference for The Daily News in Chicago

In 1925 the nation's automobile makers again placed more of their advertising in The Daily News than in any other Chicago daily newspaper—and increased their space in The Daily News 146,000 agate lines over 1924.

Here, in the country's second largest automobile market, these manufacturers sought and found in The Daily News the strongest sales influence that any Chicago daily newspaper could give them. Their choice was confirmed by the country's keenest motor car merchandisers, the distributors and dealers who SELL their cars in Chicago and KNOW Chicago daily newspapers.

The large part played by The Daily News in the sales campaigns of these manufacturers is indicated by the following record of the space they bought in The Daily News in 1925:

Buick	58,312 lines	Hupmobile	17,526 lines	Rollin	3,894 lines
Studebaker	39,745 lines	Pierce-Arrow	15,519 lines	Peerless	2,064 lines
Hudson-Essex	31,500 lines	Reo	14,138 lines	Moon-Diana	1,173 lines
Ford-Lincoln	30,054 lines	Chandler	14,000 lines	Gardner	1,000 lines
Chevrolet	27,573 lines	Oldsmobile	11,893 lines	Locomobile	885 lines
Willys-Overland	25,985 lines	Nash-Ajax	10,910 lines	Jordan	800 lines
Cadillac	25,096 lines	Durant-Flint-Star	10,581 lines	Packard	720 lines
Franklin	22,304 lines	Rickenbacker	8,706 lines	Elcar	442 lines
Chrysler	19,727 lines	Oakland	8,563 lines	Velie	318 lines
Dodge	18,323 lines	Paige-Jewett	5,182 lines	Stutz	202 lines
Cleveland	17,646 lines	Wills-Sainte Claire	4,197 lines		

The basis for this expression of confidence in The Chicago Daily News is the proven ability of this paper among all Chicago daily newspapers to produce results.

During 1925 The Daily News published 718,455 agate lines of automotive advertising, including both motor cars and accessories, showing a gain of 160,114 lines over 1924. This gain is nearly three times that of the leading morning daily, whose total lineage fell short of The Daily News total by 218,220 lines. In fact The Daily News gain was more than 60% of the entire gain of all Chicago daily newspapers.

In Chicago, the country's second largest and highly competitive metropolitan market, the selection of daily newspapers ceased long ago to be a speculation or an experiment among both dealers and makers of automobiles as well as accessories. Their preference for The Daily News is conclusive proof that Daily News advertising is an investment that pays—and pays well.

THE CHICAGO DAILY NEWS

First in Chicago

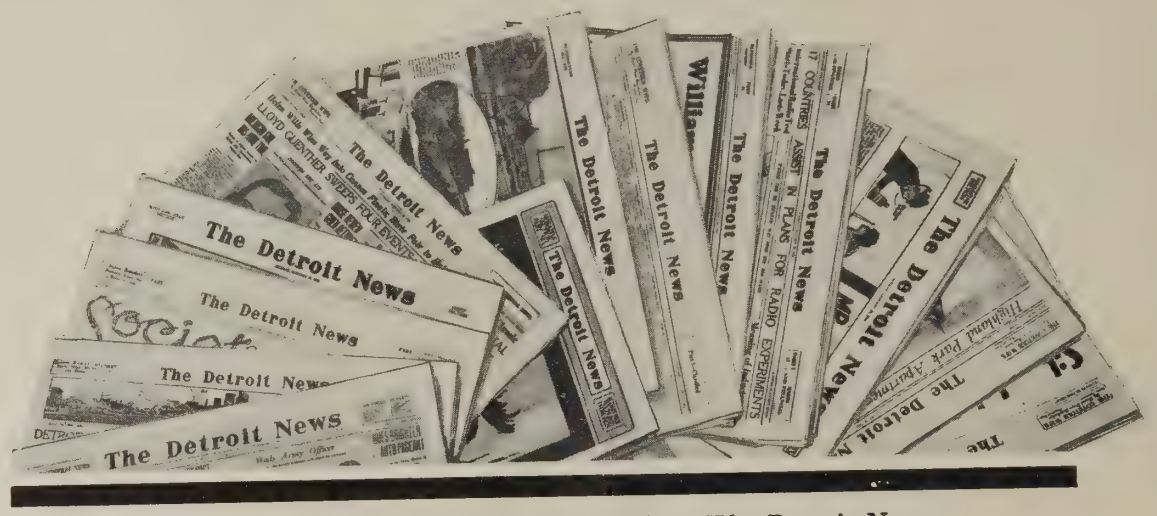
ADVERTISING REPRESENTATIVES

NEW YORK
J. B. WOODWARD
110 East 42nd St.

DETROIT
WOODWARD & KELLY
408 Fine Arts Bldg.

CHICAGO
WOODWARD & KELLY
360 N. Michigan Ave.

SAN FRANCISCO
C. GEO. KROGNESS
253 First National Bank Bldg.


The Detroit News
The Detroit News
The Detroit News

Baltimore Must Be "Shown" On Shows

¶ If you don't believe it—ask any theatrical man. He knows that if he has the stuff in his show he'll get the business. But he also knows that a half-way attraction will get less than half-filled houses.

¶ That same producer—or any other producer—can tell you something else. He'll tell you that in no other city are there newspapers which affect box-office receipts as do the Sunpapers of Baltimore.

¶ Baltimore trusts Sunpaper "reviews"—accepts the Sunpapers' estimate of a show's worth—and reacts accordingly.

¶ The influence of the Sunpapers overflows from the editorial to the advertising columns. A city which has grown up with almost implicit faith in the Sunpapers—feels the same faith in the articles advertised in these Sunpapers.

¶ When you aim to reach the buyers of Baltimore in the homes of Baltimore—put your trust in the papers Baltimore trusts.

January Average Net Paid Circulation

Daily (M. & E.) - 245,020
Sunday - - - - 186,979

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"

Reaching Bond Buyers in PHILADELPHIA

The great army of Philadelphia home owners are the real bond buyers in Philadelphia.

After a man owns his home he looks around for other safe investments to put his money to work.

In Philadelphia and its suburbs there are about 525,000 separate homes, about half of these owned by their occupants.

The daily newspaper that goes into nearly every home is the newspaper that can best present your message to the largest number of prospects.

DOMINATE PHILADELPHIA

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Net paid daily average for 1925:

524,662 Copies a Day

The circulation of The Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

NEW YORK
247 Park Avenue
(Park-Lexington Bldg.)

CHICAGO
Verree & Conklin, Inc.
28 E. Jackson Boulevard

DETROIT
C. L. Weaver, Verree & Conklin, Inc.
321 Lafayette Boulevard

SAN FRANCISCO
Thomas L. Emory, Verree & Conklin, Inc.
681 Market Street

(Copyright 1926—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 58 NEW YORK, FEBRUARY 6, 1926 No. 37

Only Two Anti-Fascist Dailies Survive Premier Mussolini's Press Gag

Copies of Il Mondo and La Voce Repubblicana "Bootlegged" in Rome as Other Papers Become Propaganda Organs or Maintain Silence—Story of Rigid Censorship Told by Insider

By PHILIP SCHUYLER

Facts which form the basis of this story were obtained by EDITOR & PUBLISHER *from a former American correspondent in Rome. Because its publication might prove embarassing to the interests he represented in Italy, his name must be kept in confidence. The correspondent in question worked actively in Italy's capital, and speaks with authority in disclosing the details of Mussolini's relations with the domestic and foreign press.*

A VIVID picture of the slow strangulation of the anti-fascist press in Italy under the iron hand of Benito Mussolini was obtained this week by EDITOR & PULISHER from a reliable source.

Only two outstanding opposition papers are being published in Italy today, it was learned, and even they are being rapidly and systematically starved by the suppression policy of the fascist government. These two are *Il Mondo* and *La Voce Repubblicana,* both of Rome.

Both are continuing to publish, but their editions are seized and efforts made to keep them from general circulation practically every day for apparently no reason at all in many cases.

The policy of the Mussolini government and laws drawn up to uphold it make it possible for fascist authorities to suppress and confiscate at a moment's notice editions of a paper containing news unfavorable to the fascist cause. And the Mussolini-made anti-press freedom laws are also being invoked in many instances without rhyme or reason, simply to starve out newspapers known to be opposed to the dictator.

Thus copies of *Il Mondo* and *La Voce Repubblicana* must be purchased clandestinely on the streets of Rome, pulled covertly from beneath the coats of news vendors and smuggled away to privacy much in the manner of liquor traffic in Prohibition America. And, even as bootleg liquor proves often disappointing and "without a kick," so purchasers of these professed anti-fascist journals frequently search the pages in vain for any editorial denouncement of Mussolini, or any news of fascist disorders, which otherwise would have been suppressed, since by order of the prefects the copies have supposedly been legally kept from the streets. It represents the constant effort on Mussolini's part to stamp out even the barest possibility of opposition to his dictates.

Italy is divided into districts each governed by a prefect, appointed by the central government. According to the Mussolini law now in force definitely prohibiting freedom of the press to report anything but news favorable to the fascist regime, a copy of every paper published in each district must be submitted to the prefect before it is put in general circulation. Editors are not permitted to submit proofs. The complete make-up of the paper must be seen first by the prefect before public distribution. The prefect is furnished with autocratic power to suppress.

Within the past year some newspaper victims of this policy have been:

Milan Corriere de la Sera, frequently described as "the *New York Times* of Italy," under new editorship now supporting Mussolini.

Turin La Stampa, formerly anti-fascist, now pro-fascistized.

Milan L'Avanti, suppressed as anti-fascist.

Milan Unita, put out of business because of anti-government views.

Rome Journal Italie, formerly opposed, now favorable to the government.

Naples Il Mattino, changed ownership, and now fascist.

Rome Il Risorgimento, the morning edition of Il Mondo, still publishing, but forced frequently to distribute clandestinely.

Rome Tribuna, formerly neutral, now fascist.

Fascist papers in Rome started up to replace suppressed anti-fascist publications include *L'Impero, Il Trevere,* which is ultra-fascist, and *Il Popolo di Roma. Il Messaggero* is the old established pro-fascist paper.

Roberto Farinacci, general secretary of the fascist party in Italy, is also proprietor of *Il Regime,* published in Cremona, and it is in this paper that many campaigns against the anti-fascist press originate. Il Regime may, for instance, issue an editorial broadside against an anti-fascist publication, asserting the paper attacked should be suppressed. The howl is immediately taken up by other pro-government editors and subsidized papers, until sufficient public sentiment is created to thrust the knife of complete suppression into the heart of the offending publication.

It is alleged suppression of Il Mattino of Naples and La Stampa of Turin followed attacks launched by Il Regime. When the Italian army was called out for manoeuvers this fall, these two papers arranged for joint coverage of the event. La Stampa sent a number of its staff, Luigi Ambrosini, to represent both papers.

Ambrosini was not a military expert, but he was a good writer. His stories filed from the scene of manoeuvers were imaginative accounts picturing the sham battles as actual war scenes. To the intelligent the imaginative qualities made pleasant reading and were easily discernable; but the literal minded objected when Ambrosini in one of his prose fights, described the possibility of all these soldiers looting homes, sacking villages, and violating women if war were actually in progress.

Ambrosini was arrested, charged with treason, for slandering the army. Farinacci's paper immediately began making editorial demands for drastic action against La Stampa and Il Mattino, newspapers which had employed the arrested correspondent. Thereupon the editor of La Stampa and the owners of Il Mattino were also arrested. All were subsequently tried and sentenced to seven months imprisonment and payment of large fines.

Il Mattino at that time was owned and operated by the two Scarfoglio brothers and was considered a valuable newspaper property. For years it had been anti-fascist. Stirred up by Farinacci, according to report, the fascist organization in Naples after the Ambrosini affair, decided to boycott Il Mattino. Besides refusing to purchase copies themselves, strong arm methods were resorted to on occasion to prevent sale to the loyal friends of the paper. The Scarfoglio brothers, in consequence, were virtually forced to sell out. The purchaser was Guiseppe Barattolo, then a fascist deputy, but later deposed.

Because the domestic press has thus been made sterile, American correspondents in Italy are to a great extent as much in the dark regarding fascist disorders as though they were in New York instead of Rome.

Chief reliance of American newspaper men abroad has, of course, always been the domestic press of the country to which they were assigned. Foreign offices are generally suspected of being propaganda dispensers, and while the correspondents have their own private sources for news, and may obtain interviews with opposition leaders, the editorial opinions of the newspapers are customarily needed to complete the picture.

In Italy, in addition to the virtually complete subjugation of the press, there are but few outstanding opposition leaders, and the censorship is complete and powerful, despite Mussolini's repeated denials.

"There is no censorship", it will be solemnly announced one week, and the next it will be as gravely stated that "censorship has been repealed."

Nothing but news favorable to Mussolini and fascism is allowed to go on the cables. Even supposedly harmless stories picked up from tourists regarding traveling conditions are spiked, if they can be interpreted as in the least unfavorable to conditions in Italy.

Mail received by correspondents held under suspicion by the foreign office has on occasion, it is known, been opened and read and sealed again before delivery. Correspondents are given reason to believe that every cable and telegram sent to them from the outside is handed to the Minister of the Interior for his inspection, before it is delivered.

Former Premier Orlando, who at first tolerant of the fascist regime, was later forced out and became a leader of the opposition in the Chamber, used to be a good source for news which otherwise could not be obtained. But now he is beginning to realize the futility of opposing the dictator without newspaper support.

News suppressed by the Mussolini regime in addition to opinions unfavorable to him and his government concern Black Shirt raids on Catholic Clubs, attempts made to coerce nuns and priests to the fascist program and labor disputes arising from the fact that only fascist employer and labor organizations are recognized by the government. All questions regarding wages and working conditions must be decided by professed fascist groups to obtain government sanction.

About a year and a half ago communists hung out red flags on telegraph poles in Rome and, gathering outside the Premier's palace shouted "Down with Mussolini!" This story was partially covered by the Rome press. An American got further details from an eye-witness and attempted to put it on the cable. He stated the facts without elaboration, but to no avail. The story was censored, and the reporter, called up on the foreign office carpet, was severely reprimanded for his "sensationalism."

EDITORS OF SUPPRESSED ITALIAN PAPERS MARKED FOR PUNISHMENT UNDER NEW LAW

NEWS dispatches reaching this country from Rome last week told of approval by the Italian Senate of the Expatriates Law, which empowers the government to punish voluntary expatriates who act against the interests of the nation by deprivation of citizenship and confiscation of property. The law went to King Victor Emanuel for his signature January 28.

The official newspaper said that among those marked for punishment under the new law were Giuseppe Donati, former editor of *Il Popolo,* Rome, and Pietro Nenni, former editor of *Milan L' Avanti,* suppressed by the facist government.

Dr. Donati fled from Italy last June, following acquittal of the Fascist leader, Gen. de Bono, against whom he brought charges of complicity in the kidnapping and assassination of Deputy Matteotti.

Dr. Nenni was wounded last November in a dual fought with Curzio Suckert, editor of the fascist paper *Conquista,* following a newspaper controversy.

GANNETT AND CONGDON NAMED TO HEAD N. Y. NEWSPAPER GROUPS

Former Leads State Publishers for Fifth Time, Latter President of Associated Dailies—Ad Managers Lay Plans to Make N. Y. "Try-out" State

NEWSPAPER publishers, editors, advertising men, and members of the Associated Press in New York State held one of their most successful annual meetings for three days last weekend at Hotel Syracuse, Syracuse. More than 80 attended the sessions and the meetings ironed out many problems of publishing and production.



FRANK E. GANNETT

The New York State Publishers closed their sessions Friday afternoon, Jan. 29, with the reelection of Frank E. Gannett of the *Rochester Times-Union* as president for the fifth time in spite of his protest he had held the office long enough. Other officers chosen were Jerome D. Barnum, *Syracuse Post-Standard,* first vice-president; Arthur D. Hecox, *Albany Knickerbocker Press,* second vice-president; Charles H. Congdon, *Watertown Times,* reelected secretary; Gardiner Kline, *Amsterdam Recorder,* treasurer.

The New York members of the Associated Dailies closed their meeting the afternoon previous with the election of Charles H. Congdon, Watertown Times, president; Frank L. Rogers, *Gloversville Leader Republican,* vice-president; E. S. Underhill, Jr., *Corning Leader,* secretary-treasurer.



CHARLES H. CONGDON

The New York members of the Associated Press met Thursday afternoon to discuss questions brought up by members of the wire service upstate. Edward S. McKernon, superintendent of the Eastern division, addressed the gathering.

Frederick P. Hall, editor of the *Jamestown Journal,* who was elected by the state members of the Associated Press at their annual meeting in October as the organization's representative on the Eastern Division Advisory Board of The Associated Press, reported on the proceedings of that board.

The Advertising Department of the publishers association opened its meeting Thursday afternoon and passed a resolution opposing co-operation with firms whose advertisements appear exclusively in mediums other than newspapers. The action followed discussion of magazine and newspaper advertising. Each member was urged to write to advertisers concerned giving reasons for refusal.

A definite plan for developing New York State as a field for starting national advertising campaigns was presented to the publishers session by a committee consisting of Edward A. O'Hara, *Syracuse Herald;* E. R. Gosling, *Rochester Times-Union;* and Frank Hill, *Oneonta Star.* Headquarters for the work is at Utica, centered in the office of R. C. Harris, secretary-treasurer, *Utica Press.*

Members of the Associated Dailies met separately Thursday, and, according to custom, considered a regular list of questions submitted in advance. These questions numbered 28, distributed among advertising, typographical, editorial, mechanical, circulation, and business departments. At the closing session a message was sent to Wallace Odell, *Tarrytown News,* former president of the National Editorial Association who is ill in Florida, expressing hope for his speedy recovery.

A committee was appointed to consider and present a proposition to organize in the association a plan whereby each member would be represented in the national advertising field. This committee is composed of E. D. Carson, *Lockport Union-Sun and Journal;* E. M. Waterbury, *Oswego Palladium-Times;* E. H. Clark, *Cortland Standard.*

All organizations attended the joint banquet Thursday evening. The speakers were Grove Patterson, editor of the *Toledo Blade,* who discussed the duty of the newspaper, and Hugh O'Donnell, assistant business manager of the *New York Times,* who told of that newspaper's rise to its present standing and the factors which had made it successful as outlined by its publisher, Adolph S. Ochs.

Mr. Patterson listed the four major undertakings of newspapers as follows:

To furnish an accurate information service in the proportion that experience and accumulated technique have taught.

To act, in the editorial columns, as a brake upon the leaping chariot wheels of a doubtful democracy.

To enlarge its facilities and to become something more than a newspaper—to become an institution.

One of the principal problems discussed at the Friday session of the publishers was the question of the proposed increase of carrying newspapers at baggage rates on the railroads from 30 to 50 cents per-hundred pounds. Arthur D. Hecox, chairman of this committee, gave a lengthy report in which he stated such an increase would mean the publishers of the State outside of New York City would have to shoulder an extra cost of $27,000 annually. It was voted to continue the committee with power to act in presenting the publishers' case before the proposed increase comes up for consideration before the Public Service Commission May 1. Mr. Hecox mentioned that 80 per cent of the shipments of papers among members were under 50 miles.

President Gannett in accepting reelection stated he wanted to see a membership campaign which would be representative 100 per cent among publishers in the State. It was pointed out that only a few of the larger dailies are not represented and it is hoped they will join in order to strengthen the association in its efforts to bring about concerted action on all question which mean some benefit to every newspaper publisher.

Fred H. Keefe of the *Newburgh News,* chairman of the legislative committee, reported the desirability of a meeting with the New York City publishers over action to be taken by all publishers in the State on certain bills to be brought up at Albany, and such a meeting will take place as soon as arrangements can be made.

A bill designed to discontinue stuffing of circulars in copies of newspapers was favored by the members. Opposition was voiced against the proposed bill which would require foreign language newspapers to print a column in English beside the columns in foreign language, as it was deemed an unnecessary hardship. Some discussion took place over a proposed bill designed by professional optometrists to prevent such professional men from advertising as is the case with physicians and lawyers.

Jerome D. Barnum, who has been active relative to the settlement of labor matters, presented his report.

Ross W. Kellogg, director of the Empire State School of Printing, made a report of activities at the school and invited the publishers to the next commencement. It was voted to have the school incorporated and steps taken to have the "Printing University" obtain a charter from the New York State Board of Regents.

The New Jersey Press Association will be invited to join with the New York State Publishers Association in it semi-annual meeting in Ithaca next June.

Among those present, who registered at the banquet, were:

R. C. Harris, *Utica Press;* J. R. Osborne, *Corning Leader;* Fred B. Stewart, *Middletown Times-Press;* William J. Kuhn, *Syracuse Herald;* L. S. Chubbuck, *Binghamton Press;* R. W. Andrews, George Ernst, B. C. Barnard, J. R. Price, G. R. Laing, H. C. Miner, *Syracuse Post-Standard;* A. R. Kessinger, *Rome Sentinel;* A. B. Parker, *Watertown Standard.*

W. C. Hixson, *Syracuse Post-Standard;* H. M. Hall, *Jamestown Journal;* E. J. Powers, P. B. Ingraham, Ingraham Powers, Inc. A. W. Hoffman, *Kingston Freeman;* Howard H. Partlow, Utica; G. B. Williams, *Geneva Times;* W. F. Scheiderich, Charles Partlow Corporation, Utica; G. I. Fowler, *Glens Falls Post-Star;* W. Howard Moody, *Saratoga Springs Saratogian.*

Victor J. Callanan and Ralph W. Chamberlain, *Auburn Advertiser-Journal;* Ross W. Kellogg, Empire State School of Printing, Ithaca; Professor John O. Simmons, Department of Journalism, Syracuse University; William O. Dapping, *Auburn Citizen;* Jacob H. Smith, Syracuse; Emory C. Van Loan, *Hudson Star;* Fred D. Salmon, Fred R. Salmon, *Port Jervis Union-Gazette;* William H. Clark, Edward H. Clark, *Cortland Standard;* Frank L. Rogers, Edward H. Mills, *Gloversville Leader-Republican.*

Wallace M. Hughes, George N. Graham, Edward G. McIntyre, Edward H. O'Hara, *Syracuse Herald;* Charles H. Congdon, *Watertown Times,* J. W. Fleck, *Syracuse Journal;* Edward L. Allen, O. W. Bunting, *Jamestown Post;* E. M. Waterbury, *Oswego Palladium Times;* Frederick P. Hall, *Jamestown Journal;* W. O. Small, *Herkimer Telegram;* C. C. Van Dyke, *Syracuse Journal;* Fred S. Todd, *Rochester Democrat-Chronicle;* Burrows Mathews, *Buffalo Express.*

Charles D. Osborne, *Auburn Citizen;* E. D. Corson, *Lockport Union-Sun;* Lithgow Osborne, *Auburn Citizen;* Gardiner Kline, *Amsterdam Recorder;* Fred H. Keefe, *Newburgh News;* Leroy E. Snyder, The Gannett Newspapers, Rochester; Harry J. Benner, Prentiss Bailey, *Utica Observer-Dispatch;* A. C. Saunders, *Portchester Daily Item;* A. W. Howland, New York; John K. Walbridge, William G. Kern, *Saratoga Springs Saratogian;* J. B. Pinkham, Syracuse; Frank Tripp, *Elmira Star-Gazette;* Arthur Hecox, *Albany Knickerbocker Press;* Frank E. Gannett, *Rochester Times Union.*

Vanderbilt, Jr. on Verge of Breakdown

Cornelius Vanderbilt, Jr., wealthy publisher of three tabloid dailies, declared by his physicians on the verge of nervous breakdown, due to overwork, will enter Johns Hopkins Hospital, Baltimore, later this month for a rest cure of two months. Mr. Vanderbilt left the hospital in Baltimore this week for his home at Berkley Hills, Cal., and will return Feb. 20, after arranging for the management of his newspapers while undergoing treatment.

CORRECTION

Slug Transposition Confused Data on New Haven Newspapers

Transposition of two slugs on page 28 of EDITOR & PUBLISHER International Year Book, issued last week, confused the data on circulations, advertising rates and executive personnel of the *New Haven Times-Leader* and the *New Haven Union.*

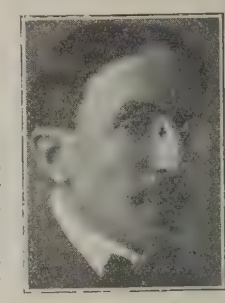
The correct data on the Times-Leader follows: Circulation (A.B.C.) 15,352; minimum advertising rate per agate line, national, .06, lacol, .06; publisher, William A. Hendrick; editor, Charles W. Pickett; managing editor, Avery D. Toohey; city editor, Avery D. Toohey; sports editor, G. A. Goldsmith; general manager, William A. Hendrick; business manager, James R. Lyon; advertising manager, James R. Lyon; circulation manager, J. F. McBirney; classified advertising manager, Katherine Brennan; mechanical superintendent, Edward P. Skinner.

The correct data on the Union is: circulation (Govt. statement) daily, 16,845; Sunday, 10,110; advertising rate (daily and Sunday) .045; publisher, Philip Troup; editor, Philip Troup; managing editor, Paul Stevens; Sunday editor, Philip Troup; city editor, John E. Sullivan; sports editor, Robert C. Wilson; general manager, Edward J. Sullivan; business manager, Edward J. Sullivan; advertising manager, William F. Hamilton; national advertising manager, Norman Rothchild; circulation manager, Vincent Glynn; classified advertising manager, Elmer Proctor; mechanical superintendent, D. F. Fitzgerald.

STRONG NAMES SMITH CHICAGO NEWS M. E.

Former News Editor Under Lawson Rejoins Staff After Serving Chicago University Campaign—With News Since 1898

Henry Justin Smith is to return to the *Chicago Daily News,* Feb. 8, as managing editor, Charles H. Dennis, becoming editor. Brooks Beitler remains a news editor and John Craig a city editor.



HENRY J. SMITH

Mr. Smith was graduated from the University of Chicago in the class of 1898, going to work immediately for the News. He remained with the paper until June, 1925, when his alma mater asked the late Victor F. Lawson to give Mr. Smith, then new editor, a leave of absence to take charge of the publicity program in connection with the University's campaign for $17,500,000 for buildings and endowments.

Mr. Smith is the author of two novels "Deadlines" and "Josslyn" dealing with the newspaper business, as well as "It's the Way it's Written," a brochure on newspaper style.

DAILIES ADOPT COLOR POLICY

Toledo Papers Agree to Refrain from Featuring Negro Crime News

The three Toledo, O., dailies, the *Blade,* the *News-Bee* and the *Times,* have agreed to refrain from featuring Negro crime news.

Reiterating the Blade's policy, the following rules recently appeared on the Blade bulletin board under the signature of Charles R. Corbin, assistant managing editor:

"1. The Blade does not want to play up the fact that any person figuring in the news is colored, nor does it want to suppress the racial adjective in every case. The fact of color should not be stressed in the news, but mentioned casually, if at all.

"2. The color is never to be used in a headline.

"3. The term 'colored' is to be used whenever possible in place of 'Negro.' 'Negress' must NEVER be used. 'Black' is prohibited.

"4. Whenever 'Negro' is used it must be capitalized. The word is seldom necessary, however, except where it is part of the name of an organization, such as 'Negro Business Men's Association,' or something of that sort."

Frank Heller, editor of the News-Bee and John Dun, editor of the Times, also adopted the above policy on color.

EDITOR SAVED FROM DROWNING

C. J. Lilly of Houston Press, Phones Experience Story from Hospital

Charles J. Lilly, editor of the *Houston Press* had a narrow escape from death when a launch on which he was riding caught fire in East Bay, Galveston. Lilly was with Mayor Oscar Holcombe of Houston, S. Moody, Galveston bankers and a party of duck hunters. Edwin Warnken, lawyer and member of the party, died from exposure after being rescued.

Lilly, the mayor, and Brady Steele the mayor's brother-in-law were in the icy water two hours before being saved. Before being put to bed in a Galveston hospital Lilly insisted upon phoning his office and arranging for an early morning extra. He later dictated a personal experience story of what happened.

"My biggest fear in the water was that I wouldn't live to write the story," Lilly said.

CRUSADE LANDS NEW YORK EDITOR IN COURT

H. S. Pollard, Evening World, to Be Arraigned on Contempt Charge Feb. 16, Following Stirring Fight Against Easy Bail System—Is Disciple of Elder Pulitzer

By PHILIP SCHUYLER

"EXERCISING the right of free speech in these days is apt to force one to herd a while with pickpockets and bootleggers in a cell."

This opinion appeared in the *New York Evening World* last April in an editorial captioned "Back to the Alien and Sedition Laws."

Harold Stanley Pollard, editor of the same newspaper always fearless and outspoken, subsequently made use of what he believed to be his right of free opinion in a crusade against easy bail, and it has landed him in the courts in contempt proceedings brought by Supreme Court Justice Aaron J. Levy.

Justice Levy charges that three editorials written by Mr. Pollard constitute a "false or grossly inaccurate report" of proceedings before him, and that they "tended to bring into disrepute the administration of the law and to destroy the confidence of the public in, and its respect for, the procedings of our courts."

Mr. Pollard was summoned to appear before Justice Levy Friday, Jan. 29, to show cause why he should not be punished. At the request of his attorney, Charles Brophy, the hearing was postponed until Feb. 16.

Under the state judiciary law invoked by Justice Levy, Mr. Pollard is liable to punishment of a fine not exceeding $250, or imprisonment not exceeding 30 days, or both at the discretion of the court.

Other than admitting that he himself wrote the editorials in question, Mr. Pollard would not discuss the case this week with EDITOR & PUBLISHER.

"It would be highly improper for me to do so at this time," he said.

The writer this week made a careful examination of the Evening World's editorial crusade against "easy bail," a crusade which originated in the mind of Mr. Pollard, an intimate disciple of the famous elder Joseph Pulitzer, and which has been conducted so far entirely by Mr. Pollard's hand.

The crusade started last Sept. 25, when as the leading editorial in the Evening World of that date, Mr. Pollard asked the question, "Is there any limit to what New York must suffer from the practice of releasing confirmed criminals on easy bail so that they may commit more crimes?"

Mr. Pollard began to name names three days' later, when appeared the first of the three editorials against which Justice Levy specifically complains. Then these questions were asked in an editorial entitled, "Shopping for Low Bail."

"Why does a confirmed criminal hereabout obtain such easy bail that he can commit a whole series of new crimes while earlier indictments against him are pending? Why permit a crook with a known criminal record to treat bail as a mere occasional expense incidental to his trade? Why does one judge reduce bail fixed by another judge?"

The editorial was based on the alleged case of a prisoner arraigned as a second offender before Judge Mulqueen in General Sessions on an indictment charging burglary in the third degree. The prison record was bad, according to the editorial, with three previous indictments pending against him for the current year. The editorial then alleges:

"Judge Mulqueen fixed the new bail at $50,000, and what happened? The prisoner's counsel applied to the Supreme Court for reduction of bail and Supreme Court Justice Aaron J. Levy ordered it reduced to $10,000. The man was released—and re-arrested last week, charged with being in possession of stolen goods."

The second editorial complained of by Justice Levy appeared Oct. 20. Then this question was asked:

"On what grounds do Supreme Court Justices reduce bail fixed by county judges in the case of defendents with long criminal records?" In this editorial the Evening World names Justice Levy's alleged connection with two cases of "easy bail."

The editorial reads:

"Take the case of Herman Rothenberg, arraigned in Manhattan last Sunday, believed by police to be a leader of a gang of loft thieves. Three indictments are already pending against Rothenberg, two for loft robberies. . . . Judge Mulqueen ordered Rothenberg held without bail until he made his decision. Meanwhile, Rothenberg's lawyer went before a Supreme Court Justice and got bail fixed at only $10,000."



Fights "Easy Bail"—Harold S. Pollard.

In another case cited in the same editorial, that of a certain Paul Schweitzer, the Evening World alleges Justice Levy reduced a $25,000 bail to $15,000. These allegations are repeated in the third editorial objected to by Justice Levy, which was printed on Oct. 27, entitled "Bargain Counter Bail."

In addition to Justice Levy, Mr. Pollard in the Evening World has also editorially alleged that Supreme Court Justice Mitchell May has cut bail fixed at $10,000 to $3,500.

The "easy bail" system in New York which is being attacked by the Evening World, was recently described editorially:

"Over and over again this city has seen cases of criminals out on small bail re-arrested for burglary, hold-up or theft, who obviously made use of their freedom to obtain by new crime the money they needed to defend themselves against older charges. Is that what bail is for?

"The ugly fact is that New York has become one of the pleasantest places in the world for the confirmed crook to call 'home.'"

To find out just what bail is for, Mr. Pollard gathered together and printed a symposium of the opinions of eminent authorities of Bench and Bar around the question "Is Bail a Constitutional Right?" This symposium was concluded and summarized in a three-column editorial published Jan. 27, the day before Mr. Pollard was summoned to appear before Justice Levy. The editorial was entitled "Bail is not a Constitutional Right in this State," and presented these three conclusions, before epitomizing the opinions of the judges and lawyers consulted:

"There is no constitutional reason why every Judge in the city and State should not make it a practice to deny bail to a confirmed criminal whose record shows he is likely to use his freedom on bail to commit fresh crimes.

"There is no constitutional bar to amending the Code of Criminal Procedure to make refusal of bail mandatory in the case of confirmed criminals charged with new felonies.

"There is no constitutional ground for judges, district attorneys, lawyers or anyone else to argue that bail for a known criminal is a matter of right in New York; no ground, legal or sentimental for the false premise that the bail privilege cannot be further restricted without violating the fundamental law of State and Nation."

The crusade, thus climaxed, has not been barren of results. While the attack against easy bail originated in the tower of the Pulitzer Building on Park Row, other New York and Brooklyn newspapers have also taken it up. Editorials denouncing the easy bail system, have appeared in the *New York Herald Tribune*, the *New York Sun*, the *Home News*, *Brooklyn Daily Eagle* and other dailies. The Sun ran a long series on the subject in its news columns written by a staff man, John Larkin.

On Nov. 20, about two months after the Evening World had fired the opening gun, the Prison Committee of the Association of Grand Jurors recommended reform of the bailing system, along lines which had previously been suggested editorially by Mr. Pollard. The same editorial, mentioning the alleged case of Herman Rothenberg, was reprinted in the Prison Committee's report. The name of the Supreme Court Justice concerned, however, was left blank.

"The present unrestricted and haphazard practice of releasing criminals on bail," the Prison Committee reported, "is probably the greatest single factor in nullifying effective work accomplished by Police Department of New York City."

The Evening world's campaign opposing the alleged practice of Supreme Court judges reducing bail fixed by judges in lower courts, represents Mr. Pollard's first editorial tilt with the tribunals.

Ever since he began writing editorials for the Evening World in 1911—during the last five years he has been editor of that newspaper—Mr. Pollard has originated and carried through to success many campaigns for the public betterment and protection.

Seven years ago in 1918 in a rent law crusade, he strongly urged and predicted exactly the kind of housing program that Gov. Alfred E. Smith is now supporting. The Evening World's housing program of that date recommended that "public money do what private capital fails to do in providing homes for the poor." Then such a suggestion was considered Socialistic.

Another campaign which was Mr. Pollard's own brainchild brought down taxi prices in New York and made this transit business city controlled and well-regulated. It was he, also, who first suggested that a law be passed making it possible for the public to pay their federal income taxes in four instalments instead of in one lump sum, as originally intended.

One unique editorial suggestion that came from his pen grew out of the celebrated Eno will contest. Mr. Pollard then suggested, and since has seen his thought become law, that wills be certified by the testator before he dies. An amendment is now on the statute books permitting a man to append a certificate as to his sanity to his will, when he draws it up.

Mr. Pollard is the product of the elder Pulitzer's secretarial school. From 1906 until Mr. Pulitzer died in 1911, he was one of his many secretaries, traveling with him all over the world.

"Wherever we went, great trunks filled with books went with us," Mr. Pollard has explained. "The mails were always heavy with bundles of clippings, newspapers, special reports from editors and business managers. Telegraph and cable offices worked overtime. To get through this huge mass of reading required relays of secretaries trained to select and condense. 'Give me only the point—the pith' was the blind man's constant cry, and he had an unerring instinct for plucking out this pith and throwing the rest away. Devouring a 300-page novel, carefully prepared of course, in an hour and a half, was his idea of complete relaxation."

It was in this business of extracting the "point and the pith" that Mr. Pollard obtained his best training as a writer of editorials. Prior to his association with Mr. Pulitzer and following graduation from Harvard with the class of 1902, Mr. Pollard spent a short period as special writer for the *Boston Transcript*. He came to New York in 1905 and joined the staff of the *New York Times*. After a few months as a reporter, he was made assistant dramatic editor, retaining this position until his connection with Mr. Pulitzer.

As a model in his conduct of the Evening World's editorial page, Mr. Pollard keeps the elder Pulitzer constantly in mind. Of him he once declared in an address at Columbia University:

"Closest to his heart, claiming always the best of his mental effort was the editorial page of the New York World. He was never too far away to keep in touch with it. . . . To the writing of an editorial he gave the most intense concentration in his desire that each word should be absolutely just and fair. . . .

"The paintaking effort that went into that task has never been better described than by Ralph Pulitzer in a speech at the celebration, May 10, 1908, of the 25th anniversary of the ownership of the World by Joseph Pulitzer—the latter then ill in Europe.

"'I have in my mind's eye,' Ralph Pulitzer then said, 'of a man in the throes of sightlessness and suffering insisting on a paragraph or phrase being read and reread to him over and over again, listening with painful tension to catch and correct any slightest suspicion of misstatement in a fact, any slightest shade of over-emphasis in an adjective, any possibility of conveying an impression that was not altogether accurate and scrupulously just.'"

GROCERS WON SUNDAY CLOSING LAW THROUGH NEWSPAPER ADVERTISING

Joint Campaign in Oakland, Cal., Won City Council Vote Over Chain Store Opposition—Evening Closing Hour Set at 7 P. M.

By HAMMOND EDWARD FRANKLIN

THE slavery of long hours was ended recently for grocers in and near Oakland, Cal., by a unique joint newspaper advertising campaign which put through a municipal ordinance which went into effect Jan. 1.

A survey of all grocers of the city showed that of 832 independent stores, 81 per cent were forced to keep open at night. Ninety-one per cent of these agreed they wished to close at night and on Sundays, but could not do so because a small minority always objected.

The following information was shown by this survey:

	Ind.	Chain	Total
Stores	832	131	963
Open Sundays	625	70	695
Open holidays	470	70	540
Favor closing nights and Sundays	757	61	818
Opposed to closing nights and Sundays	75	70	145

Ordinary Sunday closing ordinances had been tried but held illegal. It was evident that public sentiment must be aroused tangibly. The American Ideals and Health League was formed with the Retail Grocers' Association as its backbone, with three chain store systems, jobbers, milk dealers, independent citizens, etc., in it. A public meeting with a disinterested, public-spirited citizen, H. C. Capwell, head of Capwell's Department Store, as chairman was held.

It was decided to conduct an advertising campaign to ask the conditions be changed. Two days later the copy began to appear.

The first piece of copy bore the striking headline, "Human slavery returns." It pointed out the unfairness of the hours and urged that the conditon be changed forever. Copies of this were mailed to nearly all the grocers who promptly posted it.

The slogan, "Do your shopping in the daytime," was a feature of the series, with the result that such trade began to decrease.

A straw vote was taken by sending a return stamped postal to 1,000 names at random from the telephone book. Of 238 postals returned, only nine were opposed to the closing, after the advertising had been running twice a week for six weeks.

More than 2,000 people were interviewed personally, going on record nine to one as favoring the change. The situation was taken up with 85 parent-teacher and other organizations which gave their aproval.

It became evident to those pushing the campaign that the way to solve the problem was to use this education to get the City Council to pass a sanitary ordinance providing for adequate inspection of food supplies, for sufficient inspectors, for funds to pay such inspectors furnished by the grocers, for the hours to be set for inspection from 7 a. m. to 6 p. m. with the proviso the stores could be open only inspection hours, and no inspection on Sundays.

Stickers for automobiles were put on a great many cars while the campaign was on.

The campaign had been going eight weeks. Then a chain system with 70 stores in Oakland took it into its hands to try to stifle the movement opposing the ordinance. It used newspaper advertising and placed printed petitions in its stores, but 24 hours later, such was public sentiment which had been aroused, the petitions had to be withdrawn.

When the date was set for presentation of the ordinance to the City Council the grocers were sent buttons and told to be on hand. Many hundred were present at eleven o'clock when the City Council filed into its seats. Mayor Davie created much interest by coming in with his "Do your shopping in the day-time" button on.

Ten representatives of various organizations gave two-minute talks in favor of the ordinance after it had been presented to the Council by the Commissioner of Public Health and Safety. The one opponent was the owner of a chain of stores. The ordinance was passed for first and second reading.

The third and final reading came eight days later with but two opponents, a chain store operator and a Seventh Day Adventist group. The ordinance was passed without dissent and went into effect the first of this year.

Although energetic personal work helped, the background for the success of this plan was established by co-operative newspaper advertising of the broadest sort which reached all citizens, including the city officials, and which generated far more action than news stories alone could have. It represents a little venture of newspaper advertising into sociology with encouraging results.

Chester S. Lord Marries

Chester S. Lord, for 30 years managing editor of the *New York Sun*, where he was known as "Boss," was married Jan. 30 to Mrs. Elizabeth Brown Riggs, of Brooklyn. His two sons by a former marriage, Kenneth Lord and Richard S. Lord, witnessed the ceremony. Mr. Lord is at present Chancellor of the University of the State of New York. He was a member of the Sun staff for 40 years. The bride is the daughter of the late George W. and Elizabeth Orton Brown. She is the widow of Edward Gridley Riggs, for many years a member of the Sun staff and latterly on the staff of the New York, New Haven & Hartford Railroad Company.

Filipino Paper in Stockton

Jesus Z. Valenzuela is editor of the *Philippine Informer*, a new tri-weekly newspaper in Stockton, Cal., and the first paper of its kind in that part of the state.

ADVERTISER THREATENS SCOLDING TO EDITORS WHO DON'T "COME THROUGH"

CLEVELAND AUTOMOBILE COMPANY

CABLE ADDRESS "CLEVAUTO" NEW YORK CODES BENTLEYS LIEBERS WESTERN UNION A. B. C. 5TH EDITION REVISED

GENERAL OFFICES AND FACTORY

CLEVELAND, OHIO, U.S.A.

January 26, 1926.

Gentlemen:

With the new year it is only natural for manufacturers to look back over the year just passed to determine points to the betterment of their business.

With reference to newspaper advertising, we have been checking up our records in regard to the amount of business which we have done with your newspaper and the amount of co-operation we have received from you in the insertion of news items on the Cleveland Six which have been sent to you.

We frankly believe that there is room for improvement and we wnat to take this opportunity to assure you that during the new year we will look forward to full co-operation from you in this regard. We maintain a definite record here at the factory and are supplied with clippings of our news items from a national clipping service, consequently we expect to make a complete check of this publicity.

We trust we will have no need in the future to advise you that you have neglected to come through with your co-opeartion in this respect.

Very truly yours,

CLEVELAND AUTOMOBILE COMPANY

SB:BD

Vice President.

THIS is the way an advertiser talks to a newspaper publisher when he gets an idea that free publicity is something which legitimately goes with an advertising contract. The above is a facsimile of a circular letter which was distributed late in January among newspaper publishers that have handled the Cleveland Automobile Company's account. Several publishers have sent this letter in to EDITOR & PUBLISHER as a classic distinction of the word "co-operation." Our readers will be struck by the concluding paragraph of Vice-President Black's little preachment. He trusts that he will have no further need to scold newspaper publishers for their failure to give him as much free advertising in 1926 as he feels he has a right to expect.

He wants all publishers to know that he is keeping check on their gratuities and if the little pile doesn't measure up to this gentleman's expectation—well, he doesn't say just what he will do but it is to be hoped that he will not do anything so stupid as to withdraw his space advertising from newspapers and thereby cut off his line of communication to the general reading and car buying public.

Newspaper publishers in general have only themselves to thank for such exhibits as the above. So long as advertising space is given away just so long will the old rule be demonstrated, that nothing is so contemptible as that which comes easily.

GREENVILLE PIEDMONT SOLD TO CHANDLER

Former Birmingham Post Presider Buys from B. E. Geer Who Acquired J. Rion McKissick's Controlling Stock

J. Rion McKissick, majority stockholder in the *Greenville* (S. C.) *Piedmon* evening paper, has sold controling interest in the Piedmont Company to B. Geer, who on Jan. 30, sold the entistock of the company to R. B. Chandl former president and business manager the *Birmingham* (Ala.) *Post*. Mr. Chandler resigned from the Post Dec. 22.

The transfer was negotiated by Hawell & Cannon, newspaper brokers, Ne York.

Mr. McKissick, who for almost seve years has been editor of the Piedmo and president of the Piedmont Compar and who previously was chief editori writer of the *Richmond* (Va.) *Time Dispatch* and editor of the *Greenvil News*, retires from the newspaper pr fession and will hereafter devote himse to study and research in the field of th history of South Carolina. He will co tinue to make Greenville his home.

Mr. Chandler, new owner of the Pied mont, has been in the business departme of newspaper work for 18 years. For years he was with the *Cincinnati Pos* having his residence at that time in Co ington, Ky. In 1921 as its president an business manager, he established th *Birmingham Post*, an afternoon pape for the Scripps-Howard Newspapers.

The new publisher of the Piedmo is 35 years old and is married. While i Birmingham he was a director of th Better Business Bureau and of the Ad vertising Club.

Mr. Chandler announced that the edi torial staff of the Piedmont will remai intact with the addition of Doc. Frank P Gaines, professor of English at Furma University, well known lecturer an writer.

EDITORS PLEDGE AID

Southern Newspaper Men to Back Better School System

Southern editors met at Nashville Tenn., Feb. 1, under the auspices of Vanderbilt University, to discuss means o improving the educational system of th South.

Resolutions will be prepared, pledging aid in educational advancement and submitted at the July meeting of the Southern Newspaper Publishers' Association to be held at Asheville, N. C.

Victor H. Hanson, publisher of the *Birmingham News*, presided. Others attending were: James B. Nevin, managing editor, *Atlanta Georgian;* Marshal Ballard, editor, *New Orleans Item;* B M. Bloodworth, editor, *Albany-Decatur* (Ala.) *Daily;* Thomas Wallace, chief editorial writer, *Louisville Courier-Journal;* Dr. Thomas W. Rainey, associate editor, *Lexington* (Ky.) *Leader;* James H. Skewes, publisher, *Meridian* (Miss.) *Star;* John A. Park, publisher, *Raleigh* (N. C.) *Times;* C. B. Gillespie, editorial staff, *Houston* (Tex.) *Chronicle;* James E. Chappell, *Birmingham* (Ala.) *News,* James I. Finney, editor, and Col. Luke Lea, publisher, *Nashville Tennessean;* Maj. E. B. Stahlman, publisher, and J. G Stahlman, executive director, *Nashville Banner.*

"Ma" Sues Texas Newspaper

Gov. Miriam A. Ferguson and her husband James E. Ferguson brought suit Feb. 2 for $100,000 aganst Atticus Webb, superintendent of the Texas Anti-Saloon League, and the publishers of the *Austin American-Statesman.* The suit is the result of the publication of an interview with Mr. Webb, in which he charged the Governor had dismissed two members of the Ranger force "for pestering rich bootleggers."

PUBLISHERS SUPPORT A. R. ERSKINE'S STAND

President of Studebaker Corporation Receives Many Letters Backing His Denouncement of Free Publicity System—Excerpts Made Public by Cleary, Advertising Director

J. M. CLEARY, director of advertising and sales research, of the Studebaker Corporation of America, South Bend, this week furnished EDITOR & PUBLISHER with quotations from letters from newspaper men received by A. R. Erskine, Studebaker president, following his stand against free publicity published in these columns, Nov. 21. His ideas were also sent in letter form to newspaper publishers.

"Mr. Erskine received letters from several hundred newspaper owners and editors," Mr. Cleary said. "Only two took exception to his statements."

Mr. Erskine placed the blame for the publicity evil on the doorstep of the newspaper editors, declaring that the automotive trade had no more right to expect free space than the local department stores. However, if free space is given, he emphasized that it should be accorded in proportion to the amount of paid space taken by the various advertisers. He maintained free publicity has been instrumental in increasing the rates for automobile advertising.

The quotations from publishers, as arranged by Mr. Cleary, follow:

"I think you are right in your version of the fact that free publicity has been instrumental in increasing the rates for automobile advertising. A newspaper publisher has only two commodities to sell—advertising and circulation. Anything that increases the cost of this production naturally tends to increase the rates of compensation which is necessary to enable us to operate the paper at a profit."

"I am in full accord with the sentiment conveyed in your letter to me of Nov. 13, and, as a publisher, I admire your frankness and commend your position that The Studebaker Corporation should receive the same consideration in the matter of publicity as the newspapers accord other automobile manufacturers.

"As you know, the nature of newspaper publishing is highly competitive, and I greatly fear that the willingness of newspapers not entitled to patronage by automobile manufacturers to give publicity, coupled with the activity of the local dealers, will prevent the attainment of what appears to me the ideal set up in your letter."

"I quite agree with you that newspapers should discontinue the plan of giving space for this character of publicity and attempting to offset it by adding to the regular advertising rate, a few cents more for regular automobile advertising."

"Some of the newspapers do go to extremes in refusing business publicity. We try to use a little common sense. If it is of news to the world to tell that some muscular gentleman is preparing to contest with another 'troglodyte' on some night next week at a price of $2.50 for each attendant who witnesses the scuffle, certainly it is news to tell about the progress made in the automobile industry, or some new adventure connected therewith, or some change in prospect, or even to describe a new make of car."

"Your views on the "free publicity" evil are so sound and so fair that it is refreshing indeed to read them. You need have no uneasiness that any other automotive advertiser will get more free space than you in proportion to money spent for space in the *Coffeyville Journal*, because neither you nor any other automotive manufacturer—nor, in fact, any other advertiser—is given any space."

"Until the recent discussions of this nature, the *El Dorado Sunday News* has half-heartedly edited the automobile section carrying the 'canned news' sent out by motor corporations and their agencies. The actual editing consisted of putting 'bunk' heads on these stories as they came out from publicity offices. Such news does not make interesting reading and we have found local merchants other than automobile dealers very unwilling to carry their ads in that section.

"While we have not definitely outlined our policy, it is planned to make a change effective Jan. 1, 1926, whereby all 'canned' motor publicity will be discontinued."

"I have your letter of the 13th relative to the much discussed 'free publicity.' I had never been in full sympathy with beating the tom toms about this nuisance, because when all's said and done, the editors are the arbiters of their own columns and the publicity agent, no matter how expert he may be, can hardly compel an editor to print matter which the editor does not want to print."

"Free publicity matter which the newspapers have contributed to the automobile industry have in my opinion been responsible largely for the tremendous development of that industry and also for the creation of a large part of the automobile advertising of today which is among the largest accounts in the country. We carry free publicity in this paper for the automobile dealers and manufacturers and we are entirely pleased with the results thereof."

"As you indicate, free publicity almost inevitably results in injustice to some and favoritism to other advertisers. That is one reason that all legitimate advertisers should be against it. It also tends to destroy public confidence in news columns, and puts an extra burden on the paper—that is one reason why newspapers should be against it."

"We admire very much your frank statement regarding 'free publicity' and we hope that some day the newspapers of the country in general will accept your view of the situation and take steps to correct the evil."

"During the past year we have curtailed the volume of publicity for automobiles and it is our hope to entirely eliminate this class of matter from the columns of our publication."

"It is practically impossible to give 'free publicity' fairly. The greedy who demand it as their right too often get the bulk of it while others perhaps more deserving but less insistent get little or none at all. Your attitude is peculiarly refreshing at a time when publicity seekers are at their zenith, both among advertisers and non-advertisers, and I want to thank you personally for your letter and the sound sentiments it contains."

"Automobile publicity is the only kind of free matter that we run and we have done this to boost the industry in this territory."

"I think you are entirely right in your attitude toward 'free publicity.' If I were an automobile manufacturer and as such, a national advertiser, I would insist on my full share of whatever free publicity were going the rounds of the press, and I would make a very determined fight to get it. Your attitude on free publicity in the automobile trade should commend itself favorably to every editor and publisher and I think you have outlined a fine conception of the ideal mission of the newspaper toward the trade."

"We agree that gossip of the automotive trade is no more entitled to space than gossip of the department stores, and the department stores tell us about it frequently, but as we have said before, we have been compelled to use it for some automotive accounts or lose business by it."

"We could raise our rates 10 cents an inch and give a great deal of reading matter with the ads, but we think it is more satisfactory to get down to bed-rock in advertising rates and throw in no premiums in the way of free readers to make the rate attractive."

"We have a rule to run a reader with each 30 inch ad, if requested."

"We have been giving a fixed percentage of free publicity in our automobile section and have been doing it without increasing our automobile display rate. However, there is one point that you have overlooked. The newspaper business like the automobile business is highly competitive. Automobile dealers in buying space continually play one paper against another in demanding free publicity. The natural result is that all papers yield more or less to these demands and they must cover the cost by higher rates for automobile advertising or saddle this additional cost upon other advertisers."

"We carry an automobile section each Sunday and try to select from among the mass of automobile publicity the very best stories which come in. We do not run these items with any view of giving free publicity to automobile accessories or parts. We take the position that in publishing these stories we are passing on to the public information regarding any particular automobile in which they might be interested."

THEIR TALK WAS OF TABLOIDS



Congressman W. S. Vare of Philadelphia, and principal owner of the tabloid *Daily News* of that city, before its recent sale to Bernarr Macfadden of *New York*. They were photographed together at Washington.

Voice Magazine Bars Puffery

Alfred Human, formerly managing editor of *Musical America*, has just brought out the first number of a new musical publication called *Singing*, claiming to be the only publication devoted to vocal music. The first number is replete with excellent features and is a handsome piece of art printing. One of the magazine's policies will interest newspaper men. The editor declares that there will be no "puffery" or press agentry in a field where the evil has long been rampant.

Three New A. N. P. A. Members

Three newspapers, the *Lockport* (N. Y.) *Union Sun and Journal*, *Ellwood City* (Pa.) *Ledger*, *Minneapolis Star*, have been elected to active membership in the American Newspaper Publishers' Association, L. B. Palmer, manager, announced this week.

Westfield Journal Suspended

The plant of the *Westfield* (Mass.) *Journal* has been dismantled and moved to Springfield. The paper suspended publication last Saturday, after more than two years as a daily. It was purchased by The Daily News Publishing Company of Springfield a short time ago, and it is understood that a weekly publication will be issued from Springfield.

Discontinues Mail Edition

The *Springfield* (Ill.) *State Register* has discontinued its "mail edition" printed early in the forenoon for rural and out-of-town subscribers and announced that hereafter all subscribers will receive the afternon edition.

ADDRESSES WANTED

M. H. Barton

PREDICTS EXHAUSTION OF CANADIAN PULPWOOD SUPPLY IN 30 YEARS

Now "Squandering Capital with Reckless Abandon" Craig Tells Pulp and Paper Association Meeting—Group Approves Embargo on Exports

AT the present rate of consumption and destruction without replacement, the pulpwood supply of Canada will be exhausted in 30 years, Roland D. Craig of the Forest Service, Ottawa, declared in in address before the annual meeting of the Canadian Pulp and Paper Association in Montreal, Jan. 27-29.

There was, he said, a total stand of the species ordinarily used for pulp of 1,418 million cords, but of this only about 630,000,000 cords was considered accessible. This amount would supply the present cut of 4,650,000 cords per annum for 135 years.

Unfortunately there were other factors, the speaker said. One hundred ninety-four million cords were poplar and jack pine, very little of which are now used in pulp mills in Canada. Fire took an annual toll of between five and six million cords. The equivalent of 4,500,000 cords were used for lumber and 3,000,000 cords for ties, mining timbers, fuel, etc. Total annual depletion was therefore around 20,000,00 cords, which meant exhaustion of supplies in 30 years. This was too short a rotation even for pulpwood.

"Up to the present," said Mr. Craig, "we have been living on our capital and squandering it with reckless abandon. I estimate that only 27 per cent of our original forest wealth is left. Thirteen per cent has ben cut for use and 60 per cent destroyed, chiefly by fire, but in part to make way for agriculture."

The retiring president of the Association, F. W. Clarke, also sounded a note of alarm. He declared that much had been done during the past year to emphasize the importance of the situation and to attract to it the serious consideration of the Canadian people, but the question of the particular policy to be adopted was still a matter of diversified opinion. He believed that a way should and would be found to harmonize the views of the Association members on the embargo question so that a united stand could be taken among them.

"It is to be hoped," he added, "that this may be achieved without entailing a misunderstanding with our fellow industrialists outside of Canada. Perhaps it would not be out of place for me to suggest that so far from being actuated by selfish motives with the purpose of monopolizing the newsprint industry to the detriment of the American consumer, and the embarrassment of our foreign competitors, as has been alleged, we are merely seeking a means of assuring a continuance of supply of our raw materials at a reasonable price. Unless this can be accomplished it is quite certain that before many years the cost of pulpwood will be very much enhanced and the price of newsprint with it.

"Quite frankly, I am at a loss to understand the attitude of our friends across the border toward this very important question. It is difficult to realize what would have happened had the United States not been able to draw on Canada's pulpwood resources when their own had reached the point of exhaustion."

The consumption of wood has been further increased because of its growing use in the manufacture of artificial silks and woolens, the speaker said. He concluded his remarks by asserting that the Government should tax lumber going abroad and use the money obtained to further forest protection and for fresh propogation for the ultimate benefit of the consumer.

"It seems to me," he said, "that the publishers of both Canada and the United States ought to be just as much interested in selling this idea to their public as are we of the pulp and paper industry of Canada."

Two resolutions on the pulpwood situation were before the convention, one calling for a reaffirmation of the resolution adopted last year calling for an export duty on all pulpwood shipped from Canada, the other to make it compulsory to manufacture in Canada all wood cut off federal and provincial lands. (At present export is prohibited only in the case of wood cut on crown lands licensed for timber purposes). After considerable discussion this second resolution was withdrawn, the Association standing by its last year's resolution, which read in part:

"Resolved, That until some more efficient means of control can be agreed upon as practical, an adequate export duty should be imposed upon all logs and pulpwood exported from Canada; that such duty should be imposed upon a graduated basis, increasing annually, so as to permit the interests affected due opportunity for necessary adjustments; that the proceeds of such duty should be devoted as far as possible to the work of conservation and protection of our forests.

"That this association desires to give its assurance to the governments, federal and provincial, that it will extend its fullest co-operation to all necessary measures to provide an adequate market for farmers' and settlers' wood;

"That the continued study of this all-important question be urged upon the several authorities to the end that our forest resources be conserved as far as possible and ultimately utilized for the development of home industries."

New North Carolina News Bureau

The Durham News Bureau, Inc., has been granted a charter by North Carolina, and is now functioning. Capital stock is given at $5,000, $400 of which has been subscribed by R. L. Flowers, W. N. Keeper, Macon R. Dunnagan, formerly city editor, *Charlotte Observer*, and Southgate Jones, all of Durham.

Free Copies to Staff Banned

Free copies of daily papers for employees were discontinued by the *Evansville Press*, Evansville, Ind., Jan. 21. Two papers are furnished each department for files.

THEY GOT OUT AN EXTRA AND SOLD IT TOO

WILLIAM E. LOCKWOOD, city editor of the *Fresno* (Cal.) *Bee* and Jack R. Goddard of the Bee copy desk not only got out an "extra" recently, but they sold it for good measure.

The extra telling of the acquittal of 11 Fresno policemen and the conviction of one on charges of conspiracy in connection with the Federal Prohibition Law, was rushed to the composing room and soon the presses rumbled. But there were no newsies to take the copies to the street.

"Come on!" cried Lockwood to his aide, and each took a large bundle to the busiest street corner, where the papers rapidly disappeared.

Both men were given letters of appreciation and a bonus by Carlos K. McClatchy, editor of the *Bee*, for their enterprise.

A. P. MOVES TO COVER FEATURE STORIES

Systematized Human Interest Reporting Announced by McKernon, Eastern Superintendent—Editorial Changes —Woman Writer on Staff

Important changes in the New York news office of the Associated Press were announced this week by Edward McKernon eastern division superintendent.

Howard W. Blakeslee, for 10 years news editor of the central division, with headquarters in Chicago, has been transferred to New York, and succeeded in the middle west by C. K. Eastman, formerly his assistant. J. M. Kendrick, day editor in Atlanta, home office of the A. P. southern division, is now on the staff of the supplemental news service in New York.

Coincident with these editorial transfers, Mr. McKernon made public details of the A. P.'s re-organized feature news service in the East, requiring addition to the reportorial staff of B. B. Lyons, who will specialize in covering scientific news and features, and Ethel Halsey, who, a a writer of women's features, has th honor of being the first woman reporte ever regularly attached to the A. P. Nev York headquarters.

Mr. McKernon described the featur news reorganization as an attempt t "systematize response to the demand o member editors for more human interes stories" in addition to the regular routin coverage of world news events.

"We have always carried human in terest stories, for which there has bee a constant demand", he explained. "Th average human interest story hasn't muc substance. We believe, however, tha there are many feature stories which ar really worthwhile as news. We formerly sent out such stories indiscriminately, bu now we are systematizing our featur service. We began by setting Tuesday and Thursdays as 'fixed' feature days, an now we are sending out special featur stories every day."

The A. P. wire capacity has increased he pointed out. Double circuits have been established in the east, and new printer machines are keyed to higher spee than ever before, creating possibilities fo bigger news outlet. Wires open at 7 o'clock in the morning, and there is a hour during which little spontaneous news breaks. Formerly this hour was used t move re-writes of morning newspapers while now feature stories prepared beforehand on assignment are being put on the wires.

"Our volume is now big enough and we are stressing selectivity in our efforts to assist member editors in making up their papers," Mr. McKernon continued.

"There is so much real feature news lying around ready to be picked up, that we are endeavoring to make these additional stories not only entertaining, but worthwhile reading."

As instance of the policy behind the feature news expansion, he told how Lyons, a scientific student, had been engaged to specialize on scientific stories in the same manner that reporters previously were specializing on labor, politics, or financial news. A recent story he reported was the World Cancer conference in Baltimore.

"In reporting medical news", Mr. McKernon said, "with our circulation of 60,000,000 we cannot afford to raise false hopes by sending out stories of cures which prove later to be unfounded. In training a man to specialize on scientific subjects, a man who can talk intelligently to doctors, astronomers, inventors and the like, and at the same time can write in language undertandable to the layman, we hope to avoid bunk and furnish entertaining and authoritive stories.

"There is nothing sensational in engaging a woman reporter. We do not intend to exploit her sex. Her stories go out unsigned as do those of all A. P. men. 'Sob-sister' copy is taboo. Miss Halsey will not take part in any stunts or do any rough and tumble reporting. She will do no work that a man can do just as well."

A story written by Miss Halsey and given good play in New York newspapers was an interview with Mrs. Carl Akeley, wife of the big game hunter, who left with her husband last Saturday on an expedition into Africa. Mr. McKernon said she has also written a color story on the opera, and may later be used to describe Fifth avenue's Easter parade, and similar stories.

Miss Halsey, before joining the A. P., had three years experience on the *New Orleans Item*, and was associated for a while on the *Paris Herald*. Paris edition of the *New York Herald Tribune*.

The New York reportorial staff of the A. P., exclusive of editors and wire filers, now number 16 on both day and night shifts.

Branham Performs Service

Addresses and telephone numbers of New York advertising agencies, publications and publishers' representatives are conveniently listed on a card being distributed without cost to newspapers and advertising men by the John M. Branham Company, 342 Madison avenue, New York.

BUILDING THE NEW FLORIDA



William J. Conners, proprietor of the *Buffalo* (N. Y.) *Courier* and *Star-Enquirer*, and Senator Archibald McNeil, formerly a Connecticut publisher, posed last week at Palm Beach Casino. Mr. McNeil is associated in the ownership of three new daily newspapers near Palm Beach.

CONDUCTING A COMMUNITY NEWSPAPER CHAIN

Local Autonomy Must Be Maintained to Insure Success, Declares E. W. Booth, Editorial Director, Booth Newspapers—Constructive Crusades Build Prestige

OME pertinent theories on the con- duct of a community newspaper chain re advanced this week by Edmund W. ooth, editor of the *Grand Rapids Press,* d editorial director of the Booth News- pers of Michigan, a string made up of *Ann Arbor Times-News,* the *Bay City mes-Tribune,* the *Flint Journal,* the *and Rapids Press,* the *Jackson Citizen- triot,* the *Kalamazoo Gazette,* the *uskegon Chonicle,* and the *Saginaw ws-Courier.*

Ralph H. Booth, a brother, is president the group and to him the editorial ector credits the genius of organiza- n.

"His method of administration," he plained, "has been to hold a fairly se rein to the unit newspapers, giv- the local managers the fullest local hority feasible, and it has been this thod that has resulted in preserving husiastic loyalty and local initiative.

When asked to discuss chain newspa- ownership in all its phases, Mr. oth began by quoting a line from rtrand Russell, "Combinations take the t out of life."

If," he explained, "workers are made feel that they are more cogs in a com- ated, monotonous and dismal mechan- , they will soon lose heart and desire freer atmosphere for service.

There are advantages in the com- ation method for holding and pub- ing newspapers, and at the same time re are drawbacks, weaknesses and gers. Among the latter are the dan- s of weakening the local sense of re- nsibility.

Newspapers are best builded by being arded as trusteeships from the public as being treated by owners and man- rs as semi-public institutions. A fine spaper statesmanship will exercise at tact. The public aspects of the spaper, without which the paper t lose its soul and its chief oppor- ty for service, are inseparably re- d to growth in circulation and the ding up of goodwill. If these aspects ignored or neglected the public will lose interest and confidence.

Keeping this in mind, we believe that newspaper of a chain built from the dpoint of local autonomy and local leadership, other things being equal, be a much more stable and success- property than the newspaper of a n which is built from the top down, plied with canned editorials, and with rein of direction held tightly in the orate office.

f you make a study of really suc- ful individual newspapers of a chain, will find their success is due to the they are tied in a close and intimate as institutions to the city where they are published.

The type of newspaper the Booth p has developed may be termed the nunity newspaper, for in seven cities Booth paper is the only local daily, in the eighth it dominates the field. type of paper calls for close local rship and the management needs to nbued with a warm local spirit and hand-in-hand with the citizens to a better and bigger city.

ll of our managers own stock in roperty, and thereby have themselves nterest of owners.

hey have at their disposal the ad- ges of a big organization, with the bility afforded of many minds work- ogether and educating each other. brief, in order to maintain initia- nd the necessary enthusiasm on the f the local management, there needs delegated to each local manager ge a degree of authority as his ex- ce and ability will warrant. Local gers should be given to understand so long as they exercise sound ent, and so long as they meet with s in their all-round job as man- their hands will be upheld by rporate powers that represent the olders.



Edmund W. Booth, editorial director of the Booth newspapers.

"The best results in local management will usually be attained even in the smallest fields, by having a local manager of sufficient personality, of experience and training genuinely to represent the paper before the public and to be able to do so with intelligence and dignity. To get the best out of these properties, to cause them to grow and to be increasingly dominant and profitable as well, the management needs to be such that local pride and ambition are preserved, and, to this end, healthy rivalries and a large degree of autonomous spirit must be encouraged.

"A manager big enough to be the coordinating head of all departments is the kind most desired, such a manager being able to stand apart and do real thinking for the paper, being able to make fair and helpful criticisms to the under-managers, stimulating all to make the very best possible daily product. The publisher-manager, I believe, is the ideal type.

"The corporate heads of the properties and those that serve in matters of general direction will, as a rule, bring out the best in the properties by giving tactful encouragement from time to time to local managers, by fostering exchange of ideas, by encouraging frequent conferences, the head office leadership thus being in the nature of coach of the crew.

"One of the great advantages of the group method of newspaper publishing is in being able to bring to bear at weak points the strength of all. The most helpful and stimulating method is that of co-operative meetings. The Booth papers continually hold such meetings, bringing together editors, circulation managers, and advertising managers.

"The newspaper worker from time to time needs a touch of inspiration. It is so easy to get into a rut. By these co-operative meetings our men are continually inspired to new ideas.

"For instance, at our latest editorial meeting, we decided to take up the 'Lakes to Gulf Waterway' as a combination effort, and are now running a series of articles on the subject in all eight newspapers. The series was written by Arthur W. Stace, after a careful study of the entire question.

"Another advantage of these meetings may be seen in the handling of syndicate features. With eight representatives of that many newspapers seated about the table sorting out features and discussing them, we are able, we believe, to arrive at a combined judgment, far more valuable than individual judgment. At every meeting we throw away the chaff among syndicate features, and take on new."

Crusades, Mr. Booth believes, must be carried on by newspapers in order to build and maintain prestige.

"It has seemed to me," he said, "that if newspapers imbued with the crusading spirit would take the larger view of overcoming evil with good, instead of just exposing the evil, they would create fewer enemies and build more substantial properties. Though the promoting of constructive reforms for a community lacks high dramatic interest, in the long run such procedure builds prestige and good will."

The Grand Rapids Press from the very start has been a great stunt paper. Its fame is country-wide among newspaper men for the welfare work it accomplishes among its newsboys. It is constantly conducting campaigns for civic improvements. At present, working closely with the Grand Rapids smoke inspector, a crusade is underway against the local smoke nuisance. At every opportunity, trophies are offered by the Press, such as prizes recently offered to the speediest fire company. During the last general political campaign, prizes were offered for the best essays on how to get out the vote.

Mr. Booth declared it was his belief that absolute political independence was a prerequisite for the successful conduct of a newspaper chain.

"Thus it was," he said, "that when my brother Ralph Booth was asked to accept from the Governor of Michigan a United States Senatorship, he declined. To accept would have been contrary to the Booth standard of newspaper ethics. The moment a publisher steps into political office, the public is given the impression that the hands of his newspaper or newspapers are tied, and that all news is likely to be colored in the interest of the publishers particular interest or party. Complete separation and freedom from public office and party interest, we believe is essential to the fair and surressful operation of a newspaper chain."

At this point, Mr. Booth was asked to define his standard of newspaper ethics.

"The two essential postulates in a newspaper creed are freedom and fairness," he replied. "The former applies firstly to freedom from within. All editors must keep themselves free from any entanglements, tending to hamper the free expression of their opinions. Fairness includes the necessity of seeing both sides of every question and always giving a man his day in the newspaper court."

Mr. Booth, the subject of this interview, started working in the Detroit National Bank, when he was 15 years old. At 22, he left to become financial and boys' secretary in the Detroit Y. M. C. A. Subsequently he moved to Albany to take up the same sort of work there, later becoming promoting general secretary of the New York City Y. M. C. A.

After 15 years of Y. M. C. A. work, he turned to newspaper publishing. In 1913, he became publisher of the Grand Rapids Press, which his brother George, had established previously.

Discussing the question of newspaper successes, Mr. Booth concluded that "applying the sharp tests to solid newspaper success, I am prepared to assert that nowhere is the sensational, melodramatic, sex-magnifying type of newspaper as successful, taking in all the facts, as is the serious-minded, public-serving, constructive newspaper; that is, where the latter type is promoted with sound business judgment and with enterprise.

"And further," said Mr. Booth, "the constructive, serious-minded newspaper, the type that gives editorial civic leadership in its field and having its roots deep down in the community and bearing all the fruits of genuine success, will often be found not in the great metropolis, but in the modest-sized cities of America. The great city in America has properly been called the storm center and the newspapers in these fields have many brilliant and able qualities, but because the big metropolis lacks community soul and community interest, no metropolitan newspaper can be said to give civic leadership in such fields as is actually done by many newspapers in smaller cities where the community sense and spirit are strong and where the newspaper is looked to for leadership in all that makes for better civic life.

"The intelligent politician of national standing and influence knows that the small towns and cities are the bone and sinew of America, that as goes the small city and the country districts, so goes the nation."

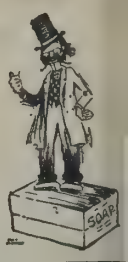


TRAIL BLAZERS OF ADVERTISING

Street Fakers—Masters of Gab

by Chalmers L. Pancoast

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Chapter XXV

Street Fakers—Masters of Gab

THE original soap-box orators were the street fakers selling goods—"just to advertise them." Their schemes for introducing something new were as novel as they were mysterious.

These gifted gents of the street-corner marts were real, dyed-in-the-wool advertising adventurers.

They flourished back in the days of the generous use of pills and plasters when fountain pens were a novelty; when electric belts, razors, corn plasters and pills for all ills and ailments were peddled at bargain prices, or given away almost free, just to advertise them to the public.

They operated most successfully in the days of the old-time hokum in advertising. The people on the street who bought the street faker's wares were fooled by the mysterious word-advertising. Anything of unknown merit could be introduced to the public under the excuse of advertising.

Naturally advertising got a bad name. It meant a fake, fraud, or worthless articles palmed off on the innocent public. Street fakers were clever barkers, ballyhoos, salesmen and advertising men all combined into one trick machine. They were chaps with a wide knowledge of human nature. Their success depended on picking out the weakest spots in the human make-up and playing upon them as a musician does upon his favorite instrument.

They had to make their audience believe they were getting something for almost nothing, or at least a genuine bargain. Well do I remember the street faker selling a new fountain pen "just to introduce them to the public." He would pick up ten boxes and into one would insert a five dollar bill or gold piece, mix them all up so no one knew which contained the five spot. Then he would sell the ten like hot cakes at one dollar per. By giving the five dollar bill or coin he lost fifty cents on each box and then made a profit.

His stunt sold pens by the tens of dozens at fifty cents. Gambling for that five dollars cost the spectators a lot of coin which enriched the faker.

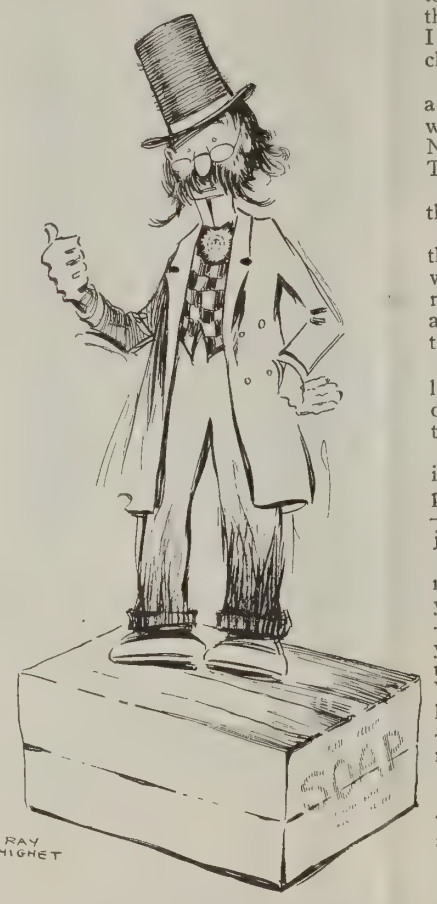
I knew one of the old timers who was a clever performer with a book of card tricks which at the same time advertised a line of magic tricks. He cashed in on both ends, selling the book and being paid to distribute a catalog of merchandise for sale by a mail order house.

He collected his crowd by entertaining with a card trick. He had a dozen or so good tricks. He would perform several without saying a word. He mystified the gathering crowd. When it was large enough he would say, "folks, friends and brothers of my lodge; I am not out here doing this stunt for the benefit of my health. I belong to that great profession of advertising men. I have nothing to sell you; so don't move away until you get my story. It's all free, friends; all free.

"I have shown you three of the cleverest card tricks ever known. I have one more yet to show you. It has all the others skinned to death. You would give a great deal, friends, to be clever enough to do these tricks, wouldn't you? Well, you can do them. See how simple they are. I will do it slowly so you can see how it is done.

"I am showing you these tricks to prove that you can do them as well as I can, also to get your attention and make you camp here awhile. The good things come last.

"Remember it is not costing you a single thing to see how I do these tricks. And no wise man will ever pass up a free proposition. Now, you will all be interested in the next trick because you know I would never show my best tricks first. I have saved it until the last because you can't afford to miss it.



The street barker in all his glory as pictured by Ray Highet

"But before I show you that wonderful trick." he would continue, "I am going to tell you about this valuable little book of card tricks which I am going to pass out to you. Now, I just want you to hold it in your hand. Turn to page ten and you will see it tells you how to do this wonderful trick. The other pages tell you about hundreds of others.

"To advertise this wonderful book you can get it tonight for one half the original price of one dollar."

Then this old time street orator worked fast to collect the half dollars from those with the books in their hands.

He performed the favorite card trick all the time talking, and the books sold like circus lemonade on a hot day.

The free entertainment was always a part of the street-corner worker's stunt. His scheme was to sandwich his selling talk between his entertainment.

A fellow with a gift of gab can sell anything, and the street faker was the master of gab.

I once knew a street faker who was clever at making people buy what they did not want.

He usually carried a suit case of cheap, shiny jewelry. His kind of salesmanship was a fine art. He had a personality and a line of talk that made people hand over money for the stuff they had no thought of buying, and things which they would probably never use.

His gab was something like this:—

"I'll tell you honestly folks, I'm not out here to make money: just to advertise a new article, and I give you free—absolutely free—something you can't buy for love or money. I've got to advertise it and get it on the market."

All the time he was talking he shuffled a soiled deck of cards.

"Now friends, step up close. I'm going to perform a card trick which Herman the Great could not do in half an hour. I can do it in five minutes—watch me closely.

"Will some man in the audience draw a card? Ah, thank you, sir. Now see what it is. You see I place it here. Now, two other gentlemen draw a card. Thanks gents."

Two others drew cards and he shuffled them into the deck.

"Now, friends, I am going to perform this trick in five minutes. I'll tell you what cards were taken. I lay the cards right here—remember Keller took half an hour, in just five minutes I'll perform the trick."

Then instead of doing the trick and letting his audience go, he laid down the deck and was selling his wares before they could get their attention away.

"Before I do the trick, friends, I'm going to show you the reddest, hottest proposition in Chicago. See this stick-pin—it isn't any foil behind it, it's a cut stone, just like a diamond.

"Now I'll be perfectly honest with you men, it's not a diamond. Take it in your hands, friends, examine it carefully—don't be scared, fellow, it won't bite you. It looks like a real gem, hold it under your coat, it shines like a diamond. Well, you want a diamond for its brilliancy—then isn't this the stone for you—it's just as much good to you as the real goods. What?"

Well, isn't it, you begin to think.

"I took one of these stones to one of the leading jewelers in Chicago, men, and he told me that there is not a professional in the city who can tell one of my genuine imitation Las Vegas diamonds from the real goods. He asked me not to mention his name, and I ain't going to; it 'ud hurt his business."

The crowd was drinking in every word as though he were solving the political problem of the United States.

"Now, men, my proposition," he went on in his tireless sing-song voice. "Here's the genuine imitation Las Vegas diamond; here's one of my guaranteed watch chains; here's a charm to go with the chain, men; and here's a pair of my rolled gold cuff links, and here's my little gold collar button. But that ain't all, men. Look here!" and he dangled that glittering bunch of jewelry in one hand and picked through his stock with his other. Finally he found what he wanted, "and here, men, is one of my opal wedding rings that I will fit to your finger or to any lady's finger. Now, men, I sell you the diamond pin just to advertise them and give you all the rest."

Still tantalizing them with the jewelry, he next took five silver dollars from his pocket and slapped them down on the suit case.

"That $5 belongs to any man who can go to a store in Chicago and get a diamond this size for less than $100. You know you can't!" He shouted it so emphatically that they really knew they couldn't.

"What do I ask for it? Five dollars? No! Four fifty? No! Not four—three fifty—three—two fifty—two—one fifty? No! Give me just one dollar for the diamond and I'll throw in all the rest—look at them, men, before you buy. Examine them carefully! Spill a dollar and they are yours to take home."

There was a lot of competition an street fakers. In large cities they c operate only in certain sections, o certain streets. They all tried to get good corners, where foot traffic was he

They jockeyed for positions and m a fight resulted. They seemed to g strong for novelties and patent medic Some sold razor salve; others m matches; trick cigars; little boxes w you looked in a hole and got a birds view of the Alps. Most things wer little value. The faker knew it. also knew the people about him kne but when they listened to his gab he convinced them life without his would not be worth living.

The street fakers always used energy, brain power and clever salesm ship in selling a useless watch charm a high salaried star salesman ever us selling a carload of merchandise.

The old time barker was a clever vertising man. He had india-rubber ents; with a voice of deep, stento tones he could play the old gam arousing curiosity to perfection. He k there was a child-like credulity all human beings.

He could turn handsprings with voice. Its call always brought crowds. It made no difference wh he was expounding the wonders o circus; the marvels and wickedness o side-show; ringing a bell and spi in front of a fire sale or an auc or shouting about the wonders of a in a one store museum, he loved profession of barking; he loved to the world about it.

It is necessary to look backwards a distance to get the picture of the time barker and his great adverti stunts.

He was always present at the co fair. His loud voice proudly annou the great balloon ascension and the devil leap in the parachute. Eq vociferous was he in exploiting the ders of the Magic Lantern Sl Standing under a torch light on the est corner of the Public Square heralded the marvelous advent of a patent medicine. His words of wi were followed by distributing free ples to the crowd.

He thrived at a time when free in newspapers were called adverti when bold signboards, free samples, board slogans, poetical publicity, ads, stereopticons and railroad excu posters, announcing a journey of wo at a dollar round trip, were the only of publicity worth while.

The ballyhoo's greatest asset wa gift-of-gab, his ability to flatter, to praises, to say nice things about e body and everything. His genuine nature, his knack of making people of keeping out of quarrels, were his in trade.

He had to talk his way through dice; change the miser presto i spendthrift; arouse the dead to th ing. His was a real advertising jo

The old town criers advertised a for sale by barking about them. from the earliest days chin-adver has been employed in street carnivals cuses, auctions, fire and bankrupt and for transient and uncertain busin

It was a custom at one time to e barkers to work in front of local s I have seen many fights between ba who were trying to pull unwilling tomers into the stores they barked

The human voice has great adver value when properly toned, tuned trained on the weaknesses of huma ture.

(To be continued next week)

ANTINOE PICTURE SENT BY CABLE TO U. S.

News Photo Feat Accomplished by P. & A., Using Bartlane Process—N. Y. News Published Picture Feb. 1—Originals to Arrive Feb. 8

Cable wires were used successfully this week to flash to this country a picture of the foundering S. S. *Antinoe,* taken from the deck of the S. S. *President Roosevelt.* The feat was accomplished by Pacific & Atlantic Photos, Inc., New York, using the Bartlane process.

The picture, reproduced untouched on this page, was obtained from a passenger on the rescue ship at Plymouth, England, Jan. 31, and was rushed by airplane to London, where, via the Bartlane process, it was transformed into cable tape. This tape was transmitted over Western Union cables the same night, being received in New York about midnight.

The *New York Daily News* published the picture exclusively in its late Monday morning editions. Original pictures of the disaster are not due in this country until Feb. 8.

FLORIDA PAPERS SOLD

Page Estate Buys Bradentown Evening Herald and Weekly Journal

W. E. Page, publisher of the *Columbus* (Ga.) *Ledger,* and manager for the Page Estate, owners of the Ledger, recently purchased the *Bradentown* (Fla.) *Herald* and the *Manatee River Journal* for the Page Estate.

A. H. Chapman former assistant business manager of the Columbus Ledger, has been transferred to Bradentown as general manager of the two papers.

The Herald and Journal were formerly published by the Bradentown Publishing Company with R. P. Sponenbarger as president and R. W. Bentley as secretary and treasurer.

Full associated press service has been added to the Herald and typographical changes effected. NEA service is also used. Additional machinery will be installed. A 24-page Hoe Press has been ordered and should be installed in the Journal Herald building before April 1, at which time the Herald will go to eight column 12 em size.

The Herald is a six-day afternooon paper, but the owners plan to make it a seven-day paper. The Journal is a weekly.

Bradentown is located on the West coast, 45 miles southwest of Tampa and about 30 miles northwest of St. Petersburg.

BRITISH ADVERTISERS UNITE

English Association Formally Launched at London Banquet

(*By Cable to* Editor & Publisher)

London, Feb. 4.—The British Advertising Association was formally launched last night at an inaugural banquet held at the Victoria Hotel. Lt. Col. Edward F. Lawson, of the *London Telegraph,* association chairman, presided. About 500 English advertising men attended.

Speakers included Sir William Berry, C. A. McCurdy, Col. Vernon Willey and Sir Charles Higham. Lord Birkenhead, who was to have been a speaker, was unable to attend due to illness.

Daily Bans Free Tickets

No complimentary tickets or passes to any theatre or playhouse charging admission may be received and used by employees of the *Tacoma* (Wash.) *News-Tribune* and *Tacoma Daily Ledger,* according to a ruling which went into effect shortly after the first of the year. Paid publicity work is banned as well.

New Kansas Daily

The *Augusta* (Kan.) *Daily News* has begun publication. James T. Jackson is publisher, Sadie A. Franklin, editor, and B. M. Morris, news editor.

PHOTO CABLED ACROSS ATLANTIC



When the Antinoe was foundering in a terrific sea, a picture was taken that appeared in a New York paper the day after the rescue ship landed in England. An English and American newspaper man invented the process, which mechanically translates a picture into dots and dashes and unscrambles the code in picture form after transmission. The above cut was made from an unretouched photograph.

NEW CLASSIFIED SERVICE

MacDonald Leaves Plain Dealer to Start Firm—Van Buren Succeeds Him

Harrison C. MacDonald, classified advertising manager of the *Cleveland Plain Dealer* for the past five years, resigned February 1 to establish his own company specializing in classified advertising promotion and service for newspapers, with offices in the Card Building, Cleveland.



H. C. MacDonald J. A. Van Buren

J. A. Van Buren has been chosen to succeed Mr. MacDonald. He has been in charge of the advertising of the department stores since 1923.

In the past five years Mr. MacDonald became known the country over as a successful builder of classified. MacDonald was especially well-known in the classified fraternity for his creation of business-building ideas one of which, the "Betty Brown" idea, in 1921 won for him the silver cup offered annually by the Association of Classified Managers for the most valuable idea presented each year at their convention. This idea has since been used by newspapers in many parts of the country.

Mr. MacDonald's period of service in the Plain Dealer covers in all eleven years during which time he served in the promotion, circulation and, just previous to becoming classified manager, in the display advertising department. Before leaving Mr. MacDonald was given a reception by executives of the Plain Dealer who presented him with a platinum watch. In addition to this gift he received a number of others from members of his own department.

Mr. Van Buren, a native of New Orleans, trained on the *New Orleans Times-Picayune* with which he was connected for 16 years before going to the Plain Dealer. He worked himself up from a classified advertising solicitor to business manager, holding also positions as assistant cashier, bookkeeper, display salesman and advertising manager.

3 OHIO PRESS GROUPS MEETING IN COLUMBUS

R. C. Snyder Reelected President of Associated Dailies During Newspaper Week—Buckeye Press and Select List Meet

(*By Telegraph to* Editor & Publisher)

Columbus, O., Feb. 3—This is Newspaper Week in Ohio. Three associations of newspaper men are meeting here in connection to a greater or less extent with the gathering of farmers at the State University.

The Select List of Ohio Dailies met Monday, the Associated Ohio Dailies Tuesday, and the Buckeye Press Association were to hold a two-day session Thursday and Friday.

At the 41st annual session of the Ohio Associated Dailies, George V. Sheridan, secretary of the Ohio Retail Merchants Association, declared that advertising by radio will never be successful because of the inaccuracies of the spoken word. He asserted that the retail merchant will never fail to use the newspaper, as all other forms of advertising are more or less fleeting and none gives the returns that the newspaper does. Editors, declared Sheridan, do not seem to realize that advertising is news.

State Auditor Joseph T. Tracy said that as a result of the passage of the Vorys Law, Ohio newspapers will receive only about one-half as much legal advertising as before. Tracy answered many questions and declared that he regarded legal advertising as a necessity. He announced that he would have the city financial reports published in the newspapers, as he believes that "Taxpayers are entitled to know about financial transactions involving their money."

Prof. Bristow Adams of Cornell University said that crime news is given only 4 per cent of the space in the newspapers, while many times that much is given to news about education, business and sports. He denied that newspapers are grossly inaccurate.

R. C. Snyder of the *Norwalk* (O.) *Reflector-Herald* was reelected president of the Associated Dailies.

Others on the program for the meeting were William F. Wiley, *Cincinnati Enquirer;* Lew Williams, *Toledo News Bee;* Harry Pence, *Cincinnati Enquirer;* Louis H. Brush, *Salem News,* and Paul Siddall, *Alliance Review.*

Thurman Miller, *Wilmington News Journal,* was toastmaster at a banquet Wednesday night, when the principal addresses were given by the Rt. Rev. Bishop Warren L. Rogers, diocese of Ohio, and Karl Bickel, president of the United Press.

COLUMBIA "U" ADDS TO JOURNALISM COURSE

Extension in Curriculum with View to Making It More Useful to Those Already in Newspaper Work Announced by Cunliffe

Important extension of the curriculum of the Pulitzer School of Journalism, Columbia University, New York, was announced this week by J. W. Cunliffe, director. Changes in the courses have been made, he said, with a view to making them more useful to men and women already engaged in newspaper work, and also to those who are already taking, or have taken, the two years' undergraduate professional work prescribed and who wish to pursue their studies in the more advanced courses."

The announcement follows:

"The undergraduate courses remain substantially the same except that the reporting and copy editing laboratory work is in future to be concentrated in one large course to be jointly conducted by Professors C. P. Cooper and Allen Sinclair Will. The literature course prescribed for the first year will be in modern European fiction and poetry, given by Prof. J. W. Cunliffe, with an alternative offered in international relations, by Prof. P. T. Moon, of the Department of Public Law. Students may also elect a course in the business of journalism, given by Prof. Willis of the School of Business, but this latter alternative will not be offered until 1927-8.

"Graduate courses offered include a seminar course to be conducted by the senior professors of the staff with a view to assisting candidates for the degree of M. S. in journalism in the investigation and presentation of a pournalistic study in an essay or article, which forms one of the requirements for this degree. Prof. W. B. Pitkin will give a course in the psychology of news and popular reading, which is open to all graduate students interested in the social and economic problems involved in contemporary newspapers, magazines, books, and motion pictures. These two courses are prescribed courses for the degree of M. S. in journalism.

"Elective courses include one in editorial problems and policies, by Prof. R. C. E. Brown, formerly of the *New York Tribune,* a course in literary criticism and book reviewing by Prof. Allen Sinclair Will, formerly of the *New York Times,* and a course in Sunday supplement work by W. P. Beazell, assistant managing editor of the *New York World.* There will also be a new course in department editing, which will deal with problems of organizing and managing departments in newspapers and magazines, with special attention to a few of the more important specialties such as sports, fashions, the arts, society, domestic science, hygiene, etc. Studies of current departments will be made, and considerable practice work assigned in the planning and writing of typical papers and sections.

"Other elective courses include one in dramatic criticism, which will provide training in the writing of critical reviews of dramatic productions of different types; one in industrial and trade journalism dealing with the relation of a business paper to the trade or industry it served, and giving practice in gathering news, interviewing, writing and editing articles; and one in scientific and technical journalism, which is in the nature of a continuation of the preceding course in industrial and trade journalism, the difference being that it has special reference to recent scientific discoveries and inventions, and their application to industrial and manufacturing processes.

"In order to provide these courses, new appointments will be made which are now under consideration by the academic and administrative authorities of the University, and will be announced later."

PAN PRESS MEET AIMS TO FOSTER BETTER INTERNATIONAL RELATIONS

Director General Rowe Outlines Purposes of Washington Meeting Called for April 7-13—Ethics, Advertising, News Gathering Program Topics

By L. S. ROWE,
Director General, Pan American Union

OF the various conferences and congresses of a Pan American character that have been held, none is of greater significance than the First Pan American Congress of Journalists, which will assemble at Washington from April 7 to 13 next. It will mark the coming together for the first time in the history of the American Continent, of the journalists of the United States and Latin America for the purpose of exchanging views on questions of mutual interest.

The forthcoming Congress was provided for by resolution of the Fifth International Conference of American States, held at Santiago, Chile, in 1923. On motion of the delegation of the United States, the Conference unanimously decided to authorize the Governing Board of the Pan American Union to designate the city of the United States at which the Congress should convene, and the date on which the delegates should assemble. Accordingly, the Governing Board designated Washington as the place of meeting and through its Chairman, the Hon. Frank B. Kellogg, Secretary of State, fixed April 7 to 13 as the dates on which the Congress should be held.

The Pan American Congress of Journalists will not be official in the sense that delegates will be appointed by the Governments of the American Republics. Invitations have been extended to the directing heads of the principal daily newspapers of America in their individual capacity, or as representatives of the papers with which they are associated. It was the belief of the Santiago Conference that only in this way would it be possible to obtain the presence of those journalists actually directing the destinies of the press in the respective countries.

No single factor exercises a greater influence in moulding public opinion than the modern daily newspaper. It is the medium through which millions of readers keep abreast of developments throughout the world, and it is through the newspaper that there is developed that public opinion which to a greater or less degree determines the policy of governments with respect to international affairs. It is most essential, therefore, that facilities be established for the rapid transmission of news between the nations of the world, and that the news so transmitted be of a nature to accurately portray conditions as they actually exist.

Until comparatively recent years, means for the gathering and dissemination of news between the Republics of the American Continent were woefully inadequate. To the Latin American readers of newspapers the impression was conveyed through the dispatches from this country that we were purely a materialistic nation. On the other hand, news despatches from the republics to the south were usually confined to reports of political disturbances, with little or no attention paid to the economic or social progress of those nations.

Happily, with the extension to Latin America of the facilities of the several American press services, this condition has been materially improved. The larger and more important dailies of Latin America now receive detailed reports of developments in the United States. Similarly, the despatches from Latin America to the United States reveal in a more accurate manner the true conditions in those countries.

Much, however, yet remains to be done before there will be a proper appreciation of the political, social and economic progress of the American Republics on the part of the people of the respective countries. It is believed that the forthcoming Congress of Journalists will aid materially in this work. The leading journalists of all the American Republics will assemble at Washington, and the views exchanged and contacts formed should prove an important factor in the development of better relations between the countries of the Western Hemisphere.

The journalists from Latin America who will come to Washington in April will visit some of the leading cities of the United States, where opportunity will be offered them to become familiar with actual conditions in this country. In this way, and through attendance at the Congress, it is believed that they will be better able to interpret, on their return to their respective countries, the social, political and economic progress of the United States. On the other hand, it is believed that the interchange of views at Washington will enable the journalists of the United States to gain a better appreciation of the point of view of the people of Latin America.

The program of the conference follows:

I.

NEWSPAPER ETHICS

The influence of journalism on international relations and the internal affairs of nations, bearing in mind the necessity of reconciling the liberty of the press with the highest conception of the ethics of journalism.

II.

THE PRESS AND INTERNATIONAL RELATIONS

The press as a medium of fostering closer relations between the American Republics.

a. Selection of news so as to give a clearer picture of the national life of the peoples of America.

b. Increasing space devoted to economic and financial development.

c. Increasing space devoted to cultural and artistic progress on the American Continent.

III.

GATHERING AND DISSEMINATION OF NEWS.

a. The cost of gathering and distributing news.

b. Transmission of news by cable, by wireless and by mail; rates, limitations, facilities, etc., of these various methods.

IV.

ADVERTISING

Consideration and study of questions relating to newspaper advertising. The distribution, interchange and influence of advertising on journalism.

V.

NEWSPAPER ORGANIZATION

The organization of newspapers in the American Republics.

a. Establishment of special departments of newspapers, such as, for instance, a section devoted to suggestions and explanations which the general public may have to make.

b. The use of illustrations in the presentation of news.

c. Special activities of newspapers (organization of lectures, social welfare work, legal and medical services, etc.)

VI.

SCHOOLS OF JOURNALISM

The education and preparation of journalists. Establishment of schools of journalism—their organization and function.

VII.

PRESS ASSOCIATION

The organization of a Pan American Press Association.

Changes on Lorain (O.) Journal

Frank Maloy has been named editor of the *Lorain* (O.) *Journal*, succeeding James Shephard, resigned. Maloy was managing editor of the Journal for two years. Glen Shannon, formerly telegraph editor, *Sandusky* (O.) *Register* has been made news editor of the Journal.

Classified Staff Holds Banquet

Members of the classified advertising department, *Los Angeles Examiner* held their annual banquet at the Hotel Alexandria, Los Angeles, recently. R. E. Seiler classified manager, made the principal address. He was presented with a silver cigarette case and leather bill fold by members of the department.

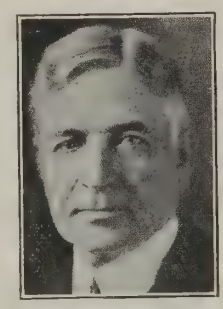
UNBIASED STATEMENTS

IT is Mr. Archibald A. Smith who feels certain, he says, that the bobbed-hair fad is waning; that five years from now bobbed heads will be as scarce as they were five years ago. Mr. Smith is a hairpin manufacturer. Another unprejudiced statement might be made by a mattress king, who ought to say that the era of night-clubs is about to end, and that people will spend a lot of time sleeping now. Or "Vegetarianism a Menace to Health, Says Armour."—F. P. A. in Conning Tower, *New York World*.

HAINES GIVES 1000 ACRES FOR PRESS HOME SITE

Editors from 47 States Witness Presentation—F. Lowden Named President, Ochs, Curtis, Capper, Vice-Presidents—To Raise $100,000,000

ORLANDO, Fla., Feb. 3.—Accredited delegates representing every state in the Union save one, today witnessed Mr. and Mrs. Charles D. Haines of Altamonte Springs, Fla., sign the legal papers transferring to the International Press Foundation Inc., 1,000 acres of land as the site for the home of newspaper men and women of the world. The property is conservatively estimated to be worth $1,000,000.



FRANK O. LOWDEN

Maj. Lew B. Brown, publisher of the *St. Petersburg Independent* was temporary chairman. H. L. Williamson, secretary of the Illinois Press Association served as secretary, taking up temporarily the work of D. W. Bowles who died suddenly in Jacksonville yesterday.

The organization committee reported a form of organization in harmony with charter and conforming to the laws of Florida after which the nominating committee reported the nomination of the following officers for the first year: Frank O. Lowden, stockholder in the *Chicago Daily News*, president; Adolph S. Ochs, publisher, *New York Times*, first vice-president; Cyrus H. K. Curtis, second vice-president; Arthur Capper of the Capper Publications, third vice-president; H. L. Williamson, Springfield, Ill., secretary, and Addison B. Calvin, Glen Falls, N. Y., treasurer. On motion the secretary cast the vote for all officers as the delegates stood. Charles D. Haines was elected honorary president.

It is proposed to raise $100,000,000 to carry out the plans of Mr. Haines for the home which will be created on the 1,000 acres of land between Orlando and Sanford where "Press City" is to be built. Nearly 90 newspaper men from all sections of the United States gathered at Jacksonville Monday for the tour of Florida which so far has included Jacksonville, Sanford, Winter Park, the site of the proposed home at Geneva, and Orlando. Tomorrow morning the party departs in automobiles for Kissimmee, Winter Haven, Lakeland, Tampa, St. Petersburg, Sarasota and thence to extreme Southern Florida cities. Entertainment has been lavish in all places visited.

The primary purpose of the convention was to accept the gift of Congressman Charles D. Haines and Mrs. Haines and to formulate the plans for carrying on the work of the Foundation.

The accredited delegates at the Press Foundation meeting are, in the most part, the presidents of the various state press associations. They are:

Alabama, J. C. McLendon; Arizona, Edward Harrington; Arkansas, Erwin Funk; California, Thomas DeWitt Warren; Colorado, John H. Green; Connecticut, O. S. Freeman; Delaware, Theodore Townsend.

Georgia, C. D. Rountree; Florida, Major Lew B. Brown; Idaho, Frank W. Brown; Illinois, Wm. J. Smith; Indiana, Herbert C. Willis; Iowa, K. F. Baldridge; Kansas, J. C. Donious; Kentucky, Keen Johnson; Louisiana, C. J. Michael; Maine, Charles F. Flynt.

Maryland, Ridgeley P. Melvin; Massachusetts, Gardner E. Campbell; Michigan, A. Van Koevering; Minnesota, John E. Casey; Mississippi, Clayton T. Rand; Missouri, E. H. Winter; Montana, H. O. Woare; Nebraska, J. G. Alden; New Hampshire, George D. Cummings.

Nevada, Harold P. Hale; New Jersey, P. A. Robertson; New Mexico, Don W. Lusk; New York, Wallace Odell; North Carolina, Josephus Daniels; North Dakota, W. P. Davies; Ohio, H. C. Dworshak; Oklahoma, Clyde E. Muchmore; Oregon, A. L. Mallery.

Pennsylvania, Chas. B. Spotz; Rhode Island, R. L. Sawin; South Carolina, A. B. Jordan; South Dakota, John H. Craig; Tennessee, T. U. Crowley; Texas, W. A. Smith; Utah, Will R. Holmes; Vermont, Luther B. Johnson; Virginia, L. E. Pugh; Washington, Fred L. Wolf; West Virginia, R. H. Pritchard; Wisconsin, John A. Kuypers; Wyoming, Theodore Wanerus.

PROMOTING "MADE IN U. S. A."

Dayton Retailer to Discuss This Topic at N.R.D.G.A. Meet, New York

Under the general topic of "Planning a Store-Wide Sales Event," William T. White, of Rike, Kumler Company, Dayton, O., department store, will discuss specifically the subject of promoting "Made in U. S. A." merchandise, addressing the advertising group of the National Retail Dry Goods Association meeting in New York, Feb. 8-13.

Mr. White is scheduled to speak during the morning session, Feb. 10. He has had outstanding success with this promotion idea using newspaper advertising during the past year.

The association's advertising group meets Feb. 10 and 11, and will be addressed also by Herbert J. Tily, of Strawbridge & Clothier, Philadelphia, association president, on "Building Goodwill of a Retail Store."

Other group speakers include: Edgar J. Kaufmann, of Kaufmann's Pittsburgh department store, on "Selecting Merchandise for Advertising Purposes"; Myron Perley, of Floing Plumer, Inc., New York, on "Art as Applied to Department Store Advertising"; Thomas Ryan, of Pedlar & Ryan, Inc., New York advertising agency, on "Copy"; and A. E. McElfresh, of Lord & Taylor, New York, on "The Monthly Sales Calendar."

Direct mail advertising and its relation to other media, will be discussed by various speakers at the session Feb. 11.

Connecticut Sunday Papers Merged

The *Bridgeport* (Conn.) *Herald* and the *Waterbury Herald*, Sunday newspapers published from the same plant in Bridgeport under the editorship of Richard Howell have been merged under the name of the Bridgeport Herald. Both papers are owned by the estate of F. R. Swift. The Waterbury Herald was established in 1888 and the Bridgeport Herald in 1890.

Three Generations Publish Paper

Three generations of the Grist family have owned and edited the *Yorkville* (S. C.) *Enquirer*, semi-weekly newspaper which has just reached the 71st anniversary of its founding by the late Capt. Lewis M. Grist. He issued the first number of the newspaper under its present name on Jan. 4, 1855. This record of continuation by the sons and grandsons and grandaughters of the founder is believed to be without parallel in the United States.

Staff Organizes Benefit Group

Following a dinner recently given to E. H. Gauvreau, managing editor of the *New York Evening Graphic*, members of the editorial staff met and elected the following officers of a mutual benefit association: President, R. H. McNamara; vice-president, Harry Grogin; secretary, Miss Mary Lee Dutcher and treasurer, Ellis E. Reed.

SURVEY OF N. C. DAILIES SHOWS ONE PAPER FOR EVERY SIX PERSONS

Size of Staffs, Editorial and Reportorial Salaries, and Week-End Advertising Also Given by M. V. Atwood in Chapel Hill Address

AN informal survey of North Carolina daily newspapers showing number total circulation, size of staffs, salaries of editors and reporters, Friday advertising and other important classifications was presented by M. V. Atwood, managing editor of the *Utica* (N. Y.) *Observer-Dispatch* at the Newspaper Institute held at the University of North Carolina, Chapel Hill, recently.

The survey was conducted by questionnaire to all dailies in the state, replies being received from 90 per cent, Mr. Atwood said.

His report follows:

North Carolina has a population of 2,559,123 and the circulation of the daily papers is in excess of 404,492; thus there is one daily newspaper for about six persons. Thirty-eight separate newspaper organizations publish ten morning papers, twenty-nine evening papers and ten Sunday papers. Seven of the Sunday papers are published by morning dailies and three are published by evening dailies. Twenty-nine of the papers have circulations under 10,000; five have circulations from 10,000 to 20,000; one has a circulation between 20,000 and 30,000, and five over 30,000.

Four papers said they average 6 pages, four 10 pages, three 8 pages, two 20 pages, one 22 pages, one 16 pages, one 15 pages, one 4 pages, one 27 pages, and one 14 pages daily.

Two papers reported 13 linecasting machines, two reported 12, two reported 9, one reported 8, two reported 7, two reported 5, three reported 4, five reported 3, and two reported 2.

Two papers reported editorial and news staff of 14, one reported 12, two reported 7, two reported 6, two reported 5, five reported 3, and four reported 2.

There seems to be a correlation between the size of staff and the number of linecasting machines; the number on the staff is about the same as the number of machines.

The staffs are divided as to inside, or desk men and reporters in the proportion of 2.6 to 3.

Of the morning papers, on one paper the desk men report 6 p. m., reporters 3 p. m.; on one desk men 3:30 p. m., reporters 2 p. m.; on one desk men 6 p. m. reporters 11 a. m.; on one desk men 5 p. m., reporters 2 p. m.; on one both report 3 p. m., and on one desk men 3:30 to 4 p. m., and reporters 2:30 p. m.

On the evening papers, two report desk men and reporters as beginning work at 7:30 a. m.; six at 8 a. m.; three at 8:30 a. m.; one at 7:45 a. m.; one desk men at 8 and reporters at 7:45 a. m.; three desk men at 8 and reporters at 8:30 a. m.; one desk men at 7:45 and reporters at 8:30 a. m.; and one desk men from 5:30 a. m. to 8:30 a. m. and reporters at 8:30 a. m.

Salaries of editors and reporters were reported as follows:

Editors: Six reported $60, four $55, three $50, one $45, one $35, one $25. Others reported ranged as follows: $50-$75, $50-$85, $25-$50, $25-$35, $20-$45, $40-$60, $50-$100, $30-$50.

Reporters: Six reported $40, one $50, one $45, three $35, one $25, one $48, four $30, one $10. Others reported ranged as follows: $18-$40, $37.50-$50, $15-$45, $25-$50, $20-$30, $35-$40, $35-$50.

Fifteen dailies reported full telegraph service and fourteen pony service. Three indicated two or more wires.

Twenty-four papers reported they printed personals and small items from the country towns. One reported it did not. Others reported "some," "occasionally," small items, and one reporting yes, added that the paper would be "glad to print more."

The average number of inches of advertising carried each day other than on Fridays and on Fridays is given below:

Daily	Friday	Daily	Friday
1,250	2,220	500	.....
1,400	2,000	400	.....
800	1,200	2,000	2,700
1,000	1,000	1,000	2,000
300	300	400	650
1,000	1,500	2,000	3,000
200	250	500	800
320	370	600	400
1,800	2,400	450	.....
600	800	500	.....
450	500	400	300
500 to 600	same	900	1,900

Sixteen dailies reported they would like to see smaller papers and higher advertising rates, two reported they would not. Others said "it depends," generally speaking," "in some cases."

Twenty three reported they gave theatrical readers with theatrical ads, eleven reported they did not. Twelve reported they charged extra for display advertising to cover the readers, fifteen reported they did not.

Twelve papers reported they were liberal with publicity for local merchants, and eleven reported they were not; others reported "medium," "moderate," "rather strict."

Twenty-four dailies said they had had contests to build circulation and six reported they had not; eight said they were a success and ten said they were not; one said "Yes and No," one "comparatively," two "fair," one "50-50," one "partially"; nine said they gave premiums, thirteen said they did not; five said they had had success in getting circulation direct by mail, twelve said they had not, four reported "little," two reported "fair" and one reported "meager."

Eleven reported 1 edition a day, eleven 2 a day, five 3 a day, and two 4 a day.

Six reported they used full market report and nineteen reported they did not.

Three reported a universal copy desk and that it was successful. Twenty-four reported they did not have a universal desk.

ODELL HITS DAYTON C. OF C.

Replies by Letter to Attack on Country Publishers

Wallace Odell, chairman National Editorial Association Legislative Committee, has addressed a letter to every Chamber of Commerce and trade association in the country protesting the attacks of the Post Office Department and the government envelope contractor at Dayton, O.

Mr. Odell stated that the small daily and weekly publishers felt that they had been subjected to an unwarranted attack because of their activity in promoting a bill to restrict government competition with the printers. He stated that the Dayton contractor had used unfair methods in misrepresenting the legislation sponsored by the National Editorial Association.

Mr. Odell's letter stated in part:

"We want to explain that there is no effort to do away with United States stamped envelopes that we are aware of, or that we are working for. We do not ask to do away with stamped envelopes. The bill that we are sponsoring, the so-called Kendall Bill (H R 4478), contemplates only the regulation of their sale so that the Post Office Department may only retail them with a skeleton return card, what is now used very largely and known as 'office return,' instead of 'special return' cards.

"The Dayton Chamber of Commerce has no interest or concern for the welfare of some 50,000 job printers and publishers in the country, and would indeed be benefited locally if they were all put out of business. The government plant is located in Dayton.

"The stamped envelope contractor is the the author and distributor of the letter, and not the Dayton Chamber of Commerce. Naturally their propaganda is not altruistic as they would have it appear.

"Inasmuch as every trade association and Chamber of Commerce in the country is on record against government competition with private enterprise, it is significant to note the inconsistency of the Dayton Chamber."

A. P. ASKS PUBLIC DENIAL

Probert Claims Sen. Simmons Has Privately Disclaimed Criticisms

L. C. Probert, head of the Associated Press Washington Bureau, in a letter addressed to U. S. Senator Furnifold McL. Simmons, dated Feb. 2, asks public denial of the latter's "unfounded attack" against the A. P., contained in an interview with Southern correspondents two weeks ago. Mr. Probert claims in the letter that Senator Simmons has disclaimed privately his charge that the A. P. "played down" the minority views on the proposed tax reduction, and was part "of a great organized propaganda to destroy the Democratic party."

"The Associated Press does not engage in public controversy with anyone," Mr. Probert wrote, "but it cannot remain silent when its integrity is attacked, and it cannot be satisfied with regrets expressed in private for an unfounded attack made in public.

"If you stand by this statement attributed to you will you please give your grounds for it; if you repudiate it, will you please say so?"

Mr. Probert specifically answers the Senator's contention that the A. P. correspondent, had he "exercised due diligence in the matter," should have obtained a statement from him regarding the tax reduction, by saying:

"The facts of the matter are well known to you. They are that, as you concede was the custom, the chairman of the finance committee, Mr. Smoot, by agreement of the committee made announcements to the newspaper correspondents. It is well known to you that at the conclusion of the session at which the compromise was reached, our Mr. Stephenson asked you personally for your views of the action taken; that you verbally gave him views. When you later prepared a statement and did not communicate it to the Associated Press, I fail to see how under these circumstances you can accuse Mr. Stephenson of a lack of due diligence, because your own office failed to deliver the statement to us.

"You declare the Associated Press gave 'wide publicity' to a statement by Senator Smoot minimizing the compromise brought about by the committee Democrats, when, as a matter of fact, Senator Smoot issued no such statement and the Associated Press distributed none. The figures with which you take issue as being obtained from Senator Smoot were not obtained from Senator Smoot at all, but from the committee actuary. If there is a dispute as to the real effect of the reductions proposed I presume it will come up on the Senate floor during discussion of the tax bill, and, of course, it will be fully reported."

The gist of Senator Simmons' complaint, as reported in EDITOR & PUBLISHER last week, was that the A. P. carried in almost full text the statement of Senator Smoot, Republican, while the statement by himself was "garbled, twisted and disarranged."

Mr. Probert with the letter submitted a file of A. P. dispatches asking Senator Simmons to point out anything to support his charge that minority Senators only can get meagre publicity compared with the majority.

Connors Buys Building Site

Purchase by W. J. Conners of the old Central High School property in the Buffalo business district is the forerunner of construction of a new home for the *Buffalo Courier and Star*, it is understood.

DAILY AWARDS COTTON GROWING PRIZES

Dallas News' $1,000 Prize Goes to Smith County Man Who Grew 16 Bales on 5 Acres—4,400 Farmers Entered

A victory for staple cotton was won in Texas when G. M. Adams, a farmer of near Tyler, Smith county, and a former plumber who turned to farming because he liked it, produced 16 bales of cotton on five acres in the *Dallas News* and *Semi-Weekly Farm News* "More Cotton on Fewer Acres" Cotton Contest, winning the $1,000 Grand Prize and the East Texas Staple Prize of $500 as well.

Mr. Adams' achievement is remarkable, the *News* stated, since it proves that it is possible to raise more cotton per acre with good staple than with the inferior short staples which have glutted the Texas markets this year. This will undoubtedly result in stimulating interest in the growing of staple cotton to which the *Dallas News* is committed in a five-year-program of agricultural development.

Victor H. Schoffelmayer, agricultural editor of the Dallas News, managed the contest in which 4,400 Texas farmers in 168 counties were entered.

Mr. Adams' yield of net lint cotton on a five-acre basis was 8,081 pounds or 3,000 pounds or six bales more than the record which John W. McFarlane of Anderson county made in 1924 with which he won the $1,000 grand prize. Mr. Adams' yield was at the rate of 1,616 pounds of lint an acre which is more than three bales an acre and his total production is 81 pounds more than sixteen 500-pound bales on five acres of unirrigated land.

The cotton contest has the indorsement of the U. S. Department of Agriculture, the Texas A. & M. College, the Chambers of Commerce and the direct co-operation of the country bankers and merchants who recognize that intesive farming must displace extensive farming if Texas farmers are to become prosperous.

This year the Dallas News and Semi-Weekly Farm News will sponsor a "State-Wide Staple Cotton Contest" for a total of $10,000 in prizes to link quality with high yields.

A. P. CHANGES IN WEST

Walker of Denver, K. C. News Editor —Succeeded by Watkins from N. Y.

Thomas H. Walker, a veteran of the Associated Press and for the last nine years Denver correspondent, has been appointed news editor at the Kansas City office and Charles D. Watkins who has been with the A. P. 16 years goes to Denver from New York as news editor.

Under the new organization, Denver becomes the Associated Press headquarters for the Rocky Mountain division, embracing Colorado, New Mexico, Arizona, Wyoming and Montana.

In his new position as news editor for the division embracing states south of Kansas City, Walker also will have charge of relaying news from the Atlantic to the Pacific coasts. Kansas City will continue to be the important relay point of the Associated Press east-west trunk channels.

Under a new arrangement, each division office will be in charge of a news editor who will be responsible for developing and handling news dispatches. In this capacity, news editors will be relieved of the routine executive duties formerly allotted district correspondents.

As an added improvement, new high speed automatic telegraphic printers have been placed in service, it is announced.

Hartman Joins Typothetae

Frederick J. Hartman, assistant to the president of Carnegie Institute of Technology, has resigned to become director of education for the United Typothetæ of America.

BROADCASTING HURTS CIRCULATION DALLAS NEWS EXECUTIVE SAYS

Benefits of a Newspaper Owned Station Largely Indirect, Walter Dealey States—Greatest Value Accrues When It Is Alone in Field

By AUSTIN E. BURGESS

PUBLICITY is what the newspaper has to sell and when radio became the national craze scores of newspaper owners and managers thought they saw in this new means of super-publicity an opportunity to extend their prestige to fields yet unreached. But a moderately strong radio sending station may be heard all over the North American continent and even the most widely circulated newspapers cover only a small portion of the United States. Have the newspapers which maintain sending stations not somehow overdone this thing of publicity?

I took this question to Walter Dealey, assistant general manager of the *Dallas Morning News* and associated papers, which maintain station WFAA. This station can be heard all over the Western hemisphere. Reports have come in that WFAA programs have been heard in Canada, Australia and England.

"The answer to your question depends on what competition the paper maintaining a sending station has," he replied. "So long as any given newspaper has the only sending station maintained by a newspaper in its city it probably pays to have one. But let another paper in the same city establish a sending station and both lose. Like comic supplements and rotogravure, radiocasting pays until competition of the same kind is established.

"As to the manner in which radio brings its returns, I would say that the greatest returns are indirect. A newspaper draws its income chiefly from the city in which it is located. As the home town is advertised and made to grow the newspaper gets its proportionate part of the increase by greater circulation and greater volume of advertising.

"Radiocasting probably hurts circulation. We notice that we sell fewer copies of the paper in the course of a world baseball series now than we used to before we installed WFAA. As another illustration I might mention that in the first state primary to select a governor last year we sold fewer papers than usual at that time because the public expected us to broadcast the returns. We did not do it and the result was we received orders the next day for many additional copies.

"In the second primary our newsdealers usually accompanied their orders with some such remark as 'If you are going to broadcast returns do not send us the additional copies here called for.' However, our circulation has increased steadily the last two years. We do not feel, though, that we should credit much of this to radio."

"How about foreign advertisers?" I interposed.

"That, too, is open to question. We find that as a result of the work of Station WFAA our representatives seldom find an advertiser who is not acquainted with the names of the Dallas Morning News, *Dallas Journal* and the *Semi-Weekly Farm News*. But I see little reason to believe that such acquaintance has increased our foreign advertising patronage."

Does the public listen to the radio? That is another point on which there is much discussion. I approached Alfonso Johnson, advertising manager of the News.

"That is a question," he said, "which will never be decided any more than it can ever be finally decided 'Who won the War'. Such a small percentage of the many thousands supposed to be listening will respond to any one test that can be devised that there is no way of checking up.

"But I can name two instances—and I might name many—which seem to show that the public does listen. Recently Knox Armstrong, a member of the Advertising League, delivered a talk over the radio at the close of which it was announced that he would give a radio log book to all who would write in and say how they liked the program. Within the next few days he received 125 requests, nearly all of them letters, asking for the log book. We figure that if 125 were sufficiently interested to write in that there must have been many thousands who heard but were not interested.

"The Rev. William Anderson, Presbyterian minister, conducts a Sunday school class weekly between 6:30 and 7:30 p. m. Recently Evan Evans was furnishing the singing for the occasion. We announced that we would be glad to have him sing any sacred number called for. The response by phone the next few minutes blocked our phone system. We have mailed out 19,000 cards to persons who have enrolled in this class by mail."

The question "Does radio pay?" is one which it seems cannot be settled by an unequivocal yes or no. As Mr. Dealey has said, it probably does pay when only one newspaper in a town maintains a station. Beyond that, each publisher is compelled to practice the philosophy he deals out to his advertisers when he says that advertising is cumulative and that good will must be reckoned as a part of any concern's capital.

"ITALY IN CHAINS"

That Is Picture Drawn by Wickham Steed, Formerly of London Times

A picture of "Italy in Chains" was drawn by Wickham Steed, formerly editor of the *London Times,* lecturing recently in London on "Fascism in Theory and Practice."

He said there was no freedom of thought or opinion in Italy today, and declared he thought fascism simply and solely the old doctrine of the Inquisition.

Politically, he continued, it was the more modern doctrine known during the war as Prussianism, the omnipotence of a deified state—a doctrine which British common sense for centuries had thoroughly repudiated.

SURVEYS KANSAS VETERANS

W. H. Johnson of Salina Sun, Has Seen 61 Years of Newspaper Work

Ninety-six Kansas newspaper men have been engaged in that profession for a quarter of a century or more, according to a list compiled by Prof. L. N. Flint, head of the journalism department of the State University. This number represents but 15 per cent. of the active newspaper editors and publishers of the state. Not all of the editors who were sent a questionnaire replied, Mr. Flint stated.

Thirty-two of the men have been in the business for 40 years or more. Their service totals 1,410 years, an average of 44 years. Fifteen of the men have been in the business 41 years.

W. H. Johnson, editor of the *Salina Sun* is the oldest newspaper man in the state in point of service, having been active for 61 years. John H. Montgomery of the *Junction City Union* is second with 55 years while his son is starting his 26th year with that paper.

M. M. Beck, *Holton Recorder,* father of E. S. Beck, managing editor of the *Chicago Tribune* is third with 51 years' service to his credit. F. H. Roberts, *Oskaloosa Independent,* is fourth with 50 years.

EDITOR & PUBLISHER carries all newspaper news.

HARVARD AWARDS DELAYED

Advertising Winners to Be Announced Feb. 23—Jury Sat Jan. 28-29

Although the jury passed on entries for the Harvard Advertising Awards at a meeting in Boston, Jan. 28-30, names of winners will not be announced until Feb. 23. Deane Malott, assistant dean of the Harvard School of Business Administration, informed EDITOR & PUBLISHER this week.

The delay was necessary, he said, in order that the awards might be worded properly, and also in order to allow ample time to prepare a news story for distribution to the press.

The Harvard Awards, which recognizes with medals and cash prizes the outstanding advertising achievements of each year, were founded by Edward Bok, and are distributed annually by the Harvard School of Business Administration, in the same manner as the Pulitzer Prizes are handled by Columbia University.

New Missouri Daily Group

A new organization, Missouri Associated Dailies was formed recently in Kansas City with the following officers: President, W. C. Van Cleve, publisher, *Moberly Monitor-Index;* vice-president, Fred Naeter, editor, *Cape Girardeau Southeast Missourian;* secretary-treasurer, Mitchell White, publisher, *Mexico Ledger.* Twenty-five dailies were represented. The purpose of the new group is to deal with the problems of the small dailies of Missouri and to form an organization to attract national advertising.

Planning to Revive Virginia Daily

Stockholders of the Southwest Publishing Company, Inc., held their initial meeting following the successful campaign in the sale of an additional $10,000 of common and $10,000 of preferred 8 per cent stock for relaunching, the *Pulaski* (Va.) *Southwest Times* into the daily afternoon field and elected a complete organization. The newly-elected board of directors is comprised of T. H. Pratt, Kingsport, Tenn.; Paul Cline, E. W. Calfee, R. S. Cecil, Sexton Dalton, and Allen T. Eskridge, president. T. H. Pratt is vice-president and Paul Cline, secretary-treasurer and managing editor.

N. Y. Baseball Writers Dine

Practically every big league team was represented at a dinner given by the New York Chapter of the Baseball Writers' Association of America at the Commodore Hotel, New York, Feb. 1. Mayor James J. Walker of New York was guest of honor and principal speaker. Irvin S. Cobb acted as toastmaster, when Boseman Bulger, *New York Evening World,* who started in that capacity abdicated to him, after Mr. Cobb had made a hit with a humorous speech. Jibes, songs and skits were presented, involving prominent baseball figures.

N. Y. Evening World Dinner

Invitations are being issued for a staff dinner of the New York Evening World to be held at the Hotel McAlpin, Feb. 27. J. B. Calvo is chairman of the dinner committee. Chris Hawthorne is treasurer.

'way in the van-

Jacksonville leads the nation in gain of Postal Receipts

Jacksonville consistently held the lead in gain of postal receipts throughout the last eight months of 1925.

The increase in June over June 1924 was 29 per cent. In November postal receipts mounted to a 55 per cent greater volume than November, 1924. Again in December Jacksonville led the entire country with an increase of 43.40 per cent, topping the fifty largest offices.

Total postal receipts for the year just ended were $1,132,774.

And just as Jacksonville leads the country in gain of postal receipts, so does the Florida Times-Union lead the Florida field in city and state circulation.

The Florida Times-Union
~JACKSONVILLE~

CIRCULATION
Daily 53,000
Sunday 70,000



2,000,000 Lines Gain!

When local advertisers, who are on the ground and *know*, make a *decided change* in their use of media, surely this is of important significance to national advertisers.

Local advertisers used *two million lines more* in The Indianapolis Times during 1925 than in 1924.

From March 31 to September 30, The Times gained 14.9% in circulation and was the only Indianapolis newspaper to gain.

The Times is *necessary* in *every* plan to *cover* Indianapolis.

The Indianapolis Times

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

INSTRUCTORS FORBIDDEN TO LECTURE TO NORTH DAKOTA "U" STUDENTS

Thorough Discussion of Modern Methods and Practice Believed Better Than Acceptance of Ready-Made Opinions—Study Current Newspapers

By ROY L. FRENCH

Director, Department of Journalism, University of North Dakota

(*This is sixth in a series of articles, interpreting the work of journalism schools to editors of the nation.*)

THE outstanding feature of the teaching of journalism in the department at the University of North Dakota is the total absence of lectures by the instructors. Instead, the class hours are given over to a thorough discussion of modern methods and practices by the students with the instructor acting as a guide in the discussion.



R. L. FRENCH

We believe that it is far more important for the student to arrive at his own conclusions after a careful study and a thorough discussion of the modern methods and practices, than for the student to accept the ready-made opinions of his instructor.

In journalism as in no other profession there are usually a dozen different ways for doing the same thing. Pick out any 21 newspapers and observe the variety in news treatment. Notice the various methods of make-up and newspaper construction. Compare the ethical reactions of one publication with another. Aside from the purely mechanical methods and practices, but few will be found to be standard.

Our student makes these comparisons. He is equipped with a thinking apparatus and we encourage him to use it. He may obtain an opinion of a given practice which is quite the opposite to that held by the instructor. This is relatively unimportant. It is of vital importance, however, that the student shall have arrived at his conclusion through his own thinking. It is our business to stimulate his thought. In this way and in this way only we believe the student's own judgement and sense of responsibility will best be developed.

There is no make-believe in the practical courses here. The students gather the actual news of the campus and write the stories. Some of them are writing for the student daily. Other students are gathering and preparing campus news stories for the weeklies in the state. Still others are sending out news stories every day to the North Dakota dailies. It is interesting to note in this connection that between January and June last year over 10,000 inches of student written news appeared in the columns of eight North Dakota dailies.

In the editorial classes the students learn to read proof by doing it. They learn to read copy and prepare it for the printer by reading and handling reams of actual copy. Likewise in the editorial writing class, they write editorials, more editorials, and then more editorials. They declare the department to be a work house, but we proceed under the belief that they will learn to write only by doing a great deal of writing. Practice along this line we think is quite as essential for perfection as in the more sacred activity—athletics.

The students study printing in the type laboratory not with a view to becoming journeymen printers, but for the purpose of learning the actual relationship which exists between printing and newspaper or magazine making. They study the various methods of make-up and then they duplicate in the laboratory the sort of thing which in their judgement is best.

They find in this same laboratory that it is one thing to write a headline and quite another to put that same headline into type. And by trying out the various headline schedules that are practiced, they have one more opportunity for forming opinions as to what practices are best.

We do have lectures now and then but they are always given by men brought to the campus from the actual publishing field. And because of our location, these men are usually from the small dailies and country weeklies.

In North Dakota we have no large cities, so naturally our problems are those which will arise in the community rather than in the metropolitan type of journalism.

With this fact in mind, the department puts its greatest emphasis on these community problems.

In a word this department of a state university is operated with a definite realization of its service-duty to the state. It is trying to turn out young men and women, who, having been trained to think and to form independent judgements, will be the intelligent North Dakota editors of the future.

The secret, if any there be, in our system may lie in the fact that our classes are small having from 12 to 25 in them. In any event we believe it is working. Of the six graduates last June, three are successfully editing country weeklies, one is city editor of a small daily, one is a reporter on a daily, and the sixth is doing graduate work in the university. We are training them for the journalism of North Dakota, but we believe they will be able to give a good account of themselves should they ever turn to the metropolitan newspaper field.

Roy L. French, head of the department of journalism at the University of North Dakota, writer of the above article, received his A.B. and M.A. at the University of Wisconsin course in journalism. He received his practical experience as editor of several weekly newspapers in Kansas and as correspondent for various metropolitan newspapers. He is at present the national secretary of Sigma Delta Chi, professional journalistic fraternity.

Hunt Heads College Ad Drive

Carl Hunt, executive vice-president of the Orlando (Fla.) Chamber of Commerce, is chairman of the advertising advisory committee in charge of a campaign to raise $300,000 for Rollins College, Winter Park, Fla. He was formerly manager of the Associated Advertising Clubs of the World. The college advertising campaign calls for the use of a full page advertisement in every issue of every newspaper in Orange County, Fla., during March.

2,300 Hours of Entertainment

The *Detroit News* radio station WWJ furnished America's radio audience 2,300 hours of entertainment during 1925, an increase of more than 700 hours over the preceding year.

ADS BUILT HIS BUSINESS

Los Angeles Ice Cream Manufactur Praises Newspaper Space

Newspaper advertising is the gre secret of business success, A. A. Come head of the Globe Ice Cream Compa of Los Angeles, told a recent meeting the Pacific Ice Cream Manufacture Association in Portland, Ore.

Success in his business, which has b come one of the largest in Los Angel is attributed by Comey to the use display advertising, packed by quali goods.

"We do not believe in small, six-in ads but we do believe in using b smashing copy, and it does the work asserted Comey.

"The first and strongest publicity a advertising medium for food produc is the daily newspaper, for the reas that the daily newspaper is as necessa in the home as one's meals. Throu the power of suggestion it is the stron est medium to educate the entire hous hold."

He advocated a united and extensi campaign by the Association. It w taken up in its formative stages at t meeting and will probably lead to adve tising expenditure in Pacific Coast new papers.

Decision Reserved in Will Suit

Surrogate George A. Slater at Whi Plains, N. Y., reserved decision Februa 3 on the validity of the will of Edwin Oliver of Yonkers, dated September 2 1924, after hearing the summations counsel for both sides. Mr. Oliver w a widely known humorist and editor.

ONE OF A SERIES

Letters That Speak for Themselves!

GREEN BAY PRESS-GAZETTE
Green Bay, Wis.

"There is no doubt about our enthusiasm over your checking service to us. Our demands for checking copies from agencies and advertisers are virtually eliminated. While the cost of your service is at about a standoff with the former cost of checking copies and postage, the assurance of satisfying our advertisers through your service is well worth while.

We take this opportunity of letting you know that we appreciate all that you are doing for us."

Very truly yours,
GREEN BAY PRESS-GAZETTE
Joseph Horner, Jr., National Advertising

The Advertising CHECKING BUREAU *Inc.*

79 Madison Avenue
NEW YORK, N. Y.

538 So. Clark St.
CHICAGO, ILL.

CINCINNATI is a Great Shoe Market

For more than a hundred years Cincinnati has been one of the great shoe and leather centers of the United States. The value of the output of Cincinnati shoe factories amounts to tens of millions of dollars annually.

But Cincinnati is a great buyer as well as a great manufacturer and seller of shoes. As in the selection of their foods, their clothing, their automobile tires, their radio sets and musical instruments, the people of Cincinnati are influenced very largely in the selection of their footwear by the consistency with which footwear is advertised in their favorite newspaper.

To Cincinnati shoe merchants there is no uncertainty as to which of the four local papers is the favorite newspaper. Years and years of carefully checking their sales against their advertising expenditures have demonstrated that the people of Cincinnati read the Times-Star and respond to it as they read and respond to no other publication. This is why the Times-Star carries more than twice as much display advertising of boots and shoes as the second afternoon newspaper and more than double that of both morning newspapers combined, including their Sunday editions.

Individually the readers of the Times-Star wear no more shoes than the readers of other newspapers. It is simply that more people, many more, who live in the city and suburbs of Cincinnati and who buy their shoes from Cincinnati merchants, read the Times-Star, and that they read it with greater interest and greater faith.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member Audit Bureau of Circulations

THE MAGAZINE SECTION

of

The New York Times

Sunday Edition

Printed by Rotogravure

ADVERTISING CONTRACTS FOR 1926

Ainslie Galleries, New York (art)
Alpha Publishing Co., New York
American Acoustic Corp., New York (hearing device)
American Bond & Mortgage Co., New York
American Phonophor Co., New York (hearing device)
American Piano Co., New York
Anderson Galleries, New York (art)
Antiquarian Magazine, New York
Army & Navy Supply Stores, New York
Arts & Decorations, New York (in interior decoration)
Bankers Loan & Investment Co., New York
Bartel's Bird Shop, New York
Barton, Price & Willson, New York (interior decorators)
Bell Engraving Co., New York
H. Bente & Co., Chicago and New York (radiator covers)
Bond Press, New York (stationery)
A. Bourjois & Co., New York (toilet preparations)
Brill Bros., New York (men's clothing)
Bristol-Myers Co., New York (tooth paste)
Wallace Brown, New York (stationery)
Brown-Robertson, New York (publishers)
Cambridge School, Cambridge, Mass.
Chambers Hardware Co., New York
Charles of London, New York (art)
Collins Nurseries, Moorestown, N. J. (trees and shrubs)
Columbia University, New York
Comfort Corset Co., W. Hoboken, N. J.
Crosby Underwear Co., New York
Curtis Furniture Co., New York
F. E. Davis, Gloucester, Mass. (fish products)
Doubleday-Page Co., Garden City, N. Y. (publishers)
Dudensing Galleries, New York (art)
Dunn Pen Co., New York (fountain pen)
Edwin Cigar Co., New York
Clarence B. Fargo, Frenchtown, N. J. (flower seeds)
Ferargil Galleries, New York (art)
Fiala Outfits, Inc., New York (sport goods)
Fifth Avenue Stationers, New York
Fireside Industries, Adrian, Mich. (art novelties)
Flint & Horner, New York (furniture)
The Forum, New York (publication)
Emil Fuchs, New York (art)
Globe-Wernicke Co., Cincinnati, Ohio (bookcases)
Grand Central Art Galleries, New York
Grand Central Wicker Shop, New York (furniture)
Peter Henderson & Co., New York (flower seeds)
M. Hensoldt & Son, New York (optical goods)
J. R. Herter & Co., New York (tapestries)
P. Jackson Higgs, New York (antiques)
Hildebrand Shop, New York (candy)
Holly Bulb Farms, Mt. Holly, N. J.
Homart Studios, New York (art lamps)
International Correspondence Schools, Scranton, Pa.
International Mercantile Marine Lines, New York
International Mills & Timber Co., Bay City, Mich.
Jay-Thorpe, Inc., New York (women's wear)
W. H. Johnston & Son Co., Indianapolis (radiator shields)
Kamrass & Sons, New York (cushions)
Jan Kleykamp Galleries, New York (art)
M. Knoedler & Co., New York (art)
C. W. Kraushaar, New York (art)
LaSalle Extension University, New York
Lambert Pharmacal Co., St. Louis, Mo. (Listerine)
Life Extension Institute, New York
Lincoln-Ulmer, New York (cigars)
Little & Ives, New York (printing)
Lockwood & Almquist, New York (electrical clock)
C. J. Lundstrom Co., Little Falls, N. Y. (book cases)
Macbeth Galleries, New York (art)
A. G. MacAinch, New York (insurance)
H. G. McFaddin, New York (lighting)
McIntyre & Whitaker, New York (ventilators)
May Oil Burner Corp., New York (heating)
Mears Earphone Co., New York (hearing device)
Merton Institute, New York (educational)
Milch Galleries, New York (art)
H. R. Millar, Front Royal, Va. (hams)
R. E. Miller, New York ("Dorak" Folding Wardrobe)
Morse & Burt, New York (shoes)
Arthur Murray, New York (dancing)
Katinka Narinska, New York (music instruction)
National School of Interior Decoration, New York
J. P. Neff & Co., New York (stationery)
C. M. Nevius, Inc., Nevius, N. Y. (coffee mill)
New School of Design, New York
New York Mausoleum Association, Inc., New York
New York Title & Mortgage Co., New York
New York University, New York
The New Yorker, New York (magazine)
North American Institute, Chicago, Ill. (speaking course)
O. K. Vacuum Brush Sales Co., New York
Parents Association, Pleasant Hill, Ohio (child training)
Patrician Clock Co., New York
Pelman Institute, New York (memory training)
Peno-Pencil Co., New York
Perfolastic, Inc., New York (corsets)
Personal Stationery Corp., New York
Platt Service, Inc., New York (advertising)
Ponsell Floor Co., New York (floor polisher)
Postal Pen Co., New York
Primset Co., W. New Brighton, N. Y. (device for ears)
Prudence Co., New York (bonds)
Reagil Book Co., New York
Joseph Reilly, New York (insurance)
William J. Reilly, Dansville, N. Y. (nurseries)
Review of Reviews, New York (publishers)
Round the World Club, New York (travel)
Allen Ross & Co., New York (publishers)
Royal Society Stationery Co., New York
Fred J. Schaeffer, New York (insurance)
Sherwin Cody School, Rochester, N. Y.
A. F. Stoeger Co., New York (guns)
Stumpp & Walter, New York (flowers)
Suesfel, Lorsch Co., New York (opera glasses)
Suarez & Crespo, New York (cigars)
Tilton Publishing Co., Boston, Mass.
Universal Sales Co., New York (stationery)
Paul von Boeckmann, New York (book on nerve treatment)
The Weil Co., New Haven, Conn. (corsets)
James West, Ballston Spa, N. Y. (stationery)
White & Wyckoff, Holyoke, Mass, (stationery)
Mrs. J. B. Wiltbank, New York (art)

THESE advertisers have learned that the quantity plus quality of its readers, and confidence in The Times, makes the Magazine Section an outstanding medium for the announcement of merchandise and services appealing to intelligent, discriminating persons.

THE Rotogravure process permits beautiful reproduction of the most attractive advertisements. The censorship of The New York Times excludes misleading or undesirable advertisements.

NET paid sale more than 600,000 copies—greater than the combined distribution of the five leading quality magazines. Rate, $1.10 a line.

URGES PRESS GROUPS TO BACK CRUSADES

Prof. Simmons Advocates Definite Program for State Associations at Syracuse Meeting of New York Publisher's Group

SYRACUSE, N. Y., Feb. 5.—The New York State Press Association, composed of editors and publishers representing nearly 200 newspapers from communities in all parts of the state, gathered at Hotel Onondaga, Friday of this week, for the 74th annual meeting of the association. The sessions continue Saturday with election of officers.

At the opening session Friday morning Prof. John O. Simmons, of the Department of Journalism at Syracuse University, in his address on "Your Association As I See It," declared that it is time for the newspapers to take inventory as institutions for the public service in the face of current criticism that they are "no longer watchdogs for the public interests."

Taking issue with M. S. Sherman, editor of the *Springfield Union*, who stated at Boston last week it is time for the newspapers to do "a little judicious hitting back" at magazine critics of the newspapers, Prof. Simmons said this is not the way to prove the worth of an effective institution.

"It is time the newspapers began to show concerted constructive public service programs, carefully mapped out by the various state press associations and their regional divisions," he maintained. "If there is to be 'striking back' there must be individual personalities among editors and publishers who are willing to be aggressive crusaders. Such individuals should be given encouragement and backing by their respective press associations.

"An excellent example of crusade is the plan of Editor E. J. Lynett of the *Scranton Times* to bring about a settlement of the present coal strike, which all but succeeded. If the press of Pennsylvania had backed this plan or any single plan, and the press in other states had joined forces a dilemma would not have been forced upon Congress, and President Coolidge would have had plenty of backing from the resultant public sentiment which would have saved consumers money and hardship in the end."

Examples of aggressive service were cited among New York State papers such as the *Rhinebeck Gazette*, the *Cobbleskill Times*, and others. Among the dailies the *Rochester Democrat-Chronicle* was cited for its series of special articles on the increasing costs of local, state and national government and their influence in that city.

"The newspaper is too influential a factor to be a mere reflector of what is happening every day," continued the speaker. "Newspapers have become prosperous business concerns within the past few years, and they deserve prosperity after a period of struggle dating back to the days when revenues were hardly enough to pay the staff men. As long as they are courageous, aggressive and independent crusaders along with their financial independence there is nothing to worry about."

PENNY PAPER IN JERSEY

Elizabeth Times Issues New Independent "Peach" Edition

The *Elizabeth* (N. J.) *Times* began Feb. 1 issuing a new independent edition called the "Peach," which is sold for one cent. It appears on the street at 4 o'clock daily. Earlier editions are still being issued with the *New York Evening Journal*, and the Sunday Times is distributed with the *New York American*.

The Times was purchased recently by Arthur Brisbane, M. L. Annenberg and Herbert Cranzer. Mr. Cranzer is publisher and Arthur Warner, editor. The penny edition appears in a changed type dress in eight-column form.

On Feb. 3 the Times published a special 40-page edition, edited entirely by members of the Junior League of Elizabeth.

KING JOINS PENSACOLA JOURNAL

Former A.P. Man Named Publisher of Morning Daily

C. J. King, for 20 years with the Associated Press as Birmingham correspondent, staff member at Southern division headquarters, Atlanta, and State Capitol correspondent at Tallahassee, has joined the *Pensacola Journal* as editor. Since last August Mr. King has been advertising manager for the Florida State Bureau of Immigration.

Percy S. Hayes, who has been editor of both the *Pensacola Journal and News*, morning and evening, will devote his entire attention to the *News*.

John H. Perry is publisher of the two dailies.

Florida Newsprint Embargo Lifted

The Atlantic Coast Line Railroad has advised the Southern Newspaper Publishers Association that the freight embargo for Florida points has been modified so that newsprint paper shipments may be sent on their line to Florida points without permits. The S. N. P. A. has been actively urging for sometime that railroads in Florida give preference to newsprint shipments.

Glee Club at Next Sphinx Dinner

The glee club of the Advertising Club of New York, under the leadership of Arthur Philips, will make its first public appearance at the next dinner of the Sphinx Club, New York advertising society, to be held at the Waldorf-Astoria Hotel, Feb. 9. Charles C. Green of the Charles C. Green Advertising Agency, New York, and president of the New York advertising club, is in charge of the program.

Editor W. J. Allen Dead

William J. Allen, for 56 years editor of the *Jefferson County Journal*, Adams, N. Y., is dead.

SENTENCED FOR CONTEMPT

N. H. Parks, Holtville, Cal., Editor, Must Serve 5 Days and Pay $500

Norman H. Parks, editor of the *Holtville* (Cal.) *Tribune*, has been found guilty in Superior Court of Imperial County for contempt of court and fined $500 and sentenced to serve five days in the county jail.

He was charged with having printed an editorial, headed "Judicial Bolshevism," directed against a judge who was hearing a case involving the recall of the district attorney.

Auto Tour to Advertise Manitoba

A party of 100 Canadians, organized by the *Winnipeg Evening Tribune*, will make a midwinter motor run from Winnipeg to New Orleans, starting Jan. 23, traversing the Jefferson Highway on the southward trip and returning via the Mississippi River Scenic Highway. The purpose of the trip is to attract tourist traffic to Manitoba and to Winnipeg. Col. Ralph H. Webb, mayor of Winnipeg, will act as official head of the party.

Dailies Join in Radio Test

Three Boston newspapers, the *Herald-Traveler*, *American* and *Globe*, set up special radio receiving stations along the Massachusetts coast in an effort to "pick up" the radio programs broadcast by European and South American stations last week. Success attended the efforts although SOS calls interfered greatly.

ONE DAILY ELIMINATE IN VANCOUVER FIELD

Morning Sun Drops Out and Is Su ceeded by Evening Star Which As- sumes Circulation and Good Will—Sunday Sun Out

Another change has taken place in t Vancouver, B. C., newspaper field.

The *Vancouver Sun*, which has hither published both a morning and eveni edition, has dropped out of the morni field, while the *Star*, hitherto an eveni paper, has switched to the morning a will be known as the *Morning Star*.

The circulation and good-will of t Morning Sun have been exchanged f the circulation and good-will of the Ev ning Star. In the meantime the Sund Sun is being consolidated and publish with the Saturday Evening Sun, to whi will be transferred all big Sunday fe tures.

General Victor Odlum is publisher the Star and R. Cromie of the Sun.

Miller Heads Fifth District

Harry M. Miller, manager, Heer-Mill Company, publishers and printers, Colu bus, O., was elected chairman of t Fifth District of the Associated Adverti ing Clubs of the World at the meeti held in Toledo last week. Other office named were A. H. Apking, president Ci cinnati Advertising Club, vice-chairma and D. G. Starkey, executive secreta Columbus Chamber of Commerce, secr tary-treasurer.

DAILY PAPERS FROM OTHER CITIES
HOTALING'S NEWS STAND
BROADWAY AND 43RD ST.
NORTH END THE TIMES BUILDING

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway . . . Here is a mammoth news stand which sells newspapers from every city in the world. . . Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."
—*Boston Transcript, Oct. 29, 1921*

HOTALING'S NEWS AGENCY, 308 WEST 40th STREET, NEW YORK

Miami is a Rich New Automobile Market

THE automobile manufacturer who is searching out possible prospective buyers will do well to consider the Miami market. This city, with an approximate population of 225,000 people, has more than fifty thousand automobiles—and is one of the automobile show-places of the world.

The Herald Published 849,660 Lines of Automobile Advertising 14⅔ Per Cent More Than The Second Newspaper During 1925

THESE figures will convince exhibitors of the New York Motor Show that Miami is a rich, new automobile field . . . . and that the Herald is the logical and profitable medium through which to reach this market.

The Miami Herald
"Florida's Most Important Newspaper"
FRANK B. SHUTTS, *Publisher*

The Letter Tells the Story

Dubuque Times-Journal

THE ONLY REPUBLICAN DAILY IN NORTHEASTERN IOWA

ESTABLISHED 1856

DUBUQUE, IOWA

Nov. 11, 1925.

Mr. C. N. Landon, Art Director,
NEA Service, Inc.,
Cleveland, Ohio.

Dear Sir:

We are planning to drop the one feature on our daily page of comics that is not an NEA feature.

In its place we wish to start "Boots and Her Buddies".

We were struck very forcibly by the exceptionally good introductory strip for "Mom'n Pop" that you prepared for the La Crosse Tribune, and are hoping that something similar can be prepared for us for introducing "Boots and Her Buddies" to our readers.

NEA Service comics are going over big for the Times-Journal. This is true of the daily page, and very much so of the four-page section in colors that we issue with our Sunday edition.

Very truly yours,

DUBUQUE TIMES-JOURNAL

Edw. G. Fairfield

Editor.

The NEA 4-page, ready-print color comic section referred to above contains the nationally famous comics: "Our Boarding House," "Freckles and His Friends," "$alesman $am" and "Out Our Way."

The STANDARD OF AMERICA in Color Comic Sections.

Samples and rates on request.

NEA Service, Inc.,

MAIN OFFICE - - CLEVELAND, OHIO

The World's Greatest Newspaper Feature Service---Backed by 33 years' experience.

JOURNALISM IS BROAD ROAD TO FAME BUT WEALTH LIES OUTSIDE

Young Reporter Must Become Fiction Writer, Executive or Owner or Be Content with a Top Salary of $3,000 at 45, Journalism Teachers' Committee Reports

JOURNALISM is a broad highway to fame, but to reap adequate financial rewards from its practice a newspaper man must become a successful writer of books or magazine articles, an executive, or the owner of a newspaper property.



ERIC ALLEN

This is the conclusion of the committee on earnings in journalism of the American Association of Teachers of Journalism presented at the recent annual meeting of the group at Columbia University, New York.

In the broad average, a "top" of $3,000 at the age of 45 is the best a man can expect who prefers to remain in the position of reporter or copy-reader, Dean Eric Allen of the University of Oregon school of journalism, who submitted the committee's report, said.

Using the questionnaire method, the committee, composed of Dean Allen, Prof. M. G. Osborn of Louisiana, Prof. W. A. Sumner of Wisconsin, and Prof. H. H. Herbert of Oklahoma and Harry B. Center, Boston, sought to find a normal or average in a field in which everybody knows enormous variations exist."

Questionnaires were sent to 250 journalists listed in "Who's Who in America," 55 members of the press gallery of Congress, 100 city editors of papers of more than 100,000 circulation taken from the EDITOR & PUBLISHER YEAR BOOK and a list of 160 former Oregon journalism students now actively engaged in newspaper work.

"While this whole aggregate of source material appears rather formidable, still the committee regretfully reports that it cannot be collated into satisfactory tabulations, nor the result given out as scientific research," Dean Allen stated. "The answers are too frequently and too variously qualified, and it is altogether too obvious that neither editors nor writers have any very consistent idea as to just how well compensated their profession is. The method used was essentially that of asking the persons in closest touch with the situation to set down the figures their extensive experience had taught them to regard as usual and normal.

"The committee's questionnaire was intent on gaining information on three points: First, the economic return received by a young man entering journalism at the age of 25; second, the reasonable economic expectations for this same young man when he should become an experienced reporter 35 years old, and third, what he could expect of economic return if he should find himself at 45, a reporter or desk man in a non-executive position. These questions were asked for cities over 1,000,000 population, for cities between 150,000 and 1,000,000, and for smaller cities supporting weeklies. The committee also wanted to know what proportion of a journalist's income comes from salary and what from correspondence and other professional activity. It also wanted comparative figures for magazines, trade journals, and publicity work.

"As to results, $25 a week appears to be regarded as a usual average wage for an inexperienced reporter 25 years old. This seems to be as true in one part of the country as another.

"Ten years later if the different returns are averaged the resultant is exactly $2,500 with the estimates symmetrically grouped about that sum.

"In another ten years the young man has entered middle age, the point when his powers should be at their maximum and his usefulness greatest. These second ten years should have constituted his prime.

"Yet the testimony of the questionnaires is quite definite on this point: some think the reporter or copyreader of 45 is worth $500 a year more than the same man at 35, (our New England data implies $1,000 more), but many think increasing age and experience mean nothing at all, and a considerable number set down a distinct decline in earning power.

"So much for the first questionnaires. Now for the interpretation. The committee will submit, without arguing the point, that under present American conditions $3,000 is a low income for an educated professional man between the ages of 35 and 45, living under city conditions."

Finding the economic pathway blocked many newspaper men successfully enter other lines as shown by the 2,350 journalists listed in "Who's Who," Dean Allen stated.

Seeking to answer the question "What becomes of old reporters," he declared.

"If under our commercial order, our successful young graduate is not going to be allowed by society to be a reporter for more than a very few years, what is he going to do? To what functions should be expect to devote his life, and for what kind of permanent work should his curriculum prepare him? For a glance at the curricula offered in many places shows that many institutions are laying all their emphasis upon work for which society persists in regarding as within the capabilities of a bright youngster and for which it refuses to pay wages that will long detain a grown man of the success-compelling sort.

"It may be said that present indications are that journalism graduates are going to do considerably better in an economic way than anything indicated in this paper. This is no time to proclaim it from the housetops—the data are still too new and too scattered—but the writer has reason to believe that the male graduates of his school are earning in salary and space checks and in profits from newspaper property acquired from earnings about $100 per year for each year of the individual's age: in other words $2,500 at 25, $3,000 at 30 and with every prospect of continuing at this rate of increase for years to come.

"It is noticeable that the journalism graduate is less dependent upon the salary and counts more on his general writing for sale than does the average American journalist. It was a surprise to find how little the writing journalist usually earns "on the side." Even the Washington correspondents reported almost nothing from book royalties and little from magazine articles. This is believed to represent quite a different situation from the more mature journalism of England, where the names of journalists of rank equal to our special correspondents are constantly appearing on magazine tables of contents and on book publishers' announcements. The indications are that the young journalism graduate intends to follow this English precedent.

"The general conclusion is that it is unwise to encourage young men to expect a satisfactory economic return from an aptitude in journalism that is restricted to straight reporting, copyreading, make-up, etc. The course should be directed toward qualifying the graduate to turn his hand to thoroughly creditable magazine contributions, to an understanding of contemporary life deep enough to justify him occasionally in venturing upon a journalistic book, a book about the affairs of the day and in line with his other writing experience, or, on the other hand, should train him in the problems of business management and mechanical production, cultivating his independence and any aptitude he may have for financial responsibility."

Those listed in "Who's Who" as journalists constituted one-eleventh of the total listing, it was stated, with the comment that journalism is a broad road to fame whether it leads to wealth or not.

URGES HIGHER WEEKLY RATES

Victor Hanson Says Present Prices Too Low at Alabama Group Meet

The mid-winter meeting of the North Alabama section of the Alabama Press Association was held at the Hillman Hotel in Birmingham, Jan. 30. The importance to the state of co-operation between the farmers and the newspaper editors was stressed by several speakers.

Victor H. Hanson, publisher of the *Birmingham News,* urged weekly publishers to adopt a uniform schedule of advertising and of subscription rates. He pointed out the fact the weekly papers in Alabama are charging just what they charged ten years ago for their papers notwithstanding the fact that today newsprint paper is worth two and a half times as much as it was then. He also suggested a higher rate for national advertising. He stated that 1926 gives promise of being the best year that newspapers of the country have ever had, specially in national advertising.

President J. C. McLendon presided at the meeting.

Chicago Tribune Opens Boston Office

The *Chicago Tribune* announces the opening of a Boston office at 718 Chamber of Commerce building, with H. J. Jackson in the Tribune advertising department for five years in charge.

Publishes Circulation List

The *Pasadena* (Cal.) *Star-News* has just completed the task of publishing, as is its annual custom, the names and addresses of its subscribers.

Overwhelming Success

Marked Our Campaign, Just Completed, for

THE CLEVELAND PLAIN DEALER

Figures Available to Publishers

HOLLISTER'S Circulation Organization

'Phone, Wire, or Write, care of Cleveland Plain Dealer.

Our Customers Write Our Ads

PIKE COUNTY NEWS, PIKEVILLE, KY.

SAYS—

"We are *mighty well pleased* with our DUPLEX FLAT BED PRESS and would not do without it."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

The New York World Syndicate

Uses

CERTIFIED DRY MATS

Exclusively

Do the Zero Minutes Worry You?

¶ The value of the 4 to 7 minutes saved by eliminating steamtable operation from your stereotyping may be made inestimable in relieving the strain of the "zero minutes."

¶ Or the minutes now wasted in drying wet mats on the forms under the enormous pressure of the steam tables may be utilized in other advantageous ways.

¶ Time is money. Let us tell you how others are turning such minutes into dollars through CERTIFIED DRY MAT COLD stereotyping. There's no obligation on your part.

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue New York, N. Y.

for wet mat printing with DRY MAT facility—use Certifieds.

MADE IN THE U. S. A.

1925 was a MUST year!... Advertisers changed many pet ideas during that period

EVEN prosperous Los Angeles, for example, where more than 1,100,000 people are ready and willing and able to buy everything that is advertised . . . even there, some revision of past efforts was needed in many places to keep the sales records up.

With what result, from an advertising standpoint?

This: That Los Angeles merchants bought 600,000 more lines of advertising in The Los Angeles Examiner during 1925 than during 1924; while every other newspaper in the city showed a distinct LOSS in local advertising.

"What price results?" **asks the national space-buyer, and here, so far as Los Angeles is concerned, is the answer:**

165,000 Daily 385,000 Sunday

CHARACTER QUALITY AMERICA FIRST! ENTERPRISE ACCURACY

Los Angeles Examiner

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE — THE GREAT NEWSPAPER OF THE GREAT SOUTHWEST

Joseph Connell
Pacific Coast Representative
571 Monadnock Bldg.
Telephone Garfield 3858
San Francisco

W. W. Chew
Eastern Representative
1819 Broadway
Telephone Columbus 8342
New York City

Wm. H. Wilson
Western Representative
915 Hearst Bldg.
Telephone Main 5000
Chicago

TRANSPACIFIC RADIO PRESS RATE CUT OF 17 CENTS A WORD UP TO JAPAN

Karl A. Bickel, Addressing Ohio Publishers, Declares U. P. Won Harbord's Approval for Reduction from 27 Cents to 10 Cents

"NO business in America is growing with greater rapidity and strength than the newspaper industry," declared Karl A. Bickel, president of the United Press Associations, at the annual banquet of the Ohio Associated Dailies of Columbus, Ohio, Wednesday night. The same tendency, he asserted, was very noticeable all over the world. Newspapers in every land were turning away from the old and vicious theory that a paper must be supported by a governmental or political subsidy and were now establishing themselves upon a straight and honest business basis as legitimate business institutions. The fact that this change took place first in America, he declared, was one of the reasons why the American press leads the world in honesty, high ethical standards, influence and wealth.



KARL A. BICKEL

"The same influence is most marked in the press association business," stated Bickel in his address. "The fact that the newspaper publishers of the world are demanding honesty and absolute independence from governmental propaganda in their press association service has been one of the fundamental factors in the success of the United Press. The United Press is now America's greatest world wide distributor of news sending its dispatches into 36 different nations. The United Press ranks with the oil, automobile and moving picture industry in the world wide spread of its activities."

During the progress of his address Bickel announced that as the result of negotiations between Gen. Harbord, president of the Radio Corporation of America, and the United Press, the former had agreed to make a reduction from 27 to 10 cents per word on press matter filed between the United States and Japan and that the establishment of this rate was now only awaiting the approval of the Minister of Communications of Japan to go into effect.

"This drastic reduction in the press rate via wireless between the United States and Japan," asserted Bickel, "when it is approved by the Japanese government, will prove to be the greatest forward step taken to insure peace between Japan and the United States in the history of the relations of the two nations. General Harbord demonstrate[s] he is as great a leader in busin[ess] as he was in war when he made the decision to make this rate thus making it possible for the peoples of the two countries to establish an adequate news exchange."

"The newspapers of South America," said Bickel, "are making remarkable progress both in the improvement of their news content and the development of better publishing plants. No newspaper in the world carries as large an amount of cable news as *La Prensa* of Buenos Aires" he stated, "and frequently the amount of cable news in La Prensa would total three times as much as carried in any New York newspaper. The editorial standards of the South American papers are very high and the attention paid to international politics, literature and the arts by the South American press is far greater than paid to cultural side of life by the American daily press."

New Pulp Company Formed

Definite announcement has now been made of the formation of the British Columbia Pulp and Paper Company to take over from the receiver the business of the Whalen Pulp and Paper Company in British Columbia. The assets of the latter company were purchased by the first mortgage bondholders. These will receive equivalent bonds of the new corporation together with a bonus of 7 per cent preferred stock in the proportion of $150 worth of stock for each $1,000 bond. Debenture holders of the defunct company will be entitled to subscribe for 7 per cent general mortgage bonds in the new company at the rate of $400 for each $1,000 held and will be given a bonus of common stock.

"Come to Church" Ads Distributed

The Church Advertising Committee of the Associate Advertising Clubs of the World, has sent out to about 600 newspapers a new series of "Come-to-Church" display advertisements for publication in Saturday issues. No set charge is made to publishers, but they are asked to contribute to the work of preparing the copy as much as they see fit. Dr. Christian F. Reisner is president of the committee.

"U" STUDENTS SCOFF AT PRESS AGENTS

Ivan Benson, University Daily Kansan, Cries "The Same Old Bromide!" When Butterick Seeks Free Space for Style News

An attempt to induce newspapers to publish one column line drawings of fashions in women's garments as a free publicity stunt for the Butterick pattern and magazine organization in New York, is being met with some resistance by editors who recognize in the style cuts advertising intended to sell patterns.

Each cut carries a copyright notice and the word "Butterick" and the number of the patterns. The offering was made in a circular letter broadcast to newspaper publishers by R. G. Woodcock, of the Butterick Company. In returning this free publicity bit to EDITOR & PUBLISHER this week Ivan Benson, of the staff of the *University Daily Kansan*, published by the department of journalism of the University of Kansas, made the following observations:

"What hope must be springing in the breast of the free advertising space grabber who is sending out the inclosed Butterick type of 'up-to-the-minute, authoritative, entertainingly written, and illustrated' *news!*

"The letter of the Honorable R. G. Woodcock speaks for itself. First, the very delicate emotional appeal as an eye-opener. 'Is there anything of keener interest to women than the ever-changing fashion? Is there anything women fear more than being out of style?' Oh, no! Nothing! Nothing! The first point is won.

"'Because editors want the latest and the most authentic style news for their papers, many of them have asked us if we could help them.' Yes, indeed, all two of them!

"'That is why hundreds of newspapers have adopted this service as a regular daily feature (see the attached proof).' Yes, gentlemen, if you have time you might take a glance at the attached proof.

"'While this fashion service was originally started at the direct request of editors that we help them with their women's pages, we believe it is of equal interest and value to others. So we are now offering it to you, free of charge, for the use of your newspaper.

"'Do you want this service? Then just fill in and mail the enclosed postal card.

"The same old bromide! The *University Daily Kansan* is not using any of this stuff. It's a college daily and the young editors haven't had a great deal of experience in the newspaper field but they know soft soap when they see it."



Holds More!

Intertype's Extra Capacity Crucible and Mouthpiece

Crucible holds more metal.
Less frequent replenishing.
More uniform temperature.
Better slugs.
Interchangeable mouthpiece.

INTERTYPE CORPORATION
1440-A Broadway, New York

Standardized INTERTYPE

Profit-Making Features—No. 5

I am pleased to announce that

SAM SMART

who for sometime has been associated with the

Western Office

of the

Cosmopolitan

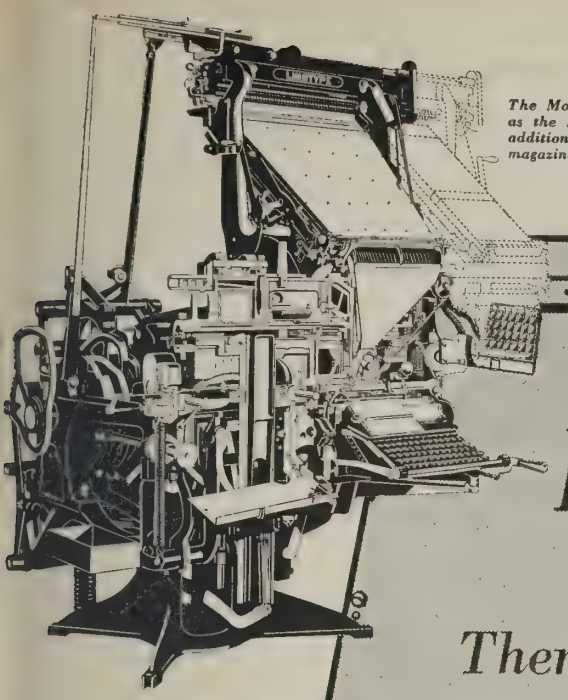
and before that time was for a number of years with the

Crowell Publishing Co.,

is now associated with our organization

Lane Block

New York - Chicago - Detroit - Boston - Philadelphia



The Model 26 is the same as the Model 25 with the addition of two auxiliary magazines.

Interchangeability

There are two types of Linotypes: Single Distribution and Multiple Distribution —Both types using the same Standard, Interchangeable Linotype Magazine.

In these two types you can get a Linotype exactly adapted to any purpose—With one, two or three main magazines—With or without auxiliary magazines—For single or multiple distribution —Can be supplied to cast either 30 or 42 picas, maximum measure.

All using standard, interchangeable magazines, molds and liners—All operated by the same standard power-driven keyboard—All magazines quickly changed from the front.

TRADE LINOTYPE MARK

Multiple Distribution

MODEL 25
Two Standard Main Magazines

MODEL 26
Two Standard Main Magazines
Two Standard Auxiliary Magazines

Interchangeable with Other Linotypes

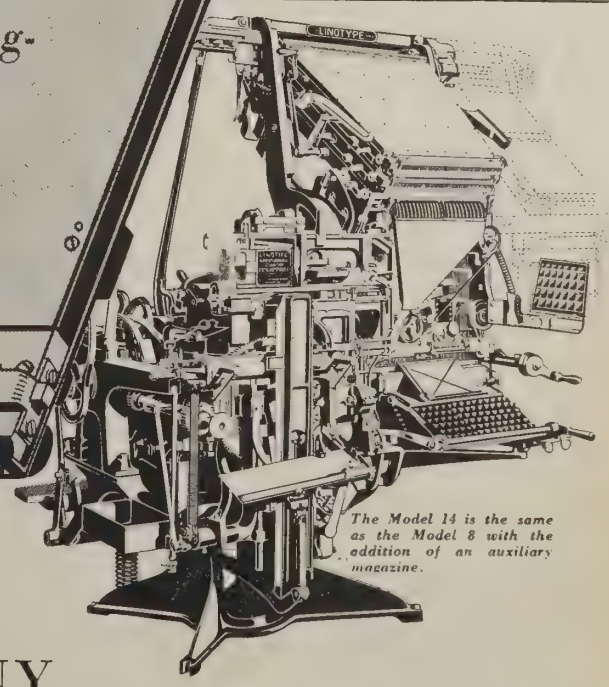
Faces from All Magazines Mixed in the Same Line

MODEL 8
One, Two or Three Standard Main Magazines

MODEL 14
One, Two or Three Standard Main Magazines
One Standard Auxiliary Magazine

Interchangeable with Other Linotypes

Single Distribution



The Model 14 is the same as the Model 8 with the addition of an auxiliary magazine.

MERGENTHALER LINOTYPE COMPANY

SAN FRANCISCO CHICAGO NEW ORLEANS — *Brooklyn, New York* — CANADIAN LINOTYPE LIMITED TORONTO

Representatives in the Principal Cities of the World

Composed entirely on the LINOTYPE *in the Bodoni Series, except for word "Interchangeability," which is enlarged*

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



Proud to be Dallas booster.—E. J. Kiest.

"WHEN you see a good thing for the town, get behind it and push."

From Edwin J. Kiest, publisher of the *Dallas* (Tex.) *Times-Herald*, comes this bit of newspaper wisdom, which, he says, furnished most of the motive power enabling him to work up from scratch to his present position as one of the wealthiest newspaper owners in the Lone Star State.

"Get as close to your city as you can," is his suggestion. "Help it to grow, and don't forget to grow with it. One way to help, as a matter of fact, is to keep ahead of your city in growth."

Mr. Kiest did not forget. Thirty years ago he purchased the Times-Herald, becoming a publisher on a shoe-string. The paper's circulation was then a mere 1,500, in a city of 35,000. Mr. Kiest jumped from department to department in those early days. One moment he was reporter, then compositor, editor, copy-reader, make-up man and printer. When copies came from the old press, he even carried a route.

Today the Times-Herald claims a circulation of 60,000 and having outgrown its present plant, built 20 years ago, Mr. Kiest is making plans to erect a new building.

And while his own paper was growing ahead of the city, he was helping Dallas prosper. It was Mr. Kiest who originated the slogan, "Let's lift Dallas out of the mud," a slogan which, promoted through the Times-Herald, turned deep sand roads into 130 miles of paved highways. For 15 years he was director of the local Chamber of Commerce, and for 22 years was a director of the Texas State Fair, six of which he was president.

"Our theory in the conduct of the Times-Herald," he said, "is Dallas, first; the county, second; the State, third; the United States, fourth; and then the rest of the world."

When he was 17 years old, Mr. Kiest held cases on the old *Chicago Times*. Prior to that he had spent a number of years on the streets selling copies of the late Victor F. Lawson's paper, the *Chicago Daily News*. Then he took up the printing trade.

"On the Chicago Times I tried reporting, too," Mr. Kiest said. "But I was fired every day to be hired the next. My copy never seemed to come in right. I was one of those good news gatherers, who don't know how to write."

After this he joined the Western Newspaper Union, and was sent to various bureaus of that organization in different sections of the country. He was with the Western Newspaper Union in Dallas when he decided to become a publisher.

Sentenced for Misleading Ads

The first conviction under the recently enacted Statute No. 319, Public Acts of Michigan, relative to the publication of misleading advertisements, was secured last Saturday in Detroit against Harry Siegel, proprietor of a cut-rate cigar store. Siegel was tried and upon conviction of using misleading advertising, was sentenced to 30 days in the Detroit House of Correction, with the alternative of paying a fine of $85.

MISSOURI GROUP ELECTS WHITE

Macon Republic Editor President of Northeast Press Association

Edgar White, editor of the *Macon Republic*, was elected president of the Northeast Missouri Press Association at the annual meeting last week in Macon. Omer D. Gray, of the *Sturgeon Leader*, was elected vice-president; Charles H. Weisenborn, *Macon Daily Chronicle-Herald*, secretary-treasurer, and George D. Shafer, *Lancaster Republican*, publicity director. The July meeting of the organization was given to Monroe City.

Resolutions adopted by the association endorsed the road building program; urged reasonable appropriations for improvement of the Mississippi and Missouri rivers to secure better freight rates for mid-west farmers; and early adoption of the Mindall bill to discontinue competition in the printing industry by the government.

A.A.C.W. WOMEN ACTIVE

Plans Being Made for Participation in Philadelphia Meet

Mrs. Bernice Blackwood, president of the Federation of Women's Advertising Clubs, has appointed Mrs. Ruth Pratt Lehman federation secretary to assist in arrangements for the Philadelphia convention of the Associated Advertising Clubs of the World to be held next June.

C. K. Woodbridge has also appointed the following women to head various committees in preparing for the convention program: Mrs. Ellen S. Patten, Philadelphia; Miss Julia C. Coburn, Toledo; Miss Anita Simpson, Chicago; Miss Carolyn Trowbridge Radnor-Lewis, New York; Miss Edna E. Lynn, Detroit; Miss Sophie Alexander, Buffalo; Miss Ethel B. Scully, Milwaukee; and Miss Jessamine Hoagland, Chicago.

Miss Florence Dart is convention chairman for the Philadelphia Club of Advertising Women.

CHANGES IN NEW ORLEANS

Caldwell and Jalenak Advanced by Item and Tribune

Bowden Caldwell has been appointed special representative of the publishers of the *New Orleans Item and Tribune* and the associate publications, *Woman's Home Review* and *Modern Farming*.

For the past seven years, Mr. Caldwell has been advertising manager of the Item, and since the advent of the Morning Tribune has been in charge of local advertising for both newspapers. He has been associated with the Item for 13 years.

L. R. Jalenak, formerly manager of national advertising for the Item-Tribune combination, has been advanced to the position of advertising director for local as well as national business.

Sir Pomeroy Burton Arrives

Sir Pomeroy Burton, chairman of the Amalgamated Press, in London, accompanied by Lady Burton, arrived in this country this week on the 'S. S. Olympic.' Sir Pomeroy was born in the United States and was formerly managing editor of the *New York World*.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

Unquestioned Leadership

The leadership of the LANCASTER NEW ERA is again confirmed by the Advertising records for the month of January.

The NEW ERA led in

Local Advertising
National Advertising
Classified Advertising

The NEW ERA is the big evening newspaper with a circulation about **50%** greater than the morning paper, or the second evening newspaper.

Paul Block

INCORPORATED

New York Chicago Boston Detroit Philadelphia

Advertisement of The Christian Science Monitor, an International Daily Newspaper
Publishing SELECTED ADVERTISING

Osborn Convenient for Home Use **Brushes**
Know them by the Blue Handle

Cleveland, Ohio,
December 8th, 1925.

The Christian Science Monitor,
Boston,
Mass.

Gentlemen:

I am quite sure you will be very glad to learn that we plan to advertise Osborn Blue Handle Household and Personal Use Brushes, throughout 1926, in The Christian Science Monitor.

In fact, we are so thoroughly gratified with the response which has come from our advertising in the Monitor throughout 1925 that a decision was reached to substantially increase the amount of space to be used in 1926. (Nearly 100% increase, I am told).

Personally, I wish to take this occasion to express to you - to your organization and to the readers of The Monitor throughout the world, our appreciation of the splendid support which we have received.

This new Division of our business (Osborn Blue Handle Household and Personal Use Brush) has developed splendidly and the indications are that 1926 will hold much for us, as we trust and feel confident it will for The Christian Science Monitor and its large family.

Cordially,

THE OSBORN MANUFACTURING COMPANY

F. G. Smith,
President and General Manager.

OSBORN

Manufactured by The Osborn Manufacturing Company, Cleveland, Ohio

EDITORIAL

THE LEAGUE CONFERENCE

THAT there will be, during the year, a conference of representative newspaper executives under the auspices of the League of Nations, at Geneva, now seems assured. That a large number of nations, including the United States, will send delegates is indicated by replies received from many nations to an inquiry made some weeks ago, following the favorable action of the Assembly upon the motion of the Chilian delegate that a committee of press experts be convened to plan improved world communications service, looking to better world understanding of public questions and furtherance of what is known as "moral disarmament."

There is much speculation in regard to the kind and size of committee that should be formed. One school of thought favors a very large gathering, representative of journalism in all of its various phases, from which to select sub-committees for special undertakings. Another opinion favors a small preliminary committee, broadly representative of nations and journalistic interests, and it is pointed out that the experience of the League has been that a small committee works much better than a large one in international conferences. However, EDITOR & PUBLISHER is informed that the question of size of the committee is considered of relative unimportance if it can be truly representative of the press of the world.

The question of improved facilities for the movement of news on land wires, cables and radio, and at rates which make possible more complete reporting, will be one of the major problems of the conference. Methods by which official news can be authenticated, to reduce the liability of misstatement, is another prime feature of the proposed agenda. Greatest of all questions will be the one concerning censorship.

These vital matters, which concern the people of the world and myriad interests, are felt as a stupendous task for a press committee, but nothing in journalism is more challenging than the feat of obliterating barriers that have long hindered the free flow of world information. It is a sky-high ideal, so well worth striving for that men will go to the ends of the world on the mere possibility of even remotely serving it.

The newspapers of the United States may differ in a thousand matters of international public policy, may be hopelessly divided in editorial opinion upon adherence to the World Court or entrance into the League, but the newspapers of America are surely a solid unit for the free flow of authentic international public information as a sound basis for public opinion, and EDITOR & PUBLISHER believes such is the true purpose of the proposed Geneva Conference.

How comforting a big or little nailed-down fact; how tiresome the wilderness of abstraction, generality, assertion, which rages in the press—put there very largely by those who express only contempt for newspaper writers who demand tangible proofs for their reports.

INSURANCE ADVERTISING

THE editor of *The Insurance Field*, a trade paper for insurance men, recently published an editorial captioned, "Advertising Waste." The burden of the argument is that clever insurance men will avoid "wasting" money in newspaper or periodical advertising, but direct paid publicity to insurance agents.

This editorial has drawn fire from the editor of *Texas Insurance*, a trade paper published at Dallas, who declares that insurance advertising directed to the public has been a success when used in Texas. "It has produced exceptionally fine results in the way of direct business to the companies," he asserted.

This editor, who writes with an open mind for the benefit of the industry his paper is calculated to serve, gives the following general advice, which seems like sound sense to us:

"We are at a loss to understand how any insurance journal can consistently criticise any legitimate form of publicity which an insurance company uses to spread the gospel of its own merit. Neither can we understand why so reputable a paper as *The Insurance Field* should go out of its way to incur the enmity of newspapers and general periodicals against the insurance business by publishing an editorial so poorly expressing the general sentiment to be found among insurance companies and company executives in general."



And he shall judge among the nations, and shall rebuke many people; and they shall beat their swords into plowshares, and their spears into pruning hooks: nation shall not lift up sword against nation, neither shall they learn war any more.—Isaiah, II; 4.

MARKETS AS BATTLEFIELDS

"AN advertising appropriation is something like an army in action," said A. M. Staehle, of the Westinghouse Electric and Manufacturing Company, recently. "While its strength, naturally, is somewhat dependent on numbers, its effectiveness is even more dependent on the proper distribution of its units. This is especially true of an industrial advertising appropriation, which must often scatter its forces over wide and diversified battlefields known as markets. The expenditure of too much effort in one market with a consequent dearth of effort in another, is as dangerous to the success of advertising as the commission of a similar error would be to military strategy."

This big truth has never been better expressed. Mr. Staehle recognizes that the question of the market supersedes in result importance all questions of media, volume, rate and the hundred and one other minor problems that occupy so much attention among advertising executives.

EDITOR & PUBLISHER has long contended that the urgent need of the advertising industry is better understanding of market conditions. To serve this cause our *Space Buyers' Guide* is published, and if the administration of an advertising appropriation is "something like an army in action," this EDITOR & PUBLISHER annual might well be called the military intelligence of the campaign, for it is a compilation of the vital economic and social conditions existing in all of the cities and towns of the United States where daily newspapers are published. In all of its works EDITOR & PUBLISHER serves the principle that advertising investment made with full understanding of market conditions is safe investment.

Entertainment is the craze of the hour in America; the newspaper that fails to cater to legitimate reader entertainment slights a broad and useful field

February 6, 1926 Volume 58, No. 37
EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
Suite 1700 Times Building, 42d St. and B'way, N. Y.

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business Manager.
Charles B. Groomes, Advertising Manager.
S. L. Dare, Classified Advertising Manager.
James W. Brown, Jr., Promotion Manager.
George Strate, Circulation Manager.

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Chicago: L. B. Gilmore, Room 900, 30 North Dearborn St. Telephone Dearborn 5422.
Pacific Coast Office: I. Allen, care San Francisco Examiner.
London: The Advertising World represents EDITOR & PUBLISHER for the British Isles: 14 King Street, Covent Garden, London, W. C. 2.
Paris: G. Langelaan, 47 Avenue de l'Opera.
Tokio: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy, $4 a year; foreign $5; Canadian $4.50.

USE PLAIN TYPE

AS was recently announced in EDITOR & PUBLISHER news columns *New York Times* altered its body-type dress to conform to the judgment of skilled opticians who found that the new dress would be an improved service to readers. The Times leads the way on a subject that deserves wide-spread attention among publishers.

According to a bulletin recently issued by the Eye-Sight Conservation Council of America, following a two-year survey of general conditions, defective sight is affecting the country's industrial production, hinders education and menaces human welfare in countless directions.

Here are some of the assertions of this expert board:

"The survey covers eye tests of more than 14,200,000 school-children and students enrolled in public schools, State normal schools, universities and colleges.

"The survey of 247 city schools provided statistics of the results of testing the eyes of 863,936 children. Of this number, one group of 483,154 shows, according to the report that 21.9 per cent. had defective vision. A similar conclusion was reached by the Federal authorities.

"Defective vision is increasing among older students, the survey in colleges and normal schools indicates. In sixteen State normal schools and twenty-three colleges and universities having a total enrolment of approximately 100,000 students, 54,695 tests were made, showing that 18,706 or 40 per cent. had defective vision.

"Two-thirds of those reporting found defective vision within the range from 35 to 50 per cent.

"Poor eyes induce retardation and are responsible in some measure for the backward student.

"Information was furnished by 170 companies located in 23 states and employing over 1,000,000 persons. The data furnished by 40 companies was complete enough for adequate summary and comparison.

"'The records of these 40 companies cover the examinations of the eyes of 204,817 employees,

"'The average proportion of defective vision as reported by 40 companies was 44.3 per cent.

"'The records from 20 companies of 150,782 eye examinations or 77 per cent. of the 204,817 examinations reported showed the prevalence of defective vision ranging from 48.3 per cent. to 79.2 per cent. and averaging 54 per cent'."

Plain print in a newspaper should be one of the best circulation builders that can be imagined, if these statistics are reliable.

A newspaper that fails to express soul is like a human being without a heart.

A CLASSIFIED SUGGESTION

ANYONE who has stood behind the counter of the classified department of any newspaper office knows how the average man and woman struggles to write copy. Advertisement writing is an uncommon art. It is a relatively simple thing to dash off a telegram—a classified advertisement seems to puzzle almost everyone.

EDITOR & PUBLISHER makes the following suggestion: Prepare a card of specimen advertisements. Show a variety of excellently worded advertisements in all classifications, and at various lengths. These will offer the best suggestions that an advertiser could have. Over each specimen give the number of words or lines and the cost, thus making the entire transaction comprehensive. The saving of time of classified clerks alone should justify the enterprise.

NOW WE KNOW

"WHAT is a public relations council?" Edward L. Bernays, who is no stranger to editors who watch press agents and propagandists out of the corner of the left eye, asks and answers this question in a circular which he publishes to promote his business.

"The public relations counsel," he says, "carries forward to a logical development, along broader and more constructive lines, the work of the 'publicity man.'"

There—that little mystery is solved!

PERSONAL

BRADFORD MERRILL, general manager of the Hearst newspapers, sailed rom New York, Feb. 2, on a trip abroad.

F. D. White, vice-president of the *New ork World,* left New York this week n a Mediterranean cruise.

Marcellus M. Murdock, publisher of he *Wichita* (Kan.) *Eagle,* has been amed a member of the board of educaion of Wichita.

Mrs. Lee J. Rountee, editor of the *ryan* (Tex.) *Daily Eagle* and president f the Texas Editorial Association, has een elected president of the Bryan hamber of Commerce.

E. S. Underhill, publisher, *Corning* N. Y.) *Evening Leader* and one of the fficials of the *Bath* (N. Y.) *Steuben ounty Advocate,* has been selected as ice-president and chairman of the board f directors of the Farmers and Mechans Trust Company of Bath.

Howard Kahn, editor of the *St. Paul aily News,* is with the St. Paul, Minneolis, Chicago and other western deations making a tour of inspection of lississippi river harbors.

Miss Elinor Patterson, daughter of oseph Medill Patterson of the *Chicago ribune,* is in the cast of "The Miracle," hich opened in Chicago, Feb. 2.

N. F. Maddever, editor, *Niagara Falls* N. Y.) *Gazette,* was taken ill while atnding the New York State Publishers' nvention at Syracuse last week and was moved to his home.

John H. Harrison, editor of the *Danlle* (Ill.) *Commercial-News,* has ade a member of board of trustees of ePauw university at Greencastle, Ind., d a member of the executive committee.

H. U. Bailey, publisher of the *Princea* (Ill.) *Bureau County Republican,* has en appointed director of trade and comerce for Illinois by Gov. Len Small.

R. S. Sterling, chairman of the board the *Houston Post-Dispatch,* has been arded the Houston Rotary Club medal the most disinterested service to his y during last year.

IN THE BUSINESS OFFICE

L. C. BROWN, formerly circulation manager of the *Miami* (Fla.) *News,* s been appointed circulation manager of *Daytona Beach* (Fla.) *Journal.*

Ralph E. Bennett, general manager, ighamton (N. Y.) *Press* was a visitor New York this week.

R. S. Weir, former president of the Inational Circulation Managers' Assotion, has been made circulation director the *Buffalo* (N. Y.) *Courier* and *Star Inquirer* published by William J. Cons, Jr.

Valter L. Thomas, advertising manr, *Worcester* (Mass.) *Telegram ette,* has been named director of the omobile show at the annual New Engl fair next September.

Harvey Burrill, general manager of the acuse (N. Y.) *Journal-Telegram and day American* was a visitor in New k this week.

W. G. Hazel has joined the *Thomas-* (N. C.) *Chairtown News* as business nager.

C. G. Hammesfahr has resigned from Hearst organization to join the Suc- Magazine Corporation, as vice-presi-. For the past five years, until the r part of 1925, he was general man- of *Cosmopolitan.* Recently he has engaged on *Town & Country, Interonal Studio* and *Harper's Bazaar.*

rank L. Orr of the advertising staff of *Terre Haute* (Ind.) *Tribune* has d the *Terre Haute Post* as adverg manager.

bert Henri, former advertising man- *San Francisco Argonaut Weekly,* is manager of classified for the *San cisco Chronicle,* succeeding James am.

s. Aurelia M. Bernard recently with anta Barbara (Cal.) *Morning Press,* has become advertising manager of the *Pacific Grove* (Cal.) *Review.*

IN THE EDITORIAL ROOMS

HERBERT BRUCKER, reporter on the staff of the *New York World,* resigned Feb. 2, to join the staff of *World's Work.*

Edward F. Casey, for 20 years on the copy desk of the *New York World,* has been appointed assistant exchange editor, succeeding Thomas B. Chrystal, who died recently.

Lawrence Austin, of Wilmington, O., has joined the *Columbus* (O.) *Dispatch* staff.

P. J. Hoffstrom, of the *St. Paul Pioneer Press* rotogravure art staff, is drawing signed cartoons for the paper.

C. M. Withington, for 20 years a financial writer in Wall Street and for the past few years with the *Philadelphia Public Ledger* and *New York Evening Post* has joined the banking house of Pynchon & Co.

Don Anderson, formerly Sunday editor, *Madison* (Wis.) *State Journal,* has been named manging editor to succeed James W. Irwin, who left to become city night editor of the *Chicago Herald and Examiner.*

Samuel Spewak, chief of the Berlin bureau of the *New York World,* has returned to this country on an extended leave of absence. He has written several plays and is seeking a producer.

E. E. Crowson has returned to Mount Holly and taken charge of the *Mount Holly* (N. C.) *News,* weekly, which resumed publication this week.

Robert M. Reed, son of Clyde M. Reed, editor of the *Parsons* (Kan.) *Daily Sun,* has joined the reportorial staff of the *Wichita Eagle.*

J. E. Reizenstein, city editor, *Iowa City* (Ia.) *Press-Citizen* has been seriously ill at his home.

Robert B. Sibley, police reporter, *Worcester* (Mass.) *Evening Post* and Mrs. Sibley are the parents of twin boys.

Chopsie S. Welsch is now managing editor of the *Ranger* (Tex.) *Daily Times* and the *Eastland Evening Telegraph,* with headquarters at Ranger, Tex.

Slathern B. Chute has resigned as assistant city editor of the *Boston Telegram.*

John B. Cooley, managing editor, *Grand Forks* (N. D.) *Herald,* has just returned from a two-weeks' trip through Kansas, Missouri and other central states.

Joseph H. Hammill has resigned as managing editor of the *Globe* (Ariz.) *Record* and will take up his residence in San Diego, Ca. He is succeeded by Ralph E. Serron, who has been advertising manager of the Record.

L. B. Siegfried, for the last two years associate editor of the *Linotype Bulletin* and before that with the Bartlett Orr Press, is now in the merchandising department of Rogers & Co., Inc., New York, engravers and printers.

John Donnelly has resigned as assistant city editor of the *Home News,* New York, and is joining the *New York Commercial's* shipping news page.

FOLKS WORTH KNOWING

JOHN D. RARIDAN, who, with associates, has purchased the majority interest and is now president and general manager of the *Lima* (O.) *Republican-Gazette,* began newspaper work on a small-town weekly in Havana, Ill., in 1908.



JOHN D. RARIDAN

His first experience in the daily field was with the *Bloomington* (Ill.) *Bulletin,* which recently passed into the hands of W. Kee Maxwell, with whom Mr. Raridan had worked in the editorial department of the *Peoria Herald-Transcript* some years ago.

Mr. Raridan spent some time on the staff of the *St. Louis Globe-Democrat,* later returning to Peoria as telegraph editor of the *Star,* and in 1910 went to the *Cleveland Leader,* remaining there for five years. Later, after a short time on the *Cleveland Plain Dealer,* following the Leader's absorption by the Plain Dealer, Mr. Raridan was with the *St. Louis Republic* as night editor.

During the World War he spent a year with Headquarters Troop of the 83rd Division in France. Upon returning to this country, he again joined the Republic as night editor, under Sam Hellman, who was then managing editor, remaining until its purchase by the Globe-Democrat.

Mr. Raridan returned to Cleveland with the *News* for a short time, then came to New York to join King Features Syndicate and has, since that time, traveled a large portion of the country for the allied enterprises, King Features, International Features, International News Service and Universal Service.

HOLDING NEW POSTS

HALSEY HALL from sports staff, *St. Paul Dispatch-Pioneer Press,* to *Minneapolis Journal* staff.

George Edmunds, from *St. Paul Dispatch-Pioneer Press* copy desk, to sports department.

Miss Ruth Ayres, from *Boston Telegram* staff, to *Baltimore Post,* where she will conduct a woman's page.

(*Continued on page* 28)

Indianapolis Star
St. Paul Dispatch

THESE important papers are two of the nine new clients The Central Press Association GAINED in January. The former gets the full general service, and the latter, the World's Best Picture Page.

The ATLANTIC CITY PRESS-UNION joins the Central Press list as a client for the full general service, daily picture page, morgue service and weekly sports pictorial.

Other new January clients for the daily C.P. service are: Bayonne, N. J., News; Ft. Lauderdale, Fla., News; Ft. Pierce, Fla., Record; Framingham, Mass., News; Brooklyn Kuryer Narodwy. The Shreveport, La., Journal is the latest to sign up for the World's Best Picture Page.

Newspapers that enlarged their Central Press Service in January are: Ft. Myers, Fla., Tropical News; Frankfort, Ky., State Journal; Pottsville, Pa., Republican; Stevens Point, Wis., Journal; Williamsport, Pa., Sun; Sarasota, Fla., Herald; Tulsa, Okla., World; Lima, O., Star.

What better proof of the superiority of The Central Press Service and picture page can be given?

The Central Press Association

V. V. McNitt, President — Central Press Bldg., Cleveland — H. A. McNitt, Editor and Manager.

METROPOLITAN NEWSPAPER SERVICE,

150 Nassau St., New York,

has arranged
to release
on and after
April 1
to Newspapers
the great Serial
of Mystery and Love,
Action and Suspense,

"The Red Lamp"

by

MARY ROBERTS RINEHART

Telegraphic orders will be filled in order of receipt.

George E. Clapp, from managing editor *Middletown* (N. Y.) *Times-Press,* to city editor *Waterbury Republican.*

Ed Booth, from copy reader, *Home News,* New York, to city editor of the *New York Commercial.*

MARRIED

WILL C. CARSON, editor and publisher, *Greenville* (Ill.) *Advocate,* to Mrs. W. F. Fritz, Jan. 26.

William H. Mylander of the *Toledo Blade* staff to Miss Elizabeth Houk of Urbana, O. July 4, at Covington, Ky. Announcement of the marriage was made only recently.

Miss Grace Kent of the *Westfield* (Pa.) *Free Press,* to Bert Saunders of Whitesville, Pa.

Miss Verna Boydston, of the *Columbus* (O.) *Citizen* staff, to Emilio A. Palmero.

PRESS ASSOCIATION NOTES

FERDINAND C. M. JAHN, Central European editor of the United Press, and Mrs. Jahn sailed from New York Feb. 5 returning to Berlin, following two years in the Washington, D. C., bureau. Mr. Jahn handles the U. P. report to newspapers in Central Europe. Dr. Edward J. Bing, Central European business representative, returned to Germany at the same time. Frederick Kuh remains in charge of the U. P. Berlin bureau. E. A. Mathis of the Central European service, will succeed Jahn in Washington, arriving in this country about March 1.

Lawrence Hughes has rejoined the Associated Press as Havana editor in the Latin-American department in New York headquarters.

Robert Bender, news manager of the United Press, was in Pittsburgh, Pa., this week, supervising opening of the new Pennsylvania state wire.

John Lloyd, formerly on the staff of the *Dayton News,* is now a member of the Latin-American staff of the Associated Press in New York.

John O'Brien, roving correspondent of the United Press in Europe, returned to the Paris office this week following a year's traveling assignment through the Near East, Egypt, Palestine, Constantinople, Morocco and the Balkans.

John Angly of the Associated Press London office is visitng this country. At present he is temporarily assigned to the New York office.

Arthur de Greve, formerly of the Kansas City and New York bureaus of the United Press, has been appointed manager of the Atlanta, Ga., bureau, succeeding John Nimick, resigned.

John Moore, of the United Press commercial department in New York, is seriously ill with pneumonia.

L. B. Dilbeck, formerly assistant city editor of the *Texarkana* (Tex.) *Daily Texarkanian,* has been made night editor in the Associated Press bureau in Dallas, Tex.

SPECIAL EDITIONS

LOWELL (MASS.) SUN, Lowell auto show edition, Jan. 26.

Quincy (Mass.) *Patriot Ledger,* high school graduation number, Jan. 28.

St. John (N. B.) *Telegraph-Journal,* special skating number on Jan. 21, in connection with World's Championship Skating Meet.

Montreal Star, special automobile number on Jan. 23.

Montreal Gazette, special automobile number on Jan. 23, connection with Montreal Automobile Show.

CHANGES OF OWNERSHIP

FRED SMITH of Versailles, Ill., has purchased the *Versailles Sentinel* from W. H. Hedenburg. Lawrence Briggs will be editor. Mr. Hedenburg is retiring because of ill health.

John L. Sullivan has sold the *St. Mary's* (O.) *Leader* and the Creamery Patron Printing Company to John Whitney, secretary and manager of the St. Mary's Chamber of Commerce.

W. J. Taylor, publisher of the *Woodstock* (Ont.) *Sentinel-Review, Chatham Banner-News* and *Stratford Beacon-Herald,* has purchased the *Oakville Record* from R. L. Taylor, who is going to Niagara Falls, Ont. whre he proposes to establish the *Niagara Falls Herald.*

W. H. Mattingley, has purchased control of the *Finger Lakes* (N. Y.) *Monitor,* from A. B. Jones and C. O. Wilson.

Frank R. Robinson, former publisher and editor, *Oregon* (Ill.) *Reporter* for 20 years, this week again assumed control of the paper, succeeding Chester C. Nash, Jr., who is returning to editorial work in Chicago.

Howard Wisehart, a graduate of the school of journalism, Ohio State University, has purchased the *Frankfort,* (O.) *Sun* from George Robinson.

Gordon McLain, editor and publisher, *Garden City* (S. D.) *Tribune,* has become editor and publisher of the *Bradley* (S. D.) *Globe,* which he will publish hereafter in connection with his other newspaper interests. W. H. Dudley, who has published the Globe many years, is retiring because of failing health.

C. H. Edwards has sold the *Altavista* (Va.) *Journal,* weekly, to Neil R. Ashby of Wellsburg, Ia.

WITH THE SPECIALS

FRANKLIN E. WALES, newspaper advertising representative, has opened an office at 140 South Dearborn street, Chicago. He represents eight dailies, most of them in Wisconsin.

Powers & Stone, Inc., newspaper representatives, New York, have been appointed to represent *Atlantic City Evening and Sunday Times,* effective Feb. 1, and also the *Rochester* (N. Y.) *Herald.*

SCHOOLS

MEDILL SCHOOL OF JOURNALISM of Northwestern University, founded with 100 students and six instructors in February, 1921, will celebrate its fifth anniversary Feb. 8. The school has now 400 students and 15 instructors.

Tacoma (Wash.) City College is organizing a class in news writing to be taught by Roy C. Beckman of the staff of the *Tacoma News Tribune.*

Maurice E. Votaw, who has been home in Columbia, Mo., on furlough, sailed from Seattle, Feb. 3, to resume his work as professor of journalism at St. John's University, Shanghai, China, Votaw, was graduated from the Missouri School of Journalism in 1919.

NEW PLANTS AND EQUIPMENT

SALAMANCA (N. Y.) *Republican-Press,* owned by B. B. Weber and son, Mathew Weber, has purchased a site 80 by 113 feet on River street, where a modern plant will be built. A new press and other equipment will be installed.

Dassel (Minn.) *Dispatch* has added two cabinets of new type and a 12 x 18 New Series job press with automatic feeder.

Maynard (Minn.) *News* has installed a Johnsonized 10 x 15 Gordon press with new ad and job type.

Redwood (Minn.) *Sun* has added a Chandler & Price job press and motor.

Broken Bow (Neb.) *Custer County Chief* has installed an Intertype.

Duplex Printing Press Company has shipped a heavy duty octuple to the *Madison* (Wis.) *State Journal.* Duplex is now building a 4-page deck to be added to the 12-page tubular press of the *Ottawa* (Ill.) *Republican-Times.*

NEW PUBLICATIONS

WOODLAND (CAL.) INDEPENDENT semi-weekly newspaper was established recently by J. G. Garrette and F. W. Stephens, both of Woodland, and L. B. Hart of San Francisco.

EDITOR & PUBLISHER CALENDAR

Feb. 8—New Jersey Press Assn., annual mid-winter meeting, Trenton, N. J.
Feb. 9—Sphinx Club, monthly dinner, Waldorf-Astoria Hotel, New York.
Feb. 11—Missouri Republican Editorial Assn., annual meeting, Springfield, Mo.
Feb. 11-13—Wisconsin Press Assn., winter meeting, Milwaukee, Wis.
Feb. 11—Thomas A. Edison's birthday.
Feb. 12-22—"Patriot's Week."
Feb. 12-13 — Annual Newspaper Conference, New York State College of Agriculture, Cornell University, Ithaca, N. Y.
Feb. 16-17—Inland Daily Press Assn., annual meeting, Hotel Sherman, Chicago.
Feb. 16-17 — Illinois State Press Assn., annual meeting, Hotel Sherman, Chicago.
Feb. 17—Ash Wednesday.
Feb. 19-20—Indiana Weekly Press Assn., annual meeting, Indianapolis.
Feb. 19-20 — Minnesota Editorial Assn., 59th annual convetion, Nicollet Hotel, Minneapolis.

FLASHES

Some men are like plate glass. Th make a great front but it is no troub to see through them.—*New York Amer can.*

As one who feels that the days a passing, we should like to subscribe million or two to Jake Falstaff's Found tion for the Reward of Octogenaria Who Kill Interviewers Who Refer Them as Eighty Years Young.—*F. P. in New York World.*

A lot of hard men hang around so drink parlors.—*J. R. Wolf in Milwauk Journal.*

Old Dobbin had his faults, but y didn't have to pour hot water on him get him started.—*La Porte* (Ind.) *Arg*

The man with the hoe is too pro to follow the politician with the hokum.— *Wall Street Journal.*

At last report the anthracite strike w being won jointly by Standard Oil and t laundries.—*Detroit News.*

It usually takes three generations get from the country back to the count club.—*Peru* (Ind.) *Tribune.*

The two chief causes of divorce, ho ever, are matrimony and alimony.—*Col rado Springs Gazette.*

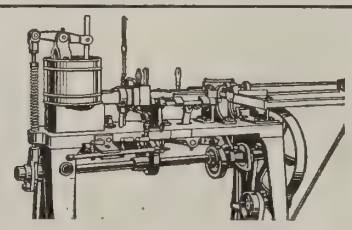
Dr. Cook must be getting ready float a new company or something. T advertising drive is off to a great start.— *H. I. Phillips in New York Sun.*

Solder won't stick to aluminum, but begins to look as if whitewash might.— *Rochester Herald.*

Time flies and barbers are chirotonsor undertakers are morticians, wiremen a electrologists, and trusts are mergers.— *Detroit News.*

A cynic rises to remark that hom never before were as comfortable a families so seldom in them.—*Seatt Times.*

"Foreign Brickbrats for Americ *Jazz."—Headline.* That is about the on percussion instrument it lacks.—*Norfo Virginian-Pilot.*



Cast Leads, Slugs, Rules on the Elrod

All the leads, slugs and plain rules you need cast on the Elrod at a cost but little above the actual cost of the metal. This is what the Elrod brings you. Let the Elrod free your paper from material worries.

Ludlow Typograph Co.
2032 Clybourn Ave., Chicago
San Francisco—New York—Boston—Atlanta

LUDLOW QUALITY COMPOSITION

Orlando Morning Sentinel Welcomes Ludlow Results

President W. M. Glenn of the Orlando Morning Sentinel, Inc., expresses his opinion of the Ludlow in the plant of this progressive Florida newspaper.

"THE Ludlow Typograph has played a very important part in the production of our headlines and advertising. With the assistance of this silent partner, we have earned thousands of dollars and given our advertisers pleasing proofs besides increasing the typographical excellence of the Sentinel.

"The upkeep has been very small, and it will not be long until Inland Florida's Greatest Newspaper is compelled to place an order for another.

"We hope the day will come when we will have a bank of six or more in full blast."



Ludlow Typograph Co.
2032 Clybourn Avenue, Chicago
San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
New York: 63 Park Row
Boston: 261 Franklin Street

LUDLOW QUALITY COMPOSITION

These Iowa Daily Newspapers have pledged themselves to the "Iowa plan"—a unique way of obtaining uniform co-operation for worthwhile advertisers.

If your sales need increasing—try Iowa. We will help you.



Mr. and Mrs. Iowa, and the Iowa children — *all read daily newspapers!*

NEWSPAPER reading is an established habit with millions of intelligent Americans, but very few states in the Union can show as high a record in this respect as Iowa.

In Iowa it is literally true that every family takes a daily newspaper.

This includes the farmer, the business man, the professional man, the office worker and the factory employe.

It takes in Iowa, Mrs. Iowa and the Iowa children.

And they all have money at their command for purchase of the merchandise they read about in the newspaper advertisements.

Are you giving them a chance to read about your product?

If you aren't then somebody else is getting the business that rightfully belongs to you.

The man who has something to sell will make a gilt-edge investment by arranging for an advertising schedule in the daily Iowa newspaper—without delay.

The Iowa Daily Press Association

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register-Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Times-Tribune

IOWA—Where Every Family Takes a Daily Newspaper

ASSOCIATIONS

DEL-MAR-VA PRESS ASSOCIATION at its annual meeting, Jan. 30, at Wilmington, Del., elected George Carter, editor, *Wilmington Evening Journal,* president; S. C. Walls, *Centreville* (Md.) *Observer,* vice-president; William F. Metten, *Wilmington Every Evening,* secretary and treasurer (re-elected), and named the following executive committee: S. E. Shanahan, *Easton* (Md.) *Star-Democrat;* Everett C. Johnson, *Newark* (Del.) *Post,* and Fred Usilton, *Chestertown* (Md.) *Kent News.* The association approved a project to exploit the Del-Mar-Va peninsula and selected Easton, Md., as the place for the mid-year meeting next summer.

BALTIMORE ADVERTISING CLUB will hold its eighteenth annual banquet, Feb. 16, with Clarence Darrow as chief speaker.

G. L. Caswell, secretary of the IOWA PRESS ASSOCIATION for the last 11 years, has presented his resignation as executive secretary effective May 6-8 at the time of the annual convention of the group. Mr. Caswell is making the change because of his health.

Edgar C. Nelson, president of the CENTRAL MISSOURI PRESS ASSOCIATION, has called the annual meeting for Feb. 26 and 27 at Sedalia, Mo.

Winter meeting of the SOUTH DAKOTA PRESS ASSOCIATION will be held in Sioux Falls, Feb. 18-19.

NEVADA EDITORIAL ASSOCIATION at is recent meeting appointed a committee to take steps at once to obtain possession of the old printship of the *Virginia City Enterprise* in which Mark Twain worked while in the state and establish it as a memorial to the famous humorist. Harold Hale of Elko, was elected president of the association; D. E. William, Fallon, vice president, and W. C. Black, Lovelock, secretary.

PHILADELPHIA CLUB OF ADVERTISING WOMEN will hold their tenth annual dinner-dance Feb. 11, in the ballroom of the Bellevue-Stratford Hotel. Dinner arrangements are in charge of the chairman, Miss Wilhelmina H. Kane, and her committee.

Charles Kuhle, Leigh, Neb., was elected president of the NORTHEAST NEBRASKA EDITORIAL ASSOCIATION at the recent annual meeting. It was the 10th annual convention. Other officers are: W. H. Weekes, Norfolk, vice-president; J P. O'Furey, Hartington, secretary-treasurer; H. N. Wagner, Homer, and Mark W. Murray Pender, directors. Mr. O'Furey has been serving his ninth year as secretary-treasurer. The mid-summer meeting will be held in Homer.

FOURTH ESTATE CLUB has been organized by members of the staff of the *Niagara Falls* (N. Y.) *Gazette,* with these officers: President, Frank McLearn; vice-president, James M. Mullin; secretary, Herbert Devins; treasurer, Martin W. Knight.

SOUTHWESTERN MINNESOTA EDITORIAL ASSOCIATION is holding its annual business session, Feb. 4 and 5 at Mankato. The association will celebrate its 30th anniversary at this meeting.

George K. Aiken, editor of the *Ontario Argus* and president of the OREGON NEWSPAPER CONFERENCE, has announced the following general committee in charge of the 10th annual meeting at the University of Oregon Feb. 19-20: Dean Eric W. Allen, director, University of Oregon journalism department, chairman; Earl Richardson, publisher, *Polk County Observer;* Lee D. Drake, manager, *Astoria Budget;* Arne Ray, editor, *Tillamook Herald;* Earl C. Brownlee, publisher, *Washington County News-Times,* and George P. Cheney, publisher, *Enterprise Record-Chieftain.*

Home of the PEN AND PENCIL CLUB, formerly composed of Rhode Island newspaper men, has been sold to the Providence Post of the American Legion.

George M. Janvrin, of the *Brooklyn Citizen,* Albany correspondent for the past 25 years, was elected president of the LEGISLATIVE CORRESPONDENTS' ASSOCIATION at the annual meeting. He succeeds Raymond I. Borst of the International News Service. Other officers elected were as follows: First vice-president, George B. Snell, *New York Sun;* second vice-president, Robert R. Arnold, *Albany Evening News;* secretary, John C. Crary, *New York Sun;* treasurer, Edwin C. Cuyler, *Utica Press.*

A two-day session of the OKLAHOMA EDITORIAL ASSOCIATION at Oklahoma City recently was devoted principally to a discussion of the state printing plant at the Oklahoma penitentiary as a menace to the small daily or weekly that combines job printing with newspaper publishing. Frank O. Edgecombe of the *Geneva* (Neb.) *Signal,* president of the National Editorial Association, and a guest of the Oklahoma editors, directed an attack at government printing of return cards on envelopes.

A movement for a home for incapacitated and aged editors of community newspapers has been started by the ASSOCIATED COMMUNITY NEWSPAPERS of Portland, Ore. These officers were named: President, Rufus G. Paullin, publisher, *Linnton Ledger;* vice-president, Charles M. Thompson, publisher, *Sellwood Bee;* secretary, J. E. Jensen, publisher, *Alberta Visitor.*

INTERNATIONAL PRESS CLUB OF SAN ANTONIO has been granted a charter. The club has no capital stock and it proposes to provide a place of meeting for newspaper men, magazine writers, special feature writers and others engaged in literary work. The board of directors is composed of J. A. Fernandez and W. D. Hornaday, Austin; Justto S. Penn, Laredo; O. M. Gibbs, Maverick County; J. M. Stein, Cameron County; Ignacio E. Lorenzo, J. Harry Mills, Everett Lloyd, J. B. Butler, J. A. Olive, R. L. Sanders, R. W. Lorance and Milton Everett, all of San Antonio.

SOUTHEAST KANSAS REPUBLICAN PUBLISHERS ASSOCIATION will meet in Parsons, March 11, during the celebration of the 55th anniversary of the founding of Parsons. Thomas A. Thompson, editor of the Howard Courant, is president.

PORTLAND (Ore.) PRESS CLUB has awarded the Guy Bates Post cup to Mrs. Cass Baer Hicks, dramatic editor of the Oregonian. The cup is awarded each year for the most consistently good dramatic criticism in Portland newspapers during the year.

NEW NEWSPRINT MILL PLANNED

Spruce Falls Company to Invest 12 to 15 Millions in Canadian Development

The Spruce Falls Pulp and Paper Company, which acquired 3,000 square miles of timber limits from the Ontario Government last September and which previously held 1,700 square miles, are to erect a 500-ton newsprint mill at Kapuskasing, Ont., where they already operate a 115-ton sulphite mill.

As a preliminary they will build a 50-mile railway from Kapuskasing, in Northern Ontario, to Smoky Falls on the Mattagami River and at this point they will construct a power plant with 50,000 h. p. capacity.

It will take about 8 months to build the railway, after which work on both power plant and newsprint mill will be commenced. The probable date of completion of the plant is 1928. The Spruce Falls Company is owned by Kimberley-Clark Company of Neenah, Wis. The whole investment will r ın from twelve to fifteen million dollars.

N. Y. World Starts Florida Edition

In co-operation of the *Miami News,* the *New York World* is furnishing winter visitors in Florida with complete New York news daily. Under the World masthead, the news is displayed in two pages of the Miami paper every day. The edition began publishing Jan. 15. W. T. Bliss, make-up editor of the World, is in charge in Miami, with David Loth in charge in New York. Between 15,000 to 20,000 words are sent from New York every night using two leased wires.

SHERMAN ANSWERS CRITICS

Springfield Union Editor Says Venal Papers Are Glaring Exceptions

A spirited answer to critics of the American press was made by M. S. Sherman, editor of the *Springfield* (Mass.) *Union,* at the annual dinner of *The Tech,* undergraduate publication of the Massachusetts Institute of Technology, in Hotel Lenox, Boston, last week Mr. Sherman said that the press is capitalistic only to extent that it seeks to operate, like every other business, for profit.

"If the great majority of newspapers believe in the social structure as it has been developed here in America," he said, "it does not indicate a ruthless capitalism on their part. Rather it may be cited as a manifestation of their common sense."

Mr. Sherman declared that there is a great need of a revival of courageous journalism. He admitted that many newspapers have the shortcomings of sensationalism and commercialism, but he pointed out that the venal newspaper is so exceptional that the discovery of one only goes to prove the incorruptibility of the press as a whole.

Correction

Through a typographical error an asterisk indicating a "No Sunday Edition" was omitted before the name of the *Chicago American* in the 1925 advertising linage lists printed in EDITOR & PUBLISHER, Jan. 23, giving the impression that the American is a seven-day paper. It is a six-day evening newspaper.

Publisher-Governor Inaugurated

A newspaper man became governor o Virginia Feb. 1, when Harry Floo Byrd, owner of the *Harrisonburg News Record* and *Winchester Star,* took th oath of office on the south portico o Virginia's historic capitol building.

KRACHT TAKES NEW POST

N. Y. Times Man Joins Chattanooga Times as Advertising Manager

C. A. Kracht, of the advertising staf of the *New York Times,* in charge o national advertising accounts, joined th *Chattanooga* (Tenn.) *Times* as advertis ing manager Feb. 1, succeeding P. H Hart, resigned.

Mr. Kracht has been in the advertisin business for about 15 years. His firs advertising experience was with the *New York Globe,* remaining with that pape for 7 years. He then became advertisin manager of the *Motion Picture Mail,* a supplement of the *New York Evenin Mail.*

When the Evening Mail was discon tinued during the War he became adver tising manager of the *Motion Pictur World* and later became associated wit Barron G. Collier.

N. Y. Cameramen to Dine

The News Photographers Associatio of New York will hold its ninth annua dinner and entertainment at the Hote Martinique, Feb. 13. Frank Edmonds Bain News Service, is president.

ST. PAUL KNEW THE VALUE OF PUBLICITY

"No minister who claims that advertising cheapens the message of the church will ever quote one word from St. Paul, if he is consistent. Paul glorified that profession forever, no matter how men have debased it since. He said 'Go ye into the bypaths and compel men to come.' Advertising is a modern bypath."

So reads the introduction to the new Publicity Manual of the Universalist denomination.

The value of church advertising is being comprehended by church leaders everywhere and the newspaper that's awake will recognize a great opportunity in that fact.

We will furnish ideas for building a church page, and provide copy for a cooperative campaign through which your newspaper can reach the spiritual bypaths. Address your request to the

Church Advertising Department

ASSOCIATED ADVERTISING CLUBS

383 Madison Avenue,

New York, N. Y.

The Nast Franchise

The Vogue Fashion News Service

Daily—illustrated—the latest news in fashion—dressmaking lessons—an authentic Paris letter—a real question and answer service—right and wrong—The Conversations of Claribel.

The Home—Inside and Outside

Daily — fully illustrated — decorating lessons — color schemes—garden planning—house plants—tips on antiques—garden calendar—architectural designs—all prepared by the staff of **House and Garden.**

Beauty—And You

by Francesca van der Kley, managing editor of **Vogue** and its beauty expert. Daily and Sunday — illustrated Sunday — Intimate, common sense talks on beauty and good grooming.

Conduct and Common Sense

Daily—"How to Be Happy, Though Civil"—informal, down-to-the-ground talks on etiquette for average folks by a real authority, Caroline Duer, author, whose voice is familiar to thousands of radio listeners.

Towne's Town

A weekly budget of the gossip of Gotham, by Charles Hanson Towne—shows—social goings on—Broadway—Fifth Avenue—a bit of everything encountered by a man-about-town—a New York Letter, plus.

That Dog of Yours

A weekly chat with the dog-owner with some common-sense tips on breeds, training, discipline, care and feeding, dog conduct—by Robert S. Lemmon, the expert of **House and Garden.**

The Adequately Dressed Man

Three-times-a-week—illustrated—timely tips on what the men are wearing here and in Europe—a service for the average man who wants to know, prepared by the staff of **Vanity Fair.**

Features can be secured separately, or, far more economically in complete franchise.

There is no reprint in this service. It is all original, first publication matter.

The Name of CONDÉ NAST Is Behind It

A newspaper service that fills every need of your household and women's pages, from a source that is recognized by women—and men—the world over as the final word in authority, quality and accuracy.

The
CONDÉ NAST
Newspaper Service
19 West 44th St. NEW YORK

in association with

The
United Feature Syndicate
World Building NEW YORK

Address inquiries to United Feature Syndicate, World Building, New York.

N. Y. REPORTER DIES

"Jim" Doherty, District Veteran, Broke the Ford Murder Story in 1902

James A. Doherty, 48, veteran New York district reporter, who died Jan. 29, in New York, was credited with having broken one of the biggest murder stories of the time, the murder of Paul Leicester Ford, the novelist, by his brother, Malcolm Webster Ford, champion all-around American athlete. That was in 1902, and Doherty was then on the *New York Sun.*

Police had been called to the Ford home. Reporters were outside. None was admitted. A uniformed messenger boy approached.

"Hey, kid, where are you going with that telegram?" Jimmy shouted.

"To Mr. Ford's house."

"No, you aren't. Come here," Jimmy said. In the hallway Jimmy gave him $1, exchanged caps and coat with the boy and went up to the door of the Ford mansion.

"Ill sign for it," volunteered the footman, who answered the bell.

"No, you won't. Mr. Ford'll have to sign for it himself."

And it was not until the butler had volunteered the information that Ford had just been murdered by his brother, who had himself committed suicide, that Jimmy relinquished the message.

Besides the Sun he worked on the City News Association, the *Herald* and the *New York Times,* where he was employed when he died.

San Francisco Veteran Dead

W. S. Dreypolcher, 65, display advertising manager of the *San Francisco Chronicle,* died Jan. 26, after a short illness. He began his newspaper career as an errand boy for the Chronicle in 1875. Years later he served on the *Call* and as advertising manager of the *Examiner,* returning to the Chronicle in 1919. He was one of the most widely known newspaper men in San Francisco and had seen more than 50 years active service in that city.

Former Chicago Publisher Dies

James J. West, former owner of the old *Chicago Times* and *Chicago Daily Mail,* died in Washington, D. C., Jan. 27. Mr. West made his home in Monrovia, Cal. recently, but had been on a visit to Florida, and was coming to Chicago by way of Washington, when he died.

DWIGHT BOWLES DIES

Was Son of Sam Bowles, Late Editor, Springfield (Mass.) Republican

Dwight W. Bowles, 61, secretary of the tentative organization of the International Press Foundation, and son of the late Samuel Bowles, II, editor of the *Springfield* (Mass.) *Republican,* died in Jacksonville, Fla., Feb. 2.

After he was graduated from Harvard College in 1887, Mr. Bowles spent several years in newspaper work, serving on the *New York Times* and the *Chicago Inter-Ocean.* Later he was engaged in the advertising business in New York. He went to Florida last spring to become acting general secretary of the International Press Foundation, being organized by Charles D. Haines.

Leigh Hunt Wilson Dead

Leigh Hunt Wilson, who died suddenly in New York, Feb. 2, held executive positions on many newspapers before entering publicity work in 1914. He was formerly managing editor of the *Boston Journal* and *Boston Traveler,* news editor of the *Boston American, Chicago American,* and *Los Angeles Examiner.* During the war he served in the Food and Fuel Administrations.

Boston Agency President Dead

John Buchanan, for many years on the editorial staff of the *Boston Globe,* recently in charge of an insurance department on the *Boston Transcript* and head of the John Buchanan Advertising Agency, Boston, died suddenly Jan. 27, in an automobile while on the way to his home in Quincy, Mass. Born in Edinburgh, Scotland, in 1871, he came to this country many years ago and had been employed on the Boston Globe the greater part of the time since. He was a member and former president of the Boston Press Club, a member of the Newspaper Club, the Veteran Journalists' Association and other newspaper organizations.

MARCUS H. ROGERS

Pioneer Massachusetts Country Publisher Dies After Long Service

Marcus H. Rogers, 90, widely known Berkshire publisher and a pioneer in country journalism, died in Springfield, Mass., Jan. 30.

At 14 he published on a hand-made press *The Rising Sun.* His first real venture in the publishing field came several years later when he went to Great Barrington, Mass., and became editor of the *Berkshire Courier.* In 1875 he attended the first World's Fair in Vienna, returning to resume editorship of the paper until 1879, when he disposed of his interests to the late Clark W. Bryan, of Springfield.

The next few years were spent in travel and in 1887, the publisher of the *Berkshire Eagle* having died, Mr. Rogers came to Pittsfield and took possession of the paper. Here he installed many innovations, changing the paper from its old blanket form of 10 columns, to eight pages of seven columns each. Some years ago he disposed of this paper to continue his travels.

Obituary

JOHN VAN DER ZEE SEARS, 90, one time chief editorial writer for the *Philadelphia Evening Telegraph,* died in Santa Barbara, Cal., Feb. 2. He was a reporter in the Civil War for the *Philadelphia Inquirer.*

ELEANOR ARNOLD SMALL, 17, daughter of Robert T. Small special writer for the Consolidated Press Association, and Mrs. Small, died Sunday morning in a Washington, D. C., hospital after an illness of one month following a minor operation. Funeral services were held Tuesday.

W. H. CROUCH, former editor of the *Bethany* (Mo.) *Republican* and father of Ben Crouch, present editor of the paper, dropped dead, Jan. 25.

IRVING W. MOYNIHAN, city hall reporter, *Buffalo Express* for many years, died recently following an operation. The Buffalo city council adopted resolutions of sympathy, declaring his reports had been "faithful, true and fair."

CHARLES MITCHELL RIDER, proofreader for the *Buffalo Evenig News,* and former associate of the late Elbert Hubbard in his printshop, died suddenly after putting in a full day at his desk.

EDGAR H. YOUNG, formerly a publisher's representative in Chicago, died suddenly of pneumonia, Jan. 21. Mr. Young entered the advertising business in Chicago in 1900. He was a partner in the firm of Payne & Young, Publishers' Representatives, New York and Chicago, from which he retired 11 years ago. He was buried at Keokuk, Ia., Jan. 23.

H. D. DEGAA, 83, for 24 years editor and publisher of the *Glenn County* (Cal.) *Transcript,* which he founded in 1902, died recently.

FREDERICK A. WALTER, 49, newspaper photographer, committed suicide recently in Staunton, Va.

REMI TREMBLAY, former editor of *L' Independant,* a Fall River, Mass., French language paper, died recently at Guadeloupe where he was spending the winter.

SILAS WHITE, 78, who in 1876 founded the *Crescent City* (Cal.) *Courier,* died in Crescent City, Jan. 9.

HAROLD BERTRAM BRETZ, 44, assistant city editor of the *Toronto Mail and Empire* and brother of W. P. Bretz, city editor of the *Toronto Telegram,* was killed in a motor accident Feb. 1. He joined the *Toronto World* as reporter 25 years ago and until the World was absorbed by the Mail and Empire served successively as city, financial and news editor.

THE NEWFOUNDLAND POWER AND PAPER CO., Ltd.

MANUFACTURERS OF

Clean White Newsprint

PARTICULARLY ADAPTED TO THE NEED OF THOSE PUBLISHERS
WHO TAKE PRIDE IN A WELL PRINTED NEWSPAPER

DAILY CAPACITY — *400 TONS*

CORNER BROOK NEWSPRINT — DEPENDABLE

THE BOWATER PAPER CO., Inc.

342 Madison Avenue, New York

SOLE DISTRIBUTORS FOR THE U. S. A.

Harrison C. MacDonald

—now offers his experience

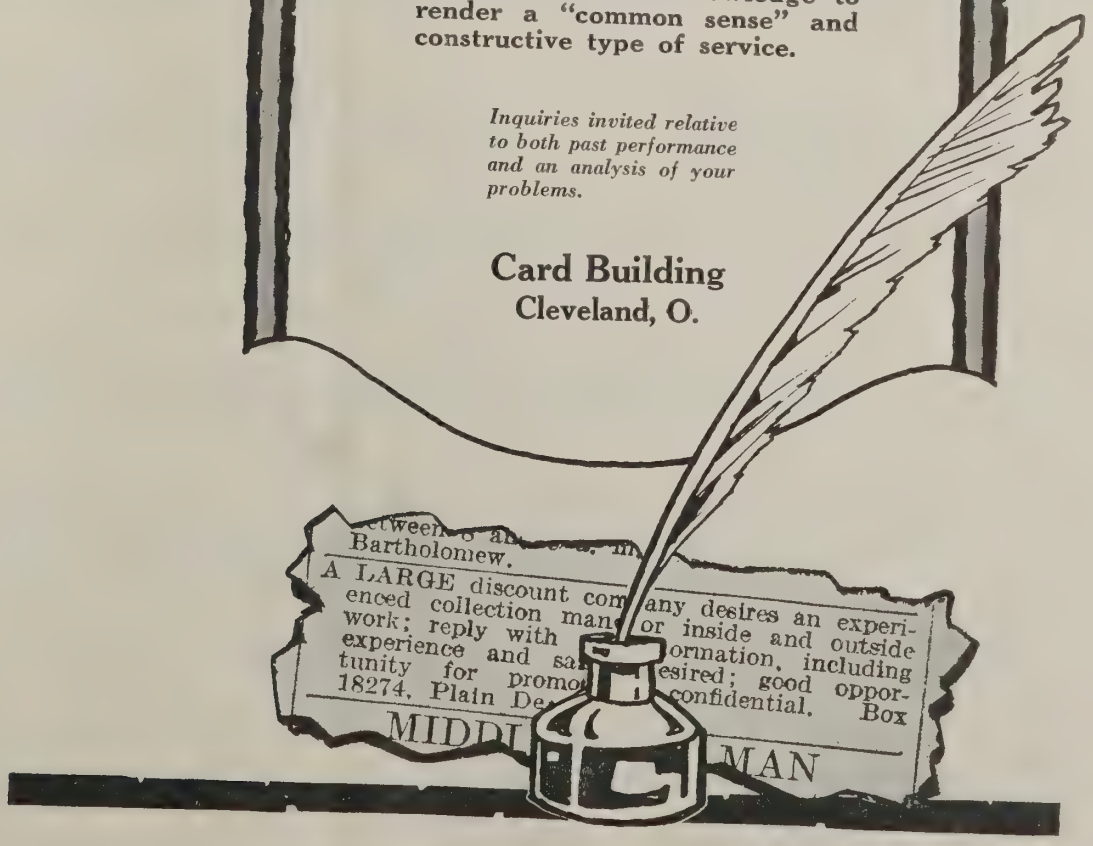
as the purchasable merchandise of one who for the past five years has been the Classified Advertising Manager of the Cleveland Plain Dealer and who recently resigned to enter the business of Want Ad Building for Newspapers.

A limited personal assistance is offered a few publications (one only in a city) in addition to a general monthly illustrated classified promotion service. This includes ideas, plans and methods used successfully in the publication, for the first time in its history, by the Cleveland Plain Dealer in 1925 of over a Million Want Ads. The space gain was 284,000 lines.

Not an "expert," but equipped in personnel and knowledge to render a "common sense" and constructive type of service.

Inquiries invited relative to both past performance and an analysis of your problems.

Card Building
Cleveland, O.



WITH THE GENERAL ADVERTISERS

Ford Motor Company Given Exclusive Right to Familiar Ford Script —Burlen Heads Committee Preparing A. N. A. Program —Auto Firm Changes Name

FEDERAL Judge A. N. Hand in an opinion handed down Feb. 2, sustained the right of the Ford Motor Company to the exclusive use of the name of "Ford" in the type or script made familiar through advertisements. The suit was instituted for an injunction pending trial by the Ford concern against the Fiske Brothers Refining Company, which sells motor oils.

In his opinion Judge Hand said that it did not seem necessary to consider whether the complainant had a valid trade-mark in the name "Ford," but that for years it had been used in script of a certain type and designated the complainant's goods. The opinion read in part:

"In 1914 complainant protested against the use of this name by defendant in connection with the sales of oil. In 1915 complainant is said to have acquiesced in the use of the words, 'Fiske's Motor Car Oils for Ford Cars.' There is no evidence, however, that this acquiesence covered the use of the word 'Ford' in script in the form employed by the complainant on its goods and in its advertising.

"The use of the Ford name in such a way that the public may suppose that the defendant's merchandise is in some way related to the complainant's product is unfair trade."

W. K. Burlen, advertising director of the New England Confectionery Company, Boston, has been appointed chairman of the program committee arranging for the May convention of the Association of National Advertisers to be held this year in Chicago, Robert K. Leavitt, association secretary, announced this week, from the New York office.

Other members of the committee are. E. T. Hall, vice-president of the Ralston Purina Company, St. Louis, and association president; O. C. Harn, National Lead Company; Carl Gazeley, of the Yawman & Erbe Company, Rochester; A. H. Ogle, of the Wahl Pen Company, Chicago; Kenyon Stevenson, Armstrong Cork Company, Lancaster, Pa.; K. L. Zimmerman, Henry Disston & Sons, Inc., Philadelphia; and P. B. Zimmerman, National Lamp Works of the General Electric Company, Cleveland, O.

The name of the Nordyke & Marmon Company, of Indianapolis, has been changed to the Marmon Motor Car Company. Officials remain unchanged.

The Radio Corporation of America reported a gross income of $50,405,144 for 1925. Net income was $5 737,206.

Henry J. Fuller, chairman of the board and president of Rolls-Royce of America, Inc., announced this week that sales of the company had been larger in 1925 than at any previous period and that orders were being received at double the rate of a year ago.

The Gordon-Van Tine Company, Davenport, Ia., building supply manufacturers and makers of ready-cut lumber for homes and garages, at its annual meeting last week reported a record business in its history, reaching $7,000,000. The company is claimed to be the largest advertising concern in the state, using 24 magazines as well as large local newspaper copy. Horace G. Roberts was elected president to succeed Ed C. Roberts, who asked to be relieved from the position after 19 years' service.

The Canadian National Clay Products Association at its recent annual meeting in Toronto decided to co-operate with the Common Brick Association of America in putting on in Canada an advertising campaign to influence the public to use brick in building to a larger extent. A committee was formed for the purpose and an assessment will be levied on members to finance the campaign.

E. J. Denker, formerly advertisng manager for Republic Motor Truck Company, Alma, Michigan has resigned as advertising manager for Foley & Co., Chicago, and took up his new duties Feb. 1 with W. M. Welch Mfg. Co., Chicago, makers of school supplies, laboratory and scientific apparatus.

Net profit of the B. F. Goodrich Company for the year ended Dec. 31, 1925, was about $16,700,000, according to the company's preliminary statement announced this week.

RAILROAD ADVERTISING

Gen. Atterbury, President of "Pennsy" Discusses Possible Campaign

Gen. W. W. Atterbury, president of the Pennsylvania Railroad, addressing the Advertising Club of New York, Feb. 3, declared he was hopeful that "within the near future" his company would embark on a plan of paid national advertising. He called upon club members for assistance in working out plans "along novel lines."

"I am not only a great believer in telling the public what we are doing and especially telling the public what a railroad is doing, but I am also a firm believer in straight-away advertising," he said.

"When we start our advertising campaign I want to invite the co-operative interest of the whole advertising fraternity."

The Pennsylvania Railroad, he pointed out, has not been advertising in other than "almost an inaudible manner" for a great many years.

"Now that we are about to embark upon an advertising campaign," he concluded, "we feel conditions warrant our approaching the subject from an entirely new angle."

WESTERN CLUBS TO MEET

Delegates from 7 States to Attend 11th District Meet in Pueblo

Representatives of advertising clubs of six western states, Colorado, Wyoming, Utah, Montana, New Mexico, Nevada and Arizona, will attend the district convention of the Associated Advertising Clubs of the World, to be held at Pueblo, Col., Feb. 22-24.

R. H. Faxon of Denver, is chairman of the general committee. He is assisted in plans for the convention by A. Boon McCallum, Denver, E. K. Hartzell, Boulder, F. H. Scheid, Colorado Springs, W. M. Williams, Greeley, P. H. Philbin, Jr. and Morris Townsend, both of Pueblo and F. E. J. Ronsholdt of Boulder, president of the district clubs.

Pres. C. K. Woodbridge of the Associated Clubs, W. F. McClure, Chicago and Reginald Colley, field secretary, will be speakers at the convention. It is expected also that Chancellor Heber R. Harper of the University of Denver and Charles C. Gates, Denver Manufacturer, will be on the program.

Checking Bureau Changes N. Y. Office

The New York office of the Advertising Checking Bureau has been moved from 15 East 26th street to 79 Madison avenue.

Complete Newspaper Plant For Sale

Consisting of Hoe presses, Linotype and Intertype machines, composing room furniture and other newspaper equipment used in the publication of The Pittsburgh Dispatch, is to be dismantled and sold, either in whole or in part.

It is impossible to enumerate the contents of this plant beyond the fact that your needs can be supplied from typewriter and adding machine to Hoe presses.

Press-room equipment consists of Hoe octuple and sextuple machines.

Stereotype equipment for flat and curved plate casting, finishing and routing. Also Hoe plate finishing machine, equipoised casting boxes, melting pots and furnaces, plate lifting devices, automatic steam tables, etc.

Composing room equipment consists of,—Linotypes,—four Model 8, eight Model 5, seven Model K's, one Model 4, two Model 2 and three Model 1. Intertypes,—six Model B and one Model S.M.B. Also imposing stones, make-up tables, steel type cabinets, slug and border casting machine and other composing room appurtenances.

This equipment is all in first class condition and is standing on the floor for inspection if desired.

For particulars write or wire,

THE UNION PUBLISHING CO., 507-8 Farmers Bank Building, Pittsburgh, Penna.

E. R. STOLL, *Selling Agent.*

The Growth of

Powers Engraving Companies

Is the result of rendering continuous satisfaction

Complete day and night service for newspapers, publications and advertising agencies.

We have kept step with the mechanical departments of the newspapers in the progress of recent years.

We are pioneers of new methods —

Spending thousands of dollars every year in experimenting on and developing new processes for the advancement of the industry by improving the quality of our engravings

Developed cold enamel process on zinc, which is far superior to any other method ever used for line engravings

Perfected hot enamel on zinc and copper, and raised the standard of engravings on both metals

Invented, and developed the wet cooler, which prevents buckling — simplifying the method and improving quality

Developed, burning-in stove, and etching machines

Invented, and developed emulsion film camera, which produces results that are far superior to the old colloidal process.

For a comprehensive understanding of your problems — consult us

— Prompt Service —
— Unsurpassed Quality —

POWERS PHOTO ENGRAVING COMPANY

154 Nassau St., New York City. Beekman 4200

POWERS REPRODUCTION CORPORATION

205 W. 39th St., New York City. Pennsylvania 0600

POWERS FOURTH ENGRAVING COMPANY

Broadway and 50th St., New York City. Circle 1300

ADVERTISING AGENCY AFFAIRS

S. L. Smith Joins Staff of H. B. Humphrey Company, Boston—Cadwallader Sells Interest in San Antonio Agency—L. J. Hannah & Co., Chicago, Organized

SHERMAN LEWIS SMITH, for the past five years advertising manager of the Linscott Motor Company, Boston, has resigned to join the staff of the H. B. Humphrey Company, Boston advertising agency.



S. L. Smith

Mr. Smith gained recognition in advertising circles by his successful campaign on the front pages of Boston newspapers, called "Linscott Reo-Grams" that have appeared daily with few omissions since March, 1921. They have become familiar throughout the New England territory, being copied by Reo dealers elsewhere.

He is an active member of the Board of directors of the Advertising Club of Boston, and has taken part in work of the Associated Advertising Clubs of the World. For two years he served as chairman of his club's church advertising committee.

Les Hannah for the past three years manager of the Campbell-Ewald Company, Chicago, has resigned to form the L. J. Hannah & Co., Inc., new advertising agency, with offices in the Tribune Tower, Chicago.

The following former members of the Campbell-Ewald Company have also resigned to join Mr. Hannah in his new enterprise: Norman D. Eckliff, assistant manager; Samuel S. Sherman, account executive: Harold McGuire, account executive; and C. Brooks Middleton, copy chief and account executive.

Prior to becoming associated with Campbell-Ewald, Mr. Hannah was general manager and part owner of the Hannah-Crawford Advertising Agency, Milwaukee. At one time he was also an account executive with the Klau-Van-Petersom-Dunlap Advertising Agency, Milwaukee.

A. H. Cadwallader, Jr., has sold his interest in the San Antonio, Tex., advertising agency of Cadwallader, Coulter & Payne to Robert G. Coulter and John B. Payne, who will continue the business under the name of Coulter & Payne. Cadwallader left the advertising business to become president of the American Building Company, San Antonio.

Gilbert E. Malone has joined the service staff of Dorrance, Sullivan & Co., Inc., New York advertising agency. Mr. Malone has been connected for many years with the Tin Decorating Company, Baltimore.

The business of the John Buchanan Advertising Agency, Boston, will be carried on by Arthur D. Grose, following the recent death of John Buchanan. Mr. Grose has been Mr. Buchanan's associate for the past four years and in compliance with Mr. Buchanan's wishes and those of his family Mr. Grose will continue the business. The family of Mr. Buchanan will continue their interest in the firm.

Allen Pepperell Ames, president of Ames and Morr, Inc., New York advertising agency, spoke before the Lawrence (Mass.) Chamber of Commerce Jan. 28 on "The Advantages of Resale Price Legislation."

Charles H. Bird has opened an advertising agency in Glendale, Cal., and with him are associated Frank Greene, commercial artist, and Arthur C. Streib, photographer.

Effective on and after Feb. 7, Dorrance, Sullivan & Co., Inc., are transferring the accounts of the Fitzgerald Manufacturing Co., Torrington, Conn., Smith & Wesson, Springfield, Mass., and the Safe-T-Stat Co., of Brooklyn, N. Y., to the advertising firm of Mason-Sullivan, Inc., of 270 Madison avenue, New York, who will complete all existing contracts for these three clients.

The above transfer is being made in connection with the resignation of George L. Sullivan, as vice-president of Dorrance, Sullivan & Co., Inc., to become president of the new firm of Mason-Sullivan, Inc. Mr. Sullivan's retirement in no way affects any accounts other than the above, handled by Dorrance, Sullivan & Co., Inc. The name and personnel remain unchanged.

Jack Horner, president of the Horner-Roper Advertising Agency, Inc., of Long Beach, Cal., was recently elected a director of the Long Beach Advertising Club.

Derek White has taken charge of the office of the James Houlihan, Inc., advertising agency in Portland, Ore. He was formerly connected with the Oakland office of that company.

L. J. Stahl, formerly a free-lance artist and late of the art department of Barrows and Richardson, has joined the art department of the Corman Company, Inc., New York advertising agency.

A new course on the principles of advertising will be given by the extension division of Washington University, St. Louis, by Daniel A. Ruebel, vice-president of the Chappelow Advertising Company, former president of the Advertising Club of St. Louis and chairman of the educational committee of the club.

Larry Lynch who has been the manager of the Orlando, Fla., office of the Lesan-Carr Advertising Agency, has joined the staff of the Orlando Chamber of Commerce.

REPORTERS CAN'T BE DEPUTIES

Wisconsin Governor Bars News Men as County Sheriff's Aids

Gov. J. J. Blaine of Wisconsin has asked county sheriffis to cease the practice of swearing newspaper men in as deputy sheriffs without salary following publication of a story by Herman P. Lochner, police reporter for the *Madison Capital Times* which Gov. Blaine declared Lochner, as a county officer, had no right to divulge. It concerned granting requisitions for prisoners.

Lochner was called before the governor and asked the source of the information presented in the story. He refused to give it and relinquished his deputy's badge.

In a statement to newspapers anent the Lochner interview Gov. Blaine said, in part: "It was highly improper for him, in a private capacity as reporter, to write articles in relation to an official matter or a public office of which he was a part. He should understand that he was an officer of the court, and that he had no right to exploit his official position for his private gain or the gain of a newspaper."

Editorially, the Capital Times backed up the reporter and attacked the Governor's attitude.

EDITOR & PUBLISHER—$4 a year.

Popularize Your Product in

INDIANA

Use the Home Papers

Confidence in the immediate outlook for business has been fortified by the vigorous advance in various branches of trade and industry since the first of the year.

It is probable that factors have never before combined to produce a level of consumers' purchasing power so high and so evenly distributed as at present. This situation has been demonstrated many times during the last year or more and is rightly regarded as providing an excellent basis for the continuance of general business activity on a considerable scale.

This is encouraging to the distributor of merchandise, particularly as the transportation accommodations of this unusually level state cannot be surpassed in any other part of the country.

Link your merchandise with the local dealers.

Link the dealers with the consuming public.

Popularize your product by advertising.

Use this list of Indiana daily newspapers.

		Circulation	Rate for 5,000 lines
*Columbus Republican	(E)	4,860	.03
†Connersville News-Examiner	(E)	4,557	.025
†Decatur Democrat	(E)	3,194	.025
*Fort Wayne Journal-Gazette	(M)	34,198	.08
*Fort Wayne Journal-Gazette	(S)	30,599	.08
*Fort Wayne News-Sentinel	(E)	42,168	.10
*Gary Evening Post-Tribune	(E)	15,019	.06
†Hammond Times	(E)	17,127	.06
†Huntington Press	(M & S)	3,836	.025
*Indianapolis News	(E)	125,827	.25
*Lafayette Journal & Courier	(M) 7,761 (E) 13,204	20,965	.06
†La Porte Herald-Argus	(E)	6,560	.035
†Shelbyville Democrat	(E)	4,012	.025
*South Bend News-Times	(M) 9,634 (E) 15,671	25,305	.07
*South Bend News-Times	(S)	23,249	.07
South Bend Tribune	(S) 19,735 (E)	20,697	.06
*Terre Haute Tribune	(E&S)	22,784	.06

*A. B. C. Publishers' Statement, Oct. 1, 1925.

†Government Statement, Oct. 1, 1925.

For Mass Appeal in PENNSYLVANIA Use the Daily Newspapers

The vast army of workingmen in Pennsylvania consists of many groups of which hundreds of thousands are skilled artisans. They are a discriminating buying public and have faith in merchandise that is of sufficient standard to warrant national advertising.

The wants of the Pennsylvania farmers are varied and they rely on their nearest buying center for the fulfilment of their wants. They constitute another important group of consumers that are of great importance to the manufacturer.

A recognized authority on advertising has advised, "When you have a mass appeal, use the newspapers." The Pennsylvania people have a strong bond in common and that is their faith and pride in their daily newspapers. The papers are delivered into their homes and are thoroughly read. They are an influence in the home that includes guidance in the purchase of necessities and luxuries for Dad, Mother, the boys, the girls and the kiddies.

For the benefit of National Advertisers, the Pennsylvania daily newspapers offer co-operation in merchandising and sales promotion that virtually eliminates uncertainty of results for a product of real merit.

Advertise in these Pennsylvania dailies

	Circulation	2,500 lines	10,000 lines
*Allentown Call .....(M)	30,274	.10	.10
*Allentown Call .....(S)	21,285	.10	.10
†Beaver Falls Tribune.....(E)	6,183	.03	.03
†Bloomsburg Press .....(M)	7,535	.04	.04
†Chester Times .....(E)	17,827	.06	.06
†Coatesville Record .....(E)	6,716	.04	.05
*Connellsville Courier.....(E)	5,801	.02	.02
*Easton Express .....(E)	23,668	.08	.08
*Erie Times .....(E)	28,026	.08	.08
Harrisburg Telegraph .....(E)	40,022	.095	.095
†Hazleton Plain Speaker .....(E) †Hazleton Standard-Sentinel ..(M)	19,721	.07	.06
*Mount Carmel Item.....(E)	4,343	.0285	.0285
*Oil City Derrick .....(M)	7,379	.04	.04
†Scranton Times .....(E)	43,495	.12	.11
*Sharon Herald .....(E)	7,031	.0357	.0357
†Stroudsburg Record..(E) Press..(M)	7,401	.045	.045
*Sunbury Daily Item.....(E)	4,958	.0285	.0215
*Warren Times-Mirror.....(E&M)	8,780	.0428	.0428
*Washington Observer and Reporter .....(M&E)	16,861	.06	.06
†West Chester Local News.....(E)	11,720	.04	.04
†Wilkes-Barre Times-Leader .....(E)	24,841	.08	.06
†Williamsport Sun .....(E)	20,203	.07	.07
†York Dispatch .....(E)	19,197	.05	.05

*A. B. C. Publishers' Statement, Sept. 30, 1925.

†Government Statement, Sept. 30, 1925.

WHAT'S WHAT IN THE FEATURE FIELD

Colleen Moore to Play "Ella Cinders" on Screen—United Features and Conde Nast to Co-operate—Barbour Made General Manager of McClure Newspaper Syndicate



William M. Conselman (left) and Charles Plumb, creators of "Ella Cinders," discuss production plans with Colleen Moore.

FIRST NATIONAL PICTURES has purchased the moving picture rights of "Ella Cinders," comic strip by William M. Conselman and Charles P. Plumb, launched last June by the Metropolitan Newspaper Service, New York. Colleen Moore is to play the title role, according to present plans.

The adaptation and continuity for the film will be done by Mr. Conselman, and the characters made familiar to readers by Plumb's pencil will be reproduced on the screen—Ella; her little brother Blackie; Mr. Cinders, the mean stepmother; Lottie and Prissie Pill, the envious step-sisters; O. Watters Neck; Cyril Sweetie; Waite Lifter; J. Wallington Whiffle (Pa Cinders) the Movie Producer, and all the others. Production is to start at once.

Mr. Conselman and Mr. Plumb are both alumni of the *Los Angeles Times.*

An agreement has been reached between the United Press Associations and the Conde Nast Publications, Inc., under which the United Feature Syndicate and the Conde Nast Newspaper Service will carry on their respective activities on a co-operative basis, using a common sales force, Howard Wheeler, vice-president and general manager of the former syndicate, announced this week.

"The United Feature Syndicate and the Conde Nast Newspaper Service have in no way merged or combined," Mr. Wheeler explained. "The two institutions have entered into a co-operative arrangement, whereby each will retain its entire identity and present editorial organization, but will carry on sales and promotion jointly."

According to the arrangement, Mr. Wheeler will have general supervision of production and sale of the Conde Nast features, working in close association with the editorial organizations of *Vogue, House and Garden, Vanity Fair,* the Nast publications. The two offices will be maintained, the Conde Nast Newspaper Service being located at 19 W. 44th street, New York, and United Feature Syndicate, at 63 Park Row.

Miss M. T. Bristor, who was with Mr. Wheeler in the McClure Newspaper Syndicate, specializing in promotion and fiction, has joined the Nast syndicate and will co-operate with United in the production and promotion of Nast features.

New features that have been originated under the co-operative agreement, and which are now being put on the market include "Beauty Talks," daily and Sunday, conducted by Francesca van de Kley, managing editor of Vogue; "Towne's Town," daily New York letter, by Charles Hanson Towne; "How to be Happy Though Civil," conducted by Caroline Duer, sister of Alice Duer Miller, novelist; "That Dog of Yours," weekly, by Robert S. Lemmon; "The Adequately Dressed Man," tri-weekly; and a household service written by contributors to House and Garden. The Vogue daily fashion news service will be continued and improved.

Irwin Barbour, formerly Pacific Coast manager of the McClure Newspaper Syndicate, has been made general manager, succeeding Howard Wheeler, resigned, and will make his headquarters in New York.

Mr. Barbour has been on the Pacific Coast for McClure for the past two and a half years. Prior to that he was general manager of the Wheeler Syndicate, which was recently sold to Major Malcolm Wheeler-Nicholson. In 1921 and 1922, he opened up branch offices for the McClure Newspaper Syndicate in London and Sydney, Australia.

Before entering the syndicate field, Mr. Barbour gained distinction in the editorial side of daily newspaper work. Starting as reporter in 1909 on the *Washington Post,* he later became associated with the *Washington Herald,* holding the positions of city editor, telegraph editor, and news editor on that paper. He has also worked for the *Savannah Morning News,* the *New York American,* International News Service, and Universal Service.

Joe Williams, sports editor of the *Cleveland Press,* is now writing a series, under the heading of "Haymakers That Made History," for NEA Service clients.

Hal Cochran, NEA Service poet and special writer, now is turning out a daily column under the title of "The Very Idea."

An anthology of the "Best Short Stories," selected by the editors of 16 magazines at the invitation of the *New York World,* is being offered by the New York World Syndicate. Undertaken for the first time in 1925, the stories thus selected were published in the World and 30 other newspapers and later issued in book form by the George H. Doran Company. This year each magazine editor was asked to name the five stories he published during the year that he best. From these one story, consi the best adapted to newspaper use, selected by a committee of news editors, headed by John O'Hara grave, Sunday editor of the World.

Amelita Galli-Curci, operatic star written a series on her adventures ar the world for the Cosmos News Syndicate, New York.

"Putting You in Youth," by Ji De Forest, trainer, is announced b New York World Syndicate, as a series of articles on diet, exercise health. During the life of the series De Forest will answer queries sent newspaper readers.

Edgar Poe Norris is author of " Two Lovers," his third novel writte rectly for newspaper serialization, distributed by the Central Press A ation, Cleveland.

H. B. Broughan has joined the staff of the Cosmos Newspaper S cate, New York, and is now on a of the east coast and the south. also representing the Fisher Index, nancial service for newspapers.

Miss Elsa Umla, office manager o Post Syndicate, New York, was ma recently to Thomas M. Byrne, mal editor of the *New York Evening* Mrs. Byrne plans to continue her s cate work.

Norman E. Brown, sports editor o Central Press Association, is ill Cleveland hospital with an attack of trouble. He is reported improving.

Olga Samaroff, noted pianist and poser, is writing a weekly music which is being distributed by the Syndicate. Miss Samaroff condu music column for the *New York Ev Post.*

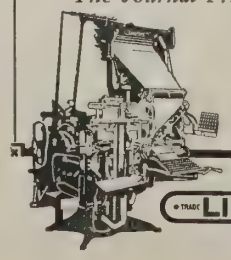
From the Linotype Mailbag

"Mighty Fine Service"

"We were certainly very much pleased with the way in which you took care of our order for motor for Linotype machine. It was about 9.15 Tuesday evening when Mr. Burkert told me that the motor burned out. As you know, we have a Mergenthaler ordered from you which is on the way and we are running right up to capacity on all our machines every day. To lose the output of even one machine for a day would have been quite a hardship, and that was why we called you Tuesday night.

"The motor was in our office at 9.15 Wednesday morning and we want the world to know that this was mighty fine service on your part and surely is appreciated by us."

The Journal Printing Company
Racine, Wis.



A SINGLE ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their respective fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page .....$280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page ..... 82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

Editor & Publisher
1700 Times Building
Broadway at 42d St.
New York, N. Y.
Telephones:
Bryant 3052 - 3053 - 3054 - 3055 - 3056
Cable Address: EDPUB, NEW YORK

Advertising World
14 King Street
Covent Garden, W. C. 2
London, England
Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON

Dirty Work at the Dock

Mouse, Thought to Be a Brick-Throwing Ignatz, Runs Up the Clock Causing Reign of Terror—Police Reporter Hops on It for an Extra

By CHET JOHNSON

DESK SERGEANT (Answering 'phone): P'leece stayshun!

VOICE AT OTHER END: Help! This is the operator at Dickory, Dickory Dock! A mouse just ran up our clock! Oh, please do something! Hurry!

SERGEANT: Awright, sister. Comin' right up!

REPORTER: Anything doin', Sergeant?

SERGEANT: Mouse just run up a clock at Dickory, Dickory Dock.

REPORTER: Attaboy! Anybody killed?

SERGEANT: Dunno yet. Hey, Murphy, send a riot squad to the dock. Better take a machine gun and some tear gas bombs along. Moriarity, go tell the captain of detectives. He may wanta send a loada dicks down there.

REPORTER: Lookin' for a battle, Sergeant?

SERGEANT: Can't tell. Gotta play safe. This mouse may be that brick thrower, Ignatz.

REPORTER: Guess I'd better let 'em know about this at the office. They may wanta get out an extra. Hello! Hello! Hey, operator, whatsamatter? Gimme Black 'n Blue eight three five two an' a half. . . Yeah, that's it! . . . 'Lo, Amelia, gimme the city desk. 'Lo, Bill! Say, gotta good one for yuh. Mouse just ran uppa clock at Dickory, Dickory Dock. Yeah, big crowd there. Coupla hundred women fainted an' got trampled on. Cops think the mouse may be Ignatz. Better hop on that one, Bill. Unnerstand the opposition's gonna play it for bull lines all over page one. You know the ol' panic stuff. Women screamin', kids bein' knocked down, an' all that. Huh? Yeah, I gotta call in for him. Sure, I'll have a statement from him in a coupla minutes. (Hangs up.)

SERGEANT: Gotta good story?

REPORTER: I'll say. . . . Hello! Hello! Hey, operator, whatsmatter? Gimme Mauve three seven six four an' three-eights. . . . Hello . . . gimme the city health officer. Whatsat? . . . This is the Mayor's office, an' I wanta speak to the doctor right away. . . . 'Lo, this you Doc? Say, a mouse just run up a clock at Dickory Dickory Dock. I wanta statement from you on it. Any chance of this mouse havin' bubonic plague? Huh? You don't know, huh? Fine. If this is a bubonic mouse 't may cause an epidemic, aint that right? No? Good. Lissen, Doc, in case this mouse causes a plague, how 'bout a gran' jury investigation to find out how he happened to crawl offa ship tied up there? Don't think there's any danger, huh? Good stuff, Doc. Much 'bliged. G'bye.

SERGEANT: Say, I never thought about the boobonic plague. Maybe I'd better do somethin' else. Corp'ral, call Central Emergency an' tell 'em they better send a coupla ambulances an' some nurses an' doctors down to the dock. You might hint to 'em to have a ward or two ready in case anybody already has this here boobonic plague stuff. I don't know much about it, but I guess it's deadly stuff, aint it?

REPORTER: Yeah. Kills everybody within a hundred miles sometimes. . . . Hello! Hello! Hey operator, whatsamatter? Gimme Black 'n Blue eight three five two an' a half, again; I been waitin' half an hour. . . . 'Lo, Amelia, gimme the city desk again. 'Lo, Bill. Say, the health officer says this mouse may cause the worst bubonic plague in hist'ry. He's chasin' right down there. Wants to know why they let this mouse get offa ship. The pleece just sent down ambulances an' doctors an' Central Emergency's ready to handle the first victims. Lissen, Bill, le's hop on this heavy an' start a campaign to have all clocks equipped with mouse traps! An' don't forget the grand jury angle. Maybe we ought to send a wire to Washington an' demand some action by Congress, huh? Awright. I'll call in again soon as I get any more dope.

SERGEANT: Say, I wonder . . . maybe I ought to notify the state constabulary. Harrigan, run over an' tell 'em about this.

And at the Daily Blah Office

CITY EDITOR: Hey, kid; go out an' tell the make-up editor to tear up page one and leave about four full columns for a big mouse story. Jones, write me 'bout a column about bubonic plague. Smith, never mind that story. Hop on this. . . . Here's my notes. . . . Gimme a snappy lead on this story right away. Tell the art department to rush a big layout picture of the city with a big mouse ready to pounce down an' eat it. Have 'em getta coupla good lookers from the business office pullin' up their skirts an' standin' on a chair with a mouse tryin' to get at 'em. Joe, gimme an eight column hundred an' twenty point line, a three column seventy-two point drop an a coupla twenty-four point decks. Smoke it up. Somethin' like "City Periled by Bubonic Plague; Diseased Mouse Creates Panic on Dickory, Dickory Dock; Hundreds of Women Faint as Monster Runs Amuck," an' all that sorta thing.

Back at Police Headquarters

SERGEANT: (Answering 'phone): Pleece stayshun. Watsat? Oh; 'lo, Murphy. What's doin' down there? Nothin', huh? What became of the mouse? Oh, zatso? Clock struck one an' he run down, huh? Any women faint or anything? Oh, just a lumber dock an nobody there but two stevedores an' the 'phone operator? Well, better c'mon in, I guess.

REPORTER: Rats! Another good yarn blown up! Well, I guess I won't call in until after they get the extras off an' then we can kill the yarn in the next edition. 'S a good story, at that.

MEMBERSHIP ACTION DELAYED

A. P. to Vote on Dallas Journal Application in April

Directors of the Associated Press will vote on the application of the *Dallas* (Tex.) *Journal* for membership at the next meeting in April, it was decided late last week, following discussion of the case at the board's January session in New York.

The *Dallas Times-Herald* is protesting the Journal's election.

Action was taken at the meeting on the application of the *Panama City Daily Beacon*, which is now an A. P. member. Jefferson Thomas is publisher.

"Unipress" in 3 Languages

The Spanish-language edition of *Unipress*, house organ of the United Press Associations, made its bow in Buenos Aires early in January. James I. Miller, vice-president of the United Press and general South American manager, cabled the New York office of the United Press that the first Portuguese-language edition would appear in Rio de Janeiro on Jan. 25. The first German-language edition of Unipress will appear next month in Berlin. The English edition of Unipress has been established for a number of years. It is believed that Unipress is the only American house organ that is published in three languages.

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Baltimore American

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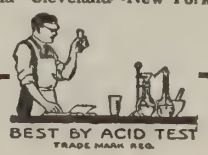
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LETTERS FROM OUR READERS

Defending Subscription Campaigns

To Editor & Publisher:- It is hardly conceivable that you would allow publication of such an article as the one on page 6 of your recent issue regarding subscription contests, especially when the inference drawn would indicate that the case cited is an average one.

My experience in this business dates back about fourteen years and I have never known a case where the publisher's regular subscription price was reduced during a contest. But I do know where the publisher was prevailed upon to *increase* his subscription rate. As for the thirty per cent commission rate used in the figures, you will find that publishers pay no higher than 25 per cent. and frequently lower. And, while 20 per cent. commission is sometimes paid to non-prize winners *who remain active* throughout a contest, the usual amount so paid is 10 per cent. However, this represents very little actual money to be paid in addition to the prize list—never approximating the total receipts, even by one-third.

On the whole, it would appear that those who are in engaged in the contest business are an unscrupulous lot—"leeches" as "A PUBLISHER" says.

By their actions, some of the most important publishers in the country show that they believe there is no substitute, in results gained, for the right kind of circulation contests. This is a matter of record and, as one engaged in this business, we prefer facts to someone's theories.

T. J. Laurimore Co.,
By Laurimore.

Correction

To Editor & Publisher:—You quote a veteran labor man on page 30 of your issue of Jan. 23, as saying that the only New York paper that makes labor a full time assignment is the *New York World*. This is an error. The *Herald Tribune* also makes labor a full time assignment.

Dwight S. Perrin,
City Editor, New York Herald Tribune.

Resisting Moochers

To Editor & Publisher: We want to commend your stand on the Mcochers of Free Publicity.

This paper has been bombarded with more schemes to put over free publicity and the wonderful way in which they think we will fall for their generous offers of the stuff is disgusting.

We have written many asking them to please remove our name from their sucker list.

The Longview (Tex.) Publishing Co.,
Alger Jones,
Advertising Manager.

An Encouraging Letter

To Editor & Publisher: When your office acknowledged my subscription to Editor & Publisher for this year, they sent me a card to mark, showing my classification as a reader. I have studied the card carefully and my classification is not listed, because I buy it for a peculiarly personal reason, which is that I find between its covers more red-blooded and lively romance than in any other publication I know. There comes to me each week from its pages, a vision of enterprise so fascinating that it serves as stimulant to imagination, and dulls with its reality, the romance of fiction.

There is no little square on that card in which I can put a check mark for classification.

I am,

H. M. Newman.

Forest Conservation

To Editor & Publisher: Your editorial headed "Forestry Grab" in the issue of Jan. 9, 1926, is fittingly followed by an italic line, "A little information is dangerous in print."

For the most part Editor & Publisher is full of valuable information, inspiring articles and worthwhile editorials, but the editorial which is mentioned in this letter certainly leaves the average reader with the impression that we of the West are not lovers of the outdoors, nor interested in the conservation of our rich heritage of natural resources.

We who live in the shadows of the Grand Tetons, who bask in the sunshine of the beautiful Gem State and watch the setting sun drop behind the inspiring Saw Tooth Range, love our land with all the fervor of an Easterner's love of ease and luxury.

We who live in this rugged, man-sized country also appreciate the value of our livestock industry, we know that of the uses to which our natural resources may be put, that stock raising takes away far less of our heritage than agriculture, mining or forestry.

Apparently it is news to you that grazing has been allowed in our national forests for years; that the stockmen are for the most part only asking reasonable assurance of the continuity of their permits, much as we who live by publishing endeavor to safeguard our investment through contracts for press services, rentals, and wage scales.

If you will obtain a copy of the 1925 report of Secretary of Agriculture W. M. Jardine, turn to page 83 and read and study the text up to and including the second paragraph on page 89, you will have a clearer understanding of the subject which you have treated in one brief paragraph, leaving those unfamiliar with the subject a gripping fear that a "gift" is about to be made to the livestock men of the West.

If you possess special information which convinces you that a fraud is about to be perpetrated then you will be doing us who live in the West a service in elaborating. If the secretary's report throws new light upon the subject then that deserves a hearing.

In passing, may we add, that the forests which you mention are jealously guarded by the agricultural interests of the West, for forests protect the watersheds from which flow throughout the growing season the bloom-producing waters that fill our irrigation canals and ditches, guaranteeing the bumper yields of potatoes, beets and other products for which the West is noted.

A. Ross Rutherford,
Idaho Falls (Idaho) *Daily Post.*

Editor's Note: Editor & Publisher appreciates criticism. The editorial in question was based upon the belief, shared by the American Forestry Association and many others interested in conservation of natural resources, that the stockmen are seeking a transfer of the national forests from public control and the adoption of a system of leases that would be tantamount to private ownership; the logic of the cattlemen's proposal carries, in our opinion, directly to commercial exploitation and consequent injury to future lumber and water supply.

Short Rates and Rebates

To Editor & Publisher:- Referring to the article in your Jan. 16 issue—"Agency Practices on Short Rates and Rebates Criticised," I am sure that those agencies conducting their affairs on a business-like basis and with some foresight readily agree that criticism of this practice complained of is wholly justified.

Unfortunately, there are still agencies that, while selling "prestige" and "good will" for others, seem to fail utterly to realize that "prestige" and "good will" are of equal value to them in their business. Any attempt to take unfair advantage of a publisher is very short-sighted and, I believe, injures the agency following such a policy far more than it can possibly produce benefit. Friction is always costly and these things produce friction. Confidence is an essential to sound business relations—and these practices undermine confidence.

But don't hang all the agencies because of this. Those who are earnestly conducting their affairs under a broad business-like policy, suffer from the acts of the short-sighted. Unfortunately, it is still too easy to "go into the agency game." Too many publishers and other owners of advertising media are too quick to endorse a contract rather than an organization and its fitness to function as an advertising agency.

Perhaps the publishers, in suffering from the practices complained of, are suffering from things for which they are partly responsible. The agency that sells its client on the basis that it has a bag full of tricks which enables it to get low rates from the publishers, is most often the agency that never should have been endorsed by the publishers.

I feel impelled to sound this note because it is a good thing to keep this thought before the publishers constantly and whenever criticism of agency operation is made.

T. E. Moser,
Utica, N. Y.

Listing Linage Records

To Editor & Publisher:- The newspapers are to be congratulated upon the linage records published in your issue of Jan. 9, on page 5. I think you are also to be congratulated on the interesting and forceful manner in which these figures are presented.

You will, I feel sure, not take exception to my pointing out one or two details of this tabulation which make some papers appear at a disadvantage.

Take our own case for example. Our morning edition appears as fiftieth in one classification and our evening paper is listed under papers having thirteen issues per week where it appears as sixteenth under this wrong classification. Our proper place would have been seventh position among the papers with thirteen issues per week.

This is particularly bad for us as we sell national space only in combination. Besides, it has been our invariable rule in publishing linage figures to use the combined figures.

It is true that in forwarding figures to your office, we also separated them into morning, evening and Sunday as our statistical department could not tell from your inquiry just what compilations you wanted to make but it seems

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to me that the way you have grouped the papers we are certainly out of position and deprived of a standing to which we are fully entitled.

I note also that your listing runs together some of the thirteen issue papers and some of the straight evening and morning papers. This leads me to wonder if you are possibly going to republish these records. If so, we would certainly prefer to be listed among the papers of thirteen issues per week.

I want also to take this occasion to say that in my own opinion the columns of EDITOR & PUBLISHER are growing constantly more interesting to the newspaper man and more full of really valuable material.

THE DISPATCH PRINTING CO.,
ST. PAUL
R. T. SNODGRASS,
Advertising Director.

Syndicate Ideals

TO EDITOR & PUBLISHER: The publication in the EDITOR & PUBLISHER of January 23 of a report on Syndicates, made by Mr. Marvin W. Creager to the convention of the American Society of Newspaper Editors, suggested to me that I might be permitted to submit the results of some of my observations after over seven years as Editor-in-Chief of a newspaper syndicate.

I am particularly desirous of contributing my impressions for whatever they may be worth, because Mr. Creager's report seems to me the most constructive, helpful and hopeful that has yet appeared in print—and the more valuable that it is not the judgment of a sentimentalist or theorist, but of a man who for years has had all the facts at his disposal, and who has had to strike some kind of a working compromise between advantages and disadvantages.

There is no mental loop-the-loop that can create as alienating a curve as a vicious circle. An editor decides that it is his duty and privilege to find, develop and present, at least some of the features that he publishes in his paper. He finds, a woman say, in his own office or his own town, who has an untrained knack for writing married life serials. He puts at least as much time and thought and ten times the experience, that she contributes, into training her. He, practically, makes a success of her. No sooner has her popularity become a definite quantity than she goes to the syndicates or the syndicates come to her, and it has not been unknown that her product should be offered to the editor, who has in part created her, for a large price, on threat of a rival paper being eager to "cash in" on the publicity she has had in her home town. Incidentally, most syndicates consider it a point of ethics that her own paper should retain her at whatever figure may be agreed between the author and the editor without profit to the syndicate. But, her exclusiveness of course cannot be retained.

Meeting this situation from the other side of the circle comes the syndicate. Its struggles as I have done frequently itself, with writers of international fame and of no fame at all, until the product forms right for the newspaper market, which is so highly specialized that no book or magazine experience helps beyond a certain point—except of course when there is such a demand for the name that material is of third rate importance. Following the development and presentation of the new feature comes the creating of an expensive publicity campaign—not, mark you, to convince a few million readers of the value of what they are getting for a few cents a day, but to convince the editor that the feature is worth buying at a price that will pay for the author's time, the publicity campaign, and the earnest young man sitting opposite the editor and taking up his time because the initial campaign that went through the mail was ignored. Should the editor be persuaded to buy this feature by an unknown or fairly known writer, the chances are that it will be "sneaked" into his paper, in an inconspicuous, humble way, and it will be up to the readers to find it, adopt it, make it a habit, and thereby a success. The blare of trumpets, the bugle calls, the heralds and the waving of flags that we call publicity have all been expended on the editor to persuade him to open the door a meager inch and let the visitor through unannounced, and frequently unwelcomed. And in this vicious circle there is no one to blame, unless it be a system which is daily being modified and changed.

Among the changes that have impressed me most in the last few years is the attitude toward big names. They still have a disproportionate value, but every year the editorial eye is resting more keenly on the quality of the material signed by these big names. A lessening in the standard almost immediately brings enquiring or indignant letters from editors—and the syndicate editor has to "go to the mat" with a name that a few years earlier was above criticism. There was a time when such conferences were of a delicacy that partook of the dexterity of a prize ice skater and the skill of a toe dancer. But already the good circle as opposed to the vicious circle has been formed, because in this matter the syndicate is backed by its newspaper editors and the editors supported by the syndicate. I could report conversations and show letters and cables of bomb-like force, wasting no words and shading no meanings, from syndicates to names that flash in the milky way of newspaper stars. And the net result has been toward better understanding and finer work, which brings us to a word that thrills the hearts of sentimentalists, and makes the practical man shiver in his shoes—Cooperation.

Cooperation, when it is offered *instead* of everything else that has stood the test of time in business, seems to me a bad bet. Cooperation, *plus* all other business assets, and particularly plus competition appeals to me as the hope of the world in general, and the only hope that syndicates may mean to newspaper what they should and what they want to mean.

If I had been the recipient of any substantial portion of the late Mr. Munsey's wealth, I should try an experiment. I refer to Mr. Munsey's wealth because I think it would take considerable financial backing to make my experiment—no matter how succesful the ultimate result might be.

I should create a syndicate, very much on the present day lines, except that it would be less hurried, and would be willing to pass by the quick turn-over that comes from paying enormous sums for a political or briefly sensational feature. I am not criticising these. I would simply leave them to the other fellow, because I believe that this age of specializing has now reached syndicates, and that the attempt of each syndicate to handle everything must obviously cease. I would concentrate on two things—finding new talent and trying to train it for newspaper feature use, and finding new subjects for known writers. The syndicate, as middleman with its ear to the ground, should overflow with suggestions to picked writers. This is done, but too occasionally. More frequently the syndicate is trying to persuade an editor of the value of material that was never written or intended for his market.

When I had exercised my best judgment and that of my associates in the securing of samples of the new talent, and suggestions to the known names, I should want to approach my editors individually, still in a highly competitive market, as a partner, submitting the first part of his share in a mutual obligation—the obligation of obtaining the best possible feature material for the readers of newspapers. I should hope that the editor, approving, modifying, discarding, agreeing what would be a fair territory price in the first, second and third years of a continuous feature, if retained, would then be willing to share my gamble and consider it his in relation to the reading public. In other words—the smallest possible amount of salesmanship to sell the editor, and the greatest possible amount of salesmanship to sell the public.

If I could quote names of features and editors I could give a few interesting examples of where this has been done—a few editors cooperating from the first in giving and getting the greatest possible publicity for a feature that they thought of exceptional value. From this point it would be but a step to that ideal condition in which editors all over the country would suggest from time to time new features to syndicates, selecting in each case the syndicate from which they had obtained the best service, or which was specializing in their requirement of the moment. And if there are too many syndicates the remedy is in the hands of newspaper editors, and newspaper editors and publishers only—the elimination of the unfit, or the less fit, or the too many will meet the fate of the Florida lots that cannot be found at high tide—the wise purchaser patronizes the lots that are always on dry land.

Even when the syndicate situation was at its worst, a couple of years back, and certain practices were rampant among a few syndicates that were bound to earn the disapproval of newspapers, I pinned my faith in an ultimate understanding mainly on one fact—we were all the same kind of people; writers, artists, reporters—newspaper men and women. In so closely related a family fights might be inevitable, but, at least, the victory would have to be mutual.

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FARM PAGE AS NECESSARY AS SPORT NEWS AND BUILDS GOOD WILL

Mid-Western Editors Employing Full-Time Men to Prepare Agricultural News Working With County Agents and Farmers Themselves—Pleases Readers

By M. V. BRIGGS

"WE run a daily farm page because we have a large body of farmer readers who are as much entitled to farm news as sports followers are to the sports page."

Thus Verne Marshall, managing editor of the *Cedar Rapids* (Ia.) *Gazette,* sums up the reason why his paper devotes nearly a page daily to news of the farm and rural social activities, employing a full-time man to conduct the department.

A number of daily newspapers in Iowa, as well as in several other states where agriculture is the principal industry, have found the farm page the solution to the problem of creating good will among farmers and small town residents.

I believe Iowa has progressed further in this field than any other state. H. J. Metcalf, of the Iowa State College of Agriculture, says there are 20 daily papers of that state running farm news, either daily or weekly.

In 1919 I was on the editorial staff of the *Waterloo* (Ia.) *Tribune* and proposed a farm page as a means of stimulating circulation in the rural districts served by the Tribune. It was entirely an experiment with the Tribune, in fact so far as we were able to ascertain it was an untried project in the state.

The page was a weekly affair made up chiefly of service stories. Local touches were given the page by news from the county agricultural agent's office and in frequent stories sent in by farmers.

The following year the *Waterloo Evening Courier* and the *Des Moines Register* started farm pages on a bigger scale. The Courier engaged a young man, a graduate from the state college agricultural journalism school, to devote his entire time to gathering news in the 12 or 14 counties in the paper's territory. He was furnished with a car to enable him to attend important farmer meetings and some four columns a day were given over to his use. The Register hooked its farm page up with advertising and succeeded in obtaining considerable livestock linage.

The Courier still maintains a full-time farm editor, with car, and its publishers speak very highly of the results, noted chiefly in the good will obtained which in turn favorably reflects on circulation.

Soon after the Courier and Register began publishing the farm pages the Iowa State College of Agriculture engaged Mr. Metcalf to establish a farm publicity department and organize, or rather interest, daily and weekly papers of the state in the use of news pertaining to the farm.

Mr. Metcalf traveled extensively and gathered material which was sent out as a weekly service to all papers requesting it. He was instrumental in getting 20 dailies and many weeklies to using farm news regularly and in addition to this started many of them off with special farm editions, more than 50 counties being covered in this way. Publicity schools, to which Farm Bureau leaders and newspaper publishers were invited, were also held in every district of the state.

Such, in brief, is the history of the farm page in Iowa.

Two years ago the Waterloo Tribune decided to put on a full-time farm editor. I was engaged to fill the job and while serving the Tribune for a year and a half I had an excellent opportunity to observe first hand the effect of such a department, its reaction on the advertising and circulation.

It was my observation that the farm page was a decided asset as a good will builder and on good will depends, to a large extent, circulation, especially in a field where competition is keen.

At that time the Tribune, a morning paper, was including 14 counties of Northeastern Iowa in its territory. With the exception of Waterloo and Oelwein all the towns in that territory were under 5,000 population, the majority of them being considerably below that figure.

Incidentally a part of my work was to organize a staff of correspondents, giving them some training and getting them to a point where our daily small town news would average a couple of columns at least. For those publishers who may be contemplating the establishing of a farm page I would suggest that the country correspondence work be combined with the farm work, especially the field end of it. Both departments, if properly organized and conducted so as to produce best results, necessitates some travel and personal contact and the same man, with car, can handle both, thereby reducing expenses.

I began the farm news work by visiting the Farm Bureau agents of each county in the Tribune territory.

As soon as the county agents began mailing schedules of coming meetings I made up a date book and attended the more important, covering them thoroughly for my daily farm news department. Features, for which I took pictures, and the usual run of mail material were reserved for the weekly page spread. Later the weekly spread was discontinued and the daily department enlarged.

My real task was to get the farm folks themselves interested to the point where they would co-operate, it being a physical impossibility, as well as an expensive proceeding, for me to attend all meetings.

The first step in this direction was to send out a form letter to the township secretaries of the Farm Bureau organizations and farmers' clubs asking that they write or phone reports of the meetings and other activities. The response on this was very good.

On the farm page I ran a box inviting the farmers to use the farm news columns for expressing their views on any subject in which they were interested. I also invited questions. Here again I had a gratifying response.

Later a county publicity school was held. The farm editor of the Waterloo Evening Courier, and the Farm Bureau agent and home demonstration worker co-operated. Officers and publicity secretaries of all township organizations were invited. The Courier man and myself gave talks on what constitutes farm news and how to prepare it. That school was attended by all township leaders and the interest shown was keen. The farm people were taken through the Tribune plant and shown a newspaper in the making. The effect of the school was far reaching.

As evidence of the good will which a farm editor can build up for his paper I found that both the Courier man and myself were among the most welcome guests at all rural functions. Often I received invitations by toll phone and frequently I was included on the program. On such occasions I talked about the making of a newspaper and told of the desire of the Tribune to serve its farm readers as well as those of the city.

Perhaps some publishers have the mistaken idea that the daily paper, in running farm news, is competing with the agricultural journals. Nothing could be farther from the truth. The agricultural journal treats in a general and technical way, what the daily paper dishes up in a news way. The two fields are distinct.

The farm department, properly conducted, will prove a good will builder and an asset to any newspaper in an agricultural district, be the city's population anywhere between 10,000 and 200,000. It is no longer a theory but a proven reality that has opened the outside field to many a daily, boosting circulation and making friends for the paper.

New York Sun Starts "Hero Fund"

Making the first contribution of $500, the *New York Sun* this week started to raise a sum as a tribute to the heroism of the seamen who manned the boats of the President Roosevelt, participating in the rescue of 25 men aboard the foundering British freighter Antinoe last week. The fund is being administered and distributed by the Seamen's Church Institute, New York.

Don Marquis Weds Actress

Don Marquis, former New York newspaper columnist, was married Feb. 2 to Mrs. Marjorie Vonnegut, an actress. Mr. Marquis conducted columns in New York for 13 years, first the "Sun Dial" on the *New York Sun,* and later the "Lantern in the *New York Herald Tribune.* He is author of the successful play "The Old Soak." Mr. Marquis' first wife, Mrs. Reina Melcher Marquis, died two years ago. They had one child.

Serves One Paper 37 Years

George E. Briggs, editor-manager of the *Peekskill* (N. Y.) *Highland Democrat,* completed 37 consecutive years with the paper on Jan. 29. Mr. Briggs was re-elected president of the Highland Democrat Company at the annual meeting held last week. Colin T. Naylor, Jr., was chosen vice-president, Myra M. Briggs, secretary and Edward F. Hill, treasurer.

Fiery Cross on Editor's Lawn

District Judge C. W. Robinson at Houston, ordering the county grand jury to investigate the erection of a fiery cross on the lawn at the home of Marcellus E. Foster, publisher of the *Houston Chronicle* and foe of the Ku Klux Klan termed the affair a "damnable outrage perpetrated by cowards." The fiery cross was planted recently while Foster was attending a theatre.

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6th Floor OCCIDENTAL BLD
INDIANAPOLIS, IND

WHAT'S HE DOING NOW?
A New Three Times a Week Sport Feature
by
MAXWELL
Is Being Mailed to You This Week
The story of your favorite Sport Hero of yesteryear and what he is doing now.
Two column mat and proof of copy
COSMOS NEWSPAPER SYNDICATE INC
Covering the World
NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY
Herbert S. Houston, President and Editor-in-Chief
Myles F. Lasker, Vice-President and General Manager

Newspaper Plant For Sale

Owing to merging of Camden Post-Telegram with the Camden Courier, the entire plant of the Post-Telegram, consisting of Press Room, Stereo Room, Composing Room—machinery and fixtures—is for sale.

Goss High Speed Quad with Electric Control.

Hoe Dry Mat. Roller; Wood Pony Autoplate and Humidor (100 mat capacity) with two 100 mat storage boxes. Single pump metal furnace. Hoe mat roaster. Mat cutter. Also complete curved plate stereo machinery for wet mats.

One Model 21, one No. 14, three No. 8, three No. 5, three No. 1 Linotypes, with full matrix fonts. Two Ludlows with full mat equipment. One Elrod. Stereotype chases milled for Pony Autoplate. Pipe-frame form tables. Ad Type. Everything complete and in fine condition.

For particulars address
Mr. Elmer C. Pratt, *Superintendent,*
Camden Courier, Camden, N. J.

PUBLISHER COMPLAINS AGAINST "FREE BUNK"

Hiner, Newcastle Courier, Urges Indiana Editorial Group to Be Thrifty With Their Space—McDermond Named President

Objecting to "the deluge of publicity" which is swamping the editor's mail bag, A. C. Hiner, *Newcastle* (Ind.) *Courier*, on Jan. 25 urged members of the Indiana Republican Editorial Association meeting at Indianapolis to polish up the old doctrine that advertising space should be for sale and not to give away.

"The spending of a dollar for newspaper advertising is no reason for giving away a like amount of space," he said. "The space of a newspaper is that paper's stock of goods the same as the merchandise on the shelves of a store.

"There is nothing new in this doctrine, but the deluge of free material, always with propaganda of some sort in it, has increased in volume to such an extent that it constitutes about nine-tenths of the mail an editor receives.

"So far I have failed to find any news in any of this free publicity, and the features sent out are the 'bunk.' We have followed the rule that any feature for the newspaper that is worth publishing is worth paying for."

The editorial group elected J. Frank McDermond, Jr., of the *Attica* (Ind.) *Ledger Tribune*, president.

Other speakers included Wilber E. Sutton, editor, *Muncie* (Ind.) *Evening Press;* and Paul J. Morgan, promotion manager, *Indianapolis Star*.

"So far from being a competitor of the newspaper, the average broadcasting station in the United States today merely acts as a stimulant for newspaper reading," Mr. Sutton maintained in his address on "Radio and the Newspapers."

"One of the most important features for newspaper publishers to consider is their radio news," he continued. "I do not, however, believe in carrying radio news merely to attract advertising. In addition to being unethical, it is unfair to the reader to print free publicity propaganda, and it is unfair to those advertisers who have not acquired the free reader habit."

Mr. Sutton outlined the vastness of the radio industry in America today, and concluded with the belief that the radio business hold greater possibilities of newspaper advantage in the future than any other market.

"The publisher must be the master of the facts about his community, and must bring every favorable advertising opportunity to the attention of every advertiser who is in a position to take advantage of it, if he would successfully promote the largest possible volume of advertising," Mr. Morgan declared.

TELLS START OF BULLETIN

Edmonton Daily Began as Hand-Written Paper for Hudson Bay Post

An interesting story is told by John Mitchell of Pakan, Alberta, of the origin of the *Edmonton Bulletin*, which is now figuring in a suit for damages against the Canadian Press.

In the fall of 1880, the officers at the Hudson Bay Company's post at Fort Edmonton, together with the officers of the North West Mounted Police stationed there, the Roman Catholic Bishop of St. Albert, the officials of the Indian Department and two local magistrates clubbed together and arranged for a weekly press despatch from Winnipeg over the new Government telegraph line.

The task of copying the dispatches for the subscribers fell to the lot of Mr. Mitchell, the copies being made on foolscap paper in ink. The title "The Bulletin" was placed at the top.

This makeshift publication was issued for several weeks and then was taken over by Frank Oliver and Alexander Taylor, who commenced its publication in print.

H. B. TRUNDLE BUYS WEEKLY

Resigns as B. M., Danville (Va.) Register & Bee, After 23 Years

H. Burns Trundle, for more than 20 years business manager of the *Danville* (Va.) *Register and Evening Bee* has purchased the *Manassas* (Va.) *Journal*, weekly, and assumed control Feb. 1. His two sons will assist in publishing the Journal.

Mr. Trundle in 1889 was associated with Col. Al. Fairbrother as part owner of the Bee and, when it was sold to the late Rorer A. James, he became business manager. When Mr. James acquired the Register, Mr. Trundle became business manager of that publication also, having carried the joint responsibility since 1903.

Critic Reviews His Own Play

To Bide Dudley, dramatic critic of the *New York Evening World*, came the experience this week of writng the review of his own play "The Matinee Girl," a musical comedy, which opened on Broadway, Feb. 2. McElbert Moore was co-author of the book with Mr. Dudley, and the music was written by Frank H. Gray. Mr. Dudley declared in his review that he "stood in the rear of the house" during the performance, "in order to have more room to shiver."

Launching Spanish Weekly

The Sun Company, San Bernardino, Cal., publishers of the *Sun* and *Evening Telegram*, have announced the addition of a weekly newspaper, *El Sol De San Bernardino* for the Spanish speaking people of the San Bernardino Valley, starting Feb. 1. Roberto Isaias is editor and manager. The Sun Company has just completed remodeling its building, moving editorial rooms and composing room to second floor.

Conrath Dines County Publishers

Elmer E. Conrath, editor of the *Cuba* (N. Y.) *Patriot*, entertained the 12 publishers of Allegany County at dinner in Cuba recently. Each guest brought with him the oldest paper he could find, one publication being an edition of the *Fillmore Observer* of 1821.

WEEK'S AD TIPS

Agricultural Advertisers' Service, 76 West Monroe street, Chicago. Now handling account of the Hickory Grove Fox Ranch, Chilton, Wisconsin.

Brandt Advertising Company, 431 North Michigan avenue, Chicago. Sending out copy on John Puhl Products Company of Chicago in Eastern papers.

Burnett-Kuhn Company, 605 North Michigan avenue, Chicago. Placing copy on Chicago Tribune in Chicago.

Collins, Kirk, Inc., 752 North Michigan avenue, Chicago. Placing copy on James S. Kirk Company in towns in the Middle West.

Eddy & Clark, Inc., Akron Savings and Loan Building, Akron, Ohio. Has secured account of the India Tire & Rubber Company, Akron.

Charles Daniel Frey, 30 North Michigan avenue, Chicago. Handles the advertising of the Atlas Portland Cement Company of New York. Most of the advertising will be placed in roto sections this year.

Gardner Advertising Company of St. Louis. Sending out copy to papers in the West on Sego Milk Products Company of Salt Lake City.

Henri, Hurst & McDonald, Garland Building, Chicago. Planning an advertising campaign on Marquee Cement Company, which account they now handle.

Peck Advertising Agency, 6 East 39th street, New York. Releasing an extensive campaign for D. Auerbach & Sons, candy manufacturers, on their famous bar "7-11."

Rogers & Smith, 326 West Madison street, Chicago. Sending out copy to middle West papers on Stover Steel Tank and Manufacturing Company, Freeport, Illinois.

Shuman-Haws Advertising Company, 230 East Ohio street, Chicago. Planning an advertising campaign on Princess Pat, Ltd., Chicago.

A. H. SEED JOINS FIRM

Named Vice-President and General Manager, Wm. J. Morton Company

Allen H. Seed, Jr., who has been connected with the Wm. J. Morton Company, newspaper representatives, New York and Chicago, has taken an interest in the company and has been appointed vice-president and general manager.

Mr. Seed, after being graduated from Yale University, was associated with the Weekapaug Beach Company, and became vice-president and advertising manager. He married Miss Eva S. Matthews of New York last October, and resides in Westfield, N. J.

He is a member of the New York Advertising Club.

Harman Heads Kansas Press

George Harman, editor of the *Valley Falls* (*Kan.*) *Vindicator*, was named president of the Kansas State Press Association at its annual meeting in Salina recently. He was advanced from vice-president and succeeds Jess C. Denious, editor of the *Dodge City Globe*. Other officers chosen were: Vice-president, Charles Beebe, editor, *Neodesha Daily Sun;* treasurer, J. H. Harley, *Washington Republican-Register*.

Dayton Journal Prints 298-Page Edition

The *Dayton* (O.) *Journal* on Sunday, Jan. 31, printed a 298-page Dayton and Miami Valley edition in 31 sections.

TAMPA MORNING TRIBUNE
Established 1894
Circulation
Sunday, 59,202 Daily, 34,321
Twelfth Among Newspapers of the Nation in volume of Advertising

In 1925 the Tribune carried a total of 21,650,678 lines. Only one paper in New York and one in Chicago carried more than the Tribune.

This splendid record is conclusive evidence of the rapidly increasing value of the Tribune, Tampa and Southwest Florida to the advertiser.

THE S. C. BECKWITH
Special Agency
National Representative

Buffalo, The Wonder City of America

Buffalo — A Profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo homes
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

EDITORIAL RESEARCH REPORTS supply accurate information upon the major problems which call for frequent editorial comment.

The reports are for the *information and review* of editors and publishers *rather than for publication.*

They are in use by the leading American newspapers and magazines.

The cost of this service, based upon circulation, is compatible with every moderately liberal editorial expense budget.

EDITORIAL RESEARCH REPORTS
828—18th Street
Washington, D. C.

MARLBORO CIGARETTES
is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without

The Washington Times

The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.

PAYNE, BURNS & SMITH
New York City—Boston
G. LOGAN PAYNE CO.
Chicago - Detroit - St. Louis - Los Angeles

Selling Results to Advertisers

Because advertising space is only a means to an end, this paper maintains the closest possible contact with every sales campaign in the rich Dallas trade territory, doing all it can to help get MAXIMUM RESULTS.

Scores of appreciative national advertisers have praised the work of The News' Trade Survey and Merchandising Department. Let us tell you about it.

The Dallas Morning News

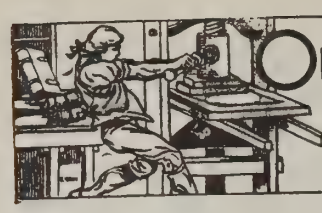
EVENING HERALD
Los Angeles, Calif.
Joined 7,505 Daily Average Circulation Sworn Government Statement, Six Months Ending Sept. 30, 1924, 174,280 Daily. Six Months, Ending Sept. 30, 1925, 181,785 Daily. Increase in Daily Average Circulation, 7,505.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
W. Moloney, 604 Times Bldg., New York.
Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

first! in OHIO
21,544,376 Lines
Dispatch advertising record for 1925 which was the greatest year in Dispatch history. This newspaper led all other Columbus newspapers combined by 3,680,065 lines and was first in the state of Ohio leading the second paper by 2,648,383 lines.

NET PAID CIRCULATION

CITY	54,651
SUBURBAN	26,637
COUNTRY	22,238
Total Circulation	103,526

Columbus Dispatch
OHIO'S GREATEST HOME DAILY



Our Own World of Letters

By JAMES MELVIN LEE

FREDERIC WHYTE has done an excellent piece of work in compiling and editing the two volumes which bear the title "Life and Letters of W. T. Stead," (Houghton Mifflin Company). Few, if any, can appreciate the tremendous task he set for himself. The mass of material he had to go over simply staggers the imagination.

W. T. Stead was active in many fields. But his permanent place is in that of journalism. He first came to London in 1880 to help John Morley edit *The Pall Mall Gazette*. In five years he had become a great power in journalism. He had little use for static journalism: to him it must be dynamic or nothing at all. He was forever forcing the hands of Parliament. Consequently he was often called a sensational journalist.

His most spectacular exhibition along sensational lines was his exposure of the white slave trade in England and his actual demonstration of the ease with which a man could actually buy a young girl for immoral purposes. (Stead actually bought a girl to expose the trade.) But let Mr. Whyte tell about it:

> The exposure of criminal vice begun in the Pall Mall Gazette for July 6, 1885, under the title "The Maiden Tribute of Modern Babylon," shocked most people in England out of their senses, but not the people who were best informed on the subject and who had it nearest at heart. The words cited above from Mrs. Fawcett's letter express eloquently and convincingly the profound emotion of thankfulness with which Stead's action was regarded by an immense multitude of English women and English men. The subject is a horrible one, but it forms an essential part of Stead's biography and calls for full treatment in these pages. Stead himself, as we shall see, felt always that this was the outstanding episode in his career—his best title to fame. It was a source of real and enduring happiness to him to know that the Criminal Law Amendment Bill, which, as the result of his efforts, was carried through Parliament in 1885, could be justly spoken of as Stead's Act.

Stead's decision to start the campaign was reached after the following incident:

> Stead asked Howard Vincent whether the innocent victims did not cry out and scream!—was not the thought of their screams enough to "raise hell!"
>
> "It doesn't even raise the neighbors," Howard Vincent replied.
>
> "Then I will raise hell!" declared Stead.

Such escapades—as Stead called them—marked the earlier period of "The New Journalism" to which a long chapter is devoted in volume one. Matthew Arnold writing in *The Nineteenth Century* thus characterized the new type of journalism that won so much celebrity for Stead's journal:

> It is full of ability, novelty, variety, sensation, sympathy, generous instincts; its one fault is that it is feather-brained. It throws out assertions at a venture because it wishes them true; does not correct either them or itself, if they are false; and to get at the state of things as they really are it seems to feel no concern whatever.

This chapter on "The New Journalism" is one of the most important in the volume for the American reader. It is followed by another chapter which takes up a later phase of "The New Journalism." This second chapter sets forth Stead as a critic of Russia, describes the beginning of his friendship with Cecil Rhodes, and discusses "Letters from the Vatican."

The next chapter tells what Stead's staff thought about him. It is a chapter of personal glimpses. John Ruskin is thus shown as a sort of contributing critic for Stead on newspaper policies and practices:

> Ruskin was not the only master of letters who overlooked Stead's literary infelicities in appreciation of his moral and public purposes. Ruskin was indeed a frequent correspondent for publication on or for private counsel. On one occasion he sent to the office a copy of *The P. M. G.*—now, alas, lost—with almost every item in it re-headed, or marked to be cut down or omitted or to occupy greater space or a more prominent position.

The second volume opens with the letter-books of the *Review of Reviews*. While editing that magazine Stead wrote between seventy and eighty thousand letters—badly preserved by the old fashion copying process, for carbons were not known. They were mailed to thousands of correspondents but again Mr. Whyte has shown remarkable editorial skill in his selection of what ought to be printed.

In the second volume will be found the account of Stead's first visit to America. From this visit came his book "If Christ Came to Chicago." He obtained his material by working in a city gang of snow shovelers. Such strenuous work under such climatic conditions gave him a severe chill which prevented him from spending a night with them in a municipal lodging-house of Chicago.

A subhead in this Chicago chapter is "Bad News." Stead was then editing the Review of Reviews, but he wanted a daily paper of his own. While in Chicago he learned that his plans would not go through. The chapter concludes with a statement by Hal O'Flaherty, European Manager of the *Chicago Daily News*, on the results of Stead's visit to Chicago.

One of the best personal glimpses of Stead comes from an American journalist, Frank Carpenter. It originally appeared in the *Washington Evening Star*, but is reprinted in part in the second volume.

This volume traces Mr. Stead's career from his visit to Chicago down to his tragic death on the "Titanic." Two topics treated somewhat at length are the Peace Conference at the Hague and the South African War.

Several appendices conclude the volume. The first two have a direct connection with newspaper work. The first outlines "The Gospel According to the Pall Mall Gazette:" the second reprints an interview with Stead in the *Chicago Tribune*—an interview which sets forth the principal features of his forthcoming daily paper.

These two volumes make excellent companions for the two which dealt with the life of William Cobbett. The life of both ran along parallel lines both as individuals and as journalists. Too little is known about either, but the opportunity to know more is afforded by four excellent books recently published.

* * *

IN the *World's Work* for February will be found the editorial "The Real Romance of Mr. Munsey's Life." Its writer believes that there is something "indubitably romantic in a man heaping up a large fortune in commercial activities and then, at one swoop, devoting practically all of it to the education of his fellow citizens in pure art."

But the article which most deserves attention is "The Menace of Paroled Convicts" by Lawrence Veiller—the third to deal with the rising tide of crime. The article takes up in part the campaign of the *Chicago Tribune* against crime and lawlessless. The article is illustrated with several wordless editorials in the shape of cartoons drawn by Orr of the Tribune and Cassel of the *New York Evening World*.

* * *

THE Baron de Hirsch Trade School has published in pamphlet form, "New York's First Newspaper—William Bradford, Printer." This pamphlet is a reprint from an article which I contributed to the *New York World* on Nov. 8, 1925. I am not going to say anything more about it except the fact that copies may be obtained upon application to that school, 222 East 64th street, New York City.

P.S. I can safely add that the school, so far as the printing goes, has turned out a fine product.

* * *

THE January issue of *Oregon Exchanges* has several sidelights on journalism of the Pacific coast. From the viewpoint of human interest "Experiences of a Typographical Tourist" by Thomas Nelson, now editor of the *Junction City Times*, deserves the first reading when this periodical is picked up.

* * *

WHEN I first began conducting this department I had occasion to review "The World Almanac and Book of Facts." I recall mentioning the fact that the late Charles R. Miller, then editor of the *New York Times*, once said to me that "The World Almanac" was unquestionably the most useful book in any newspaper office. Issues since that time would, in my opinion, strengthen the truth of his assertion rather than detract from it.

This annual volume has always been ably edited, but never more so than under Robert Hunt Lyman. It admirably supplements the daily perusal of a good newspaper. Indeed, to read a newspaper intelligently one must have some such handy book of reference if the news is to be interpreted properly.

The World would be performing a

MONTREAL La Presse, CANADA'S Largest NEWSPAPER and the CHICAGO Tribune, ONE of America's LEADERS, are among THE users of our RADIO PROGRAMS. YOU'LL find them TO your advantage, TOO. Week's trial FREE. Write or wire

• • •

AUDIO SERVICE
326 W. Madison St., Chicago.

Pittsburgh Press

"Giant of the Newspaper World"

A Scripps-Howard Newspaper

Represented by

ALLIED NEWSPAPERS, INC.

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

fashions

That build circulation and please your biggest advertisers

FAIRCHILD
Newspaper Services
8 East 13th St. New York

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

Los Angeles Times

California's Great Newspaper

More news, reading matter and advertising than any other Pacific Coast newspaper.

Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market.

The DES MOINES CAPITAL

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best Advertising buy in the mid-west.

O'Mara & Ormsbee
Special Representatives

The DES MOINES CAPITAL
Lafayette Young
Publisher

great service if it put forth additional efforts to market this book over a wider territory than that in which it circulates. Children in school will find this volume just as helpful as the editor at his desk. Yet for some reason the teachers are backward in promoting its use. Already I have found the volume helpful in my own home in answering questions about the Locarno treaties and the Dawes Plan.

For the newspaper worker three sections may be mentioned. I refer to "The Business World," "Big Problems of 1925-26," and "Labor Review for 1925." In less than a page John J. Leary, Jr., the labor editor of the *World*, has condensed a remarkable résumé of the labor situation.

Students of journalism—I am not referring to those matriculated in schools—should be sure to read the sketch of the World. It occupies only three pages—26, 27, and 28. The concluding paragraphs on page 28 deal with the Bureau of Accuracy and Fair Play. The World has taken out no patents to cover the means used to obtain accuracy and fairness. I would apply the standards of accuracy more closely to "The Almanac" than I would to the daily issues of the World. It is only justice to Mr. Lyman to say that his book will stand the test.

* * *

A JAPANESE book, "The 1926 Advertisement Directory" (Mannensha) has been received and will be reviewed in this department as soon as comments have been received from one of my Japanese students.

* * *

THE late Solomon Bulkley Griffin, for many years managing editor of the *Springfield* (Mass.) *Republican*, is the author of "W. Murray Crane—A Man and Brother" (Little, Brown & Company). The foreword is contributed by President Coolidge. The book deserves a place in any newspaper library because of the prominent part played by Crane in American politics.

Historically the volume has value to the printer because of Crane's immediate connection with the paper mills at Dalton, Mass., an enterprise started by his grandfather, Zenas Crane, in 1801. In its early days this mill supplied the paper for many of the newspapers throughout New England. But later it specialized in fine writing paper and in paper for bank notes. The story of the paper in which silk threads should be introduced in the process of manufacture is especially interesting and may be useful to the editorial writer. This story starts on page 22.

For some reason Crane's newspaper associations are not given in the volume. One wonders why.

* * *

A revised edition of "Who's Who in British Advertising" (The Gainsborough Publishing Company) is off the press. The main new feature of the 1926 edition is the section for the Dominions and the British Possessions Oversees. "A British Advertising Year Book" is a phrase which correctly indicates the contents of the volume. The foreword is contributed by Sidney Allnutt who was for some fifteen years editor of *The Advertising World*.

The book opens with "Newspaper Societies." Each society is described briefly and is accompanied by a list of officers. Next comes the advertising associations with a similar mode of treatment—then the billposting societies, the local advertising clubs, and the provincial clubs.

A section of practical value to American readers is headed "Media for the Million." In special articles it sets forth the advantages of car cards for railways and "undergrounds," the power of the poster, the kinema film as a medium, scintillating signs, advertising in theater programs, etc. Brief sections list the trade press and also press directories.

About four-fifths of the volume, however, is devoted to brief biographies of men prominent in British advertising. These biographical sections are compiled both in subject matter and in mode of treatment like those found in that well-known reference book of biography, "Who's Who."

"Who's Who in British Advertising" may be obtained from the Gainsborough Publishing Company, 62 Windsor House, Victoria Street, London, S. W. 1, England. The price for Canada and for the United States is $2.

* * *

DON C. SEITZ in *The Outlook* for Jan. 27, comments on "The Country Press." An editorial note says that in this article Mr. Seitz "calls the roll of the states and sets off a few well-placed bombs." If he does, some of these bombs are duds.

But Mr. Seitz does give a truthful picture of newspaper conditions in many rural sections when he says:

> The small towns, as a rule, do not respect the local papers as they should. The little locals are sniffed at with contempt. Slang names are employed in designating the useful publications. I know an excellent *Plaindealer* that is commonly alluded to as *The Painkiller*, while *Bladder* is often opprobriously applied to the weeklies in many towns. I do not know why this is so, except that small towns contain more condensed cussedness than big ones. The newspaper is loyal to the community and everybody in it, but nobody feels any sense of loyalty to the newspaper. Most of them receive but $1.50 a year from subscribers—less than three cents a copy for an amazing lot of information and convenience. They usually have to be clubbed into paying this, and when the Post Office rule requiring advance payment went into effect the country weeklies lost about 25 per cent of their readers.

Of the opportunities in rural fields Mr. Seitz holds this opinion, with which I thoroughly agree:

> The country field holds many opportunities where those shut out of higher activities by city consolidations can find room and good livings. There must be a reaction in favor of more people and better living in the small towns and away from city congestion. Good roads and automobiles are evening the flow of money throughout the land. Soon one spot will be about as good as another, and chances for success will be more evenly distributed. In this the country paper will reap its deferred reward for doing so much for a community that the community is unable to do for itself.

Bruce Barton on Church Advertising

Bruce Barton, of Barton, Durstine & Osborne, New York advertising agency, urged the churches to employ magazine and newspaper advertising to tell of their "good works," addressing the Men's Bible Clas of the Park Avenue Baptist Church, New York, Feb. 2. John D. Rockefeller, Jr., is honorary president of the class.

DAILY GIVING AWAY GROCERIES

Shopping Bags Given Women Answering Merchandising Questionnaires

To obtain detailed answers to a merchandising questionnaire the *Milwaukee Journal* is giving away a shopping bag containing groceries valued at $3 to housewives whose answers are certified as complete by members of the daily's merchandising bureau.

The answers will be used as a basis for the Journal's 1926 "Consumer Analysis of the Milwaukee Market" containing detailed reports of the consumption of household commodities. Fifteen thousand questionnaires have been sent out to housewives. Those answering them must bring their copies to the Journal office in person to receive the prize shopping bags.

Among the articles in the bags this year are bread, ginger ale, soaps and cleaning compounds, gelatine, soups, teas, pancake flour, tooth paste, breakfast food, cough drops, tea-table cakes, polish and cheese.

PRELATE DISCUSSES CRIME NEWS

Gauthier Criticises Exploitation—Says Dailies Should Lead Public

In a letter addressed to the newspapers of Montreal, Archbishop Georges Gauthier, Roman Catholic administrator of the Diocese of Montreal, discussed recently the publication of sensational news, and stated that while he does not advocate the suppression of crime news in general, he believes that the lurid details should be omitted.

"It is not a matter of asking the newspapers for absolute silence on dishonorable affairs which happen," he said, "so much as to employ discretion with regard thereto. When these regrettable facts are embellished by photographs, by the reconstruction of the scenes, interviews with relatives of ridiculous and painful details, with family histories exposed to the public gaze, journalism is being practiced which is not dignified either as to its mission or to its responsibilities, and it is this excess which should be suppressed.

"How can anyone believe that all this exaggeration is necessary? Rather is it not seriously injurious?" After speaking of its effect on the young, and the mania for imitation which is often let loose by the uncovering of vice, the Archbishop continues:

"I am afraid that it is useless to argue that the public gets the papers which it deserves. Is it not more just to say that the newspapers have the public they create? In spite of what may be thought to the contrary the journalist is not an echo, he is a guide. He cannot content himself with following public opinion; he should direct it. The duty of a chief has never been to follow his troop; but to be at the head."

MICHIGAN
and the
BOOTH NEWSPAPERS
THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives
I. A. KLEIN — 50 East 42nd St. New York City
J. E. LUTZ — Tower Building Chicago, Ill.

The World
These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 650,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.
The Evening World
Pulitzer Building, New York
Tribune Tower, Chicago

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and New Rochelle and The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS of Mount Vernon
THE STANDARD STAR of New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
World Building, New York

Consistent Builders of Circulation
We do not use just one outstanding success to show you as proof of our ability. Year in and year out, for twenty-two years, we have continued to make each and every campaign a success.
We have proven our methods.
MYERS'
Circulation Organization
415 E. Third St., Waterloo, Iowa

Remarkable Growth
Detroit Times
Evening over 220,000
Sunday over 280,000

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION
Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.
Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

BADGER PROGRAM READY

Preparations Complete for 73rd Wisconsin Press Meeting at Milwaukee

Preparations have been completed for the 73rd annual convention of the Wisconsin Press Association to be held in Milwaukee, Wis., Feb. 11-13.

Features on the program will be the announcement of winners in the state community service contest; an address on community service for a newspaper by W. G. Bleyer, director of the course in journalism, University of Wisconsin; an address by Judge A. C. Backus, publisher of the *Milwaukee Sentinel;* and a talk on "The Press and the Plow" by Prof. A. W. Hopkins, head of the agricultural journalism department, University of Wisconsin.

Other addresses are: "Making the Newspaper a Success" by Arthur Bonnet, president Bonnet-Brown Company, Chicago; "Government Envelopes and Free Publicity," by Herman Roe, vice-president of the National Editorial Association, Northfield, Minn.; "Developing Foreign Advertising" by Charles Younggreen, general manager, Klau-Van Pieterson-Dunlap-Younggreen, advertising agency, Milwaukee; "Functions of a Country Newspaper" by Rev. A. J. Donahey, dean of the Marquette University school of journalism, Milwaukee; "Why a Country Correspondent" by W. A. Hume, editor, *Chilton* (Wis.) *Times;* "Selling Advertising to Home Merchants" by Warren D. Leary, advertising manager, *Rice Lake Chronotype.*

Officers are to be elected. The editors will be guests of the *Milwaukee Sentinel* and *Journal* at two dinners and a dancing party.

Brownwood Bulletin Wins Prize

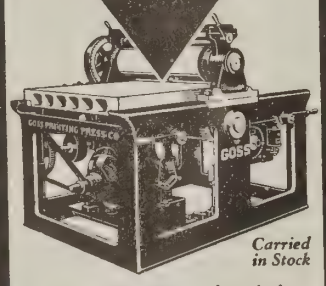
The *Brownwood* (Tex.) *Bulletin* has won first prize of $300 offered through the Texas Press Association by the Tyler Chamber of Commerce for the best article on the industries and resources of Tyler and Smith Counties.

Old N. Y. Sun Alumnus Celebrates

George F. Lyon, old alumnus of the *New York Sun,* celebrated his 40th anniversary Feb. 1 as clerk of the Supreme Court, New York. He declared he still considers himself a newspaper man first and a jury clerk second. Before taking up the latter duties he was political editor of the old *New York Mail & Express,* court reporter of the Associated Press and a special correspondent of the New York Sun.

Supplies and Equipment

GOSS STEREOTYPING MACHINERY



Carried in Stock

Some outstanding and exclusive features of The Goss *Combination Wet and Dry* Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Wilke's METALS
THE HIGHEST STANDARD

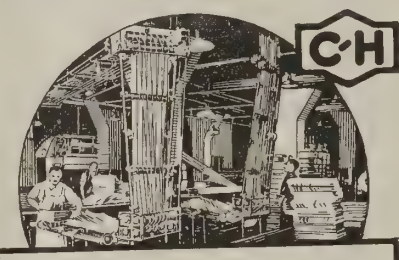
Write for Information Concerning

Wilke's Metal Insurance Plan

It Will Save You Money

Metals Refining Co.
Hammond, Indiana

Warehouses in Principal Cities



C-H

Newspaper Conveyors

speed up the movement of papers to delivery room—without fuss or waste. Used for years by hundreds of large and small publishers throughout the country. Write for details and typical installation views.

The Cutler-Hammer Mfg. Co.
Works: MILWAUKEE, WISCONSIN
New York, Chicago, Pittsburgh, Philadelphia, Cleveland, Cincinnati, Boston, Detroit, St. Louis, Buffalo, Milwaukee
San Francisco, Los Angeles, Seattle, H. B. Squires Co.

CUTLER-HAMMER

Don't "Pig" Metal
It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT

Made in both wood and steel.

Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.

For sale by all prominent Type Founders and Dealers everywhere.

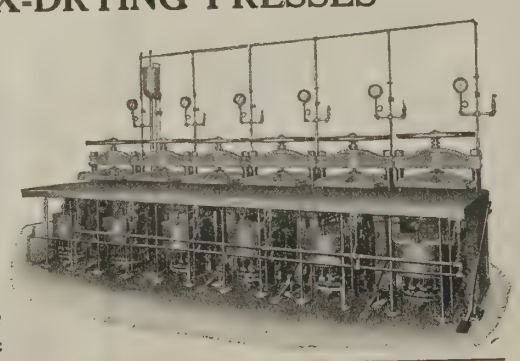
Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO—NEW YORK—LONDON

If you are selling equipment, supplies or services to the newspapers of the country, the direct and shortest route to reach your prospects is through the classified page of EDITOR & PUBLISHER.

BATTERY OF SIX HOE PNEUMATIC MATRIX-DRYING PRESSES

With Independent Gas-fired Steam Generators.

The quickest and the most economical Presses for the moulding and drying of Matrices.



More than 800 in use

R. HOE & CO., INC.
7 South Dearborn Street
CHICAGO, ILL.

504-520 Grand St., New York City
also at
DUNELLEN, N. J

7 Water Street
BOSTON, MASS.

Classified

EDITOR & PUBLISHER
Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS
(Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE.

INDEX OF CLASSIFICATION

ADVERTISING
General Promotion
Special Editions — Special Pages
BUSINESS OFFICE
Accounting — Appraisers
Supplies — Devices
BUSINESS OPPORTUNITIES
Brokers — Newspapers Wanted
Newspapers For Sale
CIRCULATION
Promotion — Distribution
Premiums
EDITORIAL
Business News — Correspondents
Syndicate Features
Art Pages — Radio
Comics — Sports
Fashion Pages — Statistical
Fiction — Wire News
News Pictorial — Women's Pages
EMPLOYMENT
Help Wanted — Situations Wanted
MECHANICAL
Equipment For Sale — Equipment Wanted

ADVERTISING

General Promotion

Advertising Promotion—If you want mo business, communicate with the International Publications Service, Incorporated, Suite 100-1841 Broadway, New York City.

More Advertising Pays—Our organization is auxiliary to the publisher, developing busine he would not otherwise get, increasing prestige, swelling his revenue and linage. specialize in special editions, special section special pages, doing the selling, writing, c lecting without disturbing the office routine. carry a force of newspaper men of metropoliti experience. Write or wire for engagement We give as reference any publisher for whc we have worked. A list of these furnish upon request. Southern Publicity Co., ter porary address, De Land, Fla., care The New

Special Pages

Special Feature Pages—Local display develop from non-regular advertisers. Industrial, Buil ing, Church, Baby-Contest Pages, Special E tions. Every account guaranteed. William Jordan, Newspaper Revenue Builder, care Edit & Publisher.

What can you do for a newspaper? Have you a special service to offer? Publishers are always on the look-out for ideas and opportunities to benefit their publications. Our classified page can carry your message direct—EDITOR & PUBLISHER.

Employment—Equipment—Services

BUSINESS OPPORTUNITIES

Brokers

Evening Paper, exclusive southern field. Population city over 20,000; county seat; population field 100,000; circulation nearly 6,000, A. B. C.; good plant; earning 15% on price asked. Initial payment $100,000. J. B. Shale, Times Building, New York.

Job Plant For Sale

Printing Plant for Sale in Florida; live progressive, prosperous; established over twenty years ago and has the reputation of doing good work for particular customers. It is located in South Florida's largest and best city, has splendid equipment, all the business it can possibly handle and a clientele that don't "shop" for prices. With the wonderful prosperity now existing in Florida the business can be rapidly increased both in volume and profit. Owner desires to sell for the simple reason that he has made all the money he needs and wants to quit. A price will be named that should yield the buyer a remarkable income on his investment. Any reasonable terms will be considered, but no inquiries will be answered unless accompanied by references to show that parties are reliable and in position to talk business. Address inquiries to Florida Printer, care of Editor & Publisher, New York City.

CIRCULATION

Promotion

Circulation—When **quick, additional circulation** coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Bulletin—Publishers—The leading daily city of 100,000 population, 49th state. Stimulating their circulation through our suggestions. Write or wire now. Most competitors are the awake fellows. The Albright China Co., Carrollton, Ohio.

Subscriptions—Our "Opportunity Club" Campaign plan is a subscription getter. Let us run a campaign for you. Sherman & Eckert, 45 South Fourth Street, Easton, Pa.

Premiums

Premiums—Circulation figures of the leading newspapers of today stand as a monument to the pulling power of chinaware as a circulation consultant. Our suggestions save promotion costs. The Albright China Co., Carrollton, Ohio.

EDITORIAL

Syndicate Features

Cleveland Waechter and Anzeiger and Cleveland Szabadsag are the new customers this week. Write for samples of a live, alert, up-to-date service. The Graphic Syndicate, 25 West Hall Place, New York.

Special Articles—Publishers—Attention! We publish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write up your wants. Literary Bureau Exchange, Dept., MOJ4, Hannibal, Mo.

EMPLOYMENT

Help Wanted

Advertising Manager; Advertising Salesmen; Classified Solicitors; Classified Managers; Circulation Men; Editorial positions, now open. Publishers' Placement Service, Seitz Bldg., Syracuse, N. Y.

Classified Manager wanted for paper in city of 25,000 in Michigan; man who understands writing the small ads by office advertising, dollars, etc. Prefer young man who sees future in classified and wishes to make a fortune by building up a department. Salary and rate to start. B-710, Editor & Publisher.

Combination Advertising Solicitor and Lay-out man experienced, wanted immediately for afternoon daily in Florida's fastest growing city. Splendid opportunity for right man. Fifty dollars to start. C. L. Eanes, Advertising Manager, Palm Beach Times, West Palm Beach, Florida.

EMPLOYMENT

Help Wanted

Circulation Manager—Desirable openings for two experienced newspaper circulation managers to take charge and manage offices in a circulation organization extending from coast to coast. Prefer men with not less than five years' experience; over thirty years of age; and who have employed and managed forces of house-to-house canvassers. A minimum of $2,600 per year with opportunities to advance to position paying from $5,000 to $8,000. 65 former newspaper circulation managers and others now happily located in permanent positions. Will not employ habitual users of liquor. Answer with references. Ernest A. Scholz, Circulation Director, The Butterick Publishing Company, Butterick Building, New York.

Managing Editor—New York State Evening Daily Newspaper, in splendid field, with net paid circulation in excess of 30,000 copies per day, is in need of services of able and aggressive managing editor. Position requires man of fine character and attainments, having to his credit real record of executive accomplishments. Complete editorial control will be given to the right man as well as a salary commensurate with his capacity and ability. In applying please give reference and full information in first letter, with picture. Strictly confidential. B-714, Editor & Publisher.

Syndicate Salesmen are offered profitable sideline in placing cut service with leading department stores and specialty shops in their territories on yearly contract basis. Service well established and sells readily. Desirable territory open. Address W. J. Hannon, 1435 E. 12th St., Cleveland, O.

Situations Wanted

Advertising Man for responsible space selling job. Wants to make change in near future. Prefer medium size Southern city. Young, married, Christian. Highest references and with background of experience that assures competence in any position accepted. B-709, Editor & Publisher.

Advertising Man who is a specialist in building classified advertising, experienced as classified manager and counsellor. Knows bookkeeping, how to handle clerks and solicitors, promotion and primarily collections. This man desires an opportunity with a good newspaper as assistant to publisher, business or advertising manager where he can direct classified but be able to learn and handle other responsible work. Age 26, college education, very capable salesman and contact man. He will earn his salary by increasing your classified, but he wants the opportunity of learning the business end. Address B-720, Editor & Publisher.

Advertising Manager, young, a producer, wants connection with medium sized progressive newspaper. West preferred. Immediate acceptance. B-716, Editor & Publisher.

Advertising Manager—Experienced as Assistant and Advertising Manager of both eastern and central western newspapers, and as partner in New York Special Agency. Now employed, but seeking position where opportunities are unlimited for a real producer. Newspaper with largest circulation in city of 100,000 or more preferred. B-703, Editor & Publisher.

Advertising Manager-Solicitor, 28, married, seeks connection with growing paper in city between 20,000 and 150,000 where marked ability as copy-writer, linage and good-will builder is needed. Hard work, keen competition no deterrent. Salary $60, but future prospects, living conditions first considerations.

Advertising Manager, now employed, seeks new connection. Twelve years' experience in selling advertising. Age 35. Thoroughly familiar with local display, automobile accounts and publicity, national accounts and service work, also classified advertising. Employed at present as Advertising Manager of middle western daily with circulation about 85,000. Not satisfied with future here. Can furnish best of references. Box B-624, Editor & Publisher.

An Advertising Manager who has been through the mill, a producer who in the small amount of space occupied here, cannot go into details, but he knows the answer to the problems that confront the head of the advertising department of a daily newspaper. Has had experience on both morning and evening papers published in cities from one hundred to five hundred thousand population. Is nationally known. Now employed but for logical reasons is desirous of making a change. Full details on request. B-694, Editor & Publisher.

Advertising Manager: Capable; now employed as branch manager large advertising agency. Experience includes several years on advertising staff metropolitan newspaper. Can successfully handle national business and manage local staff. Minimum salary, $75.00 weekly. B-712, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Advertising Manager—Thoroly experienced newspaper executive of proven ability seeks connection with progressive paper needing a man accustomed to putting over hard propositions. Sixteen years on papers in cities up to a million population. An organizer and producer in all classifications of newspaper advertising. Want permanent connection where results will be recognized. Young, married. For complete details and interview address B-719, Editor & Publisher.

Artist—Cartoonist, experienced all newspaper art, desires change. B-696, Editor & Publisher.

Business Manager or Advertising Manager. Successful executive record in more than one field. Available immediately. B-684, Editor & Publisher.

Circulation—Mr. Publisher, are you in need of new, young blood in your circulation department? I possess executive ability; a thorough knowledge of A.B.C.; office detail, and practical and economical methods of promoting circulation. Can meet competition under adverse conditions. I am not a desk man, most of my time being spent in training and supervising my field men. Address B-718, Editor & Publisher.

Circulation Manager—Capable of Metropolitan promotion. Produce and maintain staple circulation. Seeks personal interview publisher, city exceeding 200,000, East of Rocky Mountains. B-707, Editor & Publisher.

Circulation-Promotion Manager wishes position as circulation manager with newspaper under 50,000 circulation, or city circulator with paper over 50,000. Twelve years' experience on morning, evening, Sunday and combination newspapers. Thoroughly understands promotion, contest work, etc. Available on month's notice. Best references. B-706, Editor & Publisher.

Classified Advertising Manager—If your classified department needs rebuilding and you are willing to pay for the services of a specialist on a commission or flat fee basis, let's talk it over. Past record as manager and counsellor speaks for itself. B-705. Editor & Publisher.

Classified or Display Manager—Young man desires greater opportunity. Eight years' experience, good record, age 28, married. B-715, Editor & Publisher.

Classified Expert, with many years of successful experience in building classified business on Metropolitan and small town papers, offers personal service in training and management of classified department. My work includes training of local manager to succeed myself, installation of necessary system, training of selling force, promotional work, development of reader interest. My charge is based on department income and increase in earnings. William E. Jordan, care Editor & Publisher.

Editorial—What have you to offer reliable man who can fill any position in editorial dept? References. B-653, Editor & Publisher.

Mechanical Superintendent—All-around experienced on metropolitan dailies; pyrotechnic with absolute control; available soon; $10,000 year. B-668, Editor & Publisher.

Newspaper Woman with 2 years' experience as Publicity Director in a well-known New England Ladies' College, seeks new connections. Prefers Publicity, Feature Journalism, or Literary Research in English, French, or German. Address B-702, Editor & Publisher.

Newspaper Man of broad and successful experience, employed in important executive position on large morning paper, desires responsible and permanent desk connection in smaller city. Young, aggressive, with sound news judgment and good executive. Six years as managing editor with no failures in record. Details and references submitted. B-711, Editor & Publisher.

Pressman—Mr. Publisher: You want good workmanship in your pressroom department? I can command it and produce. Write E. N. Holterbach, room 3, 926 Broadway, Brooklyn, N. Y.

Reporter, 5 years' experience in general news writing desires position. Able to review drama or music. Now employed. B-708, Editor & Publisher.

Telegraph Editor—32, experienced, leased wire or pony, also sports writer; references; B-717, Editor & Publisher.

MECHANICAL

Equipment For Sale

Complete Newspaper Plant for tabloid or standard 8 col. newspaper, including Hoe Quad, six linotypes, all steel composing room and practically new front office and editorial equipment. Inspection invited. Immediate delivery. Southern Publishers Exchange, Inc., 203 Carneal Bldg., Richmond, Va.

Duplex—Having purchased a Duplex 48-page press, we will sell our Duplex 20-page, 8 col. 12½ em, one deck Metropolitan stereotype press. Condition like new doing excellent work. Would keep press if we had room. Delivery and terms at purchaser's convenience. Decided bargain. Daily Home News, New Brunswick, N. J.

MECHANICAL

Equipment For Sale

Linotype Bargains—Several Model One Linotypes in good running order, price $600 each. Several Model Two and Model Four Linotypes reduced to one magazine machines, price $650 each. One Model Five Linotype, excellent condition $1 000. All without matrices. Prices strictly cash. You can use them until you need a better machine then trade in for twice as much on new machine. The Linograph Company, Davenport, Iowa.

Potter Stereotype Press, 16-page, with all necessary equipment, 4 linotypes, and other equipment used in modern newspaper and job plant. Papers consolidated, reason for selling. Must dispose of immediately. The Herald-Argus, La Porte, Ind.

Printers' Outfitters—Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Six Fonts 8 Point Mats for Sale; No. 19 with title No. 1, modern figures for sale; see Mergenthaler linotype specimen book; proofs will be sent. The Republic, Yakima, Wash.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

WE ARE EQUAL TO YOUR PROBLEM:

To Buy a Newspaper,
To Sell a Newspaper,
To Appraise a Newspaper.

PALMER DeWITT & PALMER

For Thirty Years the Recognized Leaders in

SALES—APPRAISALS
NEWSPAPER PROPERTIES

350 Madison Ave., New York

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

OVER TWENTY-FIVE YEARS we have conducted a service bureau for employers and position seekers in the Advertising-Publishing field. Our lists include men and women fitted for positions up to the highest responsibility in all departments of newspapers, class journals, advertising agencies and the publicity departments of mercantile and manufacturing concerns. Registration free. No charge to employers.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Men of High Calibre

is the way one publisher referred to the employees he secured through the Classified page of EDITOR & PUBLISHER.

"Hard to make a decision," he said, because the men he got in touch with through this medium, were all above the average.

"Situations Wanted" furnishes a list or under "Help Wanted" the Publisher can state his needs.

DOLLAR $ $ $ $ PULLERS

NE DOLL A R WILL BE PAI D FOR EACH IDEA PUBLISHED

BUSINESS TICKLERS

"THE Story of Waterloo" was the title of a series of full-page advertisements run recently by the *Waterloo* (Ia.) *Evening Courier*. The explanatory, copy was signed by various business firms. Following are some of the subjects: "Schools and Colleges"; "Waterloo as a Hospital Center"; "Waterloo as a Farming Center"; "Waterloo as an Amusement Center." Other pages were devoted to transportation, manufacturing, welfare organizations, churches, the municipality, and retail stores.—M. R. L.

Confectioners, candy manufacturers, jobbers and retailers will be an excellent source this Valentine's Day for a group of ads featuring candy as Valentine gift, as the confectioners are preparing to launch a big national campaign a little later. Florists and stationers, however, should not be neglected.—C. M. L.

A cleaning and pressing establishment at Bloomington, Ind. found that Tuesday was a dull day, and so they advertised that two suits, coats, dresses, etc. would be cleaned and pressed on Tuesday for one cent more than the usual price of one. Investigation in another city brought out the fact that beauty parlors also had a slack day on Tuesday and considered giving a shampoo and a manicure for the price of one plus one cent, etc. Druggists also advocated having their 1 cent sales on Tuesdays. How about your city?—Thora Eigenmann.

A Michigan paper obtained statements from business men and manufacturers on the value of an education received in a business college, and armed with these, obtained good displays from three local business colleges.—B. A. T.

The *Houston Chronicle* recently ran a "Dollar Day" sale in its classified advertising department, offering special classified lineage for $1.00 for that day. The department was "swamped" with business, and the offer was such a success that the Chronicle repeated it later—W. H. M., Austin, Texas.

Now that national automotive associations are encouraging the saving of tires, in an effort to break the rubber trust, why not line up a page of advertisements of tire repair shops? Incorporate an explanatory story in the page.—Harold J. Ashe.

Practically every city has its "Rent-A-Car" concerns which make a practice of renting out various kinds of automobiles to persons who do not own cars of their own. These can often be sold for a good spread if the solicitor will draft a table showing the car fare on the railroads to various nearby points, and then a comparative table showing the cost per person when a rented car is used.—B. A.T.

If business is somewhat dull with your shoe dealer, get him to put on a special sale of either men's or women's shoes, whereby the customer may trade in a pair of old shoes on a new pair and receive an allowance of $2, or some such amount on each new pair purchased. One requirement is that the customer must wear the old shoes into the store. The old shoes are then given to the Salvation Army. Such a sale has been a success here on both men's and women's shoes.—Anton Jepperson, Mason City, Ia.

GETS SIX MONTHS FOR FRAUD

Man Exposed by New York World Given Maximum Sentence

Philip Pape pleaded guilty in a New York court Jan. 18, to defrauding advertisers in the business opportunity columns of the *New York World* and was sentenced to serve not less than six months or more than three years in the penitentiary. Evidence produced by the Bureau of Accuracy and Fair Play of the World caused him to change his plea.

The specific complaint against Pape was made by Etta MacCauley, who advertised a rooming house for sale. Pape, giving the name of Brown and representing himself as the head of the Active Business Exchange, specializing in the sale of rooming houses, called on her and pursuaded her to pay him $25 as an advance commission, agreeing to return the money if he did not make the sale in ten days.

He failed to make the sale or return the money, Miss MacCauley complained to the World and an investigation brought to light 45 other persons who had been similarly defrauded.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "H U N C H" PUBLISHED

RECENTLY a clergyman in the 60's, a man of more than average ability unable to obtain a church in competition with the younger ministers of his denomination, decided to advertise in the daily press for a pastorate—and did so without making any special effort to conceal his identity. Interviewed by the newspapers, he upheld his unconventional method of seeking a new congregation, and told the reporters bluntly that present-day conditions offered only two alternatives to the pastor unable to obtain a berth: charity or suicide, and that more than one gray-haired minister, finding himself without a field for his labors, had been confronted with such a choice. Some news stories of absorbing interest followed—and the underlying idea he set forth, developed by an alert church reporter or editor in almost any fair-sized community, should be productive in the extreme of thought-compelling articles or interviews with churchmen, prominent laymen, elderly ministers, and social welfare workers—to determine if his was an unduly pessimistic view, or whether such a condition exists and is merely being ignored because of the infrequency with which it comes so dramatically to public attention.—C. L. Moody, *Lynn* (Mass.) *Telegram-News*.

Because of the peculiar names of the latest dance records, it is becoming more and more embarrassing for men to buy phonograph records from the girls at the music stores. They must approach the clerk, and in response to her query, "What can I do for you?", answer, "I Love You," "I Want a Mama," "I've Got a Sweetie," "You Know You Belong to Somebody Else," etc. Get a list of the new dance records, and then talk to a girl who sells phonograph records.—R. W. A., San Antonio, Tex.

A good many folks, shivering as they hurry down the street, wonder how a policeman or a truck driver or a laborer can go along, doing their duty, apparently unmindful of the cold. If one could see the many layers of clothing encasing the bulky patrolman there would be less amazement about how he can stand the cold. And a yarn about who has the coldest job in town ought to go well some chilly evening.—A. C. R.

What are the odd, interesting, unusual and frequently startling allegations on which divorce petitions have been based in your city? Send your clever feature story writer to interview the clerk of the Domestic Relations Division of the Circuit Court on this subject.—David Resnick.

A good feature story can be written based on the question "Does a moving picture camera operator get a 'kick' out of the films?" The operator can also tell you of the remarkable improvements in motion picture theaters since the days of bed sheets, used for the screen; the camera cranked by hand, and the "piano orchestra."—R. W. A.

Frank H. Simonds
is in **EUROPE** for the
Disarmament Conference as representative of over fifty leading American Newspapers.

His List is still growing.
The First European release will appear on February 14

Wire for option on
His Articles

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

"America's Own"
HELEN WILLS
Secure her articles on tennis; twice a week through
KING FEATURES SYNDICATE, Inc.
241 West 58th Street
New York City

HOWE ABOUT EVERYTHING

"OF THE BIG THINGS GOING ON NOW," SAYS ED HOWE, "MORE THAN HALF ARE MISTAKES."

WELL, THE SYNDICATION OF ED'S WEEKLY COLUMN OF CHEERFUL INDIGNATION IS NO MISTAKE—ORDER IT AND FIND OUT WHY.

THE BELL SYNDICATE, INC.
JOHN N. WHEELER, Pres.
154 Nassau St. New York City

Youngstown Vindicator
has used our pages for 23 years
The International Syndicate
Baltimore, Md.

THOS. W. BRIGGS CO.
Columbian Mutual Tower
MEMPHIS, TENN.
CREATORS OF LOCAL DISPLAY FROM A NEW SOURCE
Our Business Review and many other feature pages now running in more than 80 leading American and Canadian newspapers. Write or wire for our representative.

FIVE PAGES
of Exclusive Newspaper Features Each Day
Editorial Page
News Feature Page
Woman's Page
Sports Page
Comic Page
SERIAL FICTION
By BEATRICE BURTON
Author of "The Flapper Wife," "Love Bound," etc.
EDITORS' FEATURE SERVICE, INC.
Allied With
JOHNSON FEATURES, Inc.
1819 Broadway NEW YORK
Times Bldg. CLEVELAND

WHEELER-NICHOLSON, INC.
and the
Wheeler Syndicate, Inc.
"Treasure Island" and "The Three Musketeers'" picturized literature by N. Brewster Morse.
"Vivian Vanity," the outstanding Woman's Page strip.
The Wheeler-Nicholson Blanket Service includes the above and a large assortment of up-to-the-minute features for every page of the paper.
Write or wire for samples and the exceedingly low prices for your territory.
WHEELER-NICHOLSON, INC.
373 Fourth Avenue
New York, N. Y.

SELL MORE MERCHANDISE IN NEW ENGLAND THROUGH THE DAILY NEWSPAPERS

THE business and social life of New England are so closely associated that there is little evidence of so called class distinction.

They are substantial folks, these New Englanders, having the same ideas, an equal distribution of wealth and the same requirements for comforts and luxuries. These conditions constitute a fertile territory for the distribution of merchandise.

The foundation of a nation wide advertising campaign could well be laid in New England. Facilities for distribution are ideal and wholesale zones are clearly defined so that results may be safely predetermined.

The prosperous population of New England is easily reached, whether for distribution of goods or for announcement of goods. Its leading newspapers, forming a chain of advertising publicity that has no weak link, reaches substantially all of these people who are potential buyers. The cost of an advertising campaign in this territory is moderate. Compared with any other method of getting your message into the home it is extremely low.

Valuable service is offered the National Advertiser by the New England daily newspapers listed below. They will supply you with details of territorial survey and other information that will materially aid in the distribution and sales promotion of your merchandise.

Advertise to the New England people through these Newspapers

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
*Attleboro Sun .....(E)	5,778	.03	.03
*Boston Globe.....(M&S)	284,318	.50	.50
*Boston Globe .....(S)	331,259	.55	.55
*Boston Transcript .....(E)	31,978	.20	.20
†Boston Post .....(M)	378,597	.60	.60
†Boston Post .....(S)	342,318	.55	.55
*Fall River Herald.....(S)	16,245	.06	.06
*Fitchburg Sentinel .....(E)	11,603	.06	.045
*Haverhill Gazette .....(E)	15,729	.065	.05
*Lynn Item .....(E)	16,437	.06	.045
†Lowell Courier-Citizen and Evening Leader ....(M&E)	21,194	.07	.07
*New Bedford Standard Mercury (M&E)	32,111	.10	.10
*New Bedford Sunday Standard (S)	27,392	.10	.10
*North Adams Transcript..(E)	9,717	.04	.035
*Pittsfield Eagle .....(E)	16,712	.05	.05
*Salem News .....(E)	21,199	.09	.07
*Taunton Gazette .....(E)	8,970	.05	.035
*Worcester Telegram-Gazette (M&E)	91,768	.26	.23
*Worcester Sunday Telegram (S)	50,079	.19	.16

NEW HAMPSHIRE—Population, 443,683

	Circulation	2,500 lines	10,000 lines
*Concord Monitor-Patriot...(E)	5,041	.0375	.025
†Keene Sentinel .....(E)	3,806	.036	.023
†Manchester Union Leader (M&E)	29,422	.13	.10

RHODE ISLAND—Population, 604,397

†Newport Daily News.....(E)	6,460	.0336	.0293
*Pawtucket Times .....(E)	26,612	.07	.07
*Providence Bulletin .....(E)	66,403	.17	(B).23
*Providence Journal .....(M)	37,839	.10	(B).23
*Providence Journal .....(S)	65,304	.17	.17
*Providence News .....(E)	29,421	.08	.08
†Providence Tribune .....(E)	22,049	.10	.09
*Westerly Sun .....(E&S)	4,476	.025	.025
*Woonsocket Call .....(E)	13,959	.05	.05

VERMONT—Population, 352,428

*Barre Times .....(E)	7,131	.03	.025
†Bennington Banner .....(E)	3,132	.0125	.0125
Brattleboro Reformer ...(E)	3,370	.03	.0175
*Burlington Free Press....(M)	13,030	.05	.05
*Rutland Herald .....(M)	11,038	.04	.04
St. Johnsbury Caledonian-Record (E)	4,046	.0214	.015

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
*Bridgeport Post-Telegram (E&M)	43,008	.15	.15
*Bridgeport Post .....(S)	20,827	.10	.10
*Hartford Courant .....(M)	37,412	.08	.08
*Hartford Courant .....(S)	54,087	.11	.11
†Hartford Times .....(E)	50,354	.13	.13
*Middletown Press .....(E)	8,214	.0325	.03
†New Haven Register...(E&S)	44,406	.13	.12
*New London Day.....(E)	12,339	.07	.045
†Norwich Bulletin .....(M)	12,757	.08	.05
*Norwalk Hour .....(E)	6,069	.04	.04
†South Norwalk Sentinel...(E)	4,873	.035	.025
*Stamford Advocate .....(E)	10,033	.05	.04
*Waterbury Republican American (M&E)	23,856	.08	.08
*Waterbury Republican ...(S)	15,284	.08	.08

*A. B. C. Publisher's Statement, September 30, 1925.
†Government Statement, September 30, 1925.
(B) Combination rate Daily Journal and Eve. Bulletin.

Starting The Year On Top

Total Advertising

(Agate Lines.)

January, 1926:	
The Sun	1,453,598
2d Evening Paper	1,224,100
Sun's Lead	**229,498**
December, 1925:	
The Sun	1,571,906
2d Evening Paper	1,439,250
Sun's Lead	**132,656**
November, 1925:	
The Sun	1,541,154
2d Evening Paper	1,482,490
Sun's Lead	**58,664**
October, 1925:	
The Sun	1,642,102
2d Evening Paper	1,600,824
Sun's Lead	**41,278**
September, 1925:	
The Sun	1,253,426
2d Evening Paper	1,181,606
Sun's Lead	**41,278**
August, 1925:	
The Sun	826,146
2d Evening Paper	763,820
Sun's Lead	**62,326**
July, 1925:	
The Sun	858,650
2d Evening Paper	837,390
Sun's Lead	**21,260**

National Advertising

(Agate Lines.)

January, 1926:	
The Sun	352,420
2d Evening Paper	229,630
Sun's Lead	**122,790**
December, 1925:	
The Sun	368,266
2d Evening Paper	220,956
Sun's Lead	**147,310**
November, 1925:	
The Sun	414,694
2d Evening Paper	272,402
Sun's Lead	**142,292**
October, 1925:	
The Sun	414,120
2d Evening Paper	283,306
Sun's Lead	**130,814**
September, 1925:	
The Sun	275,154
2d Evening Paper	217,136
Sun's Lead	**58,018**
August, 1925:	
The Sun	191,922
2d Evening Paper	160,788
Sun's Lead	**31,134**
July, 1925:	
The Sun	236,552
2d Evening Paper	193,470
Sun's Lead	**43,082**

THE continued leadership of The Sun in advertising among New York evening newspapers was more pronounced in January than ever before.

In January The Sun led the second New York evening newspaper by 229,498 lines. The Sun's lead during this month was nearly a hundred thousand lines greater than in any preceding month.

The Sun's gain in total advertising in January of this year compared with January of last year was 206,894 lines. This was 72,204 lines more than the combined gains of all the other New York evening newspapers.

Advertisers prefer The Sun to all other New York evening newspapers because of its demonstrated superior selling power — a selling power that is due to an unusually responsive circulation.

The Sun is read by people who have the means as well as the desire to buy what they need and want — people who have confidence in The Sun as a newspaper and who respond readily to the advertisements which it publishes.

National Advertisers have found through experience that The Sun is an extremely effective medium through which to sell their products in New York and for this reason they use more space in The Sun, month after month, and year after year, than they use in any other New York evening newspaper.

For products of good quality The Sun is a most effective selling force in the world's greatest market.

The Sun

280 BROADWAY NEW YORK

BOSTON
Old South Building

WASHINGTON, D. C.
Munsey Building

CHICAGO
208 So. La Salle St.

SAN FRANCISCO
First National Bank Building

LOS ANGELES
Van Nuys Building

PARIS
49 Avenue de l'Opera

LONDON
40-43 Fleet St.

IN THIS ISSUE—INSIDE STORY OF HAINES' PRESS CITY PROJECT.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1926

SUITE 1700 TIMES BUILDING. NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 58. No. 38 NEW YORK, FEBRUARY 13, 1926 By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign 10c Per Copy

JOURNALISM LIBRARY
Not to be taken from this room

The Marvelous

MILLION

of the New York Daily News

DAILY *(December average)* . . . 1,000,740
SUNDAY *(December average)* . 1,222,391

THERE have been and are other million circulations ❦ ❦ In the British Isles, among 57,000,000 people, the Sunday Pictorial has a circulation reported as 2,300,000 copies weekly and the Daily Mail, published simultaneously in London and Manchester, runs 1,800,000 copies daily ❦ ❦ In this country the Saturday Evening Post and the Pictorial Review have circulations in excess of two million; Liberty, the Weekly for Everybody, has more than a million in its second year. These periodicals draw their circulations from our whole national population of 114,000,000 people ❦ ❦ The Chicago Sunday Tribune has a million circulation among the population of five states ❦ ❦ BUT never before to our knowledge, either in this country or abroad, has any publication reached a circulation of a million copies among 10,000,000 people—the population of New York City and suburbs ❦ ❦ Never before has any publication been read by so many people at the same time in the same place ❦ ❦ And never before has the national advertiser had such a tremendous concentrated, cohesive selling force in the richest market in the world ❦ ❦ Tell it to Sweeney, the average man, the average woman, the average family, through the Marvelous MILLION of the Daily News ❦ ❦ Get the Facts!

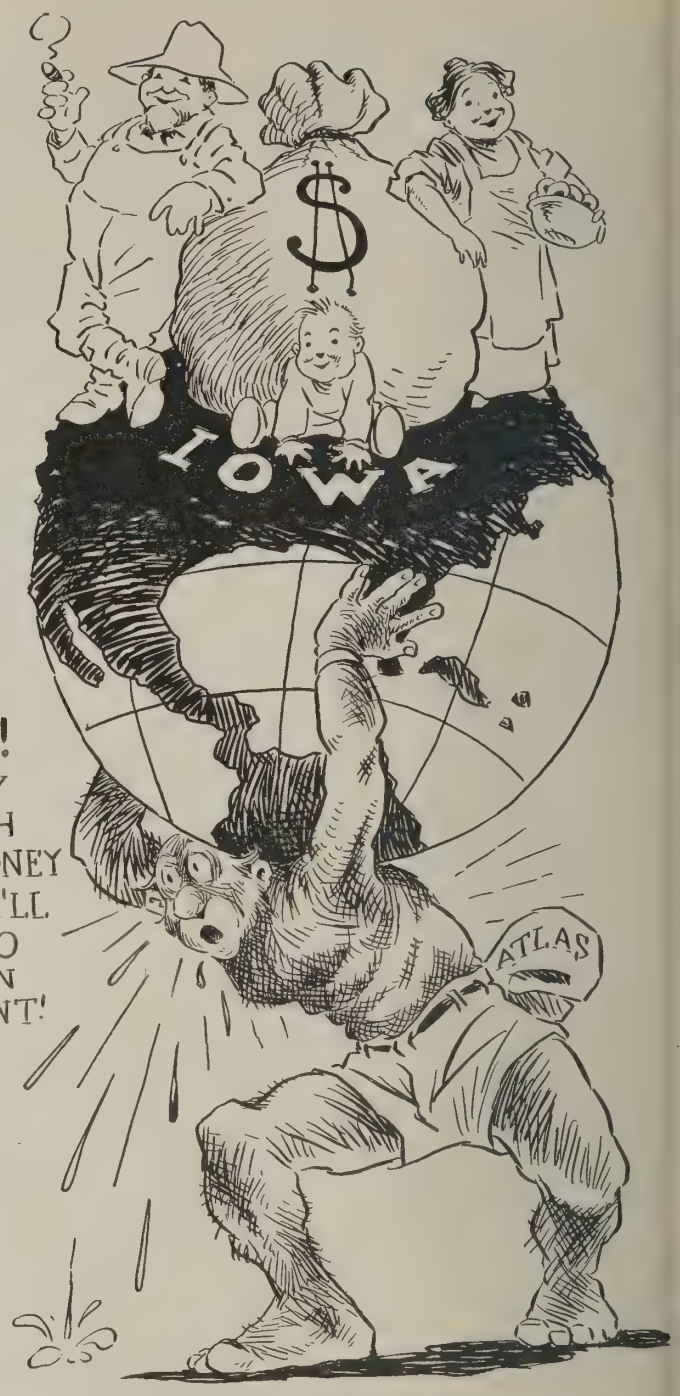
THE NEWS

New York's Picture Newspaper

Tribune Tower, Chicago 25 Park Place, NEW YORK

Iowa's *families*
have an average wealth of $17,000!

Iowa Daily Newspaper Publishers will help you get distribution in Iowa. They have bound themselves together under the "Iowa Plan." Write for information.



THERE are 586,000 families in Iowa, a big majority of whom are able to buy most of the luxuries of life as well as the necessities.

In fact, the wealth of Iowa averages $17,000 for every family in the state!

This presents a truly amazing opportunity for the manufacturer—a situation he simply can not afford to ignore.

It becomes all the more impressive when you note that Iowa has the greatest number of farms equipped with telephones, and also the smallest percentage of illiteracy.

And remember that nearly every Iowa family takes a daily Iowa newspaper.

No wonder Iowa's jobbers are enthusiastic about any product of merit that is advertised in this medium!

They know that advertising in the daily Iowa newspapers means more sales and quick sales from one end of the state to the other!

The Iowa Daily Press Association

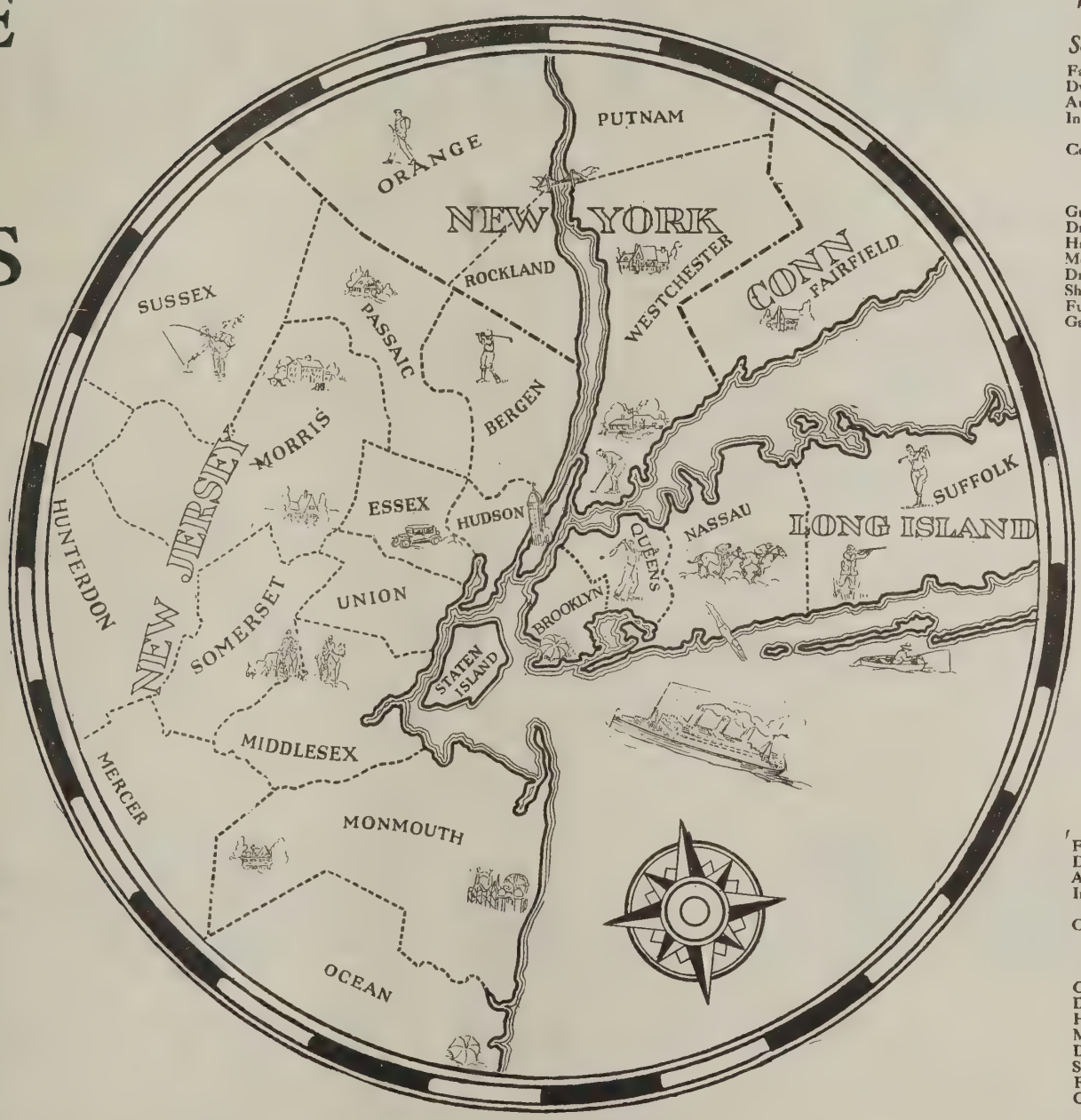
DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Times-Tribune

IOWA — WHERE EVERY FAMILY TAKES A DAILY NEWSPAPER

The World's Greatest Market
NEW YORK

HERE *are the* FACTS



Westchester County and Southern Connecticut

Families	148,840
Dwellings	105,200
Automobiles	94,470
Individuals Paying Income Tax	79,002
Commuters to New York City (over)	50,000

Retail Stores

Groceries	2,141
Drug	243
Hardware	172
Men's Wear	160
Dry Goods	418
Shoes	243
Furniture	149
Garages	562

North Jersey

Families	472,858
Dwellings	281,558
Automobiles	193,809
Individuals Paying Income Tax	210,519
Commuters to New York City	233,450

Retail Stores

Groceries	8,574
Drug	999
Hardware	732
Men's Wear	652
Dry Goods	1,821
Shoes	955
Furniture	410
Garages	1,657

Long Island

Families	91,623
Dwellings	49,645
Automobiles	44,830
Individuals Paying Income Tax	9,420
Commuters to New York City	71,909

Retail Stores

Groceries	449
Drug	97
Hardware	90
Men's Wear	64
Dry Goods	109
Shoes	60
Furniture	57
Garages	223

THE population of Greater New York is 6,059,444. The population of Metropolitan New York is 9,444,000. These added millions live in New York's great suburban areas — Northern New Jersey, Westchester County, Southern Connecticut and Long Island.

These people are as closely linked to New York City as though they actually lived on Broadway. Over 350,000 of them travel to New York every weekday to work. As many more come to BUY! They represent the prosperous and substantial element of the Metropolitan area—the home owners, bankers, brokers, business executives. More than 32% of the men listed in the Director of Directors live in the suburbs.

Department stores recognize the value of suburban business and cater to it extensively. One store spends over $1,000,000 a year for suburban deliveries—and finds it profitable.

Over 56 percent of the total metropolitan sales of automobiles for the first ten months of 1925 were for suburban delivery.

The Herald Tribune is the favorite newspaper of the suburbs. In the entire residential suburban district the Herald Tribune consistently outsells all other morning newspapers.

Herald Tribune advertisers gain the benefit of this suburban coverage, in addition to a wide circulation of the highest grade in the Greater City.

Hence the Herald Tribune must be the keystone for any campaign which hopes to cover the entire New York Metropolitan market.

And here's a significant fact—The Herald Tribune is the only standard size morning newspaper in New York to show a steady *gain* in circulation in 1925.

New York Herald Tribune

FIRST TO LAST — *THE TRUTH:* NEWS ~ EDITORIALS ~ ADVERTISEMENTS

Business Conditions are Sound in PHILADELPHIA

Last year was a "bumper" year in America's third largest market.

This year is starting off fine.

Philadelphia's Board of Trade reports that labor and payrolls are at top-notch.

Building operations are on an enormous scale and at the maximum for all time.

Retail store trade is unsurpassed; consumption of household articles, wearing apparel and food-stuffs is above last year's figures.

Where "business is good" and money is active is always a good place to advertise.

DOMINATE PHILADELPHIA

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

Net paid daily average for 1925:

524,662 Copies a Day

"In Philadelphia nearly everybody reads The Bulletin"

The circulation of The Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

NEW YORK
247 Park Avenue
(Park-Lexington Bldg.)

CHICAGO
Verree & Conklin, Inc.
28 E. Jackson Boulevard

DETROIT
C. L. Weaver, Verree & Conklin, Inc.
321 Lafayette Boulevard

SAN FRANCISCO
Thomas L. Emory, Verree & Conklin, Inc.
681 Market Street

(Copyright 1926—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 58 NEW YORK, FEBRUARY 13, 1926 No. 38

Dream of Press Uniting To Shape World Ideals Behind Haines' Florida Plan

Retired Railroad Builder Tells Why He Is Giving Millions For Press City Project—Interviewer Believes Him Sincere and Disinterested, But Not Fully Informed on Practical Points

By MARLEN PEW

(*By Telegraph to* Editor & Publisher)

ALTAMONTE SPRINGS, Fla., Feb. 9.—Charles D. Haines, originator and lavish patron of the International Press Foundation, which became a reality through formal acceptance of his extraordinary gifts by a convention of newspaper men assembled here at his request during the past week, this afternoon granted to Editor & Publisher an interview during which he told the story of the benefaction and candidly and freely replied to questions concerning his motives and dreams of service to humanity.

Mr. Haines' gift to the journalists of the world consists of donations, in his name and that of his wife, of 1,000 acres of land at Geneva in the heart of some of the most ravishingly beautiful tropical lands of the state, the real value of which he says he cannot estimate but which may be worth $5,000,000; his home here which he says has a value of $250,000, and $50,000 in cash for preliminary organization purposes. The deed to his home has been made with the qualification that it shall be used by the donors during their lifetime. He makes no mention of considerable sums of money which it is known he has expended during the past two years in organizing the amazing philanthropy. For instance, the convention held here during the past week was at Mr. Haines' expenses and his nationwide offer to defray the travelling and living expenses of delegates who attended from every state except California. The aggregate of this cost alone was mode than $25,000, in the opinion of local newspaper men.

Mr. and Mrs. Haines had just returned to their home from the final session of the Foundation convention, when this writer called. Mr. Haines was radiant, excited, exclamatory, and, as he said, happy to tell the newspaper fraternity through Editor & Publisher what it all meant to him and what he believed it would some day mean to journalism and the reading public of the world.

As he rocked and smoked on the veranda of his home, in a setting of tropical grandeur overlooking a shimmering purple lake, this 69 year old capitalist presented the picture of a triumphant altruist, long misunderstood but at last victorious over a skeptical world.

"I have not blamed anyone for hesitating to accept me at my word in this matter," he said. "This is a selfish world and perhaps it is right that every thing should be questioned and made to prove itself worthy. Newspaper men by habit are incredulous and one of their finest qualities is that they put all public questions under acid tests to find the truth."

During the interview the following dialogue occurred.

Q—"Mr. Haines, it is only fair to tell you that but few newspaper men have understood your proposal for a Press Foundation and that there has been an undercurrent of professional opinion that the motive may not have been disinterested."

A—"I know that is true, perhaps better than anyone else. Skepticism has been much more general than you admit. The air has been full of boom propaganda in this state and naturally many people have connected the plan with the real estate development. I have appreciated that right along. Then, again it is unbelievable to many people that a man can want to give away his possessions, as Mr. Haines and I do. However, I will tell you and you may repeat it to the newspaper profession, that there is not, nor can there ever be, anything that they or any mortal soul can give to me. Wealth I have in such abundance that I cannot ever use it and my problem in life is to free myself of these riches. Mrs. Haines and I are childless. We are passing into the twilight zone. We can carry nothing with us to the Great Beyond. The fortune that I have succeeded in amassing can be put to high or to unworthy use according to my judgments now, and I believe that I have found a means by which this fortune can be made of vast public benefit. There is no honor that I want. There is no distinction that can come to me through these gifts that I will accept. I do not even want my name on this house. I am not ambitious in any political or commercial or social sense. What I have done is to satisfy a purpose to serve my fellowmen."

Q—"Why among all the interests of the world did you select journalism as the object of your benefaction?"

A—"In the first place, it is wholly impersonal. It does not trace back to any individual or to any specific occasion. Many years ago when I was building a railroad in Michigan I needed to gain popular approval of my plans and I started a newspaper, which I ran for a short time and then made a present of it to the editor. On other occasions I owned newspapers in Boston and at Hudson, N. Y., the former called the *Guide* and long since suspended and the latter subsequently merged with another paper. I have owned eight weekly papers during my lifetime. As a boy I learned how to set type and printed a little paper. Journalism has always fascinated me. When I was 27 years old I was sent to Congress from the 19th district of New York and there I met many correspondents. I have built 38 steam and street car lines in many states of this nation. I am a director in 18 companies today. I have made the acquaintance of a large number of newspaper men, all of whom I have admired.

"Gradually I became convinced that newspaper men were the most unselfish, patient, earnest and intelligent class of workers in any industry or among the professions and that they received the scantiest material rewards. I came to know that all over the country, particularly in small towns, there were hundreds of men and women in journalism who were giving more to their communities than any other individuals and yet, although they might work themselves to shreds, old age would find them unprepared for even common creature comforts. These observations have been confirmed during the past two years many times. I have hundreds of letters from able newspaper workers telling of material neglect which is sufficient to touch the heart of any one.

"The sentimental features were subsequently dwarfed in my mind by the practical advantages of a world-wide press organization as a service to mankind."

At this point Mr. Haines referred to the fact that the typographical unions provide homes for aged or infirm printers and suggested that among his early thoughts was the one that newspaper men might at least be as well provided for. He saw his gifts, unlike the Bennett gift, would have no strings attached.

"Mrs. Haines and I often talked of this," he said. "And at first we thought we might provide for a home for the newspaper men and women of Florida. We found that this plan did not meet the approval of newspaper men of the state and after I had talked with prominent editors here I decided that the scope of the home should be national. Gradually the conception came to us that it was not a home that the newspaper people wanted or needed so much as an organization and that this should indeed be international.

"The original plan was to give this home 110 acres and all improvements and indeed we did go so far as to form a local committee of newspaper people to accept it and organize for service. It was when I discovered that this benefaction was being taken advantage of by real estate interests that I changed the first plans. No sooner had the plans for this press home been announced than real estate boomers on all sides of our property began to exploit their lands and we simply withdrew to stop it.

"Our original gift to the Florida Newspaperman's Home was $10,000 in cash and the property. I did not wish the newspaper men then or at any time to be called upon for financial aid. It was my belief that the public would supply all the funds needed to build and carry on the work after the home was established.

"After the conception of an international venture became fixed in our minds and after the real estate boomers had upset our plans here I sent out a crew of experienced real estate buyers and gathered together 1,000 acres of what I believe to be the most beautiful country under the sky. This is on the Geneva Peninsula in Seminole County. It required six months to buy the land and the story of how land values jumped around there before we got our plot together is a chapter I shall not dwell upon, but it was exciting enough for me. More than $5,000,000 have been expended on Press City properties. The most beautiful of all has been donated to newspaper men.

"Press City covers 12 by five miles. It has been accepted by representative newspaper men in every state of the Union except California, and I may say that I have just received a letter from California saying that that state misunderstood the situation and will presently join.

"An expert land engineer is there now working out the scheme. Every state is to have ten acres and a less amount will be apportioned to every nation that accepts our donation.

"Every property will face on one of the magnificent lakes, Jessup and Harvey. These lakes are ten miles in length. Three railroads enter Press City. It is 40 miles from the ocean.

"To prevent a repetition of land speculation operations like these that spoiled our original plans at my home here, it has been arranged that 1,000 adjoining acres shall not fall into the hands of the public. Mr. H. S. Kelsey has donated 500 acres of these lands to the American Legion and 500 to the Boy Scouts of America. Thus Press City becomes a public institution, safe from private exploitation."

Q.—"Mr. Haines, it has been said that your plans called for some establishment of a Peace Palace in connection with Press City. Just what is the connection?"

A.—"Yes, that has been one of the dreams, but the whole thing is bigger than that. You see, I believe that the press is the world's greatest power. I believe absolutely that the press directs public opinion all over the world to a greater extent than any other agency. There will be no more war, for instance, when the press is organized against war. No evil can exist when the organized power of the press is directed against it. I do not know what the newspaper men will make of this land. I imagine all sorts of things about it is up to them. I want it to be international in scope for the problems of the day are international. I have merely laid the ground work for them to erect any sort of palace that their imagination and ingenuity may dictate. It may be for world peace, or something else—I do not know. But I do know that if the moral courage of journalism is mobilized it will be for high and noble purposes.

At this point in the interview the old railroad builder soared through the clouds of altruism. This practical man of business was childlike in his faith in the power of the printed word to lift the eyes of the world to the skies.

"All other professions and businesses

are organized and the press must be," he said. "It must come largely through educational processes. At Press City I believe that there will be a huge university of journalism some day, something that will teach journalism in its highest phases. I can see there an auditorium seating 15,000 persons, with people coming from all over the world to attend great assemblies of the leaders of thought. I expect that the best movements for the benefit of mankind will be started in Press City. There will be homes for those who want to live in Press City, many thousands of such homes in time. There will be sanitariums, libraries, golf courses and homes for each state and each nation. There will be a great radio broadcasting station, airplane service, wonderful water sports and many such things, too numerous to mention. All will be non-profit making. It will be of, for and by newspaper men, but it will be a service to all the people of the world. It will be big, big, big.

"In my lifetime I have never recognized the word fail, and one reason that I like newspaper men so much is that they do not admit that there is any worthwhile thing that cannot be accomplished. Yes, they will work for peace and for all other movements in the interest of mankind, if they are organized.

"Newspaper men can get anything they want. They could get rich if they wanted to, but most of them have their eyes on other and higher objects, often neglectful of themselves.

"Now, it will be simple enough for them to get the money to make Press City all that I imagine for it and much more. I have said and believe that it will be possible for the newspaper men to collect $150,000,000 to complete this great plan. You see, it will come about through apportioning the work among the states and the nations. For instance, New York State will want to build a beautiful home on its plot and also contribute to the central institutions. It would be nothing at all for the newspaper men of New York to collect $2,500,000, and that is about the proportion that would be needed from the various states and foreign countries. Everyone knows how easy it is for a newspaper man to collect money for such a fund. Why, in my own experience I have never failed to subscribe to any fund for the newspaper boys whereas I might pass by other funds that were also deserving. Rich men all over the country are getting ready to die and have no idea what to do with their fortunes. Everyone would do something for the press if there was an organized effort."

Mr. Haines went on at length in this strain. It appeared to be his firm conviction that newspaper men are in a position and are desirous of leading world crusades for improved conditions and also that such is their zeal that they will seek to build up in Press City through private subscriptions an institution to function every conceivable form of altruism.

"I have given the project a full measure of cherished devotion and I have faith that it will be a great service to humanity," he said. He specified that newspaper men did not want charity, that they merely wanted an organization to make individuals less dependent in old age and given an opportunity to work out plans for human betterment.

It is not easy to interpret in this interview Mr. Haines' thought on these subjects and candor impels this correspondent to declare the opinion that while the donor of Press City is sincere he has not acted on full information. He seemed exceedingly vague on many practical points.

A more intense man would be hard to find. As he speaks he becomes oratorical and his upper lip draws taut over his teeth as he snaps out his convictions.

Time and again he reiterated his complete social, political or material disinterestedness. He is a religious man and once, to emphasize his earnestness, he made a solemn declaration that his sole object was to serve others.

"Why?" said he at another time, "It is not new for me to be giving. I have been doing it always. It has been easy for me to make money. I once gave a cotton mill to my 3,000 employes at New Bedford, Mass. I am the largest owner of timber land in the world.

"What will become of it all? I suppose I shall give it to those who are working it. Then I have the finest mahogany in the world. I sold one log of curly mahogany to the Pullman Company for $20,000. There are miles of it. All these things I am giving away. Year ago Mrs. Haines and I decided to be our own executors. We want to decide the future of these things and we want them to do the best service for humanity."

He took the writer about his home, a very pleasant and wholesome bungalow, painted green. There are a group of houses, with a wide veranda. There are hundreds of finer places in the state, but none more homelike. He exhibited with pride a solid mahogany bedstead that he said had come from his Central America lands. Mrs. Haines showed two antique shawls that Mr. Haines said he had paid $10,000 for many years ago in Mexico, that the coloring and embroidery was a lost art and that the shawls were now worth $50,000. The furnishings of the rooms were remarkable for their diversity of taste.

The aged capitalist took the writer over the beautiful grounds, a feature of which is a fernery, where 125 persons are employed. These ferns are shipped commercially over the country and are used by florists in making bouquets. They grow only in a half shade and to obtain this, a lattice building is required.

"This," said Mr. Haines, "is the largest building under a single cover in the world. It covers six acres and there are 19,000 posts to support the roof. It cost more than a million dollars."

Negroes employed in the fernery and for them a colony of small but pleasant bungalows have been built.

Putting his arm on the writer's shoulder, Mr. Haines said:

"This is no longer our home. It has been deeded to you and your craft. It is as much yours as anyone else's. I want you and all the others to use it. It has been agreed, of course, that Mrs. Haines and I shall live here for the rest of our lives, but we are merely custodians.

"I hope that the newspaper men will become very active and I believe that they will. I have furnished the ground. I have never seen men so enthusiastic as these representative journalists who came to this convention. I tell you there were tears in the eyes of many of them as they got into this thing and saw its possibilities. I am grateful to those who came to Florida and who have got under this big project. They will not let it lag. I want to read to you the slogan that was printed in the convention program. It sums it all up: 'The International Press Foundation was organized for unselfish service to God and Man. Its main objects are to be helpful to all members of the newspaper fraternity, to unify and intensify the powers of the press which, through the Foundation, will aid in bringing peace, security and happiness to all mankind. Its present membership is made up of the state press associations of 47 of the sovereign States of the American Union; 44 Governors of states; 80 United States Senators; 436 members of the National House of Representatives and the ambassadors or chargés d'affaires of 39 foreign nations.

Early in the interview Mr. Haines reviewed his life. He was a farmer boy, born at Kinderhook in the Catskills. He left school at 14 to work at the telegraph key.

"I was an expert at that," said he.

He then became a brakeman and locomotive engineer. He said he could take an engine to pieces and reassemble it. He spoke of having engaged in many businesses. He built a horse car line when he was a boy and said that Jay Gould gave him $10,000 for a railroad job before he was of age. He built many short line railroads in various parts of the country, one in Florida. Many were absorbed by other lines.

He speaks with unconcealed pride of his term as a Congressman and that he entered the House with the late William Jennings Bryan. Some years ago a movement was started in Florida to nominate him as governor and many flattering editorials appeared in the local papers. But Mr. Haines declared time and again that he now has no political aspirations. He even deprecated newspaper publicity concerning himself and declared that when the delegates to the recent convention proposed to give his name to the Press Home he said that rather than permit this to happen he would withdraw.

He speaks familiarly of many of the richest men in the country and said on several occasions that he "did big things with big people."

Florida newspaper men interviewed were unanimous in saying that Mr. Haines is sincere in his purposes, and in his declarations of disinterestedness.



E. C. Hopwood, Editor *Cleveland Plain Dealer*, and new president of Society of Editors.

ERIE HOPWOOD NAMED A.S.N.E. PRESIDENT

Secretary of Editors' Group Honored at Board of Directors' Meeting in Cleveland, Feb. 9—Other Executives Named

Erie C. Hopwood, editor of the *Cleveland Plain Dealer;* was elected president of the American Society of Newspaper Editors for the year at an organization meeting of the board of directors held at the Hollenden Hotel, Cleveland, Tuesday. Mr. Hopwood has been secretary of the Society.

Other officers elected at the meeting were: George E. Miller, editor of the *Detroit News,* first vice-president; David E. Smiley, executive editor, *Philadelphia Public Ledger* and *New York Evening Post,* second vice-president; E. S. Beck, managing editor, *Chicago Tribune,* treasurer; and Marvin Creager, managing editor, *Milwaukee Journal,* secretary.

Mr. Hopwood was graduated from Adelbert College of Western Reserve University in 1901. He was principal of the Middletown high school for a year and came to the Plain Dealer as a police reporter in 1902. He was one of the organizers of the Society of Editors and has been its secretary since its inception.

The board voted to send Casper S. Yost, who has been president of the society since its organization, to the International Press Congress at Geneva next fall as the official representative of the American newspapers represented in the Society.

The board accepted the resignation of Edgar B. Piper, editor of the *Portland Oregonian,* who found it impossible to make the trip across the continent to attend board meetings, and elected Walter M. Harrison, managing editor of the *Oklahoma City Oklahoman* as his successor on the board.

New members elected to membership in the society include: A. A. Bowen, editorial writer, *Springfield Illinois State Journal;* C. R. Wheeler, editor, *Portland* (Ore.) *Telegram;* Harry I. Horton, editorial writer, *Hartford Courant;* Edward A. Mahoney, managing editor, *Boston American;* Henry T. Claus, editor, *Boston Evening Transcript;* and Frank Knox, editor, *Manchester* (N. H.) *Union and Leader.*

Present at the meeting were E. S. Beck, of the Chicago Tribune; C. H. Dennis, editor, *Chicago Daily News;* Arthur M. Howe, editor, *Brooklyn Eagle;* George E. Miller, editor, Detroit News; Casper S. Yost, editorial director, *St. Louis Globe-Democrat;* Joseph Pulitzer, publisher, *St. Louis Post-Dispatch;* David E. Smiley, executive editor, Philadelphia Public Ledger and New York Evening Post; and E. C. Hopwood, editor, Cleveland Plain Dealer.

STILLMAN STORY NOW TOLD FROM THE INSIDE

John K. Winkler, Formerly New York American Reporter, Brings Back Clean Beat to His Old Paper—He Tells True Facts of Sensational Society Scandal

By PHILIP SCHUYLER

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Editor & Publisher *herewith presents first of a series of articles telling for the first time inside newspaper details of some of the most sensational stories of crime and society scandal in the last decade.*

John Kennedy Winkler, for 15 years on the New York American staff, who covered every big court story in that time, discloses untold angles of many a noted case which sold papers for the nation's press. He begins with the Stillman fight, and also deals among others with Harry K. Thaw's escape from Matteawan, the Halls-Mills murder mystery, and Gerald Chapman.

Mr. Winkler is now a free-lance reporter, contributing to Colliers' Weekly, Everybodys' and other magazines.

TO a real newspaper man a word is as good as a bond. An old chestnut, of course, but it worked out true in dramatic fashion in New York last Saturday, when the *New York American* obtained through John K. Winkler, former staff man, now writing for *Colliers'*, a spectacular beat on what is being called the Stillman reconciliation story.

Saturday evening papers in New York were at their wits' end to cover up on Winkler's score. Sunday papers did not fare much better. All queries radioed to Mr. and Mrs. Stillman, sailing for Europe abroad the S. S. Olympic on a "trial honeymoon" received the same reply:—"See Winkler." He confirmed the fact of reunion, but kept the details for the American. Dr. Edward J. Bing, of the United Press Associations, was also on the Olympic. That was one leak not stopped up in an otherwise air-tight "scoop."

I talked to H. H. Stansbury, the American's managing editor, this week, and he told how this sensational story was kept secret more than a fortnight until finally ready because two newspaper men had shaken hands. And later in his East 9th street apartment, Winkler revealed for me the hitherto untold newspaper details of one of the most remarkable public divorce dramas of this generation's true-life stage.

It was at "Old Timers' Night" at the New York Newspaper Club that Winkler told his old newspaper friend Stansbury that Anne Urquhart Stillman and James A. Stillman were approaching an end of their marital troubles. He then told the story published last week of how Mr. Stillman had pressed his mother's ring in Mrs. Stillman's palm shortly before Christmas Day and about the presentation of Erskine's book, "The Private Life of Helen of Troy."

"John, that will be one of the greatest stories that ever broke," Stansbury declared.

"Yes," agreed Winkler. "But it can't even be hinted at, at this time. Publicity now might precent possible reconciliation. It is confidential stuff."

"May I work on it myself?" asked the managing editor.

"No siree," was the reply. "I am telling you this much so you may be prepared soon to crack a yarn that will stun the country. I trust you."

Stansbury put out his hand.

"Shake," he said. "I'll do as you say, provided you give us the best break you can when it's ready."

One word, a handshake, and it was agreed.

The bargain was kept by Winkler, Feb. 5. The night before, he had arranged a party for Mrs. Stillman at the New York apartment of a friend. In accepting Mrs. Stillman wrote him a letter, since reproduced in part in facsimile in the American, declaring she presumed that the men there would be "men, not Gods," and in which she told him in black and white that could be photographed, engraved and printed that she was going to sail Friday on the Olympic with "James A."

Winkler had obtained her implicit confidence. She could and did trust him to use his judgment in telling the story.

Friday came. Winkler had a 3,000-word story already written and in the American office, ready to be printed, if everything went well.

What New York newspaper man would not know and recognize Anne Stillman at sight? Better not take chances of recognition by ship news men. Winkler drove to the pier with Mrs. Stillman. They slipped up the plank down which friends of those leaving on the Olympic were hurrying back to the dock. The Stillmans were under assumed names, of course. But Mrs. Stillman's well-known penchant for riotous colors must be concealed. On Winkler's advice a plain hat, pulled down over the eyes, replaced the brilliant orange toque. A rusty shop girl's cloak covered her expensive wrap.

Out of sight of reporters and passengers in a stateroom the self-styled "ex-Park avenue reporter" was soon alone with the couple who had been at swords' point so long. He had not yet obtained a statement from Mr. Stillman, still anxious to hide from publicity's glare. He dragged open a bureau drawer and snatched from it the covering paper. Borrowing a pencil from Mr. Stillman he started to write:

"We are sailing together on the Olympic to settle our troubles in our own way."

He was ready to stop then. That was enough. At Mr. Stillman's request another paragraph was added to the effect they were going to see their daughter in Paris.

This scribbled release of a sensational beat was signed by both Mr. and Mrs. Stillman. It was the first time in many years their signatures had appeared jointly on a statement.

Rushing from the boat to a telephone, Winkler called the Hearst number, Beekman 2000, and said to Stansbury, "It's all right. Let it go."

Stansbury carried the story to the composing room himself and the Stillman name once again blazed out in fat, black type—this time reporting an end to dramatic malodorous discord.

Still the story is untold of how Winkler became such a friend and adviser to Mrs. Stillman that she gave him first break over many another reporter whom she had met during those fighting years.

"She is a damned good newspaper woman" is the praise Winkler gave Mrs. Stillman. "She knew her fight must be won by public opinion. She must get down and talk to the masses to win. She was willing to stand vulgarity, but if possible she wished to avoid cheapness. It was what 95 per cent of the people seemed to want. To her the whole case became a psychological struggle. We must get everyone on our side, she reasoned, believing that she could not ignore the public as her husband was trying to do. The public was entitled to its news, even when it concerned a dirty scandal. She could be independent. She is a poet. She could write. She is an actress and the stage would pay big prices to her. But she felt her children were entitled to a full share of the Stillman wealth.

"All right, then early in the case we decided we would try to win over the 95 per cent—the masses. We would make the cooks weep into their flap jacks. Hearst was willing to play the popular side big, to sell the papers, and I was willing to work for Hearst for the money in it and the amusement, too. I think we succeeded all around.

Now with the latest story, it seems the propaganda is directed at the 5 per cent the intelligent. The stories are about analysis—Jung—Baynes—Freud, the witty satire, "The Private Life of Helen of Troy," Houseman's poetry. Will that win?

The Stillman case became public in March, 1921, although court action had been filed in July of the year before in Carmel, N. Y. Winkler's first tip to the story was an annonymous paragraph of about 200 words in *Town Topics* in the late summer of 1920. This paragraph did not name names. It merely hinted of a terrific society scandal which would never be told publicly. From the magazine, the American reporter learned who wrote the piece, and from him finally learned who the couple were.

He also learned from this source that Mrs. Stillman, unknown to anyone, maintained a private office in 50 E. 42d street and that she employed a very intelligent girl as her secretary. Winkler found the room but could not gain admittance. The building superintendent declared he had no idea who had rented the office. The renting agents would not tell. The day he was leaving for his summer vacation, Winkler on the way to his train at the Grand Central decided to stop in and have one more try.

The door opend to his knock. The girl who let him in was Estelle Klee, Mrs. Stillman's secretary, now dead. Winkler turned on all the "personality pressure" he could—"and that's half the battle breaking a story big or little," he asserted, "you've got to give your subject something before you can expect him to return the compliment". After half an hour's cheery chat, Miss Klee took the newspaperman's card and promised to help him if she were ever in a position to do so.

The chance call proved the groundwork which eventually broke literally, dozens of big "Stillman stories" for the American. Returning from his vacation, Winkler notified his office he was on the trail of a big story, and set out to cultivate an acquaintance with Miss Klee.

Eight months from the time when the tip was first printed in *Town Topics*, the story was cracked. Mrs. Stillman barricaded herself in Lakewood, N. J., and refused to see any of the news men or "sob sisters" sent over there on the story. Mr. Stillman also refused to talk. Every effort was being made to suppress the story, according to Winkler.

"Attempts were being made to bring influence to bear on the business offices," Winkler said. "No definite facts were being printed. There was simply a surge of black ink."

About this time a tip drifted in to the American that Stillman had been seen frequently entering the Hotel Plaza on the quiet 58th street side with a women and a baby. Winkler went up to investigate, and verified the report. Bills were being paid, he found, on checks of the New York Trust Company, subsidiary of the National City Bank, of which Mr. Stillman was then president, and the checks were signed Florence Lincoln. Simultaneously with publication of the Stillman suit, this Florence Lincoln had left the Plaza with her baby. Questioning porters, clerks and baggage men, Winkler found the man who had carried the Lincoln baggage to a new address on East 86th street. Meanwhile, some detective work had uncovered some details about this Florence Lincoln, or "Flo" Leeds, as she is best known.

One evening Winkler reached the point where he thought he could break the sensational story which would link Mr. Stillman's name with "Flo" Leeds. Victor Watson, then managing editor, was holding an edition for it. Winkler went to the number on 86th street, taking with him the best picture in the files of James A. He learned the name of the building superintendent and called on him.

"See here, Mr. ——— ———," he said, laying the picture on the table before him, and calling him by name. "Let's not have any camouflage. I work for William Randolph Hearst." He gave him a couple of two-for-a-quarter cigars.

"We know that this gentleman, a lady and a baby were or are living here. The name is perhaps Lincoln or it may be Leeds. Here's his picture. Do you recognize him?"

The man grinned.

"The last people who showed me that picture said he had been in an automobile accident and told me that I could never identify it."

"Come on," laughed Winkler. "Let's go out and have a drink."

They left the house for a saloon around the corner. On the way Winkler paused to tell another staff man who had come with him to 'phone the office and keep the edition open.

After a few drinks, the man became more loquacious. He identified the picture, and declared the man in the photograph was posing as the husband of Florence Leeds. That their baby was named



John K. Winkler—on the spot for the news to fill page one.

Jay Ward Leeds. They had moved, he said, to another flat on Park avenue.

Back at the apartment house, the picture was also identified by the superintendent's wife, the dusky elevator man, and the door man. All said Mr. Stillman had posed in that house as the woman's husband, and was known to them as father of the boy.

On the slender thread of evidence obtained from these four people, Winkler, after telephoning Victor Watson, went down to the American office and wrote two columns and a half of what proved to be perhaps the most sensational expose of the entire case.

The next day at his home in Forest Hills, L. I., Winkler received a telephone call from Mrs. Stillman. In her throaty contralto, she asked him if he wouldn't come and see her at her home at 910 5th avenue. Then began a friendship between Mrs. Stillman and the reporter which continued all through the case, and resulted in last week's story. Winkler became then what he frankly terms now Mrs. Stillman's publicity advisor.

Next week will be told how Winkler obtained the "Deadly Parallel Story" in the Stillman case, a story which Bradford Merrill has called the best human interest story in the history of journalism. The former American reporter will also relate how the daughter Anne Stillman's renunciation of her father was engineered.

A.P. TO REWARD CAPT. FRIED

New York Advertising Club to Be Scene of Welcome

Because they "accepted and promptly filled Associated Press assignments at critical moments," the A. P. this week announced the association's award for news reporting, a gold watch, would be presented to both Capt. George Fried of the President Roosevelt, and Commander John Rodgers, commander of last summer's airplane flight to Hawaii. They will be the first two non-newspapermen ever to receive this special tribute.

The Advertising Club of New York, will be the scene of welcoming ceremonies for Capt. Fried next Tuesday. Following a parade, the Mayor's reception committee will bring the captain and the rescue crew to the Park avenue club house for lunch.

When the PN-9 No. 1 and its crew were found near Hawaii after having been given up as lost, the A. P. asked Commander Rodgers to write his own news story of the crew's adventure. This he did in clear and direct style. When the Roosevelt wirelessed it was going to the rescue of the Antinoe crew, the A. P. asked Capt. Fried to aid in telling the public of the effort, and the captain made good on his news assignment.

The last regular A. P. staff man to be honored with the special award was L. C. Probert, head of the Washington bureau. He will probably make the presentation to Commander Rodgers in Washington, while Jackson S. Elliot, assistant general manager, also a winner of the prize, is expected to pay the tribute to Capt. Fried.

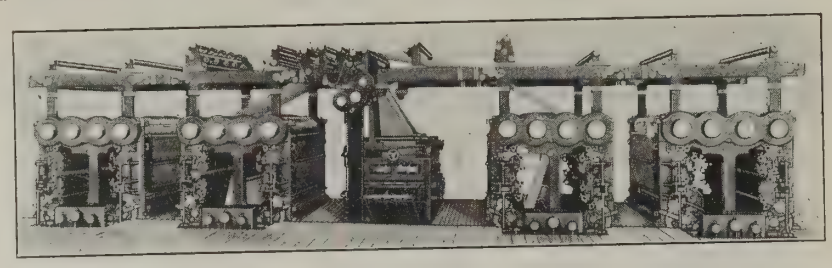
Leadbetter Buys Paper Company

Fred W. Leadbetter has added to his extensive paper mill interests on the Pacific Coast by buying the controlling interest in the Oregon Pulp & Paper Company of Salem. Leadbetter bought $1,000,000 in stock from E. S. Collins and C. K. Spaulding and offered $25 above par for all stock outstanding. Leadbetter is a son-in-law of the late H. L. Pittock, publisher of the *Portland Oregonian*, and has other large paper manufacturing enterprises.

Inquirer's N. Y. Bureau Moved

The New York advertising bureau of the *Philadelphia Inquirer*, formerly at 410 Flatiron building is now located in room 711 Murray Hill building 285 Madison Avenue, New York. David M. Shirk is in charge.

PRESS BUILT UNDER NEW DUPLEX PATENT



DUPLEX PATENTS NEW INTERCHANGEABLE UNIT

Bechman Invention Provides Similar Base Frame for Various Units Allowing Arrangement in Any Desired Relation

A patent covering three new principles of printing press construction, was recently issued to the Duplex Printing Press Company of Battle Creek, Mich., assignee, embodying novel and progressive ideas along the line of unit construction.

Henry F. Bechman, vice-president and factory superintendent is the inventor, and his patent is listed as number 1,569,065 in Washington.

"The object of the invention in the device covered by the patent is threefold," according to a statement from the press company.

"Primarily, to use the words of the patent as issued, it is to provide a novel printing press construction having printing units, folding units and feed roller units capable of being arranged in any desired relation, and which press can be enlarged at any time by the addition of similar printing units or folding units or feed roller units, or altered by the changing of relative positions of such units in accord with the growth of the paper without necessitating alterations or additions other than the addition or shifting of the units themselves, the various units being relatively so formed that they are capable of being interconnected in any desired relation, or rearranged and interconnected in changed relation to make a press of any desired total page capacity or any desired alignment of printing units, folding units and feed roller units.

Another object of the invention is the novel means for independently handling and driving in synchronism all these mechanisms whatever arrangement of units may be used.

"By means of this ultimate and absolute standardization of construction the rearrangement of the Sextuple unit an Octuple or five roll machine, with alteration of relative positions becomes very simple as compared with any which heretofore existed. Never before in the history of printing presses has a press been so simply, compactly and so efficiently designed that in a long row of units it would be possible to shift press units and folder units back and forth interchangeably, just like dominos in a row to get new arrangements or facilities which might be desirable in accord with growth and requirements of changing conditions.

"The patent includes a series of claims covering many aspects of the invention. The breadth of coverage which has been granted to the Duplex Printing Press Company has a totally novel development, one of real merit, value and efficiency is indicated by the first claim which we print here in full:

"Claim 1: In a printing press a plurality of similar printing units and a folder unit, each of said units having a similar base frame whereby the said units are interchangeable in position and may be arranged in any desired relation.

"The advantage of this feature will be readily appreciated by all publishers who have ever faced the problem of enlarging pressroom facilities with a machine on hand which is capable of no re-adjustment in any way. It will also be appreciated by those who have wanted to swing on a permanent basis from one type of product to another and so organize on a different output scheme their printing units and folder deliveries, only to find when trying to plan along such lines that existing press units and folders could not be re-arranged and aligned with these to meet such requirements.

ST. JOSEPH GAZETTE TO BE SOLD FEB. 23

Trustee for Second Mortgage Bondholders to Auction Daily to Highest Bidder to Straighten Finances

The plant and all property of the New Gazette Company, publisher of the *St. Joseph* (Mo.) *Gazette*, is being advertised for sale by the First Trust Company of St. Joseph, trustee for the second mortgage bondholders. The sale will take place at the east front of the courthouse, between the hours of 10 a. m. and 5 p. m., Feb. 23.

According to officers of the Gazette company this proceeding is not expected to interfere with the publication of the newspaper. It has been brought about largely as the result of a failure to agree as to the financing of the company, between the stockholders and the bondholders. It is not an unfriendly proceeding, it was said.

When the New Gazette Company was organized about twenty years ago bonds of $50,000 bearing 6 per cent interest were issued. These became due Aug. 1, 1925, and though all the interest coupons were paid, the bonds themselves remain unpaid.

When the late George A. McClellan took charge of the newspaper about three years ago, another issue of bonds dated Aug. 1, 1923, known as second mortgage bonds, were put out amounting to $75,000, making a total bonded indebtedness of $125,000. Part of the second mortgage bonds were due Aug. 1, 1925, the same date that the first issue of $50,000 fell due.

Holders of the first mortgage bonds have been making demands for their money. In order to protect themselves the holders of the second mortgage bonds are offering the property for sale. The first mortgage bondholders will have to be satisfied first.

The Gazette was sold in May, 1923, by C. D. Morris to George A. McClellan, who was killed in a motor car accident Nov. 5, 1924. R. D. Van Alstin was manager of the paper, following Mr. McClellan's death, until he removed to Florida last fall. Since that time O. L. Chenoweth has been acting manager.

Douglas Rejoins Washington Post

Walter Eugene Douglas recently of the Hearst newspapers and in charge of classified advertising on the *Baltimore News and American* will return to the *Washington Post* as classified advertising manager. Mr. Douglas has been on the *Dallas Times-Herald* for the past seven months. Mr. Douglas, at a previous time occupied the post of classified manager of the Washington daily.

WEEKLIES PRAISED FOR "PLAYING DOWN" CRIME

Michigan Attorney General Criticises Big Dailies for Crime Treatment at Meeting of State Press Group

Bouquets for the rural press and brickbats for the metropolitan dailies for their respective attitudes toward crime news were hurled by O. L. Smith, assistant attorney general of the state, in an address last week delivered before a banquet session of the Michigan Press Association, Convention held at Michigan State College, East Lansing. The association is made up of the leading publishers of weekly newspapers of the state and the convention was attended by about 120 small town editors and publishers.

Mr. Smith praised the rural newspapermen for refusing to give crime news a "play" and instead suppressing "unwholesome details of sordid cases." He declared that the country press has been a bulwark against publication of "smut and crime news" because its editors take into consideration the fact that their publications enter the homes. He maintained that this attitude has been helpful in counteracting the "present-day revolt against authority."

The state's attorney criticized the big city press which he declared has proved itself an organ of discord. He said that eagerness of metropolitan dailies to print crime news frequently leads them to publish facts which should not be brought out until the trial, resulting, he claimed, in huge extra cost to the state and county, through informing the public too thoroughly of the details of notorious cases and thus prejudicing prospective jurors.

Among the other speakers who appeared before the association were: George Adams, pioneer publisher of Fowlerville; Roy C. Vandercook, manager of the Michigan Railroads Association; W. J. Keyes, Canadian publisher, who talked on "Creating Advertising that Will Command Better Prices"; Wade Mills, president of the state bar association; H. C. Hotaling of St. Paul, Minn.; and Schuyler Marshall, publisher of the *Clinton County Republican-News* of St. Johns.

Mr. Marshall was elected president of the association for the ensuing year with Hiram Johnson of the *Saranac Advertiser*, vice-president, and Herbert A. Wood, *Bangor Advance*, re-elected secretary-treasurer.

Plans were approved during the business session for compiling and publishing a Michigan "preferred list" of rural newspapers. Information to be included will pertain to circulation, size, and advertising rates.

An invitation extended by Harbor Springs, to entertain the Association at its mid-year outing June 10-12, was accepted.

Mrs. Vesta Hardy Vandeveer of Detroit was elected president of the Michigan Women's Press Association which also held its annual convention at Michigan State College at East Lansing.

CLAIMS MOST FEATURES

Sebring (Fla.) American Said to Lead State in News and Syndicate Services

Coincident with its announcement of election to membership in the Associated Press the Sebring (Fla.) *Daily American* laid claim to having the greatest array of news and feature services of any newspaper in Florida. The list is especially interesting in view of the fact that the American is published in a city of only 8,000.

Included in the list of services beside the Associated Press are International News Service, Universal Service Central Press Association, King Features, McNaught features and several of the Chicago Tribune leading satellities.

The American recently supplemented its composing room equipment with a new intertype and monotype-rule castor and is turning out an average of 10 and 12 pages on week-days and 28 on Sundays.

KENDALL BILL FRIENDS SCORE IN HEARING

Roe, Spokesman for National Editorial Association, Argues Forcefully Before House Sub-Committee to End Post Office Competition With Job Shops on Envelope Printing

By J. BART CAMPBELL

WASHINGTON, Feb. 11.—The organized fight of the National Editorial Association and similar bodies to compel the post office department to cease the printing and sale of stamped envelopes at the expense of the small publisher and job printer reached a smashing climax yesterday before the sub-committee of the House Committee on Post Offices and Post Doads.

Herman Roe, vice-president of the national editorial association, brought the hearings started last week to a dramatic close by riddling the arguments advanced by Joseph Stewart, executive assistant to the Postmaster General, in favor of the Post Office Department being permitted to continue in the printing business.

Stamping as "unfair competition" with private business interests the government's contract with a Dayton (Ohio) concern for turning out printed stamped envelopes at a cheaper rate than the small publisher and job printer can profitably furnish them, Mr. Roe questioned seriously Mr. Stewart's contention that the post office department is making a profit out of the "envelope business."

Mr. Roe's statement before the committee supplied not only complete rebuttal of the Post Office position, but was considered to have done much to insure the passage of the Kendall Bill, although Mr. Daley warned that the fight is not yet by any means won and the publishing and job printing interests concerned must remain "on guard."

Mr. Roe's statement was in part as follows:

"There are five disputable points on which I would like to speak:

"1—Public convenience.

"2—Established custom.

"3—Ethical considerations involved in modifying the contract.

"4—The benefit which would accrue to the large printers and not to the small-own job printers.

"5—Costs.

"Public convenience—it is admitted that the stamped envelope is a convenience to that part of the public that avails itself of it, but we can see no reason why any particular part of the public should be favored at the expense of legitimate business; and it is not the proper function of the government to furnish certain services which can be furnished by private enterprise.

"What a convenience it would be if the housewife living on the farm could tell her postman each day how many loaves of bread to bring her tomorrow—his bread being delivered to her at a price from 10 to 50 per cent less than it would be purchased in town after a three-hour drive.

"Established custom—this point was adequately covered by Congressman Watson of Minnesota, who stated that because an injustice had been established for a long time there was no reason for its continuance. As a matter of fact, the original intent of the stamped envelope, when first introduced in 1853, was to keep private individuals from competing with the government in the handling of the mails.

"Ethical considerations involved in the contract—it already has been clearly established that from a legal standpoint the government has the right to modify the contract in any way it sees fit.

"If the contractor had been forced to provide new machinery, new equipment and a new investment to carry out this contract, a reduction of the amount of business he anticipated might perhaps be fair. As a matter of fact, however, the present contractor has enjoyed this business for the past 20 years without any possibility of effective outside competition. The lucrativeness of the contract is best shown by the fact that from an original investment of $300,000 the money invested in the contractor's business has grown to over $8,000,000, and in addition very substantial yearly dividends have been paid. We do not think that a reduction in the volume that the contractor would supply, if the Kendall Bill were immediately passed, would cause any hardship to the contractor. As a matter of fact, he would be left with an extremely lucrative business.

"Of the total number of 2,997,177,409 stamped envelopes and newspaper wrappers issued during the fiscal year 1925 there were 1,475,090,034, or 49.2 per cent of the whole, bearing the purchaser's printed 'corner card.'

"In this per cent, the contractor receives for the printing of 1,000 envelopes on an average of .02 cents above the price he receives for the plain stamped envelopes. Everyone knows the contractor cannot do the printing for that insignificant sum. He gets his margin of profit on the envelopes. If the unprofitable part of this contract is eliminated, as provided for in the Kendall Bill, his contract will be all the more valuable, because it is reasonable to assume that he will be called upon to furnish a much larger volume of plain stamped envelopes.

"We dispute that the passage of the Kendall bill will benefit the large printer rather than the small town country printer—this matter was touched upon in the testimony of Mr. Conrath.

"It is impossible for the large printer located in large centers to reach out of his own city for orders running less than 5,000. Orders for 5,000 envelopes or less are invariably furnished by small printers who buy envelopes from paper houses and who may purchase plain government envelopes for this purpose.

"It is an actual experience of small printers that the small lots of printed envelopes used in the community are purchased from him when they are not bought from the department. It is only reasonable to suppose that if the government withdraws from the printing business, the small orders will be given to the small printers.

"Statistics compiled by the Post Office show that of the total orders for stamped envelopes received, approximately 72.60 per cent are for envelopes in lots of 500 and 1,000. The lots of 500 are slightly in excess of the lots of 1,000 ordered. Government costs—we wish to cite the procedure orders for stamped envelopes go through:

"Let us assume a householder on a rural route in California wants to purchase 500 stamped envelopes with a special return address printed thereon—the procedure would be:

"The carrier must take time to write out the order and give a receipt for such deposit as may be required. (Under the rules of the Post Office Department, purchaser can order stamped envelopes and deposit only the cost above the value of the stamps), the carrier gives this order to his postmaster and gets a receipt for the deposit. The postmaster must check the order and mail it to Washington in an envelope without a stamp affixed.

"When this order reaches Washington, it is transmitted to the stamp division, opened, examined and listed on another form; checked by clerks; passed on to the assistant superintendent and to the superintendent of the stamp division; then to the Third Assistant Postmaster General; from there to the purchasing agent. Purchasing agent reviews it, checks it and sends it to the stamped envelope agency at Dayton in an envelope without stamp affixed.

"At Dayton, Government clerks open it, examine it and pass it on to the contractor. When the order is filled by the contractor, it is turned over to Government clerks in the stamped envelope agency at Dayton. They check it and see that it conforms with the requisition, and issue a receipt to the contractor. The envelopes are then turned over to the mail service for delivery.

"The package is hauled by a Government truck from the plant to the railroad station. It is then handled as registered mail in the mail cars. It is receipted for by the mail clerk and, because of the value of the stamps, it is watched by each clerk and kept under constant surveillance. Every clerk through whose hands it passes to its destination has to receipt for it.

"In the course of transit, it is frequently necessary to transfer from one train to another, in which case it is placed on a truck segregated from other mail matter and accompanied by a clerk through this railroad station to another train departing from the same station. In case it is necessary to transfer across town and dispatch from another depot, a clerk must accompany the baggage truck containing the stamped envelope shipment to the motor truck, where it is loaded in a motor truck. A clerk must accompany it to the other station and follow clear through on baggage trucks to mail car and see that it is loaded in the mail car. The clerk on duty in such mail car, after checking, issues a receipt to the clerk from whom the package has been received.

"When it arrives at its destination, the clerk must remain in the mail car until it is unloaded; follow it through the railroad station to the motor truck; ride in the motor truck to the post office, and follow it from the platform to the postmaster. The postmaster, after checking registry bills, gives a receipt to the railway postal clerk.

"The postmaster then notifies the purchaser by filling out a card form notice addressed to the purchaser that the envelopes have arrived, and this is put in the mails in the same manner as postal card and other mail matter, and is delivered free of postage to the purchaser.

"If a rural carrier delivers the stamped envelope order, the postmaster would obtain a receipt from the carrier for the order, and the carrier would have to notify the patron to meet him at the mail box to receive this shipment. The carrier then turns in the remainder of the purchase price to the postmaster and obtains a receipt from the postmaster.

"The postmaster, upon receipt of the remainder of the purchase price, must make proper record in his accounts. The remittance is transferred to Washington through the usual channels, involving considerable accounting—all this for 500 envelopes at the Government price of 91 cents for 500 No. 3 envelopes.

"If an individual sent 500 envelopes from Dayton to any zone in the country, by first class mail, he would be forced to pay 32 cents for each pound. Five hundred envelopes, with container weighing approximately five pounds, would make the cost of shipment $1.60 for weight plus 15 cents registry fee—$1.75 total. The Post Office Department ships each envelope order by first class mail. It states that the purchaser of these envelopes pays the total transportation charge, but it is difficult to understand how that is possible. Stamped envelope users receive the envelopes by first class mail, but do they pay for that service? If not, they are the only class of individuals thus privileged.

"Even if the 500 envelopes were shipped via parcel post to the fourth zone, which embraces a radius from 600 to 1,000 miles and is considered the average zone, the cost would be 25 cents, not including registry fee or insurance."

COVERING THE WAR IN SYRIA



Newspaper men covering the Druse rebellion shown here in a moment of leisure. They are (left to right) standing: George Seldes, *Chicago Tribune;* A. R. Decker, *Chicago Daily News;* E. Ryan, *London Telegraph;* Frank America, Associated Press. Sitting: A. S. Delaney, Reuters; Arthur Merton, *London Times;* and John O'Brien, United Press.

BLOCK PURCHASES COMPLETE CONTROL OF NEWARK STAR-EAGLE

After Buying Interests of Talmadge, Buggie and Vernam, He Announces Insurance Plan and Full Holiday and Vacation Pay for All Employes

THE news has just come out that two weeks ago, Paul Block, who has been one of the owners of the *Newark Star-Eagle* since he bought it at the receiver's sale in 1916, has purchased the interests owned by his partners and friends, Harry S. Talmadge and Fred S. Buggie of the *Toledo Blade*, and Clarence C. Vernam of the Street & Smith Publishing Company of New York.



PAUL BLOCK

The price paid for the interests just purchased by Mr. Block is on the basis of ten for one as compared with the price that was paid for the property when purchased from the receivers in 1916, which was about $230,000.

Harry Auth, who has been associated with the *Star*, which later became the *Star-Eagle*, for over twenty-five years, and who has been its manager for over ten years, has been made vice-president and general manager.

The Star-Eagle is the second largest newspaper in the state of New Jersey. Its circulation is now just under 90,000 per day, which is close to three times as much as it was when first purchased by Mr. Block and his associates.

Mr. Block gives credit to Harry Talmadge and Fred S. Buggie, as well as Mr. Auth, for most of this accomplishment.

Mr. Block is interested in other newspaper properties, including the *Duluth Herald*, the *Memphis News-Scimitar* and the *Lancaster New Era*.

At a "get-together dinner," held by employees of the Star-Eagle, Feb. 8, new policies, under the new ownership, were announced. More than 300 staff members attended.

The newspaper employees were told of plans for the betterment of their conditions and the protection of their families.

A plan of group insurance, the premiums on which will be paid by the company, was announced.

Persons who have been in the employ of the newspapers for one year and less than three years are insured for $1,500; employees for three years and less than five years, for $2,000; employees for five years and less than ten years, $2,500, and employees for ten years or longer, for $3,000.

It also was announced that all employees of the mechanical departments of the newspaper shall hereafter receive full pay for holidays and a week's vacation annually with pay.

This announcement was a surprise not only to Star-Eagle mechanical employees, but to members of the printing trades in general. The mechanical departments deal with the publishers through their unions and pay for holidays and vacations with pay are not among their demands.

Mr. Auth, who was toastmaster, reviewed the history of the Star-Eagle and told of plans for its improvement.

Advertising has kept pace with growth in circulation, and Mr. Auth reported to his employees a gain of more than 1,000,000 lines of advertising patronage last year.

What was considered by Mr. Auth as more important than either circulation and advertising gains was the fact that the Star-Eagle today enjoys the goodwill and respect of a great majority of the people of Newark and vicinity.

Many of the employees present have been with the Star-Eagle for from twenty-five years to fifty years. These, as their names were called by Mr. Auth, rose and were introduced to Mr. Block.

Herman Halsted, who has been associated in business with Mr. Block since 1893, read several letters showing the esteem in which Mr. Block is held by his business associates, his employees, and men of importance in business and public life. Twenty-six of his executives who signed a congratulatory letter on the twenty-fifth business anniversary of the publisher recently have been in his employ for an average of over seventeen years.

Charles Boyle, who has been with Mr. Block's organization for twenty years, also said a few words of praise for the publisher. He stressed the democratic spirit of the director of the Star-Eagle, saying the humblest newsboy in the organization would be as welcome at the office of Mr. Block as the manager.

Mr. Block in addressing the employees reviewed briefly his thirty years' experience in the advertising and newspaper business, and declared that the friendships he had formed had been the most valuable fruits of his activities. He related the circumstances of his purchase of the Star-Eagle, ten years ago, and told in a most interesting way of the continued growth and prosperity enjoyed by the Star-Eagle since that time.

"My ambition," said Mr. Block, "is to see the Star-Eagle continue its progress. With the cooperation of the employees I am confident this will be brought about."

E. J. Madden, president of Newark Typographical Union No. 103, was one of the first to issue a statement in praise of Mr. Block's generosity. He said:

"I have worked on the Star-Eagle for seventeen years. My surprise at Mr. Block's act is only exceeded by my gratification. We have never experienced anything like this before. We have in the past sold our services and expected nothing more than a day's pay in return. As long as the employer met those demands we classed him as 'fair.' We've got to class Mr. Block as more than fair.

"Pay for holidays, life insurance and vacations are things we do not demand. Mr. Block has seen fit to give them without the asking. We must appreciate it to the full—and we do.

"This action not only helps and pleases employes of the Newark Star-Eagle. It's a big thing for our craft and to all labor organizations in Newark and will no doubt have its effect elsewhere.

"We take off our hats to Mr. Block and hope our efforts in the future will make him want to take off his hat to us."

H. H. Hughes, president of Newark Stereotypers' Union No. 18, also an employe of the Star-Eagle was equally generous in his praise of the plan.

"Mr. Block," he said, "has set an example that should be followed generally in the printing trades of Newark. His action was entirely voluntary and shows that he is interested in the welfare of all his employes, regardless of whether they deal with him as individuals or through trades unions."

"The men in the pressroom are pleased by Mr. Block's generous offer of free insurance, a week's vacation with pay and pay for all holidays," said Bert Cox, foreman of the pressroom today. "It's a foregone conclusion that the men will reciprocate this generosity. Our men often have mourned rather than enjoyed a holiday because of their loss of a day's pay each time. This is particularly true of the married men, of whom we have many. These men could not always afford a vacation, and heretofore they have kept constantly at their grind fifty-two weeks year in and year out."

Mr. Block is president of Paul Block, Inc., special agency, which represents some of the leading newspapers of the country. He began his career a little more than 30 years ago with the *Elmira* (N. Y.) *Telegram*. He was born and reared in Elmira. On the Telegram he did both reportorial work and advertising.

Leaving Elmira in 1895, he joined the special agency of A. Frank Richardson, New York, who then represented the Telegram and 20 other papers. Three years later he started in business for himself, and has represented newspapers ever since.

At that time, his force consisted of a young lady stenographer and an errand boy. Today Mr. Block has an organization of 27 men associated with him in looking after the national advertising of the publishers he represents. Of the 27, all but seven have been with him for more than 20 years. Among them are Herman G. Halsted, Charles J. Boyle, Cornelius Regan, Arthur Thurnau, Gilbert Falk, Nigel Cholmely-Jones, William Messiter, Peyton Bevins, Richard Mamlok, Herbert Haskell, and Samuel Schmid.

In the first year he was in business for himself, in spite of his very small organization, Mr. Block lost $3,600. In 1924 Mr. Block's expenses alone for running his special agency organization was more than $600,000. The writer was shown the audit by Ernst & Ernst, giving these figures.

This vast change in the expense of running a publishers representative organization from the day when Mr. Block first started to the present time, Mr. Block pointed out, as indicative of how the newspaper business has grown in 30 years in size and importance.

VACATIONS FOR PIECE WORKERS

Mergenthaler Company Announces New Policy for Employes

Vacations with pay are to be granted piecework and hourly employes of the Mergenthaler Linotype Company, according to an announcement issued by Norman Dodge, vice-president and general manager of the company.

"During the summer of 1926," it said, "a vacation, with pay at the hourly rate, will be granted to the hourly and piecework employes of the Brooklyn plant as follows:

"One week to employes who at the beginning of the vacation period have been continuously in the service of the company for at least one full year.

"To each employe who, at the beginning of the vacation period, has been in the service of the company less than one year, a vacation of one day for each two months of continuous service prior to that time.

"The above applies only to employees in the service of the company at the time the vacation period begins."

The granting of the vacation with pay in 1926 is not to be considered a precedent for future years. It is being tried as an experiment with the feeling that, as expressed by many of the employees, they will be benefited and will be more efficient for having this rest, the announcement said.

MEADE TO RUN BALL CLUB

Veteran Toledo News-Bee Sports Editor Named President of Local Team

Dick Meade, for 20 years sports editor of the *Toledo News-Bee*, has been elected president of the Toledo Holding Company, which controls the Mud Hens, Toledo baseball club in the American Association. Meade will succeed Joseph D. O'Brien as president.

When Meade leaves the News-Bee sports department Earl Aiken will become sports editor. Aiken has been Meade's assistant for the last seven years.

Dan Palmer, for 11 years a member of the News-Bee editorial department, will join the sports department.

Youth 17 Edits Father's Paper

Cecil Lingg, 17, son of Mr. and Mrs. F. W. Lingg, publishers of the *Callao* (Mo.) *Journal*, this week became editor and publisher of the Journal. The elder Lingg has gone to another field. Cecil is the youngest editor in the state.

GOVERNOR ASKS PRESS HELP FOR STATE GOOD

New Jersey Executive Praises Powe of Newspapers at Editors Meet— Florida Press Home Gift Explained by Robertson

The mid-winter meeting of the Ne Jersey Press Association was held Mon day afternoon at the Stacy Trent Hote Trenton, N. J., at which 40 paper throughout the state were represente Discussion of business problems, th awarding of a $100 scholarship, an ad dress by Gov. A. Harry Moore and de tails of a gift 1,000 acres of land in Flo ida to the 48 press associations in th country, constituted the main events the meeting.

F. A. Robertson, president of the Ne Jersey Association, has just return from Florida, where he looked over th gift.

In the business session of the meetin problems confronting daily and week newspapers of New Jersey were d cussed. William B. Bryant, of the *Pa erson Press-Guardian*, led the talk co cerning daily papers, devoted chiefly the mechanical questions of newspap publication. Representing publishers weekly papers, William H. Fischer, of *Toms River Courier*, led the talk subscription methods.

Following the business meeting, luncheon was held, at which a schol ship of $100, provided by the Associati was awarded to L. Lee Starke of Rutgers School of Journalism.

Gov. Moore, who was the princi speaker at the luncheon, addressed remarks alternately to the members the association and to the legislators w were present. He asked not only co-operation from the newspapers New Jersey, but reiterated his plea t the legislature work with him in solv the major problems confronting the st government at the present time.

"Without your co-operation it will difficult to conduct the affairs of State," he told the publishers. " recognize the great power of the pr You are big and broadminded men, without co-operation something will fer. You can blaze the trail to suc for everybody. Unfortunately, we like to see the other fellow knocked but few will come around to admini aid after the blow is struck."

Other speakers were: Professor A Sinclair Will, of the Columbia Univer and Rutgers Schools of Journali Senate President, Larson; House Sp er, Chandless; F. A. Robertson, presi of the press association, who acte toastmaster and Fred M. Snyder, re senting the Press Congress of the W

Invited guests included Gov. Moore William T. Dewart, president of the *York Sun*.

HEADQUARTERS OPENED

Philadelphia Takes First Steps Planning A. A. C. W. Meet

Convention headquarters for the nual meeting of the Associated Adv ing Clubs of the World to be he Philadelphia next June, were opened 6, at the Poor Richard Club, Philadel The finance committee has decid appropriate $75,000 for convention penses. Arrangements are being to care for nearly 10,000 advertising and women expected to attend.

PULP EMBARGO SCORED

McLean, Bathurst Company, Tells low Canadians It Would Be Ruin

Angus McLean, president o Canadian Pulpwood Association, c terized as "ruinous" any embargo export of pulpwood from Canada address Feb. 5, before association bers. Mr. McLean is president Bathurst Company, Ltd., large facturer of paper.

"METERED PUBLICITY" TRIED IN MINNEAPOLIS

Auto Show Numbers of Journal and Tribune Limit Each Advertiser to Five Inches of News—Write-ups for Small Advertisers on Sliding Scale—Linage Increased

By HILTON HORNADAY

Automobile Editor, Minneapolis Tribune

EDITORIAL NOTE.—*Mr. Hornaday tells a lucid story of this novel effort to control automobile publicity. It is the first notable instance of co-operation between local newspapers against raids on their space and advertising rates, and may mean the end of the puffery in automobile show editions. While* EDITOR & PUBLISHER *believes that free publicity, like the tail of the dog, should be cut off "right back of the ears," it hails this as a step in the right direction.*

MINNEAPOLIS, Minn., Feb. 8.—The *Minneapolis Tribune* and the *Minneapolis Journal* issued their annual automobile editions Sunday, Feb. 7, in connection with the Twin City auto show, and although the newspapers limited the automobile publicity to an absolute maximum of five inches of reading matter for each make of car, the total automobile advertising of both papers in the show numbers exceeded the total linage of automobile advertising in their show numbers of a year ago.

It was apparent from the editions that the departure was made with the belief that the automotive industry would be better served by eliminating excess publicity and substituting certain kinds of news articles which editorial experience has taught are bound to be read by the motor car buying public.

Despite this change in policy, the Tribune carried 67,569 lines of automobile advertising, as compared with 54,424 lines of automobile advertising in its show edition a year ago.

The Journal carried 69,640 lines of automobile advertising in this year's show number as compared with 60,339 lines a year ago.

In the automobile sections, all reading matter of both papers dealt with the auto show and with the general non-advertising features about the industry. The division of space was held as closely as possible to 25 per cent editorial and 75 per cent advertising, for there were no cuts of cars or individuals, except officers of the show organization and outstanding figures in the automobile industry who are to visit Minneapolis and St. Paul during show week.

The only straight publicity matter for cars and trucks consisted of one item for each car or truck, not more than five inches in length. Most of these ran shorter. These were not written in the language commonly used in automobile publicity stories, but were confined to facts about the models for 1926, together with range of prices and names and addresses of dealers. They followed through the sections in alphabetical order, starting with "Ajax." Heads of each story were set in 12-point type. Cars like Essex and Hudson were given separate items, but there was only one item covering models sold under one name, such as Buick, Studebaker, etc. These five-inch items covered all cars handled in the northwest by dealers, whether they were advertised or not. A list of cars exhibited at the show was printed separately.

The only other publicity dealt with other concerns actually advertising in the show number. These items were limited in space by the amount of advertising used. For the advertiser using from 10 to 20 inches, there was given one inch of publicity, bulked under a general heading such as "Notes of the Automotive World."

Advertisers using from 20 to 40 inches were given not more than two inches; from 40 to 80 inches, not more than three inches, and advertisers using 80 inches or more, not more than four inches of publicity, including head. All these items, outside of those grouped in notes, were given subordinate heading and were used as fillers following the publicity given cars and trucks.

The show numbers carried a schedule of dealers' meetings during the week, announcing speakers and other meetings, but this was handled in tabular form, without any taint of special publicity. In another story was a catalog of the outstanding figures in the automotive industry who were scheduled to visit the show.

Putting out a show number of such a character required diplomacy on the part of the editorial men in contact with dealers and advertisers. It was found that it was not necessary to explain the publicity policy to men in the trade other than to state, when unreasonable requests for publicity were made, that the newspapers were going to try to make the show number more interesting to the reader and therefore more valuable to the industry and especially to the advertisers who were to be represented in the two editions.

These papers printed from 60 to 80 columns of newsy material relating to the automobile world. Elimination of the ordinary kind of publicity enabled them to print longer and more complete analytical stories about the 1926 makes of cars in general.

Material of the National Automobile Chamber of Commerce was used and other material came from the Minneapolis Automobile Club, the Minnesota State Automobile Club, the Automotive Division of the Bureau of Foreign and Domestic Commerce of the United States Department of Commerce, the U. S. Bureau of Public Roads, the State Highway Department, and there were stories on registration, gasoline taxes, tourists, etc.

DOES HE GET HIS RENT FREE?



THE SHREDDED WHEAT COMPANY
NIAGARA FALLS, N.Y.

TRUMAN A. DEWEESE
DIRECTOR OF PUBLICITY

January 30, 1926.

Dear Sir:

I have been giving you Shredded Wheat Advertising for twenty years. Would you be willing to give the enclosed "reader" a few complimentary insertions?

While most of my time and thought has been given to Shredded Wheat, I have acted as advertising counsellor for other concerns and have done a great deal to promote the interests of advertising, particularly newspaper advertising.

Having a national reputation as an advertising man I naturally have received a good many inquiries from young people who want to learn advertising. To meet this demand I have prepared thirty lessons which cover all departments of advertising in a very comprehensive way.

In order to give this work the attention it requires I have a separate office in Buffalo operating under the name of National Advertising Service. While the office is in charge of H. M. Parkinson and assistants, all lessons are personally corrected and criticised by myself. Now that I have a perfect organization and equipment for the work, I naturally want more students. Will you help me get them? Please use the enclosed envelope for your reply.

Thanking you in advance for your courtesy,

I remain

Very truly yours,

T. A. DeWeese

Director of Publicity.

T.A.D/M.

THE above letter from Truman A. DeWeese, long and well known to newspaper people as advertising manager of the Shredded Wheat Company, accompanied a little piece of copy. It was only a little piece and would the publishers please do Mr. DeWeese the small favor of printing it free in return for the many big favors he had done them by selling Shredded Wheat through the columns of their papers. Mr. DeWeese is SELLING his course in advertising. He pays rent, presumably, for the new office he has opened as headquarters for the National Advertising Service, as he calls his new enterprise. No doubt he will have suitable bills and letter heads printed to carry on the new business. He will pay the printer for them, though no doubt he has doled out many thousands of dollars worth of printing to the shops that do his company's work. Yet he asks newspaper publishers, many of them pressed for space to handle paid advertising, to donate an inch or two now and then to promoting the commercial enterprise that this copy describes:

A CHANCE TO LEARN ADVERTISING

An opportunity to learn the most interesting and profitable of all professions through home-study correspondence lessons is now offered to young men and young women by a man of long experience and with a national reputation as an advertising expert. No theoretical essays, but practical instruction that fits students for the finest positions. A six month's course. All instruction by mail. For particulars, address

NATIONAL ADVERTISING SERVICE,
Liberty Bank Building,
Buffalo, N. Y.

"A surprising request!" is one publisher's comment.

S. N. P. A. AT ASHEVILLE JULY 6-8

Directors This Week Discuss Labor and Traffic Bureaus—To Oppose Rail Rate Raise on Newsprint

This year's annual meeting of the Southern Newspaper Publishers' Association will be held at Asheville, N. C., Grove Park Inn, Tuesday, Wednesday and Thursday, July 6-8, according to a decision reached by the Board of Directors in session at Chattanooga, Feb. 9. Victor Hanson, publisher of the *Birmingham* (Ala.) *News* was named chairman of the program committee.

Expansion of activities of the S. N. P. A. and development of the work of headquarters office for the individual membership were stressed and authorized to be continued by the board. The board directed that investigations be made about advisability of establishing a labor bureau and traffic bureau at headquarters in Chattanooga. Reports will be made at the annual convention in July for final decision on those activities to be taken up by the association.

The advertising campaign for "selling the South to the nation" was authorized to be continued, with suggestions about active followup work on part of S. N. P. A. headquarters.

Freight rates on newsprint paper from points in Eastern part of the United States and Canada were discussed and a decision reached to actively oppose efforts of the railroads to increase the rates. The matter of state baggage and express rates is engaging attention of the board.

James F. Finlay, attorney for Association, reported to the board on the status of the suit of the Federal Trade Commission against the S. N. P. A. and other newspaper organizations and the Four A's.

On invitation of Mr. Hanson, it was unanimously agreed that the present board would recommend to the incoming board that the 1927 mid-winter meeting of the board be held in Birmingham.

It was decided to extend an invitation to Chancellor J. H. Kirkland, of Vandebilt University, to address the annual convention next July.

President Walter C. Johnson made a report to the board on the work of the association since the convention last July. Manager Cranston Williams reported on status of affairs in headquarters office.

Publishers Cited Under "Blue Laws"

Two Nashville publishers were cited for violation of recently resurrected Sunday "blue laws" 123 years old which prohibit doing business on Sunday. They were J. G. Stahlman, executive director of the *Nashville Banner* and Luke Lea publisher of the *Nashville Tennesseean.* The law provides a forfeiture for "any merchant, artificer, tradesman, farmer or any other person found guilty of doing or exercising any of the common avocations of life; or causing or permitting the same to be done by his children or servants—acts of real necessity or charity excepted."



TRAIL BLAZERS OF ADVERTISING

"Free, Gratis, For Nothing" Peddlers

by Chalmers L. Pancoast

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Chapter XXVI

"Free, Gratis, for Nothing" Peddlers

BACK in the days when cigarettes were bought to get the sensationally advertised pictures of actresses in tights; when free lunch was the saloon's masterpiece of publicity, the words "Free—Gratis—For Nothing" were magic in advertising.

There were a bunch of these "Free Schemer" boys drifting about the country putting on stunts. Usually they put up at hotels where free lunch was the main attraction.

From putting on a newspaper free scheme, with $5 as the first prize, and subsisting on free lunch at the Stockholm in Minneapolis, or Los Angeles or El Paso, to selling the Grand Space on Fussy Fifth Avenue with offices in a glittering tower in the midst of the wealth and splendor is some jump. But some of these old "Free Schemers" have come up in the world rapidly and are well fed. I met one recently who had done better than "real well." He had his own agency and a beautiful suburban home all paid for. Yet I remember when he lived on fifteen cents a day, and that wasn't for eats. Five cents bought a glass of beer with unlimited privileges of the free lunch counter.

The great come-on word was "Free"—it was the magic word that drew attention and trade. This word was used in every catching way that clever and resourceful schemers could think of. Some they didn't think of—they helped themselves to the other fellows' ideas and schemes.

The old battle to get business first created a great demand for "Free Schemes." In every kind of a new inducement scheme—the "Absolutely Free"—the "Free Sample"—the "Free Trial"—the "Premium"—the "Souvenir"—the "Coupon"—the "Credit Certificate," etc. there was always found the joker. And the whole success of the advertising depended on the cleverness with which the "joker" was concealed. The "free scheme" concentrated on the weakest point in human nature and played upon it to arouse desire and get action.

If it had not been for the "joker" the free scheme would not have been clever; neither would it have won results. People will grasp at an offer of something for nothing. It was the great come-on which made the public scramble to get something for nothing.

The headline—"This Bowl of Live Gold Fish Free" with a sub-head—"Without a Cent of Money," made people read the advertisement eagerly. But in the body of the copy came the "joker"—"Sell 16 cans of Baking Powder for 50c. per can, presenting each customer with a globe containing two live gold fish." The big "Free" offer was an extra large, two gallon Gold Fish Emporium, containing six, beautiful, fancy, live gold fish for the salesman.

Back in the easy-to-remember yesterdays when Peruna was a national drink, the idea of many advertisers, especially the schemers, was to trick the public into reading an advertisement.

The most popular form of a free contest which the Free Schemers peddled around the country was the voting contest. This scheme was just over the line from the lottery laws. It was not held a lottery because the winner was not investing any money to win a prize. His or her friends spent the money. They were supposed to get their money's worth in the purchase which entitled them to the votes.

The excitement of the contest increased the volume of sales, which enabled the advertiser to give away large money prizes apparently free.

In fact, the advertiser told the public he was giving away colossal prizes absolutely free. But the "joker" said, "This is a little scheme to arouse the gambling instinct and get the people who love to take a chance to spend more money, and then a small percentage of the huge profits go into the prizes."

The old contest for helping churches was worked to death. With every dollar purchase a voting coupon was given. The holder could enter and vote for any church or organization. A $1,000 prize would be offered for the church winning the most votes. This started all the church people buying at that store to help their particular church to win the prize. To keep up interest the church in the lead was presented with 10 votes each week.

A careful analysis of the results showed that the $1,000 was not given away in any sense. The people bought and bought to win the prize and only one church could win.

This was in the yellow journalism period—a period in the development of advertising when the public wanted something for nothing. "Absolutely Free" was a headline with a big pull.

Adventurers in the game, and especially fellows who had clever schemes to sell, found merchants and advertisers alert to buy, because the sensation-craving public demanded them.

One most successful "Absolutely free" offer, which had the "string" carefully buried was sold by a traveling schemer to furniture stores.

"Free—Free—Free" was the headline. A "$25.00 solid brass bed" was offered "free" with every outfit of furniture sold. But how the bed was to be obtained "free" was not told until the last paragraph. Which was followed by this line—"This extremely liberal offer may be withdrawn at any time. Never again will you have a chance like this."

Few people could resist obeying a suggestion when they saw a chance to get a $25.00 bed free slipping away from them.

The man who bought the outfit to get a bed "free" was no more getting the bed free than he could get a trip to Florida free. And yet at that time "Free Trips to Florida" were advertised with vigor.

"Mail this Free Trip Coupon Today" demanded the advertisement, and thousands mailed it, expecting to have a nice, long enjoyable journey at some other man's expense. But before they made the trip they must buy some land, make a deposit or find other buyers for the land.

Had the headlines been changed to read "A $13.75 iron bed with every $300. purchase," instead of a "$25.00 bed free," the ad would not have been a marvelous puller. Or had the land seeker read "Your railroad fare paid if you purchase a $1000 tract of land," there would have been no special trains to Florida. There was a catch in every headline.

But the boys who peddled the Free Prize Puzzle Schemes cleaned up. Large sums of money, jewelry, etc., were offered for solving a simple little puzzle which was so easily solved it was a joke.

For years concerns used the puzzle rebus and guessing schemes to make sales. The puzzle ad was a means of obtaining names. Every one won a prize. But the prize checks sent to all who sent in an answer were not good unless applied on the merchandise to be sold.

Baited advertising has had its day, but it was a clean-up day while it lasted. The open abuse of the word "Free" put it out of business because no one ever expects to get something for nothing these days—not even advice.

True, there were a few scheme promoters, who roped retailers into voting schemes, got theirs early, and departed leaving the retailers to work out the finish the best they could.

On the other hand there were plenty of honest and clever scheme promoters who sold business building contests to retail merchants, manufacturers and communities, boosting business and making money for all concerned.

But the old picturesque days of arousing interest over "free schemes," and getting the public worked up into a feverish heat over getting something absolutely free have passed about into the discard.

IT NEVER CAN HAPPEN AGAIN

By E. Bruce Laughlin
Night Ad Foreman, *Portland* (Ore.) *Telegram*

The foreman of the ad room lay fainting on the floor,
They raised his head and someone said:
"The poor skate is no more."

The sympathetic printers (with one eye on the clock),
Gazed down at him, their eyes grew dim—
It was an awful shock.

Quoth one: "We must revive him quick, though I'm not one to holler,
If this old jay should pass away
'T will cost us each a dollar."

They bathed his wrists in gasoline and gave him some to drink,
And soon his eyes, to their surprise,
Began to roll and blink.

With halting speech he soon explained what threatened his demise,
I'll say again the facts are plain
Enough to cause surprise:

"A page ad I received this night from a department store;
'Twas all complete and laid out neat,
It was not scribbled o'er;

And that's not all," the foreman raved, "you ancient printer mutts
Will not believe I did receive
This ad with ALL THE CUTS!

The copy was not daubed and gobbed and smeared and messed around,
The margins fair were left quite bare
Where printers' marks are found.

The shock was terrible to me, but then I still feel glad
That without strife, once in my life
ALL CUTS CAME WITH THE AD."

Confined by bars, a babbling wreck, this foreman, gone quite mad,
Tells all the nuts about the cuts
That ALL CAME WITH THE AD!

Chapter XXVII

"Old Home Week" Promoters

RECENTLY the Ohio Society of New York put on an entertainment—two act fun fest—called "Old Home Week in Tickville." It was supposed to be a burlesque on the old time, "Old Home Week," but in many respects it was a true picture of an "Old Home Week" Celebration in a small country town.

Advertising men who are accustomed to the Super-Advertising of the Great White Way and its environs, perhaps do not appreciate that "Old Home Week" celebrations were great advertising events. They were the means of injecting new life into small towns or paralyzed communities.

The promoter of these events of attracting attention to a town was the kind of an advertising man capable of getting a settled community into a state of white heat, feverish excitement, or high blood pressure.

His big line of talk was how his boosting plans would bring new business to the merchants, and add to the population and prosperity of the town.

Big city advertising men have no conception of what it meant to the mental state of a town to put on a celebration that made it become wide awake.

It was just like the old time religious revivals, and just about as lasting.

Street fakers, bunco artists, street fair shows and performers, and fresh traveling salesmen watched for news of Old Home Week celebrations and usually these strangers were the life of the party. They made plenty of work for the town marshall, constable and police judge.

It was also a harvest field for pickpockets and others, who lived by their wits and invisible fingers.

But aside from the trickery and fakirs at these celebrations; in addition to the carnivals, stunts and entertainment given to visitors, there was a mighty serious side. The local promoters had an idea in the back of their heads, and that was to give the old town some whooping publicity. They seriously wanted to put the old burg in the limelight, promote better business and establish a permanent boosting spirit.

And the "Old Home Week" was the scheme to bring new life into town by getting the town-men and farmers to join hands and pull together.

(To be continued next week)

The Detroit News Led In Advertising Every Sunday During 1925

Besides Leading By 140% Week Days

Due to its unusually thorough coverage of the Detroit field—a coverage unequalled by any other paper in any other city of Detroit's size or larger, The News has made many unique advertising records—in 1924 it established the world's record for total volume of advertising and in 1925 it surpassed this record with 33,366,494 lines. Not the least of its 1925 achievements is the following record of leadership Sunday after Sunday, which indicates a steady preference for The Sunday News by all classes of advertisers.

Date 1925	News	Second Medium	News Lead
January 4th	9,379 Inches	7,762 In.	1,617 In.
January 11th	9,872 "	8,393 "	1,479 "
January 18th	13,240 "	12,123 "	1,117 "
January 25th	10,670 "	7,297 "	3,373 "
February 1st	10,151 "	8,173 "	1,978 "
February 8th	11,076 "	8,106 "	2,970 "
February 15th	11,333 "	8,581 "	2,752 "
February 22nd	11,287 "	8,707 "	2,580 "
March 1st	11,292 "	10,238 "	1,054 "
March 8th	12,628 "	9,611 "	3,017 "
March 15th	12,082 "	9,018 "	3,064 "
March 22nd	12,963 "	9,969 "	2,994 "
March 29th	13,943 "	9,599 "	4,344 "
April 5th	13,895 "	10,258 "	3,637 "
April 12th	12,316 "	10,270 "	2,046 "
April 19th	13,956 "	9,608 "	4,348 "
April 26th	13,169 "	10,466 "	2,524 "
May 3rd	14,840 "	12,316 "	2,524 "
May 10th	13,701 "	10,052 "	3,649 "
May 17th	13,823 "	9,267 "	4,556 "
May 24th	12,441 "	9,838 "	2,603 "
May 31st	9,619 "	7,850 "	1,769 "
June 7th	13,458 "	9,753 "	3,705 "
June 14th	12,172 "	8,624 "	3,548 "
June 21st	10,994 "	8,308 "	2,686 "
June 28th	11,205 "	7,825 "	3,380 "
July 5th	6,441 "	5,662 "	2,900 "

1925 Date	News	Second Medium	News Lead
July 12th	10,422 Inches	7,522 In.	2,900 In.
July 19th	9,517 "	7,611 "	1,906 "
July 26th	10,399 "	6,951 "	3,448 "
August 2nd	10,377 "	8,216 "	2,161 "
August 9th	9,466 "	6,965 "	2,501 "
August 16th	10,836 "	7,353 "	3,483 "
August 23rd	10,289 "	8,002 "	2,287 "
August 30th	11,805 "	7,912 "	3,893 "
September 6th	7,892 "	6,932 "	960 "
September 13th	12,902 "	8,736 "	4,166 "
September 20th	13,133 "	9,818 "	3,315 "
September 27th	13,331 "	9,376 "	3,955 "
October 4th	13,362 "	10,270 "	3,092 "
October 11th	13,479 "	10,020 "	3,459 "
October 18th	14,119 "	9,618 "	4,501 "
October 25th	13,531 "	10,097 "	3,434 "
November 1st	14,852 "	11,680 "	3,172 "
November 8th	14,004 "	10,155 "	3,849 "
November 15th	14,293 "	10,703 "	3,590 "
November 22nd	13,472 "	10,916 "	2,554 "
November 29th	14,008 "	9,774 "	4,234 "
December 6th	14,410 "	9,601 "	4,809 "
December 13th	17,734 "	12,855 "	4,879 "
December 20th	15,807 "	8,375 "	7,432 "
December 27th	7,333 "	5,568 "	1,765 "
TOTAL	632,739 "	472,702 "	160,037 "

The Detroit News

Detroit's HOME Newspaper

N. Y. CIRCULATORS MEET TO DISCUSS HOLIDAY SALES



Newspaper circulation executives of New York, back row (left to right): J. M. Scott, *World;* A. Newman, *Evening Post;* O. O. Scattergood, *Evening Graphic;* L. L. Jones, Publishers' Association; N. R. Hoover, *World;* M. C. Liana, *Brooklyn Citizen;* B. T. Conlon, Publishers' Association; Victor Ridder, *Staats-Zeitung.* Front row: James Winters, *Evening Telegram;* J. E. Hasenack, *Evening Sun;* J. C. Mansfield, *Journal;* Charles Flanagan, *Times;* W. Hofmann, *Staats-Zeitung;* C. H. Sandkam, *Herald Tribune.*

CIRCULATION managers of New York newspapers met Tuesday at the offices of the Publishers Association of New York City, World Building, to discuss methods of impressing upon retail newsdealers the necessity of keeping their stands open on holidays.

There is a growing tendency among retail dealers, it was stated, to close stands on holidays, causing a circulation loss to the dailies of almost one-fifth of normal sales.

A letter signed by the Publishers' Association of New York City is to be sent to all dealers stressing the necessity of keeping their stands open every holiday.

Lester Jones is executive representative of the association.

GLENDALE (CAL.) NEWS SOLD

S. G. McClure, New Owner, Published Youngstown (O.) Telegram 17 Years

Samuel G. McClure, for many years publisher of the *Youngstown* (O.) *Telegram,* and now a resident of Pasadena, Cal., has purchased the *Glendale* (Cal.) *Evening News* and will re-enter newspaper publishing. Associated with Mr. McClure will be his son-in-law, J. D. Funk, who has been engaged in the banking business in Bloomington, Ill.

The News was purchased from A. T. Cowan, and is the pioneer daily in that community, having been established in 1905.

Mr. McClure began his newspaper work on the *Cleveland Leader* in 1887. For ten years he was general manager of the *Columbus Ohio State Journal* and for 17 years was publisher of the Youngstown Telegram. He sold the latter publication about a year ago, coming to Pasadena to retire. The "urge" to return to newspaper work proved too strong, however, and the purchase of the Glendale News marks his return to journalism.

No material changes will be made in the policy of the paper, Mr. McClure stated.

M. C. Moore of Palmer, DeWitt & Palmer, newspaper brokers, New York, negotiated the sale.

Buffalo Post Suspends

The *Buffalo Evening Post* suspended publication on February 8, announcing in a paid advertisement in other newspapers that this was due to a breakdown of its press and that it would be only temporary. Harvey White, managing editor of the paper, resigned on Feb. 6 to enter another field of work. It was stated in the advertisement The Post would circulate its legal notices and would conform with other existing agreement affecting it.

SHIP NEWS MEN HONORED

Benham, Duffy and Cunningham to B On Roosevelt Welcoming Committee

When the hero ship President Roose velt returns to New York Feb. 15, thre members of the New York Ship News Association will be on the official welcoming committee at the order of Mayor James J. Walker.

The members chosen for the honor ar F. Darius Benham, *New York World* James E. Duffy, *New York Telegram* and Harry Cunningham, *New York Evening World,* and acting president of th association.

The brunt of reporting the Antino rescue story was borne by the ship news men. According to established rule, al wirelessed messages from ships at se are turned over to the association fo distribution to the press by the steamshi companies involved.

In his statement appointing the re porters to the committee, Mayor Walke said:

"My attention has been called by Cap John Milliken, Secretary and Treasure of the Neptune Association, of whic organization most of the merchant marin officers are members, to the very sub stantial contribution made by members o the Ship News Association of this city

"It is only fitting that this servic should be recognized, and I gladly do s by appointing three of the members of th association on the committee that wi officially meet and greet Capt. Georg Fried and his crew on the arrival of th President Roosevelt, Feb. 15."

Heavy storms at sea during the pa few weeks have kept the ship news me working night and day.

"The Daily Mirror of Washington"



By Clinton W. Gilbert

"We consider the 'DAILY MIRROR OF WASHINGTON' one of the best editorial page features we have ever printed. It makes the figures in public life real, living human beings."

—*New Orleans TIMES-PICAYUNE.*

Mailed a Week in Advance of Release

For Terms and Samples Wire

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.

A Leader In Men's Furnishings

MIAMI clothing merchants are doing more business, population considered, than merchants in any other city in the United States.

HOW much of this volume is sold through the advertising columns of The Miami Herald is best shown by the comparative lineage figures for 1925 in Men's Furnishings advertising —which show the Herald lead to be 123,312 lines over the second paper.

Comparative Figures of Men's Furnishings Advertising For 1925

THE MIAMI HERALD . . 327,292 lines
Second paper . . . . . 203,980 "
Herald lead . . . . . 123,312 "

The Miami Herald

FLORIDA'S MOST IMPORTANT NEWSPAPER

Frank B. Shutts, Publisher

New High Record *in* Real Estate Advertising Leadership

THE NEW YORK TIMES published the record volume of 4,763,744 agate lines of real estate advertising in 1925, an excess of 2,254,796 lines over the second New York newspaper, and a gain over 1924 of 961,948 lines.

This volume is the greatest ever published by any New York newspaper in one year; the margin of 2,254,796 lines by which The Times led the second newspaper also constituted a record.

FIVE YEARS' RECORD OF REAL ESTATE ADVERTISING

	The New York Times Agate Lines	Second New York Morning Newspaper Agate Lines	Excess of Times Agate Lines
1925	*4,763,744	2,508,948	2,254,796
1924	3,801,796	2,205,172	1,596,624
1923	3,510,830	1,771,562	1,739,268
1922	3,257,486	1,633,896	1,623,590
1921	3,032,709	1,148,112	1,884,597
1920	2,770,597	1,083,603	686,994

*More than the combined volume of the second and third New York newspapers.

THE NEW YORK TIMES leadership in real estate and in total volume of advertising in New York is made the more striking by the careful censorship exercised to exclude false and misleading announcements.

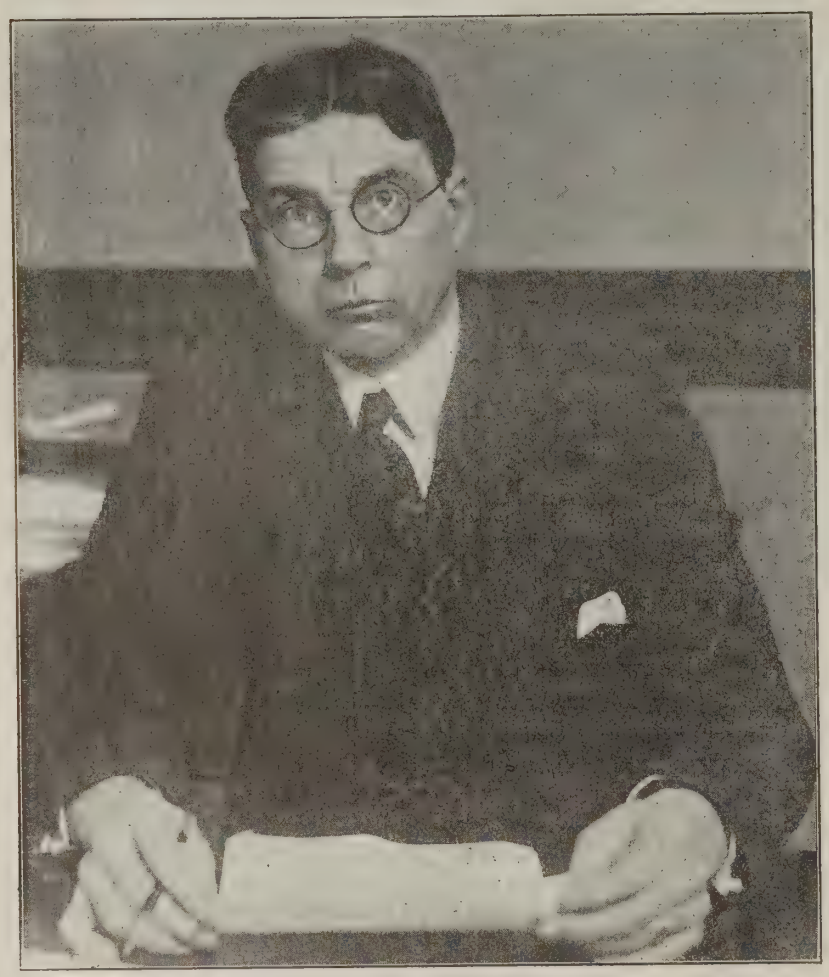
The Times published 28,200,444 agate lines of advertising in 1925 (a record volume in New York), a gain of *1,916,520* lines over 1924, and an excess of 10,963,382 lines (also a new record) over the second New York newspaper.

The circulation of The New York Times in 1925, average daily and Sunday, was 386,284 copies, the highest figure for a full year in The Times history.

Authorities on the vision endorse the new larger type used in the news columns of The New York Times.

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



J. M. McClelland—Watched his town start from scratch

THREE years ago, R. A. Long, chairman of the board of directors of the Long-Bell Lumber Company, talking to J. M. McClelland, a newspaper man, said in effect:

"In my mind is the dream of a model city in the lumber region of Washington to be called Longview; and, as the first step towards making that dream come true, I want to start a daily newspaper."

"Really," replied Mr. McClelland sincerely, "that just isn't done. It is absolutely without precedent. I can't conceive of a daily newspaper in a city with no population. It's fantastic."

But it was done. Mr. McClelland is now publisher of the *Longview Daily News*, an independent newspaper, of more than 4,000 circulation, published by its own corporation, and not controlled by any outside interest.

The Daily News, an Associated Press member, began publishing in April 1923, from a tiny wind-swept shack set in an open field with no other building in sight, and it has led the way in the over-night growth of Longview. Mr. McClelland, as publisher, sat then on a keg for a chair, a kitchen table for his desk and looked over his plant at one glance, a drum cylinder press and a single lonely linotype machine. His staff numbered three men. By July of the same year, he had moved the paper into a model plant, 50 by 120 feet, thoroughly equipped with modern newspaper machinery. Today the once vacant land around him is laid out in streets and houses 12,000 people call their homes. It takes 34 people to run the Daily News now, and 40 carrier boys to lay the editions on the ever increasing Longview doorsteps.

"Longview is a community built by advertising and a daily newspaper," Mr. McClelland said this week in an interview.

"In 1923 the first community advertising campaign was launched by the Longview Company with an appropriation of $100,000. The story of a dream city was told in newspaper and magazine advertisements published throughout the country. In 1925, $125,000 was invested in advertising. A similar sum was spent last year. As a result, a city grew up for our paper to serve.

"And in watching it grow before my eyes, I learned it was the truth that the start of a daily newspaper is necessarily the first step in the beginning of a town to be built by advertising.

"People literally poured into Longview answering the advertisements. Within six months, we had a circulation of 2,500. The merchants were all new; their customers were new. Their only method of contact was through a daily paper.

"And a most important function it was our duty to perform was the development of civic consciousness. Our cornerstone policy was the promotion of a high type of happy American citizenship.

"In accomplishing this, we made it our aim to promote all practical activities that would contribute to social happiness. We believed in bringing the people together through indoor and outdoor sports, entertainment, and civic work.

"We taught our people to vote. In all municipal elections the poll is extraordinarily large.

"Longview is basically an industrial city. We endeavored to combine the material with aesthetic interests. The Daily News wanted to promote pride in property. We offered prizes for the best flower gardens. We wanted more birds, and inaugurated a contest among the boys, offering prizes for the best bird houses they could build.

"We made our sporting page as full of local interest as we could. As young a town as Longview is, it has its own baseball team, an intra-city bowling league, a twilight baseball league, and a league soccer team.

"We have considered our society and women's page our chief aid in circulation building. Before we were 18 months old, we conducted a cooking school. At least twice a week we try to run pictures of local interest. We spend about $500 a year on local cuts."

But not half the part played by the Daily News and its publisher in the building of its city has appeared in type between its column rules. In addition to the organization of a newspaper, the organization of the city itself became the task of Mr. McClelland. His office was the mecca of all questioners. To him fell the work of organizing the Longview school, first financed by the Longview Company and later taken over by the state. He had to start the local Y.M.C.A., before the national authorities agreed to take charge.

Mr. McClelland has many "firsts" to his credit, naturally. He was first chairman of the library board, served on the first city council, ate the first meal served up in Longview, and attended the town's first wedding.

Of course, the Daily News lost money at first. Longview did not spring up with enough gold in its hand to pay the full price immediately for newspaper service. And the paper has always kept a step or two ahead of its public. But Mr. McClelland claimed the losses continued only for the first five months. At the end of the sixth month the Daily News cleared $1300 and has been showing a profit each month since, he said. Starting with an investment of $49,000, it has been estimated that an intangible good-will asset of $100,000 has been created during the three years of operation.

"The city which has grown up is the sort you like to sit in a corner and dream about," Mr. McClelland declared. "Before a shovel full of dirt was turned architects were sent to many cities in the United States and even Europe to study city planning. All underground work was finished before a house was started, with enough gas, electric, and sewer mains laid for a city of 50,000.

"One feature of the city which might be copied and promoted by a newspaper elsewhere is the manner in which the Longview hospital is financed. By payment of $15 a year, any citizen passing an examination, obtains all needed medical and dental attention from the hospital's staff. It is the cheapest form of insurance, and easily pays the hospital's way. The $15 entitles the person paying it to a room in the hospital, if that is necessary, to treatment by any hospital doctor desired, and the cost of any major or minor operation ordered.

"The Daily News pays the $15 a year for each member of its staff."

Mr. McClelland is an easterner by birth. He grew up on the *Washington* (Pa.) *Observer and Reporter*, owned by John L. Stewart, president of the Pennsylvania Newspaper Publishers Association.

NEWSPAPER PUBLISHER

with many years successful experience on medium and large papers desires to connect with newspaper as Publisher, General or Business Manager. Salary with participating interest or will invest reasonable amount in right property.

Highest references as to ability and integrity.

Write in confidence, giving full details to

Box B-721, c/o EDITOR & PUBLISHER

The INDIANAPOLIS NEWS

1925 was the biggest year in the history of The Indianapolis News — 17,897,667 lines of paid advertising, in six issues a week. This total was greater than that of both other Indianapolis daily newspapers combined. Proved ability to deliver greatest results per dollar!

Dan A. Carroll, 110 E. 42nd, NEW YORK

J. E. Lutz, Tower Bldg., CHICAGO

Frank T. Carroll, *Advertising Director*

Advertisers and Agents Increase the Cost of Space Without Proportionate Increase in Value

Advertisers and their agents continue to encourage keen competition among newspapers and all other publications for circulation. The prize—the advertising contract—is given to that publication that has the greatest distribution.

Necessarily there is a keen desire on the part of publishers to be in a position to secure a maximum amount of national advertising. Therefore, they go the limit to secure the largest possible distribution.

Much of this forced distribution is waste. It is transitory circulation secured by various devices; much of it is out of the publisher's natural trading territory.

As long as circulation is the desideratum of the advertiser, the publisher is going to furnish it.

When advertisers analyze circulation and buy on merit, when bulk alone is not the consideration,—then publishers will cease in their competition for worthless distribution and advertisers will secure a greater percentage of worthwhile circulation.

After all, what an advertiser buys in a newspaper is the right to appeal to an audience. He should insure results in so far as he can by being certain of the character of that audience. His message he must furnish himself. The publisher delivers that message. If his readers are unreceptive, if they have bought the paper because of a premium offered and not for the intrinsic value of the publication itself, they are not likely to respond to the advertiser's appeal.

The publication that is bought because the reader wants it, necessarily has the greatest attention-value. A message in such a medium makes a strong appeal to its audience. If advertisers are buying the attention of an audience and the publisher is delivering the attention of only part of that audience, then the advertiser is wasting at least a part of his advertising appropriation.

This waste will continue just as long as the advertising contract is the prize hung up to that publisher who secures, by any possible means, the largest volume of distribution. **Such inflated circulation will cease to be sold just as soon as the advertiser ceases to buy it.** It adds to the cost of newspaper production, it adds to the cost of advertising space, and neither the inflated circulation nor the advertising such copies carry is of value to either publisher or advertiser.

Why not stop it?

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago
Detroit
Atlanta
Kansas City
San Francisco

STRONGER PRESS LEADERSHIP STRESSED AT N. Y. STATE EDITORS MEETING

Concerted Action by All State Newspaper Groups Urged at Convention of Weeklies in Syracuse—Conrath Named President

THE American press has grown lax estimating values that present a true interpretation of American life and it should immediately begin to take stock of its tremendous power for leadership by concerted action on the part of the members of state press association.

This statement embodies the sentiment of two principal speakers who addressed the banquet of about 100 members of the New York State Press Association at their 74th annual meeting in the Onondaga Hotel, Syracuse, Feb. 5 and 6. The speakers were Dr. Edward Amherst Ott, author and lecturer, of Ithaca, N. Y., and Rev. Dr. Frederick W. Betts, pastor of the First Universalist Church, Syracuse. The latter maintained that the newspaper of today is a fact finding institution; that the reporter must be dependable if modern democracy is to be successful; that the newspapers of the past were too much organs of opinion, and that this sort of "guessing today about such things as the reasons for the resignation of the Prince of Roumania is nothing more than back door gossip and unfair."

"The future of democracy depends upon sound public opinion," said Dr. Betts. "There is greater safety with newspapers and no government than a government without newspapers. Mussolini is trying to found a government without public opinion and newspapers. That is where he fails."

Elmer E. Conrath, editor of the *Cuba Patriot and Free Press,* was elected president of the association for the coming year. Mr. Conrath has been active in opposing the printing of envelopes by the government He succeeds John W. Baker of the *Ithaca Journal-News.* Other officers elected are: Vice-president, Fay C. Parsons, *Cortland Democrat;* secretary, Jay W. Shaw, Elmira; treasurer, Elias Vair, *Waterloo News.* Members of the executive committee: *Peter A. Blossom, Brockport Republic;* Thomas H. Alvord, *Livonia Gazette;* and Merritt M. Landon, *Bath Advocate.*

Prior to the official opening of the convention, Thursday evening, members listened to a discussion of "Special Representation in the National Advertising Field, led by Emmet Finley, general manager, American Press Association. Following discussions at this meeting resolutions were passed approving "the policy of an advisory council consisting of three members of the association to act in conjunction with the American Press Association for the purpose of promoting foreign advertising and developing cooperation between the publishers and the association as a representative of weekly newspapers." The field secretary and two members of the press association appointed by the executive committee will serve on the committee.

It was further resolved that all members, for the purpose of maintaining their rates, "refuse to direct advertisers both the customary agency commission and the customary representative's commission." Another clause urges "all members to refuse the representatives' commission to advertisers placing copy through agencies." The last clause relates specifically that attention be called "to the effort recently made by General Motors and Hudson-Essex to obtain for themselves the representative's commission. We urge that no member shall accept this or any advertising offered on a similar basis except on the basis of his full gross rate less only the customary agency commission when the advertising is placed through a recognized agency."

At the opening session, Friday, J. W. Shaw, field secretary, made a complete report of the activities of his office for the past year. It was followed by unanimous support of a budget of $8,500 to carry on the work for this year.

Following the report of the treasurer, Elias Vair, of the Waterloo News, and address, "Your Association As I See It" was given by Professor John O. Simmons of the Department of Journalism at Syracuse University. James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, scheduled to speak, was unable to attend.

Wives of editors were entertained at noon luncheon by the Department of Journalism at Syracuse University, women students of journalism escorted the ladies to the University where they were addressed after lunch by Dr. Paul M. Paine, public librarian and former newspaper man. A musical and tea at the Faculty Club followed a tour of the campus. The men attending the convention were guests of the Syracuse Rotary Club at luncheon.

The afternoon session started with discussion of "Your State Press Association and Envelope Legislation," by Elmer E. Conrath. A full-discussion of the subject followed with the passage of a resolution that the association, representing the weekly newspapers of the State, unanimously favors the bill now before the House Post Office Committee which would "stop the present practice of the Post Office Department in competing unfairly with private industry by printing special return cards on government stamped envelopes at a price manifestly below actual cost of doing such work in the best equipped printing plants of the country."

The bill was declared "an unjust and unwarranted invasion of private industry by the Post Office Department. Regardless of its effect on the printing industry, it is tending toward socialistic practices that are foreign to our government. We submit that there is not a single individual joining in the request but would rise in righteous wrath were the government to enter into such competition in his own line of business and cut prices below cost. He would call upon the press to demand that the injustices be corrected and the press would gladly respond as it always does when wrongs are to be righted. We therefore ask our representatives in both houses of Congress to stamp out this socialistic practice with disapproval by enacting the bill to abolish this invasion of the printing industry."

A copy of the resolution was forwarded to each Senator and Representative from New York State.

C. E. Lovejoy, editor of the *Bronxville Press* and *Tuckahoe Citizen Bulletin,* discussed the "Value of the County Press Associations" in place of Tom Kennett, president of the Westchester County Weeklies Associated, and publisher of the *Pelham Sun.*

Chancellor Charles W. Flint of Syracuse University gave the address of welcome at the annual banquet Friday evening, referring to the days when he used to set type on a weekly newspaper. President Baker presided. The ladies joined in the banquet which was attended by about 100.

The first part of the Saturday morning session was given over to "group breakfasts," the members assembling at tables for semi-weeklies, county seat weeklies, and suburban weeklies.

The subject of "Appraisal and Insurance" was opened by Thomas Alvord of the *Livonia Gazette,* followed by discussion of "State Legislation."

Tribute was paid to the late William J. Allen of the *Adams Jefferson County Journal,* who died Jan. 26 at the age of 80 years. He had been a member for 52 years. Others who are still members with as long service as Mr. Allen are W. E. Bacheller of Middletown, and A. C. Kessinger of the *Rome Sentinel.*

Mrs. A. O. Bunnell, widow of the late A. O. Bunnell, who for many years was secretary of the New York State Press Association, sent a communication to the association relative to the complete set of letters and material which had been saved all during the time of the earliest years of the association. Among the letters were those written in acceptance of engagements to speak at meetings of the Press Association during its earliest years, including Henry Ward Beecher, James Russel Lowell, and many others. The association voted to have the executive committee acquire the letters and to have them kept for exhibition purposes at the State Library in Albany or in some place where they could be referred to conveniently.

A resolution was adopted relative to the clean books bill and sent to Albany to the effect that the present laws if enforced would be sufficient to cover the desired legislation.

MERGER IN FULLERTON, CAL.

Daily Tribune Buys and Consolidates Semi-Weekly News

The *Fullerton* (Cal.) *Daily Tribune* has purchased the *Fullerton News,* semi-weekly, taking over the subscription list, advertising contracts, name, etc., and on Feb. 5, consolidated the News with the Tribune, operating under the name of the *Daily Tribune-News.* The News Publishing Company retains the printing plant which, it is understood is to be sold outside of Fullerton.

The News was established 25 years ago as a weekly publication and changed to an evening daily paper about 5 years ago.

A year ago the Evening News was discontinued as a daily paper and since that date it has been published as a semi-weekly.

The Tribune was established as a weekly 35 years ago by the present owner and editor, E. Johnson, who changed the publication to an evening daily paper about 16 years ago.

245,020

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

January, 1926

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of January, 1926, was 186,979.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

Largest morning & Sunday circulation west of St Louis

Los Angeles EXAMINER

The Editors' Feature Service, Inc.

Chooses

CERTIFIED DRY MATS

WHY?

Do Minutes Mean Money To You?

¶ A minute may be the difference between making or missing a train for a mail edition.

¶ A minute may be the difference between a "scoop" or being "scooped."

¶ A minute is only 60 seconds, but, in the newspaper plant there's no telling when 60 SECONDS may loom very large.

¶ CERTIFIED DRY MAT COLD stereotyping saves from 240 TO 420 SECONDS in getting an edition to press by entirely eliminating steam table operation.

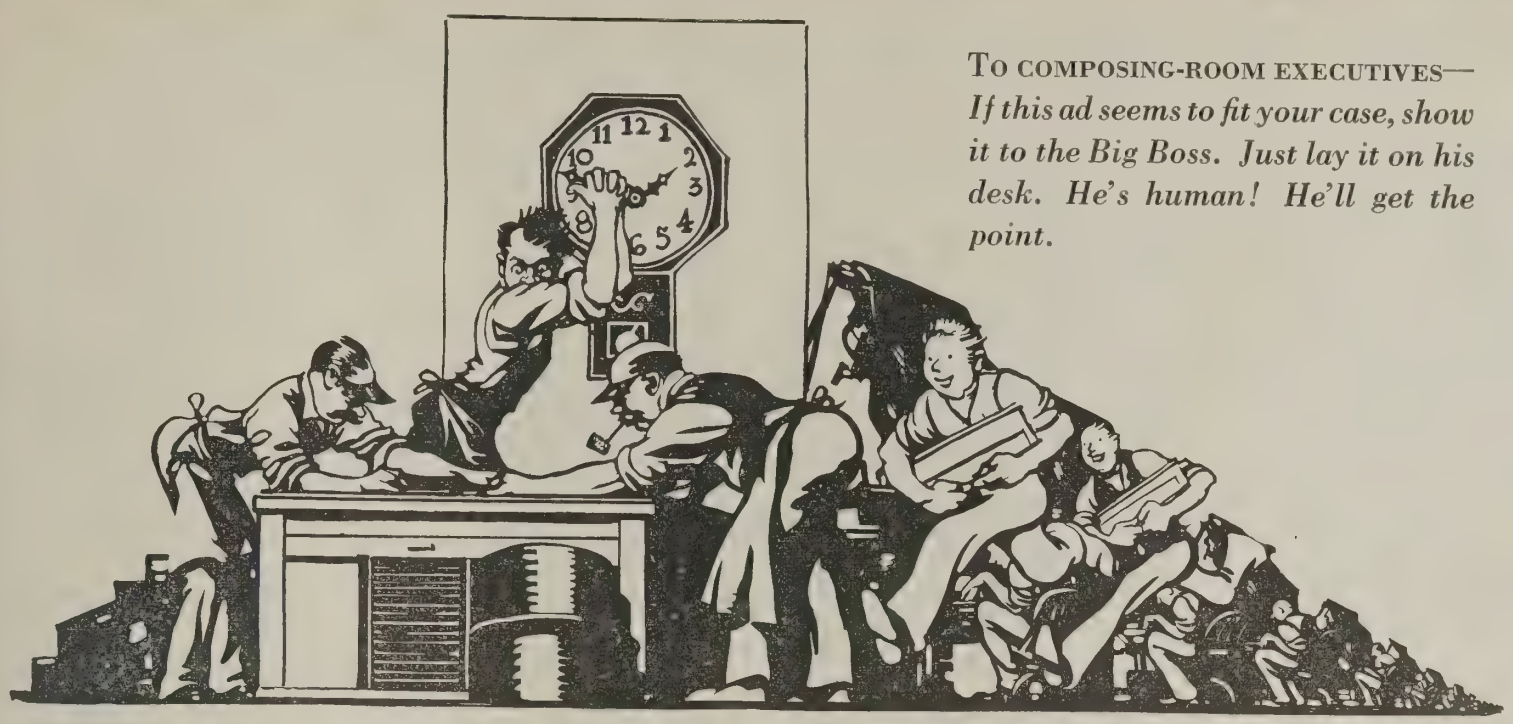
¶ Let us tell you how others are doing it—there's no obligation on your part.

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue New York, N. Y.

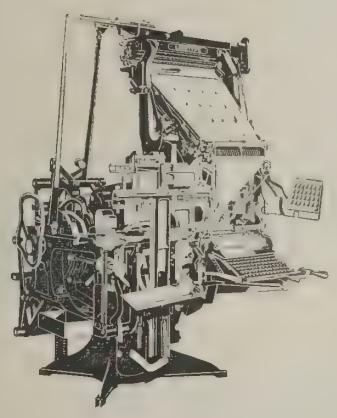
for wet mat printing with DRY MAT facility—use Certifieds.

MADE IN THE U. S. A.

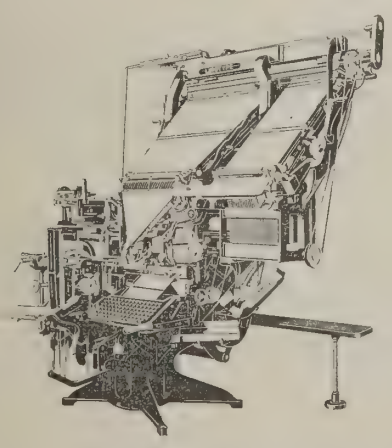


TO COMPOSING-ROOM EXECUTIVES—
If this ad seems to fit your case, show it to the Big Boss. Just lay it on his desk. He's human! He'll get the point.

You can't hold back the clock–



MODEL 25
Two Standard Interchangeable Main Magazines



MODEL 26
Two Standard Interchangeable Main Magazines
Two Standard Interchangeable Auxiliary Magazines
All operated by a single power-driven keyboard

FACES FROM ALL MAGAZINES MIXED IN THE SAME LINE

[Can be supplied to cast either 30 or 42 picas, maximum measure]

But you can speed up production with Continuous Composition

Into the life of every composing-room foreman come minutes that fleck his raven locks with gray and leave his nervous system tattered and torn.

Last minutes when empty columns yawn hungrily and new copy and corrections come through in a flood.

That is when you need continuous, uninterrupted production from every machine.

Continuous composition of different sizes and faces.

Continuous composition on body matter, heads and ads.

No stops! No delays! No waits for matrices to distribute. Just straight-away composition of whatever face is needed.

Continuous Composition Linotypes have the extra speed and flexibility to meet any composing-room emergency. They are great machines!

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY
Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

534.25.12-F

Composed entirely on the LINOTYPE *in Bodoni except for hand-set title line*

AGENCY MAN VIEWS RETAIL AD PROBLEMS

Thomas Ryan, Pedlar & Ryan, Attacks System of Advertising Percentages—Advises Simplicity in Copy—Direct Mail Held Only Supplemental to Newspapers

FOUR outstanding deficiencies in department store advertising were listed this week by Thomas Ryan, of Pedlar & Ryan, Inc., New York advertising agency, addressing the annual convention of the National Retail Dry Goods Association, Pennsylvania Hotel, New York, Feb. 10. They were, he said:

1. Lack of the long-range view.
2. The pernicious system of advertising percentages.
3. The willingness to spend large sums on space, and the tendency to spend very little indeed on copy and art.
4. Lack of advanced preparation for closing dates.

Other speakers who discussed advertising topics this week included P. K. Crocker, advertising manager, John Schoonmaker & Son, Inc., Newburgh, who declared direct mail was advantageous when used in co-ordination with newspaper advertising; T. A. Weston, Kaufman's Big Store, Pittsburgh, on selecting merchandise for advertising; Ernest C. Hastings, the Caldwell Store, Inc., Washington, Pa., on co-ordinating advertising and merchandising; and W. T. White, Rike-Kumler Company, Dayton, on planning a store-wide event.

"Strict application of the advertising percentage system is the lazy man's attitude", Mr. Ryan contended. "Percentages to be spent on advertising cannot be arbitrarily fixed."

He advocated that percentages be increased to 11 per cent or even as high as 20 per cent as business expanded.

"The newspapers are believed", he continued, "department store advertising managers must win belief by able handling of their copy."

Mr. Ryan scored the use of Michael Arlen English in department store advertising copy, quoting from Rabelais that "It becomes us to speak the common language." He advocated the cultivation of simplicity.

"Direct mail in our store is in co-ordination with our newspaper advertising," Mr. Crocker said. "Which is paramount in importance is, with us, a debatable question. While we should be loath to minimize the advantages proved from a well-calculated use of newspaper space, our experience with our direct mail medium would forbid us to forswear this latter form of publicity in any event. We have tested both, tested them, we believe, thoroughtly. We have the analyses, a definite understanding of their relative performances.

"Probably cost of production would be a matter of interest. I regret that I am not at liberty to give intimate details of our expenditures. Printing costs vary with localities. I can say, however, that expenses of publishing, handling and postage aggregate a space cost which, line for line, or inch for inch, per 1,000 circulation is favorably comparable with display rates in our leading local daily.

"In co-ordination with our Store News publicity, we are liberal users of space in daily papers in Newburgh and at least two other cities. We also advertise regularly in eighteen or twenty weekly papers and several periodicals of merit published within our territory."

"Selecting the merchandise for advertising is unquestionably one of the most important single functions in the selling division of the department store," Mr. Weston asserted.

"There are two major things to be sold," he said, "the first is the store, and the second is the merchandise. Everyone will agree to this, but not everyone will practice it. The country still has too many stores in which the men who are selecting the merchandise for advertising are seeing only the smaller part. They will not raise their heads to see the larger vision. They call themselves practical minded. They are stubborn and they will not let go of the one thing they know.

"Selecting merchandise for advertising requires first of all a broad knowledge of the merchandise now in the store and on the way. And of course the more exact the knowledge, the more complete the job.

"In stores which have grown out of the habit of thinking only in terms of price, volume and crowds, there is another trio of standards by which merchandise is selected for advertising. These three are service, news and prestige. The term service here has a double meaning; one, the service of quality, usefulness, long wear—the reputation which follows standardized specifications of manufacture and fair pricing in to give full measure of value.

"The other meaning of service is timeliness. Service in merchandise to the customer because it is featured or suggested at the exact moment when it will give the purchaser the utmost satisfaction and usefulness.

"This element of timeliness is vital. It is the motor which moves, we would say, perhaps ninety per cent of all advertised merchandise. Mediocre timing will move a small quantity, given other favorable elements to help, but the right timing is following the channel of least resistance. It lights a spark in the eye of every reader, and it keeps the stream of merchandise flowing at top speed.

"The news element in the selection of merchandise is important because it has that vital quality of timeliness.

"The news feature of the moment that is making the front pages of the newspapers in your city can occasionally be deflected to your advantage. But the idea must be used adroitly. It is no tool for clumsy hands. Better be let alone than bungled. There is plenty of news value in the merchandise itself if we look for it. It begins to appear when we stop looking at merchandise as so much measure of fabric and weight of material.

"Now we come to the subject of prestige value in selecting merchandise for advertising.

"We, at Kaufman's, are persistently giving a steadily larger proportion of our total space to prestige advertising. I do not mean windy self praise, but planned and continuous promotion in an outstanding way of standard merchandise by single items, by complete lines, by departments, by divisional groups. Also a steady, planned program of attention-getting affairs, so rotated that every part of the store and its activities and services will be brought to the public's attention during the year.

"There is hardly a day on which we do not use from 10 to 35 per cent of our linage for future growth. We look upon it as insurance, believing that it would be foolhardy to entrust all our future development and present accumulated momentum to the single feature of daily special prices.

"We do not expect immediate returns from all such advertising. We would be surprised if it came. But we try by a constant shift of interest and change of pace to attract them and hold attention as being not just another store, but a service institution which can be looked to, to supply fresh interest in the daily life of the community.

"We try, naturally, to be practical in the sense of featuring merchandise which is timely, which has news value, which has the quality of use and service. But we want to help people to realize that our store is there every day, that there are always to be found complete stocks of quality merchandise, chosen with care and skill. That new things can be found on our counters as rapidly as fashion devises them and good taste approves them.

"We believe such prestige has cash value, that it has morale value in our own store, that engenders a worthy pride in ourselves, and the public's pride in us, that each such instance serves to make one more tie which will bind to us a few more desirable customers.

"We believe that bargain advertising, special prices, manufacturers' close-outs are not the whole story. That there is something finer, richer, more lasting and we try in selecting the merchandise for advertising, to think of these things."

Mr. Hastings declared that 99 merchants out of every 100 today are dissatisfied with their advertising.

"But the reason they are dissatisfied is within their power of correction," he added.

"Up to the present time they insist upon the advertising man dealing in facts only, with the result that the average department store advertisement of today has

(*Continued on page* 41)

Overwhelming Success

Marked Our Campaign, Just Completed, for

THE CLEVELAND PLAIN DEALER

Figures Available to Publishers

HOLLISTER'S Circulation Organization

'Phone, Wire, or Write, care of Cleveland Plain Dealer.

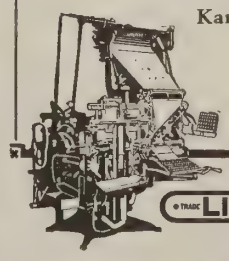
From the Linotype Mailbag

MODELS 25 and 26

"are doing excellent work"

"The two Model 25 and one Model 26 purchased from you in June and October last year are doing excellent work. They have met our fullest expectations in every respect."

The Kansas City Star,
Kansas City, Mo.



TRADE LINOTYPE MARK

When you advertise in Editor & Publisher you know the exact message and the manner of its presentation to your clientele and prospects.

The DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

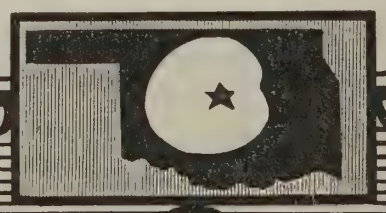
ONLY the OKLAHOMAN and TIMES cover Oklahoma City's 68 mile trade territory.

— — the OKLAHOMAN and TIMES *alone* cover Oklahoma City's 68 mile trade territory thoroughly.

ONE ECONOMICAL COMBINATION RATE

Represented by E. KATZ Special Advertising Agency

New York Chicago Kansas City Detroit Atlanta San Francisco





91.8% Memphis Coverage

According to the Memphis Chamber of Commerce there are 43,503 places of abode in Memphis—42,852 homes, 651 apartments.

The city circulation of The Memphis Press is 39,911—a coverage of 91.8%.

The Press has 11,602 more city circulation than the other evening paper and 4,483 more than the daily morning paper.

You cannot cover Memphis without listing the newspaper which 91.8% of the families prefer. The Press is FIRST in Memphis.

The Memphis Press

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

"MENTAL DISCIPLINE" IMPORTANT AIM OF ILLINOIS JOURNALISM COURSE

Students Taught to Test Various Materials for Reliability, Interest, and Importance—Considerable Outside Reading and Theoretical Instruction

By LAWRENCE W. MURPHY

(This is seventh of a series of articles designed to interpret work of journalism schools to editors of the nation.)

THE newspaper man cannot know everything, but he can have a disciplined attitude toward everything. That's the idea on which the professional course in journalism at the University of Illinois is based. A disciplined attitude, as referred to here, means much more than a mind disciplined to shape news materials into story form; it means a mind disciplined to test for reliability, interest, and importance, materials of every sort from every source.

The professional course gives the student practice in gathering, writing, and editing news, a knowledge of the history and ethics of journalism, and offers him an opportunity to study the work of special departments and fields such as advertising, feature writing, newspaper administration, weekly and daily journalism; it requires him to study the fundamentals of at least two natural sciences, a foreign language, history, political science, economics, sociology, psychology or philosophy, and prescribes at least one advanced course in literature; it offers him a wide range of elective studies from which to choose subjects to supplement the requirements, but it does not consider that these things alone are all-sufficient for the success of the journalism graduate. It insists on the journalistic discipline as fundamental.

The disciplinary feature is acquired as a sideline in some courses and as the central requirement in others. It assumes a definite form in the courses in copyreading and editorial writing, although it is given emphasis in all.

In the course in copyreading the ordinary technical detail has been relegated to the laboratory and the class work now centers about the study and application of principles involved in news' values.

Thus it happens that a stranger, visiting the class in copyreading might wonder what it was all about. The class devotes no time at all to writing headlines, reading copy, learning technical names, reading proof, or diagraming front pages. It spends its time on such matters as the application of the laws of human and acquired interest to news stories, analysis of so-called public opinion, study of all known methods of determining importance of information, application of measurements of importance to journalism, application of laws of evidence, rules of logic, social welfare, scientific method, etc., to news stories, determination of tests of personal reliability, documentary reliability, official record reliability, value of ideas as news, determination of propaganda.

The study of these matters is theoretical to a degree but it leaves the student with an attitude toward the practice of journalism which cannot be achieved in any other way at the present time. The method of teaching is that employed in regular classwork and includes assignment of 100 pages or more of outside reading each week in such fields as psychology, statistics, philosophy, education, and historiography. Students report on their outside reading in addition to the text study and with the help of practical exercises formulate the rules which they later apply to determine news values.

The laboratory work of the course consists of two two-hour periods under a member of the journalism faculty. One of these is a regular meeting of the class in small sections to do set exercises in copyreading, headwriting, makeup, and proofreading, the other is a two hour shift on the *Daily Illini,* an Associated Press daily, during which each student takes the run of the work as he would on a regular desk job. In this way the laboratory work is made to cover all the work and all the subjects with which the desk man deals and also gives the student the practice of doing the work of a regular staff member on a daily newspaper.

The disciplinary study does not belong to the copyreading course alone. It is given attention throughout the professional classes, but the emphasis follows a graduated scale becoming more exacting and all-inclusive as the student advances. In the reporting course it receives a relatively small amount of attention; in copyreading, which follows reporting, the bulk of the emphasis; and in the course in editorial writing and the course in ethics of journalism discussion with reference to particular difficulties. The editorial writer for example, has one more source to test than the reporter as a rule, and that is the news story or report which provokes the editorial.

The care taken in the copyreading course to give attention to both the advanced study and the practice of journalism is followed in the other courses as well. The journalism graduate, in addition to formal class and laboratory study, has done regular reporting of city news, regular desk work, regular editorial writing, before he leaves the university. He has done these things in a small way, of course, but to a sufficient extent to give him a working knowledge of the profession. This working knowledge is of immediate practical help to him in getting and holding his first position, but the disciplined attitude toward news, and the background materials of a college education soon begin to function as a part of his equipment, and it is this discipline and background which are of the most value to the graduate as time passes.

Of twenty-three journalism graduates of last year twenty are now engaged in some form of publication work. A review of the distribution might help answer the question "What becomes of the journalism students?" At the present time, six months after graduation, the class is distributed as follows: editors of weekly papers, 3; reporters on metropolitan papers, 2; reporter for City Press Bureau, 1; city editor of small daily, 1; reporters on small dailies, 2; editorial staff of general magazines, 2; assistant editors of class magazines, 2; advertising investigator, 1; publicity, 3; assistant editor of experiment bulletins, 1; high school teacher of journalistic writing and publication adviser, 1; Associated Press correspondent, 1. The three not in publication work are engaged as follows: graduate student in English, 1; business, 1; married, 1.

There are more spectacular things about our work. The isolation of and emphasis on the mental discipline centering around news values is new and marks a step toward placing instruction in journalism on a truly professional plane.

Just to hint at the spectacular we have a two semester course in newswriting dealing exclusively with sport news and (86 enrolled) offered for sport coaches and sport writers. We have a $75,000 plant built up from the profit on the student publication; we have the only morning newspaper in a community of 35,000 printed in this plant and running throughout the year, six days a week, as an eight and twelve page paper—eight columns to the page; this paper is the first college paper in the United States—or elsewhere to be granted membership in the Associated Press and has caried full service for several years. Last year students in the course in reporting covered all precincts in the county on the presidential election and Champaign county turned in its reports in accurate form well in advance of other counties. This year we have 232 regular students in the professional course with transfer students from 35 colleges and universities.

These things savor of the sideshow rather than the main tent, however, and I feel that you will see that we are trying to get at the heart of the problem in our work. As regards our instructors the course in reporting is taught by Charles B. Davis; the course in copyreading by Charles L. Allen and Laurence F. Triggs; the course in editorial writing by myself.

LEADERSHIP

In January The Sun led the second New York evening newspaper by over a quarter of a million lines of advertising.

The Sun's gain in advertising this January, compared with last January, was more than the gains of all the other New York evening newspapers combined.

The Sun
280 Broadway New York

O'LOUGHLIN NAMES STAFF

Picks Charles A. Burleigh to Edit His New Long Island Post, Weekly

Charles A. Burleigh, formerly managing editor of the *Rockville Centre* (N. Y.) *Daily Review,* has been picked to direct the news end of the *Lynbrook* (N. Y.) *Post,* weekly, to be launched soon by Edward T. O'Loughlin, Brooklyn editor of the *New York Evening Journal.* Before joining the Review, Mr. Burleigh served the Associated Press for seven years.

David A. Millar, for many years with the Western Newspaper Union, has been named business manager, and George Wischebrink formerly with the *Jamaica* (N. Y.) *Queens County News,* mechanical superintendent.

Mr. O'Loughlin, who has held numerous public offices in Brooklyn, states he will run his paper along independent political lines. He has purchased equipment for a complete, modern plant.

REED TAKES NEW POST

N. Y. Graphic Staff Man Named Managing Editor of Long Island Daily

Ellis Emmons Reed has resigned from the editorial staff of the *New York Evening Graphic* and Feb. 15, will become managing editor of the *Jamaica Long Island Daily Press.*



E. E. Reed

After occupying a number of executive berths on newspapers in the East and Middle-West, Mr. Reed became affiliated with the Graphic upon its inception in 1924. Since then he has served as exchange editor and occupied the copy-desk slot on the late afternoon "trick," as well as writing editorials and magazine page features.

Mr. Reed is the son of Maj. F. Ellis Reed, former publisher of the old *Milwaukee Tribune* and the *National Military Tribune.*

13,882,315
Lines of
paid advertising
were printed during
1925
in the
Courier & Journal
Evansville, Ind.
The Evansville Market
is prosperous
Its People Have Money to
Spend

Results!
For Your Advertisers

SATISFACTORY advertisements are those that bring results for your advertisers. Display faces of distinctive design—new and fresh—make your advertisements more attractive—more readable.

There is only one system that can bring you these distinctive faces in a range from six to sixty point, bold and extended included, cast in slug-lines. That system is the Ludlow.

The Ludlow advantages of speed and economy are important but it is the ability of this system to produce bright, display lines that has led to its almost universal adoption by America's foremost newspapers.



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
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LUDLOW QUALITY COMPOSITION

PERSONAL

CARR V. VAN ANDA, managing editor of the *New York Times,* who has been recuperating from an illness in California, and lately has been in New York, left again this week for the Pacific Coast.

E. Lansing, president and editor of the *St. Louis Globe-Democrat,* spoke recently before the Rotary Club of East St. Louis.

E. W. Fairchild, president of the Fairchild Publications, left last Saturday to visit the company's branch offices and representatives in the Middlewest, Texas and the Pacific Coast. Mr. Fairchild will be gone eight weeks.

L. T. Russell, publisher of the *Newark* (N. J.) *Morning Ledger,* is sojourning in Pinehurst, N. C.

George French, prominent in New York advertising circles, recently won the $250 first prize offered by the *New York Masonic Outlook* for the best essay on Masonry.

Joseph Matt, editor of the *Wanderer,* the German Catholic paper of St. Paul, will be invested in the knighthood of St. Gregory Feb. 14. Archbishop Austin Dowling will conduct the ceremony.

Edward E. Whiting of the *Boston Herald,* was the guest of President Coolidge at luncheon at the White House Feb. 8.

IN THE BUSINESS OFFICE

DAN H. BROWN has been appointed manager of country circulation for the *Chicago Evening American.* He has been in the circulation department for two year.

James M. Kirkham, assistant general manager, *Salt Lake City Deseret News,* has been appointed manager and editor of the *Utah Farmer,* a fortnightly published by the same organization. He will continue to hold both positions.

Joseph T. Krasa has been appointed advertising manager of the St. Louis Association of Foreign Language Newspapers.

IN THE EDITORIAL ROOMS

ROBERT A. FRENCH, *Toledo Blade* golf editor of the feature writer, has been named sports editor, succeeding George Pulford, who has resigned to do publicity work.

Miss Alice Avon, has returned to the staff of the *New York Morning Telegraph* as art critic.

John Sieger of Chicago has joined the copy desk of the *St. Paul Dispatch-Pioneer Press.*

Kent Meaderx has joined the *Toledo Blade* general staff.

Irving Spero, chess champion of Ohio, is conductor of the chess and checker department recently introduced into the *Cleveland Sunday News-Leader.*

Maj. Dwight S. Perrin, M. I. Reserve, city editor of the *New York Herald Tribune,* has returned from two weeks' active duty in Washington, D. C.

Frank E. Colby, *Boston Transcript* photographer, gave a lecture on "Newspaper Photography," before the photography class at the Boston Young Men's Christian Union last week.

Frederick B. Edwards, formerly of the *New York Herald Tribune,* is now doing free lance writing for the magaines.

Theodore Smits, brother of Lee J. Smits, Detroit newspaper man and novelist, is now state editor of the *Lansing* (Mich.) *State Journal.*

Charles P. Russell has resigned from the copy desk of the *New York Herald Tribune* to engage in special work.

Lee C. Richardson, formerly of the reportorial staff, *Lansing* (Mich.) *State Journal,* is doing publicity for the Detroit Real Estate Board.

Everett E. Hicks, of the telegraph desk, *New York Herald Tribune* has been ill at his home as the result of a fall on an icy pavement.

Robert Andrew Brown, of the University of Michigan has joined the copy desk of the *New York Herald Tribune.*

Henry M. Propper covered the coal strike conference at Philadelphia last week for the *New York Herald Tribune.*

Charles S. Zack, who resigned as managing editor of the *New London* (Conn.) *Day* to enter motion picture publicity with Fox Films Corporation, has joined the copy desk of the *New York Evening Graphic.* Mr. Zack was formerly night city editor of the *Springfield* (Mass.) *Republican* and city editor of the *Providence* (R. I.) *News.*

Frank D. Hunt, legislative correspondent of the *Toledo Blade,* has resigned.

Miss Eileen Dywer, court-house reporter and special writer on the *San Diego* (Cal.) *Sun,* has resigned to enter the University of Arizona at Tucson.

Maynard Walker, graduate of the University of Kansas and formerly with EDITOR & PUBLISHER, has joined the editorial staff of the *Kansas City Journal-Post.*

C. O. Wantland, reporter for the *San Antonio Express,* has announced he will be a candidate for representative in the Texas legislature.

Marion R. Cracraft, who was recently graduated from the Missouri School of Journalism, has joined the *Pittsburg* (Kan.) *Sun* as telegraph editor.

A. Hamilton Handy has been made chief photographer of the *Newark* (N. J.) *Morning Ledger.*

J. Shelby McNeel, Jr., has returned to newspaper work, on the copy desk of the *San Antonio Light.*

Clement B. Hallam, city editor of the *Wilmington* (Del.) *Evening Journal,* has recovered from a recent illness.

Thomas J. Murphy has resigned as sports editor of the *Bridgeport* (Conn.) *Post,* a position which he has held since 1920, to become sports editor of the *Long Island Daily Press* on Feb. 15.

Russell White, after successfully putting on an Old Time Fiddlers' contest for Wisconsin, on the *Milwaukee Sentinel,* has gone to the *Chicago Herald Examiner,* to conduct a similar contest for the middle west. Robert Hynnes, formerly of the Sentinel, is assisting him.

Mrs. Julia Blanshard, who has just returned from a trip around the world, has joined the Sunday feature staff of the *Newark* (N. J.) *Morning Ledger.*

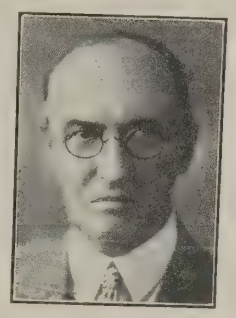
Roy Duchemin, telegraph editor, *Sydney* (N. S.) *Daily Post* has returned from a visit to Halifax, N. S.

A. D. Branscombe, formerly editor of the *Moncton* (N. B.) *Evening Transcript,* has gone to Detroit to reside.

J. V. Mersereau, editor of the *Northern Light, Bathurst* (N. B.) toured New Brunswick and Nova Scotia recently as a member of a party of curlers from Bathurst.

FOLKS WORTH KNOWING

E. P. CLARKE, editor of the *Riverside* (Cal.) *Press* and president of the California State Board of Education, has completed 40 years of service in Southern California journalism. His first venture was the *Ontario* (Cal.) *Record,* which he established with his brother, A. F. Clarke, in 1885. After nine years in Ontario, Mr. Clarke went to Riverside where he acquired an interest in the Press, which had been established in 1886.



E. P. CLARKE

Recalling his experiences in an editorial recently published in the Press, Mr. Clarke says that he believes that he can do as heavy a day's work now as he could 40 years ago. He directs the policies of the Press, writes the leading editorials and even when away from home on business connected with the state school system, sends back editorial matter on political and educational affairs.

Mr. Clarke, in spite of his many civic interests, has been an active newspaper man every day for the 40 years, "Sundays included," as he confesses in his autobiographical editorial.

Samuel H. Caufman, Jr., of the local staff, *Wilmington* (Del.) *Every Evening,* and Mrs. Caufman, are parents of a son.

HOLDING NEW POSTS

STUART D. GOLDING from reportorial staff, *Worcester* (Mass.) *Gazette* to assistant to the financial editor, *Jersey City* (N. J.) *Journal.*

Paul Kayser, from state editor, *Milwaukee Sentinel* to publicity work for the Milwaukee Electric Railway and Light Company.

Kenneth Meader, from *Toledo News-Bee,* to *Toledo Blade* staff.

Ray Williams, from *Toledo Blade* city staff, to *Toledo News-Bee.*

Ross H. Coller, from Sunday editor, Kalamazoo Gazette, to reportorial staff, *Lansing* (Mich.) *State Journal.*

John P. Ferguson, from *Philadelphia Inquirer,* to copy desk, *New York Herald Tribune.*

WITH THE SPECIALS

LONGVIEW (WASH.) NEWS has appointed Verree & Conklin, Inc., New York and Chicago, to represent it in the

(*Continued on next page*)

A Newspaper With 200 Photographers on its Staff

THE newspapers who receive The Central Press Association's complete and exclusive illustrated daily news and feature service have more than 200 photographers working for them constantly

Central Press has more than 100 special camera correspondents in important news centers in the United States and foreign countries. Their work is augmented by the full daily services of the leading picture syndicates. Central Press clients thus get the pick of the best news pictures of the day, many of them exclusive, all of them possessing a definite reader-appeal.

The newspaper that wants to have more circulation must have pictures. Most persons don't read a paper now, they look at it. Let Central Press supply the pictures. News mats are just one of the important elements in its complete daily service.

Ask us to send you the service for three days without charge.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Editor and Manager.

P. S.—We Produce the World's Best Picture Page.



GIVE YOUR READERS

EXCURSIONS ON THE WINGS OF DARING EVERY WEEK IN

The Big, Stimulating and Dramatic Feature

EXPLOIT AND ADVENTURE

Authentic—Informative Vivid

FACT—WITH THE FLARE OF FICTION

SPLENDIDLY ILLUSTRATED

Served as Setting Copy and Mats of Illustrations, or in Full Page Mat Form

LET YOUR READERS BREATHE THE ATMOSPHERE OF ADVENTURE EVERY WEEK

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager

150 Nassau Street, New York City



national advertising field, effective Feb. 6.

E. L. Carroll, for many years with the Class Journal Group of the United Publishers Corporation, has been appointed advertising representative of the *Dearborn Independent* in the Michigan and Ohio territory.

MARRIED

LESLIE C. MOREHOUSE, city editor *South Bend* (Ind.) *Tribune*, to Miss Helen Herr, of South Bend, Feb. 1. They are spending the honeymoon in Chicago. Miss Herr was formerly on the Tribune staff.

James A. Beatty, general manager and in charge of the contract department with The Harry Porter Company, advertising agency, New York, to Miss Bride Mary Doyle at St. Francis De Chantal Church, Brooklyn, Feb. 6.

Henry Souvaine, music and dramatic critic of Culbertson Publications, to Miss Mabel Hill, Elizabeth, N. J., recently at New York.

Kenneth McCalla, reporter for the *Houston Press*, to Miss Tommie Harris of Houston, Feb. 6.

Miss Louella Mae Perry, formerly society editor of the *San Diego* (Cal.) *Sun*, to Lt. John Carl Heck., recently.

PRESS ASSOCIATION NOTES

LAWRENCE H. SELZ, managing editor of the Kent Press Service, made a tour of bureaus at St. Louis, Springfield, Ill., and Detroit recently. From Detroit he visited Toronto, Ottawa, and Montreal before returning to his headquarters at Chicago.

R. Forest McConnell has resigned as Lake City, Minn., correspondent of the Northern News bureau, St. Paul, to become advertising director of the *Sparta* (Wis.) *Herald*. He is succeeded by Kennett B. Law.

David Resnick has resigned from the *St. Louis Times* to take over the managership of the Kent Press Service St. Louis bureau.

Jack Folk, who has just completed his work in journalism at the University of Missouri, has joined the St. Louis office of the United Press.

SPECIAL EDITIONS

WINONA (MINN.) REPUBLICAN-HERALD, 32-page automobile number, Feb. 2.

Duluth News Tribune, 8-page Winter Frolic section, Jan. 31.

SCHOOLS

EDITORS of 20 Iowa college newspapers will be guests of the University of Iowa at Iowa City and the *Daily Iowan* at the tenth annual convention of the Iowa College Press Association to be held April 16 and 17.

More than 150 graduates of the school of journalism of the University of Oregon are actively engaged in some phase of newspaper work, according to a statistical compilation that has just been made by Eric W. Allen, dean of the school. There are 39 women on the list.

CHANGES OF OWNERSHIP

EDWIN C. HOCMER, JR., this week purchased the interest of Louis R. and Charles H. Benedict in the *Ellenville* (N. Y.) *Press*, weekly, and is now sole owner. He has been a part owner since 1922.

E. C. Clemons has purchased the *Depew* (N. Y.) *Herald*, from John Soeman, former owner of the Herald and also of the *Lancaster* (N. Y.) *Enterprise*, which he retains. Mr. Clemons has been editor of the Depew publication.

Sosey Bros., owners of the *Palmyra* (Mo.) *Spectator* have purchased the *Palmyra Marion County Herald* from J. W. Cox, who is retiring because of ill health. The Soseys have been publishers of the Spectator since their father's death and the paper has been in the family since its inception Aug. 3, 1839. The Herald will be merged with it.

Myron L. Watson has sold his interests in the *Calexico* (Cal.) *Chronicle* to his associate, Eandall Henderson, and removed to Los Angeles.

Earl L. Chappell has bought the interests of H. E. Hicks in the *San Diego* (Cal.) *Progress*, a weekly.

Emil and Edward Wolf have purchased the *Platte* (S. D.) *Tribune* from A. J. Reichman.

The *Schell City* (Mo.) *News*, has been sold by Charles Schuerick to Charles Curtis of Schell City, a former newspaper man.

C. S. Shaw has bought the *Oakland* (Ore.) *Tribune* from A. L. Malory.

NEW PLANTS AND EQUIPMENT

A FIVE-STORY annex to the *Miami Herald* plant is rapidly nearing completion. This will care for the new unit 64-page Hoe press and the greatly increased mechanical force.

Culver City (Cal.) *Daily News* is erecting a new plant.

Kinston (N. C.) *Free Press*, will occupy new quarters during the next ten days. The paper recently purchased a building, which, with improvements, cost in the neighborhood of $20,000.

Carthage (Ill.) *Republican* has announced plans to install a Goss Comet press, Art Craft Press and Miller feeder and other equipment in the job department as soon as the present quarters can be remodeled and strengthened to carry the added load. The work will be completed early in April.

Sixteen-page Duplex tubular presses were recently sent to the *St. Augustine* (Fla.) *Record* and the *LaSalle* (Ill.) *Daily Post*. Flat beds have been shipped to the *Lynbrook* (N. Y.) *Post*, *Ogdensburg* (N. Y.) *Advance*, and *Tarpin Springs* (Fla.) *Leader*.

ASSOCIATIONS

SECOND MINNESOTA DISTRICT EDITORIAL ASSOCIATION held its annual business meeting at Mankato Feb. 4 and 5. The new officers are: President, H. E. Swennes, *Heron Lake Republican;* first vice-president, John King, *Jackson Pilot;* second vice-president, J. C. Radde, *Truman Tribune;* secretary, H. J. Haydon, *Lakefield Standard;* treasurer, F. G. Griffin, Good Thunder; directors, Joseph E. Reynolds, *Mankato Free Press*, and Robert B. Forest, *Lake Wilston Pilot*. Among the speakers were Laurence C. Hodgson ("Larry Ho") of St. Paul, Frank A. Day, *Fairmont Daily Sentinel;* Carl Eastwood, *Le Sueur News-Herald*, and Carl Jones, general manager of the *Minneapolis Journal*, who discussed "Business Management."

The fourth annual ball of the NEW YORK NEWSPAPER WOMEN'S CLUB will be held March 12, at the Ritz Carlton Hotel. Mrs. Louella Parsons, of the *New York American*, president, is directing the activities from California, while Miss Theodora Bean, of the T-Bean News Syndicate, first vice-president, is acting chairman in New York. Entertainment will be furnished by a group of Broadway theatrical stars.

CENTRAL STATES CIRCULATION MANAGERS ASSOCIATION will hold the first of their semi-annual meetings for 1926 at the Hotel La Salle, Chicago, Tuesday, April 6.

Hugh A. O'Donnell, assistant business manager of the *New York Times* will address the March Convention of the INTERSTATE CIRCULATION MANAGERS ASSOCIATION which will be held in Reading, Pa. His topic will be "Quality in Circulation."

Members of the MINNESOTA ASSOCIATED PRESS EDITORIAL ASSOCIATION will hold their semi-annual meeting in St. Paul on Wednesday, March 3. Kent Cooper, general manager, New York, and Edgar T. Cutter, central division superintendent, Chicago, will attend. An afternoon business session will be held at the St. Paul Athletic Club, and the banquet in the evening will be at the Minnesota club, with the *St. Paul Dispatch* and *Pioneer Press* as hosts.

Editor Graham Killed

Herbert C. Graham, editor of the *Lynbrook* (N. Y.) *New Era*, the *East Norwich Enterprise* and the *North Hempstead Record*, was killed when his automobile was struck by a Long Island Railroad train at a Lynbrook crossing. He was on his way home. He was thirty-two, unmarried and came from Lexington, Ky.

Will O. De Mola

Will O. De Mola, 65, a reporter for the *Flushing* (N. Y.) *Evening Journal* for the past 23 years, died at his home Feb. 4. He had worked for the *New York Evening Post* and other New York dailies.

Obituary

HARRY LOWENGARD, of the *Harrisburg (Pa.) Courier* and the Courier Publishing Company died suddenly at his home in that city, Feb. 4.

ALFRED E. KERN, 30, editor of the *Belleville* (Ill.) *News-Democrat*, died at his home there recently, following an operation. At one time he was on the staff of the *St. Louis Republic*.

GEORGE W. PORTER, 74, business manager of the *Muscatine* (Ia.) *News-Tribune* for 14 years, but in late years a job-printer, died Feb. 1 in Muscatine.

WINTHROP L. MARVIN, vice-president and general manager of the American Steamship Owners Association died in New York last week. Mr. Marvin was formerly of the staffs of the *Boston* (Mass.) *Advertiser* and the *Boston Journal*. He latter became president and publisher of the *New York Marine Journal*

EDWIN K. JOHNSTON, 61, for 25 years managing editor of the *San Jose* (Cal.) *Mercury-Herald*, died Feb. 1. Johnston left the *San Francisco Bulletin* to go to San Jose.

HUGH M. BURKE, 82, veteran San Francisco newspaper man died Feb. 3. He was one of the founders of the Bohemian club. Latterly he was Secretary of the State Board of Pilot Commissioners.

CLARENCE S. LUNT of the brokerage firm of C. S. Lunt & Co., Rochester, died in his home in that city after a long illness. He formerly was managing editor of the *Bangor* (Me.) *Commercial* and was associated with the *Rochester Post-Express* before founding the brokerage house bearing his name.

JAMES H. GALLAGHER, 61, operator of the first color press in Boston and foreman of the *Boston* (Mass.) *Globe* color pressroom died last week.

CHARLES KEITEL, oldest employe of the Goss Printing Press Company, who had served the company for 37 years continuously, was killed recently in an automobile accident in Chicago. Mr. Keitel was one of the best known erectors of newspaper printing presses and had built several hundred machines throughout the United States, Central and South America and in England.

MRS. EDWIN B. STEARNS, founder and former editor of the *East Oakland* (Cal.) *Weekly Progress*, was killed Jan. 22, in an automobile accident.

ST. PAUL KNEW THE VALUE OF PUBLICITY

"No minister who claims that advertising cheapens the message of the church will ever quote one word from St. Paul, if he is consistent. Paul glorified that profession forever, no matter how men have debased it since. He said 'Go ye into the bypaths and compel men to come.' Advertising is a modern bypath."

So reads the introduction to the new Publicity Manual of the Universalist denomination.

The value of church advertising is being comprehended by church leaders everywhere and the newspaper that's awake will recognize a great opportunity in that fact.

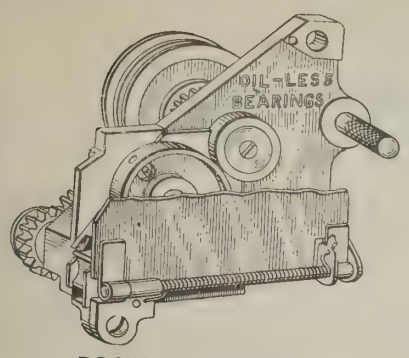
We will furnish ideas for building a church page, and provide copy for a cooperative campaign through which your newspaper can reach the spiritual bypaths. Address your request to the

Church Advertising Department

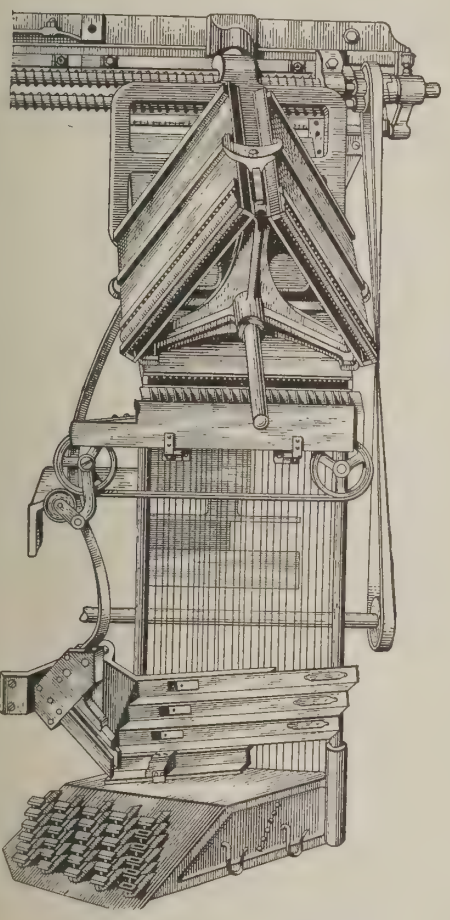
ASSOCIATED ADVERTISING CLUBS

383 Madison Avenue,

New York, N. Y.



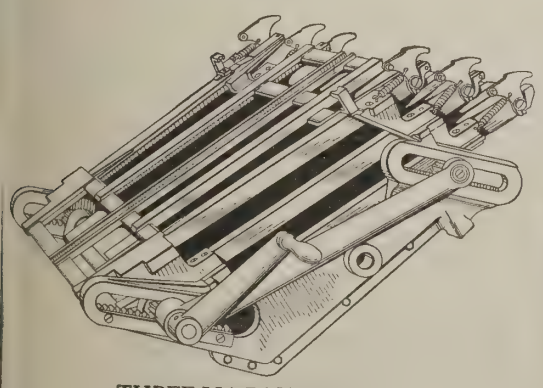
POSITIVE ASSEMBLER
Can be applied to any Standardized Intertype.



THREE-MAGAZINE SIDE UNIT
Can be applied to any Standardized Intertype.



TWO-PITCH DISTRIBUTOR SCREW
Can be applied to any Standardized Intertype.



THREE-MAGAZINE UNIT
Can be applied to any Standardized Intertype.

What Is Intertype Non-Obsolescence?

"What do you mean by 'Intertype Non-Obsolescence'?" asked a prospective buyer. . . . Here is the answer:

Suppose you had a CAR ten years old

—and the maker's salesman came to you and said:

"That car is standardized and non-obsolescent.

"You can put on balloon tires.

"You can put on four-wheel brakes.

"You can put on ALL the improvements developed during the past ten years.

"You can make your ten-year-old car as up-to-date as the finest machine that leaves our factory today!"

You'd say: "That's a pretty good car to own" —wouldn't you? Then note this:

ALL Intertype units and improvements developed during the past ten years can be applied to ANY outstanding Standardized Intertype.

This is an exclusive Intertype feature.

A few of these improvements are shown at the left. Don't you think the Standardized, Unit-Built, Interchangeable, *Non-Obsolescent* Intertype is a good machine to own?

No Standardized Intertype Has Ever Become Obsolete!

Standardized INTERTYPE TRADE MARK

Intertype Corporation, Executive Offices, 1440-A Broadway, at 40th Street, N. Y.
CHICAGO MEMPHIS SAN FRANCISCO BOSTON LOS ANGELES LONDON



Intertype Corporation, 1440-A Broadway, New York:

- ☐ Send booklet "Profit Making Intertype Features"
- ☐ Send booklet about the Intertype "Mixer"
- ☐ Send Matrix Specimen Book
- ☐ Send Parts and Supplies Catalogue
- ☐ Send SALESMAN

Name _____

Address _____

_____

BELL WILL CO-OPERATE WITH UNITED FEATURE

Two Syndicates Will Centralize on Promotion and Sales—Joining in Production of New Features—New Picture Service Announced

An agreement has been reached between the Bell Syndicate and the United Feature Syndicate, both New York corporations, under which the two organizations will carry on their respective activities on a co-operative basis, it was announced this week. Each syndicate will maintain its own office as heretofore and its present editorial organization and will operate independently in its own field, but the two will centralize on promotion and sales and will co-operate in the production of new features.

There has been no merger between the two organizations and neither has acquired a financial or proprietary interest in the other. It is simply a co-operative arrangement for production and for simplifying the selling of features here and abroad.

John N. Wheeler, president of Bell Syndicate, announced he believed that this agreement is "a step toward putting the syndicate business on the right track."

"I believe it will work," he said. "Efforts to develop high grade features should become more effective as a result of this arrangement. Duplication will be avoided. It will be wholly natural that each syndicate will specialize in its own established field and in many cases co-operation will be an advantage both to newspapers and to the two syndicates. In other words it is anticipated that, working in close touch with the United Press Associations and its organization throughout the world, the United Feature Syndicate will confine itself largely to news features, news pictures and the work of the world's great writers while the Bell Syndicate will continue to develop its list of art and literary features.

"In addition to offering the features of both syndicates singly and in groups as heretofore, we shall offer an exclusive franchise covering all features of both syndicates and a pony franchise made up of selected features designed for newspapers who prefer a service at a lower cost."

"The agreement between these organizations," says Howard Wheeler, vice president of the United Feature Syndicate, "has come about through recognition of the growing and seemingly justified irritation of newspaper editors and publishers over the rapidly increasing number of independent syndicate enterprises, with the resulting duplication and re-duplication of features good and bad, and the steadily increasing army of syndicate salesmen, good and not so good, each one of whom makes his demand on the harassed editor's time.

"All we are doing is attempting to find a sound and workable arrangement between two syndicate organizations that gives promise of covering the field of newspaper features adequately with the best material in the various types of features that can be found here or abroad, and to supply them to newspapers without duplication and with the least possible expenditure of time by the editor, the publisher and ourselves. Our recent association with the Conde Nast Newspaper Service was an initial step in this direction."

The inauguration of a news-picture and news-feature service by the United Feature Syndicate was announced.

Mergenthaler Calls Stockholders Meet

Directors of the Mergenthaler Linotype Company have called a special stockholders meeting for March 16, to approve a change in the capital stock from shares of $100 par value to shares without par value and to increase the number from 150,000 to 300,000. The directors intend to authorize the shares of the new stock for each $100 par value now held.

EDITOR & PUBLISHER—$4 a year.

COLLIN ARMSTRONG

Former Advertising Agent Dead in Jacksonville, Fla.

Collin Armstrong, former advertising agent, widely known in advertising circles, died Feb. 10 in Jacksonville, Fla.

Mr. Armstrong, prior to conducting his own financial advertising agency in New York, was associated with Albert Frank & Co. At one time he was on the editorial staff of the *New York Sun.*

PRESS FOUNDATION ADDS MEMBERS

Frank P. Glass Chief Speaker at Closing Season in St. Petersburg—State Delegates Present Gift to Mr. and Mrs. Haines

The closing session of International Press Foundation meeting was held in the Rolyat Hotel, St. Petersburg, Fla., Feb. 5, with Frank P. Glass former editor of the *St. Louis Star* as chief speaker.

Mr. Glass emphasized the work EDITOR & PUBLISHER is doing for the newspaper fraternity and said it would be a great factor in helping make the International Press Foundation truly international in scope.

Delegates attending the meeting represented 47 state press asociations, and the Press Congress of the World. They had spent a week in Florida inspecting the 1,000 acre site donated to the Press Foundation by Mr. and Mrs. Charles D. Haines and in forming an organization to put Mr. Haines' plan in operation.

"The work of the Foundation must be done now," Mr. Glass said, "and the momentum to the movement must be kept up."

Maj. Lew B. Brown, publisher of the *St. Petersburg Independent* was chairman of the organization meeting. James C. Latimer, field secretary of the Press Congress of the World was called upon to present the plans of that group for the convention to be held in Geneva, Switzerland, Sept. 14-28.

The membership committee of the Press Foundation reported the following additional members:

Dr. Walter Williams, president, James W. Brown, secretary-treasurer, and James C. Latimer, field secretary of the Press Congress of the World; Wil V. Tufford, secretary, Inland Daily Press Association; Frank O. Edgecombe, publisher, *Geneva* (Neb.) *Signal* and president, National Editorial Association, and Maj. A. E. Barnett, of Sarasota, a local publisher and assistant temporary secretary of the Foundation. All were unanimously elected members.

The following committees functioned during the convention:

Nominations:—Thomas W. Lusk, New Mexico, chairman; G. E. Campbell, Massachusetts; Wm. J. Smith, Illinois; William Holmes, Utah, and Charles Roundtree, Georgia.

Constitution and by-laws: Fred L. Wolf, Washington, chairman; F. A. Robertson, New Jersey; A. Van Koevering, Michigan; T. V. Crowley, Tennessee and J. N. Green, Colorado.

Resolutions: W. M. Green, Colorado, chairman: Herbert C. Willis, Indiana; Wallace Odell, New York, and Edward Harrington, Arizona.

The committee on constitution and by-laws reported the charter as the constitution, which was adopted. The by-laws were then read and adopted. Copies of the by-laws will be mailed to publishers throughout the United States.

Previous to and following the business session held in Orlando the editors, many of whom were accompanied by their wives, were taken on sight-seeing tours of the state on special trains and in motor cars.

At St. Petersburg Colonel and Mrs. Haines were presented with a silver electric coffee urn with 48 silver cups, on each of which was inscribed the name of the state represented in the organization of the Foundation.

22

New subscribers were added during the month of January for the full service of the

Editors' Feature Service

"An insurance against rising feature costs"

The Columbus, O. Dispatch, Toledo, O. Blade, Buffalo Star, Harrisburgh Telegraph, Birmingham Age Herald, Montgomery Journal, Mobile Register, Wilmington, (Del.) Every Evening, Utica Observer Dispatch, Poughkeepsie Eagle News, Akron Beacon Journal, Sandusky Register, Schenectady Union Star, Marion (Ind.) Leader Tribune, New Britain (Conn.) Herald, Oil City (Pa.) Derrick, Union Town (Pa.) Herald and Genius, Camden (N. J.) Post Telegram, Madison (Wis.) State Journal, Middletown (N. Y.) Herald, Trenton (N. J.) State Gazette.

ORANGE COUNTY INDEPENDENT CORPORATION
PUBLISHERS OF
The Daily Herald
MIDDLETOWN, N. Y

February 5, 1926

Mr. Wm. H. Johnson
Editors' Feature Service
New York, N. Y.

Dear Mr. Johnson:

You are sending us a great service, and we are delighted with it. It is particularly well balanced, and your comic page seems to us a great winner.

We are putting on new circulation at the rate of more than 150 a day, and we believe that a great part of this increase is due to the influence of the features furnished us by you.

You have added during the month two or three small features which have been of great help.

Sincerely yours

THE DAILY HERALD
Talbott W. Powell
Manager

P/M

Write or wire for territory

Editors' Feature Service, Inc.
1819 Broadway New York, N.Y.
East 22nd and Payne Avenue Cleveland, Ohio

NEWSPAPER INSTITUTE OF AMERICA
NEW YORK

An announcement . . .

Gentlemen of the Press:

The founders of this organization, just formed, feel a deep obligation and responsibility to the American Press. To acquaint you with our objects, aims and aspirations, we come before you through the medium of this esteemed publication of the trade.

We have organized for the purpose of making available, to interested and qualified men and women, practical, intelligent, adequate training in newspaper work—news gathering, news writing, the ethics and traditions of the press.

The instruction we offer is based on "The Copy Desk Method." This is the first time copy desk methods have been applied literally to training in newspaper writing. Our Course has been written to parallel the actual working conditions of newspaper editorial rooms. Institute students will be given typical assignments to cover. These assignments will be examined by expert copy readers in the Institute's editorial room, criticized, corrected and returned for the students' future guidance.

Newspaper work as it is conducted in New York City editorial rooms is the model around which our Course has been written. The texts and lectures were written by New York newspaper men. "The Copy Desk Method" faithfully reproduces the conditions under which New York staff writers work.

The home-study method, which brings this invaluable training within the reach of every worthy, ambitious person, will be employed.

Allied with us, as contributing lecturers, is a group of successful newspaper men now actively engaged in newspaper work, most of them in New York. Men in other centers will contribute viewpoints that do not arise in metropolitan fields.

It is well-known that not every person is naturally adapted to a newspaper career. To enable each to determine his fitness in advance of taking our Course, we have prepared a Questionnaire, which every applicant for training is asked to use. The Questionnaire contains a combined aptitude and literacy test. Applicants who fail to make a creditable showing on the test are urged to seek some vocation for which they are better fitted.

Instruction in newspaper writing as actually practised in editorial rooms has not heretofore been available for home study.

Every Editor can tell a story of how, with the limited time available, he has tried to teach untrained, but eager and ambitious young men and women the rudiments of the newspaper profession as it is practised—of how some of the most desirable talent has been dismissed because of inability to "catch on" and maintain the pace that prevails in every busy newspaper office. Therefore, we believe we have an opportunity to be of genuine service to newspaper editors as well as to prospective newspaper men and women.

We have no theories about "reforming" the press. Practical newspaper men ourselves, we are interested primarily in disseminating the facts about news gathering and writing as actually accomplished.

"We shall consider the newspaper just as it is," runs the introduction to the Reporter's Handbook of the Institute's Course. "What it ought to be is not the concern of the beginner who prepares to enter newspaper work. He may take it or leave it: if he takes it, he must take it as he finds it."

We are concerned with the modern newspaper as it is, not as some people think it ought to be.

We feel that our success in large degree depends upon the moral support and co-operation of the editors of the country. We are making a sincere effort to be of service. We want every editor in the country to know all about our Course.

Naturally it is not our thought to seek to sell you our course of instruction; we simply desire to acquaint you with it, so that you may form your own opinion of its value.

We want every editor to have a copy of our book—"Newspaper Writing—Its Opportunities and Rewards," and our Questionnaire, which reveal our plans and purposes fully. You are cordially invited to use the coupon below to obtain a complimentary Press Copy of the book, and one of the Questionnaires.

NEWSPAPER INSTITUTE OF AMERICA
25 West 45th Street, New York.

PRESS REQUEST

Newspaper Institute of America, Dept. 16,
25 West 45th Street, New York

Please send me a complimentary Press Copy of your illustrated book which describes your new course in Practical Newspaper Writing—also a copy of your Questionnaire.

Name.....

Position.....

Paper.....

City..... *State*.....

WHAT'S WHAT IN THE FEATURE FIELD

World Leaders Contributing to Newspaper Symposium—National News Service Opens Pittsburgh Office—New Features for Sporting Pages

"OUR WORLD—By the Men who are helping to Shape It" is the title of a series of articles by different world leaders which began publication Feb. 8, in the *New York Times* and other American newspapers, distributed by the New York Times News Service.

The symposium was obtained by the *London Morning Post*. The first of the articles was by ex-President Poincare. Articles by Benito Mussolini, General Primo de Rivera, Eduard Benes, M. Vandervelde, Herr Stresemann. General Ladonier of Esthonia, M. Skrzynski of Poland, Premier Baron Matsui of Japan, James M. Beck of the United States and others follow.

In an editorial commenting on the series, the Morning Post said:

"The press is becoming more and more utilized as a vehicle of communication between the governors and the governed. And further, the press is becoming more and more internationalized, inasmuch as news of all other countries is published in newspapers of each country. It is not England and the Continent alone which will learn from our pages the views of the Premiers of Europe. The nations of the Continent and the American public will also be informed. In this wide and instant dissemination of opinion exists one powerful means of preventing that misunderstanding which is so prolific a cause of jealousy and suspicion, leading to war. Each of the leaders of men who will contribute to these columns has his own peculiar difficulties, which are complicated by the difficulties of his neighbors, for it is no longer possible that any European State, nor even the United States of America, should conduct its affairs in isolation. Hence it is that each may learn from the other."

The National News Service, Philadelphia, this week opened a new office in Pittsburgh, Pa., occupying the second floor of 335 Fifth avenue. Albert Isaacs is in charge as district manager. The office will cover Western Pennsylvania and Ohio.

The same organization announces the appointment of Ralph Peterson, of Atlantic City, as field man. Al Silberman has been transferred from Philadelphia headquarters to the New York offices as New York district manager.

"What's He Doing Now," a tri-weekly sports page feature with a two column cartoon is being offered by the Cosmos Newspaper Syndicate, New York. The feature, signed by "Maxwell," is designed to answer questions regarding what has become of old favorites in all branches of sport.

William J. McNulty is the writer of a new daily sports feature which has been added to the list offered by Current News Features, Inc., New York and Washington. It is based on the present activities of retired athletes.

Eleanor Gunn, style expert of the Fairchild Newspaper Service, reached Palm Beach Feb. 1, after spending the last four months in Europe. Miss Gunn is doing daily and weekly stories from Palm Beach and before returning next month will do a series of stories from Havana.

What is believed to be an innovation in the reporting of fashion news has been undertaken by the Fairchild Newspaper Service with the establishment of a daily cable service from Paris and European resorts in season. The cables are transcribed in New York and transmitted to the subscribing papers by telegraph. An idea of the completeness of the service may be gained from the daily cable "string," which during the recent spring openings ranged from 800 to 1,500 words and covered the showings of all the prominent houses.

Wheeler-Nicholson, Inc., announces that A. L. Brandt, formerly with McClure's Syndicate and the Readers' Syndicate, has joined its sales force and is now traveling in the Middle West for the firm.

John Van Bibber of the D. P. Syndicate sailed for Europe on the Olympic last week for the purpose of selling European first serial rights to Henry Ford's new book, "The Great Today, the Greater Future," scheduled for newspaper publication April 18.

Mr. Van Bibber's route will cover the various cities where newspapers have applied for the Ford rights, including London, Paris, Berlin, Stockholm, Christiana, Copenhagen, Hamburg, Dresden, Leipzig, Genoa and Turin.

Major Malcolm Wheeler-Nicholson, president of Wheeler-Nicholson, Inc., has a story in the January issue of McClure's Magazine, called "The Apology," based upon some of the Major's war experiences.

"Keeping Mentally Fit," a daily feature on practical psychology by Yale S. Nathanson, of the department of psychology, University of Pennsyvania, has been added to the list of the Ledger Syndicate, Philadelphia. The feature includes a question and answer department.

The Metropolitan Newspaper Service announces for syndication Mary Roberts Rinehart's latest mystery novel, "The Red Lamp," which will be ready for newspapers on April 1.

William Braucher, special writer for NEA Service, Inc., recently turned out a series of stories on the "Romance of Rubber."

"Brides, Beware" is an added semi-humorous woman's page feature added to the daily service of NEA Service, Inc. It is done by the two woman's page writers, Cynthia Grey and Ethel Hays.

Bruce Catton, NEA Service, Inc., special feature writer, recently visited the Osage, Oklahoma, district and wrote a series of stories on the Osage murder mystery.

The engagement of Robert G. Patterson, associate editor of the McClure Newspaper Syndicate, and Miss Eleanor Tunison of Westfield, N. J., was announced last week. The marriage will take place next October. Miss Tunison is the daughter of G. W. Tunison, official of the New York branch of the Bank of London and South America.

Cameramen Get Strike Pictures

O. J. Bauman and Tom Flanagan, photographers on the staff of the *New York Daily Mirror*, Hearst tabloid, eyewitnesses of a textile strike riot in Passaic, N. J., Feb. 9, obtained remarkable pictures of the fight showing policemen beating women to the snow with their clubs. Philip A. Payne, managing editor, played six of them on the front page Feb. 10. More were carried inside.

C. Vanderbilt Hits "Social Register"

Cornelius Vanderbilt, Jr., in a signed editorial in his *Miami* (Fla.) *Tab*, Feb. 9, attacked the "Social Register," declaring it was "utter folly to make the little book a Bible." He said his own ancestor five generations ago ferried passengers from Staten Island to New York. The editorial was based on the omission of the names of Mr. and Mrs. Irving Berlin from the Register.

"Bob" Davis Running Daily Column

Robert Davis, editor of the Munsey magazines, is now conducting a daily column in the *New York Sun* under the heading "Bob Davis Recalls."

Lowest Milline Rate in America

on an OPTIONAL combination basis, available in Kansas City only in the

JOURNAL-POST

EVENING
156,308
and
SUNDAY
170,509
COMBINATION
326,817

40c

an agate line

Advertisers should sell in the rich Kansas City territory at the LOWEST MILLINE RATE—

$1.22

On evening and Sunday combination, based on Standard Rate and Data figures, at 40c a line.

Merchandising co-operation given advertisers. Includes letters to trade, surveys, publicity in our monthly Trade Builder—11,000 copies sent to merchants in greater Kansas City.

Optional Combinations—Any Calendar Week		
Morning and Evening	302,086	40c
Morning and Sunday	316,287	40c
Evening and Sunday	326,817	40c
Morning	145,778	25c
Evening	156,308	25c
Sunday	170,509	30c

(Publisher's Statement of Sept. 30, 1925)

Kansas City Journal-Post

Lorenzen & Thompson, Inc.

Chicago New York San Francisco Seattle

The Growth of

Powers Engraving Companies

Is the result of rendering continuous satisfaction

Complete day and night service for newspapers, publications and advertising agencies.

We have kept step with the mechanical departments of the newspapers in the progress of recent years.

We are pioneers of new methods—

Spending thousands of dollars every year in experimenting on and developing new processes for the advancement of the industry by improving the quality of our engravings

Developed cold enamel process on zinc, which is far superior to any other method ever used for line engravings

Perfected hot enamel on zinc and copper, and raised the standard of engravings on both metals

Invented, and developed the wet cooler, which prevents buckling—simplifying the method and improving quality

Developed, burning-in stove, and etching machines

Invented, and developed emulsion film camera, which produces results that are far superior to the callodion process.

For a comprehensive understanding of your problems—consult us

— Prompt Service —
— Unsurpassed Quality —

POWERS PHOTO ENGRAVING COMPANY

154 Nassau St., New York City. Beekman 4200

POWERS REPRODUCTION CORPORATION

205 W. 39th St., New York City. Pennsylvania 0600

POWERS FOURTH ENGRAVING COMPANY

Broadway and 50th St., New York City. Circle 1300

WITH THE GENERAL ADVERTISERS

Electric Refrigerator Manufacturers Approve Co-operative Advertising Program—H. W. Gossard Company Establishes Dallas Branch —Danning with duPont de Nemours

LEADING manufacturers of electrical refrigerators met at the Westchester-Biltmore Country Club, Rye, New York, recently, in the third of a series of meetings called for the purpose of considering the possibilities for co-operative activities which would benefit the industry as a whole.

Representatives of the following companies attended: Copeland Products Company; Delco-Light Company (manufacturers of Frigidaire); General Electric Company; Kelvinator Corporation; Nizer Corporation; Servel Corporation.

Definite action was taken approving a co-operative, market development program to be carried forward during the coming year by the Society for Electrical Development. Steps were also taken looking toward the formation of a permanent organization to be known as the Electric Refrigeration Council.

The movement to organize this new group in the industry was originally started by J. Robert Crouse who called an informal meeting at Waldenwoods, Michigan, in May, 1925, at which the Nizer Corporation was host.

A unique feature of the plan to organize the electric refrigerator manufacturers has been the bringing together of the sales, production, advertising and service managers and other department heads, in addition to the executives of the companies. The men representing each of these functions constitute committees to work out constructive plans for the progress of the industry.

The educational and market-development program offered by the Society for Electrical Development was approved by the departmental committees and an appropriation of $100,000 was made by the executive committee. The program calls for a series of full-page advertisements in the *Saturday Evening Post* starting in May, 1926, which will be coordinated with the advertising of the individual companies. E. G. Biechler, president of the Delco-Light Company, has been elected president of the temporary organization, with an executive committee as follows:

W. R. Wilson, president, Copeland Products Company; C. W. Stone, manager, Central Station Dept., General Electric Co.; A. H. Goss, president, Kelvinator Corporation; O. A. Glazebrooke, Jr., vice-president, Nizer Corporation; H. G. Scott, chairman of the board, Servel Corporation; F. M. Cockrell, secretary.

R. C. Stirton, president of the H. W. Gossard Company, has established a new distributing center in Dallas, Tex., to serve Texas, Louisiana, Oklahoma, Arkansas and New Mexico. The new office will open Feb. 15. Paid advertising for the company is handled by the Charles F. W. Nichols Company, Chicago advertising agency. Free publicity is sent out by Austin J. Carson & Associates, New York. Mr. Carson informed EDITOR & PUBLISHER this week that he understood from conversations he had recently with Mr. Nichols, that Gossard is planning to increase its appropriation to newspapers materially this year. Magazines have been preferred by the account heretofore.

A "hand-out" from the Carson office this week quotes Mr. Stirton as predicting 1926 will be a "banner year in the corset and lingerie industry."

The Gossard company recently opened a plant in Atlanta, Ga. Other distributing centers are maintained in New York, Chicago, and San Francisco.

Matthew J. Danning, a former Wilmington, Del., newspaper man, has been made assistant manager of the advertising department of E. I. duPont de Nemours & Co., explosives manufacturers.

An aggressive advertising campaign is planned by the concrete firms of the Northwest, as a result of the January meeting of the Northwest Concrete Products Association in Longview, Wash. Aberdeen was chosen as the next convention city, where the semi-annual meeting will be held in July, while Seattle was chosen for the annual meeting next January. Earl Braken of Aberdeen was chosen chairman of the committee which will have in charge the exploitation of concrete products through a well conducted advertising and publicity campaign.

To "banish the idea that plumbers are robbers who delight in loafing on the job," the California Sanitation Development League is planning a newspaper advertising campaign, according to L. J. Kruse, league president. Analyzing the power of the press, Mr. Kruse said:

"As the newspaper is to the public what sight and hearing is to the individual, educational newspaper advertising is the most direct, effective and economical means of quickly obtaining the results desired. Information given to the public in the form of advertising is more convincing than information given in any other manner."

The Quaker Oats Company declared an extra dividend this week of $2.50 a share on the common stock and regular quarterly dividends of 75 cents on the common, and 1½ per cent on the preferred. The common dividends are payable April 15, to stock of record April 1, and the preferred is payable May 29, to stock of record, May 1.

The Gillette Safety Razor Company reported net profits of $12,089,857 in 1925 after taxes, reserves and other deductions.

The Jewel Tea Company declared an extra dividend this week of $2.25 on account of accumulated dividends on its preferred stock, besides the regular quarterly of $1.75 on the preferred payable April 1, to stockholders of record March 18.

National advertising contracts amounting to $1,500,000 to be expended over the next three years were discussed at the convention of the *West Coast Lumbermen's Association* held recently in Seattle, Wash. About 400 of the leading lumbermen of the North Pacific Coast gathered to outline plans for the campaign. George S. Long of Tacoma, was chairman of the meeting having the advertising campaign in charge.

Applies for A. B. C. Membership

The *Eureka* (Cal.) *Humboldt Standard*, has applied for membership in the Audit Bureau of Circulations.

Our Customers Write Our Ads

ALBANY, GEORGIA, HERALD Says—

"Our experience with the Duplex Tubular convinces us that it is the ideal press for a small city daily."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

ADVERTISING AGENCY AFFAIRS

Brinkman Made Vice-President of John S. King Company, Inc.—New Advertising Agency Formed in Seattle—E. C. Harris Agency Moves to New Offices

C. A. BRINKMAN has been appointed vice-president and general manager of the John S. King Company, Inc., Cleveland advertising agency, succeeding J. P. Garvey. He was formerly with Fuller & Smith Company.

A new advertising agency just formed in Seattle is that of Warren E. Kraft and F. Claude Arnold, who have taken offices in the Dexter Horton Building, and will open another office in San Francisco. The partnership will be known as Arnold-Kraft, Inc.

The E. C. Harris Advertising Agency, Inc., is now located in new quarters at 816 Wynne-Claughton Building, Atlanta, Ga.

Edwin J. Stewart, formerly of the Andrew Cone Advertising Agency has been appointed director of the real estate advertising division of the Alfred N. Williams Company, advertising and merchandising counsel.

Mr. Stewart is well known to the real estate and building material interests. For six years prior to his connection with the Cone Agency he directed the advertising and publicity for the "Own Your Home Expositions."

Raymond C. Mitchell, has joined the staff of C. Lawrence Cook Advertising Agency of Pittsburgh. He has been in the advertising field for the past 16 years, and formerly represented the Commercial Printing and Lithographing Company, of Akron, O., in the Pittsburgh territory.

A. H. Skankey, prominent in Salt Lake City advertising agency circles for the past 14 years, is leaving the city to open an office in Oakland, Cal.

Leonard A. Gneier and Gordon A. Hittenmark, both formerly of the Battenfield & Ball Advertising agency in Des Moines, Iowa, have established the Iowa Publicity Bureau and will open offices March 1 at 223-24 Iowa Building, Des Moines.

At the annual meeting of the World Wide Advertising Corporation, New York, held Feb. 9, the following officers were elected: Emil Maurice Scholz, president; S. H. Somerton, vice-president and general manager; William H. Clark, vice-president; Donaldson Douglas, treasurer; and Katharine Gannon, secretary.

Prizes Awarded Minnesota Weeklies

The *Grand Rapids* (Minn.) *Herald-Review* took first prize in the seven-column paper class in the country weekly first page makeup contest which closed at University Farm, St. Paul, Jan. 19. The second prize went to the *Bemidji Sentinel*. In the six-column class, first prize was divided between the *Northfield News* and *Heron Lake News*, the second going to the *Montevidio News*.

Shopping News in Detroit

The *Detroit Shopping News* was launched this week by Fred C. Veon, formerly of the *Los Angeles Saturday Night* and the *Detroit Saturday Night*. It has 12 pages of advertising said to be contracted for a year. A circulation of 150,000 is claimed. It has its own carrier system.

A SINGLE ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their respective fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page .....$280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page ..... 82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

Editor & Publisher
1700 Times Building
Broadway at 42d St.
New York, N. Y.
Telephones:
Bryant 3052 - 3053 - 3054 - 3055 - 3056
Cable Address: EDPUB, NEW YORK

Advertising World
14 King Street
Covent Garden, W. C. 2
London, England
Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON

Corporations Flourish in

New York State

Greatest Trading Center of the Nation

The Corporation Bureau of New York reports that a new record was established in the number of incorporations chartered during 1925 by the Secretary of State.

The number of new charters was 24,703, a gain of 5,154 over the previous year.

The entire scale of industries was covered by these new charters. In December one company was chartered whose principal purpose was given as the prolonging of life. Another will devote its efforts to turning out a superior brand of pies. A third will manufacture insect traps.

An idea of the tremendous amount of work involved in chartering so many corporations is furnished by the fact that a total of 53,585 letters were written and 11,056 telegrams sent in expediting the business of the bureau.

Earnings of many of the long established corporations have been notably large, thus testifying to an exceptionally heavy volume of business, and the constructive forces which made 1925 such a prosperous period still exist and in some respects have been strengthened.

The Empire State, leading the country in manufacturing, commerce and finance, is the greatest trading center of the nation.

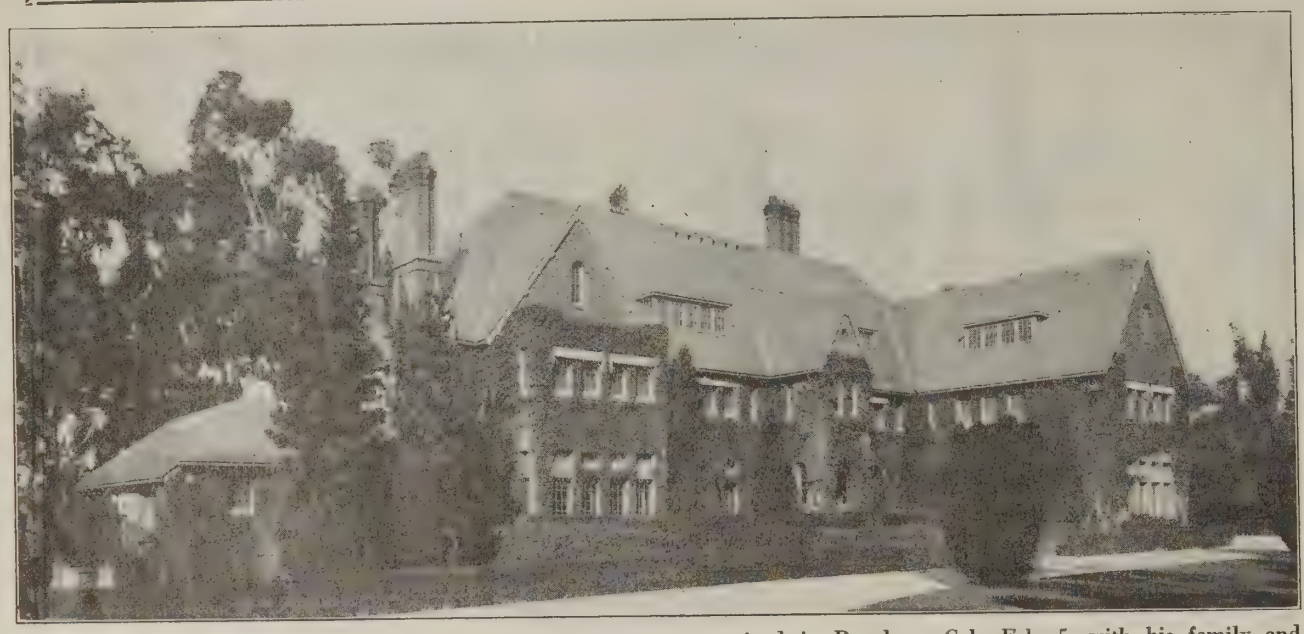
An important feature of this great market is the excellent standard of the daily newspapers and the superior service which they extend to National Advertisers.

These Newspapers are the Leaders of the Sovereign State of New York

		Circulation	2,500 Lines	10,000 Lines
*Albany Evenings News	(E)	30,060	.08	.08
*Albany Knickerbocker Press	(M)	32,864	.10	.10
*Albany Knickerbocker Press	(S)	56,014	.14	.14
*Amsterdam Recorder-Democrat	(E)	7,603	.04	.04
†Auburn Citizen	(E)	6,214	.045	.035
*Brooklyn Daily Eagle	(E)	70,622	.22	.22
*Brooklyn Daily Eagle	(S)	79,652	.22	.22
*Buffalo Star and Enquirer	(E)	30,134	.13	.09
*Buffalo Courier	(M)	58,083	.17	.13
*Buffalo Courier	(S)	104,303	.27	.22
*Buffalo Evening News	(E)	128,455	.35	.25
*Buffalo Evening Times	(E)	98,824	.21	.21
*Buffalo Sunday Times	(S)	100,016	.21	.21
*Buffalo Express	(M)	50,796	.14	.12
*Buffalo Express	(S)	57,682	.18	.14
*Corning Evening Leader	(E)	9,148	.055	.05
*Elmira Star-Gazette Advertiser	(E&M)	33,500	.11	.11
†Geneva Daily Times	(E)	5,527	.04	.04
*Gloversville Leader Republican	(E)	6,939	.035	.035
*Ithaca Journal-News	(E)	7,473	.05	.05
*Jamestown Morning Post	(M)	11,636	.04	.035
*Middletown Times-Press	(E)	6,792	.04	.04
*Mount Vernon Daily Argus	(E)	9,871	.05	.05
*Newburgh Daily News	(E)	11,842	.06	.06
*New Rochelle Standard-Star	(E)	8,108	.04	.04
*The Sun, New York	(E)	254,189	...	.56
*New York Times	(M)	350,406	.80	.784
*New York Times	(S)	572,815	.95	.931
*New York Herald-Tribune	(M)	281,672	.6435	.624
*New York Herald-Tribune	(S)	321,889	.693	.672
*New York World	(M)	309,386	.595	.58
*New York World	(S)	542,386	.595	.58
*New York Evening World	(E)	311,450	.595	.58
*Niagara Falls Gazette	(E)	20,385	.06	.06
*Port Chester Item	(E)	4,760	.03	.03
*Poughkeepsie Star and Enterprise	(E)	12,429	.06	.06
†Rochester Times-Union	(E)	67,974	.21	.20
*Syracuse Journal	(E)	62,000	.14	.14
*Troy Record	(M&E)	22,427	.06	.06
*Watertown Times	(E)	16,216	.07	.07

* A. B. C. Statement, Sept. 30, 1925.
† Government Statement, Sept. 30, 1925.

BRISBANE TAKES HOME IN PASADENA FOR WINTER



Arthur Brisbane, editorial writer for the Hearst newspapers, arrived in Pasadena, Cal., Feb. 5, with his family and staff and has established his winter headquarters in the residence shown above, one of the most beautiful and imposing Pasadena homes. Mr. Brisbane has leased the home of the late R. A. Rowan at 1170 Hillside Road for a period of three months, with an option to extend the lease for an additional six months. It is believed that he may purchase the property, thus making that city his permanent residence.

The Brisbane party, 20 in all, were greeted upon their arrival by a group of friends and newspaper reporters. Mr. Brisbane was accompanied by his wife, their six children, ranging in age from 12 to one, by his secretary, Emil Steinhauser, and a group of servants.

Mr. Brisbane plans to spend most of his time at the Rowan residence, with occasional visits to New York. A part of the big residence has been fitted up for Mr. Brisbane's editorial offices and his daily column will be put on the wires there.

CHINESE NEWSPAPERS POOR BUT VITAL

More Than 700 Dailies in Nation of No Advertising, Bad Communication and Giant Alphabet—Education Gaining Rapidly

Chinese journalism, despite handicaps which oppress none of its occidental prototypes, has become an important factor in the modern development of the awakening giant among nations, according to Dr. Sum Nung Au-Young, who is spending several weeks in the United States on a mission for the Peking government. Advertising patronage is scanty, communications across the plains and mountains of China are tenuous and doubtful, and the lack of a simple written language immensely complicates the task of disseminating information through the press.



DR. SUM AU-YOUNG

Nevertheless, says Dr. Au-Young, there are now more than 1,000 dailies, weeklies, and monthly publications issued in China, and more than 70 per cent of this number are dailies. Few of them are rich, in fact most of the newspapers in non-treaty ports are poor and many are subsidized by political parties and factions. Peking, the national capital, has more than 50 daily newspapers, only a few of which are economically and politically independent. Yet their inherent influence is great.

"It was the affairs of government that gave China its first newspapers," Dr. Au-Young continued. "The *Peking Gazette* was started hundreds of years ago, during the Ming Dynasty, which ruled China from 1368 to 1644. This newspaper carried no editorial comment and its news was largely confined to reports of imperial decrees and official announcements. It was issued daily. The provincial governors. They were issued origin, though still more ancient than the newspapers of the Western World, performed a similar function for the provincial governors. They were issued at the provincial capitals.

"Affairs of government continue to occupy the Chinese editor's mind, though he no longer speaks as the official mouthpiece of the ruler. Often he discloses conditions which the rulers would prefer hidden. For instance in 1918, members of the militaristic clique negotiated a loan with Japan for the construction of a railroad in northern Manchuria and Mongolia. Several newspapers learned that these funds were being diverted to other uses and published the story, exposing the looters. Six newspapers published in treaty ports were suppressed by the government for this display of enterprise.

"Yuan Shi Kai, self-proclaimed emperor, was overthrown by the press voicing public sentiment.

"In 1915, when the famous 21 demands were pressed upon China by Japan, the latter compelled the Chinese Government to secrecy, while the Japanese foreign office published the story that only 11 demands had been presented. Naturally, these 11 demands did not include those to which China objected and which would have been resented by friends of China. The Chinese press discovered the true nature of the Japanese proposals and it was through the Chinese newspapers that the world learned of Japan's real purposes."

Magazines and bi-weeklies are also numerous, Dr. Au-Young stated. Favorite titles of this branch of the press are "Renaissance," "Reconstruction," "Young China," and the like. Other periodicals which stand forth from the mass include one whose name can be translated as "Woman's Magazine" or "Ladies Journal," Labor's Magazine, Journal of Commerce and Agriculture, and the Journal of the Bankers' Association. All crafts and professions have their journals.

Numerous new magazines are published in the "pihwa," a relatively simple "alphabet" which contains 1,200 characters. This system of letters has the approbation of the Association for the Promotion of Mass Education, a group which has, according to Dr. Au-Young, educated more than 1,000,000 illiterates. The "pihwa," he declares, can be mastered by adults or children with only 96 hours of study and it is the opinion of its promoters that illiteracy will be a thing of the past in China within 20 years.

Dr. Au-Young, who this week invited the Press Congress of the World to hold its 1928 session at Peking, is, according to his card, Commissioner of Social and Economic Research in America and Europe, Director of the Chinese Government Bureau of Economic Information, Delegate to the Institute of Pacific Relations, and a Member of the Committee on Legal Conference under the auspices of the Pan-Pacific Union. His headquarters in New York are at the Hotel Astor.

OHIO PRESS RE-ELECTS

Snyder and Barrere Presidents—Columbus Office Urged

The Associated Ohio Dailies and the Buckeye Press Associations held their annual meetings in Columbus the week of Feb. 1.

A committee of the Associated Ohio Dailies will investigate during the coming year the advisability of establishing a central office in Columbus as legislative bureau headquarters and a clearing house for information.

President R. C. Snyder of the *Norwalk Reflector-Herald* and all the other officers of the Associated Ohio Dailies were re-elected.

The employment of a full-time secretary and a definite program for the year was recommended by Granville Barrere, of the *Hillsboro News-Herald,* in a message to the Buckeye Press Association. Mr. Barrere is in Florida. He was re-elected president of the association together with all the other officers. Don C. Bailey of the *West Mansfield Banner* was chosen district vice-president. A committee from the Buckeye Press Associaton will cooperate with a committee from the Associated Ohio Dailies in the preparation of a form for publication of annual city, county and school financial statements.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

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HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

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THE IMPORTED DRY MAT OF SUPERIOR QUALITY

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FLEXIDEAL COMPANY, Inc.

15 WILLIAM STREET NEW YORK CITY

NEW INVENTION FOUND TO TRANSMIT PHOTOS

Pictures May Be Flashed Across Atlantic "In an Instant" by New Discovery Announced in Rome—Carolus, Inventor

A new discovery by which, according to claim, a picture may be flashed across the Atlantic "in an instant," whether a portrait or an entire newspaper page, was announced in Rome, Feb. 9, an exclusive dispatch to the *New York Herald Tribune* states.

The new process is being worked out in various European laboratories, especially that of the Telefunken Gelellschaft, Berlin, as a result of five years' development of the Carolus cell—a highly sensitive photo-electric cell, named after its inventor, Dr. Carolus.

This cell replaces the silenum cells hitherto used in picture transmission, though too slow for satisfactory results. The transmission, based on the Kerr method, consists in influencing a ray of polarized light in such a manner that high voltage produces a strong ray, while low voltage produces a weaker ray.

The voltage variations are instantaneously accompanied by equal variations in the light ray influencing the photographic negative. The Carolus photo-electric cell transforms every light variation into electricity, with enormously accelerated transmission. The new cell itself produces only small currents, which must be amplified by radio telegraphy.

It is claimed for the system that complete photographs are available at their destination five minutes after transmission, whether from London, Paris or New York.

COMBINATION PUBLISHERS MEET

New Organization to Convene in Kansas City, Feb. 16

The Combination Newspaper Publishers Association will meet in the Baltimore Hotel, Kansas City, at 10:30 o'clock, Feb. 16, Cowgill Blair, general manager of the *Joplin* (Mo.) *Globe and News-Herald* and secretary of the Association announced this week.

The program will be informal. Each speaker will be asked to discuss his topic for ten minutes following which he will lead a short general discussion. The following subjects with leaders have been chosen:

Standardization of National Advertising Practice—H. H. Horton, *Okmulgee* (Okla.) *Times & Democrat.*

Local Advertising Practices on the *Oklahoma City Oklahoman and Times*—L. E. Drier, advertising manager.

The Management of Combination Newspapers Where Competition Exists —Harry T. Watts, *Des Moines Register and Tribune-News;* A. G. Newmeyer, *New Orleans Item-Tribune.*

Policy Management, or Walking the Tight Wire—W. Y. Morgan, *Hutchinson* (Kan.) *News & Herald;* T. E. Nowels, *Colorado Springs Gazette and Telegraph.*

How the *Muskogee Phoenix and Times-Democratic* Operate Separately, and Why—Joel H. Bixby.

Should Combination Publishers Join in a Cooperative Campaign to Sell the Combination Idea (a) Nationally? (b) Locally?—J. S. Parks, *Ft. Smith* (Ark.) *Southwest American & Times Record.*

The Combination Newspaper Publishers' Association is a new group organized at the annual meeting of the Audit Bureau of Circulations in Chicago last October.

DAILY BUYS LOCAL WEEKLY

Mississippi Valley Leader Sold to Blytheville (Ark.) Courier News

The *Blytheville* (Ark.) *Mississippi Valley Leader,* has been purchased by Edgar G. Harris and Beulah L. Harris, owners and publishers of the *Blytheville Daily Courier News.* The Leader will be issued in future from the Courier News plant and the plant used by the weekly publication will be converted into an exclusive job printing establishment.

The Courier News was purchased by Mr. and Mrs. Harris in September, 1925.

Before locating in Blytheville, Mr. Harris published the *Laurel* (Miss.) *Daily Leader* for 12 consecutive years, selling that property to James Skewes and associates.

HOUSTON CLUB FORMED

The News Writers Launched By Houston Newspaper Workers

The News Writers, a social club of workers on the editorial departments of the city's three daily newspapers, has just been organized in Houston, Tex., with 33 members.

It's sole purpose is to promote good fellowship among reporters, desk men, photographers and staff artists. A paragraph prohibiting any organized salary demands is to be incorporated in the constitution.

All of the newspapers have endorsed the club editorially. Definite plans have been made for financing the establishment and maintenance of a club house.

Frank Gibler, reporter for the *Houston Press,* was elected temporary president. Ernest Sparks, humorist, with 15 years' experience on Texas newspapers, was elected secretary and treasurer.

Greenwald to Atlantic City

M. H. Greenwald has been named business manager of the *Atlantic City* (N. J.) *Daily Press, Evening Union* and *Sunday Press* published by the Press-Union Publishing Company, A. J. Feyl, president. Mr. Greenwald was for 16 years manager of the special advertising department of the *Philadelphia Public Ledger,* being particularly active in automobile, travel and resort advertising.

WEEK'S AD TIPS

George Batten Company, 332 South Michigan avenue, Chicago. Sending out copy for Sunday insertion on Celotex Company. Page copy is being used.

Campbell-Ewald Company of Detroit are working on a list of newspapers for the Crosley Radio Company of Cincinnati.

Dorrance, Sullivan & Company, 130 West 42nd street, New York. Has secured account of the Yahr & Lange Drug Company, Milwaukee, Wisconsin.

Erwin, Wasey & Company, 844 Rush street, Chicago. Preparing list on Northern Paper Mills, Green Bay, Wis. Copy will be ready to start the last of February. They are also working on a list for Hart Oil Burner, W. B. Wilde Company, Peoria, Il..

Fuller & Smith, Bulkley Building, Cleveland. Now handling account of Fenestra advertising for the Detroit Steel Products Company. Detroit.

John S. King Company, 1220 Huron Road, Cleveland, Ohio. Now handling the following accounts: The Vreelands, Cleveland, manufacturers of "Hairerbs." Clarence H. Collings Company, Cleveland, marble tiles. The Independence Nurseries, Independence, Ohio, shrubbery, water lilies, tropical fish, The Cleveland Household Supply Company, Cleveland, distributors of "Cleveland" chinaware.

Koch Company, 432 Broadway, Milwaukee. Has secured the following accounts: Thomas Moulding Brick Company, 133 W. Washington St., Chicago, manufacturers of a composition flooring, for which architectural papers especially will be used; Oro-Tone Company, 1010 George St. Chicago, manufacturers of phonograph equipment. An extensive campaign will be carried on for the Oro-Phone, a new type of reproducer for all types of phonographs which this company has just perfected.

H. E. Kesan Advertising Agency, 33 West Jackson boulevard, Chicago. Sending out mid-winter copy to newspapers on Union Pacific Railroad.

Lord and Thomas, Wrigley Building, 400 North Michigan avenue, Chicago, placing a 40 week schedule to a large list of newspapers on Palmolive Company.

Steddiford Pitt Company, 153 Court St., New Haven, Conn., now has the following accounts: Industrial Dryer Corporation, Stamford, Conn., manufacturers of drying and conditioning equipment; Scroll Art Company, Bridgeport, Conn., manufacturers of Dragon smoke stands and other articles of this character. Lawrence H. Flynn, formerly with the Ethridge Company and Winemiller and Miller, Inc., New York City, has joined the staff of the Steddiford Pitt Company.

O. S. Tyson & Company, 16 East 41st street, New York. Has secured account of the Penn Mold Manufacturing Company, Wheeling.

Success Beckons you to

ILLINOIS

The general statement that Illinois is about ready to take its place as the second state in the Union in financial resources, supported only by figures showing bank clearings, etc., means little; but when this same statement is made and backed by figures compiled by the Bureau of Statistics and Research of the Federal Reserve Bank, Seventh District, showing the ratio of the capital invested in manufacturing projects in the rest of the United States, the business man, knowing that Illinois is the center of the district, is very apt to glimpse a vision of the future of this state.

In this territory of great purchasing power, the success of nationally advertised merchandise has kept step with the rising financial condition. Get in line.

This state is no longer a "try out" territory. The cooperation of these leading Illinois daily newspapers is at your disposal.

Use These Daily Newspapers

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News .....(E)	18,075	.06	.06
††Chicago Herald & Examiner....(M)	349,209	.55	.55
††Chicago Herald & Examiner ....(S)	1,050,373	1.10	1.10
Chicago Daily Journal .....(E)	123,293	.26	.24
*Evanston News Index .....(E)	6,608	.04	.04
*Freeport Journal-Standard .....(E)	9,053	.045	.045
*Joliet Herald News .....(E)	18,924	.06	.06
*La Salle Tribune .....(E)	3,629	.025	.025
*Mattoon Journal Gazette .....(E)	5,470	.03	.03
*Moline Dispatch .....(E)	11,193	.045	.045
*Monmouth Daily Review Atlas....(E)	5,162	.035	.035
*Ottawa Republican Times .....(E)	5,420	.03	.03
*Peoria Star .....(S) 23,021..(E)	30,269	.075	.06
†Rock Island Argus .....(E)	11,248	.045	.045

*A. B. C. Statement, September 30, 1925
†Government Statement, March 31, 1925
††Government Statement, September 30, 1925

LETTERS FROM OUR READERS

Free Railroad Publicity

To Editor & Publisher: It appears that the Illinois Central has joined the ranks of the free publicity seekers. We were recently advised that our paper would not receive the Illinois Central's Florida advertising that we had received in former years. But following this advice we received a very attractive illustrated news story with request for free insertion. We replied as follows:

Jan. 20, 1926.

H. S. Gray,
Illinois Passenger Agent,
Dubuque, Ia.

Dear Mr. Gray:

A few days ago we received a very attractive illustrated news story of Florida in mat form. It was a very fine story, but it disclosed reference to the Illinois Central which put it in the classification of advertising news.

We were just wondering if there had not been some misunderstanding and that we had been recommended for the free publicity schedule instead of a paid advertising schedule.

However, if that was not a mistake, and was intended, we would be glad for you to call on the writer and see what arrangements could be made for free transportation before we start the publication of any free publicity.

Yours truly,
J. N. Stonebraker,
Vice-President of Freeman-Journal Co.

We want to commend you for the stand that your publication is taking against the free publicity seekers. Ours is one of the smaller dailies but we make an absolute distinction between general news and advertising news. We tell both local and national advertisers who request free publicity that it is just as unreasonable for them to request it as it would be for us to make request for free merchandise or its equivalent from their institution.

J. N. Stonebraker,
Freeman-Journal Publishing Co.,
Webster City, Iowa.

"Very Much Worth While"

To Editor & Publisher: I perhaps have an exaggerated idea of the importance of the schools and departments of journalism. I seem to think they are one of the most important, if not the most important, engines for the future improvement of journalism and all its branches, so I am inclined to think the series (on schools of journalism now appearing in Editor & Publisher) very much worth while. True, on occasion I feel that some of the information furnished to you on a given school has not been wisely chosen.

Roy L. French,
Head of the Dept. of Journalism.
University of North Dakota.

When Is News Hot?

To Editor & Publisher: Every line of business has its crying need. The radio business is crying for a static eliminator, the talking machine business for a way to eliminate that scratching noise and the automobile business for a non-glaring headlight.

The newspaper business is no different. It, too, has its crying need. It needs a News Thermometer to register exactly how hot a story is.

This instrument is not needed particularly by the editors, the copyreaders and the reporters throughout the country. By years of experience these workers have developed the ability to determine the warmth of news without the aid of an instrument.

But such an instrument is needed for certain individuals of the great general public who think they can guess news values without experience and without an instrument.

No layman would trust his ability to guess the number of apples required to make a bushel. He would not trust his judgment of speed enough to claim he could guess the exact speed of an automobile. He would not claim to be able to guess the exact weight of a cow, the exact temperature of a room, or the exact number of feet to a distant hill.

He does not think his human estimates better than the recordings of scientific instruments. Yet this very layman who believes in bushel measures, speedometers, thermometers, scales and tape-lines will presume to tell an editor or a reporter just exactly how big a story is and how it should be played.

The editor is helpless. He is busy. He does not have time to enter into a joint debate on just why the fact that John Jones has bought a new soda fountain for his drugstore is not a page-one story instead of a five-line personal on the inside.

John Jones cannot see the measuring stick the editor is using on his tendered news. Therefore he comes to the conclusion that the editor is prejudiced against him personally or that the editor doesn't know news when he sees it.

Here is where the News Thermometer would come in handy. If John Jones got nasty Mr. Editor could put the News Thermometer on his proffered news in his presence and show him it was just about as hot as an Eskimo's nose.

Any editor can see what a great help such an instrument would be in handling that constant stream of visitors to the editorial rooms who are eternally trying to get something in the paper that is not news and trying to keep something out that is.

Realizing the great value of such an invention I am devoting my entire time to the development of such an instrument and hope you will find space in your columns to mention it so the distressed and distracted editors of the nation will know that relief is in sight.

Inventively yours.
ART GUM.

Weeklies as Ad Mediums

To Editor & Publisher: It has always been a great mystery to me why advertising men in general have not discovered the country weekly. The article by Bert Moses on that very subject in a recent issue of Editor & Publisher is certainly most timely, and I congratulate you on it.

While advertisers rush pell mell to buy quantities of high priced space in metropolitan dailies and national magazines that are already over-crowded with display they ignore the fact that the small town paper, daily or weekly, has plenty of space for their display at a reasonable figure and furthermore, has a great deal of prestige.

No one, literally *no one*, has time or inclination to read all of a 42-page paper every day, and only the most striking ads are ever seen by the majority of readers. On the other hand, just about 100% of the subscribers to the small town or country weekly read every word printed, news columns and advertising, every week. It's usually small enough and chatty enough to make this a real pleasure.

The country weekly serves its field admirably. It offers local news its subscribers can get nowhere else. It prints convincing editorials on many matters, local or otherwise. It developes loyalty to home institutions. It supports home, church and school. It pleads in vain with advertisers to use its columns, and urges readers to spend their money in the local stores. And, what's more, it *does* mould opinion. Truly an admirable medium for any maker or distributor of national goods.

The true "palladium of liberty," or "bulwark of democracy" still exists. It's the country weekly!

W. P. ELSON.

Service to the Schools

To Editor & Publisher: I believe your articles on courses in journalism are worth while. They are doing more to acquaint the newspaper editors with what happens to a student when he goes to a College of Journalism than any other thing that has come to my attention. A work of that character is certainly a great service to the schools of journalism, and should be of some help to the editors.

J. L. SULLIVAN,
Director of Journalism, Marquette University, Milwaukee.

TEXAS LIBEL LAWS HARSH

Denison Editor Says They Deprive Public of Necessary Information

Declaring that the Texas libel law has been interpreted by the courts as a "legalized censorship," Henry E. Ellis, editor of the *Denison Herald*, in an address at McKinney, Tex., said the people are greater losers than the newspapers as a result. Discounting popular belief that Texas libel laws are unusually harsh, Mr. Ellis said:

"Clearly it was the intention of framers of the law to make it possible for newspapers to give accurate reports of what is said and done at public meetings conducted for public purposes. Under decision of the courts following enactment of the law, however, the papers are not permitted the privilege. The old common law still operates."

Mr. Ellis' remarks, made at a Lions' Club meeting, centered about that portion or the law known as "declaration of privileged matter," which imparts to newspapers the right to give "a true, fair and impartial account of public meetings organized and conducted for public purposes only."

"Very few public meetings—political meetings—are conducted these days at which matter libelous per se does not present itself. And yet the people are entitled to know just what was said and done in order to understand thoroughly the issues that come up. For fear of damage suits, however, publishers withhold valuable news sometimes which may not be libelous, but about which they must be careful."

Publishers will not expose themselves to damage suits merely for "education of the public," said Mr. Ellis, in urging the public to contend for the privilege which court ruling denies the press.

Daily Host to Correspondents

The *Long Beach* (Cal.) *Press-Telegram* recently held a conference of suburban correspondents, district circulation managers, members of the editorial staff and the management of the paper, at which time improvement of suburban service was discussed.

If Quality

of circulation is your first consideration

The Evening Star.

With Sunday Morning Edition

Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

New York Office—110 E. 42nd St.
Dan A. Carroll
Chicago Office — Tower Building
J. E. Lutz

ONLY 9 MONTHS OLD, BUT — The BIGGEST TABLOID ON EARTH

Rapid growth, you will admit, but the DAILY NEWS, St. Petersburg's Picture Paper, is keeping pace with Florida's development.

Editorial punch, convenient size, service to the community and its daily noon, home and sporting editions have combined to push the DAILY NEWS into its undisputed leadership in this rich market.

The SUNDAY NEWS, started in September, is the most popular on the West Coast.

Daily News
ST. PETERSBURG'S PICTURE PAPER

Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall

Represented by
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

The one sure way to increase the producing power of your advertising is to use the

Norristown Times Herald

Norristown, Pa.,

Montgomery County's Great Home Newspaper

National Representative
Paul Block, Inc.
Philadelphia, New York, Chicago, Boston, Detroit.

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6th Floor OCCIDENTAL BLD.
INDIANAPOLIS, IND.

Northern Ohio!

one of the country's

Greatest Markets

covered ALONE by

one of the country's

Greatest Newspapers

The Plain Dealer
ONE Medium — ONE Cost ALONE Will sell it

J. B. Woodward
110 E. 42d St.
New York

Woodward & Kelly
360 N. Mich. Ave.
Chicago

Quaker Oats

is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without

The Washington Times

The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.

PAYNE, BURNS & SMITH
New York City—Boston
G. LOGAN PAYNE CO.
Chicago - Detroit - St. Louis - Los Angeles

first! in OHIO

21,544,376 Lines

Dispatch advertising record for 1925 which was the greatest year in Dispatch history. This newspaper led all other Columbus newspapers combined by 3,680,065 lines and was first in the state of Ohio leading the second paper by 2,648,383 lines.

NET PAID CIRCULATION

CITY	54,651
SUBURBAN	26,637
COUNTRY	22,238
Total Circulation	103,526

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

AGENCY MAN VIEWS RETAIL AD PROBLEMS

(*Continued from page* 18)

too many facts and not enough of the spirit of the merchandise. The advertising man is not given an opportunity of absorbing the atmosphere of the place or the manner from which or in which the merchandise comes or is made.

"A merchant could invest his money in no better way than to send his advertising man with the buyers to market. Or to have him present when the salesmen are offering their wares. This would certainly help in producing harmony but I would recommend that a still further step be taken for co-ordination.

"The advertising man's job should not be considered finished until the merchandise is actually in the hands of the public, and he cannot put it there with paper space, fine words and beautiful illustrations. The sales people supply the final link, between the newspaper ad and consumer. This being true, if we are to have harmony in selling, the sales people must know when to sing. Who can better write their tune and direct their singing than the ad man, so the next step for co-ordination is a new job for the ad man.

One of the greatest opportunities a store has to sell its community presents itself in its yearly or semi-annual compaigns, according to Mr. White.

"The spirit of these campaigns should be to serve the community," he said. "Literally every activity of a store serves its community but in reality they merely sell merchandise.

"In this connection, stores should use their campaigns to promote some phase of their business or community in addition to the exploitation of merchandise. It is true that many successful sales are staged over the country which are entirely divorced to selling a community. They merely sell goods. A broader approach to campaigns is found in the idea of promoting some department of activities of the community in addition to selling merchandise. It is a store's privilege to do this and a store's obligation. It not only sells goods and makes profits but builds wonderful lasting prestige for the institution. For the community it spot lights in an extraordinary manner a phase of the community which perhaps is unknown. A store operating their campaigns in this manner is bound to make a public servant of themselves and to be respected as such.

"In the Fall Festival of 1925 the Rike-Kumler Company chose the theme of American Industries. It felt few people of Dayton and Miami Valley realized the progress and proportion of the colossal industries which furnish the major part of the merchandise distributed through our store. It also realized that anything industrially would have a definite and vital appeal to our customers because Dayton is distinctly an industrial community.

"So it definitely chose to promote American Industries and American Made Goods during its Fall Festival. We carried as our slogan throughout the campaign 'A Tribute to the Genius, Skill and Craftsmanship of American Industries'. We recognized that by far the greater majority of merchandise distributed in retail stores is conceived and developed in American Mills and factories. We wanted our customers to know the fact.

"This is the type of appeal which we commend to the use of every far reaching and broad visioned merchant of the country. We especially commend the use of this idea of paying a tribute to American industries. A store using this idea will pay their respects to an activity of this country which justly deserves it and at the same time will cause their customers to turn towards their store to buy American Made Merchandise at a legitimate profit."

N. Y. TIMES INTERVIEWS MEXICAN PRESIDENT

Calles Tells L. C. Speers Press of Mexico Is Free—Washington Correspondent on Roving News Assignment Across Border

An exclusive interview with President Calles of Mexico was obtained last week for the *New York Times* by L. C. Speers, member of its Washington bureau sent to Mexico on a roving news assignment by F. T. Burchell, acting managing editor. Mr. Speers has been connected with the Times for more than 20 years. He will remain in Mexico "as long as there is any news there," Mr. Burchell informed EDITOR & PUBLISHER.

Mr. Speers in the interview with President Calles asked him if the report that he was resentful of the attitude of a large section of the American press was true, and if so what were his reasons.

"As in all cases," General Calles replied, "one part of the American press is friendly and the other is antagonistic. Very likely the antagonism existing is due mainly to ignorance regarding the situation created over the land laws."

Once more reports were cited—this time the report that the Mexico City press is dominated by the Government. The president was reminded of the bitter assaults upon the American government and President Coolidge. One report called to his attention by the correspondent was that an administration organ had asserted that the "White House reeked with the odor of oil."

"The press of our country," President Calles emphatically replied, "enjoys an amount of freedom I do not believe to be smaller than that granted in the United States. As for the rest of the question, it would be better answered by the directors of Mexico's newspapers."

TRIBUTE TO MISS LOEB

Congress Praises N. Y. Evening World Writer and Welfare Worker

A remarkable tribute was paid Sophie Irene Loeb, member of the *New York Evening World* staff, and president of the Child Welfare Committee, during debate of the Widowed Mothers' Aid Bill, which passed the House in Washington, Feb. 9.

Miss Loeb has always insisted that the mothers' aid, or mothers' pension, was not "charity," and that there should be no charity stigma about it.

It was largely through her efforts that the provision for an independent mothers' aid board was put into the bill.

In glowing terms Representative John J. Boylan of New York, and John J. O'Connor, referred to Miss Loeb, who sat in the gallery during the debate, as the "little mother of child welfare." They paid high tribute to her many years of service to the widows and orphans of the world.

Stone Now Winsted Citizen G. M.

Louis T. Stone, veteran newspaper man whose nature yarns have become known throughout the country, emanating from the growing city of Winsted, Conn., has been made general manager of the *Winsted Citizen,* whose employ he entered as an office boy in 1888. Thomas A. Haggerty, of North Adams, for many years publisher of the *North Adams Herald,* which suspended publication two weeks ago, has been made managing editor of the Citizen, entering on his new duties Monday morning.

CLEANING CLASSIFIED COLUMNS

Elimination of Fraudulent Copy Discussed by Managers Association

Elimination of fraudulent classified advertising was discussed at a recent directors' meeting of the Association of Newspaper Classified Advertising Managers, held at Cleveland, O.

The association reported a membership of 267, the largest in its history.

Those attending the Cleveland meeting were: Walter S. Murdock, *Detroit Free Press;* C. C. Armstrong, *Cleveland Press;* Chas. T. Hardin, *Columbia Dispatch;* Fred L. Tate, *Toronto-Star;* Harry Gwaltney, *Milwaukee Journal;* O. S. Wespe, *Louisville Courier-Journal;* H. J. Moehlman, *Baltimore Sun;* Chas. W. Nax, *St. Louis Globe-Democrat,* association president; C. L. Perkins, *Chicago Herald-Examiner;* Walter Campbell, *Toledo Blade;* and H. A. Dryden, *Peoria Journal-Transcript.*

CLINE SYSTEM

CLINE ELECTRIC MFG. CO. CHICAGO — QUALITY, NAME, SERVICE, PRICE — CLINE WESTINGHOUSE

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

GRAND RAPIDS PRESS

Grand Rapids, Mich.

Ask them about it.

CLINE ELECTRIC MFG. CO.

Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

The Biggest Half of Baltimore

is covered by the combination of The Baltimore News and Baltimore American with a small factor of duplication and rapidly growing circulation. You can either buy these papers separately or in combination.

The News with a 13,145 net paid GAIN for December over the year previous and the American with 15,393 gain for the same period makes the News-American combination 29,038 circulation stronger over a year ago.

THE BALTIMORE NEWS

and

Baltimore American

PAYNE, BURNS & SMITH CO., Eastern Representative.

G. LOGAN PAYNE CO., Western Representative.

The Meridian Star

Mississippi's Largest Daily—Circulation Above 12,000

and

The Laurel Daily Leader

Only paper in Mississippi's fastest growing city. These two newspapers thoroughly cover East Mississippi and West Alabama. Business is good in Mississippi. Crop yields best in two full decades. The Laurel and Meridian communities have money to spend. Two good newspapers in two rich fields—and daily growing better.

Jas. H. Skewes, Editor & Publisher.

Solely Represented by

THE S. C. BECKWITH Special Agency

New York—Chicago—St. Louis—Detroit—Kansas City—Atlanta—Los Angeles—San Francisco.

MICHIGAN

and the

BOOTH NEWSPAPERS

THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN, 50 East 42nd St. New York City

J. E. LUTZ, Tower Building Chicago, Ill.

Buffalo, The Wonder City of America

Buffalo—A Profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

Promotive spirit builds classified —we build . . . promotive spirit

THE BASIL L. SMITH SYSTEM, Inc.

International Classified Advertising Counsellors.

Packard Building Philadelphia

The DES MOINES CAPITAL

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best Advertising buy in the mid-west.

O'Mara & Ormsbee
Special Representatives

The DES MOINES CAPITAL
Lafayette Young
Publisher

UNIQUE POLICY TRIAL IN SPRINGFIELD

Republican and Union, Now Under Same Ownership, Continuing Opposite Courses on Problems of the Day

A unique experiment in American journalism was launched this week in Springfield, Mass., with the first issue of the combined *Sunday Union* and *Sunday Republican,* which ran to 94 pages. Purchase of the Union two weeks ago by the Bowles family, publishers of the Republican for a century and more, was the first step in this unusual plan, which has resulted in the same owners running daily papers fighting each other, yet on Sunday declaring truce to appear as a combined issue.

There are now two morning papers, two afternoon papers and a combined Sunday paper in the city, all controlled by the Bowles family. Classified advertising is inserted in all four dailies at a price from two to four cents less a line than the cost formerly under separate ownership and a common advertising office is maintained for the handling of display advertising.

Economies in the mechanical side are effected through the transfer of mats of display ads from one paper to the other, thus cutting in half the cost of setting the ads and at the time of going to press the morning and evening editions of the Union are being run off on the Republican's presses, mats of the Union's pages being rolled out at the Union plant and taken to the Republican plant for casting and the printing of the paper.

On the editorial side the arrangement provides still more interesting angles. For years the Union and the Republican have staunchly supported opposite sides on practically all issues of the day. On the prohibition question this divergence has been specially marked in recent years. The Union has attained wide renown as a "wet" paper, probably the stoutest opponent to Volstead in New England, while the Republican distinguished itself even before prohibition by barring brewers' advertisements from the paper.

The Bowles famly, which comprises Sherman H. Bowles, general manager of the Republican, Admiral Bowles, and Richard Hooker, a nephew of the third Samuel Bowles, has placed itself in the position of paying for the printing of the "other side" on all the controversial questions that arise.

Special writers for the Sunday Union are conducting their pages in the combined Sunday issue of both papers and while there has been some shifting around in the editorial staff there has been nothing comparable to the wholesale exodus that generally follows a merger.

Waldo Cook, editor of the Republican since ill health caused Richard Hooker to withdraw in 1922, is at the helm of that paper. Maurice S. Sherman, who has guided the editorial destinies of the Union under different owners for more than a dozen years, continues in charge of the Union.

New York Weekly Suspends

The *Oakland* (N. Y.) *Independent*, a weekly, has suspended publication. Vaughn Washburn of Silver Creek has been editor of the paper, which was founded in October, 1925.

LOS ANGELES EVENING HERALD

Los Angeles, Calif.

Gained 7,505 Daily Average Circulation Sworn Government Statement, Six Months Ending Sept. 30, 1924, 174,280 Daily. Six Months, Ending Sept. 30, 1925, 181,785 Daily. Increase in Daily Average Circulation, 7,505.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

MIAMI TAB SHAKE-UP

Vanderbilt Dismisses Seventy-seven Employes, Charging Plot to Ruin Paper

(*By Telegraph to* EDITOR & PUBLISHER)

MIAMI, Fla., Feb. 7.—Changing his trip to San Francisco at an eleventh hour notice, Cornelius Vanderbilt, Jr., just out of a sick bed at Johns Hopkins Hospital, accompanied by his personal assistant, John W. Brodix, reached here early Saturday morning, and from his sick bed at a local hotel here today he directed a complete reorganization of the staff of the *Illustrated Daily Tab.* Frank Bailey, who has been in charge for some time was dismissed, as were the city, news, copy and make-up editors; 17 members of the editorial staff; 15 members of the composing room; three bookkeepers; four photographers; one artist; one engraver; two janitors and various sundry telephone operators, office boys, etc.

Mr. Vanderbilt appointed Herbert Hewson as business manager; Thomas Brodix as assistant business manager; Marion Hatch, from the *San Francisco Herald,* as managing editor; F. R. Milles, from the *Los Angeles News,* as supervising auditor; J. D. Holbrook as general auditor; J. L. Mathews as foreman of the composing room; Joel Y. Rickman, of the *San Francisco Herald* as city editor; Larry Daily as sporting editor, and M. O. Shevlin as combination news, make-up and copy editor. Mr. Vanderbilt further stated that the status of the advertising, circulation, engraving, press and stereotyping departments would not be affected by the change in management.

A rumor current that the publication of a New York tabloid was contemplated was emphatically denied by the publisher here this evening.

Mr. Vanderbilt is quoted as saying that his unexpected arrival "nipped in the bud" an attempt to ruin his Miami newspaper.

Mr. Vanderbilt telegraphed the following statement to EDITOR & PUBLISHER:

"I suspect other persons were interested in seeing us go out of business, or it just may have been incompetency.

"A rumor was circulated by some executives whom I discharged that we would not meet our payroll. This so aroused the news staff that it seemed as though the entire force would leave us high and dry for our Sunday paper.

"When I reached here I spent all night and the next day going over the qualifications and charges against every person discharged. In all I let 77 go.

"Auditors from headquarters found no dishonesty, although a great amount of irregularity.

"Things are moving nicely now.

"I will stay here until I return to Johns Hopkins Hospital the first week in March."

Copy Holder Finds Stolen Car

The retentive memory of a copy holder in the proof reading room of the *Springfield* (Mass.) *Union* made possible the recovery of a stolen automobile in record time last Monday. The car in question was stolen from the business section of the city about 10 o'clock Sunday night, the theft reported to the police and through the Union's police reporter turned into copy and sent to the composing room. Ernest A. Parker, the copyholder, noted the registration numbers as the copy passed through his hands. At 3 o'clock in the morning, on his way home from work, he recognized the numbers on a car parked in the street, telephoned the police department.

EDITOR & PUBLISHER CALENDAR

Feb. 16—Combination Publishers' Assn., meeting, Hotel Baltimore, Kansas City.
Feb. 16-17—Inland Daily Press Assn., annual convention, Hotel Sherman, Chicago.
Feb. 16-17—Illinois State Press Assn., annual convention, Chicago, Ill.
Feb. 19-20—Indiana Weekly Press Assn., annual meeting, Indianapoplis, Ind.
Feb. 19-20—Minnesota Editorial Assn., 59th annual convention, Nicollet Hotel, Minneapolis.
Feb. 19-20—South Dakota Press Assn., annual meeting, Sioux Falls.
Feb. 19-20—Oregon Newspaper Conference, 10th annual meeting, University of Oregon, Eugene, Ore.
Feb.20—Arkansas Press Assn., midwinter meeting, Little Rock, Ark.
Feb. 25-27—Nebraska Press Assn., meeting, Hastings, Neb.
Feb. 25-27—Washington State Press Assn., Journalism Week, Seattle.
Feb. 26-27—Central Missouri Press Assn., annual meeting, Sedalia, Missouri.
Feb. 27—Birthday of Henry W. Longfellow, Born 1807.

Regional Advertising
at
Regional Rates
in
The Christian Science Monitor

An International Daily Newspaper Publishing SELECTED ADVERTISING

ATLANTIC, CENTRAL and PACIFIC Editions

Rates and Circulation Data Supplied on Request

ADVERTISING OFFICES

Boston, Philadelphia, Chicago, Cleveland, Detroit, New York, London, Paris, Florence, Kansas City, San Francisco, Los Angeles, Seattle, Portland

"Buy What You Can Use"

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and New Rochelle and The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

Pittsburgh Press
"Giant of the Newspaper World"
A Scripps-Howard Newspaper
Represented by
ALLIED NEWSPAPERS, INC.

Radical Editor Arrested

Charged with blasphemy and with inciting to riot, Anthony Bimba, editor of *Freedom,* of Brooklyn, N. Y., was arrested in Worcester, Mass., last week for the police of Brockton, Mass., where he is alleged to have advocated the overthrow of government in an address before the Lithuanian Citizens' Club. In court he pleaded not guilty and was released in $1,500 bonds for a hearing. This was the first time in the memory of Brockton court officials that anyone had faced the charge of blasphemy, the warrant having been sworn out under an old Puritanical statute of the early Massachusetts Bay colony.

New Owners Plan Daily

G. Fisk and associates have purchased the *Abilene* (Tex.) *Times,* semi-weekly, and will convert the paper into a morning daily.

Consistent Builders of Circulation

We do not use just one outstanding success to show you as proof of our ability. Year in and year out, for twenty-two years, we have continued to make each and every campaign a success.

We have proven our methods.

MYERS'
Circulation Organization
415 E. Third St., Waterloo, Iowa

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 650,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World
Pulitzer Building, New York
Tribune Tower, Chicago

Peoria
The Try-Out City
THE PEORIA JOURNAL Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

AST EDITOR'S JAIL SENTENCE HELD UP

nted Stay of Execution Pending eview by Supreme Court— Citizens Raising $500 Fine Levied for Contempt

stay of execution pending a writ of ew to the supreme court has been ted Norman H. Parks, editor of the ville (Cal.) *Review*, who was re- y sentenced to five days in jail and ne of $500 for contempt of court. harges against Parks were based on ditorial headed "Judicial Bolshevism" ed Oct. 2, 1925, criticising Judge Ira mpson of Los Angeles for a decision to disenfranchise hundreds of Im- l Valley voters. Judge Thompson sitting in Superior Court in El ro on petition of the case to recall a judge and a district attorney who se certain legislation favored by the y residents.

he Holtville editor was sentenced 16, after a trial in which he was ded by seven bar association mem- Two advisory judges assisted Judge mpson in the trial, which lasted all and all night.

pporters of the legislation which pitated the controversy are raising y to meet the editor's fine by $1 ributions.

have received many offers from le who wish to substitute themselves ne in jail," Editor Parks told EDITOR UBLISHER.

he editorial made the basis of the mpt said in part:

he recall has been invoked in this dozens of times. No one has ques- d its constitutionality any more than would try to set aside the electors' hise. But Judge Thompson of Los les, imported to sit in a case involv- he recall of District Attorney Utley eventually Judge Conkling, who, mably picked Judge Thompson as an to come down here, has virtually ied the provisions of the recall. e has set aside in legal phraseology, ng with fallacious reasoning, the e of the state. This kind of thing dicial bolshevism and breeds con- for the courts. And we all know. we see the courts perverted in this to the interests of capital and in cases dominated by bootleg rings, a public official, whether he be a or the head of some other branch e government, becomes calloused to ublic opinion and desires and will- uses his office to satisfy questionable sts, that there should be some way astise him.

nied the recall, some people might oved to violence, and, if that oc- the courts where justice has been il must take the blame.

he shameful decision will make more Bolsheviks than thousands of d propaganda from red Russia. It be that sawed-off shotguns may be brought into play, if the last of peaceful men becomes curruptthe courts, that institution toward it never should be necessary to the finger of suspicion.

t us keep our heads in this hour uel trial. No matter how unfair reatment by the courts has been, not stoop so low."

THREE COAST REPORTERS PARTICIPATE IN BULLET PUNCTUATED BANDIT CHASE



They took mental notes while bullets spattered (left to right): Hamiton Hintz, J. W. McDonald and Frank Sullivan, *Sacramento Bee* reporters.

THREE reporters for the *Sacramento Bee* recently went on a "lark" with two detectives of the Sacramento police department, Jan. 25, and were participants in as thrilling a bandit chase as ever was staged in the wild and woolly west.

In a running gun-battle with four desperadoes who had two hours previous held up a bank in broad daylight and fled with more than $45,000 in cash, bullets splashed against the bullet-proof windshield, shots sizzled through the top of the car, rang against the metal of the machine or whistled along the pavement beneath. But the reporters came back to the office unscathed, though scared, in time to write human interest stories for the "extra." One of the bandits was killed and the other three captured after a battle in which hundreds of shots were exchanged.

The reporters who "fell into" this unusual experience were Frank Sullivan, police reporter, and Hamilton Hintz and J. W. McDonald of the Superior California department.

In the words of Sullivan:

"We had started out on a lark. We had never intended to come to a hand-to-hand battle with the bandits. All we intended to do was to guard a bridge nearby because we had received word that the highwaymen were headed in that direction in a high-powered car. The two police detectives were in the front seat and the three reporters in the back.

"As a matter of course we looked over passing machines. At a country store we saw a car with four occupants driving very slowly. The police were just about to pass them up as farmers when one had a 'hunch' they ought to question them.

"As the police car swung around, the 'mystery' automobile leaped ahead, shot over a knoll and disappeared. The police car took up the pursuit.

"It was a game of hare and hounds with the hounds gaining steadily.

"We in the rear seat watched the speedometer, fascinated as it spun around to 70 miles an hour, then 75.

"From the oblong curtain glass in the rear of the fleeing car came a small puff of smoke. The police returned the fire and the battle was on.

"As the gun fight increased the two cars slowed and finally came to a stop, 90 feet apart. For several minutes more the battle continued. One bullet from a bandit's gun took a small nick out of McDonald's hat.

"Then suddenly the firing from the bandit car ceased. First a hand showed, then an arm and finally the body of a man creeping on his hands and knees from the tonneau of the car, came into sight. He crept across the running board and flopped on to the highway with his arms lifted. Then another man and another.

"The dectectives advanced cautiously, fearing a ruse, with the fourth man in the car ready to rake the officers down. It was a tense moment when a detective, with levelled gun, threw open the door of the car and discovered the fourth bandit—dead."

All of the loot, exceeding $45,000, was recovered. The men were recognized as ex-convicts. They were speedily tried and re-sentenced to prison.

The detectives received rewards amounting to more than $3,000, and the reporters each received a small medal from the business office force inscribed: "We would rather give you this than flowers."

ONE-PAPER HOMES

Usually, when a family takes only one newspaper, that one is the EVENING paper.

In

Charleston, West Virginia there are

5,464 HOMES

where the only paper is

THE DAILY MAIL

National Representative

The Devine-MacQuoid Co., Inc.

New York Pittsburgh Chicago

Use the

COMBINATION RATE

OF

The Gazette Times

(Morning and Sunday)

AND

Chronicle Telegraph

(Evening)

in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.

Member A. B. C.

URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.

National Representative:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

n organization specializing solely newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

est 42nd Street New York

Greater Merchandising Service offered, than any other Milwaukee paper.

THE MILWAUKEE LEADER

"Unawed by influence and Unbribed by Gain"

Advertising Representatives

FRALICK & BATES

Chicago New York Atlanta
Los Angeles

Selling Results to Advertisers

Because advertising space is only a means to an end, this paper maintains the closest possible contact with every sales campaign in the rich Dallas trade territory, doing all it can to help get MAXIMUM RESULTS.

Scores of appreciative national advertisers have praised the work of The News' Trade Survey and Merchandising Department. Let us tell you about it.

The Dallas Morning News

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation

LOUISVILLE KY

A. N. A. E. STUDIES COST OF ADVERTISING

Association Sending Out Questionnaires to Obtain Scientific Basis for Rate Schedules and to Solve Other Problems

Questionnaires are being sent out by the Association of Newspaper Advertising Executives seeking to obtain definite figures covering advertising and selling costs. Figures thus obtained would provide a scientific basis for rate schedules and would be an important factor in the solution of numerous rate problems, Frank T. Carroll, *Indianapolis News,* and association president, has announced.

As an answer to the agency complaint of discrimination in national advertising rates, the information would be of untold value to newspapers, he said. Individual reports will be held confidential. It is unnecessary to sign the questionnaire, which follows in full:

(For uniformity, please do not include general overhead, such as rent, light, heat, etc., in the following figures.)

1. Your selling cost for local display advertising was what per cent of your total revenue from local display advertising in 1925? ——— %. "Selling cost" is understood to include salaries of salesmen, executives and clerical help, proper share of promotion expense, etc.
2. What was your 1925 average net rate per line for local display?
3. Your selling cost for national display advertising was what per cent of your total revenue from national display advertising in 1925? ——— %. "Selling cost" is understood to include salaries of salesmen, executives and clerical help, payments to special representatives, merchandising service, proper share of promotion expense, etc. Do not include advertising agency commissions as a sales expense.
4. What was your 1925 average net rate per line for national display?
5. Your selling cost for classified advertising was what per cent of your total revenue from classified advertising in 1925? ——— %. "Selling cost" is understood to include salaries of salesmen, executives, clerical help and telephone girls, proper share of promotion expense, etc.
6. What was your 1925 average net rate per line for classified advertising?
7. Your total selling cost for local display, national display and classified advertising was what per cent of your total revenue from all three classes in 1925? ——— %.
8. What was your 1925 average net rate per line for total advertising?
9. What is the relative cost of handling an equal amount of local, national and classified advertising after it is sold? "Cost of handling" is understood to include mechanical and composition costs, billing and collections, credit losses, cost of salaries, wages and clerical help in departments performing these functions. Number the most expensive classification "1," the second most expensive as "2," and the least expensive as "3."

Local Display
National Display
Classified

Newspaper .....

City .....

Population of city .....

TO FIGHT FLORIDA FRAUDS

Three Months Campaign Directed at Real Estate Swindlers

To protect the public from nation-wide swindles said to be originating in Florida, the National Better Business Bureau, the Associated Advertising Clubs of the World, and the Florida State Chamber of Commerce announced this week they had joined forces to drive real estate sharks from that state.

All the resources of the national bureau will be used in the campaign, it was asserted.

John N. Garver, former manager of the Buffalo Better Business Bureau will direct a staff of field investigators who will co-operate with state and federal officers. The campaign will last three months, according to H. J. Kenner, general manager of the New York bureau who recently returned from Jacksonville.

"Florida business men are sincere and united in their determination to drive crooks and tricky operators from the state," Mr. Kenner declared.

PLOT TO BUY REPORTER EXPOSED BY DAILY

Managing Editor, Lansing Capital News Uses Two Columns on Page 1 to Describe Attempt — Later Names Lawyer

Open charges that an effort was made by a Lansing attorney to bribe one of its reporters to "soften" news of the approaching re-trial of Arthur C. Rich, wealthy Battle Creek youth charged with criminal assault upon a Battle Creek college girl, were made in its news columns by the *Lansing* (Mich.) *Capital News,* Feb. 5.

According to a two-column, signed front page article by Walter Morrow, managing editor, the sum of $50 was turned over to Frank T. White of the News reportorial staff, on condition that he use his efforts in making news of the Rich case assume a more favorable tone toward young Rich. In a later edition of the paper, Roy T. Chrouch, a local attorney who was retained some time ago by the Rich defense, after a disagreement in the Calhoun county court and a change of venue had brought the second trial to Ingham county, was named as the man who proffered the bribe. Chrouch denied the charge but said that, because of the unfavorable publicity already given the defense through the charge, he would not act further in the matter until after the trial, which begins at Mason, Feb. 15.

"I believe in the newspaper profession," Morrow wrote, "because I have been under the ax with the fellows in a hundred battles, and I never found one of them who would flinch when the test came.

"For that reason I have great contempt for the jackal who thinks he can buy a newspaper man. He is in my lexicon as a sap—a blunderer—one who is headed for destruction."

The earlier trial of the case in Battle Creek roused great interest throughout the state, the evidence brought out being of a sensational nature.

Charges have been made repeatedly by the state that the Rich defense has been trying to build up a propaganda machine in an effort to change sentiment of this section in favor of young Rich.

Some women grow old before their time trying to look young after their time.—*Columbia Record.*

INLAND TO DISCUSS COST FINDING

Postal, Labor, A. B. C., Free Publicity and Newsprint Also Topics at Annual Convention in Chicago Feb. 16-17

Report of the cost finding committee of the Inland Daily Press Association will open the annual convention to be held at the Sherman Hotel, Chicago, Feb. 16-17. The report will be made by A. L. Miller, *Battle Creek Enquirer and News,* committee chairman. Other committee members are C. R. Butler, *Mankato* (Minn.) *Free Press;* and A. J. Wilhelm, *Huntington* (Ind.) *Press.*



A. L. Miller

Prior to opening of the convention the association directors will hold an executive meeting Feb. 15.

Committee reports will be made by Arnold L. Guesmer, income tax; Mrs. Zell Hart Deming, postal; Will O. Feudner, labor; C. C. Marquis, A. B. C.; and E. P. Adler, paper.

Speakers include:

F. V. Hayden, executive secretary, Agricultural Publishers Association, Chicago, "Agricultural Days"; John F. D. Aue, *Burlington Hawkeye,* "The Agricultural Situation;" Maj. H. B. Burgoyne, *St. Catherines* (Ont.) *Standard,* "Print from Viewpoint of a Canadian;" Harvey J. Kelly, chairman special committee of the American Newspaper Publishers Association, "Labor;" A. Myhrum, *Chicago Tribune,* "National Advertising."

T. O. Huckle, *Ypsilanti* (M *Ypsilantian-Press,* "Free Publi W. R. Ronald, *Mitchell* (S. D.) *R lican,* "Scientific Newspaper Ma ment;" H. L. Williamson, *United Publisher,* Springfield, "Interna Press Foundation;" W. P. Strand director of Oregon Public Utilit formation Bureau, "Publicity Advertising"; Mrs. Florence R Boys, *Plymouth* (Ind.) *Pilot,* Fourth Wheel;" E. H. Harris, *Rich* (Ind.) *Palladium,* "A Newspaper ings System."

100th Anniversary of Daily's Fo

The 100th anniversary of the bi Oswald Ottendorfer, founder of the *Yorker Staats-Zeitung,* German-lan daily, was celebrated at Zwittau, C slavia, his native city, on Feb. 12.

TAMPA MORNING TRIBU
Established 1894
Circulation
Sunday, 59,202 Daily, 34,3
Twelfth Among Newspapers the Nation in volume of Advertising

In 1925 the Tribune carried total of 21,650,678 lines. Only paper in New York and one Chicago carried more than Tribune.

This splendid record is conclus evidence of the rapidly increas value of the Tribune, Tampa Southwest Florida to the adv tiser.

THE S. C. BECKWITH
Special Agency
National Representative

Remarkable Growth
Detroit Times
Evening over 220,000
Sunday over 280,000

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men —it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO EMPLOYERS.

Item-Tribune
MONDAY-EVENING-SUNDAY
COMPLETE COVERAGE
at one cost
95,000 circulation—20c a line week-days
Cover New Orleans At ONE Cost

The Morning Telegraph

Is the giant influence on the Turf, in Society, Music, Theatre, Motion Picture and Finance, having the largest circulation of any Daily in the United States at a ten-cent Price.

Circulated in every State in the Union and the principal capitals of Europe. An exclusive market for its advertisers.

The Morning Telegraph
50th St. & 8th Ave., N. Y. City

Los Angeles Times

California's Great Newspaper

More news, reading matter and advertising than any other Pacific Coast newspaper.

Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market.

Dominan and leading up river in the ric
Louisvil
field
The Courier-Tour
THE LOUISVILLE T
Represented Nationally by
The S. C. BECKWITH Special



Our Own World of Letters

By JAMES MELVIN LEE

viewing "Masters of Advertising
" (Frank-Maurice, Inc.) I had
to mention how meager and
was the description of the be-
of advertising in English journal-
may reply to several letters by
hat the best and most authorita-
ount of the history of newspaper
ing is the article which J. G.
ian contributed to the printing
e of the *London Times.*
rst advertisement to appear in an
news sheet may be found in *The
us Britannicus* for Feb. 1, 1626.
rtised a book having the Latin
Epithalamium Gallobritannicum."
r words, it dealt with a royal
etween Prince Charles of Wales
ly Henrette Maria, daughter to
he Fourth. Evidently the ad did
for no other book advertisement
l until about 25 years later.
se precursors of modern adver-
e word "advertisement" was not
lt instead the term "discoveries"
ployed. The earliest true to form
ments dealt with runaway ap-
s, or servants, or stolen horses.
Marchamont Nedham, the official
st of his day, raised a fee for an
ment in his bi-weekly *Mercurius
and Publick Intelligencer* from
s. 6d. he gained the nickname of
evil's Half-crown Newsmonger."
early issue of the *Publick Ad-*
ere appeared the following—
the first advertisement of an
coffee-house:

tholomew Lane, on the back side of
Exchange, the drink called coffee,
a very wholesome and physical drink,
nany excellent vertues, closes the
the stomach, fortifies the heat within,
gestion, quickeneth the spirits, maketh
lightsom, is good against eye-sores,
colds, rhumes, consumptions, head-
ipsie, gout, scurvy, King's evil, and
ers; is to be sold both in the morn-
ht three of the clock in the afternoon.

Muddiman calls attention to a
ious quarrel which broke out be-
e leading coffee men of London
newspaper proprietors. Growing
is quarrel the coffee-house keep-
ished a pamphlet entitled *The
the Coffee Men of London and
ster: or, an account of the im-
and abuses put upon them and
le town by the present set of
riters. With the scheme of the
en for setting up newspapers of
n and some account of their pro-
thereupon.* The description of
t by Mr. Muddiman sheds con-
light on press conditions in

ct states that the "true and natural
of the coffee men was to furnish the
news themselves "from the stores of
e in their own hands," for the
nade use of by the newswriters ex-
h themselves and their productions
most contempt." Persons were em-
e or two for each paper, at so
week, "to haunt coffee houses and
mselves into companies" where they
known, in order to overhear what
Part of these men's duties also was
acquaintance with the footmen and
ants of the Nobility and gentry,"
betray family secrets. They also loitered about public offices "like housebreakers, waiting for an interview with some little clerk, or a conference with a doorkeeper in order to come at a little news or an account of transactions; for which the fee is a shilling or a pint of wine." The Lords of the Admiralty were so well aware of this that the fellow with the black wig (we should like to know who this was) was forbidden to enter and the clerks and doorkeepers ordered to beware of him. When these scouts, after neglecting business all day by playing cribbage in an ale house, had no news, they had recourse to fiction, and drew up treaties, hanged for love and drowned for despair, told of deaths, robberies and revolutions, and turned the world upside down; and thus "getting rid of the Business of the day, go to sleep with great Satisfaction till the rising Sun calls them again to the same Shining Employments." The "death hunters" were also fed by the undertakers.

The outcome of this quarrel is recorded as follows by Mr. Muddiman:

The coffee men's news project seems to have been nipped in the bud by the trenchant reply of the newspaper proprietors. Gentlemen, said they, frequented the coffee houses, not for "a dish or a dram," for which they paid more than their intrinsic value, but for the newspapers and for conversation. And as for the coffee-house keepers, who themselves proposed to usurp the office of collectors of news, what were they—"cast-off valets, discarded footmen, etc., who, marrying their fellow-servants, turn into this way of business purely because they can do nothing else." And as for the number of newspapers, that was an actual benefit to the coffee houses, as they drew more customers. Time was, said the newspaper proprietors, when coffee was sold at a penny a dish, or three halfpence on a scarcity; but when the tax on newspapers raised their price to three halfpence, then the coffee men charged two pence a dish, chocolate being three pence. Besides these drinks they also sold gill and fine ales, and great quantities of punch, all which was clear profit, whereas the newspapers, out of the three half-pence they received, paid one halfpenny to the Government and another to the mercury, or hawker.

Finally, the scheme of the coffee-house keepers was termed "a rebellion of the members against the head," and the newspaper proprietors announced their determination to erect about half a dozen coffee houses in the neighborhood of those most active against the newspapers. In these coffee houses, liquors sold for two pence a dish were to be sold for three half-pence, those for three half-pence for a penny, and punch for a shilling a quart less. Each house was to have a board outside with "ALL the papers taken in here" on it; and committees were to be formed to purchase the very best liquors and to select ladies of unblemished reputation as manageresses. Nothing more was heard of the coffee-house keepers' scheme.

Newspapers by the end of the seventeenth century were carrying a miscellaneous lot of advertisements. Indeed, the advertising end was recognized as one of the greatest sources of profit to the newspaper proprietor. Already the newspaper was coming to be looked upon by the reading public as a piece of joint production in that it had two things for sale—reading and advertising—both of which must be wrapped in the same container, the white paper on which both were printed.

As early as 1728, the year on which the quarrel between the London coffee house keepers and the London newspapers attracted so much attention, the following complaint about too much advertising in the papers was made by the coffee-house men:

Another complaint the coffee men have against the managers of the present newspapers is that they are made tools and properties of in the business of advertising. They stipulate for news, not advertisements. Yet the papers are ordinarily half-full of them. *The Daily Post,* for example, is often equipped with thirty, which yield three pounds fifteen shillings that day to the proprietors for the least. And sometimes that paper has more. Well may they divide TWELVE HUNDRED POUNDS A YEAR AND UPWARDS! They are paid on both hands—paid by the advertisers for taking in Advertisements and paid by the coffee men for delivering them out; which (to make use of a homely comparison) is to have a good dinner every day and be paid for eating it. Here's luck, my lads. Never was there so fortunate a business.

From the eighteenth century on the history of newspaper advertising in England, the United States, and other countries is too well-known to need farther comment in this department.

* * *

DR. VIRGILIO RODRIGUEZ BETETA, vice-president of the Press Congress of the World for Guatemala, has been awarded a gold medal by the American Society of History of Buenos Aires for his work on Colonial Journalism. Dr. Beteta has studied the colonial newspaper published during the period of the old Kingdom of Guatemala, which embraced the territory of the present five Central American Republics and has produced in essence, a psychological study of colonial mentality, as depicted by the press of the Spanish Colonial period.

4½ BUSHELS OF CORN BUYS A SUBSCRIPTION

THE *Urbana* (Ill.) *Daily Courier* announced recently it would take 4½ bushels of corn in exchange for a yearly subscription to the paper. This means $1 a bushel for the corn, as the daily's yearly rate is $4.50.

The announcement stated the plan was adopted in an effort to help the farmers.

A. T. Burrows is editor and manager of the *Courier.*

fashions

Daily and Sunday features now available from Palm Beach and Havana

FAIRCHILD
Newspaper Services
8 East 13th St. New York

"The Three Musketeers"

of the

"GREAT MYSTERY AND ADVENTURE SERIES"

"*The Most Beautifully Drawn Newspaper Strip in America*"

Write or wire for samples and the exceedingly low prices for your territory.

Wheeler-Nicholson, Inc.
373 4th Ave. New York City

WHAT'S HE DOING NOW?

A New Three Times a Week Sport Feature
by
MAXWELL
Is Being Mailed to You This Week

The story of your favorite Sport Hero of yesteryear and what he is doing now.

Two column mat and proof of copy

COSMOS NEWSPAPER SYNDICATE INC
Covering the World
NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY

Herbert S. Houston, President and Editor-in-Chief
Myles F. Lasker, Vice-President and General Manager

MARKET NEWS *Plus* **TABLES**

An unusual financial service that places emphasis on the news that influences the course of security and commodity prices.

COMPLETE OR IN PART BY LEASED WIRE

CENTRAL NEWS of America
ESTABLISHED 1914
42 New St., New York City

Youngstown Vindicator

has used our pages for 23 years

International Syndicate
Baltimore, Md.

THE WELFARE COMMITTEE *of the* **INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION**

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

EDITORIAL RESEARCH REPORTS supply accurate information upon the major problems which call for frequent editorial comment.

The reports are for the *information and review* of editors and publishers *rather than for publication.*

They are in use by the leading American newspapers and magazines.

The cost of this service, based upon circulation, is compatible with every moderately liberal editorial expense budget.

EDITORIAL RESEARCH REPORTS
828—18th Street
Washington, D. C.

MONTREAL La Presse, CANADA'S Largest NEWSPAPER and the CHICAGO Tribune, ONE of America's LEADERS, are among THE users of our RADIO PROGRAMS. YOU'LL find them TO your advantage, TOO. Week's trial FREE. Write or wire

• • •

AUDIO SERVICE
326 W. Madison St., Chicago.

Paris Reporters Seek Protection

Paris newspaper reporters have requested authorities to issue small badges to them by which they may be recognized as non-combatants during disturbances. Police clubs have frequently decended on wrong heads during riots, they claim.

Missouri Republican Editors Meeting

Republican editors of Missouri were to meet in Springfield, Lincoln's Birthday for their annual winter meeting. Walter S. Dickey, of the *Kansas City Journal-Post* is president of the group and Charles Fear, Jefferson City, secretary.

Backing State-Owned Printing Plants

The Minnesota typographical unions are planning to obtain the enactment of a law at the next biennial session of the legislature providing for state-owned printing plants. The senate passed a bill for this purpose in 1924.

Supplies and Equipment

C-H

Printing Press Control

"The Safest System in the World"

For Large and Small Plants

Consult Our Nearest Office

The Cutler-Hammer Mfg. Co.

MILWAUKEE, WISCONSIN
New York Cincinnati Milwaukee
Chicago Boston Cleveland
Pittsburgh Detroit Buffalo
Philadelphia St. Louis
H. B. SQUIRES CO.—Los Angeles, San Francisco, Seattle.

CUTLER-HAMMER

Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

GOSS 24 and 28-page presses good for black or color work.

HOE Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.

DUPLEX Flat Bed Press—Prints 4, 6 or 8 pages. Also Duplex-Quadruple Stereotype Press, Metropolitan Pattern.

POTTER—16 page stereotype press with stereotype machinery. Very good and very cheap press.

Available For Early Delivery.

WALTER SCOTT & COMPANY
Main Office & Factory - - - - Plainfield, N. J.
New York Office - - Brokaw Bldg., 1457 Broadway
Chicago Office - - - - - - - - Monadnock Block

The Classified Page is the shortest route to the attention of the busy publisher. The service it offers is most profitable to Buyer and Seller.

Rebuilt GOSS & HOE PRESS BARGAINS

ALL TYPES
SEND for LIST

THE GOSS PRINTING PRESS CO.
CHICAGO — NEW YORK — LONDON

Wilke's METALS
THE HIGHEST STANDARD

Write for Information Concerning

Wilke's Metal Insurance Plan

It Will Save You Money

Metals Refining Co.
Hammond, Indiana
Warehouses in Principal Cities

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT

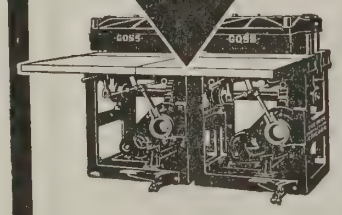
Made in both wood and steel.

Manufactured by

The Hamilton Mfg. Co.
Two Rivers, Wis.

For sale by all prominent Type Founders and Dealers everywhere.

GOSS STEREOTYPING MACHINERY
Carried in Stock

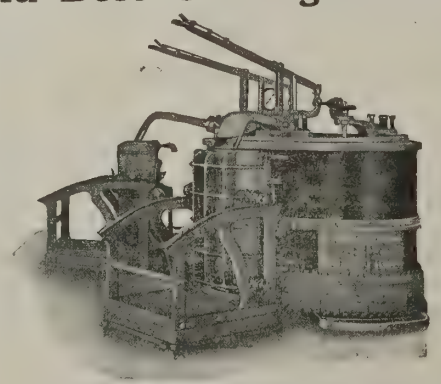


The Goss Motor Driven Steam Table *uses no power* except while platen is being raised or lowered. 30,000 lbs. "follow-up" pressure exerted during drying. Units of one platen. Permits placing as many units as desired side by side. Automatic releases. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

The Quickest and Best Casting Unit

Hoe Stereotype Furnace with Hoe Equipoise Curved Casting Moulds and Pumps.



If it's a Hoe, It's the Best

R. HOE & CO., INC.
7 South Dearborn Street, CHICAGO, ILL.
504-520 Grand St., New York City
also at
7 Water Street, BOSTON, MASS.
DUNELLEN, N. J.

Classifie

EDITOR & PUBLISH

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)
1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATION
(Cash with Order)
1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per l
insertion as earned by frequency of in
Special rates quoted for 13, 26 and 52 ins
The Editor & Publisher reserves the r
classify, edit or reject any advertisem

COUNT SIX WORDS TO LINE

INDEX OF CLASSIFICAT

ADVERTISING
General Promotion
Special Editions Special Pa
BUSINESS OFFICE
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Promotion Distribut
Premiums
EDITORIAL
Business News Correspond
Syndicate Features
Art Pages Radio
Comics Sports
Fashion Pages Statistical
Fiction Wire News
News Pictorial Women's Pa
EMPLOYMENT
Help Wanted Situations Wa
MECHANICAL
Equipment For Sale Equipment W

ADVERTISING

General Promotion

Advertising Promotion—If you wan business, communicate with the Inte Publications Service, Incorporated, Sui 1841 Broadway, New York City.

Special Feature Pages—Local display d from non-regular advertisers. Industria ing, Church, Baby-Contest Pages, Spe tions. Every account guaranteed. Wi Jordan, Newspaper Revenue Builder, F Apts. 29th and Market Sts., Wil Delaware.

Special Pages

Special Feature Pages—Local display c from non-regular advertisers. Industri ing, Church, Baby-Contest Pages, Spe tions. Every account guaranteed. W Jordan, Newspaper Revenue Builder, ca & Publisher.

BUSINESS OPPORTUNI

Brokers

Desirable Evening Paper and Job Pl clusive field, good plant, net profits 25 payment $40,000. Several successful exclusive fields, earning good dividends asked. J. B. Shale, Times Building, N

Job Plant For Sale

Printing Plant for Sale in Florida; gressive, prosperous; established ove years ago and has the reputation of d work for particular customers. It i in South Florida's largest and best a splendid equipment, all the busine possibly handle and a clientele th "shop" for prices. With the wonderfu ity now existing in Florida the bus be rapidly increased both in vol profit. Owner desires to sell for t reason that he has made all the needs and wants to quit. A price named that should yield the buyer a r income on his investment. Any terms will be considered, but no inq be answered unless accompanied by to show that parties are reliable an tion to talk business. Address in Florida Printer, care of Editor & New York City.

A Service For Every Reader

BUSINESS OPPORTUNITIES

Newspapers Wanted

Evening Daily—Live wire manager wants to purchase one-half or controlling interest in evening newspaper; in north preferred. Address in full confidence, B-721, Editor & Publisher.

Small Daily, preferably in Wisconsin or between New York and Chicago. P. O. Box 382, Green Bay, Wis.

Newspapers For Sale

Weekly—Splendid little weekly booklet publication for sale in one of Florida's fastest growing cities. Established two years and showing fine profit. Owner forced to sell account pressure other business. Full details by writing B-722, Editor & Publisher.

Opportunity to Invest

Newspaper Men with proven ability who have some money to invest will do well to correspond with me. The best opportunity for a daily newspaper in the entire country. Full particulars will be given in detail to the one who can qualify. Additional necessary capital will be furnished to such party. Send photo, references and full particulars first letter. William E. Moore, Care Virginian Hotel, Princeton, West Virginia.

Young Advertising Man wanted who will go in with editor in purchasing small daily. P. O. Box 382, Green Bay, Wis.

Representatives

Newspaper Publishers—Contemplate a record for National advertising during 1926. Keen competition warrants intensive sales application. Constant cultivation of accounts assures volume tonnage. Individual solicitation by Eastern Representative of long experience available for one newspaper of commanding position in its territory. Address B-734, Editor & Publisher.

CIRCULATION

Promotion

Circulation—When quick, additional circulation at average becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Cent Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Bulletin—Publishers—The leading daily city of 100,000 population, 49th state. Stimulating your circulation through our suggestions. Write or wire now. Most competitors are the awake fellows. The Albright China Co., Carrollton, Ohio.

Wire Circulation—Our "Opportunity Club" Campaign Plan is a Circulation Builder—Phone, Wire, Write, Sherman & Eckert, 16 South Fourth Street, Easton, Pa.

Premiums

Premiums—Circulation figures of the leading newspapers of today stand as a monument to the pulling power of chinaware as a circulation stimulant. Our suggestions save promotion costs. The Albright China Co., Carrollton, Ohio.

EDITORIAL

Syndicate Features

Linden Post Telegram and Dunkirk Observer are the new customers this week. Write for samples of a live, alert, up-to-date service. Graphic Syndicate, 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

Advertising Manager; Advertising Salesmen; Classified Solicitors; Classified Managers; Circulation Men; Editorial positions, now open. Publishers' Placement Service, Seitz Bldg., Syracuse, N. Y.

Managing Editor—New York State Evening Daily Newspaper, in splendid field, with net paid circulation in excess of 30,000 copies per day, is in need of services of able and aggressive managing editor. Position requires man of fine character and attainments, having to his credit real record of executive accomplishments. Complete editorial control will be given to the right man as well as a salary commensurate with his capacity and ability. In applying please give reference and full information in first letter, with picture. Strictly confidential. B-714, Editor & Publisher.

EMPLOYMENT

Help Wanted

Sport Writers—Cartoonists; Feature Writers; Immediate openings. Publishers' Placement Service, Syracuse, N. Y.

Special Edition—Open for proposition from responsible Special Edition promoter for a State-wide official publication on a Thirty-First Annual Convention number. Co-operation by all officers and members in every city who own and control the publication. Address Old Dominion South, care Editor & Publisher.

Syndicate Salesman, experienced, required by an important New York syndicate. Address, giving all particulars, B-732, Editor & Publisher.

Syndicate Salesmen are offered profitable sideline in placing cut service with leading department stores and specialty shops in their territories on yearly contract basis. Service well established and sells readily. Desirable territory open. Address W. J. Hannon, 1435 E. 12th St., Cleveland, O.

Two Good Copy Men, who know their stuff, wanted by live wire Advertising Agency in Florida. We can also use a layout man. Write B-723, Editor & Publisher, stating experience, salary expected, etc., all in first letter.

Situations Wanted

Advertising Man for responsible space selling job. Wants to make change in near future. Prefer medium size Southern city. Young, married, Christian. Highest references and with background of experience that assures competence in any position accepted. B-709, Editor & Publisher.

Advertising Manager—Experienced as Assistant and Advertising Manager of both eastern and central western newspapers, and as partner in New York Special Agency. Now employed, but seeking position where opportunities are unlimited for a real producer. Newspaper with largest circulation in city of 100,000 or more preferred. B-703, Editor & Publisher.

Advertising Manager, 31 years of age, college training, married, has had several years' experience both Display and Classified advertising on papers with from 10,000 to 200,000 daily circulation, now employed in Mid-West, desires to make connection on Eastern publication. Excellent references. B-728, Editor & Publisher.

Advertising Manager, now employed, seeks new connection. Twelve years' experience in selling advertising. Age 35. Thoroughly familiar with local display, automobile accounts and publicity, national accounts and service work, also classified advertising. Employed at present as Advertising Manager of middle western daily with circulation about 85,000. Not satisfied with future here. Can furnish best of references. Box B-624, Editor & Publisher.

Advertising Manager—Capable of increasing linage. Experience on display staff Metropolitan newspaper, account executive large New York Advertising Agency. Now branch manager for same agency. Ideally fitted to handle national business and manage local staff. Would consider $275 month, if there is opportunity for increased salary after ability is proved. Address B-737. Editor & Publisher.

Advertising Manager, now employed, is looking for connection with wide awake newspaper. Over twelve years' experience. Age thirty-two. Have always been able to show very satisfactory increase in linage. Am a real business getter. Now employed as advertising manager on one of Ohio's leading newspapers. Could be available March first. Best of references. Address B-736, Editor & Publisher.

Advertising Manager-Solicitor, 28, married, seeks connection with growing paper in city between 20,000 and 150,000 where marked ability as copy-writer, linage and good-will builder is needed. Hard work, keen competition no deterrent. Salary $60, but future prospects, living conditions first considerations. B-704, Editor & Publisher.

Artist—Cartoonist, experienced all newspaper art, desires change. B-696, Editor & Publisher.

Circulation Manager—Capable of Metropolitan promotion. Produce and maintain staple circulation. Seeks personal interview publisher, city exceeding 200,000. East of Rocky Mountains. B-707. Editor & Publisher.

Circulation-Promotion Manager wishes position as circulation manager with newspaper under 50,000 circulation, or city circulator with paper over 50,000. Twelve years' experience on morning, evening, Sunday and combination newspapers. Thoroughly understands promotion, contest work, etc. Available on month's notice. Best references. B-706, Editor & Publisher.

Classified Manager—My four year record on last paper will interest you. Not the high-pressure type, but have a thorough knowledge of how to build permanent and profitable classified. Will consider any paper, anywhere, on salary and bonus basis. Available anytime; in business for self at present. Aged 28, married. Address B-729, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Editorial—Newspaperman, 29, wishes position on editorial staff of small city daily. University graduate. Worked in cities of 10,000 to 6 million. Would make investment. P. O. Box 382, Green Bay, Wis.

Editorial Man, good writer, wants change; city of 20,000 to 100,000. Just the fellow some publisher wants. Reasonable terms. Try me. B-725, Editor & Publisher.

Editor-Manager, 30 years' all round experience, references, seeks position in city under 100,000. B-731, Editor & Publisher.

Executive Positions or Possible Financial Interest desired by two young men; 14 years' newspaper advertising work; now with large newspaper. Ability already proven. Write B-724, Editor & Publisher.

Executive—Who knows daily newspaper business inside and out, mechanical, editorial, advertising and circulation, seeks permanent connection; 12 years' experience. Can produce good paper at minimum cost. Age 32. Address B-727, Editor & Publisher.

Managing Editor—Fine organizer, resourceful executive, references, seeks position in city under 300,000. B-730, Editor & Publisher.

Mechanical Superintendent—All-around experienced on metropolitan dailies; pyrotechnic with absolute control; available soon; $10,000 year. B-668, Editor & Publisher.

Manager or Managing Editor—Position wanted on small city daily, with privileges of buying interest now or later. Age 35; twelve years experience on large and small papers. Middle-west preferred. B-735, Editor & Publisher.

Sports—Over four years' metropolitan experience, daily exclusively. Can write all sports—base ball, foot ball, basket ball, tennis, golf, polo, hockey, track and field, swimming. Played on and coached college and A. E. F. teams. Also exceptional knowledge European sport. Speaks French. Three years make-up. References. Age 31. Married. Address B-726, Editor & Publisher.

Street and Desk Man, experienced, available at once. Write or wire Gerald Forbes, 600 West Eleventh, Oklahoma City.

Theatre, Book, Art Editor wants position with afternoon daily or monthly magazine. On newspapers since graduation from University in 1924. Magazine experience. Original. Modern, not violently Menckenesque. 24 years young. Now on city daily. Address B-733, Editor & Publisher.

MECHANICAL

Equipment For Sale

Duplex—Having purchased a Duplex 48-page press, we will sell our Duplex 20-page, 8 col. 12½ em, one deck Metropolitan stereotype press. Condition like new doing excellent work. Would keep press if we had room. Delivery and terms at purchaser's convenience. Decided bargain. Daily Home News, New Brunswick, N. J.

Linotype Bargains—Several Model One Linotypes in good running order, price $600 each. Several Model Two and Model Four Linotypes reduced to one magazine machines, price $650 each. One Model Five Linotype, excellent condition $1 000. All without matrices. Prices strictly cash. You can use them until you need a better machine then trade in for twice as much on new machine. The Linograph Company, Davenport, Iowa.

Potter Stereotype Press, 16-page, with all necessary equipment, 4 linotypes, and other equipment used in modern newspaper and job plant. Papers consolidated, reason for selling. Must dispose of immediately. The Herald-Argus, La Porte, Ind.

Press for Sale—Having consolidated three newspapers into two papers we have one 12-page Goss Monitor Perfection Press, with complete stereotyping outfit with mat roller in excellent condition, two model No. 3 linotypes in fair condition, also one model "C" Intertype good condition. If interested communicate promptly with The News-Globe Publisher Company, Amarillo, Texas.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner Fendler Branch, A. T. F. Co., New York City.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Equipment Wanted

WEB PRESS wanted. We have order for a 16-page press. Hoe, Scott or Goss. To parties wanting a larger machine, can offer 20-page Goss, 32-page duplex, 32-page Hoe, at attractive prices; good allowance for press to be traded in. Good bargain in 4-column 64-page supplement press; 2-color, stitcher attached; mailing equipment. Peckham Machinery Co., 1328 Broadway, New York City.

WE ARE EQUAL TO YOUR PROBLEM:
To Buy a Newspaper,
To Sell a Newspaper,
To Appraise a Newspaper.
PALMER
DeWITT & PALMER
For Thirty Years the Recognized Leaders in
SALES—APPRAISALS
NEWSPAPER PROPERTIES
350 Madison Ave., New York

Successful Performance
This firm has a record of almost 15 years of successful performance in the difficult work of
PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.
HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES
OVER TWENTY-FIVE YEARS we have conducted a service bureau for employers and position seekers in the Advertising-Publishing field. Our lists include men and women fitted for positions up to the highest re ponsibility in all departments of newspapers, class journals, advertising agencies and the publicity departments of mercantile and manufacturing concerns. Registration free. No charge to employers.
FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Read for Profit
Use for Results
High calibred men for advertising, circulation, editorial or business departments may be reached through the Classified page.
Services that will promote either Circulation or Advertising reach their prospects through this medium.
Editorial features that will build circulation can make contact with editors; equipment can be bought or sold, and the man with a few thousands to invest can find an opportunity—all through the Classified page of
Editor & Publisher

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLERS

THE idea of awarding prizes to carrier boys is not a new one. It is, however, a good plan to publish a story about the boy who wins the weekly or monthly prize, and if possible publish his photograph. It makes good local copy, lets the subscribers know the newspaper is doing its best to give the utmost in carrier service, and creates a fine spirit of loyalty to the publishers and competition among themselves on the part of the newsies.—Helen Capron Helsby, Mechanicville, N. Y.

Wages of workers go on Saturady evenings for ephemeral enjoyment. Many persons seek places where dancing and dining are good, recuperate on Sunday and return to their treadmill tasks on Monday. A Northwest paper features with success every Saturday a double truck of display ads entitled: "Where to dine and dance," including ads of places where the two popular Saturday evening enjoyments are combined.—C. M. L.

The growth of the auto business is resulting in many distributing firms building new headquarters. Detroit *News* recently at the opening of a new dealer-distributor headquarters of a large concern took advantage of the occasion to put out a special section with the usual local auto ads and sizeable ads from many of the suburban and rural dealers. A similar announcement should be possible in other cities where the leading dealers are opening new buildings.—A. N.

Often lost track of while a contest is on, nevertheless the main purpose of the contest conducted by a newspaper is to create Friends. Therefore, an excellent reply to a contestant may be along the lines used by a large magazine, as follows:

Dear Friend:
The editors of ——— thank you for your personal interest in ———, evinced by your contribution. Your letter will receive earnest and friendly consideration, and you will shortly be notified of the decision of the judges.
The editors cordially invite you to write letters concerning the other articles that appear in ——— from time to time.

Although such a letter is sterotyped, it loses none of its downright friendliness when received by a contest-letter contributor.—C. M. L.

As a circulation promotion stunt obtain half-a-dozen portraits, block out the features and reproduce them in the paper, offering prizes to readers who can show that the missing face is theirs. *News of the World*, London, did this on a big scale.—G. F. Wilkinson, London.

Many insurance companies get out monthly lists showing how salesmen in various sections rank. Every time that an insurance salesman in your city makes a fine showing on the list of his company he should use advertising space in your paper to tell about it. Keep in touch with the local insurance agents and get advertising from them when they do make such good showings.—F. H. W.

DAILY HIRES SPECIAL TRAIN

50 Freight Cars of Newsprint Pushed Through Embargo for Miami Herald

A special train of 50 cars was required to move a consignment of more than 1,000 tons of newsprint from the Baltimore docks to Miami, Fla., for use by the *Miami Herald*.

The consignment, representing several regular shipments from a Canadian mill, had been held up by the Florida freight embargo and by the partial blocade of Miami harbor. Threatened by a paper shortage, President Frank B. Shutts of the Herald, arranged with the Seaboard Air Line and the Florida East Coast railroads to rush the solid train through on special schedule at a cost of nearly $40,000.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

THE classified section of the city directory offers a source of tips for stories for the industrial or manufacturing page editor that is often overlooked. A careful perusal of the lists of businesses will furnish many little known industries that are often of an unusual nature.—A. N.

For the past two ytars or more nearly every one has demanded a let up in law-making, saying that many we now have should be repealed. I can think of no more stimulating feature for a newspaper at this time than a public discussion on the subject. Why not offer a small prize for the best letters. Ask which laws are "In the way."—Fred L. W. Bennett.

Weeklies and dailies published in the smaller cities can add a department to their papers by getting in touch with their town's "colony" in the principal large city in their respective territories. Thus the doings of former residents in the metropolis may be chronicled in the home paper. Most of these are young people and as a rule keep close tabs on each other. Marriages and promotions in business will be found to be among the principal newsevents. This department might be labeled "The City's Echo."—Gilbert W. Garvin.

Timely interviews on live topics can be obtained in even the smaller towns by having a reporter visit the leading hotels in search of men from communities looming up in news items. If St. Louis men are involved in a liquor scandal, interview a man from St. Louis on liquor conditions there. If oysters are high priced, ask a man from Baltimore what is the cause. If Los Angeles is being accused of movie scandals, interview a man from there. Traveling men, you will find, are well informed and they can generally be found at the dinner hour.—R. C. Schroeder.

A Texas afternoon newspaper runs an "Our Dog" column which is proving quite a hit with the patrons. In the city where the paper is located there are about 6000 dog owners, most of them of the type of people who subscribe for a newspaper. The column is edited by a canine enthusiast of the city, who does it free of charge. It serves as a means of disseminating information about dogs, and also has a "Q and A" column for matters pertaining to dog culture. Nearly all papers have a radio column; few have a "dog" column.—Jack Hawkins.

There are many people in a large city who see the fire trucks on a call but very seldom know where the conflagration is, if it happens to be but a small fire. To counteract this, the *Milwaukee Leader*, under the head "Fire Alarms" tells the location of fire, what burned, and the cause and time.—Wilbur Polson, Milwaukee.

Funny things that first grade public school pupils have said is the subject of a new daily series which is of especial human interest, now running in the *Worcester* (Mass.) *Post*. The quips have been obtained from the teachers themselves, and the fact that the bright sayings are localized has made for much reader interest.—R.B.S.

The *Fresno Republican* is asking ministers of that city the question, "What is your most helpful hymn?" Their answers together with a reproduction of the music and words of the favorite hymns, are published on the editorial page.—L. C. P.

"America's Own"
HELEN WILLS
Secure her articles on tennis; twice a week through
KING FEATURES SYNDICATE, Inc.
241 West 58th Street
New York City

HOWE ABOUT EVERYTHING
"OF THE BIG THINGS GOING ON NOW," SAYS ED HOWE, "MORE THAN HALF ARE MISTAKES."
WELL, THE SYNDICATION OF ED'S WEEKLY COLUMN OF CHEERFUL INDIGNATION IS NO MISTAKE—ORDER IT AND FIND OUT WHY.
THE BELL SYNDICATE, INC.
JOHN N. WHEELER, Pres.
154 Nassau St. New York City

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is in EUROPE for the
Disarmament Conference as representative of over fifty leading American Newspapers.
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Wire for option on His Articles
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NEWSPAPER INFLUENCE IN

THE SOUTH

IS A REAL SELLING FORCE

The South is steadfastly American and the Southern home is a dominant institution because the people are reared under the inspiration of the sanctities of the home circle.

Of the rich, deep traditions of the South, the lethargy has been shaken off. There is a new South today—an onward driving, pulsating South in industry, agriculture and finance.

Fundamentally, successful industries develop best where abundant raw materials, mechanical power and stable population combine. Tremendously rich in natural resources, power and raw materials, the South has taken forward stride with seven-league boots and today the economic advantages resulting from the development of her resources are leading the trail of industry Southward.

This is true not only in the textile field, where advantageous conditions of power, climate, labor and living conditions at the source of raw materials have already transferred the center of industry from another great industrial center to the South, but in other lines of diversified manufacturing as well.

The South is the most inviting territory for the distribution of merchandise just because of its industrial advancement and ideal home conditions.

The daily newspapers of the South are a powerful influence in the Southern home and constitute the most valuable selling force for the National Advertiser.

For Sales Promotion Use These Southern Newspapers

ALABAMA	Circulation	2,500 Lines	10,000 Lines
††Anniston Star .....(E)	5,546	.035	.035
**Mobile News-Item .....(E)	11,663	.05	.05
**Mobile Register .....(M)	20,544	.08	.07
**Mobile Register .....(S)	32,421	.025	.036
FLORIDA			
*Daytona Daily News.....(ES)	4,036	.035	.035
**Florida Times-Union (M) 42,376.....(S)	54,610	.12(S.15)	.12(S.15)
††Lakeland Ledger .....(E)	4,283	.03	.03
*Miami Herald .....(M)	31,714	.09	.09
**Miami Herald .....(S)	40,347	.10	.10
**Orlando Reporter-Star .....(E)	5,124	.035	.035
**Orlando Sentinel .....(M&S)	6,172	.05	.05
**Pensacola News and Journal.....(EM)	8,689	.06	.06
†St. Petersburg Independent.....(E)	10,037	.055	.055
**Tampa Times .....(E)	19,228	.06	.06
**Tampa Tribune (M) 28,249.....(S)	43,968	.09(.11S)	.09(.11S)
**West Palm Beach Post.....(M)	8,638	.06	.06
GEORGIA			
**Augusta Herald .....(E)	14,561	.05	.05
**Augusta Herald .....(S)	14,420	.05	.05
**Macon Telegraph .....(M)	26,753	.08	.08
**Macon Telegraph .....(S)	27,165	.08	.08
**Savannah Morning News (M), 21,015.(S)	22,204	.06(.07S)	.06(.07S)
KENTUCKY			
**Lexington Leader .....(E)	13,171	.06	.06
**Lexington Leader .....(S)	13,506	.06	.06
**Paducah Sun .....(E)	9,353	.04	.04

NORTH CAROLINA	Circulation	2,500 Lines	10,000 Lines
††Greensboro Daily News.....(M)	25,968	.08	.07
††Greensboro Daily News.....(S)	31,422	.08	.08
††Raleigh News and Observer.....(M)	31,460	.07	.07
††Raleigh News and Observer.....(S)	35,258	.07	.07
††Winston-Salem Journal .....(M)	12,357	.05	.05
††Winston-Salem Journal .....(S)	12,607	.05	.05
**Winston-Salem Sentinel .....(E)	16,132	.06	.06
SOUTH CAROLINA			
**Columbia State .....(M)	23,663	.07	.07
**Columbia State .....(S)	24,838	.07	.07
**Greenville News .....(M)	21,704	.075	.07
**Spartanburg Journal .....(E)	4,172	.05	.05
**Spartanburg Herald (M) 7,252.....(S)	9,939		
TENNESSEE			
**Chattanooga Times .....(M)	30,203	.10	.10
**Chattanooga Times .....(S)	30,230	.10	.10
**Memphis Commercial Appeal.....(M)	99,989	.18	.18
**Memphis Commercial Appeal.....(S)	126,063	.21	.21
**Nashville Banner .....(E)	51,750	.11	.11
**Nashville Banner .....(S)	54,748	.12	.12
VIRGINIA			
**Danville Register and Bee.....(M&E)	12,644	.05	.05
**Danville Register (Sunday).....	8,300		
**Newport News Times-Herald.....(E)	7,791	.05	.05
**Newport News Daily Press.....(S&M)	5,708		
**Roanoke Times & World News...(M&E)	25,658	.07	.07
**Roanoke Times .....(S)	16,672	.06	.06
**Staunton News-Leader (M), Leader..(E)	6,541	.035	.035

** A. B. C. Statement, September 30, 1925.
†† Government Statement, September 30, 1925.
* A. B. C. Statement, March 31, 1925.
† Government Statement, March 31, 1925.

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"By Their Works Ye Shall Know Them"

WORKS not Words.

Not mere volume of words has placed a few successful newspapers in the twenty-million linage class, or others in the group printing more than ten million lines annually.

Not mere volume of words has won the place for Consolidated Press writers in those successful papers.

You will find C. P. A. writers in the dominating papers of all the way from ten-thousand circulation to a half-million daily.

You will find these distinctive dispatches in papers whose copy desks winnow C. P. A. from a grist of hundreds of thousands of words from half a dozen wires.

You will find them in complete and successful newspapers in which C. P. A. supplements a single spot news wire.

Like the papers they serve, they are *selected;* the writers *selected* from their professional competitors; their terse and authoritative dispatches *selected* from the mass of copy that pours over the desks.

By their *works* they are known: *authoritative, distinctive, interpretative dispatches,* essential to the *complete newspaper,* and for only one newspaper in each city.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor World Building	Fourth Floor Daily News Bldg.	Third Floor Spreckels Bldg.	Fourth Floor 19 Rue d'Antin

THIS ISSUE—ORGANIZATION PLANS OF UNITED STATES DAILY.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1926

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 58. No. 39 NEW YORK, FEBRUARY 20, 1926 By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign 10c Per Copy

Regarding Their Advertising in The Chicago Daily News (exclusive) the Wood Conversion Company, Manufacturers of

JOURNALISM LIBRARY
Not to be taken from this room

Balsam-Wool TRADE MARK *write*

"You will probably be interested to know that we are planning to renew our contract with The Chicago Daily News for our 1926 advertising campaign in this territory.

"Our volume of BALSAM-WOOL sales in Chicago this year has been more than double that of 1924, and this year (1925) our advertising appeared exclusively in The Daily News. We do not, of course, attribute all this increase to The Daily News advertising, as our product, our sales efforts and all the other elements of sound business played their great part. However, fully realizing that advertising is a big factor in successful business building, we intend to use next year the same medium—The Daily News—which has certainly delivered the goods.

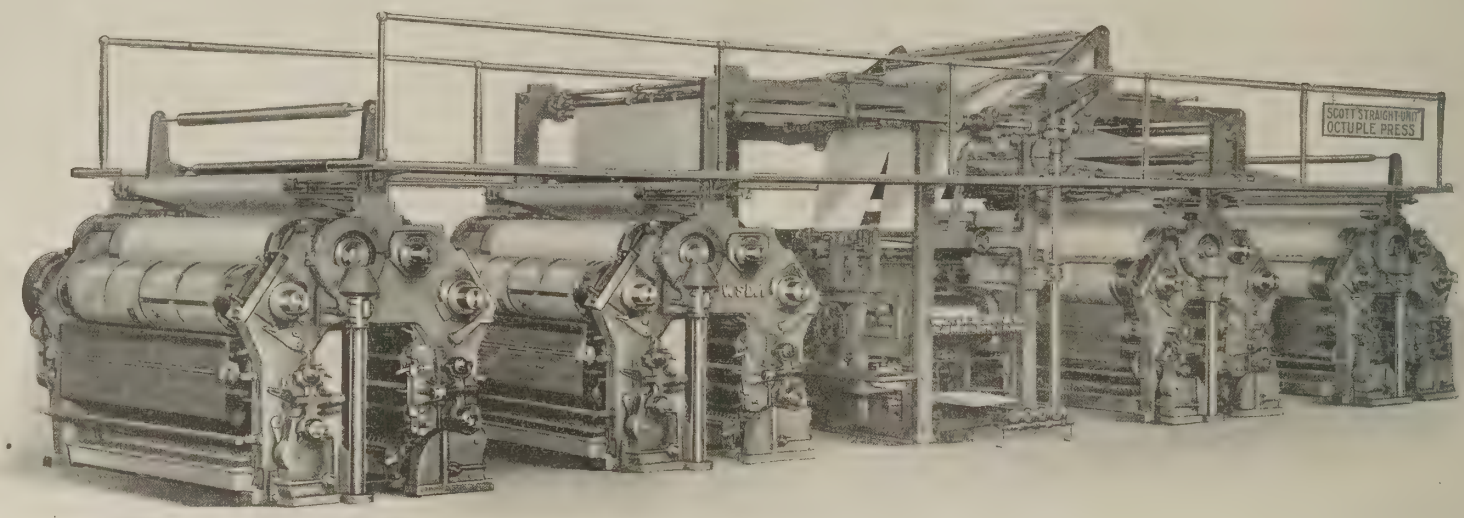
"We sincerely appreciate the splendid co-operation and service your staff has given us this past year."

This contains a suggestion for other manufacturers of building materials and allied products who are after maximum sales in Chicago and a maximum return from their advertising.

WEYERHAEUSER FOREST PRODUCTS

THE CHICAGO DAILY NEWS

First in Chicago



SCOTT *Straight-Unit* UNDERFED OCTUPLE PRESS

Four Units and Two Folders

3 of these presses are now being used by the New York Herald Tribune.

THE paper rolls are on the floor below.

The pressroom is thus left free and clean for the most efficient and uninterrupted press operation. The pressmen can concentrate their attention on their regular work.

On the floor below the paper rolls can be more easily handled. There is plenty of room in which to shift the rolls and make quick changes.

The mezzanine type of press, therefore, assures maximum ease and speed in production.

Scott

"Multi-Unit" and "Straight-Unit" Presses

WALTER SCOTT & COMPANY

Main Office & Factory - Plainfield, New Jersey, U. S. A.
New York Office - - - - 1457 Broadway
Chicago Office - - - 441 Monadnock Block

Cable Address: WALTSCOTT NEW YORK

How're Things in Baltimore?

¶ Ask Montgomery-Ward! Last spring they built in Baltimore. A big distributing plant for their mail-order business in the East. And a big retail store.

¶ Located in a part of Baltimore about as inaccessible as it could be. Far away from shopping centers—served by only a few street-car lines.

¶ But now the plans are drawn for an immense addition to their retail selling space. Business is good in Baltimore—emphatically good—and Montgomery-Ward can tell you so.

¶ Since the opening of their store, Montgomery-Ward have advertised consistently and regularly in the Sunpapers. Modesty forbids that we take too much credit—but, unless you know Baltimore well, it would be hard to realize how far from any shopping district and normal routes of travel the Montgomery-Ward store is.

¶ "Things" are good in Baltimore—and one of the best things is the complete coverage provided by the Sunpapers.

January Average Net Paid Circulation

Daily (M. & E.) .	**245,020**
Sunday . . .	**186,979**

Everything in Baltimore Revolves Around

THE SUN

MORNING **EVENING** **SUNDAY**

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"

The Philadelphia Bulletin's Progress

Among all of the newspaper developments in the United States during the last thirty years none stands out as conspicuously for sheer merit of legitimate performance like that of the Philadelphia *Bulletin*.

Starting in 1895 with 6,317 circulation the *Bulletin* has grown to a sale of 524,662 a day without resort to any other device than the printing of the best newspaper that could be turned out. Here is the table of progress:

1895	6,317	1911	253,565
1896	33,625	1912	281,285
1897	59,281	1913	291,868
1898	113,973	1914	326,714
1899	112,970	1915	356,531
1900	124,855	1916	402,644
1901	130,084	1917	*367,766
1902	130,439	1918	430,614
1903	144,375	1919	448,126
1904	182,904	1920	488,687
1905	211,134	1921	494,629
1906	222,480	1922	493,240
1907	241,400	1923	505,035
1908	240,797	1924	518,357
1909	249,811	1925	524,662
1910	244,063		

* Price advanced to 2c a copy.

The Philadelphia *Bulletin* stands as the shining example of the fact that it is not necessary to use sensational headlines, and colored printing to sell a meritorious product to the American public.

It provides practically one hundred per cent cover of the homes in its city, does not seek sales outside the legitimate local trading market, and sells its advertising at the lowest rate per line per thousand of unduplicated circulation in the world.

While certain of the other big sellers of the day seek to put over an inferior product by forced draught methods, the *Bulletin* goes quietly on its way to greater and more worth while achievement strictly on lines of accuracy, sanity, and sound service.

Advertisers' Weekly, January 23, 1926.

(Copyright 1926—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 58 NEW YORK, FEBRUARY 20, 1926 No. 39

Daily Report of Government's Activities In New Newspaper at Washington

No Local News, Editorials or Interpretative Comments in United States Daily, to Be Issued March 4th Under Ownership and Management of David Lawrence

PLANS for a new daily newspaper, national in scope, were announced this week at Washington by David Lawrence, noted Washington correspondent and president of the Consolidated Press Association and Current News Features, Inc. The newspaper, to be called *The United States Daily*, will be printed in Washington, and will concern itself, not with the local news of the capital, but with the activities of Government officers and departments. It will contain no editorials or interpretative articles on headlines. It will give a daily account of affairs of the White House, of Congress, and of the several departments and bureaus. Particular attention will be paid to the fiscal side of the Government, it is stated, so that all available facts will be published to throw light upon the methods by which government funds are expended and the purposes of the expenditures.

The new newspaper will be unique in that space considerations as they govern the use of copy by the daily press will be non-existent, and also because its entire staff of more than thirty reporters will concern itself only with writing statements of fact. There will be no supposition, presumption, forecasts or surmises in the columns of the new paper. As an evidence of the completeness that will characterize the paper, Mr. Lawrence chose a hypothetical example, saying:

"Supposing Mr. Mellon, the Secretary of the Treasury, issues a 10,000 word statement explaining the tax bill. Admittedly few, if any, newspapers would be able to publish the statement in full, nor is it conceivable that any of the existing news agencies would transmit it in full. General news, on the day Mr. Mellon issued his statement, might be of such importance that his statement would have to be abbreveated or condensed so far as the newspapers generally were concerned. The United States Daily, however, will not be interested in general news, but it will number among its readers enough persons sufficiently interested in taxes to warrant its publishing the text of Mr. Mellon's statement completely. And this same rule will hold for all other important government announcements or documents. Our field is the Federal Government and we are going to cover that alone."

Mr. Lawrence will be president and editor of the corporation, which is chartered in Delaware with an authorized capitalization of $1,000,000. He will hold a majority of the common stock and will also be the largest individual holder of preferred stock. Associated with him as founders of the enterprise are forty-eight noted men and women from the different states of the Union. Among them are former cabinet officers, persons high in diplomatic life, and other national figures, representative of all political parties and political faiths, and many lines of finance and commerce. Their names will be announced later.

Mr. Lawrence will not write for the new paper, but will act solely in a managerial capacity, and his connection with it will not cause any changes in the operations of the Consolidated Press. Mr. Lawrence will continue to write daily, as he has done for many years, his regular Washington dispatch for the more than 160 daily newspapers in the United States and Canada that receive it.

The United States Daily, which will issue its first number on March 4th, will sell for five cents a copy or $15 a year. According to its prospectus, its appeal will be directed to manufacturers of all kinds, large mercantile establishments, importers and exporters, lawyers and engineers, banks and financial institutions, railroads, large shippers, traffic officials, chambers of commerce, people wishing to sell supplies to the government, statisticians, economists, schools and colleges, libraries and other agencies and individuals interested in obtaining a daily detailed record of the government's activities.

Advertising, for which a minimum of 50 cents a line will be charged, will be accepted from financial houses engaged in national advertising, steamship companies, firms selling merchandise and equipment to Government bureaus, railroads, hotels, national trade associations and others desiring to place their viewpoint before the class circulation which this publication will have.

The paper will be seven columns wide and will be printed on stock slightly better than ordinary newsprint. It will be illustrated occasionally. Size will depend upon the flow of news, but will average about 16 pages.

Machinery has been ordered for a complete newspaper plant and is being installed in the building leased by the corporation at 22nd and M streets, N. W., Washington. The publication will be printed on a Goss sextuple press, with Cline full automatic motive equipment. The stereotype plant is entirely new and of the most modern type. The composing room includes a battery of 14 Mergenthaler linotypes, one model 14, two multiple magazine model 8s, and eleven single magazine 8s; complet Ludlow and Elrod equipment, Miller saws, all steel makeup tables and furniture as well as other accessories for a complete plant.

The paper will go to press about 6 p. m. every night, except Sunday and certain legal holidays, and will be delivered early each morning in Washington, Baltimore, Philadelphia, New York and Pittsburgh and other cities in the East.

Besides Mr. Lawrence, the management will include an executive staff, as follows:

Publisher, Jay Jerome Williams; general manager, John E. Rice; director of advertising, Victor Whitlock; treasurer, James L. Bray; managing editor, Homer J. Dodge; foreign editor, Drew Pearson, and chief of the capitol staff, Donald Craig. Mr. Williams was formerly with the Bell Syndicate and prior to that he was associated with Mr. Lawrence in the development of the Consolidated Press Association. Mr. Rice was formerly general manager of the *Washington Herald*. Mr. Whitlock, up to this week, has been the successful director of advertising for the *Nation's Business*. Mr. Bray has been associated with Mr. Lawrence in the Consolidated Press Association for many years. Mr. Dodge has been head of the Federal Trade Information Service and a Washington correspondent. Mr. Pearson has specialized in writing national and international articles for the United Publishers' Commercial News Service and Mr. Craig was the former head of the Washington bureau of the *New York Hearld*.

The United States Daily will contain no editorial page or opinion of any kind whatsoever. There will be no interpretative articles or comments. The aim, according to Mr. Lawrence, is to have all articles without bias so they simply will be correct statements of fact.

When occasion warrants, all important documents in the relations between the United States and foreign governments, and the relations between foreign governments, will be published. Attention will also be given to data covering international conferences, proceedings of the League of Nations and its subsidiary conferences, together with other international conferences which are of special interest to students of international affairs.

About 30 ment will be detailed to covering Washington for "domestic news," according to Mr. Lawrence, who plans to assign, as regular beats, bureaus and other activities which are generally ignored by the daily press. A brief outline of the new paper's editorial program, as furnished by Mr. Lawrence, follows:

1. Every caller at the White House will be interviewed. Reports of various agencies such as the Tariff Commission will be carried as fully as possible. Routine announcements will be printed in full. All Presidential appointments will be published.

2. One man will devote all his time to the State Department, making complete notes on privileged material obtained at the daily conference with the Secretary. This reporter and the man assigned to the Bureau of Foreign and Domestic Commerce will seek to obtain commercial news, not now printed, from the divisions of Far Eastern Affairs, Western European Affairs, Near Eastern Affairs, Eastern European Affairs, Latin American Affairs and Mexican Affairs, and should also obtain many names and considerable news from the division of passport control and the visa office. The division of political and economice information, the consular service and the diplomatic bureau will also be covered, not only for occasional statements, but also for news that can be obtained only by digging.

3. At least one man, possibly two or three, will be assigned to the Treasury Department. The Federal Reserve Board and the Comptroller of the Currency furnish daily a great volume of news of interest to 30,000 banking houses and the Reserve Board should produce not less than two columns daily. One man will be assigned to the Bureau of the Budget and the Co-ordinating Offices, which constitute "a mine of news hitherto unpublished." The Bureau of Internal Revenue will have assigned a man specially trained in reporting tax news, not only for printed announcements and rulings, but for a considerable volume of news now unpublished which can be found only by investigation. This reporter will also cover the Board of Tax Appeals, now, according to Mr. Lawrence, virtually uncovered by the newspapers. The General Supply Committee will keep one man busy for two months each year.

Others scheduled for the regular calling-list are the Federal Farm Loan Board, the Director of the Mint, the War Finance Corporation, the office of the Secretary of the Treasury, the Public Health Service, the Comptroller General, the Bureau of Engraving and Printing, the Coast Guard, the Bureau of Supply and the office of the Superintending Architect. The Secretary of the Treasury, it is pointed out, is also chairman of the Debt Funding Commission and of the United States Section of the Inter-American High Commission, and an occasional source of news in both capacities.



DAVID LAWRENCE



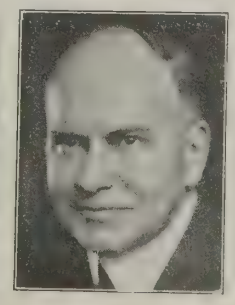
JAY JEROME WILLIAMS



DREW PEARSON



JOHN E. RICE



VICTOR WHITLOCK

The Prohibition Unit will be covered for developments of interest to manufacturers and users of industrial alcohol.

4. One man will be assigned to each of the military departments—War and Navy, giving special attention to the financial phases of their work, and reports pertaining to aviation, health service, etc.

5. Original research rather than dependence upon handouts is the watchword for the man assigned to the Department of Justice and the office of the Alien Property Custodian.

6. One man will be detailed to the Post Office Department, covering the information now issued daily by the department's bulletin, the department's purchases, the dead letter office and the division of foreign mails.

7. Two men are to cover the manifold activities of the Department of the Interior. Considerable attention will be given to the weekly and monthly statistical reports on coal and petroleum, and other periodical information.

8. Two or three men will also be assigned to the Department of Agriculture. Purely agricultural news will not be the main objective of these reporters, who will give most of their time to the Bureau of Agricultural Economics, the Bureau of Home Economics, the department's press service and the crop reporting division. The Weather Bureau, it is believed, will furnish two to three columns daily of general interest to manufacturers and other commercial interests. Close attention will also be accorded the Forest Service, the Bureau of Chemistry, the Bureau of Public Roads, the Bureau of Soils, the Bureau of Animal Industry and Plant Industry, the Grain Futures Administration, the Packers and Stockyards Administration, and the Office of the Secretary.

9. Three men will be on regular duty at the Department of Commerce. One man will be stationed full time at the Bureau of Standards, and another full-time man at the Bureau of Foreign and Domestic Commerce. The third man will cover the Bureau of the Census and other offices. This department, it is expected, will yield not less than a page and a half of copy a day. The Patent Office will be covered closely for information as to patents and trade-marks granted, together with a list of the chief patents expiring each day. The latter is an untouched news field.

10. One man will cover both the Department of Labor and the Federal Trade Commission.

11. A reporter and an assistant, as well as several women, will be kept busy at the Interstate Commerce Commission, which is expected to yield at least half a page of copy a day. A complete list of rate changes will be published daily.

12. One man will be detailed to the Supreme Court when it is in session. He would be called upon to furnish the complete text of every decision, summaries of all briefs, a daily story of all cases argued before the court and summaries of all cases filed with the court. He will be assisted by an expert stenographer on decision days. The Court of Customs Appeals will also be covered carefully.

13. The Navy Department man will also cover the Emergency Fleet Corporation and the Shipping Board, which furnishes news of considerable information and values to shipping interests.

14. Two or three men will be assigned to the various independent offices, including the Railroad Administration, Veterans' Bureau, Civil Service Commission, Mixed Claims Commission, Tariff Commission, Board for Vocational Education, Fine Arts Commission, Narcotics Control Board and Court of Claims.

15. Six or eight men will cover Congress when it is in session. Committee activities are to be covered thoroughly and the progress of legislation day by day will be noted, as well as the details of committee hearings.

"There is a distinct need for a publication of this character not only from an educational but from a commercial standpoint," Mr. Lawrence said to EDITOR & PUBLISHER. "Nearly every government in the world has an official gazette, and even in our own case, we issue a bulletin which was published during the war, and demonstrated its value. Poorly done and crudely compiled, the *Official Bulletin* had 15,000 paid subscribers without soliciting one of them. More than 100,000 copies were printed daily. Most of these were distributed free by the government to its own bureaus and personnel.

"The daily newspapers are unable to give space to all the activities of the Federal Government, and the dispatches that are carried in the newspapers are digested and only rarely give documents or text of data. Many interesting activities of the government are entirely obscured because they are devoid of sensation. The Government itself is obliged to print countless pamphlets and bulletins for lack of any medium in which to publish the information. Even the Associated Press, which covers Washington more comprehensively than any other news agency, can not give more than 10,000 words a day of the activities of the entire government and gauges its work on what is interesting to the mass reader and not the special classes. Some of the most valuable data to the class reader is thus necessarily excluded and is obtained only by subscribing to special services at a great cost or by individual effort. The United States Daily will be so complete that it will be kept for reference. A certain number of copies will be set aside daily to be bound quarterly.

"When the reading public discovers that there is no motive behind the United States Daily except to give information and facts and that it is neither a means of boosting or knocking an administration in power, the publication will appeal to the readers of all political faiths. Of particular value will the publication be to editorial writers on American newspapers, and others in the publishing world who shape opinion, but who can not readily obtain the facts of our government. In recent years the Federal Government has grown so large that The United States Daily will astonish even the newspapers, for it has never been possible to obtain a comprehensive picture of the government in action. The publication itself will have the co-operation of the President and the members of the Cabinet under the present as well as future administrations, for the usual complaint of the government official is that the newspapers do not pay attention to important activities of the government unless they are dramatic or sensational, or interest immediately a large number of the readers. Some of the most interesting pieces of research are being conducted by the Government and are of vital interest to the country at large, though the number directly interested may be in some instances quite limited.

"This publication should be of immense value to other governments of the world giving them not only important information about the activities of our government, but stimulating in them, let us hope, a spirit of publicity with respect to governmental action, thus making for intelligent public opinion and reducing the area of mischief in which misinterpretations and false information are cultivated.

"Particular attention will be given to the fiscal side of the government, throwing light upon the methods by which government funds are expended and the purposes for which they are expended, thus presenting an important check on the annual budget and enabling members of Congress to study and understand problems relating to the fiscal side of the government and appropriations generally.

"By publishing a complete record of the proceedings of the various committees individual members of Congress will be able to keep track of important questions of special interest to their constituents and many of the latter by subscribing to the United States Daily will in turn save the time of their representatives in Congress by securing from the United States Daily much of the information that now absorbs the meager clerical force of members of Congress.

"A space on the lower half of the first page, perhaps about six columns wide, will be devoted to a daily index of the contents of the paper. In this index, we will list all the various groups, as well as the various subjects, so that a man interested in motors, or in taxes, or in building materials for instance will be able to find quickly anything of interest to him in the paper.

"The index will be made daily, weekly, as well as monthly and yearly. We shall also carry in a separate article daily, a half column or more, indexing the Congressional Record while Congress is in session.

"In make-up, the United States Daily will apply the test of *importance* rather than sensation. The first three or four pages will be devoted to stories which interest the maximum number of readers. As we go toward the back pages, the subjects which are of interest to the smaller groups will be placed. Statistical material and purely routine orders and announcements will be in the back pages very much as are the financial statistics and tabular matter in an ordinary newspaper. We shall put our cuts and illustrations on the first few pages so as to make the appearance attractive. Very frequently, we shall have drawings and charts, occasionally maps, so as to illustrate points involved in treaties and international agreements."

LONDON ADVERTISER SOLD

Mackay Buys Control from Atkinson—Adams and Rossie in Charge

TORONTO, Ont., Feb. 17.—The *London Advertiser,* recently controlled by J. E. Atkinson, publisher of the *Toronto Star,* has been sold to a new company headed by J. F. Mackay, former business manager of the *Toronto Globe.* Frank Adams, formerly general manager and secretary-treasurer, resumes these positions, and Melville W. Rossie, who was managing editor some years ago and recently returned as night editor takes editorial control.



J. F. MACKAY

Mr. Mackay, who has been for some time engaged in a financial agency business in Toronto, will not be active in the management of the paper.

INSURANCE MEN ACTIVE

Advertising Group Making Philadelphia Convention Plans

Clifford Elvins, Imperial Life Assurance Company, Toronto, has been appointed general chairman of the committee planning for the convention of the Insurance Advertising Conference to be held in Philadelphia next June in conjunction with the annual gathering of the Associated Advertising Clubs of the World. The appointment was made by Edward A. Collins, assistant secretary of the National Surety Company, New York, and conference president.

Other committee members are: Clarence A. Palmer, Insurance Company of North America; Philadelphia, John W. Longnecker, Hartford Fire Insurance Company, Hartford; Nelson A. White, Provident Mutual Life Insurance Company, Philadelphia; B. N. Mills, Bankers' Life Insurance Company, Des Moines; Harry A. Warner, Maryland Casualty Company, Baltimore; and Sidney C. Doolittle, Fidelity & Deposit Company, Baltimore. Mr. Elvins has selected John W. Longnecker to lead the Fire Group Session and Sidney C. Doolittle to lead the Casualty and Surety Group.

Republican Group Reelects Dickey

Walter S. Dickey, owner and editor of the *Kansas City Journal-Post,* was reelected president of the Republican Editorial Association of Missouri, at the annual meeting in Springfield, Feb. 13. Fred Harrison, Gallatin, was elected general vice-president; D. C. Simons of the *Granite City Tribune* was reelected recording secretary and Charles W. Fear of Jefferson City, was reelected secretary-treasurer.

TWO TEXANS TO RUN N. Y. TELEGRAPH

E. S. Fentress and C. E. Marsh, Owners of 6 Newspapers in Southwest Managing Property—Thomas Retains Ownership

E. S. Fentress, president, and Charles E. Marsh, editor-in-chief of the Fentress-Marsh newspapers of Texas, have taken over the management of the *New York Morning Telegraph,* it was announced this week. They have no financial interest in the property, however, E. R. Thomas, the owner and publisher, still retaining control.



CHARLES E. MARSH

Mr. Thomas, it was stated, is in ill health and at present is in Florida. He has made an agreement with Mr. Fentress and Mr. Marsh to manage the Telegraph.

Mr. Marsh and Mr. Fentress will alternate as Mr. Thomas's representative in New York. Mr. Marsh is in charge.

The Fentress-Marsh newspapers, operated as individual corporations, consist of six newspapers, the *Wichita Falls Record-News,* the *Waco News-Tribune,* the *Austin American,* the *Austin Statesman,* the *Port Arthur News* and the *Orange Leader.*

Staff changes on the Telegraph which have so far resulted under the Fentress-Marsh management include the transfer of Hugh Kent, managing editor, to Washington, and the promotion of A. Bornefeld, to business and advertising manager, succeeding C. G. Snyder, resigned. Mr. Marsh is filling the position of managing editor.



E. S. FENTRESS

The Telegraph will continue as a theatrical and sporting daily, Mr. Bornefeld informed EDITOR & PUBLISHER. Efforts are being made to strengthen all news departments, with special attention being paid to turf. Some important changes are contemplated, he said.

Fentress was born in Kansas, 49 years ago, obtained his paper experience in a combined newspaper and job plant in Norwalk, O. He started the *Oklahoma News* for the Scripps organization and later became business manager of the *Des Moines News.*

Marsh was born in Cincinnati, 38 years ago, obtained his first newsppaer work on the *Oklahoma News,* a Scripps newspaper. He was city editor of the *Cleveland Press* and managing editor of the *Cincinnati Post* and joined with Fentress in the partnership while he was editor of the *Des Moines News.*

DEAL IN ROCHESTER

Local Announcement Indicates Democrat & Chronicle Will Buy Herald

An advertisement appearing in Rochester, N. Y., newspapers Feb. 16 indicated that the Rochester Printing Company, which publishes the *Rochester Democrat and Chronicle,* has entered into a contract with the receivers of the Rochester Herald Company to buy the plant and the assets of the *Rochester Herald.*

The sale is subject to the outcome of an order to show cause in Federal court at Buffalo on Feb. 23 why the property should not be sold at public auction, and why the contract with the Rochester Printing Company should not be approved.

EDITOR POLLARD CLEARED OF CONTEMPT CHARGE

With Charles Evans Hughes as Defense Lawyer, New York Evening World Man is Acquitted by Justice Levy—Press Has Traditional Rights to Criticize Courts, Hughes Maintains

"I WILL yield to no one in the desire to see the administration of justice maintained. but it cannot be maintained by an arbitrary action in a proceeding for criminal contempt. If a man in a newspaper office, fairly, and on facts which he got from the highest source, criticizes a Judge for his decision—he thinks it is not right, the Judge thinks it is right—how does the Judge tell? This is a free country. He cannot be examined by a Judge who is both Judge and jury himself and be put under a criminal sentence in a case of this sort if he has acted fairly."



CHARLES E. HUGHES

Charles Evans Hughes made this declaration this week on one of the few occasions he raised his precise voice while defending Harold Stanley Pollard, editor of the *New York Evening World*, charged with criminal contempt of court, in Justice Levy's chambers Feb. 16, in New York.

Supreme Court Justice Aaron J. Levy, who brought the charge, acquitted the editor and shook his hand.

Before deciding for acquittal the court had argued his charge did not represent "an attempt to throttle the freedom of the press."

Justice Levy had alleged that three editorials written by Mr. Pollard for the Evening World on "Easy Bail" had constituted a "false or grossly inaccurate report" of judicial proceedings before him.

The hearing before Justice Levy was devoid of verbal fireworks. Mr. Hughes went into action calmly and without bluster. On only two occasions did he lean forward and speak with anything but the usual persuasive legal tone. Then it was to speak as he was quoted above, and again to say, in definition of the word "report":

"If all comment or criticism is to be drawn in under this word then that's an end to all civil liberty."

Mr. Pollard in the editorials complained of had asserted that Justice Levy had reduced the bail of two criminals with bad records. A certain bail had been set by Judge Mulqueen in General Sessions, Pollard had written, and the amount had been lowered by Justice Levy when the defendants and their lawyers had appeared before him later on habeas corpus proceedings.

It was brought out in testimony that Mr. Pollard had obtained the information which formed the basis of his editorials from news stories published in the Evening World, and also from District Attorney Joab Banton, who had been interviewed by R. R. Batson, a member of the newspaper's staff. Mr. Banton, testimony showed, had confused the names of the two criminals concerned.

In an editorial printed Sept. 28, Mr. Pollard had written that bail was set at $50,000 by Judge Mulqueen in General Sessions in the case of Herman Rothenberg, an alleged second offender indicted on a burglary charge, and Justice Levy had ordered it reduced to $10,000. On Oct. 20 in another editorial Mr. Pollard had stated that Judge Mulqueen had ordered Rothenberg held without bail. The difference was explained in testimony as due to the fact that Judge Mulqueen had not initialed the Rothenberg bail order, which set the bail at $50,000.

Mr. Pollard in his reply read to the court by Mr. Hughes testified he wrote the editorials complained of with the sole purpose and intention of "making therein fair and appropriate criticism and comment on a question of great public interest and importance" and not with the intent or purpose of publishing a report which could be described as false or grossly inaccurate.

Mr. Hughes opened the proceedings by submitting a motion to dismiss the citation.

Justice Levy denied the motion to dismiss. Then he took up an editorial, "Shopping for Bail," which appeared Sept. 28, read extracts from it and commented on the extracts. He maintained that the title was false because the right of habeas corpus is constitutional and a Justice refusing to grant it is subject to a penalty of $1,000.

Justice Levy read extracts from two other editorials entitled "Easy Bail" and "Bargain Counter Bail" and characterized them as not only false and inaccurate but calculated to offend the dignity of the Supreme Court.

R. R. Batson and Robert R. Wilkes, Evening World reporters, were called by Mr. Hughes and testified to conversations with District Attorney Banton upon which were based news articles relating to the manner in which bail fixed in the Court of General Sessions was reduced in the Supreme Court in cases of criminals with records. Mr. Batson testified that District Attorney Banton criticized the practice. The resultant news articles furnished the basis for Mr. Pollard's editorials. Mr. Banton, the witness said, confused the names of two men, thinking one of the names was an alias and in that way furnished some of the basis for the criticism later offered by Justice Levy.

Mr. Pollard then took the witness chair. He testified he was a graduate of Harvard University, '02, and had been connected with the World 20 years, including the time he served as secretary to the elder Joseph Pulitzer. He said he had been editor of the Evening World six years.

"Did you intend to reflect on the character and honor and integrity of Justice Levy?" asked Mr. Hughes.

"I did not," Mr. Pollard replied.

Mr. Hughes then offered the records of the two criminals in evidence and Justice Levy received them.

"Now, if Your Honor please," said Mr. Hughes, "it is our position that so far as these articles constitute comment and assertions upon the practice and disposition of matters, they are within the right of one acting in good faith on the ground that action taken is subject to criticism by the press and by editors, although it is of a judicial character. We find only one item which can be regarded as inaccurate in these reports, so far as they relate to the actual proceedings before Your Honor, and that is the reference to the presentation by the District Attorney to Your Honor of the criminal records of the defendants whose cases were referred to.

"Of course it is our wish to express, on Mr. Pollard's behalf, his regret that he should have fallen into that inaccuracy, although it was a very natural one, as he was informed by the District Attorney they had been so presented. Also he gave credence to that because he assumed that the Judge reducing bail would have the criminal record of the defendant furnished by the District Attorney.

"Apart from that we think the record cannot be regarded as inaccurate, and, taken as a whole, even with the matter about which Mr. Pollard was misinformed by the District Attorney."

Mr. Hughes, after informing Justice Levy, in response to a question, that there would be no further evidence offered, said:

"The fact that Mr. Pollard was advised that Your Honor did have the criminal record before you is sufficient from the standpoint of his judgment and attitude and purpose to justify criticism, because he had a right to deal with that. Now, he was not to blame. He went to the highest possible source to ascertain the fact.

"Now I quite appreciate the fact that Your Honor did not know it, but standing here representing a man accused of crime, accused of criminal conduct, I am bound to suggest to Your Honor that it was perfectly competent for him to assume, and very naturally to assume, that Your Honor would never have reduced bail in either of those cases without insisting that the District Attorney should produce that record; and there was much more severe criticism that could be made on Your Honor's action in dealing with them, without knowing the defendants' records, so I say this is not a false or grossly inaccurate report, when you consider the thing in its whole aspect.

"I have had my share of it in my own walk of life, and we are all partners before the public in sharing criticism of official action.

"Now, I submit to Your Honor, you of course have no desire except to promote the administration of justice, and we are here indicating that this is a kind of case where a man's good faith, rectitude of purpose and right to criticize should be just as much recognized by Your Honor as Your Honor's right to have a report of a proceeding not false or grossly inaccurate."

"I am fearful you are proceeding on a false hypothesis," interrupted Justice Levy. "You are assuming in the presentation of this argument that the respondent, or those acting in his behalf, sought out from the highest authority verification of the facts.

"I cannot accept that view at all. I do not regard the District Attorney of this or any other county as the highest authority; the District Attorney is no more than any other counsel, except that he represents the people, he is the attorney for the people, and he is the counsel naturally interested in the causes he has in charge, and I contend going to the District Attorney was not, therefore, going to the highest authority.

"That is the difficulty, and therefore while I do not mind saying to you very frankly I am prepared to believe what Mr. Pollard says and what Mr. Batson has said—I am confident they are both telling the truth—the fact nevertheless remains that they did not approach this situation as I view it."

Justice Levy then referred at some length to Mr. Pollard's failure to accept his invitation to come over to his chambers after the publication of the first editorial complained of, stating that if such invitation had been accepted the contempt proceedings could have been avoided.

Then, with reference to the situation at the time bail was reduced in the cases before him, Justice Levy said that all that the District Attorney's representative said to him at that time was:

"Mr. Banton wants this bail held as it is."

"Now," went on Justice Levy, "I am only interested to the extent of maintaining the dignity of the court. I have no feelings in this matter whatever, and I know you are, too, as anxious as I am to bring about that very result. It is an impersonal situation."

Mr. Pollard then told the court he had not acceded to Justice Levy's original request because he believed it to be a "very grave question if the editor of a newspaper could be summoned in just that way" to answer for his writings.

There followed a mutual exchange of explanations as to the misunderstandings which had arisen, Mr. Hughes taking part and explaining that the manner in which Justice Levy's secretary perhaps had requested Mr. Pollard to come to the jurist's chambers was partly responsible. Then Justice Levy announced:

"The court acquits the respondent."

"I want you to know this, Mr. Pollard," the Justice then added, "you have given me no small measure of pain in this matter and I am very sorry for it. I recognize the honesty of your purpose; and I recognize the earnestness of your labors, and I recognize you are laboring in a cause that is very, very important to the public welfare."

NOT AN EARTHQUAKE PICTURE



Plasterers and electricians stopped to watch the camera when this picture was taken but reporters kept right on at their typewriters. It was near edition time in the editorial room of the *New Bedford* (Mass.) *Standard*. While ten feet was being cut off of the Standard building to widen a street and a new front put on the building, newspaper-making has gone on under difficulties, illustrated in this picture of one end of the news room.

REALIZATION OF HAINES' PRESS CITY DREAM RESTS WITH NEWSPAPERS

Cooperation of Journalists Everywhere Needed to Make Press Foundation a Practical Force, Maj. Brown, Chairman, Declares—Has Deep Faith in Plan

CURTIS RESIGNS OFFICE

Cyrus H. K. Curtis, proprietor of the *Philadelphia Public Ledger* and the *New York Evening Post*, has resigned as second vice-president of the International Press Foundation.

The resignation was sent to Col. Charles D. Haines in a letter signed by John C. Martin, vice-president of the Public Ledger Company.

Mr. Martin wrote:

"Mr. Curtis was very much surprised to learn that he had been elected vice-president of the International Press Foundation without his consent, and he wishes to tender his resignation, effective immediately, and he would ask that you give his resignation the same publicity you gave his unauthorized election."

Other officers elected were: Frank O. Lowden, former governor of Illinois, president; Adolph S. Ochs, publisher of the *New York Times*, first vice-president, and Senator Arthur Capper, third vice-president.

Mr. Ochs declined this week to state whether he would accept his election.

By MARLEN PEW

ST. PETERSBURG, Fla., Feb. 12.—Maj. Lew B. Brown, editor and publisher of the *St. Petersburg Independent*, is chairman of the board of directors of the International Press Foundation, the Haines benefaction to journalism, and believes that the aged railroad builder's dream of a Press City, functioning for newspaper men and serving their idealism, may be substantially realized.



MAJOR LEW B. BROWN

"It may be something very great and useful or nothing at all, according to the vision and co-operative spirit of those to whom its destiny has been entrusted," said the Florida editor who is one of its most respected newspaper men, to EDITOR & PUBLISHER today.

Major Brown told in detail of his relationship with the Press City project. He has known Col. and Mrs. Haines for years and has interestedly followed their plan. He did not understand that Col. Haines' fortune was immense, but said that he had been successful in many business projects.

"This man I believe to be wholly sincere in this project," Major Brown continued. "It represents his ideal of service. He has selected the press because of his belief in its power. Sometimes it is difficult to credit to any mortal a genuinely altruistic motive, but in this instance I believe we are dealing with such a phenomenon. It is because Col. Haines is not a practised newspaper man, with the added fact that his visions of what is possible seem exaggerated or at least are vague, that his plan has been assailed as representing some personal ambition.

"I entered this enterprise with as much uncertainty as anyone. I was reluctant to take an active part in the convention in this state last week but the newspaper men who came here from 47 states insisted upon it and I accepted the call. From confusion the matter was brought to a practical plan. Col. and Mrs. Haines in the presence of the delegates and without qualification made over to the Foundation ownership of the 1,000 acres at Press City, which may have a potential value of $1,000,000 to $5,000,000, as land values are enhancing in this state; his home at Altamonte Springs, valued at $250,000, with life tenure reserved and $50,000 in cash. Col. Haines has expended a large sum of money on the enterprise to date. He did not propose that the development should cost newspaper men anything.

"The project is now in the hands of its officers and designated committees. Whether it shall amount to a great or a small result is dependent upon them.

"For the sake of argument, assume that the stories are true that Col. Haines in giving these properties has as his motive enhancing adjoining realty held under option by confederates. I have not the slightest proof that this is true and very satisfactory evidence that it is an unjust suspicion. But, if true, the gift is none the less valuable and none the less acceptable to those of us who believe that a movement has been started which may be made a sound beneficence to journalism. These stories seem absurd to me. You would not hesitate to build a fine hotel or hospital on a street because it might improve adjoining property. Every story that I have heard reflecting discredit upon Col. Haines' motives seems absurd to me and the very best proof of his sincerity is that his deeds have in every instance suited his word.

"This man believes that the press is well-nigh omnipotent. He has much greater faith in the potency of the printed word than have most journalists. Upon this faith he has built an elaborate structure of beneficent service to humanity. For instance, he believes that a world-wide peace movement can and will be organized through a federated press seeking this as an idea. That is unquestionably true. We newspaper men, however, are blind to this vision because of well-known practical obstacles. We know how the world's press is constituted. We are conscious of its limitations. We may even regard the Haines' vision as ludicrously fantastic. Yet, it must be conceded that the power to achieve the end of international peace is latent in world journalism, and I, for one am not prepared to say that the day may not come when the journalists of all nations may not catch inspiration from such an organization as the Foundation and bring to fruition the dream of world disarmament on a satisfactory system of arbitrating international disputes.

"Some hard-boiled newspaper men sat in at the recent conference. I will confess that when Col. Haines spoke he appeared like a wild visionary to us all, at first. But gradually, when we got down to earth on the general scheme, we began to understand and appreciate his sincerity and gradually we fell to discussing practical suggestions and plans.

"If Press City becomes nothing greater than a retreat for retiring newspaper men it will serve a noble purpose. If it builds a fine school of journalism it will be worth the effort. If it leads on to a federation of newspaper men it will be worth the effort. If it leads on to a federation of newspaper men of the world and acts as a clearing house for inspirational effort through the printed word, it will be a huge power. All depends upon the depth of feeling and intensity of purpose of those who shall guide its destinies.

"It should be well understood that Col. Haines has merely laid the groundwork for the Foundation. All else must be built, whether cottages for retired journalists, library, university or assembly hall. Where will these funds come from? Well, where have funds come from for other great and small philanthropic and educational causes? Men assemble wealth and as they grow old they wonder what to do with it. They seeks to find worthy objects upon which to bestow it.

"Certainly it is nothing for newspaper men to scoff at. It deserves thoughtful consideration. A finance committee is at work to locate means, or to chart a course. A committee is considering what the immediate objects of the Foundation might well be. The whole plan is in the formative stage and years will be required perhaps to bring it to any practical use.

"In the course of time, I hope not long, the officers will begin to make some definite plans. We shall want the co-operation of newspaper men everywhere. This foundation is world-wide in scope. It is now committed to nothing. Every working journalist is a part of it and its business is his business. I hope that the project will be thoroughly discussed by newspaper men everywhere."

Major Brown is one of the leading newspaper editors of the South, the head of one of Florida's largest and most successful newspapers. He is by no means a visionary. Many of the sensational civic developments of this community are credited to him. He has acquired a fortune in St. Petersburg during the past 17 years and is noted here for hard-headed business acumen and progressive editorial policies. He is one of Florida's citizens who has not plunged into speculative enterprises to gain large wealth.

"Men come here almost every day and ask me to join in ventures that I know will be profitable and I turn them away. They do not understand me when I say that I do not want any more money. My family has enough. I am content with my work on this paper. But I am bound to tell you that I am at present sufficiently impressed by the possibilities of doing worthwhile things through the International Press Foundation to give to it the remaining years of my life, if necessary."



Delegates to recent organization meeting of International Press Foundation



Col. and Mrs. Charles D. Haines, who have given their home and 1,000 Florida acres to the press.

MRS. STILLMAN WAS ADVERTISED TO VICTORY

Famous Divorce Case Presents Study in Mass Psychology—Newspaper Reporters as "Fifi's" Publicity Advisor Helped Sway Anne to Mother's Side

By PHILIP SCHUYLER

"Without the sympathy of the American people and the support of the American press, I would have abandoned the fight early," Mrs. James A. Stillman was quoted as saying last week, following reconciliation with her husband.

How she obtained the public sympathy and press support now becomes known through hitherto untold inside facts of the case, revealed by John K. Winkler, former New York American reporter, now a magazine writer, in this the second of a series of three articles obtained for EDITOR & PUBLISHER.

MRS. ANNE URQUHART STILLMAN, soon after the divorce action against her became public decided that public opinion would win her case, that the mob, therefore, must be swayed to her side. She must turn show woman and hang out her advertising banners. It was a role to which she was unaccustomed, but she was willing to accept it. Millions of dollars for herself and her children were at stake.

In her decision, she was influenced to a great degree by John K. Winkler, then a reporter on the New York American, who, as told in this series last week, became her publicity advisor the day on which his exposé of Mr. James A. Stillman's relations with "Flo" Leeds was published in the Hearst chain of dailies.

Mrs. Stillman had personally telephoned Winkler, reaching him at his home in Forest Hills, L. I. An appointment had been made for 2:30 that afternoon. It was then March of 1921. Neither Mr. nor Mrs. Stillman had given interviews to the press.

Downstairs in the apartment house at 910 Fifth avenue, arrangements had been made to permit Winkler to go straight up to the ninth floor, where Mrs. Stillman's suite was located. She herself opened the door to the newspaper man.

"I have always thought of you newspaper reporters as ogres and bears," she declared, when they had seated themselves. "After I learned that some of you had even climbed the fire-escapes at the Lakewood hotel trying to see me, I became terror stricken. The day after the suit became public, every tree seemed to me to be a newspaper man, and," she added, laughing, "the leaves were cameras."

"You must reconcile yourself to the publicity which will be given this case," Winkler told her.

"You have no more chance of being a private individual for the length of this suit than, let us say, Heinz baked beans or Smith Brothers' cough drops."

"What then should I do?" Mrs. Stillman asked.

"You must be 'personalized' to the American people just as a movie star or a baseball hero is personalized," the reporter replied. "You must become the symbol of dauntless, courageous womanhood battling great wealth for the sake of your good name and your children.

"You see, you are the under-dog in this scrap. You are the lone woman (a beautiful, magnetic woman and that helps a lot!) stripped of her social position, poverty-stricken, comparatively, and you are fighting the most powerful financial group in the world—Stillmans, Rockefellers, Standard Oil, National City Bank etc.

"Why it will be easy to make you the nation's sweetheart!"

"But just how is all this to be done?" asked Mrs. Stillman, still a bit puzzled, though her shining eyes and flushed face showed the idea intrigued her.

"Perfectly simple," explained Winkler. "The Hearst papers are the poor man's Bible. They go into millions of homes every day. They are avid for stories on the Stillman case. My friend and superior, Victor Watson, managing editor of the American, is a whizz-bang on layouts and big splashy newspaper campaigns. If you and I give him the material he'll give us the space.

"I won't be your press agent—I draw a very liberal salary from the Hearst paymaster every Tuesday—but I will be your advisor and your friend. And I think you and I will have lots of fun and Mr. Hearst will sell lots of papers!"

Mrs. Stillman and the newspaper man continued talking through tea and dinner and far into the night. Confidences were exchanged and the campaign against the "might and millions" of Wall street planned.

For months after this conversation, Winkler was the only newspaper reporter received by Mrs. Stillman.

"Immediately," Winkler said, "we began cracking stories on her side. We began fighting money by public sentiment."

A splendid opportunity to realize from this new acquaintances with a newspaper man was afforded Mrs. Stillman almost the very next day. DeLancey Nicoll, Mr. Stillman's attorney made public the story of Fred Beauvais, the Indian guide. A signed story by Winkler appeared in the New York American on the heels of Nicoll's announcement, presenting Mrs. Stillman's version of the Indian guide charge. As told by the lawyer, Mrs. Stillman was alone with Beauvais several days in the Canadian forests. The American's story obtained from Mrs. Stillman by Winkler explained that 17-year "Bud" Stillman had accompanied his mother and the guide. Every affidavit made in court by Mr. Stilman's lawyer, became occasions for subsequent exclusive Winkler "beats."

"We tackled every charge," he said, "disinfected them and made them clean. Pictures were published by the dozen—Mother-love pictures, showing Mrs. Stillman surrounded by her children. Phrenologists, anthropologists, doctors, nurses, 'experts' of every sort analyzed 'Baby Guy'."

For 49 consecutive days the Stillman name was on the American's front page at one time.

Tactics were not always based on defense. Mrs. Stillman assisted in attacks on her husband through the columns of the Hearst press.

Thus, about three months after he had had his first interview with Mrs. Stillman, Winkler wrote what upon publication in the American on, June 4, 1921, became known as the "deadly parallel story."

Mrs. Stillman had told the reporter that when she was a bride at 9 E. 72d street, the Stillman mansion, she had heard her husband speak of his mother. She knew nothing about her mother-in-law and the fact that although the elder Mrs. Stillman was still alive, she never heard of her again, nor saw her, gave her reason to believe there was some secret, which if uncovered, would hurt Mr. Stillman and aid her fight.

Winkler, of course, was interested. By investigation he obtained the address of the mother, Mrs. Sarah Elizabeth Rumrill Stillman. She was living in seclusion at 102 East 35th Street, New York. The reporter was confident she had been warned against talking to newspaper men and it was by a subterfuge, therefore, that Winkler called at the address eventually and obtained her story.

The story was that Mrs. Sarah Stillman had been driven into exile herself by the father of the suing banker. She had suffered banishment to Europe for 25 years—an amazing parallel to what Mr. Stillman, the younger, was then attempting in the case of his wife, Anne Potter.

By talking to the mother and her paid companion, Winkler obtained enough Stillman family history to fill four columns of the American. In an italic lead it was described as "the most dramatic story of human interest in the history of American journalism."

"Even in the dog-eat-dog, knock-'em-down-and-drag-'em-out atmosphere of the battle," remarked Mr. Winkler, "this was one big yarn I didn't particularly enjoy breaking. Later, though, I learned through indirect sources that Mrs. Sarah Stillman had expressed pleasure at her belated vindication and the hope that the publication of her astonishing story had been of service to Mrs. Anne Stillman."

A thorn in the side of this "flaming young brunette," as Winkler describes Mrs. Stillman, and a hindrance to the Hearst crusade in her behalf, was the fact that at this time Anne Stillman, her daughter, now Mrs. Henry P. Davison, openly sided with her father. A very definite campaign was planned to change this state of affairs.

After commencement at the fashionable Westover school, Anne went to Glen Cove, L. I., to visit the Davisons. There all the influence was against Mrs. Stillman and in favor of James A. But, while opposing her mother, she was friendly with her grandfather James Brown Potter of Tuxedo Park, and would occasionally spend week-ends at his estate.

Mr. Potter, a charming, conventional old gentleman, did not at first understand the alliance his daughter had made with Winkler, and through him with the entire Hearst press, shrinking from the screaming headlines and continuous flow of pictures and other publicity propaganda. But by June he began to understand that it was all helping "Fifi" in her fight. Mr. Stillman had been forced from the bank. Clubs were demanding his resignation. Mrs. Stillman, sentimentally, was "riding high."

To Mrs. Stillman and Winkler, her publicity advisor, Mr. Potter became a sort of liason officer between Anne and her mother. The sub-soil ploughing was thus accomplished, which was later to result in Anne's dramatic renunciation of her father.

One story that swayed Anne appeared under Winkler's by-line in the American of June 20, 1921. It was an interview with 17-year-old "Bud" Stillman in which this boy "disowned" his father, and frankly discussed the attitude his sister was taking.

"I don't know much about girls, but I can't understand my sister," "Bud" was quoted as saying. "We'd always been pretty close before this thing came up. Now she's trailing with her father. Girls are queer aren't they? I'm sort of sorry for Sis. She seems to think her father is a lily white angel—isn't it strange?

"Anne goes to Westover School up in Connecticut. I saw her about a month ago. I told her about the truth of these charges against mother, though she didn't want to pay any attention to me.

"I know she's thinking about her 'position' and all that sort of bunk."

While not communicating with her brother in response to this publicly expressed opinion of her, Anne talked it over with her grandfather at Tuxedo Park. He suggested that she take a trip to Niagara-on-the-Lake, where "Bud" Alex, and Baby Guy were vacationing with Miss Ida Oliver, their nurse. Soon afterwards Anne left the Davison place and took a train to Buffalo. "Bud" was in on the publicity campaign being waged for his mother, and knew how to act to help her best. Anne was really fond of "Bud." They had been great chums together, when younger. When she arrived at the resort the two younger children greeted her effusively. "Bud" coldly turned his back and walked away.

That decided Anne. She returned to the Davison's and, all on her own, wrote a letter to her mother, asking forgiveness.

On Sept. 26 and 27, therefore, Winkler was able to write two banner headlined stories telling "in the young society girl's own words" how Anne had begged "Fifi" Stillman to forgive.

Anne, then 19, had acting on her mother's advice, telephoned Winkler at the American office and arranged for the interview. Mrs. Stillman had told her daughter the philosophy she had learned from the reporter.

"You can't ignore the public," she had said. "It is entitled to its news, even the dirtiest scandal news." And Anne had agreed.

Winkler met the young girl in her mother's apartment. The newspaper man spent several hours questioning her. It was a rule with him, that, whenever possible, he would obtain some document that could be photographed and reproduced in facsimile.

"Do you think you could get me the letter you wrote your mother?" Winkler asked.

(*Continued on page* 44)

BASKING IN FLORIDA'S SUNSHINE



Snapped on the sands at Palm Beach (left to right): Mrs. Julian Gerard of New York, wife of Julian Gerard, former Hearst official; Mrs. William Randolph Hearst, and Alexander Moore, former Ambassador to Spain, and one-time publisher of the *Pittsburgh Leader*.

PARK ROW REPORTERS KEPT JUMPING ON "DOUBLE STANDARD" STORY

Arthur O'Sullivan, New York Mirror, and Mazie Clemens, World, Claim Beats on Cathcart-Craven Tangle—Viscount Holmesdale Wins Praise of City Desk

By PHILIP SCHUYLER

NEW YORK newspapers went wild this week over a double standard story. Countess Vera Cathcart on Feb. 9, was detained by immigration authorities, charged with being guilty of 'moral turpitude." That came from ship news reporters and was everybody's story. But beats were scored subsequently.



ARTHUR O'SULLIVAN

In a story obtained by Arthur O'Sullivan and published in the *New York Daily Mirror* on Feb. 12, Phil A. Payne, managing editor, claims a beat of a full day on the engaging detail that while the Countess was being held in Ellis Island, the other man, the Earl of Craven, who admitted openly he had stolen the Countess from her husband, was being feted by New York society, instead of being in Bermuda, as other papers had published.

O'Sullivan came across the Earl following a tip which carried him to a hall on 43rd street, where a play called "Ninety Horsepower" was in rehearsal. An intimate friend of Craven's was playing the lead in this expected Broadway production.



VISCOUNT HOLMESDALE

The Mirror reporter told EDITOR & PUBLISHER, he "pounced on the little fellow," and found him "very agreeable."

While they were drinking—ginger ale—together, O'Sullivan said Craven pronounced the toast:

"Here's to life, liberty, and the pursuit of happiness."

O'Sullivan has worked in New York journalism for about 10 years. He has been with the Mirror since that tabloid started. Prior to that he was connected with the City News Association and the *New York Tribune.*

Two *New York World* reporters this week also won honors for their work in covering the immigration tangle. Miss Mazie Clemens was awarded a bonus, while to Jeffery Holmesdale was given "warm commendation." Citations in both cases were signed by James W. Barrett, city editor and pasted on the bulletin board for all the staff to see.

Miss Clemens' citation reads: that she was awarded the bonus because she obtained "first authentic information on the government's intention to deport the Earl of Craven."

To Miss Clemens, who, as a veteran on the World staff, has scored many a beat, the bonus was an old story, but the city editor's praise proved somewhat of a sensation for Holmesdale, who has only been in the newspaper business for the past five months.

"Mr." Holmesdale is the 29-year-old eldest son of Lord Amherst, British nobleman and direct descendant of Lord Jeffery Amherst, founder of Amherst College.

During the five months he has been in newspaper work on the staff of the World, he has hitherto been able to keep incognito. But his "excellent stories on the Cathcart-Craven case," so phrased by his city editor, dragged him reluctantly into publicity. He doesn't care to exploit his title.

Viscount Holmesdale happened to be a friend of the Earl of Craven. They had been to Eton together. But when he found him and obtained an exclusive beat on his intended departure to Canada, he did not go to him as a friend, but as a newspaper man.

Holmesdale before coming to this country in 1921 had been seven years in the British army. He served in the World War in France and Belgium, where he was wounded three times and awarded the Military Cross for gallantry in action. He was mustered out a captain. When he first arrived in this country he came on pleasure and liked it so well he decided to return. For a while he represented a British export house and then was a bond salesman for two years before turning newspaper reporter.

"Holmesdale is doing first-rate," is the terse comment of the World city desk.

The young nobleman, when asked why he had entered journalism, replied simply:

"Because I liked it."

And he means to stay in the American newspaper field if possible, he added.

Countess Vera was held by immigration authorities on a charge of "moral turpitude," when she arrived in New York, Feb. 9. The Earl was in New York. A decision regarding the case was scheduled for announcement Feb. 15. On Feb. 13, Miss Clemens, of the World was playing a minor role in covering the story. She was telephoning notables for their opinions on Countess Vera's detention. Suddenly it occurred to her she had previously made a contact with a person who might give her inside and advance information on the awaited decision. She immediately got in touch with this confidential source, learning the decision had already been made. Obtaining complete and authentic facts, Miss Clemens wrote her exclusive story in time for the Sunday World's second edition.

Mazie Clemens began her adventures in journalism back in 1908, when, then also on the World, she asked her editor the naive question, "Why should it be so difficult?" after all other New York reporters had been refused permission, to interview Cardinal Logue.

"Go get it," was the editor's laconic response.

And Mazie did just that.

Once at St. Patrick's Cathedral, the newspaper woman asked for an interview with the prelate.

"Why everyone is being refused," she was told.

"That's why I came," Miss Clemens answered.

Her persistence was rewarded and she returned to the office with a front page story that also carried a picture of herself conversing with His Eminence.

"Go get it" has since been Miss Clemens' constant inspiration.

In the same year she was heroine of a dare-devil newspaper stunt, being the first person, other than workmen, to cross the then nearly completed Manhattan bridge. Passage was made over a narrow footpath hung high between skeleton girders. Before undertaking the stunt, she had to give releases from liability to the city, the company and to her newspaper. She wrote a page feature on her adventure.

In 1919, Miss Clemens was granted a leave of absence from the World, and went abroad for the Ledger Syndicate of Philadelphia. On this trip among other things she interviewed the Queen of Belgium, General Foch, the late Cardinal Mercier, King Nichols of Montenegro, Pope Benedict and slipped into barricaded Fiume and out again with a story despite the rigid blockade and censorship of D'Annunzio.

While waiting for a train at Trieste, Italy, Miss Clemens read in a paper that D'Annunzio, then holding Fiume, had ordered out all newspaper correspondents, and was preventing their re-entry.

"Guss I'll go to Fiume," thought the newspaper woman.

She started off in that general direction and on the way met one of D'Annunzio's soldiers who could speak English and bribed him to get her somehow into the city.

"You can't get by in those clothes," the soldier said, noting the American traveling suit Miss Clemens was wearing.

She agreed and got into Italian peasant costume. The soldier was driving a load of vegetables into Fiume, and hid his newspaper passenger underneath the load.

Once in the city the soldier left Mazie behind to get the facts, and write the story of a city ruled by a poet-soldier.

"I thought I was stranded for sure," she recalled. "But fortunately I had been wise enough to give my soldier only half the bribe I'd promised him, and as I had hoped he came back to take me out of the city and get the rest of the cash."

Miss Clemens was brought up in a Catholic convent and was not allowed to look at a newspaper until she was 14.

In recent years mysterious murder cases have been her *milieu.* She obtained the only exclusive interview with Charlotte Mills in the Halls-Mills murder story. She is related distantly to Mark Twain.

"PUBLICITY HOAX"

So Graphic Alleges of Countess Cathcart Case

E. H. Gauvreau, managing editor of the *New York Evening Graphic,* writing under the pseudonym of the Earl of Gramercy, in his newspaper Feb. 18, alleges that the adventures of Vera, Countess of Cathcart, at Ellis Island are "part of a gigantic publicity stunt, entered upon by the Star Company, a Hearst organization, and the Countess." In support of his charge, he prints what is claimed to be a fascimile of portions of a contract between the two parties, dated Jan. 26.

William A. Deford, Hearst lawyer, earlier in the week began suit against Macfadden Publications, Inc., publishers of the Graphic, and obtained a temporary injunction restraining that newspaper from printing the Countess's memoirs, entitled "The Truth About My Love Affairs." The Graphic had obtained the memoirs from the *Glasgow Weekly News.*

A Scotch printer in the Graphic plant, Mr. Gauvreau said, subscribed to the Glasgow paper, and told him of the Countess's series, which had been printed in Scotland without a copyright notice.

Rafter, Sports Writer, Dies

A cold, which developed into pneumonia, caused the death last Saturday night of William A. ("Bill") Rafter, 51, for the past quarter of a century sporting editor of the *Brooklyn Standard-Union.* Mr. Rafter, who lived at 25 Lafayette avenue, Brooklyn, was honorary president of the Inter-City Baseball Writers' Association, and the dean of the metropolitan sports writers. For five years he was managing editor of the *Police Gazette,* and as a result of a lawsuit against the Fox Publishing Company, publishers of the Gazette, he was awarded $200,000. He claimed his contract had been improperly terminated.

Contest for Illinois Papers

Three awards to daily and weekly newspapers in Illinois for 1926 have been announced by the Medill School of Journalism of Northwestern University, Chicago. They will be given for the best news story of constructive value to the community, the best human interest story and the best editorial based on national affairs. Entries must be submitted before Dec. 1. Judges will be selected from the newspaper council of the school, which is composed of representatives from each Chicago newspaper and news association.

COMBINATION GROUP CHANGES NAME

Morning and Evening Associated Newspapers New Title Adopted at Kansas City Meeting—Officers Re-elected

(*By Telegraph to* EDITOR & PUBLISHER)

KANSAS CITY, Mo., Feb. 16.—At the first meeting here today of the Combination Newspaper Publishers' Association since its organization last October in Chicago, it was voted to change the name to the Morning and Evening Associated Newspapers.

Members of the new organizations gave enthusiastic reports of the success of the combination program.

There are 18 newspaper members of the Association. Each member publishes a morning, evening and Sunday issue in cities ranging in population from 20,000 to 100,000.

In many cases the combination of ownership has placed in one newspaper plant a morning issue of one political faith and an evening issue of opposite political leaning, and vice versa.

Cowgill Blair of the *Joplin* (Mo.) *Globe* and *News-Herald,* secretary of the Association, told of the aims and benefits of the organization. He also pictured a newspaper situation 15 years from now when many of the large city dailies will be combined.

"Newspapers of tomorrow will be operated on the combination style," Mr. Blair said. "It is distinctly a new phase in American journalism. although there were a few combinations prior to the World War, recent combinations have been forced because of economic necessity.

"There are two answers open to newspapers; one is to combine; the other is to quit publishing.

"Increased cost of production, wage increases and the cost of paper have made necessary combinations.

"These combinations often are criticized on the grounds they tend toward monopolies. But the combinations are for the service of the reading public. It enables the publisher to give better feature material, to employ larger staffs, and generally to improve his product. It also enables the publisher to give two papers for the price of one.

"The Association has found that combinations stabilize journalism."

Mr. Blair said the papers now in the combinations have found it a great advantage in obtaining foreign advertising. On the editorial side, the reader of a combination paper obtains a broad and fair-minded view of local and national problems, getting views from every angle.

The following committee was appointed to draw up by-laws and a constitution and to investigate rate cards of members and aid them to simplify them: A. L. Shuman, *Forth Worth Star-Telegram and Record-Telegram;* Joel Bixby, *Muskogee* (Okla.) *Times-Democrat;* Cowgill Blair, *Joplin* (Mo.) *Globe and News-Herald.*

Cowgill Blair was re-elected secretary and J. S. Parks, *Ft. Smith* (Ark.) *Southwest American and Times-Record,* was re-elected treasurer. The next meeting will be held in Chicago in October.

Oregon Daily Wins Libel Suit

The *Klamath Falls* (Ore.) *Evening Herald* has won a suit in which it was charged with libeling W. P. Myers, formerly district attorney of Klamath County. An editorial in the Herald had charged Myers with wasting taxpayers' money. The defense was that the article was justifiable criticism of a public official.

Paper Sold for $235

The plant of the Cowlitz County News, Kelso, Wash., the paper owned and published by Thomas Dovery, Kelso editor, who was murdered in June, was sold at sheriff's auction recently, to J. F. Boncutter, who bid it in for $235. John Stenlund of Kelso holds a mortgage for $300 on the plant.

SOUTHERN NAMED NEW INLAND PRESS PRESIDENT

Group Decides to Make Cost Finding Reports on Dollar and Cents Rather Than Percentage Basis at Annual Meet in Chicago—Major Burgoyne Discusses Newsprint Embargo

(*By Telegraph to* EDITOR & PUBLISHER)

CHICAGO, Ill., Feb. 17.—Cost finding, long an important research subject of the Inland Daily Press Association, was again stressed at the annual meeting of the Inland at the Hotel Sherman, Chicago, Tuesday and Wednesday of this week.



WILLIAM SOUTHERN, JR.

It was decided that the annual cost finding reports submitted by members be made out on a dollar and cents basis in the future, instead in percentages as heretofore, and will be signed by the submitting member. C. R. Butler of the *Mankato* (Minn.) *Free Press* presented the report of the Cost Finding Committee.

Clifford W. Yewdall, certified public accountant of New York who has been retained by the committee, reported on the merits of the new plan. W. R. Ronald, publisher of the *Mitchell* (S. D.) *Republican* was a member of the committee to succeed A. L. Miller, publisher *Battle Creek Enquirer & News,* resigned.

William Southern, Jr., editor of the *Independence* (Mo.) *Examiner* was elected president of the association to succeed George D. Lindsey publisher of the *Marion* (Ind.) *Chronicle* and the *Sarasota* (Fla.) *Herald.* Mr. Lindsey told Inland members he would not be able to serve them longer because of his Florida interests. Wil V. Tufford, Clinton, Ia., was re-elected secretary-treasurer.

American newspapers would get plenty of newsprint at prices at least as reasonable as they pay now, even should Canada place an embargo on pulpwood, Major H. B. Burgoyne, publisher of the *St. Catherines* (Ont.) *Standard,* told Inland members Tuesday.

Major Burgoyne said Canadians had been impressed on seeing several acres of virgin spruce and poplar consumed in one edition of an American Sunday newspaper, and enough pulpwood to furnish 2,500 tons of newsprint in one automobile edition of a Detroit daily.

Then when they saw mills handle Canadian wood with the power generated by a Canadian river built on the border, but on the United States side, they referred to themselves bitterly as "Hewers of wood and drawers of water" for the United States and its dailies.

The speaker said 80 per cent of the newsprint milled in Canada was used in the United States. He saw no reason why the ratio should not continue if an embargo were placed on pulpwood. F. V. Hayden, Chicago, executive secretary of the Agricultural Publishers' Association, recommended observance of the first Friday in November as Agricultural Day.

Harvey J. Kelly, chairman of the special committee of the American Newspaper Publishers Association, urged coordination of effort upon the publishers in regard to labor matters.

"Publishers," he said, "are loosely organized, while nearly every factor that enters into the production of a newspaper is controlled by an efficient, aggressive organization, national or international in scope and possessing disciplinary power over its individual members and the various groups into which they are banded.

"We cannot combine in that fashion, but we can co-operate and co-ordinate our efforts. We must, if publishers are to avoid being used as a football and if we are to retain some semblance of control of our business."

Mr. Kelly declared as an example of efficiently co-ordinated effort, the mechanical department unions. He declared they are the highest paid class of labor in the world.

"In a majority of cases, wage increases are being obtained," he said, "only because of superior organization and coordinated effort supplemented by the use of skilled negotiators, trained in the technical use of wage adjustment data and experienced in the psychological effect of veiled threats."

Unjust contracts come into effect because the average publisher, on account of business problems and lack of time, is at a disadvantage when pitted against organization representatives whose entire thought is given to wage negotiations, according to Mr. Kelly.

He urged the Inlanders to make full use of the Indianapolis office.

"We will endeavor to analyze local situations and assist publishers in advance of actual negotiations to decide just what they will do and what they will not do. We will place in the publisher's hands the best available proof of his position."

Arthur Myhrum, *Chicago Tribune,* speaking Tuesday on national advertising made the point that national advertising does not mean magazine advertising.

"There are 59 concerns in this country," he said, "which spent a half million dollars or more in 1924 for national advertising space. Together they spent more than $60,000,000 in newspapers and magazines.

"They are advertisers who come nearest to complete national distribution of their products. Ford cars, Wrigley gum, Ivory soap, Goodrich tires, Quaker Oats, Chesterfields, Pepsodent, Bull Durham, Postum Products, Victor Records are included in this list. The trade names in this list are as familiar as the street we live on. These advertisers spent more in newspapers than in magazines. During 1924, in 31 national magazines they spent $29,434,111. In newspapers, they spent $32,834,949, or $3,400,838 more than in magazines.

"If these big advertisers, with long and successful experience, find it profitable to spend more money in newspapers, why not the smaller firm?"

Mr. Myhrum quoted figures to show that in his newspaper's business survey among dealers and jobbers of various lines in Chicago an average of 65 per cent were in favor of manufacturers advertising in newspapers, with the remaining 34 per cent giving their preference to magazines, billboards, car cards, sampling, demonstrations, coupons, direct-by-mail and window and store advertising. This same survey conducted among like groups out of Chicago, showed 80 percent preferred newspaper advertising.

E. H. Harris, general manager of the *Richmond* (Ind.) *Palladium* on Wednesday explained his paper's savings system which has decreased labor turnover and increased the efficiency of the working personnel. Briefly, the Palladium enters into a contract with the employe whereby the employe agrees to save weekly for two years a percentage, not to exceed ten, of his wages, the paper agreeing to pay a dividend to the employe of 40 per cent of the amount saved at the end of the first year; 60 per cent of the amount saved at the end of the second year; and a dividend of 50 per cent of the amount saved each year thereafter, these savings to be in bank deposits, building and loan or payments on homes.

The first year's dividend cannot be withdrawn until the end of the second year when the second dividend is declared, then the employe can withdraw both. During the second year, the first dividend draws interest at the current bank rate. Sickness, time off, including strikes, can be made up by adding to the time period. Proportionate payments are made on the death of a depositor. Loans are permitted on account of death, sickness, etc. Dividends accrued to employes who resign or are discharged are prorated among other savers.

The plan has been in effect five years, and has become increasingly popular, Mr. Harris said. Labor turnover has been reduced materially, and the organization is functioning better because of added efficiency through experience of employes held, and there is a better spirit among them.

J. M. Beck, editor of the *Centerville* (Ia.) *Iowegian and Citizen* discussed libel actions. He told of a recent suit brought against his paper for $25,000 because of publication of a notice suit brought against a local firm. The court dismissed the action against the paper.

A. Schaefer of the *Fort Wayne* (Ind.) *Journal-Gazette,* led in a discussion in regard to the larger dailies usurping national advertising which could otherwise be obtained by the smaller town papers.

Public utility companies of the United States spent $16,000,000 last year in newspaper advertising, W. P. Strandborg, director of the Oregon Public Utility Information Bureau told Inland members at the Wednesday session. This sum may mount to more than $20,000,000 in this year, he stated.

Surveying the utility situation from the advertising standpoint he said:

"In an advertising way, the surface has hardly been scratched. There are about 6,000 light and power companies in the United States and they all need advertising. There are considerably over one thousand manufactured gas companies and I don't know how many natural gas companies; they all need advertising; there are nearly 900 electric railway companies and they are in sore need of the moving power of advertising to sell mass transportation, and there are some 15,000 individual telephone companies.

"Advertising, as we have discovered, is the greatest opportunity that has ever been opened to us to enlist the co-operation and fair play of the American people in any just cause for which we are striving.

"Advertising, we now know, will do for us what it has been doing for everybody else that has tried it, and it is with much satisfaction that we can say that no utility of which we have any knowledge has ever stopped using newspaper advertising space after it has once been given a fair and honest trial."

He presented figures showing that more than 50 per cent of public utility advertising budgets went to newspapers.

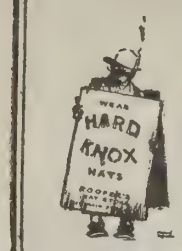
"Another thought I would like to emphasize," he continued, " is that the utility companies are getting away from the 'press agent' and 'free publicity' evil with amazing rapidity. That vicious system has always been an anachronism but it grew out of causes for which a certain type of newspapers was just as much responsible as were the utilities. The newspapers wanted advertising and they were willing to exchange a certain amount of space in their news columns for a certain amount of so-called advertising handed out to the business office, and I am pretty much in doubt as to which was the poorest in quality—the stuff they called news or the junk they called advertising. Both the newspapers and the utilities ought to have been ashamed of themselves in condoning such an atrocious system. It was a form of

(*Continued on page* 42)

DON MARQUIS ON HONEYMOON



Don Marquis, well known newspaper and magazine writer, with his bride on their honeymoon trip to Atlantic City, N. J., following their marriage in New York.



TRAIL BLAZERS OF ADVERTISING

The Old Sandwich Man

by Chalmers L. Pancoast

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"Old Home Week" Promoters

(Continued from last week)

The Home Week promoters had to Boost like Hell, and keep on boosting when the others quit. And a week was usually a long time to make the tiller of the soil hold hands with the local profiteers. Promoting closer and freer relationship between business men in smaller communities with farmers and laborers is a beautiful theory. But as a job it is a real one. As long as human nature is what it is, close community affiliation will always remain a beautiful theory.

Anyway a promoter of these affairs, whether he was an expert or amateur, had to be a clever, cheerful and a forgetting fellow.

The most successful "Old Home Weeks" have been sort of a county fair scheme at which the farmers could exhibit the fruits of their labors. Prizes were offered for excellence in every conceivable product of the farm and home, from babies down to berries, baskets and bedspreads.

But the judges were never very popular—afterwards.

Promoters of these celebrations had to have the advertising idea fully developed. A lot of important things had to be kept in mind. Provision had to be made for street decoration, window trims, free publicity in local newspapers. Then there were the attractions and amusements for the crowds, horseback parades, driving contests, goat roping, greased pig chase, climbing the greased pole, etc.

When there were more entrants than events, relay races, hundred yard dashes, foot races, potato races, three legged man races and barrel races down Main Street had to be provided.

Merchants always fell for an "Old Home Week"—or "Market Day" celebration, because they brought many people to town.

It was a big undertaking to advertise in such an elaborate way to bring farmers from miles around over muddy roads with the slow horse or mule drawn vehicle. It was making advertising do things it is not asked to do today.

Those old time circulars had to shout, yell and scream bargains; they had to say pretty things, plead and even pray to get the farmers to drive in.

Chapter XXVIII

The Old Sandwich Man

STRAPPED to the shoulders of the old sandwich men were signs telling of hats and pants and shirts, suits and overcoats, soups and savory lunches, all of which the sandwich man needed more than those to whom he advertised this merchandise.

He was merely the beast of burden for an advertising sign that was to be kept moving, because it would have been refused display anywhere else on the street.

All that was rquired of the bum who carried the sandwich sign was just enough life and energy to move about. He was not required to think, feel, smile or say yea or nay. Just keep moving—moving in a circle or straight line, it mattered not, moving where people were hurrying to and fro.

He has been rightly called the pack mule of advertising. And he has carried his burdens about as willingly.

He was the original pavement-pounder, the first to put painted advertising into motion, the first to bring advertising within elbow reach of the crowds.

The sandwich man is not as much in demand today as he was 20 or 30 years ago. Then they toted and lugged about all sorts of signs, and there were so many of them they cluttered up busy streets.

The old auction bell ringer, sidewalk barker and cheap store tout have almost entirely passed out of the picture. Not so with the sandwich man. He lingers still on the fringe of busy thoroughfares.

I have recently watched him shufflin'



Shufflin' and moverin' about, the Sandwich Man can still be seen carrying the Message of Advertising

along and moverin' about, as unkempt, unclean, watery-eyed and as scare-crowish as of old.

On Sixth avenue, New York, he may be seen occasionally, but on fashionable Fifth avenue never. Even at Columbus Circle and Bowling Green and City Hall Square he may be seen advertising a quick lunch, passport photos, second-hand clothing or something too cheap for newspaper space.

In the old days the quickest way to spot a professional sandwich man was by the booze-bloom on his nose. They were largely human wrecks upon the beach of the sea of publicity. They were besotted specimens of humanity, who wandered sleepily about the slums, their clothes torn and soiled, with not even a market value at the cheapest pawn shop.

Into the advertising business had come these bums, merely as beasts of burden. They were irreclaimable, repulsive vagabonds; figures of tragedy careening down the scale of life.

They all had a story to tell. And their whiskey-corrod d brains made the truth a wild fairy story.

In the nineties these gangs of wandering city tramps found the sandwich man game paid for a cot every night in some flop house, and enabled them to buy beer and cheap whiskey with free lunch thrown in.

It took a genuine bum with no self-respect to make the best sandwich man.

Sometimes a fit of delirium tremens gave the sign extra animation.

At best sandwiching came under the head of "odd jobs." And many merely worked at it to obtain just enough money to buy drinks and a cot in a ten-cent lodging house. They never worked as long as they had a dime.

As a type they were men just one step removed from the "never-work" bum; generally drinking men to whom the call of wife and home was but an empty sound. The tough saloon was his club, and in the ten-cent lodging house he was content to sleep in forgetfulness until tomorrow came with another sign to carry.

The sandwich sign has adorned the shoulders of beauties as well as bums. I remember several benefit performances where beautiful young girls wore sandwich signs strapped across their white shoulders and paraded and drilled on a stage for money for charity.

Local business houses and advertising manufacturers paid a good high rate to have their advertising messages thus brought to public attention.

The girls enjoyed the stunt of having their beauty sandwiched in between the boards which told about everything from barbers to horseshoers.

It was once a great money-raising stunt to get all national advertisers selling in a town to go in on these local affairs. Food manufacturers were solicited for advertising matter to distribute and display to help pay off everything from church mortgages to burying the town drunkard. And the sandwich man idea was always pulled in on these occasions. It was the cheapest and easiest way to give highly colored posters good display.

Sandwich advertising men in large cities always have been old men with broken lives. Never have young men entered this profession of advertising in action. It was the bread winners branch of advertising. When you buy a man's back and chest for advertising purposes you buy display space with foot-work advantages only. No headwork, except a sense of direction and a keen sight for crowded streets, and very little of that.

It was and still is one of the easiest branches of the advertising profession in which to qualify. Any man who has learned to use his feet and move about can enter. Many solicitors also have this qualification, and it would seem at times that they must have served an apprenticeship in the old school of sandwich men.

Chapter XXIX

The Wax Figure—Is It Alive?

THE first time I ever saw a wax figure that was not a wax figure was when I was a kid in a drug store back in Ohio.

It was a sensation. The crowd before the window was trying to guess whether it was alive or not. I was the envy of all the kids. I worked in the drug store and I knew.

This was back when Between the Acts Little Cigars, were being introduced by this novel advertising method. This chap was a wonder at staring at the crowd without blinking an eye. He was advertised to appear in the drug store window at a certain time, morning, afternoon and evening. We had the crowds.

A big sign over the window put this question to the crowd:—

IS HE ALIVE?

This was the most sensational advertising that had ever hit our town. People were making bets about the wax man. I'll say he was a wonder and had people guessing. At a certain time we would draw a curtain and the human wax man, who was very human, would take a rest.

I have seen many wax men since, but never one who could control his eyes and face like this old timer. We sent out hand-bills with such sensational heads as:—

You May Have Seen the WAX MAN BUT
You Never Saw Him Move!
Not Even an Eyelash!
Is He WAX?—Are you willing to bet on your opinion?

The "Wax Figure" was a clever idea and it presented Between The Acts Cigars to public in such a way that they could not be forgotten.

During the hours the Wax figure was on exhibition there was always a large crowd in front of the store and in the store. All were trying to guess whether it was a man or machine.

Sensational advertising was unusual at that time, but it struck the fancy of the public and was good publicity.

In February, 1924 I saw a "Wax Woman" in a gown shop on 47th street in New York, pulling the same stunt. A crowd was before the window. I thought the stunt was too old to work, evidently it is as good for getting a window crowd today as ever.

Wax figures have always been good advertisements whether alive or not. They have improved in beauty and value with the years. The old time wax figures did not look human—they had a stony expression and the garments displayed on them were often poorly advertised.

At about the same time the Wax Figure stunts was being worked to arouse the curiosity of the people, the Public Mesmerist came along with his sensational publicity trick. A whole town could be thrown into a state of intense excitement by the announcement that on a certain afternoon at four o'clock Professor Passemont would mesmerize a victim in the display window of the Bunk Furniture Store.

The victim was usually some local character hired for the purpose. He would be mesmerized by the silk-hatted Professor and left in the window to astonish and mystify the passers-by.

The victim would be stretched out on a bed or davenport in full view of the public until the following morning. At an advertised hour the victim would be brought out of the trance.

Naturally the furniture store cashed in on the exciting publicity, and the professor collected from the easy store-keeper.

Mesmerism was the most astounding mystery of that day, and its uses for publicity purposes were endless.

A great many cheap shows carried one of the dark-piercing-eyed professors who was the advertised sensation of the show.

Crowds of curious people flocked to the shows to see some of the town boys cut up didos on the stage. These town boys loved a joke and they were well paid for the parts they played. Some of the weak-minded youngsters could be rendered helpless by the suggestions of the animal magnetism of the mesmerizing faker.

It was a publicity stunt to bunk the public, but as mesmerism was a deep mystery at that time the people fell for it.

The reason the Wax Figure was a valuable publicity idea was because there was the element of doubt. A man who could stand in a window for hours, controlling the muscles of his face, hands and body so perfectly that it became a baffling mystery was good advertising for the store putting on the stunt.

Just so was the mesmerism stunt good for publicity because it mystified the public.

(To be continued next week)

NEWSPAPER LINAGE, 30 LARGE U. S. CITIES, JANUARY, 1926-1925

GAIN of almost 11 percent is noted in the January linage of 133 newspapers in 30 large American cities in the tables compiled by the *New York Evening Post Statistical Department, Inc.* Five Sundays in 1926 against 4 in 1925 make fair comparison of the month's totals impossible, but the indicated trend is still upward. The tables for each city follow:

SUMMARY OF ADVERTISING BY CITIES

30 cities listed — 28 show gain — 2 show loss
133 papers listed — 101 show gain — 29 show loss
3 no comparison

	1926	1925	
New York	15,682,520	13,917,982	1,764,538 Gain
Chicago	7,456,296	6,936,801	519,495 Gain
†Philadelphia	7,031,915	6,991,402	40,513 Gain
Detroit	5,271,000	4,552,436	718,564 Gain
Cleveland	3,579,000	3,363,675	215,325 Gain
St. Louis	3,925,740	3,477,860	447,880 Gain
Boston	6,388,169	5,138,065	1,250,104 Gain
Baltimore	4,190,236	3,652,048	538,188 Gain
Los Angeles	7,009,582	7,034,586	25,004 Loss
†Buffalo	3,566,538	3,392,027	174,511 Gain
San Francisco	4,695,448	4,415,433	280,015 Gain
Milwaukee	2,625,054	2,527,367	97,687 Gain
Washington	4,537,534	3,891,484	646,050 Gain
Cincinnati	3,195,600	3,092,400	103,200 Gain
New Orleans	3,587,340	3,266,239	321,101 Gain
Minneapolis	2,861,797	2,606,161	255,636 Gain
Seattle	2,575,160	2,460,598	114,562 Gain
Indianapolis	2,927,325	2,749,389	177,936 Gain
Denver	2,080,540	1,990,660	89,880 Gain
Providence	2,564,668	2,393,711	170,957 Gain
Columbus	3,263,599	2,924,516	339,083 Gain
Louisville	2,861,867	2,692,438	169,429 Gain
St. Paul	2,060,282	1,941,688	118,594 Gain
†Oakland	2,508,534	2,268,014	240,520 Gain
Omaha	1,778,980	1,668,604	110,376 Gain
Birmingham	2,404,136	2,217,446	186,690 Gain
Richmond	1,724,198	1,593,858	130,340 Gain
Dayton	2,840,026	2,469,670	370,356 Gain
Houston	2,611,890	2,015,196	596,694 Gain
Des Moines	1,741,018	1,757,579	16,561 Loss
Totals	119,545,992	109,399,333	10,146,659 Gain

† Note references under individual newspaper linage of these cities.

NEW YORK

	1926	1925	
American	1,292,578	1,176,958	115,620 Gain
Herald Trib.	1,718,884	1,304,634	414,250 Gain
Times	2,766,530	2,270,346	496,184 Gain
World	1,593,758	1,405,354	188,404 Gain
*Mirror (tab.)	309,996	315,396	5,400 Loss
News (tab.)	636,350	514,062	122,288 Gain
*Eve. Graphic	243,650	98,518	145,132 Gain
*Eve. Journal	1,224,100	1,307,314	83,214 Loss
*Eve. Post	534,900	470,232	64,668 Gain
*Eve. World	820,918	750,896	70,022 Gain
*Sun	1,453,598	1,246,704	206,894 Gain
*Telegram	511,108	638,330	127,222 Loss
Bklyn. Eagle	1,441,888	1,349,864	92,024 Gain
Bklyn. Times	629,848	446,202	183,646 Gain
Stand. Union	504,414	623,172	118,758 Loss
Totals	15,682,520	13,917,982	1,764,538 Gain

CHICAGO

	1926	1925	
*Daily News	1,696,710	1,621,215	75,495 Gain
Tribune	2,660,307	2,232,207	428,100 Gain
Herald Examiner	1,156,578	1,055,952	100,626 Gain
*Post	533,361	592,410	59,049 Loss
*American	989,319	1,004,832	15,513 Loss
*Journal	420,021	430,185	10,164 Loss
Totals	7,456,296	6,936,801	519,495 Gain

PHILADELPHIA

	1926	1925	
Inquirer	1,830,000	1,539,300	290,700 Gain
Record	779,100	726,300	52,800 Gain
Ledger	1,419,550	1,119,475	300,075 Gain
*Ev'g Ledger	1,339,165	1,235,127	104,038 Gain
North Amer.	.....	823,200	.....
*Bulletin	1,664,100	1,548,000	116,100 Gain
Totals	7,031,915	6,991,402	40,513 Gain

North American combined with Ledger May 18, 1925.

DETROIT

	1926	1925	
News	2,679,880	2,383,696	296,184 Gain
Times	1,053,780	944,398	109,382 Gain
Free Press	1,537,340	1,224,342	312,998 Gain
Totals	5,271,000	4,552,436	718,564 Gain

CLEVELAND

	1926	1925	
Plain Dealer	1,533,675	1,368,375	165,300 Gain
News Leader	1,001,475	1,000,050	1,425 Gain
*Press	1,043,850	995,250	48,600 Gain
Totals	3,579,000	3,363,675	215,325 Gain

ST. LOUIS

	1926	1925	
Post-Dispatch	1,853,040	1,625,960	227,080 Gain
Globe-Democrat	1,206,300	1,026,000	180,300 Gain
*Star	534,900	503,700	31,200 Gain
Times	331,500	322,200	9,300 Gain
Totals	3,925,740	3,477,860	447,880 Gain

*No Sunday edition.

BOSTON

	1926	1925	
Herald	1,242,024	960,064	281,960 Gain
Globe	1,352,086	1,054,773	297,313 Gain
Post	1,082,231	902,086	180,145 Gain
Advertiser	413,134	329,261	83,873 Gain
*American	410,042	352,490	57,552 Gain
*Traveler	968,040	718,569	249,471 Gain
*Transcript	644,149	584,087	60,062 Gain
*Telegram	276,463	236,735	39,728 Gain
Totals	6,388,169	5,138,065	1,250,104 Gain

BALTIMORE

	1926	1925	
Sun	1,456,663	1,198,166	258,497 Gain
*Evening Sun	1,293,114	1,215,296	77,818 Gain
American	509,331	411,234	98,097 Gain
*News	598,100	662,526	64,426 Loss
*Post	333,028	164,826	168,202 Gain
Totals	4,190,236	3,652,048	538,188 Gain

LOS ANGELES

	1926	1925	
Times	2,366,266	2,193,254	173,012 Gain
Examiner	1,915,416	1,820,398	95,018 Gain
*Express	719,306	905,030	185,724 Loss
*Herald	1,316,602	1,327,088	10,486 Loss
*Record	414,568	445,886	31,318 Loss
News	277,424	342,930	65,506 Loss
Totals	7,009,582	7,034,586	25,004 Loss

BUFFALO

	1926	1925	
Express	540,915	496,123	44,792 Gain
Courier	710,878	666,882	43,996 Gain
Post	81,447	90,167	8,720 Loss
Times	1,054,075	921,240	132,835 Gain
*Star	96,978	177,428	80,450 Loss
*News	1,082,245	1,040,187	42,058 Gain
Totals	3,566,538	3,392,027	174,511 Gain

Commercial, name changed to Post, February, 1925.
Enquirer, name changed to Star, February, 1925.

SAN FRANCISCO

	1926	1925	
Chronicle	964,922	842,464	122,458 Gain
Examiner	1,671,280	1,488,285	182,995 Gain
Bulletin	503,230	515,298	12,068 Loss
*Call	789,404	750,344	39,060 Gain
*News	621,096	611,646	9,450 Gain
*Herald	145,516	207,396	61,880 Loss
Totals	4,695,448	4,415,433	280,015 Gain

MILWAUKEE

	1926	1925	
Journal	1,308,617	1,232,732	75,885 Gain
S. T. & A. M.			
Sentinel	591,092	591,564	472 Loss
*Leader	220,737	205,910	14,827 Gain
*Wis. News	504,608	497,161	7,447 Gain
Totals	2,625,054	2,527,367	97,687 Gain

WASHINGTON

	1926	1925	
Star	2,248,490	1,900,287	348,203 Gain
Post	964,175	734,351	229,824 Gain
*Ev'g Times	641,275	715,635	74,360 Loss
Herald	483,100	419,706	63,394 Gain
*Ev'g News	200,494	121,505	78,989 Gain
Totals	4,537,534	3,891,484	646,050 Gain

CINCINNATI

	1926	1925	
*Post	665,100	632,400	32,700 Gain
*Times Star	1,034,400	1,068,300	33,900 Loss
Enquirer	1,215,900	1,066,500	149,400 Gain
Tribune	280,200	325,200	45,000 Loss
Totals	3,195,600	3,092,400	103,200 Gain

NEW ORLEANS

	1926	1925	
Times Picay	1,526,614	1,301,313	225,301 Gain
Item	792,960	796,544	3,584 Loss
States	743,107	708,461	34,646 Gain
*Tribune	524,659	459,921	64,738 Gain
Totals	3,587,340	3,266,239	321,101 Gain

MINNEAPOLIS

	1926	1925	
Tribune	1,180,680	1,117,136	63,544 Gain
Journal	1,207,048	1,025,780	181,268 Gain
*Star	474,069	463,245	10,824 Gain
Totals	2,861,797	2,606,161	255,636 Gain

SEATTLE

	1926	1925	
Times	1,232,084	1,117,928	114,156 Gain
Post Intellig.	754,810	658,826	95,984 Gain
*Star	484,834	587,118	102,284 Loss
*Union-Record	103,432	96,726	6,706 Gain
Totals	2,575,160	2,460,598	114,562 Gain

INDIANAPOLIS

	1926	1925	
*News	1,309,098	1,367,358	58,260 Loss
Star	1,108,191	992,670	115,521 Gain
*Times	510,036	389,361	120,675 Gain
Totals	2,927,325	2,749,389	177,936 Gain

DENVER

	1926	1925	
News	551,572	512,764	38,808 Gain
Post	1,143,716	1,071,252	72,464 Gain
*Times	385,252	406,644	21,392 Loss
Totals	2,080,540	1,990,660	89,880 Gain

PROVIDENCE

	1926	1925	
Journal	794,249	679,701	114,548 Gain
*Bulletin	1,020,700	1,002,562	18,138 Gain
Tribune	373,240	350,836	22,404 Gain
*News	376,479	360,612	15,867 Gain
Totals	2,564,668	2,393,711	170,957 Gain

COLUMBUS

	1926	1925	
Dispatch	1,735,731	1,586,936	148,795 Gain
Journal	663,344	560,458	102,886 Gain
*Citizen	864,524	777,122	87,402 Gain
Totals	3,263,599	2,924,516	339,083 Gain

LOUISVILLE

	1926	1925	
Courier Jour.	1,085,464	910,581	174,883 Gain
Herald Post	597,803	610,278	42,475 Loss
*Times	781,492	776,381	5,111 Gain
*Post	397,108	365,198	31,910 Gain
Totals	2,861,867	2,692,438	169,429 Gain

ST. PAUL

	1926	1925	
*Dispatch	689,808	663,068	26,740 Gain
Pioneer Press	744,436	661,836	82,600 Gain
News	626,038	616,784	9,254 Gain
Totals	2,060,282	1,941,688	118,594 Gain

OAKLAND

	1926	1925	
Tribune	1,366,572	1,464,344	102,228 Gain
*Post Enquirer	782,082	707,966	74,116 Gain
Record	.....	95,704	.....
*Times	159,880	.....	.....
Totals	2,508,534	2,268,014	240,520 Gain

Record inaugurated September, 1924, discontinued October 24, 1925.
Times inaugurated October 23, 1925.

OMAHA

	1926	1925	
World Herald	930,748	828,009	102,739 Gain
Bee	457,940	432,348	25,592 Gain
News	390,292	408,247	17,955 Loss
Totals	1,778,980	1,668,604	110,376 Gain

BIRMINGHAM

	1926	1925	
Age Herald	637,420	684,670	47,250 Loss
News	1,343,328	1,208,256	135,072 Gain
*Post	423,388	324,520	98,868 Gain
Totals	2,404,136	2,217,446	186,690 Gain

RICHMOND

	1926	1925	
*News Leader	861,882	875,000	13,118 Loss
Times Dispatch	862,316	718,858	143,458 Gain
Totals	1,724,198	1,593,858	130,340 Gain

DAYTON

	1926	1925	
News	1,239,182	1,207,906	31,276 Gain
*Herald	747,054	728,308	18,746 Gain
Journal	853,790	533,456	320,334 Gain
Totals	2,840,026	2,469,670	370,356 Gain

HOUSTON

	1926	1925	
Chronicle	1,194,956	994,322	200,634 Gain
Post Dispatch	975,758	682,472	293,286 Gain
*Press	441,176	338,402	102,774 Gain
Totals	2,611,890	2,015,196	596,694 Gain

DES MOINES

	1926	1925	
Register	588,291	522,262	66,029 Gain
*Tribune	666,151	629,403	36,748 Gain
Capital	486,576	603,914	119,338 Loss
Totals	1,741,018	1,757,579	16,561 Loss

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



"Keep the home folks busy and happy"—HUGH J. POWELL.

IT is nearing planting time in Coffeyville, Kan., and the *Journal* senses the season. While the North lies buried a foot deep in snow, the Southwest thinks of seeds, soft sod and gardens. Next month the ground will be opened.

Soon a front page story in the *Coffeyville Journal*, owned and operated by Hugh J. Powell, will be the report of an inspection of local lawns, porch boxes, back yards and gardens, an excellent feature for papers in cities the size of this one, which claims nearly 14,000.

"Get down to the earth with the people," is a Journal policy. "And keep them busy and happy."

It was phrased thus by Mr. Powell, who told how a paper in a town similar to his may assist in community development.

"We run a regular garden column which varies according to season," he said. "But in spring we make a special effort to awaken in our readers interest and pride in their own front lawns and gardens. At this time, we send one of our reporters criss-crossing the town, up one street and down another, instructed to write down what he sees in the way of neatness, untidiness, order or disorder.

"He will write that Mrs. Jones on West street has set out very attractive window boxes, that perhaps it would be well if a little clean-up took place around the depot, that the yard of Elmer Smith on North street is well worth the walk to look at. One family's grass needs clipping, another's lawn shows careful tending.

"Usualy the report is favorable," Mr. Powell added.

Bigged things grow out of this down-to-the-earth idea, all tending to build the community. Two instances, sketched by Mr. Powell, serve as examples.

Business men raised money enough to finance a canning factory for Coffeyville. All right. No need to import truck to be canned. But there wasn't sufficient variety obtainable in local gardens. The Journal's agricultural editor dug into seed catalogues and government bulletins, his findings were published, and, as one result, 658 different kinds of tomatoes were planted. The factory got good choice of supplies at home; town folk got something to do to add to their income; and there was real reader interest between column rules of the Journal.

"This same farm department of the Journal," Mr. Powell said, "also had something to do with bringing the cotton industry to Coffeyville. Cotton growing is still new there, but shipments last year totaled 800 bales.

"Coffeyville is an industrial as well as agricultural community. It lies in the oil and gas belt of Kansas and claims two oil refineries, employing about 450 men each. It is also a railroad division."

The other end of Mr. Powell's policy phrase—"keeping the home folk busy and happy," the Journal publisher believes one of the most important duties of the country press. He doesn't apologize for it, except to say that perhaps it isn't understood by the metropolitan editorial mind, the kind of people who cleverly refer to his field as being "hickly" populated.

Accomplishment of this ideal is unique in Coffeyville only in that it is perhaps more apparent than in many cities elsewhere. The sports page is, as usual, its chief outlet. The Journal decidedly favors local sports over national events. Considerable space is given the local bowling league, the twilight baseball league, and, in winter, the indoor game of dart ball.

In summer when the boys go off to camp, the Journal is not content merely to see them troop out of town and welcome them back with publicity. A reporter is sent with them to send back daily stories of their adventures, their baseball triumphs, their hikes, and even their trivial chatter. The Journal sports writer is always willing to umpire a baseball game or iron out a local argument regarding rules.

School news is big news in the Journal. A reporter calls regularly on the different teachers, and the city room cry is "Let's have names of a lot of kids in the paper."

"Names, names, names, even though casually mentioned, must always be the backbone of a country paper," Mr. Powell said.

Thus it is the Journal tells the story of the country press, a story of close alliance between reader and publisher.

Sometimes, according to Mr. Powell, it is too close a relationship. One is too easily called to account. The publisher is like the old country doctor, handing out advice to individuals who call at his office as well as to the numbers who read his editorials.

"A country newspaper is a real force in the nation's life, if its ideals are right," Mr. Powell declared. "I'm not claiming any particular virtue for my own newspaper, but I do believe the country field has never been completely appreciated."

Mr. Powell has been owner and publisher of the Journal now for 12 years. Before that he had run the *Cherryvale Republican* for nearly a decade, entering the newspaper business after a short time as school teacher.

He doesn't confine his newspaper interests to Coffeyville. He is a member of the third district of the Kansas Publishers' Association, and for four years has been advisory chairman of the central division of the Associated Press.

CRIME NEWS OVER-PLAYED

So Declares McLaughlin, New York's New Police Commissioner

Stories on crime are featured too much by the newspapers, was the assertion made by Police Commissioner George V. McLaughlin, addressing the New York Newspaper Club, Feb. 11.

"But I don't mean to suggest that you keep crime news out", he added. "A little better balancing is the solution.

"Place more emphasis on the apprehension of criminals. The average gunman today is a weak-minded individual between 16 and 25 years of age, and a fair percentage of New York gunmen are users of narcotics. When a newspaper account points out to one of these men how easy it is to enter a store, get a few hundred dollars and get away free, naturally he is willing to take the chance. However, I do not know how much effect such stories have or how much they encourage crime; do not get the impression that I am unduly excited about it. After forty days on my job, this is my impression, which may change with experience."

Mr. McLaughlin expressed appreciation of the cooperation the newspapers had given him and said he believed in the utmost frankness with the newspapers, except when certain police information needed protection. He realized that a Police Commissioner could talk himself into failure, he said.

Dwight Perrin presided at the club luncheon when Mr. McLaughlin spoke. He is city editor of the *New York Herald Tribune* and club president. It was the first of a series of luncheons the club is promoting.

In addition to Mr. Perrin, those at the speaker's table included: Philip Hoyt, formerly *New York Times*, now Fifth Deputy Police Commissioner; Ralph E. Renaud, assistant managing editor, Herald Tribune; Robert E. Livingston, Consolidated Gas Company; William Gregory and Augustin McNally, club secretary.

Rev. S. Parkes Cadman, who is now writing a daily column for the New York Herald Tribune Syndicate, addressed the club Feb. 17.

INCREASING!

and outstripping competition

JACKSONVILLE

OFFICIAL POPULATION 135,823

The largest city in Florida—topping its nearest competitor by 40,000—Jacksonville, world port, industrial center and home of thousands of citizens accustomed to a high standard of living.

With 1925 bank clearings exceeding one billion dollars, bank deposits approaching the two hundred million dollar mark, building permits for 1925 well over thirteen million dollars—wonderful Jacksonville.

And the newspaper that serves this prosperous community is the Florida Times-Union, with the largest city and state circulation of any Florida publication—on sale at newsstands throughout the State.

The Florida Times-Union

JACKSONVILLE

CIRCULATION

Daily 53,000

Sunday 70,000

Leadership!

THE CITY OF CINCINNATI has estabished a government by business management in place of a government by politician management from which it suffered many years. The city manager is C. O. Sherrill, an army engineer; its board of directors, known as the City Council, consists of outstanding citizens of the community in place of ward politicians.

How this change was brought about thru the efforts of a SINGLE NEWSPAPER, *The Cincinnati Post,* is here briefly told:

November 7, 1923, *The Post* called on the people to organize for a city manager government charter.

November 28, 1923, it repeated the call, and continued to repeat it from time to time.

In January, 1924, an informal city-manager charter movement was organized, and in the following month a birdless ballot movement was launched.

May 29, 1924, *The Post* editorially called for a merger of the two movements.

June 4, 1924, the two movements were merged and a city-manager charter drafted.

November 4, 1924, the charter won by a majority of 50,000.

November 5, 1924, *The Post* called on the public to organize for 1925 in order to elect proper men to take charge of the new government.

From time to time *The Post* asked its readers to suggest names of citizens who would make worthy councilmen.

Among those suggested and later supported by *The Post* were Murray Seasongood, Charles O. Rose, Tylor Field, E. T. Dixon, Stanley Matthews and Julius Luchsinger.

These six were among the nine charter candidates who were nominated and elected.

Immediately after the election *The Post* urged that Murray Seasongood be chosen mayor.

Seasongood is the mayor of the city. *Leadership!*

The Cincinnati Post

First in Influence.
Present Total Circulation
189,106.

Southern Ohio's
Greatest Newspaper

First in Circulation.
Present City and Suburban
Circulation 119,201.

A Scripps-Howard Newspaper

Represented in the National Advertising Field by
ALLIED NEWSPAPERS, INC.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

RETAILERS TOLD NEWSPAPERS BEST WITH DIRECT MAIL SUPPLEMENTAL

David Lampe, of the Hub, Baltimore, Scores Advertising Inefficiency in Department Stores—Much Waste in Mail Promotion—Banker Tells of Prosperity

MAIL promotion was held as only supplemental to newspaper advertising by David Lampe, advertising manager of the Hub, Baltimore, addressing closing sessions late last week of the National Retail Dry Goods Association, Pennsylvania Hotel, New York. Newspapers are the best retail medium, he said.

"Large stores as a rule do direct mail advertising with so little efficiency," he said, "that to tell you any average method would be to tell you a method so far from each extreme of what is being done, that it would sound altogether impossible. Even in the matter of real appropriation I find large department stores vary so widely that it is impractical to offer any suggestion. The only thought I can offer is that the direct mail appropriation be carefully nursed, so that the maximum results may be obtained.

"In most stores the advertising departments are organized to feed the newspapers with display copy. Now I am not overlooking the fact that the newspaper is, after all, the most dependable medium for the advertising of a retail business. But there are so many things that direct mail advertising can do and that newspaper advertising cannot do, and there are so many ways in which direct mail advertising can give profitable support to newspaper advertising that I was once dazed to find here in New York a department store that is commanding country-wide attention, boasting that it did not even maintain a mailing list a few years ago."

The attitude of the small store was presented by P. K. Crocker, advertising and sales manager of John Schoonmaker & Son, Inc., Newburgh. He said the store did an annual business of between $1,000,000 and $2,000,000.

"Direct mail in our store," he said, "is in co-ordination with rather than supplementary to our newspaper advertising. Which is paramount in importance is, with us, almost a debatable question. While we should be loath to minimize the advantages proved from a well-calculated use of newspaper space, our experience with our direct mail medium would forbid us to forswear this latter form of publicity in any event. We have tested both, tested them, we believe, thoroughly. We have the analyses, a definite understanding of their relative performances.

"If some of our advertising experts, our great national direct mail advertisers, could inspect the waste receptacle of the average small town postoffice, I believe they would get an awful jolt. They might alter their mailing practices and thereby save much futile expenditure. I have found these receptacles stuffed to the brim with most pretentious and expensive products of the graphic arts. Beautiful speciments mingled with apple cores and banana peels.

"Usually this literature bore on the cover the clever attention-arresting appeal of which we hear so much—and with it third-class postage. It gave me a shock. I discussed it with the local postmasters. Almost invariably they told me that the people of their communities were so deluged with third-class mail, advertising of all sorts, that they had in many instances become almost resentful. As soon as a communication was recognized as advertising matter it was headed for the wastebasket without being read or even opened."

O. H. Cheney, vice-president of the American Exchange-Pacific National Bank, addressing delegates Feb. 8, advised them that they could make 1926 prosperous by advertising.

"The first big problem that business must face in 1926 is too much prosperity," he said. "The American business man has always felt that prosperity is one thing of which we cannot have too much. We try to crowd next year's prosperity and the prosperity of the year beyond into this year. We have been making ourselves feel prosperous by eating breakfast luncheon and dinner all in the morning.

"In the first place, it is obvious that the conditions we had in 1925 are being carried over into 1926. January figures indicate this and the chances are that the trend will continue. This means, in general, that we shall probably have prosperity at least during the first part of 1926. We have had prosperity in 1925 because we really couldn't help it. If we do not have prosperity all through 1926 it will be because we can help it but don't.

"We must not let this prosperity parade degenerate into a joy-ride. What we need is prosperity with both hands on the wheel. I am afraid that at times we have been indulging in one-arm driving. Fortunately for us the Federal Reserve traffic squad is on the job. They not only time the business prosperity car but they can enforce the regulations, and, what is more, they have some control over the supply of gas. They can either let the prosperity driver crash into a telegraph pole or they can let him run out of gasoline. They usually urge him to take it easy and look ahead for the sharp turn.

"Speculation—and I do not mean necessarily harmful speculation—has called for a good portion of our great resources. It must be admitted that during the past year the banks called less upon the Federal Reserve than would be expected. The banks drew on their own reserves to a great extent. And also, manufacturers and distributors did not need credit so much as might be thought necessary, considering the great volume of business, because their assets have been in much more liquid form than they have been for some time. The much-discussed hand-to-mouth buying habit has probably also had some part in keeping down the need for credit."

Surveying conditions in general, Mr. Cheney found the railroads just ending a happy year. The automotive industry has "again confounded the pessimistic statisticians" and the building construction industry has set another record. On the building progress he added that "there is little doubt in my mind that 1926 will not be as big a building year as 1925, although the present rate may continue through the Spring." He said he hoped the building recession would come gradually.

"It is only in the last few years that business has discovered that there is no Santa Claus. We used to think that prosperity was some genial and bewhiskered old thing which we couldn't see and which worked in mysterious ways. We discovered that prosperity was just ourselves dressed up and that business prosperity is to a considerable degree what we make it. And we went too far. We thought we could have Christmas all the year round by just putting on whiskers and acting jolly. We thought we could be prosperous merely by telling ourselves that we were. Prosperity talk is no substitute for work."

EDITOR & PUBLISHER CALENDAR

Feb. 25-27—Nebraska Press Assn., annual meeting, Hastings, Neb.

Feb. 26-27—Central Missouri Press Assn., annual meeting, Sedalia, Mo.

March 4-6 — Washington Press Assn., 14th Annual Newspaper Institute, University of Washington, Seattle.

March 5-6—Illinois Press Assn., postponed mid-winter meeting, Hotel Sherman, Chicago.

March 11—Southeast Kansas Republican Publishers Assn., meeting, Parsons, Kan.

April 5-6 — Insurance Advertising Men of the Pacific Coast, first meeting, Los Angeles.

April 7-13 — First Pan-American Congress of Journalists, Washington, D. C.

April 12-14—Fourth District A. A. C. W., annual convention, Orlando, Fla.

Chicago Ex-Editor Freed in Libel

Arthur F. Lorenz, formerly editor of the Chicago German language newspaper *Staats Zeitung,* won a two-year fight to escape jail sentence for libeling the American Legion when Judge Eller in the Criminal Court, Chicago, Feb. 16, ordered his release from custody at a hearing on a writ of habeas corpus. He had been fined $1 and sentenced to serve six months. He paid the fine and then set up the contention that the jail sentence was not applicable, since the law provided a fine or a sentence.

Two Papers Ask A. B. C. Membership

The *Lakeland* (Fla.) *Evening Ledger* and the *St. Petersburg* (Fla.) *Daily News* have applied for membership in the Audit Bureau of Circulations.

ONE OF A SERIES

Letters That Speak for Themselves!

THE DAYTON MORNING JOURNAL
THE DAYTON EVENING HERALD

Dayton, Ohio

"After having used your service for a year we wish to take this opportunity of thanking you for letting us in on a proposition of this kind, as we have found it to be a great help both in proof distribution and speedier collection of accounts.

Our requests for duplicate proofs have been reduced to a minimum, we have no desire to return to our former system, which was a good one in its day.

You may use our name in the event we can assist you in furthering your plan of enlargement. Yours for greater success, we remain,"

Yours very truly,
THE BURKAM HERRICK PUB. CO.
H. R. Trissel, Credit Manager-Office Mgr.

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St. CHICAGO — 79 Madison Avenue NEW YORK

PUBLISHERS

who Advertise in Cincinnati give first place to the

TIMES-STAR

Most publishers of books, magazines and newspapers sell advertising. Most successful publishers take their own medicine and buy advertising. Being in the advertising business they are the shrewdest of buyers. They know advertising values from the inside. They understand the difference between A. B. C. audited circulations and the unaudited statements of individual publishers. They know that concentrated circulation in any given market is the very crux of any newspaper's advertising value precisely as wide-spread national circulation is essential to a magazine that is to cover the national field.

Knowing these things and having access to the sources of information upon which to base their selections of advertising media for the Cincinnati market, the publishers who cultivate this market place twice as much display advertising in the Times-Star as they place in both morning newspapers combined. For every five inches they place in the second afternoon newspaper they place eight in the Times-Star.

This is perfectly logical, because the purpose of their publicity is to increase their own local circulations—to sell more of their publications in the Cincinnati market and thus increase the value of their advertising space to those of their advertisers who aspire to create a more favorable local background for their national advertising.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher — C. H. REMBOLD, Manager

Member Audit Bureau of Circulations

The 39,000 Homes in Richmond, Virginia



Spend 39 Million Dollars Annually---

And There Are 4 Copies of The News Leader in Every Three Homes

Every home in Richmond spends an average of nearly $1,000 a year.

And for every three homes in Richmond there are four copies of The News Leader sold in Richmond every day.

That's certainly strong proof that The News Leader gives complete coverage of Richmond.

And moreover, The News Leader is the ONLY way to get this complete coverage.

In 1925 The News Leader sold an average of 61,998 every day.

Every day 39,000 families read the advertisements in The News Leader.

Every day 39,000 families in Richmond buy over 50,000 News Leaders.

Every day 39,000 families read the advertisements in The News Leader and buy the products they see advertised in their home paper, The News Leader.

If you want to sell anything in Richmond you must tell Richmond about it in The News Leader.

National Representatives

KELLY SMITH COMPANY

Marbridge Bldg. New York City | Waterman Bldg. Boston, Mass. | Atlantic Bldg. Philadelphia, Pa. | Tribune Tower Chicago, Ill.

J. B. KEOUGH, Atlanta, Ga.

The Richmond NEWS LEADER

Covers Richmond Like a Roof

GROUND BROKEN FOR NEW $3,000,000 HOME OF PITTSBURGH PRESS

Three Story Plant Will Cover a Block of Ground and House $1,000,000 Worth of Presses—Will Provide 153,600 Feet of Floor Space

GROUND was broken Feb. 15, for the new home of the *Pittsburgh Press,* Scripps-Howard newspaper, which when completed will represent an expenditure of $3,000,000.

The new plant will be three stories high with footings to carry five additional floors and will stand on a block of ground bounded by First and Second avenues, Blockhouse Way and Short street. The 12 in the other and provision will be made for future installations that ultimately will consist of three rows of 16 presses each or a total battery of 48 units.

With its original installation, the Press will be able to produce 24-page newspapers at the rate of 378,00 an hour, 40-page newspapers at the rate of 210,000 an hour or 64 page newspapers at the rate of 157,000 an hour, all printed, folded, counted and pasters may be made, and the new rolls of paper started through without requiring the presses to be stopped.

In the present plant a 48-page paper is the limit of capacity. With the new installations, the Press will be able to print a 64-page paper with 50 per cent greater production capacity than is now possible on the 48-page edition.

In the basement of the new building will be the electrical equipment, the boilers for heating, reel room and paper storage. The first floor will be the press room, mailing room and the loading platform for the distribution department. Editorial rooms and business offices will occupy the second floor and the third floor will be devoted to the composing room, stereotyping and engraving departments.

At present 28 trucks and 20 motor-



Architect's sketch of new Pittsburgh Press Building

W. T. Grange Construction Company has the contract for the building.

In its new building The Press will have a basement and three floors of a structure 240 feet long on First and Second avenues, by 160 feet deep. This means 38,400 square feet of floor space on each floor or a total of 153,600 square feet in the entire plant. In the present building there are five floors of 8,000 square feet each, a total of 40,000 square feet.

Probably the most notable single item in the plans for the new building and equipment is the contract with the Goss Printing Press Company for more than $1,000,000 worth of new presses. This is said to be the largest order for newspaper printing presses ever placed and it will give the Press perhaps the finest press equipment in the world.

There will be 28 black and white units, 7 folders, 7 pairs formers and a mammoth magazine color press in the first installation. The black and white units will be placed in two rows, 16 presses in one and delivered to the mail room. These presses will deliver the paper in any desired number of sections.

Comic, magazine and photogravure sections of the Press will be printed on the new magazine color press.

Drives for these presses will be furnished by Westinghouse motors and controls built in Pittsburgh. It will require 850 horsepower to drive the 28 black and white units and 125 horsepower to operate the color press.

All of the presses will be equipped with the latest type of automatic paper feeding devices installed beneath the presses and so arranged that flying cycles are required to distribute the Press on week days ad 75 trucks and motorcycles comprise the fleet for the Sunday editions.

More than three car loads of paper are used every day to print the Press. Last year the Press used more than 32,000 tons or more than 64,000,000 pounds of white paper. Ink used last year totaled 530 tons.

To move the paper and ink into the new plant, the Press will have an overhead track built in from the Pennsylvania railroad and the heavy rolls of paper will be handled by an automatic drop that will eliminate moving it by hand.

FIRST SECTION ENQUIRER PLANT READY APRIL 1

5-Story Portion of New 14-Story Home to Be Occupied by Clerical, Editorial and Business Staffs on That Date

The first five-story section of the new 14-story plant of the *Cincinnati Enquirer* will probably be completed for occupancy by April 1, the Fuller Construction Company, contractors, announced this week. It is expected that clerical, editorial and business departments can be moved in at that time.

The erection of the huge presses will commence on that date, as will demolition of the present building to make way for work on the second contiguous section, which will be brought to the five-story level before further work is done.

There will be no elevators in the first section of the building and none of the mechanical equipment will be ready for transfer at that time, it is said. This will be transferred about the time the erection of the new presses is completed, so that there will be no interruption in the publication of the newspaper either on its daily or its Sunday schedule.

When the second section of the structure is brought up to the height of the first section, then work on both sections will be completed simultaneously. By the time the second section is up to the fifth floor it is planned to have the newspaper part of the structure in full operation so that business will be conducted regularly without interference while the remainder of the building is being completed. The entire job will require about two years to complete.

One of the most interesting features of the preliminary work on the first section of the structure has been the great care which has been taken by the contractors to place an adequately strong foundation under the building.

The south wall of the first section adjoins the old Palace Hotel. In order to make the foundation for this south wall absolutely secure, the contractors constructed a chain wall fo concrete under the stone foundations of the Palace Hotel's north wall from the front to the rear of the building for its entire length. In the front the chain wall was excavated sectionally and poured with concrete to a depth of 28 feet below the street level at some points and 43 feet at others.

A. B. C. Board Holds Meeting

The board of directors of the Audit Bureau of Circulations held its regular monthly meeting in New York, Feb. 19.

Key



To the Wests richest market... Southern California and her 2,600,000 prosperous people.

Los Angeles Examiner

More than 385,000 Sunday
More than 165,000 Daily

$alesman $am $ays:



BY COURTESY OF N.E.A. SERVICE INC. CLEVELAND, OHIO.

"Gee, but it feels fine to go out on CERTIFIED DRY MATS

I know that I'll be presented properly, and you know, good introduction and appearance go a long way."

¶ If you are zealous of the appearance of your paper you will take the hint from $alesman $am and use CERTIFIED DRY MATS.

¶ Samples are gratis.

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue New York, N. Y.

for wet mat printing with DRY MAT facility—use Certifieds.

MADE IN THE U. S. A.

The Making of Newspaper Serials Is

A TRADE IN ITSELF

THERE is a wide difference in technique in the writing of SUCCESSFUL serials for newspaper publication and in the writing of magazine stories or novels in book form. The audience is different. Character delineation must be in stronger, broader strokes. Holding of reader interest through each and every chapter is more essential. Plots must be built on a different plan.

There is only one editor in America who has made a specialty of producing serial stories BUILT FOR THE NEEDS OF NEWSPAPERS. He is Eugene MacLean, president and editor-in-chief of NEA Service.

Working closely, day by day, with his talented men and women associates, he supervised the preparation of "The Flapper Wife," "Footloose," "Spinsterhood" and "The Yellow Stub"---all recent NEA Service releases AND EVERY ONE A SMASHING SUCCESS!



Eugene MacLean

In previous years, in other fields, he developed the idea of localized newspaper fiction and proved that such fiction, handled with skill and specialized knowledge, is a sure circulation builder.

NEA's next serial release, "These Women," has been written by MacLean under the pen name of Malcolm Duart. It is especially designed to carry daily newspapers past the usually difficult months of April and May.

"THESE WOMEN" Is For Release March 29.

"WOMEN love trouble. If they haven't any, they go out and make some for themselves."

Morton laughed, as he reached across the table for a match.

"Don't you—all of you!" he insisted.

The girl gazed at him somberly. For a long while she made no reply, but studied his face as he blew careless smoke wreaths from his cigaret.

"You and your women!" she said, suddenly. Her jeweled fingers clung together, hard, until her knuckles showed white. "Your women—that's the only trouble. I didn't make that trouble. You made it."

(That's how "These Women" begins.)

Love Passion Mystery Suspended Interest A Tremendous Climax

NEA Service, Inc.,

1200 West Third Street Cleveland, Ohio

The World's Greatest Newspaper Feature Service—Backed by 33 Years' Experience

DETROIT SHOPPING NEWS GUARANTEES NO DECREASE IN NEWSPAPER SPACE

Stores Backing Publication Contract to Maintain Present Linage in Dailies—Iron-Clad Rules Govern Copy for New Advertising Paper

THE *Detroit Shopping News,* a new venture sponsored by 25 of the leading retail merchants of the city, got away to a flying start with its first issue, Feb. 8, according to Henry C. Veon, general manager. The issue consisted of 150,000 copies, which were distributed by a special force of carriers, 350 in number. They cover the entire city under the direction of six district managers, each of whom is responsible for the distribution in his own district. Above the district managers are 14 inspectors who cover the city in automobiles and see that the work is being properly done. Mr. Veon declares that distribution was perfect at the start, and will be so maintained at all costs.

Present plans call for the publication of 150,000 copies once each week for the first few weeks, with later a gradual increase to 200,000 and then to 300,000. Then it is planned to issue twice a week. At present the paper is issued Saturday, dated Monday. Later is will also be issued on Wednesday, dated Thursday.

At present the paper consists of 12 pages, representing about $250,000 worth of advertising, and Mr. Veon states that he has 24 columns of advertising on the waiting list at the present time, and plans to increase the paper to 16 pages, which will probably be the limit as to size. Before the end of the year he expects the paper to be representing nearly three-quarters of a million dollars worth of advertising, with the paper on a twice-a-week basis in the enlarged size. Advertisers are delighted with the results of the first issue, according to Veon.

The terms of the contract under which advertising is accepted for publication are iron-clad and very specific. A code of ethics adopted by the board of directors on Jan. 8, is incorporated in the contract. The front page of the paper is devoted to "specials," each ad in a box, and no two advertisers are allowed to specialize on the same article the same day. All copy for the paper must be in the hands of the publisher by Tuesday preceding the date of publication, and failure to deliver it on time causes the space alloted to that advertiser to be left blank, with only the firm name in the center, and penalizes the advertiser double the regular cost of the space.

No comparative prices are permitted to be stated. No reference may be made to former prices nor to percentage of reduction in the case of articles on special sale. Such expressions as "1-3 off," etc., are prohibited. Rules are stringent regarding the amount of space alloted to basement ads, and no such ad, nor any offering of seconds nor of soiled goods, may be made on the first page, even though specified as such.

No unqualified statements, such as "Biggest Bargain Ever Shown," etc., may be used, and rules are provided regarding the use of trade names of fabrics, finishes and qualities, and in the case of furs the real name of the fur must follow the trade name, as "Hudson Seal," (dyed muskrat). It is also specified that there must be on hand sufficient merchandise to fill the reasonably expected demand resulting from the insertion of any advertisement. No article may be taken off sale before Tuesday morning.

A condition of acceptance of advertising from any firm is that the regular newspaper advertising must not be cut down, nor any cut made in the appropriation for such advertising. Should such cuts be made the contract with Shopping News becomes void. No mention shall be made in Shopping News of any advertisement appearing in any newspaper or on handbills, or in any other form.

The publisher is not responsible for errors in publication of advertising and the burden of providing correct proof is on the advertiser. The manager of Shopping News is sole judge of whether or not the copy presented complies with the rules and regulations of the paper. No reference may be made in any advertisement to the giving out of trading stamps or the making of other forms of rebate.

The matter of publishing such a shopping news has been hanging fire in Detroit for the past three years, but never came to a direct head until within the past few months when Veon began an active campaign in favor of it. Mr. Veon came to Detroit from Los Angeles, where he has been in newspaper work for some time, but was formerly with the *Detroit Free Press* and the old *Detroit Journal.*

The minimum contract accepted by Shopping News is for one year, and each advertiser is required to take stock in the enterprise in proportion to the space purchased. No space may be sold by an advertiser without the advice and consent of the manager of the paper. The corporation is not organized for profit, states Mr. Veon, but is run at cost. The advertisers are charged what is expected to be the cost, plus a margin of ten per cent for safety, and if there are surplus funds at the end of the year they will be distributed in the form of dividends on the stock.

An accurate check is kept on goods sold by advertisement in Shopping News, according to Veon, and many of the articles described in the first issue were "buried" so that customers were obliged to ask for them in order to see them. Records are kept on the merchants' sales-slips of such articles as are requested by customers as "advertised in Shopping News." In several cases sales of large items, such as articles of furniture, were reported as one hundred per cent.

Merchants sponsoring the Detroit Shopping News are: C. H. Baker, Bedell Company, S. L. Bird & Sons, Browning King, A. E. Burns & Co., F. G. Clayton Company, Crowley, Milner & Co., Cunnignham Drug Company, Frank & Seder Company, R. H. Fyfe & Co., Grinnell Brothers, E. J. Hickey & Co., Himelhoch Bros. & Co., The J. L. Hudson Company, Ernst Kern Company, Lane-Bryant Company, MacDairmid Candy Company, The Netting Company, Owen & Co., T. B. Rayl Company, The Rollins Company, Russeks, Thomas P. Stack, Tuttle & Clark, and Wright, Kay & Co.

Officers and directors are: President, Oscar Weber, of the J. L. Hudson Company; vice-president, W. P. Emery, of Crowley, Milner & Co.; second vice-president, Ernst Kern, of Ernst Kern & Co.; secretary, Z. Himelhoch, of Himelhoch Bros. & Co.; treasurer, John A. Brown, of T. B. Rayl & Co.

The directors are the above officers and also: A. R. Cunningham, of Cunningham Drug Company; C. E. Bird, of S. L. Bird & Sons; Jay Grinnell, of Grinnell Bros.; H. L. Ware, of Frank & Seder; A. O. Day, of R. H. Fyfe & Co.; and I. J. Andries, of Bedell Company.

The operating committee consists of H. P. Hildreth and Edward L. Wright. Fred C. Veon is general manager.

The position of each firm's advertisement changes with every issue of the paper, the plan being to rotate them in regular order so that each receives equal prominence.

DAILY CELEBRATES 90TH YEAR

Illinois State Register Owners Have Been Partners 50 Years

The *Springfield* (Ill.) *State Register* on Feb. 10 celebrated the 90th anniversary of its founding. The paper was launched on that date 1836 in Vandalia, Ill., then the state capital. It was moved to Springfield in 1837.

The present owners of the Register took charge in 1881. The veteran editor-in-chief, Henry Wilson Clendenin, 88 years old, is still at his desk every day. The publisher, Senator Thomas Rees is also active in the management of the properties.

Concerning the anniversary Senator Rees said:

"Mr. Clendenin and I have been associated in various capacities for over 60 years in all, and as partners in business, a period of 50 years. During that time there has never been a break between us. The State Register had for many years been exceedingly unprofitable and had bankrupted about every person who ever had anything to do with it. So when he had the hardihood to take on the job, our friends pitied us and others laughed at us, but at the beginning of the 45th year we are still here."

Organizing Co-operative State Bureau

Eighteen afternoon newspapers, at a meeting at Greensboro, N. C., recently, effected an organization with a view to providing a press bureau at Raleigh, the better to distribute among this group of newspapers the news of the government offices and agencies. An executive committee composed of W. Carey Dowd, chairman, *Charlotte News;* J. L. Horne, *Rocky Mount Telegram,* and D. S. Elias, *Asheville Times,* was formed to select a bureau manager and obtain quarters at Raleigh.

Faulkner Fund to Aid Students

Final subscriptions are being received for the $10,000 fund which is being raised as a memorial to James W. Faulkner, for many years political correspondent of the *Cincinnati Enquirer,* who died in New York more than a year ago. The fund will be used to aid students in journalism. Subscriptions of from $1 to $5 from working newspaper men are now being sought.

Prints 84 Pages of Roto

The *Miami* (Fla.) *Tribune* on Feb. 6, issued an 84-page rotogravure and statistical edition presenting aeroplane views of cities, beach and lake scenes, and showing the residences, hotels and business blocks under construction and completed in the various towns and cities.

Overwhelming Success

Marked Our Campaign, Just Completed, for

THE CLEVELAND PLAIN DEALER

Figures Available to Publishers

HOLLISTER'S Circulation Organization

'Phone, Wire, or Write, care of Cleveland Plain Dealer.

4th.

In Total Paid Classified Advertising During 1925

Following is the standing of newspapers as received in a telegraphic report by The Miami Herald—

Los Angeles Times
New York World
Chicago Tribune
Miami Herald
Los Angeles Examiner
N. Y. Times
Detroit News
Kansas City Star
Brooklyn Eagle
Baltimore Sun

IN addition to The Miami Herald's unparalleled record in local and national advertising, the Herald now ranks fourth among the greatest newspapers of the world in total paid classified advertising.

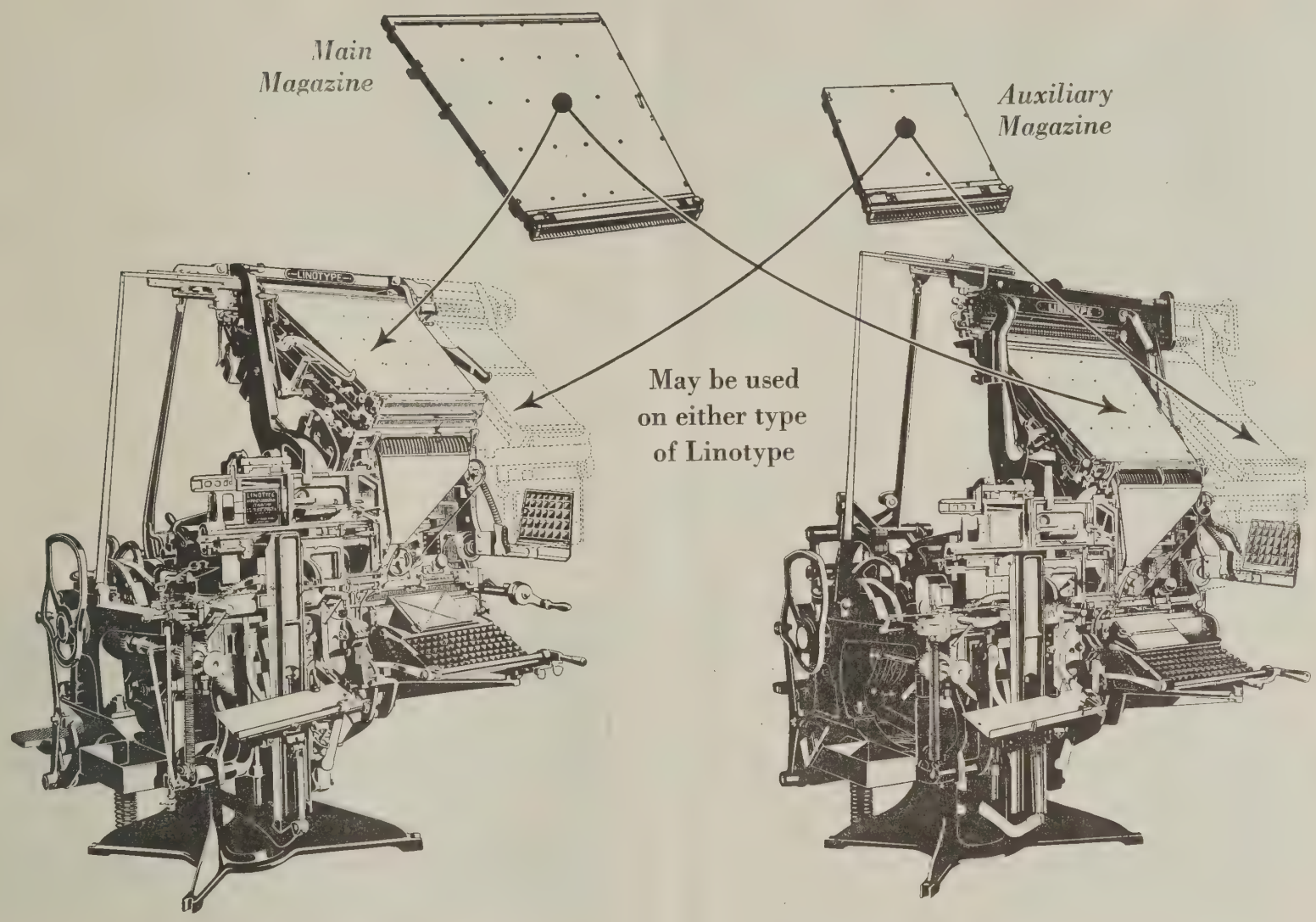
CLASSIFIED leadership is a true guide to a result-getting medium and the Herald's achievement for 1925 proves clearly its supremacy in the Miami and Florida market.

The Miami Herald

FLORIDA'S MOST IMPORTANT NEWSPAPER

Frank B. Shutts, Publisher

Interchangeable Magazines



SINGLE DISTRIBUTION TYPE

Model 8

Can be had with one, two or three standard main magazines.

Model 14

Just like the Model 8 with the addition of a standard auxiliary magazine. All magazines operated from a single power-driven keyboard.

MULTIPLE DISTRIBUTION TYPE

Model 25

Continuous composition from two standard main magazines.

Model 26

Just like the Model 25 with the addition of two standard auxiliary magazines. All operated from a single power-driven keyboard. Continuous composition from all magazines.

Can be supplied to cast either 30 or 42 picas, maximum measure

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED TORONTO

REPRESENTATIVES IN THE PRINCIPAL CITIES OF THE WORLD

530.26.2-F

Composed entirely on the LINOTYPE *in the Bodoni Series except for the enlarged title line*

TRADE BOARD ORDERS CALUMET CEASE ANONYMOUS ATTACKS ON COMPETITORS

Circulation of Physician's Book, Hidden Authorship of Magazine Articles, and Salesmen's Attacks Against Patent Flour Forbidden

By J. BART CAMPBELL

WASHINGTON, D. C., Feb. 16.—In a Federal Trade Commission decision, the Calumet Baking Powder Company, Chicago, is ordered to discontinue preparing and calculating among the trade and consuming public, articles of anonymous authorship disparaging the wholesomeness of self-rising flour or the use thereof. The order also prohibits the Calumet company from employing professional or other writers publicly to disparage the wholesomeness of self-rising flour, and to circulate such articles under the name or names of the writers so employed and withholding or concealing from the trade and consuming public such employment.

The Commission found that the respondent company secured the services of one Dr. Thomas Atkinson, in preparing a book entitled "Domestic Science Text Book, Baking Powder, A Healthful Leavening Agent." Dr. Atkinson received a fee from respondent for surrendering to it all right, title and interest in the book, although no record of such assignment was made in the United States Copyright Office. The publication of the book, however, was at all times subject to the control and at the expense of the respondent. The book was written for the use of domestic science teachers, a number of editions having been published. It was further found that respondent's salesmen and demonstrators distributed nearly 14,000 copies of the book, and although some of the latest copies printed contained labels stating that the book was the property of the Calumet Company, no mention was made concerning the facts of its authorship. Dr. Atkinson's book, the findings continue, contains disparaging statements concerning self-rising flour, such statements later being used by an employee of the respondent company in preparing a book entitled "Twenty Lessons In Domestic Science." This book was also distributed by respondent.

It was also found that the respondent circulated in a monthly magazine for women, and concealed its authorship of the same, articles advising against the use of self-rising flour.

According to the findings, the Commission has taken judical notice of the provisions of the acts of Congress known as the Pure Food and Drug Act, and of similar laws passed by the various states designed to protect the public against the sale and consumption of deleterious, unwholesome or adulterated food products; also that self-rising flour is sold freely and extensively in commerce and in territories which are subject to such laws.

The findings further state that the Calumet Company's concealment, as an interested party, of its activities in circulating disparaging articles on self-rising flour, handicapped manufacturers of self-rising flour in defending their product; and further that such articles prepared at the expense of the respondent, contained numerous statements adverse to self-rising flour which involved complex matters of opinion, either scientific, medical or commercial, and incapable of determination by the uniformed trade or consuming public; and further that respondents complete anonymity in its attacks prejudiced the trade and public against self-rising flour to a greater degree than had respondent fully disclosed and identified itself as the active and interested agent in the preparation and circulation of such attacks.

A. P. USED RADIO IN STORM

Portland Oregonian Station Broadcast News When Wires Went Down

When wires went down during a storm along the Oregon coast, the Associated Press called radio into service to send its news to Marshfield on Coos Bay, some 300 miles from Portland. A commercial wireless company in Portland first notified the United States Navy radio station at Cape Blanco that the news was to be sent and advised the Marshfield papers to have some amateur station stand by for the report.

The A. P. report was forwarded by KGW, the *Portland Oregonian* station. It was picked up by the *Coos Bay Times* at an amateur station, in its entirety. Soon after it was sent to the *Bend* (Ore.) *Press,* half-way across the state. Marshfield also reported that it had picked up the broadcast news dispatches in good shape.

KENT COOPER IN SOUTH

Addressed Alabama Members of A. P. at Birmingham Meet

Kent Cooper, general manager of the Associated Press addressed members of the Associated Press in Alabama at their semi-annual meeting Feb. 10, in Birmingham. J. E. Pierce, general chairman for the state and general manager for the *Huntsville Times,* presided. Frederick I. Thompson publisher of the *Birmingham Age-Herald* entertained the members at a luncheon in Mr. Cooper's honor.

James E. Chappell of the *Birmingham News* outlined the progress of the Associated Press in Alabama, Victor Hanson publisher of the *Birmingham News* made the address of welcome and Frederick I. Thompson outlined the principles of the service.

Those present were: Frederick I. Thompson and R. E. McCormick, *Birmingham Age-Herald;* R. T. Dozier, *Montgomery Journal;* Barney Sheridan, *Mobile Item and Register;* F. T. Raiford, *Selma Times-Journal;* James O. Weisz, *Montgomery Advertiser;* J. E. Pierce, *Huntsville Times;* Victor H. Hanson, James E. Chappell, and Charles A. Fell, *Birmingham News.*

A. P. Member Groups Meet

State associations of Associated Press members scheduled to hold meetings during the next few weeks include: Oregon members in Portland, Feb. 24; Washington and Montana members in Spokane, Feb. 25; Utah and Idaho members, Salt Lake, Feb. 27; and Minnesota members, St. Paul, March 4. Kent Cooper, general manager, will address these meetings. Sessions have already been held by members in Greensboro, Feb. 8; Atlanta, Ga., Feb. 9; Birmingham, Ala., Feb. 11; New Orleans, Feb. 12; Bisbee, Ariz., Feb. 15; San Francisco, Feb. 18.

New Missouri Daily

The *Kirksville* (Mo.) *Journal-News,* which has been a weekly, became a daily publication Feb. 15, as the *Kirksville Daily Journal.*

Frederick News Now 8 Columns

The *Frederick* (Md.) *Daily News* recently changed from seven to eight column page size.

MISSOURI SPEAKERS NAMED

Central Press Association to Meet in Sedalia, Feb. 26-27

Editors of the Central Missouri Press Association will hold their midwinter meeting at Sedalia, Mo., Feb. 26 and 27.

President Edgar O. Nelson of Boonville, has announced the following speakers: E. N. Winter, vice-president of the association and president of the Missouri Press Association; John F. Case, editor, *Missouri Ruralist* and president of the Missouri State Board of Agriculture; Paul Harris, president, Retail Merchants' Association, Boonville; J. Kelly Wright of Columbia, Mo.; and W. J. Brill of the *Sedalia Democrat.*

The annual election of officers will close the session. The Central Missouri Press Association includes editors from 26 Missouri counties.

Brundidge Joins Ad Staff

Harry T. Brundidge, star reporter for the *St. Louis Star,* has joined the local advertising staff of that paper, A. E. Kaye, advertising manager for the Star, announces. Mr. Brundidge is best known for his expose of the national medical diploma ring in the columns of the Star.

Daily for Moose Jaw Incorporated

Among recent incorporations at Ottawa is the Daily Mail Publishing Company, Moose Jaw, Sask., with capital of $200,000. It is understood that conservative interests in Moose Jaw are behind the Company and that they expect to start publication within three months.

~FOR PROMPT SERVICE~

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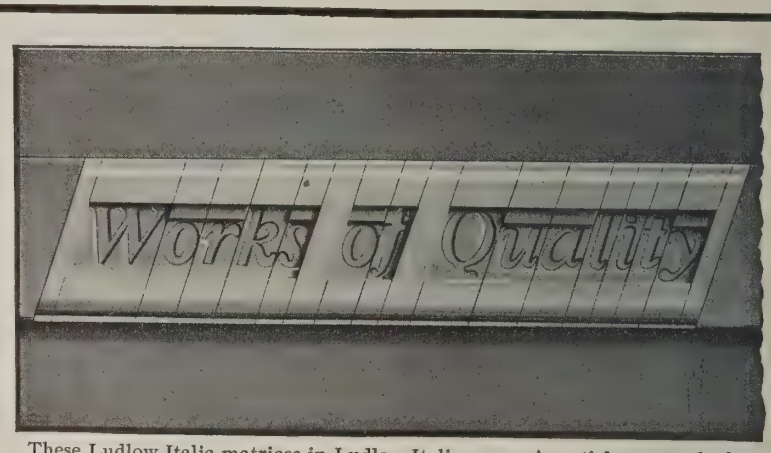
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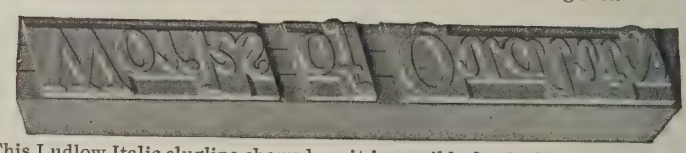
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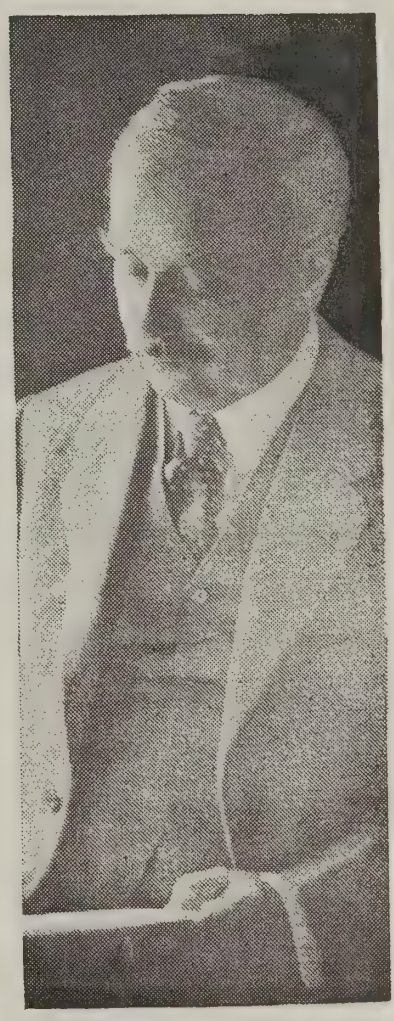
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THE McCLURE NEWSPAPER SYNDICATE

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Secure Your Territory for This Series Before it Closes

DEMAND CAUSED CREATION OF SCHOOL TO TEACH GEORGIAN NEWS MEN

University of Georgia, Henry W. Grady School, Offers 15 Separate Courses in Journalism—Efforts Made to Link Theory With Practice—Local Daily Helps.

By JOHN E. DREWRY

(*This is eighth in a series of articles, interpreting the work of schools of journalism to editors of the nation.*)

THE department of journalism at the University of Georgia, Athens, Ga., was authorized by the board of trustees of the institution in 1915, and was changed to the Henry W. Grady School of Journalism in 1921. The school was created in response to a demand for courses in a Southern university designed to aid students in a journalistic career.

Fifteen separate courses in journalism are being offered by a faculty of three full time journalism instructors, all of whom have had practical experience in newspaper work or writing. The four years' work leads to the degree of bachelor of arts in journalism.

Reporting, copy reading, editing, special articles and magazine work, editorial writing, newspaper ethics, book reviewing, advertising, the country newspaper, and the history of journalism are the essential journalism subjects taught in the University of Georgia. In addition to these purely journalistic subjects, candidates for the journalism degree are required to pursue courses in English, history, sociology, political science, modern languages, science, psychology, education, economics, mathematics, etc. The school of journalism aims to lay a broad foundation of knowledge that will fit the student with expert information, so essential for journalistic work.

In the journalistic courses an effort is made to link theory with practice. In the class in reporting, the instructor frequently acts as city editor, sending his students out on the same assignments that reporters on the Athens paper would be required to go for news. All the regular city beats, as well as additional ones on the University campus, and on the campus of the State Agricultural College, are covered by these students in the reporting class. Through a local arrangement, much of the copy written by the reporting class is published in the *Athens Banner-Herald*. When conventions or conferences are held in Athens, either out in the city or at one of the educational institutions, members of the reporting class work directly under the supervision of the city editor of the Athens paper.

The copy reading class is provided with live newspaper copy, some of which comes from students in the reporting class, some from the news associations, and some of which is prepared by the faculty of the school so as to include the various kinds of errors for which copy readers should be taught to be on the look-out. The copy reading class has its style sheet, just as most newspaper offices have. Its members are taught headline writing, their models being the headlines in representative Southern newspapers, and newspapers from other sections. They are also instructed in newspaper make-up, and a part of the course consists in a critical analysis of a selected group of papers.

In the editorial writing course, again practice is combined with theory. Subjects for editorials are assigned, and when written these editorials are criticized both in class and in private by the instructor in charge. Editorial pages of the newspapers are subjected to examination, and emphasis is placed on the difference in make-up of an editorial page for a city paper and that for a country paper.

In the magazine and special article classes, students make a critical study of the leading magazines, their policies, histories, contents, accomplishments, and needs from the standpoint of material. The instructor, after the students have studied a magazine using about 25 questions about the periodical provided by the instructor, supplements their findings with a lecture on the periodical. Students are assigned subjects for special articles, which are frequently rewritten after ciricism. University of Georgia journalism students have been rather successful in selling a good many of their special articles to Sunday magazines and periodicals.

In the ethics course, the case method is employed. In the advertising instruction, there is much practical work, just as in the other courses, and students are constantly writing advertising copy and making advertising lay-outs. In the other journalism courses, not specifically mentioned, it is the aim of the School of Journalism faculty to combine theory with practice, each supplementing the other.

The staff of the *Red and Black*, University of Georgia weekly newspaper, is composed largely of journalism students, and through this much additional practical experience is gained. Several of the journalism students are correspondents for the larger papers (Atlanta, Macon, and Augusta principally), covering sporting and collegiate news. Once each year, the Athens Banner-Herald turns its entire plant over to the School of Journalism, and the students do everything in connection with the publication of a day's issue, except the mechanical work.

The faculty of the Henry W. Grady School of Journalism is composed of S. V. Sanford, A. B., Lit. D., head of the School and professor of journalism and English language; John E. Drewry, A. B., B. J., A. M., adjunct professor of journalism; and Paul W. Chapman, B. S., instructor in agricultural journalism.

FEARS OVER-PRODUCTION

Increase of 600,000 Tons of Newsprint Expected in Canada in Next Two Years

Analyzing the newsprint situation in Canada, a writer in the *Toronto Globe*, while admitting the strength of the present position, queries the outlook two years hence. The market, he says, has been able to take care easily of an increase averaging about 21,000 tons a year. But the new machines that will be installed in Canada by the end of 1927, will mean an additional production of 600,000 tons a year and the question arises how this will affect the high cost producers. The Canadian capacity will be raised from 1,500,000 to 2,100,000 tons per annum. On a conservative estimate between 25 and 30 machines capable of turning out an average of 75 tons a day apiece will be in operation within the next two years.

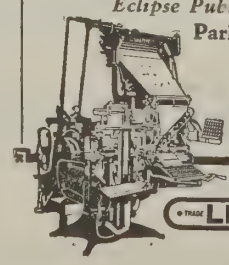
International Paper will have four machines in its new mill at Chelsea by the spring of 1927, raising that company's Canadian equipment to 12 machines and capacity from 800 to 1,200 tons a day. The Kimberley-Clark Company will have six machines with 500 tons capacity in its new mill at Kapuskasing. The Abitibi Company is increasing capacity from 500 to 750 tons daily. The Nipigon Company under the terms of its agreement with the Ontario Government must be producing 50,000 tons a year by the end of 1927. The Port Alfred Company is adding two machines with 150 tons capacity. The Rothermere interests are building a four-machine plant in Quebec. St. Lawrence Paper is adding two machines, raising annual capacity from 60,000 to 120,000 tons. The Manitoba Company will have at least two machines running and possibly four. And there are other developments in prospect.

From the Linotype Mailbag

"Thanks"

"Wired for parts Friday afternoon and received them early Sunday morning. Service that cannot be beaten and fully appreciated. Thanks."

Eclipse Publishing Company
Parkersburg, Iowa



LINOTYPE

LIBEL SUIT DROPPED

Plaintiff Fails to Prosecute Charge Against Colorado Springs Dailies

A libel suit for $75,000 damages against the *Colorado Springs* (Col.) *Gazette* and *Telegraph* instituted in May 1925, by J. A. Merritt, was dismissed recently in district court when Merritt failed to prosecute the case. The suit was the outcome of a bitter Klan fight in the spring elections in 1925 when Merritt was active in Klan political circles and was charged with making false statements by the newspapers, which fought and defeated the Klan in two elections.

Another libel suit in Colorado Springs is due for trial late in February. Sheriff S. R. Berkley sued the *Colorado Springs Independent*, a weekly, for $10,000 damages for libel, over attacks made on him. The Independent is a local Klan organ.

Havana Daily Moves

The *Havana* (Cuba) *Evening Telegram* moved recently to 101-103 Raimundo Cabrera street.

Wild West Outing for Carriers

One hundred and fifty carrier boys of the *Oklahoma City* (Okla.) *Oklahoman and Times* who had made a special circulation showing were furnished a real treat by the papers when they were taken recently for a day's outing to Miller Brothers 101 Ranch. The lads saw the Wild West show in winter quarters, rode the elephants and horses and saw a special performance arranged for their benefit. Circulation Director M. W. Halmbacher was in charge.

Staff Changes on Automotive News

Conrad J. Alexander, formerly city editor of the *Yakima* (Wash.) *Morning Herald*, has joined the *Automotive Daily News*, New York, as news editor, succeeding Don Wallace Robinson. Louis Sobol of the copy desk has been named city editor. Mr. Sobol before joining the Automotive Daily News was city editor of the *New London* (Conn.) *Day*.

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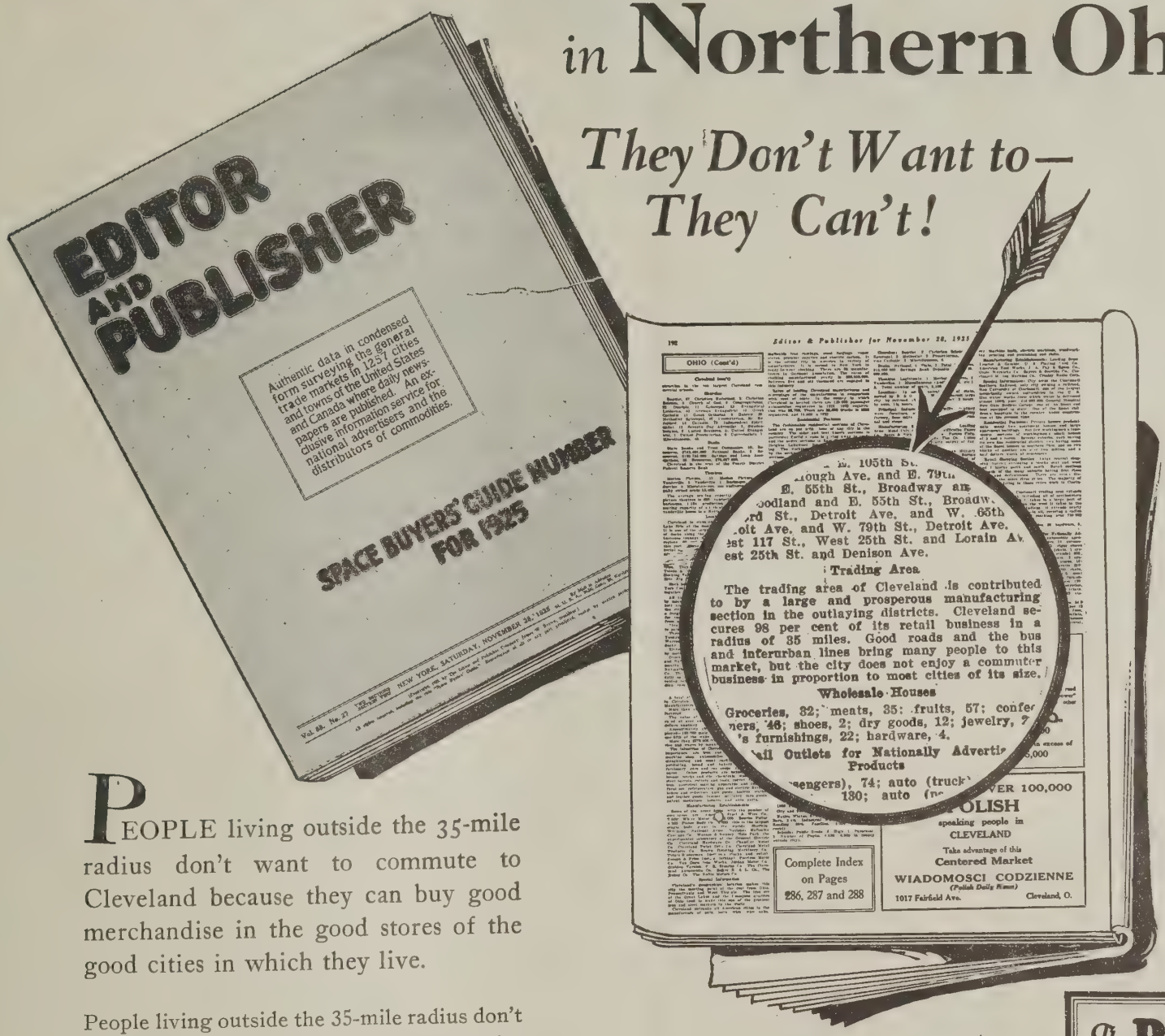
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They Don't Commute *in* Northern Ohio!

They Don't Want to— They Can't!



PEOPLE living outside the 35-mile radius don't want to commute to Cleveland because they can buy good merchandise in the good stores of the good cities in which they live.

People living outside the 35-mile radius don't commute to Cleveland because of slow, inconvenient train schedules and expensive train fares.

Such authorities as Editor and Publisher (see above reproduction from the "1925 Space Buyer's Guide"), Audit Bureau of Circulations, Cleveland Bell Telephone Company, the 22 leading Cleveland retail stores, and 45 of Cleveland's leading wholesalers and jobbers AGREE with The Cleveland Press that The Cleveland Market is the City of Cleveland and that territory within 35 miles of Public Square.

It might be "nice" if that market covered more territory. But that's a Chamber of Commerce job. You with your advertising can't hope to extend The Cleveland Market beyond its natural boundaries—boundaries fixed by transportation facilities and the inclination of people living outside the city limits to trade in Cleveland, rather than some place else, or vice versa.

The Press is the First Advertising Buy in Cleveland

—*because* The Press has the largest city circulation, largest True Cleveland market circulation, largest total daily circulation in all Ohio, and publishes most advertising—at lowest milline rate.

Everybody who really KNOWS about the Cleveland situation has had something to say in an interesting booklet recently published. Write for your copy.

The Cleveland Press

FIRST IN CLEVELAND!

NATIONAL REPRESENTATIVES:— ALLIED NEWSPAPERS, INC.,
250 Park Ave., New York City 410 N. Michigan Blvd., Chicago
CLEVELAND, CINCINNATI, SAN FRANCISCO, SEATTLE, LOS ANGELES

A SCRIPPS-HOWARD NEWSPAPER

EDITORIAL



Better is the end of a thing than the beginning thereof: and the patient in spirit is better than the proud in spirit.—Ecclesiastes, VII; 8.

"CRIMINAL CONTEMPT"

IT is no new thing in American law or American journalism that an editor is cited for contempt of court, then tried and sentenced by the judge who cited him, with no disinterested jurist or jury intervening. Some of the most eminent editors of the present age have paid fines and even gone to jail for the publication of honest opinion which offended the Bench. Often the offending news or comment was not uttered in the presence of the court, nor upon matters pending before the court, but upon matters that the court had decided and concluded. The court is the sole arbitrator of its own honor.

Numerous judges during the past five years have also cited, tried, and punished editors for what they termed "constructive contempt," a sort of legal *omnium gatherum,* which in effect extends the jurisdiction of the court far beyond that read in the strict language of the statutes and probably far beyond the imaginations of the legislators who enacted them. It is a thoroughly vicious and destructive doctrine. Neither constructive contempt nor autocratic assumption of the functions of judge, jury and prosecutor by a man temporarily wearing a judge's robes have any place in American jurisprudence. It was good sense and good law that Charles Evans Hughes uttered this week in his successful defense of Harold S. Pollard, editor of the *New York Evening World,* haled to court on a contempt charge based on his editorial criticism of a judge's decisions.

"I yield to no one in the desire to see the administration of justice maintained," said Mr. Hughes, "but it cannot be maintained by any arbitrary action in a proceeding for criminal contempt. If a man in a newspaper office, fairly, and on facts which he got from the highest source, criticizes a judge for his decision—he thinks it is not right, the judge thinks it is right—how does the judge tell? This is a free country. A man cannot be examined by a judge who who is both judge and jury himself and be put under a criminal sentence in a case of this sort if he has acted fairly."

Mussolini's Roman police arrested a chauffeur for protecting his car's radiator with a newspaper, charging an "esthetic misdemeanor." Covering the kitchen shelves may be a felony under "Il Duce's" benevolent code.

SHARP WORK

AN advertising agency went out of business a few months ago. It had placed advertising for several important manufacturers in small daily papers throughout the country and its accounts payable ran into the thousands of dollars when the end came. Some months later, one of its former principals communicated with publishers, stating that he had assumed payment of outstanding bills as a personal obligation and had already expended a large part of his fortune to liquidate the affairs of the agency. Would the publisher accept 25 cents on the dollar, all things considered, and call it square?

Some publishers no doubt took the loss and closed the account rather than enter a long discussion over an amount that rarely exceeded $50. One publisher, however, decided that he had earned the amount of his bill and that he was going to collect it. He ignored the plea for a 75 per cent rebate and wrote directly to the manufacturer for whom the advertising had been placed. Promptly replying, the manufacturer declared that the agency had been paid in full before the dissolution and that he would see that the publisher received his full dues from the agent without further delay.

A few days later the publisher received the former agent's check for the entire bill.

This publisher is not an A. N. P. A. member, and could not call upon its resources of information and moral suasion over delinquent agencies. The agency was not a member of the Agencies' Association nor was it "recognized" by the A. N. P. A. as one to whom credit should be extended and commissions paid. If the opposite had been true in either case, the publisher would have been certain that the last possible cent of his bill would have been paid without further trouble on his part.

The newspaper publisher needs all the assistance that his organizations can give him when an advertising agent begins evading his lawful debts, for the combination that won for the newspaper in this case—a resolute publisher, an honest and financially strong advertiser and a "retired" agent who would pay the bill, even unwillingly, under the circumstances—that is a rare combination indeed.

Some smart advertiser may find a counterfeit coin to beat the Minneapolis newspapers' "gas meter" on automobile press agentry.

THE UNITED STATES DAILY

IT is a wholly new venture in journalism that is contemplated by David Lawrence and his associates in the *United States Daily.* It is the 1926 descendant of the old Official Gazettes that were first published by the Ming Emperors of China 500 years ago to tell those concerned what the rulers thought they ought to know. But the new daily at Washington will not be an official gazette. It purposes to be a report of what the elected and appointed rulers of the United States are doing day by day, as seen, heard and written by trained newspaper men. The announced policies are sound and the newspaper which they will guide should be of the highest interest and assistance to editorial executives of the regular daily press. The matter-of-fact reports of the United States Daily should turn up many a news and editorial lead now overlooked in the overwhelming press of Washington affairs.

The ability and integrity of the men named to conduct the paper are well known to newspaper makers and are a guarantee that it will not fall into any of the numerous errors that would mean its destruction. The well-wishes of the newspaper profession and industry attend the newcomer's advent.

Giving your town the cheapest newspaper it will tolerate is an engraved invitation to competition.

February 20, 1926 Volume 58, No. 39
EDITOR & PUBLISHER
Published Weekly by
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Suite 1700 Times Building, 42d St. and B'way, N. Y.

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Arthur T. Robb, Jr., Managing Editor
Associate Editors
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business Manager.
Charles B. Groomes, Advertising Manager.
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Paris: G. Langelaan, 47 Avenue de l'Opera.
Tokio: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy, $4 a year; foreign $5; Canadian $4.50.

MILLIONS—AND MORE—AT STAKE

IF you were given a million dollars today, what would you do with it?

There's a question which has made types click and presses roar and tongues clack since the first million was put together. Editors have often asked it, but never until now have they been pressed for the answer.

The editors may have one million, maybe five or ten millions of dollars worth of Florida land, the gift of Col. Charles D. Haines to the International Press Foundation. It is theirs without strings, to do with as they please, and, according to the testimony of expert newspaper men, without fear that they or their newspapers are being used to exploit the public for private gain.

Mr. Haines has a magnificent dream that the press of the world will find a central meeting point under the palms and round the lakes that beautify the property he has donated. He sees future beautiful buildings representing the states of the union and the civilized nations, housing the activities of the organized press. He visions a cozy cottage in his Elysium for the newspaper man who has given his life's energy for public good through journalism. He dreams of world peace enforced by the united opinion of journalists who know the mind of the world's many peoples. He believes that the press can easily find the money and the will to make his vision a reality.

None of this is implied or stated in the contract. It is Mr. Haines' conception of what might be done. What will be done is in the hands of the newspaper men loosely represented in the "International Press Foundation." At present those three words are hardly more than a title, the sign on an empty house.

There is no need to dwell here upon the difficulty of obtaining forceful co-operative action from the newspapers or newspaper men of the country. The individualism of the editor and the publisher has the defects of its qualities, and it is the most important obstacle to the beneficent use of this stupendous gift. Yet it is not insuperable, we think.

With the diversity and number of craft and geographical groups in the business, several months will pass before opinions can be expressed and compiled in truly representative volume. Some progress has already been made in this direction—practically every state press association has approved the idea "in principle." It is the detail of development from which diverse opinions will spring.

Most careful thought and discussion should be given this breath-taking project by every gathering of newspaper people. The opinions of hundreds of organizations must be crystallized before a committee can be formed with powers of concrete development.

If the seething pot of today's dream-stuff simmers down to a realization of a great resort, retiring place, and meeting headquarters for newspaper men of the Americas—and that is not at all fantastic—the net gain to journalism is great. Even the least ambitious use of this "million dollar legacy" deserves the long, prayerful and unselfish thought of the men who make the newspapers.

Add tabloid reader's vocabulary—"Moral Turpitude."

"A FOOL'S PARADISE"

THIS excerpt from a recent news report in *Tobacco* of a meeting of a co-operative farmers' organization in the South Atlantic region needs no comment:

"As the co-op situation develops the policy of the pool in maintaining a press bureau at Raleigh is revealed as a mistaken one. Through the Raleigh bureau for three years the baldest form of press agentry has been practiced. Prepaid news telegrams at one-third of a cent a word have seen sent out to scores of papers in the tobacco belt, the pool paying for these. The news favorable to the pool has been played up. There have been omissions of vital news which was legitimate property for the association members. The view prevails among many that the farmers have been living in a fool's paradise."

PERSONAL

LOUIS WILEY, business manager of the *New York Times* has left for Cuba.

Roy W. Howard, president of the Scripps-Howard Newspapers returned this week from his extended trip to the Orient.

Paul Block of Paul Block, Inc., returned this week from a flying trip to Florida.

Marcellus E. Foster, publisher of the *Houston Chronicle* was a visitor in New York this week.

William F. Metten, publisher of the *Wilmington* (Del.) *Every Evening,* was recently unanimously re-elected president of the Wilmington Chamber of Commerce.

Maurice S. Sherman, editor of the *Springfield* (Mass.) *Union,* delivered an address written by the late Hon. Louis I. Coolidge, a former Boston newspaper man, at Lincoln's Birthday exercises held at the replica of Lincoln's log cabin in Milton, Mass.

P. S. McGlynn, publisher of the *Moline* (Ill.) *Dispatch,* accompanied by Mrs. McGlynn, is now on a Mediterranean cruise. He is planning his return to New York in time to take in the closing days of the Associated Press and A. N. P. A. meetings in April.

Fred Naeter and family, and George A. Naeter, publishers of the *Cape Girardeau* (Mo.) *Southeast Missourian,* are on their annual trip by river to the Mardi Gras at New Orleans. They will spend several weeks on the Gulf coast and motor back home late in March.

Lou E. Holland of Kansas City, former president of the Associated Advertising Clubs of the World and president of the Kansas City Chamber of Commerce has been elected president of the Security State Bank.

Dean Walter Williams of the University of Missouri School of Journalism has returned to Columbia, Mo., after delivering a series of lectures at the National University, Mexico City. Staff members of *El Universal* tendered him a farewell banquet.

Frank Presbrey of the Frank Presbrey Company, advertising agency, New York, has left on a trip to Florida.

Jesse Neal, executive secretary of Associated Business Papers has left New York for a vacation in Bermuda.

C. C. Blackadar, editor and publisher of the *Acadian Recorder* (N. S.) *Halifax* was recently re-elected president of the Acadia Fire Insurance Company.

Hal M. Wise, owner-editor of the *Webb City* (Mo.) *Daily Sentinel,* his wife and three children have started on a six months' tour of the world.

Werner A. Rupp, editor of the *Aberdeen* (Wash.) *Daily World,* was elected chairman of the University of Washington Board of Regents at Seattle recently.

George C. Handy, editor and publisher of the *Ypsilanti* (Mich.) *Daily Press,* is recuperating at his home after undergoing an operation.

John Cecil, editor of the *Mt. Vernon* (Mo.) *Chieftan* has just completed 50 years service with that paper.

E. D. DeWitt, publisher of the *Canandaigua* (N. Y.) *Messenger,* has returned from a trip to Florida.

Emory C. Van Loan, publisher of the *Hudson* (N. Y.) *Daily Star,* leaves Saturday to spend two weeks in Florida.

Philip Jackson, publisher of the *Portland Oregon Journal,* has been spending a few days in Paris. He is making an extensive trip through Europe.

IN THE BUSINESS OFFICE

BYRON J. DIETRICH, who has been connected with the advertising department of the *St. Louis Post-Dispatch* for the last 16 years, the last six of which as assistant manager of the classified advertising department, has been acting manager since the death of W. E. Taylor, who held that position.

James Llewellyn, formerly in charge of make-up and copy desk, *Cleveland Plain Dealer,* has been named assistant classified manager. He has served on the paper 13 years.

John Lewis Shissler, former Sunday editor of the *Cleveland Times,* has joined the *Plain Dealer* business staff.

John W. Pearson, formerly advertising manager, *Canon City* (Col.) *Record,* has been appointed editor and manager of the *Canon City Daily American.*

L. M. Barton, advertising manager, *Chicago Daily News,* was the principal speaker at a luncheon of the financial advertising departmental of the Chicago Association of Commerce Advertising Council, recently.

William Salvage, of the advertising staff of the *Brooklyn Eagle* handling resort and real estate advertising, this week joined the real estate advertising department of the *New York Sun.*

Mrs. T. O. Huckle, wife of T. O. Huckle, business manager of the *Ypsilanti* (Mich.) *Daily Press,* is seriously ill.

P. L. Apgar, former publisher's representative and national advertising manager of the *New York Sun,* has become associated with the Woodward & Tiernan Printing Company, New York office.

Robert L. Sawyer, Creston, Ia., has become business and advertising manager of the *Edina* (Mo.) *Sentinel.* Mr. Sawyer was recently with the *Columbia* (Mo.) *Herald-Statesman.*

A. Ross Rutherford, business manager of the *Idaho Falls* (Idaho) *Post* has resigned to join the *Pocatello* (Idaho) *Journal.* He has been succeeded on the Post by F. K. Finlayson.

Gilbert E. Faeth, vice-president of the Faeth Company, Kansas City, Mo., has joined the advertising department of the Curtis Publishing Company's New York office.

Hugh C. Anderson, for 17 years on the staff of the *Nor'West Farmer,* Winnipeg, has been appointed advertising manager succeeding J. E. V. Atkins, who is establishing Publishers' Extension Service.

W. H. Johns, formerly with the *Greenville* (S. C.) *Piedmont,* has joined the advertising staff of the *Lakeland* (Fla.) *Ledger.*

IN THE EDITORIAL ROOMS

JOSEPH A. BRADY has been temporarily assigned to the Albany bureau of the *New York Herald Tribune* as legislative correspondent, succeeding Reginald Wilson, deceased.

Ishbel Ross is writing a special news series as yet unannounced for the New York Herald Tribune. Miss Adelaid Wilson is taking her place on the staff.

J. E. Angly, formerly of the London bureau of the Associated Press, has joined the *New York Evening Post.*

Frank Havenner, political reporter, *San Francisco Call,* has been elected to the board of supervisors of the city and county of San Francisco.

James G. Woolley, general assignment man for the *Salt Lake City Tribune* has become director of traffic for the new Western Air Express Company.

Miss Nora K. Thompson, of the *New York Herald Tribune's* London bureau, arrived on the Aurania on Feb. 16, to become secretary to Arthur Draper, foreign editor of the Herald Tribune.

Oscar Brodfeuherer has resigned as head of the copy and art department of the *Chicago Tribune* because of ill health. Fred Schaeffer of the copy desk succeeds him.

Joel D. Wolfsohn, who has worked on various daily and trade papers, has joined the staff of the *Chicago Evening Post* and is writing a series of business articles.

Tiffany Blake, chief editorial writer, *Chicago Tribune,* who is touring the

(*Continued on page* 28)

FOLKS WORTH KNOWING

J. C. HARPER, who was first president of the *Dallas* (Tex.) *Dispatch,* returned to Dallas recently from his present home in La Jolla, Cal., to act as host at a party given to old newspaper friends.



J. C. Harper

Harper was general counsel of the Scripps-McRae newspapers and allied organizations at the time of the organization of the Dallas Dispatch and one of the paper's original stockholders. In its earlier years he frequently visited Dallas on business connected with the paper.

In recognition of the kindly interest and friendshsip which Harper has always had for those connected with the Dispatch, his guests surprised him with the presentation of a bronze vase, silver-ornamented and fittingly inscribed.

Lewis W. Bailey, editor of the paper, introduced Charles H. Newell, vice president of the company, who made the presentation.

Harper now is trustee of Pomona College, Claremont, Cal., director of the Scripps Hospital and Metabolic Clinic in La Jolla, and has other connections of importance.

Most Persons Don't Read a Paper—They LOOK at It!

THAT'S why features like the World's Best Picture Page, and the weekly full-page Sports Pictorial, both produced by the Central Press Association, make circulation. They're newsy and largely exclusive in content, but they're also made up with consideration for attractiveness, so that they're irresistible to the eyes of readers of all classes whether they are fans.

Central Press' daily pictorial is used by more newspapers than any other picture page. And it's clean. It keeps its timeliness. It is an important feature of such important papers as the St. Paul *Dispatch,* Pittsburgh *Chronicle Telegraph,* Buffalo *Courier,* Birmingham *News,* San Jose *Mercury-Herald,* Kansas City *Journal-Post* and more than 50 others.

The weekly sports pictorial, a distinctive Central Press feature, shipped from Cleveland for Saturday or Sunday publication, is proving its value in such newspapers as Tulsa *World,* New Orleans *Item,* Pueblo *Chieftain,* Pasadena *Post,* Atlanta *Constitution,* Columbus *Dispatch,* Springfield (Mass.) *Republican,* Louisville *Courier-Journal,* Cincinnati *Commercial-Tribune* and 20 others.

Both are available in eight columns, any depth. Let us send you three issues without charge.

The Central Press Association

V. V. McNitt, President — Central Press Bldg., Cleveland — H. A. McNitt, Editor and Manager.

METROPOLITAN

LOVE AND MARRIAGE

THE MODERN WOMAN

SUCCESS—HAPPINESS

YOUR WORK AND YOUR PLAY

ARE DEALT WITH

IN

PRE-EMINENT ARTICLES

BY

THE COMMANDING WRITERS OF THE DAY

Dramatically Illustrated

EVERY WEEK

REALITY
HUMOR
ROMANCE

ARRESTING AND APPEALING

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager,
150 Nassau Street, New York City

METROPOLITAN

Orient with Mrs. Blake, is expected in Chicago about April 1. He has been on tour since September.

Bernard McEvoy, for 20 years a member of the editorial staff of the *Vancouver* (B. C.) *Province* and described as "the oldest working journalist in the British Empire", celebrated his 84th birthday on Feb. 7.

Melville Rossie, formerly of the editorial staff, *Toronto Globe,* is now night editor of the *London* (Ont.) *Advertiser.*

A. R. Kennedy, editor, *London* (Ont.) *Advertiser,* has resigned to become editor of the *Stratford* (Ont.) *Beacon-Herald.* Mr. Kennedy was formerly with the *Guelph Mercury* and the Maclean Publishing Company, Toronto.

William R. Walsh for the past five years on the editorial staff of the *St. John* (N. B.) *Telegraph-Journal,* has resigned as news editor and joined the staff of the *New York Times.*

Roscoe B. Wolfe of the *Chicago Daily Journal* sports department is recovering from an operation.

Charles Collins, dramatic critic of the *Chicago Evening Post* for 15 years has resigned to devote his time to literary work. C. J. Bulliett of the Post staff succeeds him.

R. W. Lipsett, city editor, *Montreal Star,* has been appointed secretary of the Dominion Marine Association.

C. D. Johnston, city editor, *St. Paul Pioneer Press,* is in Cleveland covering developments in the "rum ring" prosecution. T. Glenn Harrison is acting city editor.

James Rieden, at one time city editor, *San Francisco Illustrated Daily Herald,* has returned to the *San Francisco Call* as Mission District editor.

S. Boyd Hilton, former city editor, *Cleveland Times,* has started a paper of his own in Massillon, O.

Ford Barker, reporter, and George Lewis, sporting editor, have left the *Cleveland Times.* Mr. Barker has joined the *Youngstown Telegram.*

Mrs. Anna Blair of Canisteo, N. Y., has joined the *Whitesville* (N. Y.) *News.*

Lyle Downing, reporter on the *San Francisco Illustrated Daily Herald,* has gone to Miami, Fla., to join the *Daily Tab* staff.

Earl Dodge, assistant city editor of the *San Francisco Illustrated Daily Herald,* has taken a six months' leave of absence and will devote his time to travel and the study of art.

George P. Cleveland, Jr., Wyatt B. Brummit, Martha Dalrymple, University of Wisconsin graduate, and M. F. Fielding, recently joined the *Chicago Journal* staff.

Reginald B. Tribe, former city editor, *New Bedford* (Mass.) *Times,* has joined the copy desk of the *Springfield* (Mass.) *Union* where he will also contribute cartoons for the paper.

Dan Hennessey has joined the *Chicago Daily Journal* local staff.

Tyrrell Krum, former member of the *Chicago Tribune* staff, brother of Morrow Krum of the Tribune and Fayette Krum Mulroy of the *Daily News,* has left newspaper work to sell stocks and bonds.

Louis G. Giffells, for two years state editor of the *Detroit News,* and later with the *Portland* (Ore.) *Journal* is now with the *Detroit Times.*

Leonard Cline, former Detroit, Baltimore and New York newspaper man, has joined the staff of the *Chicago Daily News.*

Clement E. Kennedy, formerly on the old *Boston Journal* and for several years Associated Press correspondent at Harvard University, last week was elected president and general manager of the New Ocean House, Inc., Swampscott, Mass.

Ione Quinby has been promoted from staff work to club editor of the *Chicago Evening Post,* succeeding Dorothy Faye, who is to write the music notes department.

Walter I. Robinson, former managing editor of the *Cleveland Times,* has been appointed secretary of the city plan commission of Cleveland.

Miss Clara Gibson, society editor, and Miss Maybelle Sutton, club editor, have resigned from the *Cleveland Times.* Miss Marjorie Daw Moreland, formerly with *Detroit Saturday Night,* has been appointed society editor.

E. H. Hilt, former night editor of the *Cleveland Times,* has entered the real estate business.

Ivan Johnson, city editor, *Kenton* (O.) *News-Republican,* has resigned to engage in other business.

Clement W. Mackay, former assistant financial editor of the *Cleveland Press,* has been named financial editor of the *Cleveland Times.*

Chester Leasure, editorial representative of the Capper Publications at Washington and former managing editor of the *Hutchinson* (Kan.) *Gazette,* has resigned to become associate editor of *The Nation's Business.*

Charles Denby, former Sunday editor of the *Cleveland News,* has been named news editor of the Chicago Herald-Examiner.

Jackson Carle has joined the reportorial staff of the *San Francisco Examiner.*

Hugh McClellan, city hall man, *San Francisco Bulletin,* is now working with the Community Chest as publicity man.

Maurice McMeen, news desk, *Cleveland Press,* has been appointed city editor of the *Cleveland Times.* Robert S. Stephan, formerly of the *New York Times,* has been named sporting editor of the *Cleveland Times.*

Carol E. Peeke, who resigned from the *San Francisco Call* to become sporting writer on the *Oakland* (Cal.) *Tribune,* has returned to the Call.

Nat Laddin, from city editor, *Lyons* (Kan.) *Daily News,* to copy desk, *St. Joseph* (Mo.) *Gazette.*

George Brannely, San Francisco newspaper man, has gone to Los Angeles to join the *Illustrated Daily News.*

Phineas E. Schreiner, photographer of the *San Francisco Examiner,* has resigned to become manager of the East-West Photo-News Service.

HOLDING NEW POSTS

AUSTIN G. SCHREINER, from *San Francisco Bulletin,* photographer, to staff photographer, *Oakland* (Cal.) *Daily Times.*

Robert L. Randol, from city staff, *Springfield* (Mass.) *Union,* to copy desk, *Hartford* (Conn.) *Times.*

Ben Kartman, from copy desk, *Chicago Journal,* to *Chicago Daily News* copy desk.

Oscar Shepard, from assistant city editor, *Springfield* (Mass.) *Union, to* staff, *Bangor* (Me.) *Commercial.*

Charles Johnson, from copy desk, *Springfield* (Mass.) *Union,* to copy desk *Boston Herald.*

Robert W. Read, from sporting editor, *Columbus Ohio State Journal,* to sporting editor *Dayton* (Fla.) *Journal.*

Clairborne Young, from *Chicago Daily Journal,* to staff, *Chicago Daily News.*

William Dean Dowdell, from city editor, *Cleveland Press,* to *Detroit Times.*

Earle Ennis, former radio editor, *San Francisco Bulletin,* to reportorial staff, *San Francisco, Call.*

Abe Kemp, dean of Pacific baseball writers, from *San Francisco Bulletin,* to sports staff, *San Francisco Examiner.*

Marjorie Adams, from feature writer, *San Francisco Bulletin,* to *San Francisco Call.*

MARRIED

MISS MARION CARTER SNOW, until recently society editor of the *Richmond* (Va.) *Times-Dispatch,* to Carlton Harris Furr, of Norfolk, Feb. 11.

Miss Cecil Jane Richmond of the *Columbus* (O.) *State Journal* staff to Claude J. Bartlett, an attorney of Columbus, Feb. 13, in Dayton, O.

Frank Hohensinner, of the editoral staff of the *Tacoma Daily Times,* to Miss Alice Larkin, of Spokane, Feb. 1.

Miss Verda Walters, reporter for the *Seattle Daily Journal of Commerce,* to Rudolph Block, of the editorial department, *Seattle Daily Times,* Jan. 30.

Edward B. Smith, Southern superintendent of the Consolidated Press, to Miss Corinne Clark, of San Antonio, Texas, in that city. After a honeymoon trip by water to New York, Mr. and Mrs. Smith have made their home in Washington, D. C.

CHANGES OF OWNERSHIP

W. C. KNUTH has sold his *Brewster* (Minn.) *Tribune* to F. J. Petty, former publisher and editor of the paper.

C. L. Baker has become editor and publisher of the *Kentville* (N. S.) *Weekly Advertiser,* having acquired controlling interest of the Kentville Publishing Company, from H. G. Harris, ex-editor and publisher.

Home News Publishing Company, which has been publishing the *Farmer City* (Ill.) *News* the last year has exercised its option to purchase and has taken the plant over from B. B. Bates, former owner and editor. G. C. Terry continues as manager. Mr. Bates is retiring after 35 years in service.

J. W. Potter and R. R. Robinson, Webb City, Mo., have just leased the *Webb City Sentinel.*

W. J. Hutchison of Mt. Washington, Mo., has purchased the *Harrisonville* (Mo.) *Cass County Leader* and will hereafter publish the paper as the *Harrisonville Review.*

H. M. and J. P. Sidney, former owners of the *Anthony* (Kan.) *Bulletin,* who sold recently to Mack Stanton, have purchased the *Julesburg* (Col.) *Grit-Advocate.*

Gaylax (Va.) *Grayson-Carroll Gazette* weekly, has been purchased by Rev. F. L. Cox, who will assume control March 1.

A. J. Martin, publisher of the *Braymer* (Mo.) *Bee* has purchased the *Rockport* (Mo.) *Atchison County Journal* from D. E. Williams.

NEW PLANTS AND EQUIPMENT

A CORNER lot in Aberdeen, Wash, has been bought as a site for the *Aberdeen Daily World.* Foundation work will start next week.

Ottawa (Ill.) *Republican-Times* has added a four-page deck to its Duplex tubular press. *Durham* (N. C.) *Sun* recently installed a 12-page Duplex tubular, The *Lockland* (O.) *Review* is installing a Model A Duplex.

San Francisco News is now installing five Goss high speed units and one pair of folders. Shipments of Goss presses have also been made to the *St. Paul Daily News* and *Carthage* (Ill.) *Republican.* Goss Dry Matrix Rolling Machines have been shipped to the *Cleveland Press* and the *Ashville* (N. C.) *Times.*

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CLINE ELECTRIC MFG. CO. CHICAGO
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Cline-Westinghouse Double Motor-Drive with full automatic push button control

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KNIGHT CERTIFIED DEVELOPMENT PLANS

What Is Behind Circulation?

Mere circulation statements fall as far short of describing a newspaper's delivering power as the physical measurements of a man fail in describing his earning capability.

The true description of a newspaper is found in the homes of its reader-families.

We have provided certified descriptions of scores of newspapers from the ECONOMIC family standpoint showing:

Reader Acceptance — Coverage Duplication
Reader Buying Ability — Response to Advertising

—many emphatic truths that present newspaper values in a new light.

The details make an engrossing account for newspaper executives. A request on your letterhead will bring them to you at no charge.

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Certified Newspaper Development Plans
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FIRST

again in Oklahoma

In 1925 for the Fourth Consecutive Year, the Tulsa World published more paid advertising than any other newspaper in State of Oklahoma.

PUBLISHING IN EXCESS OF 10,000,000 LINES OF PAID ADVERTISING

In 1925 The Tulsa World Published

1,049,048 Lines

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"Leadership"

First In: *Circulation*
Local Advertising
National Advertising
Total Advertising

Tulsa Daily World

Oklahoma's Greatest Newspaper

LIBRARY U. OF I.

WHAT'S WHAT IN THE FEATURE FIELD

Twentieth Century Version of Mid-Victorian Fairy Tales—New Business Feature Added to Associated Editors' List—"Two Minute Sermons," by Bishop Freeman

CHILDHOOD stories have been translated from Mid-Victorian English to the present day "flapper-Americanese" by Gregory Grin for the Ledger Syndicate, Philadelphia, and the results are being offered as weekly illustrated features under the heading "Grin's Fairy Tales." Preliminary announcements in mat form are being offered with the series.

An example of the "translation" reads:

"Soon Red Riding Hood entered.

"'How's tricks, Grandma? You look as cheerful as a cry for help,' exclaimed Red Riding Hood.

"'I feel like the retreat from Moscow. Last night's party sure knocked me for a row of Chinese pagodas,' said the wolf, mimicking the purity of speech and gentle tones of the Old Lady."

His purpose, says the author, is to make the old favorites "understandable to the youth of today and to save them for posterity."

The illustrations are also modernized.

"Your Business," a brief daily article on business administration, is being offered to newspapers by Associated Editors, Inc., Chicago. "Your Business" is prepared by the A. W. Shaw organization, publishers of *System,* from reports of the Harvard Graduate School of Business Administration.

Bishop James E. Freeman, of Washington, D. C., is writing a weekly feature entitled "Two-Minute Sermons," for Editors Feature Service, New York. It is being distributed by Johnson Features, Inc.

Science and Invention, a monthly magazine, has sold the *New York Evening World,* exclusive rights to its matchcraft contest, originated by Hugo Gernsback, editor-in-chief.

John T. McCutcheon, *Chicago Tribune* cartoonist, has left for a six weeks' stay in the Bahamas.

A new daily children's feature, "Tree Top Stories," written and illustrated by Florenz Clark, has been released by Associated Editors, Inc., of Chicago. Mrs. Clark is an illustrator for children's books. "Tree Top Stories," appears in mat form.

Howard Wheeler, vice-president and general manager of the United Feature Syndicate, New York, is making a sales trip through the eastern territory. He will return to New York next week.

John F. P. Farrar has joined the sales force of Associated Editors, Inc., of Chicago, and is now on a tour of the middle west.

Jack Dempsey is telling his side of the argument with Jack Kearns, former manager, in a series of twelve articles signed with his name and distributed through King Features Syndicate, Inc., New York.

Noble Warrum, Salt Lake City feature writer and photographer, has joined the staff of the East-West-Photo-News Service in San Francisco.

SPECIAL EDITIONS

PARKERSBURG (W. VA.) NEWS, 82-page National Publicity edition Feb. 7.

Boston Transcript, Mid-Winter Educational supplement.

Reading (Pa.) *Tribune,* 42-page third anniversary edition, Feb. 12.

ASSOCIATIONS

ANNUAL election of officers for the SEATTLE PRESS CLUB is set for Feb. 23. Those selected for the final balloting are Herman Ross for president (reelection) Carlton Fitchett, vice-president; Royal Brougham, second vice-president; James A. Wood, treasurer, and Ralph J. Meyers, secretary. Six members of the board of trustees also will be elected.

ITHACA (N. Y.) ADVERTISING CLUB held its monthly meeting, Feb. 4. Lawrence S. Chubbuck, advertising manager of the *Binghamton Press,* gave a talk on newspaper advertising. Plans were set in motion for a joint meeting of the Ithaca organization and the Binghamton (N. Y.) Advertising Club.

Annual meeting of the KANSAS EDITORIAL ASSOCIATION will be held in Topeka in May, it was decided at the recent meeting of the executive committee. Thomas E. Thompson, editor-publisher of the *Howard Courant,* presided.

Annual show of the ROCHESTER PRESS CLUB "Turn Over, Pa," was given Feb. 9 and 10 at the Lyceum theater before large audiences. The show was directed and staged by Don C. Manning. Josh Ramsdell, Milton G. Hall, Francis Bonn, Charles Rawlings, Burgess Smith, G. L. David, James H. Thompson, Harry J. Dodgson and Miss Ruth Chamberlain had the leading parts in the various scenes.

GOLDEN BELT EDITORIAL ASSOCIATION, composed of newspaper publishers and editors in Northwest Kansas, will meet at the Hays State Teachers College, Hays, Kan., May 1. Paul Jones, editor of the *Oakley Graphic,* is president.

SCHOOLS

A UNIVERSITY of Minnesota Extension class in retail advertising has opened in St. Paul, with 20 students attending. P. H. Rangere, advertising manager of the Montgomery Ward & Co. retail store, St. Paul, is the instructor.

Records of the department of journalism of the University of Oklahoma show that 129 former students and graduates of the school are engaged in journalistic work.

Marquette University College of Journalism, Milwaukee, Wis., is this semester offering a course in sport writing under Frank J. Murray, football and basketball coach. Before taking up athletic work Mr. Murray was on the staff of the *Springfield* (Mass.) *Republican.*

Gerald W. Johnson, professor of journalism at the University of North Carolina, has tendered his resignation and will join the editorial staff of the *Baltimore Evening Sun* at the close of the present scholastic year.

Editorial Staff Plans Dinner

Thirty-four men, members of the news staff of the *Jersey City* (N. J.) *Journal,* will hold their annual dinner in the Masonic Temple Feb. 27. Homer Harkness and Arnold Davidson are making the arrangements. Only editorial staff men have been invited.

Editor Wins Libel Action

Robert E. Davey, editor of the *Newport* (Ore.) *Journal,* has been vindicated by a Lincoln county grand jury. He had been accused of criminal libel for printing an article in which he accused the city recorder of fleecing tourists.

The quality of government we get for our money may not always please us so well as some we have bought before, but there's no denying that we get more of it. —*Kansas City Star.*

W. GUY TETRICK RE-ELECTED

Again Named President of West Va. Publishers and Employing Printers

More than 50 publishers, editors and printer employers attended the fifth annual banquet of the West Virginia Publishers and Employing Printers Association at the McLure Hotel, Wheeling, Feb. 12. W. Guy Tetrick, manager of the *Clarksburg* (W. Va.) *Exponent,* was the toastmaster.



W. GUY TETRICK

Addresses were made by R. L. Pemberton, editor of the *St. Mary's Oracle;* Miss Margaret Ogden of the *Martinsburg Journal;* Edward T. Miller, general secretary of the United Typothetæ of America; B. B. Eisenberg, president of the seventh district of the Typothetæ, Cleveland; John E. Gillespie, field secretary of the Typothetæ; and Edward McKernon, superintendent of the Eastern Division of the Association Press.

Officers for the ensuing year were elected as follows: President, W. Guy Tetrick, Clarksburg, re-elected; first vice-president, C. P. Harvey, Parkersburg; second vice-president, W. R. Ludwig, Morgantown; directors, W. L. Brice, Wheeling; W. L. Mengert, Huntington; J. H. Long, Huntington; Herman P. Dean, Wayne; R. H. Pritchard, Weston; Charles Hodell, Beckley; C. D. McConkey, Grafton; Clark Foland, Bluefield, and A. J. Nagar, Wheeling.

President Tetrick is also West Virginia director of the Southern Newspaper Publishers' Association, and West Virginia member of the Advisory Board of the Eastern Division of the Associated Press.

FLASHES

What our big cities need are fewer night clubs and more night sticks.—*Brooklyn Eagle.*

Luther Burbank says he is an infidel. Well, maybe some of the clods in his gardens don't believe there is any Burbank, either.—*Dallas News.*

Boiled down, the question is, when Mr. Dempsey retires, how shall we know?—*Detroit News.*

Writer says London has more beautiful women than ever, which merely means the paper has a young London correspondent.—*Columbia Record.*

More interest might be manifested here in the Philadelphia Sesquicentennial Exposition if it could be cut up into shorter lengths.—*Honolulu Star-Bulletin.*

Popular fiction: "Easy payments."—*Milwaukee Journal.*

If ever they make earned incomes exempt, the man who marries for money won't pay any tax.—*Windsor Border Cities Star.*

"Why have modern girls hard faces?" ask experts. It isn't the face, it's the finish that's hard.—*Dallas News.*

Money talks a universal language, but today it has a decided American accent. —*Troy Record.*

The Klan is against the World Court. It would be against heaven for the same reason—neither is 100 per cent American. —*Norfolk Virginian-Pilot.*

If Cal and Al are the presidential candidates in 1928 the unsung heroes who write our headlines will chorus Hosanna. —*J. R. Wolf in Milwaukee Journal.*

Color Press Bargain

1 R. Hoe & Co. 7 Couple Color Press—now printing the Comic and Magazine Sections of the Sunday issues of

The Boston Herald

All couples have 4 roller distribution—one couple is reversible—uses regular stereotype plates. Capable of variety of products—full size or tabloid. Can be seen in operation.

Must be sold quickly to make room for new Scott "Multi-Unit" Presses.

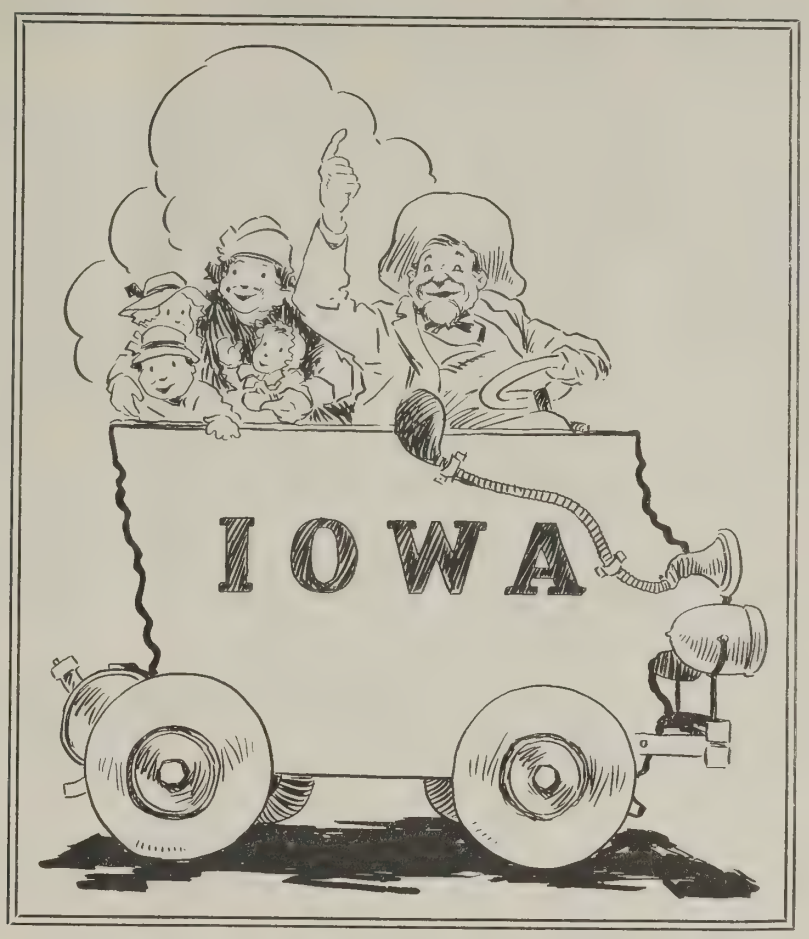
Price complete $8,000.00 f.o.b. Boston.

For full particulars, write, wire or telephone

Walter Scott & Co.

Plainfield, N. J.

These Iowa Daily Newspapers have a combined rate of $1.77½. They offer a service to advertisers unique in its completeness. Ask for the "Iowa Plan."



What ARTHUR BRISBANE *says about* IOWA:

"THE cornfields of Iowa produce more wealth than all the gold mines of the country. The state knows no illiteracy, or, at least, less than any other state in the union. Its crops are worth a billion a year; the entire population, including all hired men, grandmothers and babies, could ride at the same time in Iowa automobiles."

That's what Arthur Brisbane says about Iowa. He might very well have added these striking statements:

Every family in Iowa takes a daily Iowa newspaper.

Iowa's eggs are worth more than all the oranges raised in the United States.

Iowa has no arid lands. It consists entirely of prosperous farms, thriving towns and bustling cities.

In short, the 2,400,000 people who live in Iowa form one of the greatest assemblies of intelligent and responsive buyers in the entire country.

You can sell them your product most quickly and economically by advertising in the medium they all read regularly—the daily Iowa newspapers!

The Iowa Daily Press Association

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register-Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Times-Tribune

IOWA — WHERE EVERY FAMILY TAKES A DAILY NEWSPAPER

WITH THE GENERAL ADVERTISERS

Chesterfield Cigarettes Starts Big Newspaper Drive—"Five-Cent Cigar" Comes Back to Advertise—Ice Men to Tell Story in National Campaign

LIGGETT & MYERS COMPANY last week started a nation-wide 1926 advertising campaign for Chesterfield Cigarettes, using virtually every newspaper in the country. The account is placed by the Newell-Emmett Company, New York advertising agency.

A series of 12 different advertisements make up the drive, with the copy running four columns by 12 inches.

Other than announcing the Chesterfield promotion, Liggett & Myers' advertising officials declined to discuss advertising plans with EDITOR & PUBLISHER.

The company recently announced the best annual report in its history, showing a net profit of $17,028,474.78 in 1925.

The "Five-Cent Cigar" is back in the newspaper advertising columns. Using dailies in metropolitan centers, the General Cigar Company has launched a campaign to run from 25 to 35 weeks featuring the William Penn Cigar. Copy size ranges from 300 to 600 lines.

This campaign of Wm. Penn is said to be a direct consequence of the increase in business of the 5-cent cigar during 1924 and 1925. In 1925 over 3,000,000,000 of Class A cigars were smoked in this country, which represents an increase of practically 134,000,000.

The Wm. H. Rankin Company, handling the account, states:

"During the last year there has been a quickening of dealer acceptance of the 5-cent cigar. Forty-five per cent of cigar sales consist of Class A Cigars and this percentage is rising. More and more those who are awake to what is going on in the business, today, are stocking the 5-cent cigar—particularly the Wm. Penn—with confidence and enthusiasm.

"Co-incident with the start of the Wm. Penn campaign, the Wm. Penn cigar in most localities meets the trade in a new dress. It is featured in an attractive band. Also, for the first time Wm. Penn is being sold in boxes of 50 as well as 100.

"The newspaper campaign on Wm. Penn is the major effort in 1926 for this cigar. It is a nation-wide campaign. There are but a few regions of the country that are not covered by Wm. Penn advertising."

The story of ice and its necessity in American homes will be told in a nation-wide advertising campaign to cost $200,000, according to Leslie C. Smith, secretary of the National Association of Ice Industries, Chicago, who addressed the delegates to the Northwest Association of Ice industries which opened its two-day convention in Spokane, Feb. 10.

There were about fifty delegates present from all parts of Washington, Oregon, Montana, Idaho, and British Columbia. The advertising campaign which will be undertaken by the national association, will be designed to reach every second family in the United States, through the extensive use of space.

In informing the Northwest Ice Manufacturers of the demand which would be made upon them for this work, the successful campaigns of the laundry men, as well as the big dividends reaped by other industries through the effective use of paid-space was pointed out.

All General Motors divisions are enjoying a heavy volume of business, according to the *Wall Street Journal*, New York, which states that "probably the principal factors in the corporation's prosperity are the phenomenal gains registered by Buick and Chevrolet and the prospects for a large volume from the new low-priced six-cylinder Pontiac, placed in production late last year by the Oakland division."

The N. W. Ayer Advertising Company, Philadelphia, backed by New York banking interests is seeking a merger of the sardine industry in Maine, involving about $6,000,000, it was announced in Portland, Me., Feb. 16.

Official announcement was made in New York this week of the plan whereby the Electric Refrigeration Corporation becomes operative as a consolidation of the Kelvinator, Nizer, and Grand Rapids Refrigeration Corporation.

An increase of 10 per cent last year in the use of brick in Oregon and Washington is attributed to newspaper advertising. W. J. Howard, executive secretary of the Northwest Brick Manufacturers' Association so told his organization recently. The directors, as a result, decided to continue their advertising campaign with an increased appropriation.

KANSAS SEEKS TO BAR "IMMORAL" MAGAZINES

Permanent Injunction Hitting 13 Publications Asked by Wyandotte County Attorney—Publishers Made Defendants

(*By Telegraph to* EDITOR & PUBLISHER)

KANSAS CITY, Kan., Feb. 16.—Harry Hayward, County Attorney of Wyandotte County, Kansas, went to court Feb. 16, to prevent the distribution in Kansas of 13 magazines which, he charged, contained immoral reading matter. Mr. Hayward filed an injunction suit in the district court in the name of the state, citing as defendants the publishers of the magazines and the proprietors of 55 drug stores, book stores and newsstands in Kansas City, Kan. No temporary restraining order was requested, and the ban against the magazines, if it is authorized by the court, will be in the nature of a permanent injunction.

The suit was filed under a Kansas law which prevents the circulation of publications of a "scandalous or lecherous" nature, or which deal with "intrigue between the sexes."

Among the magazines cited was *La Vie Parisienne*, an illustrated weekly published in Paris but circulated extensively in the United States. Another was the *Smart Set*, once edited by H. L. Mencken and George Jean Nathan as a semi-literary publication of a high order. La Vie Parisienne is distributed through Fawcetts Publications, New York. The Smart Set is now published by the Magus Magazine Corporation, New York.

Other magazines involved in the action and their publishers. *Hi-Jinks*, Guy F. Humphreys, St. Paul; *Hot Dog*, the Merit Publishing Company, Cleveland; *Artists and Models*, Ramer Reviews, Inc., New York; *Art Lovers' Magazine*, Art Publications, Inc., New York; *True Marriages* and *My Story*, Dell Publishing Company, Inc., New York; *I Confess*, Confess Publications, Inc., New York; *Snappy Stories*, True Fiction Publishing Company, New York; *Calgary Eye-Opener*, Bob Edwards Publishing Company, Minneapolis; *Breezy Stories*, C. H. Young Publishing Company, Inc., New York; *Paris Nights*, Fawcetts Publications, New York.

The court action does not apply to magazines circulated through the mail.

News for the Free Lance

Editorial requirements of the Macfadden magazine group have just been compiled and issued in leaflet form from the New York office, 1926 Broadway.

And just a few years ago being knock-kneed was a misfortune instead of a dance.—*Birmingham News.*

Our Customers Write Our Ads

McKEESPORT, PENNA., JOURNAL

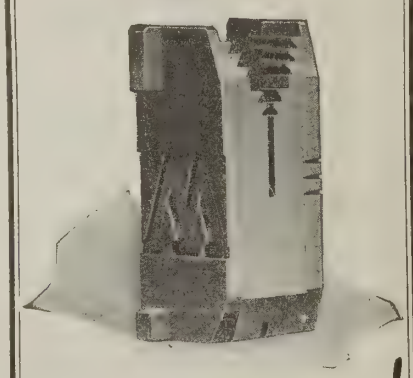
Says—

"Our DUPLEX TUBULAR in its operation and its *clean, clear work* has been *eminently satisfactory.*"

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.



Intertype Wide-Tooth Matrix

Less Wear!

Intertype Wide-Tooth Matrices

Last longer.

Less chance for trouble in the transfers.

Better distribution.

Fewer interruptions—more production.

INTERTYPE CORPORATION
1440-A Broadway, New York

Standardized INTERTYPE

Profit-Making Features—No. 6

Nearly 36,000,000 square yards of concrete street pavement were placed under contract in 1925

Over 1000 Cities Laid Concrete Streets Last Year

The reason for this nation-wide popularity of *concrete street pavement* is the fact that it is the finest looking pavement money can buy, and gives greater service value per dollar than any other type.

All of the facts are in our free booklet on "Concrete Streets." Ask for your copy.

PORTLAND CEMENT ASSOCIATION
111 West Washington Street
CHICAGO
A National Organization to Improve and Extend the Uses of Concrete

OFFICES IN 30 CITIES

SPRINGFIELD

MASSACHUSETTS

The Largest Jobbing and Distributing Center in New England Outside of Boston

"The City of Homes"

"The Gateway to New England"

The Key To Your Market In Western Massachusetts

It is estimated that the amount paid for advertising in the Springfield (Mass.) market averages only 1.6% against 1.9% for New England as a whole and 2% for the United States. This is proof that this territory responds more readily to advertising and possesses a greater buying potentiality.

THE SPRINGFIELD UNION
THE SPRINGFIELD REPUBLICAN
and DAILY NEWS

A powerful, resourceful advertising unit that spreads its influence with unquestioned completeness over one of the most productive fields in all New England.

No section in this part of the United States offers a more attractive investment to the advertiser looking for practical returns.

OVER 122,000 DAILY

At One Of The Lowest Milline Rates In New England
And A Complete Coverage

THE MARKET

Springfield, Mass.

100 miles from nearest Metropolitan city influence.

Population 142,000.

Population within 30 mile radius 550,000.

Real Estate Valuations $254,319,970.

About 54,000 male and 56,000 female buyers 15 years of age and over.

Over 94% of the population read and write English.

SUNDAY 65,000

THE SPRINGFIELD UNION
Springfield Sunday Republican

The Consolidated Sunday Edition of the Springfield Newspapers wields a powerful influence throughout the entire Western half of Massachusetts, Connecticut Berkshires and Southern Vermont.

ROTOGRAVURE BRINGS RESULTS

"Roto" advertisers are strong in their praise of the "quantity" results obtained from this "quality" advertising medium of The Sunday Union—Republican.

READ THESE FACTS

627 Industrial firms within 10 mile radius.

Wages paid (1924), $23,549,949.

Value of products (1924) $99,929,003.

Hampden County Farms valued at $19,000,000 produced over $6,000,000 worth of products.

Industrial activity is diversified approximately 53% of the general classified lines being represented.

THE REPUBLICAN PUBLISHING CO.

RICHARD HOOKER, President and Publisher

SPRINGFIELD, MASSACHUSETTS

National Representatives

KELLY-SMITH COMPANY

Marbridge Building, New York City — Waterman Building, Boston, Mass. — Atlantic Building, Philadelphia, Pa. — Tribune Tower, Chicago, Ill.

Carroll J. Swan, 923 Park Square Bldg., Boston, Mass.; Cupit and Birch, Kohl Bldg., San Francisco, Cal.; Leary Bldg., Seattle, Wash.; Joel Chandler Harris, Atlanta Trust Bldg., Atlanta, Ga.

ADVERTISING AGENCY AFFAIRS

New Agency Started in New York—J. H. Neebe Appointed to Campbell-Ewald Company Executive Staff—Lord & Thomas Advance Strong

HAROLD A. CALAHAN, Everett Melvin Freystadt, and Francis Juraschek have started a new advertising agency in New York under the name of the H. A. Calahan Company, Inc.

Before entering this new enterprise, Mr. Calahan was associated with Calkins & Holden, Inc. Mr. Freystadt and Mr. Juraschek were formerly connected with the American Machine & Foundry Company, Brooklyn, the latter being advertising manager.

J. H. Neebe has been appointed to the executive staff of the Detroit office of the Campbell-Ewald Company. Prior to his association with Campbell-Ewald, he was for two years with the C. C. Winningham Advertising Agency, Detroit.

He was vice-president of Dorrance, Sullivan & Co., in charge of both their Chicago and South Bend offices for two years and spent another year with this company in their New York offices. He acted as production manager of Lord & Thomas, Chicago, in charge of copy, art, layout and the printing departments, and for a period of five years was vice-president of Charles Daniel Frey Company, Chicago.

The Chicago office of Lord & Thomas announce the advancement of J. C. Strong to assistant to the general manager. He has been with the agency for several months.

Arnold-Kraft, recently incorporated advertising firm, opened offices in Seattle, Feb. 1, in the Dexter-Horton Building, and expects to engage in general advertising and merchandising practice, handling both retail accounts and complete campaigns for manufacturers. Besides the main office in Seattle the firm will maintain a service office in San Francisco.

F. Claude Arnold has had advertising experience in Seattle, San Francisco, Chicago, and Washington, D. C. Warren E. Kraft, graduate of the University of Washington School of Journalism, has for the last six years been with Botsford-Constantine Company.

Robert C. Wilson, Jr., has joined the staff of the Dauchy Company, Inc., New York. For the past two years Mr. Wilson has been a member of the advertising staff of *National Geographic Magazine.* Previous to that he was connected with the editorial department of the *New York Evening Journal* and the advertising department of *Cosmopolitan Magazine.*

The advertising agency of Edward N. Vose, Inc., has been consolidated with the Gotham Advertising Company, 114 Liberty street, New York City. Mr. Vose will continue with the Gotham agency.

The Buchen Company, Chicago, has made the following additions: Ralph G. Klieforth as assistant space buyer; Lawrence J. Condon, formerly assistant manager of the agency credit department of the *Chicago Tribune,* as head of the accounting department.

W. A. Lydiatt is withdrawing from the advertising agency field in Toronto and will devote himself to the development of Lydiatt's Book, a directory of Canadian publications, which he has issued annually for several years. He will also specialize in advertisement composition and printing for advertisers.

C. A. Packard, for two years advertising manager of the Purity Bakeries Corporation, has joined the staff of Grace & Holliday, Penobscot Building, Detroit. Mr. Packard has also previously conducted advertising agencies in Detroit and Flint.

John Allen Murphy has started an agency at 285 Madison avenue, New York.

L. J. Stahl, formerly with the art department of Barrows and Richardson, New York agency, has joined the staff of the art department of the Corman Company, Inc., advertising agency, New York.

The Canal Bank and Trust Company, New Orlean's largest bank, has appointed Bauerlein, Inc., advertising agency of New Orleans, to direct a national campaign. Magazines and newspapers will be used.

Officers of the John S. King Company, Inc., Cleveland advertising agency, elected at the recent annual meeting are: John S. King, president; C. A. Brinkman, first vice-president; K. L. Ede, second vice-president; John N. Wiley, secretary, and Edward King, treasurer.

Wimberly Advertising Agency, Inc., Fort Worth, Tex., has changed its name to the Winmberly-Hubbard Agency, Inc. Officers remain F. W. Wimberly, president; A. E. Hubbard, vice-president; and J. H. Wimberly, secretary and treasurer. The agency has opened a new office in the Bankers' Mortgage Building, Houston, Tex., with Max E. Shippee in charge. Mr. Shippee resigned as advertising manager of the Montgomery, Ward & Co., store at Fort Worth to accept the new post.

Aubrey Cossar and John Erle Davis, members of the advertising firm of Cossar & Davis, Louisville, are editing the *Louisville Public,* a new Republican paper recently started. Mr. Cossar is sheriff of Louisville.

Fred E. Windsor has resigned as executive secretary of the Advertising Club of St. Louis to become local sales manager of the General Outdoor Advertising Company, in St. Louis. The new club secretary has not been named. Mr. Windsor came to the club from the Chamber of Commerce and has been secretary for three years.

Harry E. Ostmark, for several years with the art department of H. K. McCann Company, New York, has joined the art department of the Corman Company, Inc., New York.

F. Albany Rowlatt, who some time ago affiliated his advertising agency business with that of Thornton Purkis, has severed his connection with Mr. Purkis and joined the E. Sterling Dean Agency, Toronto.

The L. S. Gillham Advertising Company, Salt Lake City and Los Angeles, has been awarded the contract for conducting the advertising campaign of the Salt Lake City Chamber of Commerce in 1926. About $40,000 will be spent on newspaper and magazine space and $8,000 for booklets and pamphlets.

Rudolph Guenther-Russel Law, financial advertising agents, 133 Cedar street, New York, have received from the *New York Times* for advertising placed during the month of January a bill of $82,227.27. This sum, which is the net amount charged to the agency after the reduction of the usual 10 per cent agency commission from the gross, represents, according to the Times' records, the largest bill ever charged to any advertising agency or advertiser on a monthly basis. Over 98 per cent of the sum was spent in financial advertising.

The firm of Guenther-Law, Inc., is devoted almost entirely to financial advertising.

Arnold Joerns Company, Chicago advertising agency, announces the following appointments to its staff: W. G. Joerns, C. E. Leslie, and B. E. Newnham.

Guy Brown Wiser has been appointed art director of the Robbins & Pearson Company, Columbus, O., advertising agency. He was formerly associated with the Studebaker Corporation of America.

B. C. Walsh and M. O. Terry, formerly of the *Cleveland News,* have started the Advertising Service Company, Cleveland.

Firm to Quit Using "Silkette"

The Federal Trade Commission has dismissed its complaint against Brand & Oppenheimer, Inc., of New York City, with Edwin W. Brand and Harry C. Oppenheimer named as partners in the corporation. The complaint was dismissed upon recommendation of the Commission's chief counsel, and a stipulation signed by the respondents and the Commission was accepted. In the stipulation it was agreed that the word "silkette" when used by respondent in designating a cotton fabric would be accompanied by words clearly indicating that such fabric was made of cotton. Commissioner Thompson dissented. The complaint charged the respondents with misleading the purchasing public by designating a mercerized cotton fabric as "silkette."

Churches Plan Easter Campaign

Churches in Genesee and Wyoming counties, N. Y., are planning a cooperative advertising campaign to run from now until Easter, urging all residents of those communities to attend church regularly. The campaign will be undenominational. A Buffalo Roman Catholic who does not sign his name is having published a daily series of advertisements in the *Buffalo Express* calling attention to the principles and tenets of that denomination.

"FREE PUBLICITY?—NO THANKS!"

Raleigh Times Using Postcard Form to Fight Press Agents

The *Raleigh* (N. C.) *Times* has adopted a postcard form for combatting free publicity grafters.

The card, which is sent to the head of the organization broadcasting the publicity, reads:

"Believing that you would like to conserve postage and avoid some of the tremendous congestions in the mails, we take this method of letting you know that you have been sending us some press matter which is not being used. We suggest that you remove our name from your list and that you write us in advance in case you have something to offer us in the future.

"THE RALEIGH TIMES."

SCHOOL EDITORS TO MEET

Columbia Scholastic Press Association to Convene in N. Y. March 12-13

The second annual convention of the Columbia Scholastic Press Association will be held March 12 and 13, at Columbia University, New York, Joseph M. Murphy, secretary of the organization has announced.

A contest for the best newspaper and the best magazine published in the high schools of the country will be held in connection with the convention. Cups will be awarded to the winners by Columbia University.

Mr. Murphy also announced that among the delegates would be five boys from the staff of *High Life,* the weekly newspaper of a Greensboro, N. C., high school, who would make the trip here in a truck supplied by the *Greensboro Daily Record.* The Greensboro Chamber of Commerce will supply the gasoline. The journey north is expected to take two days.

Leading journalists, publishers, writers and business men will address the convention.

A SINGLE ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their respective fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page .....$280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page ..... 82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

Editor & Publisher
1700 Times Building
Broadway at 42d St.
New York, N. Y.
Telephones:
Bryant 3052 - 3053 - 3054 - 3055 - 3056
Cable Address: EDPUB, NEW YORK

Advertising World
14 King Street
Covent Garden, W. C. 2
London, England
Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON

Advertising
in
PENNSYLVANIA
Is Local
To Readers

What makes National Advertising NATIONAL?

Is it National because of the wide range of media employed?
Is it National because the product advertised has had nation-wide distribution?

How about a new product? It cannot be distributed over the entire country upon its initial appearance.

You would not advertise it beyond the territory of its distribution.

To create consumer demand in a try out territory, sales appeal must be made in a personal manner. There is no medium that gets closer to the heart than the daily newspaper.

National advertising in the newspapers is an offering, through local dealers, of merchandise that is manufactured for general use or consumption.

The retail merchants of Pennsylvania know the consumer demand of their separate communities to a certainty. They must satisfy that demand.

The Pennsylvania newspapers are familiar with the requirements of the local dealers.

There are great possibilities, in Pennsylvania, for the manufacturers of all products.

These newspapers will supply valuable cooperation.

	Circulation	2,500 lines	10,000 lines
*Allentown Call .....(M)	30,274	.10	.10
*Allentown Call .....(S)	21,285	.10	.10
†Beaver Falls Tribune.....(E)	6,183	.03	.03
†Bloomsburg Press .....(M)	7,535	.04	.04
†Chester Times .....(E)	17,827	.06	.06
†Coatesville Record .....(E)	6,716	.04	.05
*Connellsville Courier.....(E)	5,801	.02	.02
*Easton Express .....(E)	23,668	.08	.08
*Erie Times .....(E)	28,026	.08	.08
Harrisburg Telegraph .....(E)	40,022	.095	.095
†Hazleton Plain Speaker .....(E) / †Hazleton Standard-Sentinel ..(M)	19,721	.07	.06
*Mount Carmel Item.....(E)	4,343	.0285	.0285
*Oil City Derrick .....(M)	7,379	.04	.04
†Scranton Times .....(E)	43,495	.12	.11
*Sharon Herald .....(E)	7,031	.0357	.0357
†Stroudsburg Record..(E) Press..(M)	7,401	.045	.045
*Sunbury Daily Item.....(E)	4,958	.0285	.0215
*Warren Times-Mirror.....(E&M)	8,780	.0428	.0428
*Washington Observer and Reporter .....(M&E)	16,861	.06	.06
†West Chester Local News.....(E)	11,720	.04	.04
†Wilkes-Barre Times-Leader .....(E)	24,841	.08	.06
†Williamsport Sun .....(E)	20,203	.07	.07
†York Dispatch .....(E)	19,197	.05	.05

*A. B. C. Publishers' Statement, Sept. 30, 1925.
†Government Statement, Sept. 30, 1925.

R. R. GOVIN, PUBLISHER, DIES IN MONTE CARLO

Owner of Four Havana Dailies and N. Y. Journal of Commerce Succumbs to Heart Attack While Abroad

Rafael R. Govin, president and general manager of the *New York Journal of Commerce* and an officer in other enterprises, died unexpectedly of heart disease Sunday in Monte Carlo.

Mr. Govin went abroad early last month to join his wife, Mrs. May I. Medina Govin, who was traveling in Europe, and met her in Monte Carlo. Their daughter and son-in-law, Mr. and Mrs. John D. Schoonmaker, who were in Paris, were expected to join them there later. Their son, Rafael R. Govin, Jr., is in Pittston, Pa., as president of the International Color Printing Company, which his father owned.

Mr. Govin was born in Matanzas, Cuba, 58 years ago. He was graduated from Columbia University in 1886 and then from the Columbia Law School. His earlier law associations were with Senator Eustis, Jones & Govin, and Coudert Brothers, international lawyers. He was long a broker, associated with H. R. Hollins & Co., which failed for a large amount two months after he withdrew in 1913. He had developed a large business in Mexican and Cuban investments for the firm.

He was a member of this firm when he went to Chicago in 1903 to represent J. Pierpont Morgan and other Eastern stockholders of the Union Traction Company.

He executed the details for the purchase of the Havana-American Tobacco Company and was at one time president of the New York Terminal Company. At one time he was interested in a rice plantation of several thousand acres in Yolo County, California.

Mr. Govin also owned four newspapers in Havana, Cuba, *El Mundo, La Prensa,* the *Post,* and the *Evening Telegram.* Until a few years ago he owned the *Elmira* (N. Y.) *Telegram-Advertiser* which he sold to the Gannett Newspapers, and also the *Scranton* (Pa.) *Telegram* and the *Wilkes-Barre* (Pa.) *Telegram.*

He was president and a director of the Inter-Ocean Oil Company, president and director of the United States Asphalt Refining Company and a director of the American Safety Razor Company. He acquired control of the New York Journal of Commerce a little more than two years ago.

He removed his family to Washington a few years ago. His last New York address was No. 83 Park Avenue. Mr. Govin was a member of the Union, Metropolitan, Down Town, New York Yacht, City, Midday and Colony Clubs of New York, the Metropolitan Club of Washington and the Richmond County Country Club.

Downey, Boston Veteran, Dead

Thomas Downey, circulation manager of the *Boston Globe,* which he joined in 1878, died suddenly at his home, Jamaica Plain, Mass., Feb. 16, from heart failure. He had been ill for the past year due to a fall several years ago. He was widely known throughout New England. He was born in Ireland in 1846. He served in the Civil War in the Fourth Massachusetts regiment.

Albany Sports Writer Dies

Thomas S. Burke, 30, sporting editor of the *Albany Knickerbocker Press,* died suddenly Feb. 15, at the Albany Hospital. Mr. Burke worked at his desk Sunday night and after reaching his home collapsed. He began newspaper work as a sports writer on the Knickerbocker Press in 1912 and continued in the sports department until his death, except for three years during which he was sporting editor of the *Albany Times-Union.* During the war he served in the naval aviation corps.

J. W. Rauch, Reading Veteran, Dies

John W. Rauch, 77, superintendent of the *Reading* (Pa.) *Eagle,* died at his home in that city on Feb. 7, after an illness of one month. Mr. Rauch entered the employ of the Eagle, Jan. 24, 1873, as a subscription clerk. On Dec. 6, 1881 he was promoted to the position of superintendent and on February 1, 1904 he was made secretary and treasurer of the Reading Eagle Company. His 50th anniversary as an Eagle man was celebrated on Feb. 23, 1923.

VETERAN POLITICAL WRITER DIES

Reginald Wilson, Widely Known Herald Tribune Legislative Correspondent Was a Confidant of President Harding

Reginald Wilson, legislative correspondent and political reporter for the *New York Herald Tribune,* died suddenly Feb. 12, in the railroad station in Albany, where he was about to take a train for New York to pass the week end at home. His death was due to an internal hemorrhage, and resulted indirectly from an attack of pleurisy suffered several years ago. He was in his forty-first year.

Mr. Wilson was born in Seaforth, Ont., and was educated in the public and high schools there. On his graduation he joined a detachment of British artillery stationed in Toronto and later took a position with a Toronto bank. In 1911 he went to Minneapolis for his first newspaper work, as reporter on the *Minneapolis Tribune.*

In 1913 he came to New York, joining the City News Association. After a year and one-half he went to the *Evening Sun* as political and editorial writer. He remained with the Munsey newspapers, after joining the Sun as assistant city editor and the *Herald* on its merger with that paper, almost continuously until the merger of the Herald and the Tribune, when he became political writer and Albany correspondent for the Herald Tribune.

His connection with the Munsey newspapers before 1924 was broken once for six months, when he acted as assistant here to Walter S. Bullock, of the *London Times.* On the Herald Tribune he covered the legislative session of 1925 and the current session. He accompanied Mayor Walker on his recent Southern trip.

During the 1920 Presidential campaign he traveled with President Harding and also remained with him at Marion, O., where he became a personal friend and confidant of the President. Later he traveled with Mr. Harding on his trip in the South. State and city political leaders of both parties constantly consulted him, both for his knowledge of politics and for his newspaper work. He was one of the best known legislative correspondents in the country. He was a Mason and a member of the Newspaper Club.

On June 10, 1913, Mr. Wilson married Miss Queenie Southgate, who survives him. His father, Lieut.-Col. Alex Wilson, and a sister, Margaret, both of Toronto, also survive.

Funeral services were held on Feb. 15 at the home of Mr. Wilson's father, 64 Oriole Road, Toronto, and the burial was in Toronto.

Massachusetts Publisher Dies

F. Percy Goss, 73, editor and publisher *Barnstable* (Mass.) *Patriot,* died at his home in Hyannis, Mass., Feb. 15, after a brief illness. He was formerly correspondent for the *Boston Herald.* A brother, Alton P. Goss, is publisher of the *Harwich Independent.*

Horace Greeley's Secretary Dead

John Van De Zee Sears, 90, one-time secretary to Horace Greeley and correspondent for the *Philadelphia Enquirer* during a part of the Civil War, died in Santa Barbara, Cal., Feb. 1.

C. M. PECK, N. Y. AGENCY MAN, DIES SUDDENLY

Account Executive for World Wide Had Long Newspaper Experience—Was Former Chicago Journal M.E., and Newspaperdom Editor

Charles M. Peck, 55, account executive of the World Wide Advertising Corporation, New York, died suddenly in New York, Feb. 17. Mr. Peck was widely known to newspaper and advertising men all over the country. For World Wide he specialized in handling the account of Vantine's, exclusive Oriental store. For some years he was editor of *Newspaperdom.*

Born in Fairbury, Ill., Mr. Peck began his career as a type-setter for the *Jackson* (Ill.) *Star,* later graduating to the position of reporter on the *Jackson Patriot.* Subsequently he went to Detroit, where he was on the staffs of the *Detroit News* and the *Detroit Tribune.* In 1902 he became managing editor of the *Chicago Journal.*

Leaving newspaper work later he entered the advertising business with Mandel Brothers, Chicago. He left this store to direct the advertising of Siegel-Cooper, Chicago.

Mr. Peck was a writer of moving picture scenarios, many of his works appearing on the screen. His brother, Ralph B. Peck, was until recently president of Arnold, Constable & Co., New York.

Another brother, Ray Peck, is a successful playwright.

Emil Scholz, president of the World Wide Advertising Corporation, New York, said:

"I have known Mr. Peck for more than 30 years and he has a host of friends all over the United States. He was always self-sacrificing, always concerned with helping others."

GOLD RUSH VETERAN DEAD

Daniel Scott, Pioneer News Man, First to Tell of Black Hills Find

Daniel Scott, 85, newspaper man to whom credit is given for starting the gold rush to the Black Hills of South Dakota in 1873, died at his home in Sioux Falls, S. D., on Feb. 10.

During the 70s Scott was city editor of the *Sioux City* (Ia.) *Journal.* In that capacity he made several trips into the interior of the Dakotas to trade with the Indians. On one trip he learned of the discovery of gold in the Black Hills and wrote a story about it. The gold rush ensued.

After serving in the Civil War he started newspapers at Polo, Ill., Union Mills, Pa., and Corry, Pa. In 1869 he moved to Sioux City and became the first city editor of the Journal. In 1877 he went to the Black Hills and helped start the *Deadwood Daily Times.*

In 1882 he established the *Bismarck* (N. D.) *Tribune.* Then he became editor of the *Sioux Falls* (S. D.) *Press.* In 1886 he established the *Rapid City* (S. D.) *Republican.*

Scott is the father of Mark D. Scott, editor of the *Sunshine State Magazine* published in Sioux Falls.

PROMINENT PUBLICITY DIRECTOR ENDORSES CHURCH ADVERTISEMENTS

When acknowledging receipt of our 1926 series of Come-to-Church advertisements, Dr. John T. Brabner Smith, in charge of Secular Press Publicity of the Methodist Episcopal Church, said:

"I wish to express my appreciation of this very useful service. It is what the churches have needed for a long time and I am hoping that you will secure a large number of orders for this excellent material which has been prepared with such care."

Let us help build your church page. Write for copy and plans to the

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS
383 Madison Avenue,
New York, N. Y.

WALTER M. OESTREICHER

Managing Editor of Brooklyn Times Is Dead—Born in Vienna

Walter M. Oestreicher, 53, managing editor of the *Brooklyn Times,* died early in the morning of Feb. 18 at his home in Flatbush, N. Y. He had been associated with the Times since 1913, when he joined the staff as news editor. He was made managing editor in 1915.



W. M. Oestreicher

Born in Vienna, Mr. Oestreicher came to this country in 1893 to report the World's Fair for a syndicate of German and Austrian newspapers, and remained to continue in newspaper work. He was first connected with a Philadelphia newspaper and then came to New Yorok to join the staff of the *German Herold.* After a while as Albany correspondent of the *Brooklyn Freie Presse,* he became cable editor of the Publishers Press, now the United Press. In 1907 he left press association work to become literary and Sunday editor of the *Brooklyn Citizen.* On this newspaper, he subsequently became assistant city editor and then city editor. He transferred from the Citizen to the Times. He was professor of journalism at City College of New York.

John T. Oestreicher, a son, is on the staff of the International News Service.

W. K. MATHEWS

Editorial Director of St. Louis Times Dies After Short Illness

W. K. Mathews, editorial director of the *St. Louis Times* for the last eight months, died in that city Feb. 11, of pneumonia after an illness of three weeks. Burial was in Dayton, O.

Mr. Mathews was born in Athens, O., 43 years ago. He began his newspaper career on a small daily in Northern Ohio, thence, after several other positions, to the *Cleveland Plain Dealer.* From Cleveland, he went to the *Columbus* (O.) *Dispatch,* as reporter, rising to city editor, a post he held for eight years. When E. G. Burkam, then managing editor of the Dispatch, acquired a part interest in the *Dayton* (O.) *Journal,* he made Mathews managing editor.

Mr. Mathews was in Dayton eight years, during which he associated with Frank D. McDonald, who was general manager. When McDonald became general manager of the *St. Louis Times,* Mathews went to St. Louis.

RETIRED JOURNALIST DIES

Watson R. Sperry Once Edited New York Evening Post

Watson R. Sperry, 83, a retired newspaperman, died in Hartford, Conn., Feb. 13. Mr. Sperry resigned from the *Hartford Courant* in 1918. He had joined that newspaper as editorial writer in 1901, and during the last eight years of his service on the Courant was a stockholder.

Mr. Sperry was managing editor of the *New York Evening Post* from 1875 to 1881, proprietor of the *Wilmington* (Del.) *News* from 1882 to 1900. He was United States Minister to Persia in 1892 and 1893. He was graduated from Yale in 1871.

Mr. Sperry was born in Sauquoit, Oneida County, New York, June 25, 1842.

Buffalo Agency Man Dead

Raymond E. Walz, former president of the Walz-Weinstock advertising agency at Buffalo and more recently vice-president of the Remington Agency, died in a hospital in that city of pneumonia, following an operation. He was 27 years old. Mr. Walz had been a director of the Greater Buffalo Advertising Club and was chairman of the advertising and publicity committee of the Buffalo Chamber of Commerce at the time of his death.

MRS. MARIE L. CROSBY

Was Noted for Knowledge of Newspaper Business and Mechanics

Mrs. Marie Langbein Crosby died Feb. 14, after an illness of several months.

Mrs. Crosby was well known in magazine and newspaper circles and was noted for her unusual knowledge of the mechanical and business workings of newspapers. She began her business career on *Success* magazine and then joined the Sunday magazine staff of the *New York Herald.* Later she became secretary to the general manager of the Herald and after the purchase of that newspaper by Mr. Munsey, she became secretary to the general manager of the *New York Telegram,* retiring from work soon after her marriage to Charles C. Crosby, who for many years was in charge of the Harlem branch office of the Herald and Telegram.

Mrs. Thayer, A.A.C.W. Executive, Dies

Mrs. May S. Thayer, 62, director of the Speakers' Bureau of the Associated Advertising Clubs of the World, New York, died Feb. 13, following an operation. Mrs. Thayer has been with the A. A. C. W. 10 years, joining the organization when headquarters were in Indianapolis.

Memorial to Louis C. Elson

A sculptured bas relief memorial to Louis C. Elson, musician, historian and music critic for many years on the *Boston Advertiser,* was unveiled at the New England Conservatory of Music, Boston, Feb. 12, where Mr. Elson taught continuously from 1880 until 1920.

Memorial Tablet for McCormick

Impressive services marked the dedication at Reading, Pa., of a tablet in memory of William McCormick, for many years owner and editor of the *Reading Herald,* and founder of the numerous Olivet Boys' Clubs.

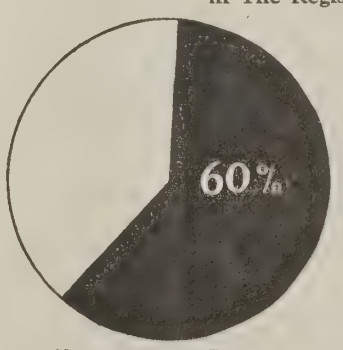
Mexican Editor Arrested

Reinaldo Esparza Martinez, indicted by a Federal Grand Jury at San Antonio, Thursday, for alleged conspiracy to violate the United States neutrality laws, is an editorial writer for *La Prensa,* San Antonio Spanish language daily. Martinez was arrested in the newspaper office later giving $2,500 bond. His indictment followed Federal probe of alleged Mexican revolutionary activities. Martinez is a former secretary of the Mexican Congress.

How **Des Moines' Largest Stores**

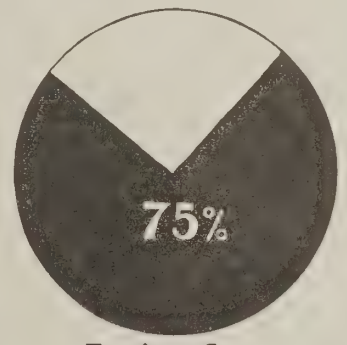
Spent Their Advertising Dollars in 1925

Black section of circles represents proportion spent in The Register and Tribune.



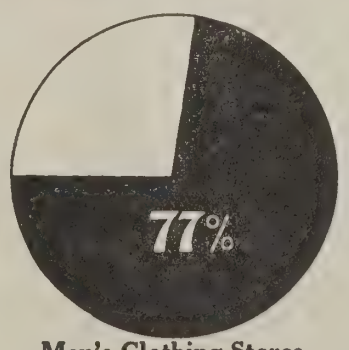
Department Stores

(the 4 largest) spent 60% of their 1925 appropriations in The Register and Tribune.



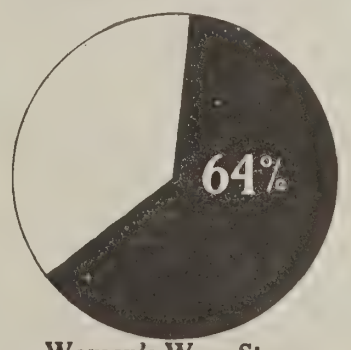
Furniture Stores

(the 4 largest) spent 75% of their 1925 appropriations in The Register and Tribune.



Men's Clothing Stores

(the 4 largest) spent 77% of their 1925 appropriations in The Register and Tribune.



Women's Wear Stores

(the 5 largest) spent 64% of their 1925 appropriations in The Register and Tribune.

The Des Moines Register and Tribune

Obituary

CHARLES E. PERKINS, managing editor, *Hartford* (Conn.) *Times,* died at his home in this city last week. Mr. Perkins was formerly editor of the *Middletown* (Conn.) *Tribune.*

FRANK P. HASSLER, 61, for 15 years railroad and exchange editor of the *Chicago Inter-Ocean,* was buried Feb. 9 at Oakwoods Cemetery. Mr. Hassler died Feb. 6, at Orlando, Fla. At the time of his death he was an official of the Excelsior Printing Company.

MAJ. WILLIAM H. DAVIS, 69, a veteran newspaper man of Pittsburgh, postmaster of Pittsburgh for nine years, city treasurer and director of the department of health died suddenly at his home in that city on Feb. 12. Major Davis entered newspaper work in 1880. He later became city editor and managing editor of the *Commercial Gazette.* In 1885 he became manager of the Pittsburgh News Agency, which position he held until he was appointed postmaster by President Roosevelt in 1906.

CHARLES S. SUTTON, 59, former newspaper man, died recently in Kansas City, Kan. Mr. Sutton was educated at New York University and after being graduated entered the newspaper business in Washington territory. In 1892 he joined the *Denver Rocky Mountain News.* Later he joined the *Kansas City* (Mo.) *Times* staff and became assistant city editor. During the Spanish-American war he organized a company of Missouri National Guard with the late Charles F. O'Brien, city editor of the Times, and Thomas A. Till, political writer.

WALTER E. BULLARD, 52, superintendent of the commercial printing department of the Keene (N. H.) Sentinel Printing Company, publishers of the *Keene Evening Sentinel,* died Feb. 13, at his home from injuries received in an automobile accident Oct. 12, 1924. He had been employed on the Sentinel the past 36 years, and at one time was a city councillor.

WALTER G. KATES, Sr., who had published newspapers in Medina, N. Y., and a number of other Eastern cities, died last week in his home in Buffalo, after a long illness. Retirement three years ago was forced by failing eyesight.

GEORGE NIVEN, formerly financial advertising manager of the *Denver Rocky Mountain News* and *Denver Times* and widely known sportsman, died recently following a lingering illness.

MRS. HARRY BIGELOW, who died in Seattle recently, was a member of the staff of the *Ketchikan* (Alaska) *Chronicle,* until last fall, when she came South with her husband to visit relatives.

WILLIAM A. WARD, 70, printer for the *Christian Science Monitor,* died shortly after reporting for work last week. He had been on the Monitor 15 years.

MRS. JENNITA HANSON ELWOOD, 36, wife of W. H. Elwood of the circulation department of the *Spokane Spokesman-Review,* died recently.

HARRY M. MEINELL, veteran newspaper man who worked on the *New York World* and other New York papers 25 years ago died in Monrovia, Cal., Feb. 10. For many years he had been city clerk of Sawtelle, Cal.

JOHN H. WHITE, 70, for 20 years publisher and editor of several Marshfield, Wis., newspapers, died Feb. 5.

GUSTAVE RAPP, who died Feb. 7 following a six weeks' illness, was for a number of years associated with the photo engraving department of the *San Francisco Call.*

J. F. JACKSON, 79, who, with T. W. Wood, in 1888 acquired ownership of the *Southern Planter,* now owned by ex-Governor Westmoreland Davis, of Loudoun County, Va., died in Richmond recently after a long illness. He was a native of Yorkshire, England.

S. THOMAS DAVIDSON, 78, for many years Associated Press operator on Buffalo newspapers, died last week. He at one time held the record for being the speediest receiver of telegrams, taken long hand.

JOHN A. MURRAY, 59, advertising manager of *The Messenger of the Sacred Heart* and member of the Catholic Press Association of the United States and Canada, died Tuesday in Brooklyn. Mr. Murray had been associated with the *Brooklyn Citizen, New York Telegram* and *Ave Maria.*

ENOCH WOLBERG, 53, for 20 years advertising manager of the *Jewish Daily News,* New York, died at his home, 125 Eastern Parkway, Brooklyn. Mr. Wolberg came to this country 40 years ago and started with the Jewish Daily News as an office boy.

JAMES CURRIE, 83, for more than 40 years and until his retirement in 1923, owner and publisher of the *Stirling* (Ont.) *News-Argus,* died recently. He began his apprenticeship in Port Perry, Ont., later worked in Oshawa, Ont. and New York, published the *Cannington* (Ont.) *Gleaner* for three years and then bought the News-Argus.

DAVID P. PRICE, 67, publisher of the *Aylmer* (Ont.) *Express* for 23 years and later postmaster, died recently.

WASHINGTON INSTITUTE TO OPEN FEB. 25

Discussions of Pertinent Newspaper Problems Featured in Program for 14th Annual Seattle Meet

The program for the Fourteenth Annual Washington Newspaper Institute to be held Feb. 25, 26, 27, has been announced by Dean M. L. Spencer of the University of Washington School of Journalism. The Institute will be held on the University campus, Seattle.

The distribution of events as now contemplated will be: Smoker and glee club concert at the University Faculty Men's Club House, Feb 25; discussion sessions all day Feb. 26, followed by the semi-annual business meeting of the Washington State Press Association Friday night, Feb. 26; discussion session in the morning, Feb. 27; trip through Newcastle coal mines and briquet plant, Feb. 27, under auspices of the Pacific Coast Coal Company.

A concluding dinner will be given in the Spanish ball room of the Olympic Hotel the evening of Feb. 27, with the Pacific Coast Coal Company in the role of host.

The work of the Institute begins at nine o'clock on Friday morning when Fred Wiman of the Western Engraving and Colortype Company, Seattle, will talk on "Illustrating the Country Newspaper." H. J. Campbell, editor, *Vancouver Columbian,* will tell his experiences in "A Year After My Newspaper Contest." Walter P. Burn, Pacific Coast manager, Bureau of Advertising, A. N. P. A., San Francisco, will discuss "Co-operating to Sell Small Town Markets."

The afternoon speakers for Friday will be L. D. Angevine, editor, *Mount Vernon Argus,* who will give information on how to determine the market value of a newspaper; Buell Felts, editor, *Spokane Valley Herald,* Opportunity, who will talk on "Giving the Advertiser What He Wants"; and J. M. Stoddard, editor, *Waterville Empire-Press,* who will discuss "The Ideal Country Weekly."

The first hour on Saturday morning will be devoted to round-table discussions of "Cooperation between City and Country Printers." John H. Reid, publisher of the *Seattle University District Herald,* will take the city side, while O. H. Woody, editor of the *Okanogan Independent,* will take the country side.

The second discussion of the morning will be on "Graft, Grafters, and Grafting," by S. H. Lewis, editor, *Lynden Tribune.* The morning will be concluded with an address by Dean Eric Allen, of the School of Journalism, University of Oregon. His subject will be "The Professional Side."

Fraternities and sororities at the University have again invited the newspaper men and women to be their guests while in Seattle. Registration for Institute Week will take place in the office of the School of Journalism on the campus.

Consumer Demand in INDIANA
Stimulates Dealer Interest

The chief interest in commercial movements at present centres in the probable course of Spring trade, and developments in this direction give rise to optimistic forecasts.

With the improved transportation facilities insuring prompt deliveries of goods in most instances, and with outputs at a high rate, there naturally is no pronounced pressure among buyers to contract far ahead; yet demands to cover future needs are broadening.

The increasing disposition to make forward commitments demonstrates that confidence is sustained, and there fortunately has been no departure from conservatism in mercantile channels, conditions being kept on a wholesale basis.

On this favorable report the manufacturer should promote sufficient interest in his merchandise to induce a larger volume of advance contracts from the buyers.

Create consumer demand by advertising in the daily newspapers. This will stimulate the sales and the interest of the local dealer and win his confidence in your product. It is the best possible sales promotion.

The readers of these Indiana papers are your potential customers.

		Circulation	Rate for 5,000 lines
*Columbus Republican	(E)	4,860	.03
†Connersville News-Examiner	(E)	4,557	.025
†Decatur Democrat	(E)	3,194	.025
*Fort Wayne Journal-Gazette	(M)	34,198	.08
*Fort Wayne Journal-Gazette	(S)	30,599	.08
*Fort Wayne News-Sentinel	(E)	42,168	.10
*Gary Evening Post-Tribune	(E)	15,019	.06
†Hammond Times	(E)	17,127	.06
†Huntington Press	(M & S)	3,836	.025
*Indianapolis News	(E)	125,827	.25
*Lafayette Journal & Courier	(M) 7,761 (E) 13,204	20,965	.06
†La Porte Herald-Argus	(E)	6,560	.035
†Shelbyville Democrat	(E)	4,012	.025
*South Bend News-Times	(M) 9,634 (E) 15,671	25,305	.07
*South Bend News-Times	(S)	23,249	.07
South Bend Tribune	(S) 19,735 (E)	20,697	.06
*Terre Haute Tribune	(E&S)	22,784	.06

*A. B. C. Publishers' Statement, Oct. 1, 1925.

†Government Statement, Oct. 1, 1925.

AD CLUB HONORS CREW OF ROOSEVELT

Story of Antinoe Rescue Retold By Capt. Fried and Officers, Who Receive Engrossed Tribute

Capt. George Fried and the members of the President Roosevelt's rescue crew were guests of honor Tuesday at a luncheon at the Advertising Club. An engrossed tribute of the club to the hero-crew was read by Hector Fuller and presented to Capt. Fried. The main effort of each of the guests seemed to be to efface himself from the picture of heroism. Most assiduous in giving credit to another was Chief Officer Robert Miller, who was leader of every boat that set out from the Roosevelt.

Mr. Miller, in one of the briefest speeches delivered, paid Capt. Fried, the highest tribute the Roosevelt's commander has received here. It was known that Fried was in command during the rescue, and that he assumed responsibility, but how he shouldered that responsibility his chief officer told vividly.

Captain Fried had spoken. At the request of Grover Whalen, master of ceremonies, he had confined himself to the story of the rescue.

Then said Chief Officer Miller:

"Capt. Fried has told you of the rescue, but he has not told you of the part he played. He has not told you of his long hours on the bridge, of how he conducted himself and the work, and kept up the morale. There was not only the work to do, but he had passengers who annoyed him because they were anxious to get away.

"Throughout the whole time Capt. Fried was cool. He never lost his temper. His voice was always at a conversational tone. He never barked his orders. Because of his conduct of himself and the work, his crew was ready and willing at all times. There was never a grumble. That is why we effected the rescue. The things that Capt. Fried did were the biggest things in the whole world."

Mr. Whalen was introduced by Charles C. Green, President of the Advertising Club. Rear Admiral Charles Plunkett, the first speaker, criticized the apathy of the people toward the merchant marine. He said it required a disaster to wake them up to the fact that it is worth saving.

Charles H. Rossbottom, General Manager of the United States Lines, expressed pride in the work of the officers and men of the Roosevelt. He said he had sent a massage to Captain Fried to hang on and continue the work of rescue. The bulldog tenacity with which Capt. Fried did hang on, he declared, should be a lesson to all school children.

Mayor Walker, who followed Mr. Rossbottom, said:

"Your message to Captain Fried to hang on and let schedules be damned, to let failure come to the lines, if necessary, but save those people, is epochal. There is something in it free from dollars and cents, free from commercialism. Of course we are a busy nation, but thank God the dollar is not our god, as some persons would have us believe. And so another page is written."

NEW YORK NEWSPAPERS PRINTED 15,682,520 LINES IN JANUARY, WITH 5 SUNDAYS

A TREMENDOUS volume of advertising was carried by Greater New York newspapers in January, 1926, five Sundays against the usual four to the month swelling the gain over last January to 1,764,538 agate lines, or 12.6 per cent. The total linage carried by the 15 newspapers listed by the *New York Evening Post* Statistical Department, which compiled the figures was 15,682,520 agate lines. Comparative figures for the month in 1926 and 1925 and 1926-1920, follow:

JANUARY, 1926-1925

5 SUNDAYS 1926; 4 SUNDAYS 1925

Pages 1926	Pages 1925		Percentages of total space	1926	1925	Gain	Loss
1,448	1,422	American	8.2	1,292,578	1,176,958	115,620	.....
1,626	1,290	Herald Tribune	11.0	1,718,884	1,304,634	414,250	.....
2,104	1,730	Times	17.6	2,766,530	2,270,346	496,184	.....
1,448	1,266	World	10.2	1,593,758	1,405,354	188,404	.....
948	824	*Mirror (Tabloid)	2.0	309,996	315,396	.....	5,400
1,400	1,140	News (Tabloid)	4.1	636,350	514,062	122,288	.....
1,068	840	*Evening Graphic	1.5	243,650	98,518	145,132	.....
1,150	1,226	*Evening Journal	7.8	1,224,100	1,307,314	.....	83,214
858	822	*Evening Post	3.4	534,900	470,232	64,668	.....
828	778	*Evening World	5.2	820,918	750,896	70,022	.....
1,118	968	*Sun	9.3	1,453,598	1,246,704	206,894	.....
648	636	*Telegram	3.3	511,108	638,330	.....	127,222
1,284	1,162	Brooklyn Eagle	9.2	1,441,888	1,349,864	92,024	.....
764	578	Brooklyn Times	4.0	629,848	446,202	183,646	.....
588	644	Standard Union	3.2	504,414	623,172	.....	118,758
17,280	15,326	Totals		15,682,520	13,917,982	1,764,538 Net Gain	.....

* No Sunday edition.

JANUARY, 1926-1920

	1926	1925	1924	1923	1922	1921	1920
American	1,292,578	1,176,958	1,250,766	982,190	924,126	906,002	1,066,118
Herald	.....	.....	982,140	1,067,368	1,114,138	1,112,868	806,064
Herald Trib.	1,718,884	1,304,634	905,316	839,996	893,498	868,706	855,712
Times	2,766,530	2,270,346	2,138,912	2,086,882	2,023,642	1,811,694	2,040,620
World	1,593,758	1,405,354	1,355,080	1,510,056	1,305,064	1,222,604	1,632,073
Mirror (Tab.)	309,996	315,396	.....	.....	.....	.....	.....
News (Tab.)	636,350	514,062	452,966	311,006	265,384	149,820	†.....
Eve. Graphic	243,650	98,518	.....	.....	.....	.....	.....
Eve. Journal	1,224,100	1,307,314	1,248,352	1,126,730	971,620	847,340	865,610
Eve. Mail	.....	‡‡.....	612,782	539,800	566,972	589,016	561,530
Eve. Post	534,900	470,232	399,278	334,230	413,542	604,842	456,202
Eve. World	820,918	750,896	677,414	792,082	779,408	794,294	801,198
Globe	.....	.....	‡.....	710,604	675,312	651,552	755,722
Sun	1,453,598	1,246,704	1,113,152	873,094	768,406	729,232	922,822
Telegram	511,108	638,330	698,654	530,460	524,604	523,088	740,614
B'klyn Eagle	1,441,888	1,349,864	1,292,608	1,197,284	1,161,450	988,302	1,009,856
B'klyn Times	629,848	446,202	399,796	291,646	300,576	255,156	† .....
Stand. Union	504,414	623,172	634,104	624,640	593,242	654,624	695,880
Totals	15,682,520	13,917,982	14,161,320	13,818,068	13,280,984	12,709,140	13,210,021

† Figures not recorded.
‡ Sun and Globe combined June 4, 1923; name changed to Sun March 10, 1924.
‡‡ Telegram and Mail combined January 28, 1924; name changed to Telegram May 18, 1925.

While all members of the crew stood, Hector Fuller read a tribute to them from the Advertising Club. Capt. Fried later received the original, embossed and framed, and all others received copies with cloth backs.

Those on the dais included James W. Brown, Capt. George C. Carmine of the Coast Guard, Borough President Maurice Connolly, Queens; Patrick Crowley, Capt. J. M. Enochs, F. E. Evans, Mrs. Fried, Joseph Guider, B. E. Haney, Capt. Herbert Hartley of the Leviathan, Frank W. Harwood, Charles D. Hilles, Gilbert T. Hodges, Joseph V. McKee, President of the Board of Aldermen; A. E. McKinnon, E. E. MacNary, Borough President Julius Miller of Manhattan, Capt. J. F. Milliken, Frank Presbrey, Ogden M. Reid and E. L. Stanton.

NEW YORK UNIVERSITY

WASHINGTON SQUARE, NEW YORK

January 27, 1926

The New York Times:

Before my advertising classes, I always present The New York Times as the most typical example of a successful newspaper. It depends upon its news service to hold reader interest more completely than any other publication. It is my feeling that supplying news is the first purpose of a newspaper.

When entertainment features have to be added, it indicates to me that the readers are not held by the primary function which a newspaper should perform. The immense success of The Times seems ample proof that this policy is correct for a newspaper.

Typographically, The New York Times also offers the highest example to be had in newspapers. I have frequently asked members of my class to buy The Times when studying typographical arrangement, the handling of engravings and adaption of art to newspaper advertising.

Very truly yours,
HUGH E. AGNEW,
Professor of Advertising.

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

The Biggest Half of Baltimore

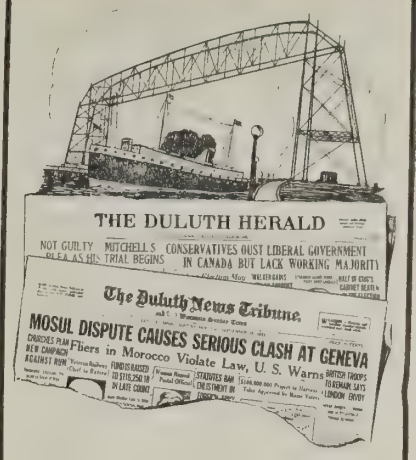
is covered by the combination of The Baltimore News and Baltimore American with a small factor of duplication and rapidly growing circulation. You can either buy these papers separately or in combination.

The News with a 13,145 net paid GAIN for December over the year previous and the American with 15,393 gain for the same period makes the News-American combination 29,038 circulation stronger over a year ago.

THE BALTIMORE NEWS
and
Baltimore American

PAYNE, BURNS & SMITH CO.,
Eastern Representative.

G. LOGAN PAYNE CO.,
Western Representative.



The Plus Plan Is at Work in Duluth

AND now Duluth, Minnesota, has appeared on the Imperial Plus Plan Map. In Duluth the Herald and News Tribune have selected the Plus Plan to service their type metal.

These splendid Minnesota Newspapers are aware of the fact that it's a real economy to have their type metal taken care of systematically. They know that type metal that is maintained to a high standard of efficiency is going to give years more of work than the metal that is permitted to run down and then corrective measures applied. Plus Plan users all over the country have found that the Plus Plan postpones the time when a new supply of metal is needed. These are the economies that have led thousands of publishers to select the Plus Plan.

If you were to go into the shops of thousands of the most progressive and prosperous newspapers in the country, you would find the Plus Plan being used. It fits into the shop plans of the small village weekly and the metropolitan daily equally well. That's why thousands of publishers have subscribed to the Plan.

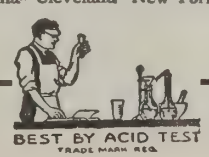
When our representative calls, invite him in and have him tell you about the Plus Plan. He's always willing to give you the benefit of Imperial's experience with type metals.

Imperial METAL

Linotype—Monotype—Intertype Stereotype
Elrod—Ludlow—Linograph—Thompson

Imperial Type Metal Co.

Philadelphia—Cleveland—New York—Chicago



BEST BY ACID TEST
TRADE MARK REG.

PRIZES AWARDED AT ITHACA CONFERENCE

Nelson Antrim Crawford Chief Speaker at Seventh Annual Newspaper Gathering at Cornell University

The seventh annual Newspaper Conference, held at the State College of Agriculture, Cornell University, Ithaca, N. Y., Feb. 12-13, provided helpful study of community newspaper problems for editors and publishers of the State. It was the seventh annual event, held in connection with Farmer's Week. It was decided to hold the 1927 conference in March or April, so it will not come so soon after the annual press association meeting in Syracuse.

A feature of the conference was the award of ribbons by Professor Bristow Adams for excellency among weekly papers in makeup, editorials and local news. The exhibit of papers was the largest yet held and editors had an opportunity to compare their papers with the winners in the various departments.

The winners were as follows:

Front page makeup—First, *Cortland Standard;* second, *Fredonia Censor;* third, *Walton Reporter.* Conservative type of makeup predominated. It was felt that better display of news characterized the papers shown this year, numbering more than 200.

Editorials—First, *Rhinebeck Gazette;* second, *Liberty Register;* third, *Canton St. Lawrence Plain Dealer.*

Local News—First, *Boonville Herald;* second, *Riverhead County Review;* third, *Catskill Examiner.*

Among the daily newspapers exhibited the awards were as follows:

Front Page—First, *Rochester Democrat Chronicle;* second, *Ithaca Journal News;* third, *Geneva Daily Times.*

Editorial Page—First, *Rochester Times Union;* second, *Rochester Democrat Chronicle;* third, *Ithaca Journal News.*

Best farm page—First, *Geneva Daily Times;* second, *Lockport Union Sun and Journal.*

The conference opened Friday with a discussion of news writing schools by Professor Adams. H. A. Stevenson of the MacMillan Company, New York, discussed "What the Farmers Read and Why." Russell Lord of *Farm and Fireside,* New York, discussed agricultural reading matter under the subject of "Tons of Taffy." The afternoon session was taken up by discussion of the newspaper awards. W. A. Gracey of the Geneva Times discussed "The Handling of Farm News."

The banquet in the evening was under the auspices of Sigma Delta Chi, journalism fraternity. Fay C. Parsons of the Cortland Democrat was toastmaster. President Livingston Farrand of Cornell University, in his welcome discussed the progress of the press from early times and the "improvement in tone on the part of the modern press." Professor Martin Sampson, head of the English department at Cornell, also spoke.

Nelson Antrim Crawford, in charge of the Office of Information of the United States Department of Agriculture, formerly of the Department of Journalism, Kansas State Agricultural College, gave the principal address on the subject, "The Press, the Public and Ethical Problems."

Criticism of the press under six specific heads was dealt with by Professor Crawford in his appeal for a clearer interpretation of American life and realities. These points were: inaccuracy, lack of proportion, sensationalism, suppression of news, coloring of news, and failure to present a clear picture of life.

Frederick H. Snyder, representing the Press Congress of the World, following a conference with Professor J. O. Simmons of the Department of Journalism at Syracuse University, secretary of the American Association of Teachers of Journalism, discussed the subject of the Congress to be held this year at Geneva, Switzerland, Sept. 14-18, and invited those present to attend.

The final session of the conference Saturday morning was opened by David S. Cook of the office of publication, state college of agriculture, who led discussion of "Quality in News." Jay W. Shaw, secretary of the New York State Press Association, described the progress of the organization of 230 members and its aims. Ross W. Kellogg, director of the Empire State School of Printing at Ithaca, told how that organization turns out trained printers and linotype operators, following which many editors went to Ithaca to inspect the school in operation.

OPERA WIRED FROM STAGE

Charles Talley Clicks Out Story of His Daughter's Metropolitan Debut

A former Associated Press telegrapher, Charles M. Talley, played a part in the debut of his daughter Marion Talley, 19, as Gilda in "Rigoletto" in the Metropolitan Opera House, New York, Feb. 17.

Just as the second act ended Miss. Talley's father was brought back-stage for a bit of cermony planned many hours in advance. It had been arranged that the story of his daughter's début should be sent by the Associated Press direct from the opera house. It was the first time an opera had been reported directly by telegraph wire from the wings. Marion's father is a former Associated Press telegrapher.

When "Rigoletto" was half way through, Mr. Talley, seated at the sending end of the wire 20 feet away from the scene of his daughter's performance, sent the first words that told "back home" the successful fulfillment of his dreams.

Among the flowers sent to the singer was a bouquet from the telegraph operators of the New York office of the Associated Press, with a note wishing "success to the daughter of Charles M. Talley." The operators' action was initiated by Joseph M. Finnerty, an operator who has been with the local office for 35 years.

Miss Vina Lindsay of the *Kansas City Journal-Post* attended the debut for her paper.

TAB STAFF REORGANIZED

Hatch Managing Editor, Hewson G. M., of Vanderbilt Miami Tabloid

Reorganization of the staff *Miami* (Fla.) *Illustrated Daily Tab,* Vanderbilt tabloid, was announced this week.

Executives in charge are: Marion Hatch, managing editor; H. L. Hewson, general manager; J. D. Holbrook, auditor; Ralph Glover, advertising manager; and J. E. Seegers, circulation manager.

Ocala Daily to Start in March

The *Ocala* (Fla.) *Central Florida Times,* a new seven-day newspaper is being organized to begin publication in March. It is planned to publish 16 pages daily and 32 on Sunday. A building and printing equipment has been purchased. Charles Johnson will be managing editor.

DAILY SPONSORS "KNOW TENNESSEE" CONTEST

$1,100 in Prizes and Cups Offered by Nashville Banner for Best Orations—Other Dailies Assisting

A "Know Tennessee" oratorical contest with $1,100 in prizes was announced Feb. 12 by the *Nashville* (Tenn) *Banner* after a preliminary state publicity campaign of several months' duration. The plan announced by the Banner contemplates divisional contests in East, Middle and West Tennessee on March 15, sponsored by several newspapers of each section, and conducted through the medium of Chambers of Commerce and luncheon clubs. A final contest will be held in Nashville on March 20, when the two winners of each of the three divisional contests will compete.

First prize will be $500 in gold and the Nashville Banner Trophy, a $125 silver loving cup. Second prize will be $250 in gold. Three $75 loving cups will be awarded to the divisional winners. All of the prizes will be given by the Banner.

The divisional contests to select speakers for the finals will be sponsored by the *Knoxville Sentinel, Chattanooga News* and *Bristol Herald Courier* in East Tennessee; the Banner and the *Clarksville Leaf-Chroncile in* Middle Tennessee; and the *Jackson Sun* in West Tennessee. A great deal of publicity favorable to Tennessee is expected to develop from the contest. It is believed by the Banner that public interest will justify featuring of the prize-winning "Know Tennessee" oration in every paper in the state. A mass of information relative to the resources of Tennessee, gathered by the Banner during the past year, will be made available to all individuals and clubs entering speakers in the contest. The promoters of the contest believe it will result in acquainting every Tennessean with the essential "talking points" of a true Tennessee booster.

Smith Heads New Weekly Group

Ed Smith, publisher of the *Winterset* (Ia.) *Madisonian,* former state senator, was elected president of the new Iowa Associated Newspapers at the first annual meeting in Des Moines recently. Don L. Berry, editor of the *Indianola Record and Tribune* was elected secretary. The association is to promote national advertising in the country weeklies.

Sutlive Buys Blackshear (Ga.) Times

W. Kirkland Sutlive, son of W. G. Sutlive, managing editor of the *Savannah* (Ga.) *Press* has purchased the *Blackshear* (Ga.) *Times,* weekly, from Jack Williams, publisher of the *Waycross Journal-Herald.* Mr. Sutlive, has resigned from the *Daytona* (Fla.) *Journal* to take charge of the Times. He formerly was city editor of the *Americus* (Ga.) *Times Recorder.*

Mills to Comply with Law

Prosecution of Wisconsin paper mills for pollution of streams in violation of the state law has been avoided by the formation of a co-operative committee of the paper industries, the state board of health, and the federal forest products laboratory at Madison, Wis.

Many pairs of pressed trousers haven't a nickel in their pocket.—*Rutland Herald.*

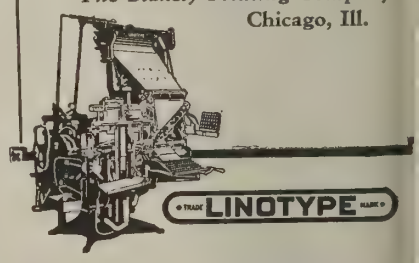
From the Linotype Mailbag

MODEL 25

"very satisfactory for work requiring mixed lines".

"We have found that the two Model number Twenty-fives, which have been a part of our Linotype equipment for the past several months, are very satisfactory machines for work requiring mixed lines. As you know, our equipment of 12 Linotypes is comprised of 9 number Eights; one number Fourteen and two number Twenty-fives, and our experience has been that this combination of machines is very elastic and very efficient."

The Blakely Printing Company
Chicago, Ill.



Positively!

the only logical newspaper to cover Montgomery county, Pennylvania, is the

Norristown Times Herald

National Representative
Paul Block, Inc.
Philadelphia, New York, Chicago, Boston, Detroit.

NOW is the time to sell Northern Ohio

—concentration, at ONE cost means a greater impression. Follow the National advertisers who use the Plain Dealer ALONE to do it.

The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it

J. B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 360 N. Mich. Ave., Chicago

The DES MOINES CAPITAL

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best Advertising buy in the mid-west.

O'Mara & Ormsbee
Special Representatives

The DES MOINES CAPITAL
Lafayette Young
Publisher

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

LETTERS FROM OUR READERS

An Easily Scotched Evil

MANCHESTER, Conn.

To EDITOR & PUBLISHER: I have the greatest of respect and admiration for the EDITOR & PUBLISHER and for the work it is doing in the interests of the newspapers. Your work on the "free publicity" evil has been an eye-opener, and as a result of your campaign, we have cleared our daily of every line of the stuff.

I am writing you in regard to another evil which, I believe, you can give publicity to and receive an appreciable response. There are several advertisers, especially in the smaller cities and towns, who realize that newspapers are the best advertising mediums. However, they don't want to pay the price. These same advertisers have circulars printed, go to the newsdealers throughout the city, and pay to have their circulars placed in all the newspapers. We have forbidden newstands to place such circulars in our issues, threatening to withdraw our circulation from the stands if it is done.

But the newsdealers insert these circulars in New York, Boston and Hartford papers circulating here, and are paid for so doing. It seems to me that is illegitimate. These piker advertisers are benefiting by outside paper circulation at absolutely no revenue for these New York and Boston papers.

It strikes me that the circulation managers of these outside papers could do all papers a good turn by simply informing all newsdealers that they must not insert circulars in their newspapers. It would simply force the pikers to either abandon this illegal means of circulating their advertisements, or do as they ought, advertise in the newspapers.

RONALD H. FERGUSON.

Fire Insurance Advertising

NEWARK, N. J.

To EDITOR & PUBLISHER: At the suggestion of Frederick N. Sommer Advertising Agency of Newark, I am writing to comment briefly on the editorial "Advertising Opportunity" in your issue of Jan. 23.

It is a fact, as you point out, that "the average man buys fire insurance wholly on faith." He takes what the agent offers, usually without question or scrutiny. Often he doesn't even know the name of the company in which he is insured. It is also true, as you further remark, that "Companies that have special advantages to offer rarely advertise the fact, and this vast business, so far as the average citizen is concerned, is done in the dark." This peculiar situation in the fire insurance field, as you suggest, offers to independent fire insurance companies, out to cover the field in a great way, an unusual opportunity to employ newspaper advertising for the purpose of educating insurance buyers.

The Guaranty Fire Insurance Company of New Jersey is an independent company, has special advantages to offer, and proposes to advertise this fact extensively through the medium of the newspapers. Instead of depending on the usual agency and brokerage channels for the purpose of reaching the public and attracting business, this company will employ chiefly mail and advertising methods.

The special features of the Guaranty Fire Plan which it will bring to the attention of the public by means of mail and newspaper advertising are, in brief: (1) It deals direct with its policyholders—not through agents and brokers: (2) It writes only buildings under fire department protection, and accepts no insurance on mercantile stocks or contents involving a "moral hazard"; (3) It gives its policyholders a large share of the savings guaranteed by this plan of direct-dealing and selective writing in the form of a 25 per cent reduction of their premium rates; (4) It admits its policyholders to ownership in the company and participation in its profits by permitting each policyholder to invest his insurance saving for the first year in the stock of the company.

The economy of the direct-dealing method should make an instant appeal to insurance buyers. Everyone knows that the acquisition cost under the agency system is grossly excessive. This admitted evil is the subject of anxious discussion at gatherings of insurance executives and conventions of supervising officials. The average commission and agency expense for stock fire insurance companies amounts to approximately 25 per cent of the premiums year after year. That is, 25 cents of every $1.00 of premium paid for fire insurance is spent by the companies simply to get the business on their books. On certain lines of business much higher rates of commission are frequently paid. In some cities the companies are now paying commissions of 40 per cent or more. A former insurance superintendent of one of the large states informed the writer that he had seen instances of commissions of 80 per cent in the reports of stock fire insurance companies made to his office.

In consequence of the high commissions paid by stock fire insurance companies, their operating expenses consume nearly one-half of the premiums. No intelligent person can deny that so high a ratio of operating expense to income is an unhealthy condition in any business. In the year 1924 the ratio of management expenses to premiums on all the business written by stock fire insurance companies was 46 per cent. The ratio of losses to premiums was 53 per cent. This left an indicated underwriting profit of only 1 per cent. It thus appears that the companies spent almost as much for operating expenses as for losses. In terms of dollars and cents, this proportion of expenses to losses means that it cost about 87 cents to pay $1.00 of losses in the fire insurance business. Obviously, this is grossly excessive. To put the matter differently, the companies are charging the public about $1.89 for $1.00 fire insurance protection. Clearly this is most exorbitant.

The direct-dealing plan of the Guaranty Fire Insurance Company eliminates the usual commission and agency expense, reduces acquisition cost to a minimum, and passes on the saving to the public in the form of a 25 per cent reduction from the usual tariff rates. It is believed that the public will appreciate this advantage when it is properly presented through systematic mail and newspaper advertising. The problem of the Guaranty Fire in reaching the public and building its business is really one of judicious advertising. The directors of the company recognize this fact, and have arranged for the expenditure of $200,000 in advertising the Guaranty Fire Plan.

Thinking that this statement may be of some interest to you and to your readers, in the light of your recent editorial, I remain,

F. SPENCER BALDWIN,
President.

One Girl Equals Twin Boys?

WORCESTER, Mass.

To EDITOR & PUBLISHER: I am in receipt of my EDITOR & PUBLISHER for Feb. 6 and I am surprised, astounded, astonished, perturbed, confounded and bewildered to learn, under the head of "Folks Worth Knowing," or "Special Editions," or "Week's Ad Tips," or some such column, that Mrs. Sibley (the wiff) and I are the proud parents of twin boys.

Sir, they may be worth knowing, but I don't know them. They may be ad tips, but the tipsters are wrong. They may be special editions, but I don't think so.

Furthermore, sir, as far as I am able to learn through close association with all the facts, including one hospital bill and one physician's statement (paid), they ain't twins. She's a girl! And there's only one of her!

I demand a recount.

ROBERT B. SIBLEY,
Police Reporter, Worcester Post.

Omniscient Uncle Sam

CANAAN, Conn.

To EDITOR & PUBLISHER: I read in EDITOR & PUBLISHER recently of a subscriber who paid a bill 46 years old. This reminds me of a little incident that occurred while I was employed on the *Litchfield* (Conn.) *Enquirer* several years ago. Little attempt was made there to collect from subscribers who ignored bills sent out annually, and if the subscriber happened to be classified as "good" in the estimation of the editor, the subscription might never be paid.

One such subscriber, as I now recollect, was a "good" one and owed for about 25 years. She spent her summers in Litchfield and lived in New York during the winter months. Finally "30" was written after her name and the Enquirer failed to take her name from the mailing list. Several weeks later we received word from the New York post office to the effect that if we would attach a one-cent stamp the paper would be forwarded to the lady's address!

I've often wondered how they knew which way she went!

ALBERT W. KROUSE.

Four Generations Here?

ADRIAN, Mich.

To EDITOR & PUBLISHER: I must correct your impression expressed in the concluding sentence of an item in EDITOR & PUBLISHER for Feb. 6, page 12, and headed "Three Generations Publish Paper."

The *Jeffersonian Democrat* (Brookville, Pa.), one of the oldest and best weekly newspapers in western Pennsylvania, was purchased shortly after the Civil War by Major John McMurray, who published the newspaper for at least 30 years. Upon his death the business was conducted by his sons, Harry and Archie McMurray. Upon the death of Harry McMurray, his two sons, John J. and Eugene, purchased Archie McMurray's share, and are now conducting the newspaper. It is now and has been constantly improving.

Looking into the future I believe it is safe to predict that a fourth generation will eventually publish and edit the paper as Eugene has two sons who have already succumbed to the smell of printers' ink.

JOHN L. SHIELDS.

$37,000 Northwest Ad Campaign

Northwest cities will again be linked in advertising copy to start in March and attract the Maytime tourists to the "Evergreen Playground," which includes Seattle, Bellingham, Tacoma, and two British Columbia cities—Vancouver and Victoria. There will be $37,000 spent in the joint publicity campaign. An effort will be made to have the Alaskan tourist stop in the Northwest enroute to the Northland. At the recent meeting at Vancouver, Harold Crary of Seattle was elected secretary treasurer. The name of the association backing the campaign has been changed to Puget Sounders and British Columbians, Associated.

Halifax Weekly Suspends

The *Halifax Nova Scotia Weekly Chronicle,* ceased publication Feb. 12, all present subscribers receiving the *Weekly Nova Scotian* for the balance of their subscriptions.

Webb Joins Imperial Type Metal

John O. Webb, former representative of the Intertype Corporation in Maine, New Hampshire and Vermont has been appointed New England representative of the Imperial Type Metal Company, Philadelphia, with headquarters at Boston, 113 Lincoln street. H. W. McGrath, former New England representative, is now with the Cleveland office of the company. Robert L. Fitzgerald has been named Southern representative with hearquarters at New Orleans.

Canadian Dailies Issue Survey

The Canadian Daily Newspapers Association, Inc., recently issued another survey of their "Markets of Canada" series under the title "Zone 1: Maritime Provinces of New Brunswick, Nova Scotia, Prince Edward Island." "Zone 2: The Quebec Market," and "Zone 3: The Ontario Market," have already been issued.

Do you know what percentage of errors are made in your Composing Room?

We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.

Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.

When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.

Matrix Contrast Corp.
33 W. 42d St., New York City

You Know
It's
The Beacon Journal
In Akron, Ohio

No one disputes that fact. But do

You Know

that business is booming in Akron—that the factories are working three shifts—that every one is buying what they want, as well as what they need. Money is plentiful—business is good.

Run Your Campaign in a Live Paper, in a Live City.

ONE-PAPER HOMES

Usually, when a family takes only one newspaper, that one is the EVENING paper.

In

Charleston, West Virginia there are

5,464 HOMES

where the only paper is

THE DAILY MAIL

National Representative
The Devine-MacQuoid Co., Inc.
New York Pittsburgh Chicago

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6th floor OCCIDENTAL BLD
INDIANAPOLIS, IND.

Do You Know?

that Washington, D. C., has a larger population than nine entire states—and is so concentrated that you can completely cover the purchasing public wtih ONE newspaper.

The Evening Star.

with Sunday morning edition.

Washingtonians are gainfully employed —and can afford to spend.

New York office—110 E. 42nd St.
Dan A. Carroll
Chicago office—Tower Building
J. E. Lutz

Say the word—and we'll make it our business to increase your business.

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors.
Packard Building Philadelphia

America's Complete Newspaper

New York
Herald Tribune

WEEK'S AD TIPS

George Batten Company, 332 South Michigan avenue, Chicago. Preparing copy for small list of newspapers for the advertising of French Carbon & Battery Company of Madison, Wis.

Chappelow Advertising Company, 1709 Washington avenue, St. Louis. Now handling account of Woodward & Cochey Mfg. Company, Chicago.

W. K. Cochrane Company, 30 North Michigan avenue, Chicago. Sending out schedules of two and a half pages on General Motors Truck Company of Detroit.

Conover-Mooney Advertising Agency, 111 West Munroe street, Chicago. Placing renewals on the Cudahy Packing Company.

Dorrance, Sullivan & Company, 130 West 42nd street, New York City. Placing account of the George W. Childs Cigars for the American Cigar Company.

Eddy & Clark, Inc., Akron Savings & Loan Building, Akron, Ohio. Has secured account of the India Tire & Rubber Company, Akron.

Charles C. Green Advertising Agency, Inc., Estey Building, Philadelphia. Has secured account of E. F. Gillespie & Company, Inc., investment securities, Philadelphia and New York.

Henri, Hurst & McDonald, 58 East Washington street, Chicago. Preparing a list on Marqueete Cement Company of Chicago.

John S. King Company, Inc., 1220 Huron road, Cleveland. Has secured the following accounts. Calrence H. Collings Company, Cleveland, marble tiles; Cleveland Household Supply Company, Cleveland, distributors of Cleveland chinaware; Independence Nurseries, Independence, O.; The Vreelands, Cleveland, manufacturers of hairerbs. C. A. Brinkman, formerly with the agency of Fuller and Smith, Bulkley Bldg., Cleveland, has succeeded J. P. Garvey as vice-president and general manager of the John S. King Company.

Kirtland-Engel Company, 646 North Michigan avenue, Chicago. Sending out copy on the Manhattan Soap Company.

Thomas F. Logan, Inc., 680 Fifth avenue, New York. Placing account of Edward Miller & Company, Meriden, Conn., manufacturers of lamps and lighting fixtures.

Potts-Turnbull Company, 6 North Michigan avenue, Chicago. Sending out renewals on the Portland Cement Company of Chicago.

Stewart-Davis Company, 400 North Michigan avenue, Chicago. Placing contracts and schedules on the Stearns Electric Paste Company.

G. Lynn Sumner Company, Inc., 41 East 42nd street, New York. Now hanlding account of Amory, Browne & Company, Boston.

O. S. Tyson & Company, Inc., 32 Park Place, New York City. Now handling account of J. H. Bunnell and Company, New York, manufacturers of electrical specialties.

Nebraska Editors Meeting Feb. 25

The 53rd annual meeting of the Nebraska Press Association will be held in Hastings, Feb. 25. Ole Buck, Harvard, secretary of the association, is in charge of the program. Frank O. Edgecombe, blind editor of the *Geneva Signal* and president of the National Editorial Associaton; Myra Thorngate; W. T. Belt, president of the Northwestern Bell Telephone Company and W. V. Tufford, secretary of the Inland Daily Press Association are scheduled speakers. Round table discussions of publishers' and editors' problems will be held. J. G. Allen, York, is president of the association.

SOUTHERN IS PRESIDENT OF INLAND PRESS

(*Continued from page* 11)

'procuring' or pandering that may have been all right in the underworld in the old days, but it has no place in our economic life today.

"The glib-tongued oily-haired gentry that brazenly go about telling how they can get their stuff in the news columns of the press without paying for it, are no better than the burglar that goes into your business office and cracks your safe, for he's stealing from you the only thing you've got that has any intrinsic value—your news space, and burglary is burglary wherever you find it."

John F. D. Aué, publisher of the *Burlington* (Ia.) *Hawk-Eye* discussed the farm situation, declaring that the time has arrived when the farmer must get the same square deal in business that the Eastern manufacturers are receiving.

"As matters now stand, the Iowa farmer sells everything on the open market and buys everything on a protected market and it doesn't work," he declared. "It is therefore necessary that the other industries be brought down to somewhere near the level of the farming industry or the farming industry must be raised to somewhere near the level of the other industries or the farmers cannot be happy."

"Scientific Newspaper Management" was the topic of W. R. Ronald publisher of the *Mitchell* (S. D.) *Evening Republican.* Scientific management requires first of all a cost accounting system so efficient that a publisher can pre-determine costs and income, he declared. This must be accompanied by a strict budget system, both as to expense and revenue.

"I maintain that there should be no confusion whatever between the cost of the advertising portion of the newspaper and the reader portion of it," he stated. "It is sound cost accounting to require the reader to pay only for his part of the newspaper and once this is accomplished, an increase in circulation may be made at going subscription rates with a profit upon the individual subscription. In our case, we are able to show a margin of over 100 per cent over cost of handling an additional mail subscription and this is one of the reasons why we have been able to develop our circulation so successfully. We used no spectacular methods but we were proceeding on the basis of cost and revenue and that is, of course, the surest ground that could be provided."

Mr. Ronald's Evening Republican is said to be the only newspaper in a town of 10,000 having a circulation in excess of 10,000.

Women love a paper which serves them as a trade journal in their home-keeping, Mrs. Florence Riddick Boys, wife of Samuel E. Boys, publisher of the *Plymouth* (Ind.) *Evening Pilot,* told Inland members.

"They are constantly on the lookout for new ideas which will help them make their homes more beautiful, dress the children with more taste and economy, feed the family more wholesomely, save backaches and steps in laundry and kitchen, and make life finer and more worthwhile," she said.

"If a woman likes a certain paper, that paper is likely to become the home paper. In four cases out of five, the woman decided which shall be the home paper. The average man is good to his wife. What she wants for the home, she gets.

"What every paper craves is to become the 'home paper,' a situation which does not just happen, but is brought about. The 'home paper' is the one which is interesting to the woman in the home."

Tuesday's luncheon turned into a celebration in honor of E. P. Adler of the Lee Syndicate, and publisher of the *Davenport* (Ia.) *Times,* a former president of Inland, who recently celebrated his twenty-fifth anniversary with what has since become the Lee Syndicate. Speeches were made by J. F. D. Aue, publisher of the *Burlington* (Ia.) *Hawk-Eye,* by I. U. Sears and Frank Burgess, the latter two of the Lee Syndicate. Mr. Adler responded.

Eight new members were admitted to the association. They are: Preston F. Grandon, *LaSalle* (Ill.) *Daily Post;* A. C. Batdorff, *Traverse City* (Mich.) *Record-Eagle;* T. E. Nowels, *Colorado Springs* (Col.) *Gazette and Telegraph;* Harlan G. Palmer, *Hollywood* (Cal.) *Daily Citizen;* Earl R. Chapman, *Kalamazoo* (Mich.) *Gazette;* R. W. Monfort, *Hartford City* (Ind.) *Times-Gazette;* W. Laurence Dickey, *Kansas City Journal-Post;* Forrest Richmond, *Toronto City* (O.) *Tribune.*

The following vice-presidents were elected:

Canada: H. B. Burgoyne, *St. Catharines* (Ont.) *Standard.*

Illinois: Verne E. Joy, *Centralia Sentinel.*

Indiana: J. F. McDermond, Jr., *Attica Ledger-Tribune.*

Iowa: James R. Rhodes, *Newton News.*

Kansas: Charles F. Scott, *Iola Register.*

Kentucky: J. L. Roth, *Paducah Sun.*

Michigan: G. H. D. Sutherland, *Ludington News.*

Minnesota: W. F. Henry, *Duluth Herald.*

Missouri: W. C. Van Cleve, *Moberly Monitor-Index.*

Nebraska: Ray W. Hammond, *Fremont Tribune.*

North Dakota: N. B. Black, *Fargo Forum.*

Ohio: J. A. Chew, *Xenia Gazette-Republican.*

South Dakota: W. R. Ronald, *Mitchell Republican.*

Wisconsin: F. R. Starbuck, *Racine Journal News.*

T. O. Huckle, business manager of the *Ypsilanti* (Mich.) *Ypsilantian-Press,* was elected to the board of directors to fill the unexpired term of E. J. Ottaway, resigned. Other directors elected for three year terms were: C. J. Robb, *Michigan City News;* A. M. Snook, *Aurora Beacon;* J. E. Campbell, *Owosso* (Mich.) *Argus Press.*

To Fiddle in Chicago

The *Chicago Herald & Examiner* is to hold an oldtime fiddlers' contest March 1 and 2.

TAMPA MORNING TRIBUNE
"So. Florida's Greatest Newspaper"
Established 1894
CIRCULATION
SUNDAY..59,202 DAILY..34,321
In addition to complete coverage in Florida's industrial and commercial city, the Tribune covers 190 cities and towns in twenty-four South Florida counties—the heart of the most rapidly growing and wealthiest section of Florida. This territory includes the rich industrial citrus, phosphate and truck-raising district of the State.
The Tribune stands TWELFTH among the newspapers of the United States in volume of advertising printed during the year 1925—21,650,678 lines.
Only one New York newspaper and only one Chicago newspaper printed more advertising in 1925 than the Tampa Tribune
The S. C. Beckwith Special Agency
National Representatives

Buffalo, The Wonder City of America
Buffalo—A Profitable Market for Advertisers
Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the
BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo homes
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y. Lytton Bldg. Chicago, Ill.

have you been following the remarkable growth of the Detroit Times

Item-Tribune
MONDAY-EVENING-SUNDAY
COMPLETE COVERAGE
at one cost
95,000 circulation—20c a line week-days
Cover New Orleans At ONE Cost

Largest Evening Circulation in Largest Market
For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.
NEW YORK JOURNAL
America's Largest Evening Circulation and at 3c a copy

Texas Means Prosperity
The Dallas News gained nearly a million lines of advertising in 1925.
Most of the other Texas newspapers made substantial gains.
1925 was a splendid year in Texas. 1926 promises still better things.
THE DALLAS MORNING NEWS

first! in OHIO
21,544,376 Lines
Dispatch advertising record for 1925 which was the greatest year in Dispatch history. This newspaper led all other Columbus newspapers combined by 3,680,065 lines and was first in the state of Ohio leading the second paper by 2,648,383 lines.
NET PAID CIRCULATION
CITY 54,651
SUBURBAN 26,637
COUNTRY 22,238
Total Circulation.....103,526
Columbus Dispatch
OHIO'S GREATEST HOME DAILY

HYDRAULIC MAT PRESS IS PERFECTED

Four Metropolitan Newspapers Install Machine Made By American Birotadruck Co. in Elkhart, Ind.

A newly developed hydraulic press for molding newspaper matrices was announced this week by Samuel P. Weston, president of the American Birotadruck Company, New York, which, organized last May, has obtained the exclusive North American rights to sell and manufacture the machine and press process, a German-Austrian invention.

Announcement was withheld until this date, Mr. Weston informed EDITOR & PUBLISHER, in order to allow his company opportunity to improve upon the original invention and establish its manufacture in this country. The company is operating a factory in Elkhart, Ind., he said, and orders are now being received.

The machine employs direct pressure on either wet or dry mats rather than the roller method now in common use, Mr. Weston explained. One outstanding feature, he claimed, is that the pressure obtained is constant, with no distortion and no slip. In normal use, the machine will exert a pressure of a ton and a quarter per square inch over a type page.

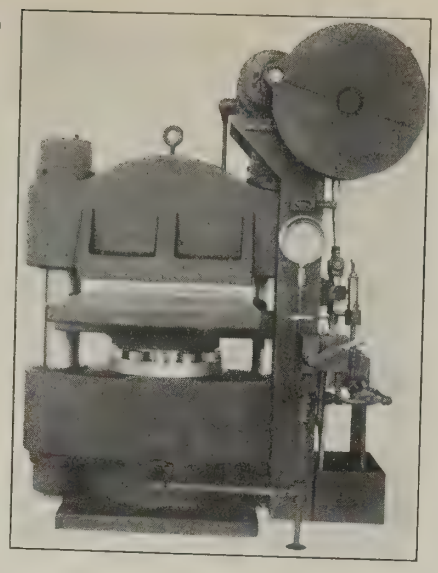
"Since the pressure is direct", Mr. Weston asserted, "there is no possibility of breaking down the type. In other words, in molding a mat the machine makes an absolute die of the type or photo-engraving. This die is very deep and sharp cut, and, as a result, the life of a plate on the press, we estimate, is from 25 to 50 per cent longer than that from an ordinary stereotype plate."

Mr. Weston is of the opinion that the Birotadruck process shows particularly good results in making matrices of half-tones and of small type on tabular pages, such as market reports and classified.

"The time element for matrice-molding is slightly faster than the present method", he declared. "The cost of operation is no greater and probably less, since only a two-horsepower motor is used."

The manner in which the new machine was developed and brought to this country is described by the company as follows:

"Great development in daily newspaper half-tone printing has taken place in Europe. The most effective of these methods is the "Birotadruck" process developed by Max Thiele, a trained newspaper engineer, in charge of mechanical operation of the *Hamburg Nichrichten.* Thiele experimented for ten years to perfect a method of printing illustrations in the daily newspapers which meets the best time requirements of newspaper work and does not involve fundamental changes in present mechanical practices or modifications on the printing presses. Three years ago the process was perfected and is now being used in upward of 30 newspapers in Continental Europe. Engineers and representatives of the American Birotadruck Company were sent to Hamburg to report on the process and to witness trial demonstrations under actual working conditions. Contracts were closed giving the American Birotraduck Company exclusive rights for the sale and utilization of the process and for the manufacture and sale of the press in North America.



New hydraulic matrix press which eliminates roller

"A Thiele matrice press was shipped to New York and erected in the plant of the *New York Herald Tribune,* and Mr. Thiele, the inventor, was brought to New York by Mr. Weston to demonstrate his process and prove it under American newspaper working conditions and practices. After a demonstration covering several weeks the Thiele hydraulic mat press and Birotadruck process was purchased by the Herald Tribune.

Other instalations have been made by the *New York Times, Boston Globe,* and the *Dallas News.* Arrangements are now being made to set up the machine in the plant of the *Cleveland Press* and several other large offices.

Associated with Mr. Weston in the company are A. B. Caldwell, of the A. B. Caldwell Company, Chicago; A. D. Greenleaf, owner of the *Elkhart* (Ind.) *Truth,* and president of C. G. Conn, Ltd., makers of musical instruments; and W. H. Foster, of the Foster Machine Company.

BUILDING GOOD WILL FOR TRACTION COMPANY

(*Continued from page 9*)

either direction, one wonders at its volume.

"But on a single loop street at the same time and in the same direction, three times as many people go home by street car.

"The out-bound automobiles find 40 feet of boulevard too narrow. The street cars share with other vehicles a strip of street 9 feet wide.

"The fact that 80 per cent of ail riding in the city is on Surface Lines is due to this superior efficiency of street cars.

"Although they are the backbone of local transportation they are but 10 per cent of the vehicles in the streets. They interfere least with other traffic, are safest, most convenient and comfortable.

"And if street car passengers could have reasonably free use of the tracks they are required to lay, pave and maintain, efficiency and speed of operation could be increased.

"One street car gives more service than 35 automobiles."

Vast numbers every where must rely upon street cars for long distance hauls. What traction companies wish above everything else is that their public be made to realize the necessity of expediting movement along their tracks. Obvious, but seldom considered, is the sentiment in this advertisement of the Chicago Surface Lines:

"A balky automobile or a broken-down truck on a street car track often delays 50,000 people in reaching their destinations.

"Parking along the curb on narrow streets forces automobiles, trucks and horse-drawn vehicles to use the car tracks.

"The street car line—laid, paved and maintained by car riders—occupies but 9 feet of street space in each direction.

"Yet along this 9-foot strip on a single street, three times as many people ride as are carried in one direction by all the automobiles using a 40-foot strip of Michigan Boulevard.

"Three-fourths of all riding is on street cars.

"The boulevards, however, are free from parking and are preferred rights-of-way, while car line streets are cluttered with standing automobiles and are not favored in right-of-way regulations.

"Here is an opportunity for reform which will be of the greatest benefit to transportation and to the overwhelming majority of the people."

In conclusion, it is interesting to consider the Chicago Surface Lines' use of newspaper space as an advanced development of public utility advertising which is coming into increasing favor. Telephone companies have now for several years realized the advantages in informing their patrons of their difficulties and also of their accomplishments in the face of these difficulties. Railroads talk to passengers through advertising columns and are saved from uninformed criticism.

Now, one wonders, why throughout the country do not the traction lines realize from the steps taken by the Chicago pioneers?

A. A. C. W. Speaker Named

Sir Henry Thornton, president of the Canadian National Railways, has accepted the invitation of the Associated Advertisnig Clubs of the World to address the 22nd annual convention to be held in Philadelphia, June 19-24. The invitation was tendered through the Publicity Club of Montreal. H. H. Charles, New York, is chairman of the convention program committee.

GALLI-CURCI'S
ADVENTURES ! 'ROUND THE WORLD

The most vivid series ever offered

Eight Big Sunday Pages

Wire collect for territory

COSMOS NEWSPAPER SYNDICATE INC
Covering the World
NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO EMPLOYERS.

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and New Rochelle and The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

MICHIGAN
and the
BOOTH NEWSPAPERS
THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES
The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News
National Advertising Representatives
I. A. KLEIN, 50 East 42nd St., New York City
J. E. LUTZ, Tower Building, Chicago, Ill.

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined.*
THE PITTSBURGH PRESS
A Scripps-Howard Newspaper
Member of the A. B. C.

Dominant in the rich Louisville field
The Courier-Journal
THE LOUISVILLE TIMES
Represented Nationally by
The S. C. BECKWITH Special Agency

EVENING HERALD
Los Angeles, Calif.
Gained 7,505 Daily Average Circulation
Sworn Government Statement, Six Months ending Sept. 30, 1924, 174,280 Daily. Six months, Ending Sept. 30, 1925, 181,785 Daily. Increase in Daily Average Circulation, 7,505.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
W. Moloney, 604 Times Bldg., New York.
Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

NEWSPAPER SUPPORT OF THRIFT WEEK PRAISED

Speakers at Lewisohn Luncheon Emphasize Part Played by Press— To Raise $100,000 for Next Year's Work

Newspaper and magazine editors and publishers voiced their endorsement of National Thrift Week at the tenth anniversary thrift luncheon, held on Feb. 15 at the Bankers' Club, New York. The 30 or more persons who attended were the guests of Adolph Lewisohn, and chairman of the National Thrift Committee.

Among the newspaper men present were B. C. Forbes, publisher of *Forbes' Magazine;* H. A. O'Donnell, assistant business manager of the *New York Times,* representing Louis Wiley, business manager; and James W. Brown, publisher of EDITOR & PUBLISHER.

"I am glad of this opportunity to commend the educational campaign carried on by the Y. M. C. A. in behalf of thriftiness among young men and to commend Mr. Lewisohn's leadership in it," Mr. Wiley said in a letter read to the guests by Mr. O'Donnell. "There is probably no leader in any activity of American life who has not in youth practiced thrift and often careful economy.

"Thrift does not consist alone in the saving of money. There may be thriftiness in the expenditure of time, in obtaining an education. The dictionary defines thrift as 'care and wisdom in the management of one's resources.' This may also be defined as care and wisdom in the management of one's life. Good management of life and career makes a useful citizen and a citizen cannot be of the greatest use unless he is prosperous in a financial way, having an income sufficient to allow him to devote thought to the useful application of his leisure time without concern over the necessities of life.

"I wish you ever success in your campaign and am confident that good results will follow.

Visitors from Washington, D. C.; Trenton, N. J., and New Haven, Conn., in reviewing their local Thrift Week activities of this year, said that the newspapers in all cases had been cordial and had lent willing support to the movement.

Mr. Brown, commenting on this part played by the press, said he regarded it as indicative of good business sense as well as high idealism on the part of editors. Thrift Week, he said, offers an opportunity for editors, not only to champion a worthy cause, but also to establish closer working relationships with their business departments.

Other speakers were William E. Knox, president of the Bowery Savings Bank, and Dr. J. A. Stevenson, vice-president of the Equitable Life Assurance Society.

It was decided at the luncheon to undertake the raising of $100,000 for the tenth anniversary thrift program next season.

B. H. Fancher, president of the Fifth Avenue Bank, was appointed chairman of a temporary committee to create an enlarged organization.

One of the 1926 features was a national essay contest among high school children on "The Many Sided Franklin." The chairman of the Board of Judges for this contest is Dr. Talcott Williams, director emeritus of the Pulitzer School of Journalism at Columbia University. Among others serving with him on the board is John Clyde Oswald, publisher of *The American Printer.*

NEW CORRESPONDENT COURSE

"Home Training in News Writing" Offered by Newspaper Institute

Offering a new correspondence course in journalism, the Newspaper Institute of America has been founded and incorporated under the laws of the State of New York.

James McAlpin Pyle, of the law firm of Pratt & McAlpin, 120 Broadway, and a former associate editor of the *Harvard Law Review,* is president of the organization. The author of the course which is described as "a home training in practical newspaper writing" is Carrol Baker Dotson, a New York newspaper man. Roy Leighton Manker, formerly president of the Palmer Institute of Authorship, of Hollywood, Cal., up to this week sales and advertising manager, has resigned on account of ill health. Mr. Dotson is vice-president.

"We employ what we call the Copy Desk Method," explained Mr. Dotson. "Ours is not the conventional reading course. Along with his text studies, the student is required to learn to write by writing. His work will be treated exactly as it would be prepared for publication at any New York City copy desk. Principle and practice will go together.

"We base our training on New York newspaper practice because the thing toward which all newspapers strive is most graphically exemplified by the journalism of the metropolis."

Nine other New York newspaper men have contributed lecture material to accompany the author's texts, Mr. Dotson said.

The offices are at 25 West 45th Street.

Oregon Newspaper Directory Issued

There are 248 publications in Oregon, according to the Oregon Newspaper Directory, which has just been issued by the school of journalism of the University of Oregon. In the 1923 directory 253 publications were listed, consolidations having played a part in the decrease. There are 168 weeklies and 32 dailies in the state, and 140 towns have one or more publications. Seven new newspapers were started during 1925 and 11 were discontinued.

Don Gilman on Trip to Honolulu

Don E. Gilman, president of the Pacific Coast Advertising Clubs and honorary vice-president of the Associated Advertising Clubs of the World, will sail March 2, from San Francisco to visit Honolulu. He will carry with him a message from C. King Woodbridge, president of the A. A. C. W. to the Advertising Club of Honolulu. Mr. Gilman is also chairman of District 12 of the Associated Clubs.

HOW MRS. STILLMAN WAS ADVERTISED TO VICTORY

(*Continued from page 7*)

"I'll try," Anne replied simply. She left the room, went to her mother's desk, and in a few moments returned with the letter, which, blushing, she gave to the newspaper man to be spread all over page one of the American.

In the two-day serial story Winkler wrote as the result of this interview, some quotations are interesting to show how the case was employed by the American. Several paragraphs follow:

"You haven't any idea what I have been up against in the past year," and the beautiful young girl graduate smiled at her use of the slang phrase.

"It was awfully hard for me to get the truth—the right angle on things. Why even the newspapers, the real papers, were kept away from me. Only a stodgy morning paper and an equally dull afternoon paper were delivered at the school.

"Why it was only occasionally on weekends at railroad stations, etc., that I could buy a New York American and get a real idea of what was doing in the legal proceedings between my father and mother.

"I was astonished to read certain things about my father in 'live' newspapers like the American. I hadn't dreamed that my father could have so forgotten himself as to do the things attributed to him."

Winkler, speaking of what to him was the most interesting feature of the entire case said:

"The greatest fillup of all was the thrill I got out of being able to hand my old buddies on the American—Hank Stansbury, Charley Hand, Martin Dunn, and the rest—the reconciliation story, a yarn they could crow over."

(Next week this story of inside facts in sensational journalism will be concluded with Mr. Winkler's reminiscences of: the woman who named the murderer in the Dot King slaying; how the letters in the Hall-Mills double murder case in New Jersey were obtained; and how a chance tip led to the personally conducted elopment of Edith Gould and Carroll Wainwright.)

Celebrates 10th Year in Iowa Field

The tenth anniversary of the entrance of J. S. Farquhar, head of the string of Iowa publications owned by him, into Iowa journalism was observed Feb. 10 at a dinner in Cedar Rapids at which staffs of the *Marengo Republican, Williamsburg Journal* and *DeWitt Observer,* were guests. A native of Iowa, Mr. Farquhar was reared in Marengo and worked on the *Chicago Herald-Examiner* and *Seattle Post-Intelligencer* before buying the *Marengo Republican* in 1916.

Los Angeles Times

California's Great Newspaper

More news, reading matter and advertising than any other Pacific Coast newspaper.

Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market.

Use the COMBINATION RATE OF The Gazette Times (Morning and Sunday) AND Chronicle Telegraph (Evening) in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.

Member A. B. C.

URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representative:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 650,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

Managing Editors and Advertising Managers

See our 8-page Easter Supplement before Planning your Spring Fashion Edition

FAIRCHILD Newspaper Services
8 East 13th St. New York

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

Last Year

THE ST. LOUIS STAR

was the only St. Louis newspaper that gained in

everything---

circulation and every classification of advertising.

—a good point to remember when making up lists

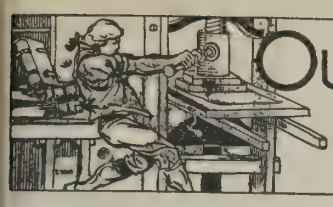
THIS YEAR

National Adv. Representative
THE S. C. BECKWITH SPECIAL AGENCY

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS. MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation
LOUISVILLE KY



Our Own World of Letters

By JAMES MELVIN LEE

HARPER LEECH, staff-writer on the *Chicago-Tribune,* and John C. Carroll, staff-member of the Medill School of Journalism, will soon publish through Pascal Covici of Chicago "What's the News?" If the book itself is an interesting as the advertising circular announcing its publication it is going to be one of the best sellers in the newspaper field.

These authors, according to the circular, were talking about newspapers and discussing how they had been written about—as the creation of master minds or the results of following certain codes and all that sort of thing. But to pick up the direct quote:

"Let's write a book," said one.

"We will," replied the other, "but about what?"

"The newspaper," the first retorted.

"Viewed from a naturalist's standpoint, as one would study a potato bug," replied the writer of interpretations of modern business.

"Exactly," retorted the copyreader, "its habitat, the laws of its life and growth, and death."

"As we have seen it for twenty years, the inside stuff, the food on which it lives, the air it breathes, the financial life that nourishes it in the American cities."

"That's it, and only about the American scene, for that is all that matters," the copyreader responded, "and if the public falls for this book, we will do another."

It is to be hoped that newspaper men will not scratch their heads too far out when they read:

"News" is accelerated literature. The newspaper is the shuttle, weaving the tapestry of history on the loom of time. In the fabric is woven your life, its joys, its sorrows, its triumphs and failures, its calm and its contentions. There are pictures there so like you, whoever you be, that in secret at least you know them for your portrait. The story of your fellows is there, the story of your city, of your state and of your nation.

The authors certainly took a whale of an assignment when they agreed to deliver the goods on this advance notice:

The authors of "What's the News?" lay this present day tapestry before you. As travelers through its hidden mazes for more than a score of years, they point out to you the hidden lines in the weaving. They take you back of the scenes and introduce you to the leading players. They place before you the politician, the crime problem, the labor union, the educational system, the business man, the sex problem, the professional reformer. They point out to you the hidden driving apparatus of the loom, take you into the power plant and walk through its many paths and by-ways. A book the like of which has never been put into print in the past; a book you as a player in the stage of life should read.

The follow-up story will appear in this department when "What's the News?" is published on March 15.

IN *The New Republic* for Feb. 3 a series of articles was started in which a reviewer of books puts his cards on the table face up for the benefit of the readers. The first installment has some interest for literary editors but has not very much meat for members of the working press.

* * *

TEACHERS of journalism will find an article worth clipping for the morgue in "Schools of Journalism" by Lawrence F. Abbott in *The Outlook* for Feb. 10. This article grew out of a letter that Mr. Abbott received from Professor Fred J. Lazell of the School of Journalism of the University of Iowa.

* * *

SPORTING editors may care to glance at "Constructive Treatment of Sport News" by Lawrence W. Murphy in *The Scholastic Editor* for January. This article contains suggestions on how to widen the appeal of athletic news.

* * *

FROM the view point of the newspaper office the most useful thing about "Employee Magazines in the United States": (National Industrial Conference Board, Inc.) is the fairly complete list of such periodicals published in the United States. This list may be found in the appendix.

The book is based upon a study of some 450 business organizations printing plant papers or house organs. The first chapter is a historical résumé. Other chapters take up such subjects as the function of the plant paper, the elements that make for successful publication, an analysis of magazines, personal experiences of editors, and suggestions for increasing effectiveness.

Those newspapers which have job plants and which print plant papers and are either directly or indirectly responsible for contents will find this volume well worth space on the shelves of its library. Doubtless these newspapers will confer a favor upon editors of plant papers if they bring it to the latter's attention.

* * *

DON C. SEITZ concluded his series of articles on the American press in *The Outlook* for Feb. 10. The immediate title of the concluding installment is "Self-Surrender." This article is one of the best of the series. In it Mr. Seitz points out that predigested food is bad for the teeth and that American newspapers need not so much schools of journalism as a course in Fletcherism.

As a matter of fact, Mr. Seitz ventures the guess that the Pulitzer School of Journalism with which he had so much to do in establishing turns out more "press parasites" than it does newspaper reporters. But he does not blame the publicity man so much for changed conditions as he does the editors who have so easily accepted his copy without question.

Mr. Seitz blames the Great War for many of the present disorders with which the newspaper press is afflicted. On this subject he says:

The papers were content to be fed by George Creel with silly stuff from a Government press agency. Their readers were kept as ignorant as the enemy was presumed to be, with great harm to newspaper repute and loss of public confidence in what was printed. This loss of confidence has not been restored.

In discussing press parasites he shows how sugar is hiding the pill:

Besides the debasing public results of being hand-fed, there is a consequent decadence of knowledge in the newspaper office. Writers do not have to be informed about SOCONY or Harry Emerson Fosdick. Everything about them comes in on a plate, so neatly done that it can be handled without chopsticks. It is a far cry from Tody Hamilton to Ivy Lee, but the bridge is now complete. The newspapers are sold, but do not get the price.

It is already argued by the press agent that he is a useful adjunct to the newspaper; that he saves it the trouble of much digging and many rebuffs. Heads of corporations are not easily accessible, and the press agent speaks for them, saving bother and expense. That is just the trouble. The newspaper gets what the corporations want it to get, and nothing more. The result is a corruption of the press, whether it thinks so or not.

In some of these articles by Mr. Seitz I have been under the impression that he had borrowed pen and ink from some one else, but in his concluding paper he is back at his old desk and has picked up a picric pen.

* * *

AT various times inquiries have reached me about a famous newspaper story written by O. Henry. A chance to get this story, "Calloway's Code," is afforded by the February issue of *The Golden Book Magazine.*

The story deals with a war correspondent who, hampered by the censorship of the War Department of Japan, sends the *New York Enterprise* from Wi-ju the following message:

Foregone preconcerted rash witching goes muffled rumor mine dark silent unfortunate richmond existing great hotly brute select mooted parlous beggars ye angel incontrovertible.

A reporter on the Enterprise interpreted the code correctly because of his knowledge of newspaper English. Not the word in the message but the one which usually follows it in the newspaper code is the one to be used to give the meaning:

Foregone—conclusion
Preconcerted—arrangement
Rash—act
Witching—hour of midnight.
Goes—without saying
Muffled—report
Rumor—hath it
Mine—host
Dark—horse
Silent—majority
Unfortunate—pedestrians
Richmond—in the field
Existing—Conditions
Great—White Way
Hotly—contested
Brute—force
Select—few
Mooted—question
Parlous—times
Beggars—description
Ye—correspondent
Angel—unawares
Incontrovertible—fact

From this code it was easy to compile the following story:

Concluded arrangement to act at hour of midnight without saying. Report hath it that a large body of cavalry and an overwhelming force of infantry will be thrown into the field. Conditions white. Way contested by only a small force. Question *The Times* description. Its correspondent is unaware of the facts.

At a time when all sorts of collections of short stories are being published it might be a good idea to have a volume containing short story masterpieces relating to the press.

RADIO interest IS growing DAILY. Is the INTEREST in YOUR radio PAGE growing AT the same RATE? We have THE features THAT will bring YOU radio CIRCULATION.

AUDIO SERVICE
326 W. Madison St., Chicago

San Francisco Chronicle

has resumed our Smiles comics, used 11 years ago

The International Syndicate
Baltimore, Md.

Consistent Builders of Circulation

We do not use just one outstanding success to show you as proof of our ability. Year in and year out, for twenty-two years, we have continued to make each and every campaign a success.

We have proven our methods.

MYERS'
Circulation Organization
415 E. Third St., Waterloo, Iowa

The Flying General Explains—

ORDER GENERAL WILLIAM MITCHELL'S OWN STORY DEALING WITH PRESSING PROBLEMS OF OUR NATIONAL DEFENSE POLICY—THIS FEATURE IS VALUABLE—GET IT WHILE MITCHELL IS NEWS.

THE BELL SYNDICATE, Inc.
JOHN N. WHEELER, Pres.
154 Nassau St., New York City

Regional Advertising at Regional Rates in The Christian Science Monitor

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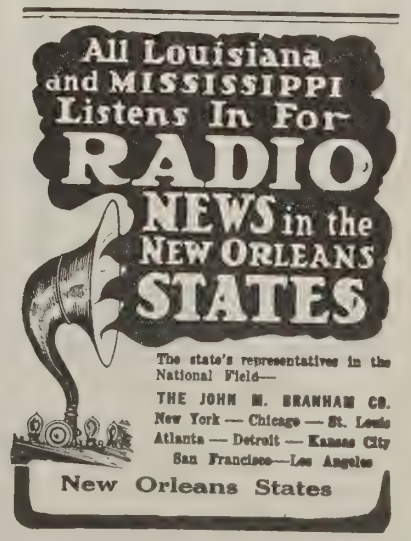
EDITORIAL RESEARCH REPORTS supply accurate information upon the major problems which call for frequent editorial comment.

The reports are for the *information and review* of editors and publishers *rather than for publication.*

They are in use by the leading American newspapers and magazines.

The cost of this service, based upon circulation, is compatible with every moderately liberal editorial expense budget.

EDITORIAL RESEARCH REPORTS
828—18th Street
Washington, D. C.



New Sitka, Alaska, Weekly

The *Sitka* (Alaska) *Progress* is the name of a new weekly newspaper recently launched. Clarence LeMaster is publisher. He was formerly with the *Petersburg Herald.*

Installing Large Engraving Plant

The *Miami Herald* is installing one of the largest photo-engraving plants operated by any newspaper in Florida, in its new five-story annex which is nearing completion. Fourteen photo-engravers will be employed. Wilbur W. Schaller, of Chicago, until recently in charge of the Standard Engraving Company plant at Dallas, Tex. will be in charge of the Herald's enlarged department.

Oregon Journal Buys Property

The *Portland Oregon Journal* is the reported purchaser of a block of property, 200 by 200 feet, near the main business district of Portland. It is said that the Journal intends to erect a large building for its own use on the property. The Journal has neither confirmed nor denied the reports, which have been printed in other Portland papers.

New Equipment for Moline Dispatch

The *Moline* (Ill.) *Dispatch* is now installing new plant equipment involving an expenditure of $70,000. A Scott straight unit sextuple press replaces a three-deck twenty-four page Scott. The all-new stereotyping equipment will include a Wood Pony Autoplate.

Rensselaer Independent to Build

The *Rensselaer* (N. Y.) *Independent,* tabloid weekly, has purchased a site and will erect a four-story modern plant and office building, Isadore Warshaw, managing editor, announced this week. The entire plant of the paper will be housed on the first floor; the second floor will be devoted to offices and the third and fourth floors to loft space for light manufacturing. New equipment will be installed by the newspaper. The Independent was established Nov. 7, 1924.

Murdered Editor's Plant Sold

The plant of the *Kelso* (Wash.) *Cowlitz County News* was recently sold at sheriff's sale. Thomas Dovery, Kelso editor who was murdered last June, was owner of the plant at the time he died.

Supplies and Equipment

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON

Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT
Made in both wood and steel.
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.

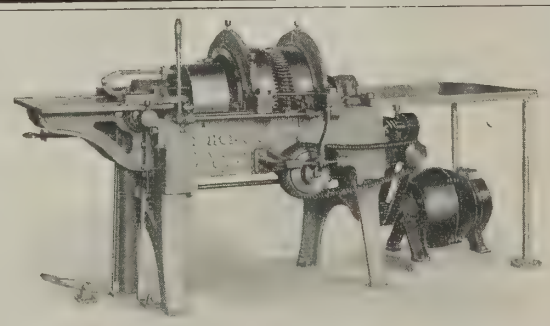
GOSS
STEREOTYPING MACHINERY
Carried in Stock

Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.
THE GOSS PRINTING PRESS CO., CHICAGO

Wilke's METALS
THE HIGHEST STANDARD
Write for Information Concerning
Wilke's Metal Insurance Plan
It Will Save You Money
Metals Refining Co.
Hammond, Indiana
Warehouses in Principal Cities



Newspaper Conveyors
speed up the movement of papers to delivery room—without fuss or waste. Used for years by hundreds of large and small publishers throughout the country. Write for details and typical installation views.
The Cutler-Hammer Mfg. Co.
Works: MILWAUKEE, WISCONSIN
New York, Chicago, Pittsburgh, Philadelphia, Cleveland, Cincinnati, Boston, Detroit, St. Louis, Buffalo, Milwaukee
San Francisco, Los Angeles, Seattle, H. B. Squires Co.
CUTLER-HAMMER

Hoe Automatic Curved Plate Trimming and Shaving Machine

A Machine that will trim, tail-cut and shave five or six Stereo Plates a minute efficiently and economically. Arranged with Motor Drive connected by a Silent Chain.
R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street CHICAGO, ILL. also at DUNELLEN, N. J. 7 Water Street BOSTON, MASS.

Equipment not in use will soon depreciate in value. Turn it into money while you can get the highest price. Reach a buyer through our classified page.
EDITOR & PUBLISHER

Classified

EDITOR & PUBLISHER
Classified Advertising Information

TRANSIENT RATES
SITUATIONS (Cash with Order)
1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line
ALL OTHER CLASSIFICATIONS
(Cash with Order)
1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE.

INDEX OF CLASSIFICATION

ADVERTISING
General Promotion
Special Editions Special Pages
BUSINESS OFFICE
Accounting Appraisers
Supplies Devices
BUSINESS OPPORTUNITIES
Brokers Newspapers Wanted
Newspapers For Sale
CIRCULATION
Promotion Distribution
Premiums
EDITORIAL
Business News Correspondents
Syndicate Features
Art Pages Radio
Comics Sports
Fashion Pages Statistical
Fiction Wire News
News Pictorial Women's Pages
EMPLOYMENT
Help Wanted Situations Wanted
MECHANICAL
Equipment For Sale Equipment Wanted

ADVERTISING

General Promotion

Advertising Promotion—If you want mor business, communicate with the Internationa Publications Service, Incorporated, Suite 1004 1841 Broadway, New York City.

Special Feature Pages—Local display develope from non-regular advertisers. Industrial, Build ing, Church, Baby-Contest Pages, Special Edi tions. Every account guaranteed. William E Jordan, Newspaper Revenue Builder. Pennima Apts. 29th and Market Sts., Wilmington Delaware.

Special Pages

Special Feature Pages—Local display develope from non-regular advertisers. Industrial, Build ing, Church, Baby-Contest Pages, Special Ed tions. Every account guaranteed. William E Jordan, Newspaper Revenue Builder, care Edito & Publisher.

BUSINESS OPPORTUNITIES

Rare Opportunity for Quick Buyer—Evenin paper; exclusive field; middle west; populatio city, 17,000; modern plant; gross busines around $25,000; earning small profit; only prop management necessary for success. Pric $15,000; 2/3 cash; subject to prior sale. J. Shale, Times Building, New York.

Classified advertising in Editor & Publish produces big results.

Business Offers—Equipment—Help—Services

BUSINESS OPPORTUNITIES

Brokers

Broker—I have a client who has $100,000 to invest in a daily paper. I offer for sale a Texas weekly clearing $11,000 a year and it can be bought for down payment of $15,000. I can sell Illinois daily with building for $85,000. Editor draws a salary of $10 per day and is clearing over $20,000 a year. $30,000 down will handle the deal. I have listed for sale papers in 40 states. Buyers should tell me how much money they have to invest and describe what they want.

I am the only newspaper man on earth that I know of who specializes in consolidating newspapers in the same city. If you are not making money let the other fellow prosper. That is my slogan. I have been in the newspaper game for 37 years. I sold the weekly paper at Heavener, Okla., the weekly at Fordyce, Arkansas, and consolidated the two papers at Palmyra, Mo., this month.

I am Field Secretary of the Press Congress of the World and am doing my best to assist the editor of this newspaper who is Secretary and Treasurer and Dean Walter Williams, President of said Congress to line up one thousand newspaper men to go to Europe on September 4th to attend the Congress meet and take a wonderful tour of Europe. If you can make that journey brethren you should do so. Write Mr. Brown and he will tell you the whole story.

If you want to know anything about me wire any of the banks in Sturgeon, Mo., where I live. I am seriously thinking of opening an office in New York and San Francisco. My business grows each week.—Omar. D. Gray, Sturgeon, Missouri.

Job Plant For Sale

Printing Plant for Sale in Florida; live progressive, prosperous; established over twenty years ago and has the reputation of doing good work for particular customers. It is located in South Florida's largest and best city, has a splendid equipment, all the business it can possibly handle and a clientele that don't "shop" for prices. With the wonderful prosperity now existing in Florida the business can be rapidly increased both in volume and profit. Owner desires to sell for the simple reason that he has made all the money he needs and wants to quit. A price will be named that should yield the buyer a remarkable income on his investment. Any reasonable terms will be considered, but no inquiries will be answered unless accompanied by references to show that parties are reliable and in position to talk business. Address inquiries to Florida Printer, care of Editor & Publisher, New York City.

Newspapers For Sale

Leading Weekly in Ohio city of 5,000. Profit in 1925, $5,091.28 after owners drawing $5,850. Plant appraised $22,780. Fine living conditions. Price $22,500, including building worth $5,000. Reasonable terms. H. F. Henrichs Agency, Litchfield, Ill.

Weekly—Splendid little weekly booklet publication for sale in one of Florida's fastest growing cities. Established two years and showing fine profit. Owner forced to sell account pressure other business. Full details by writing B-722, Editor & Publisher.

Newspapers Wanted

Evening Daily—Live wire manager wants to purchase one-half or controlling interest in evening newspaper; in north preferred. Address in full confidence, B-721, Editor & Publisher.

Daily—$40,000 available as first payment on Daily in city 15,000 to 25,000, address B-748, Editor & Publisher.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Subscriptions—Our "Opportunity Club" plan campaigns are subscription getters. Let us plan a campaign for you. Sherman & Eckert, 16 South Fourth street, Easton, Pa.

Premiums

1874 New Subscriptions (city) during January by Eastern daily—from our economical circulation promotion plans. Quality dinner ware did it. The Albright China Co., Carrollton, Ohio.

EDITORIAL

Correspondents

Newspaper Woman going to Paris. Will correspond trade journals, newspapers. B-749, Editor & Publisher.

Syndicate Features

Louisville Herald Post and Fall River La Bulletin are the new customers this week. Write for samples of a live, alert, up-to-date service. The Graphic Syndicate, 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

Advertising Manager; Advertising Salesmen; Classified Solicitors; Classified Managers; Circulation Men; Editorial positions, now open. Publishers' Placement Service, Seitz Bldg., Syracuse, N. Y.

Capable Advertising Solicitor and layout wanted to sell local display and handle national accounts. Must be thoroughly dependable. No transients wanted. Daily News, Hillsdale, Michigan.

Managing Editor—New York State Evening Daily Newspaper, in splendid field, with net paid circulation in excess of 30,000 copies per day, is in need of services of able and aggressive managing editor. Position requires man of fine character and attainments, having to his credit real record of executive accomplishments. Complete editorial control will be given to the right man as well as a salary commensurate with his capacity and ability. In applying please give reference and full information in first letter, with picture. Strictly confidential. B-714, Editor & Publisher.

Production Assistant wanted by director of nationally syndicated advertising art service. One who can follow through on detail and write copy. Only those having agency, store, or publication experience considered. Give complete record and salary to start. B-755, Editor & Publisher.

Syndicate Salesmen are offered profitable sideline in placing cut service with leading department stores and specialty shops in their territories on yearly contract basis. Service well established and sells readily. Desirable territory open. Address W. J. Hannon, 1435 E. 12th St., Cleveland, O.

Telegraph Editor wanted immediately, to handle AP night wire report which also means editing local copy and proof reading. Salary $35.00 per week. Write giving references and former employers. Steady position for right party who can handle job. Blackwell Tribune & News, Blackwell, Oklahoma.

Two Good Copy Men, who know their stuff, wanted by live wire Advertising Agency in Florida. We can also use a layout man. Write B-723, Editor & Publisher, stating experience, salary expected, etc., all in first letter.

Situations Wanted

Advertising Manager—Experienced as Assistant and Advertising Manager of both eastern and central western newspapers, and as partner in New York Special Agency. Now employed, but seeking position where opportunities are unlimited for a real producer. Newspaper with largest circulation in city of 100,000 or more preferred. B-703, Editor & Publisher.

Advertising Manager, now employed, is looking for connection with wide awake newspaper. Over twelve years' experience. Age thirty-two. Have always been able to show very satisfactory increase in linage. Am a real business getter. Now employed as advertising manager on one of Ohio's leading newspapers. Could be available March first. Best of references. Address B-736, Editor & Publisher.

Advertising Manager—Classified Manager, now employed. Over 14 years' experience Metropolitan newspapers. Thoroughly experienced, seasoned go-getter; local display, publicity, national accounts, merchandising, etc., At present managing local daily of over 65,000. Best credentials. Aldress B-754, Editor & Publisher.

Advertising Manager-Solicitor, 28, married, seeks connection with growing paper in city between 20,000 and 150,000 where marked ability as copy-writer, linage and good-will builder is needed. Hard work, keen competition no deterrent. Salary $60, but future prospects, living conditions first considerations. B-704, Editor & Publisher.

Advertising Man, 29, seven years newspaper experience, competent copy writer and lay cut man, special experience in handling automobile accounts; now employed but available within reasonable time. B-746, Editor & Publisher.

Advertising Man, capable as solicitor and copy writer wants position near Phila. A business getter with creative ideas. B-750, Editor & Publisher.

Advertising Man, experienced in both large and small cities wants to make new connections. For further information and references address B-738, Editor & Publisher.

Advertising Salesman, experienced, seeks real opportunity with live newspaper. Address, B-743, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Assistant Publisher and Advertising Manager, holding permanent position, desires to make change because of "home guard" conditions. 35 years old, married, ambitious, hard worker, good record. Similar position desired, preferably east of Mississippi River. Address, Box B-745, Editor & Publisher.

Cartoonist and Feature Writer—A finished draughtsman and recognized expert on sports. Fourteen years with leading metropolitan dailies. Would consider sports editor's position. Am only interested in papers paying at least $5,000. B-741, Editor & Publisher.

Cartoonist, experienced in all newspaper art, desires change. B-753, Editor & Publisher.

Circulation Manager—Young man with six years experience on large southern dailies desires to make permanent connection with Publisher desiring clean, legitimate circulation. Thoroughly acquainted with independent carrier system and capable of promoting city, country, or both. Can produce business under adverse conditions. References. B-744, Editor & Publisher.

Circulation-Promotion Manager wishes position as circulation manager with newspaper under 50,000 circulation, or city circulator with paper over 50,000. Twelve years' experience on morning, evening, Sunday and combination newspapers. Thoroughly understands promotion, contest work, etc. Available on month's notice. Best references. B-706, Editor & Publisher.

Classified Manager that really knows classified and can build his own system, wants position on paper of twenty thousand circulation up. Am now employed on Chicago Daily. Married, with family. Best of references. Wire or write Lewis M. Nachman, 902 North California avenue, Chicago.

Editor-Manager, seven years' intensive, practical training, three as head executive, seeks permanent connection with opportunity to make small investment when mutually agreeable; prefer afternoon daily city 10,000 to 40,000; fully capable publisher's assistant larger field; age 30, married; available 30 days. B-742, Editor & Publisher.

Editor-Manager, 30 years' all round experience, references, seeks position in city under 100,000. B-731, Editor & Publisher.

Executive Positions or Possible Financial Interest desired by two young men; 14 years' newspaper advertising work; now with large newspaper. Ability already proven. Write B-724, Editor & Publisher.

Experienced Circulation Man at present employed would like to get in touch with publisher who could use a young man of family who has a thorough knowledge of circulation problems and a record of staying with the job. Box B-747, Editor & Publisher.

Manager, now employed, seeks situation on paper, needing a man able to take direct control of all departments. Prefer paper losing $100,000 a year or more, for have specialized on changing losing papers into profitable investments. Will furnish list of references that will convince I can stop the leaks on your paper, and the greater the loss, the more pleased I'll be to take charge. Are you willing to be shown? Address B-752, care Editor & Publisher.

Managing Editor—Fine organizer, resourceful executive, references, seeks position in city under 300,000. B-730, Editor & Publisher.

Mechanical Superintendent—All-around experienced on metropolitan dailies; pyrotechnic with absolute control; available soon; $10,000 year. B-668, Editor & Publisher.

Newspaper Man of broad and successful experience, employed in important executive position on large morning paper, desires responsible and permanent desk connection in smaller city. Young, aggressive, with sound news judgment and good executive. Six years as managing editor with no failures in record. Details and references submitted. B-711, Editor & Publisher.

Publisher's Assistant—Educated, intelligent man, 26; varied experience as teacher, reporter, office worker, salesman, secretary, etc. Good salary desired. J.M.P., Editor & Publisher.

Reporter—Young man willing to do real leg work. Five years' experience. Good on features. B-751, Editor & Publisher.

Sports Editor and expert writer, age 24; six years experience; thoroughly trained in makeup and sport copy desk work; would like to connect with large paper, East or West; live wire, producer of great copy; now employed. B-739, Editor & Publisher.

Street and Desk Man, experienced, available at once. Write or wire Gerald Forbes, 600 West Eleventh, Oklahoma City.

MECHANICAL

Equipment For Sale

Equipment Bargains—Hoe Mat Roller, curved casting box, inside shaver, finishing cylinder, Washington proof press, steam tables, etc. Send for list and prices. C. B. Drake, 507 Cherry St., Philadelphia.

MECHANICAL

Equipment for Sale

Factory REBUILT Goss "Comet" Flat Bed Web Perfecting Press for sale. Reasonable terms. Further details from The Goss Printing Press Company, 1535 South Paulina street, Chicago, Ill.

Potter Stereotype Press, 16-page, with all necessary equipment, 4 linotypes, and other equipment used in modern newspaper and job plant. Papers consolidated, reason for selling. Must dispose of immediately. The Herald-Argus, La Porte, Ind.

Press for Sale—Having consolidated three newspapers into two papers we have one 12-page Goss Monitor Perfection Press, with complete stereotyping outfit with mat roller in excellent condition, two model No. 3 linotypes in fair condition, also one model "C" Intertype good condition. If interested communicate promptly with The News-Globe Publisher Company, Amarillo, Texas.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner Fendler Branch, A. T. F. Co., New York City.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

FOR SALE
New York State Daily

Only paper in live city of 25,000 population. This exclusive newspaper can be bought at a price that will return excellent income. Write for further details to

PALMER, DEWITT & PALMER
NEWSPAPER PROPERTIES
350 Madison Ave., New York

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of
PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

OVER TWENTY-FIVE YEARS we have conducted a service bureau for employers and position seekers in the Advertising-Publishing field. Our lists include men and women fitted for positions up to the highest responsibility in all departments of newspapers, class journals, advertising agencies and the publicity departments of mercantile and manufacturing concerns. Registration free. No charge to employers.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Always on the Spot

A copy of EDITOR & PUBLISHER reaches practically every publisher and his executives. Your advertisement in its columns is a salesman ever present—backed by the prestige gained and maintained in every newspaper office by

EDITOR & PUBLISHER

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLERS

HERE'S a novel idea. Illustrated part of a section of an auto tire—sufficient to be recognized only by the tread. Offer a prize to persons being able to discern the makes of these tires. The contestants are to cut out the parts of these tires and past them in the spaces in which the respective dealers advertise.—GEORGE C. MARELEY.

The *Age-Herald's* Daily Reminder advertisements are attracting much atention in Birmingham. On the first of each month these full page ads are used. They are divided into sections one for each day of the month. In each section there is a special bargain or offering by some business house for that day. The whole is brought together with the advertisement of the Age-Herald at the bottom, "Age-Herald, Ready Reference Guide for Careful Purchasers."—S. N. S.

When interference threatened to ruin radio reception in Madison, Wis., the radio dealers banded together and were induced by the local newspapers to publish cooperatively a full page advertisement, calling for a radio mass meeting of the general public to dissect the troubles and decide what action to take to end the interference. Radio dealers in other cities might be similarly persuaded to advertise cooperatively when a common radio problem turns up for solution.—REUBEN LEVIN, Madison, Wis.

The *Seattle Times* is using a handy classified advertising blank for office use which indicates automatically the number of words in the ad and the number of lines. The blank is ruled both vertically and horizontally 10 lines across and 6 down—making 60 boxed spaces on the paper. The writer of the ad is told to write but one word in each space. As there are but six spaces across the paper, the same number accommodated on a linotype slug, the exact number of lines the ad will take is easily shown. The Times has adopted the rule that blind addresses count as three words.—C. M. L.

A reporter with a nose for news recently discovered that the hardest worked postal carrier in his town of 100,000 had the shortest route and that the easiest route was the longest. One carrier had a route of one block which comprised nine and 10-story buildings. He carried the greatest number of packages and the largest number of pounds of mail of all the carriers. The other fellow carried comparatively little, but had to travel miles. Each did a day's work, however, in entirely different ways. Pictures and interviews were easy to obtain and made interesting specials.—Fred E. Beane, *Manchester* (N. H.) *Union-Leader.*

The *Knoxville* (Tenn.) *Journal* has created a popular feature by allowing the staff of the Knoxville High School paper to edit one page each week. The students wrote their own stories of news items concerning the school. The copy was edited and heads written by the editor of the school paper, under the supervision of the city editor. The page was dressed up with cartoons of the amateur journalists drawn by Burtt, cartoonist of the Journal. Such a page not only produces a large amount of real news, but creates a vast amount of good will.—D. M. Owens, *Knoxville* (Tenn.) *Journal.*

The two or three big stores in your town are, whether you know it or not, clearing houses for seventy-five percent of the local news, six days a week and fifty weeks in the year. If each of these stores could be induced to operate a press department, i.e., a bright girl to write up at least, note down the flying items it would create an astonishing amount of live copy, some of it tips for more or less big stories. Suggest this to the managers, and when one of them says that he doesn't see wherein the store would benefit come back at him with something to this effect: "Good heavens, man! All you've got to do is whisper it around that the folks who trade at your store get their names in the paper when they go away or when they come back or have a party or entertain visitors from outside and you'll see where the benefit comes in." It isn't necessary to be partial in this matter. Put the proposition up to every store in town, little and big, if you want to. Of course news from advertising buyers gets the preference, and of course also if this personal mention stuff isn't what you want—well, your paper doesn't stand in need of the same tonic that most papers stand in need of.—D. H. T.

LOWENSTEIN RESIGNS

Schleppey Succeeds Him as Secretary of Chicago Publishers

CHICAGO, Feb. 18.—Bloor Schleppey, for the past five years associated with the public relations department of the New Orleans Electric Bond Company, is the newly appointed secretary of the Chicago Local of the American Newspaper Publishers Association. He fills the position left vacant by the resignation of M. Lowenstein, who has been secretary for the past three years.

Mr. Schleppey was born in Crawfordsville, Ind., and at an early age went into newspaper work. He served as a reporter on the *Indianapolis News,* was a Washington correspondent for the International News Service, and for a time was managing editor of the *Milwaukee News.* During the war he was in the marine service.

Mr. Lowenstein had no definite information to give regarding his plans for the future.

Dentists Advertising in Syracuse

Dentists of Syracuse have co-operated on an advertising campaign of 11,000 lines in the *Syracuse Herald.* Copy is unsigned and of a general nature, urging care of the teeth and stressing paying dental bills promptly. Copy is being written by George F. Bough of Herald advertising department. A recent doctor series was sold on the co-operative plan consisting of 16 half pages of copy.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

"TRAVELOGUES of An Editor at (name of town)" is a feature in the *Madison* (Wis.) *Capital Times* that knits the suburban readers closer to this newspaper and draws a good deal of circulation in the surrounding rural communities. Whenever the editor of this newspaper is a speaker at one of the small county towns, he writes a human interest story of his trip, describing the roads, the town, the changes in recent years, the school or hall at which he speaks, the modernity of the audience and the small town residents, the names of those taking part in the program, and publishes this under the boxed head mentioned in the first sentence.—Ruben Levin, Madison, Wis.

A good local feature for the motor page can be made about some resident of your city who has driven an automobile for ten or more years. Find the fellow who has operated a car from the time the automobile was a novelty. Learn his record in regard to accidents. Generally it is the fellow who has been driving the longest who has fewest accidents. Get his ideas on how to cut down traffic jangles and collisions. Old-time motorists have lots of good advice for making the roads safe.—A. C. Regli, Eau Claire, Wis.

Do you always place the dates when photographs were taken on the back of the pictures when they are placed in the files? This plan enables one to ascertain in the future whether the picture is sufficiently recent to be used without a new one being obtained.—B. A. T.

The *Battle Creek* (Mich.) *Enquirer-News* has been running for some months an interesting series of articles on what has become of members of the different graduating classes of the Battle Creek High School. The name and address and occupation of each member of the class under description has been given with great exactitude and has proved of great interest to readers.—R. E. Dietz.

Interview your librarian on so-called "naughty" books, the new books that are condemned from the pulpit. Do more men or women ask for them? What are the favorite excuses? Do they usually get them "for someone else?" Do pastors read them before condemning them? —John G. Baker, *Milwaukee Journal.*

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HELEN WILLS
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BY UNITED PRESS
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Beatrice Burton
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Fiction that makes circulation.
Johnson Features, Inc.
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SUCCESS AWAITS YOU IN NEW ENGLAND

WHERE THRIFT IS A HABIT

From the age old necessity of making provision for the winter came the habit of thrift.

This habit is characteristic of New Englanders and accounts, in large measure, for the fact that this section leads the nation in average savings bank deposits.

Seven per cent of the country's population live in these six states and in their savings banks are sixteen per cent of the country's deposits. Of the country's total number of depositors, fifteen per cent live in New England.

City life, as well as industrial conditions, make for larger savings. People living in cities are in a more rapid procession. They save to educate their children or to improve their homes so as to keep up with the others. There is more class distinction than in the country, and therefore more competition.

The American Bankers Association showed that on June 30, 1925, New England led the country with a per capita deposit of $473 in the savings banks.

This evidence of prosperity should induce the manufacturer who has not already entered this territory to take advantage of the services extended to National Advertisers by the New England daily newspapers. You can secure from them territorial data and information relative to merchandising and sales promotion that will simplify your problems. They will prove to you that every home in this responsive market can be reached by the daily newspapers at a cost that is lower than any other method of advertising.

These New England Newspapers Are Result Producers.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
*Attleboro Sun .....(E)	5,778	.03	.03
*Boston Globe.....(M&S)	284,318	.50	.50
*Boston Globe .....(S)	331,259	.55	.55
*Boston Transcript .....(E)	31,978	.20	.20
†Boston Post .....(M)	378,597	.60	.60
†Boston Post .....(S)	342,318	.55	.55
*Fall River Herald.....(S)	16,245	.06	.06
*Fitchburg Sentinel .....(E)	11,603	.06	.045
*Haverhill Gazette .....(E)	15,729	.065	.05
*Lynn Item .....(E)	16,437	.06	.045
†Lowell Courier-Citizen and Evening Leader ....(M&E)	21,194	.07	.07
*New Bedford Standard Mercury (M&E)	32,111	.10	.10
*New Bedford Sunday Standard (S)	27,392	.10	.10
*North Adams Transcript..(E)	9,717	.04	.035
*Pittsfield Eagle .....(E)	16,712	.05	.05
*Salem News .....(E)	21,199	.09	.07
*Taunton Gazette .....(E)	8,970	.05	.035
*Worcester Telegram-Gazette (M&E)	91,768	.26	.23
*Worcester Sunday Telegram (S)	50,079	.19	.16

NEW HAMPSHIRE—Population, 443,683

	Circulation	2,500 lines	10,000 lines
*Concord Monitor-Patriot...(E)	5,041	.0375	.025
†Keene Sentinel .....(E)	3,806	.036	.023
†Manchester Union Leader (M&E)	29,422	.13	.10

RHODE ISLAND—Population, 604,397

†Newport Daily News.....(E)	6,460	.0336	.0293
*Pawtucket Times .....(E)	26,612	.07	.07
*Providence Bulletin .....(E)	66,403	.17	(B).23
*Providence Journal .....(M)	37,839	.10	(B).23
*Providence Journal .....(S)	65,304	.17	.17
*Providence News .....(E)	29,421	.08	.08
†Providence Tribune .....(E)	22,049	.10	.09
*Westerly Sun .....(E&S)	4,476	.025	.025
*Woonsocket Call .....(E)	13,959	.05	.05

VERMONT—Population, 352,428

*Barre Times .....(E)	7,131	.03	.025
†Bennington Banner .....(E)	3,132	.0125	.0125
Brattleboro Reformer ...(E)	3,370	.03	.0175
*Burlington Free Press....(M)	13,030	.05	.05
*Rutland Herald .....(M)	11,038	.04	.04
St. Johnsbury Caledonian-Record (E)	4,046	.0214	.015

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
*Bridgeport Post-Telegram (E&M)	43,008	.15	.15
*Bridgeport Post .....(S)	20,827	.10	.10
*Hartford Courant .....(M)	37,412	.08	.08
*Hartford Courant .....(S)	54,087	.11	.11
†Hartford Times .....(E)	50,354	.13	.13
*Middletown Press .....(E)	8,214	.0325	.03
†New Haven Register...(E&S)	44,406	.13	.12
*New London Day.....(E)	12,339	.07	.045
†Norwich Bulletin .....(M)	12,757	.08	.05
*Norwalk Hour .....(E)	6,069	.04	.04
†South Norwalk Sentinel...(E)	4,873	.035	.025
*Stamford Advocate .....(E)	10,038	.05	.04
*Waterbury Republican American (M&E)	23,856	.08	.08
*Waterbury Republican ...(S)	15,284	.08	.08

*A. B. C. Publisher's Statement, September 30, 1925.
†Government Statement, September 30, 1925.
(B) Combination rate Daily Journal and Eve. Bulletin.

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Through THE NEW YORK TELEGRAM—
"THE HOME NEWSPAPER *for* ALL THE FAMILY"



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SPORTS
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News Illustrations

THE TELEGRAM is built in the interest of the average New Yorker—a liberal buyer of *everything*.

In its new and sparkling dress, this popular evening medium has a firmer grip on New York's family life than ever—each page bristling with helpful, home interest features that win and HOLD a reader-*confidence* in advertising as well as editorial columns.

Whatever your line may be—candy or carburetors, cosmetics or clothes, foods or fabrics—THE TELEGRAM can help you sell MORE in greater New York, the most compact metropolitan *buying* area—a selling influence you can profitably capitalize

Now!



Is THE TELEGRAM on *Your* 1926 List?

The New York Telegram

PUBLICATION OFFICE: TELEGRAM SQUARE, NEW YORK CITY

National Advertising Department:—DAN A. CARROLL, 110 East 42nd Street, New York City
Western Representative:—Harry D. Bean, 208 South La Salle Street, Chicago, Ill.
New England Office:—540 Old South Building, Boston

THIS ISSUE:—A. B. C. ADOPTS DRASTIC RULE ON CLUB CIRCULATION

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1926

SUITE 1700 TIMES BUILDING. NEW YORK
42 ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 58. No. 40 TWO SECTIONS SECTION ONE **NEW YORK, FEBRUARY 27, 1926** By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign **10c Per Copy**

Chicago Tribune
FEATURES

DAILY AND SUNDAY
Comic Strips

The Gumps *by Sidney Smith*
Gasoline Alley *by Frank King*
Harold Teen *by Carl Ed*
Winnie Winkle *by Branner*
Moon Mullins *by Frank Willard*
Smitty *by Walter Berndt*
Little Orphan Annie *by Harold Gray*
Texas Slim *by Ferd Johnson*
The above strips in black and white or 8-page color comic section either tabloid or full size.

W. E. HILL
page of comics

DAILY AND SUNDAY CARTOONS
John T. McCutcheon —Carey Orr — Gaar Williams

BLUE RIBBON FICTION
Daily serial story—Weekly short story and serial.

TRUE LIFE STORIES WEEKLY
Woman's Special Page
Embroidery Page
Sport Page—Science Page

DAILY AND SUNDAY
Doris Blake Articles
Antoinette Donnelly Beauty Articles
Men's Fashions
Women's Fashions

SUNDAY
Paris Fashions

DAILY AND SUNDAY
Dr. W. A. Evans Health Articles

WEEKLY
Burns Mantle Theatrical Letter (New York)
Mencken Literary Review
Movie Letter
N. Y. Society Letter
"About Broadway" *by Mark Hellinger*

DAILY AND SUNDAY
Woods and Waters *by Bob Becker*
Walter Eckersall's Football Articles
In Motordom *by J. L. Jenkins*
Line o' Type *by R. H. L.*

DAILY
Wake of the News *by Harvey T. Woodruff*

SUNDAY
The Nickeldicks—Children's Story
The Sporting Goods *by Westbrook Pegler*

DAILY AND SUNDAY
What's Wrong Here?
Cookery Articles *by Jane Eddington*
Farm and Garden by *Frank Ridgeway*

SUNDAY
Practical and Fancy Needlework
Home Harmonious
Club Ethics *by Maude Evans*

DAILY
The Goops *by Gelett Burgess*
Sentence Sermons *by Rev. Roy L. Smith*

WEEKLY
Book Reviews *by Fanny Butcher*
Confessions of Authors
Justice Series

PACIFIC AND ATLANTIC PHOTOS
Organized by The Chicago Tribune and the New York Daily News 25 Park Place, New York

CHICAGO TRIBUNE PRESS SERVICE
Foreign—National—Local

-and they use ONLY features sold by the CHICAGO TRIBUNE Newspapers SYNDICATE —

IN THIS ISSUE—INSIDE STORY OF HAINES' PRESS CITY PROJECT.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1926

SUITE 1700 TIMES BUILDING. NEW YORK
42 ND STREET AND BROADWAY

t, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

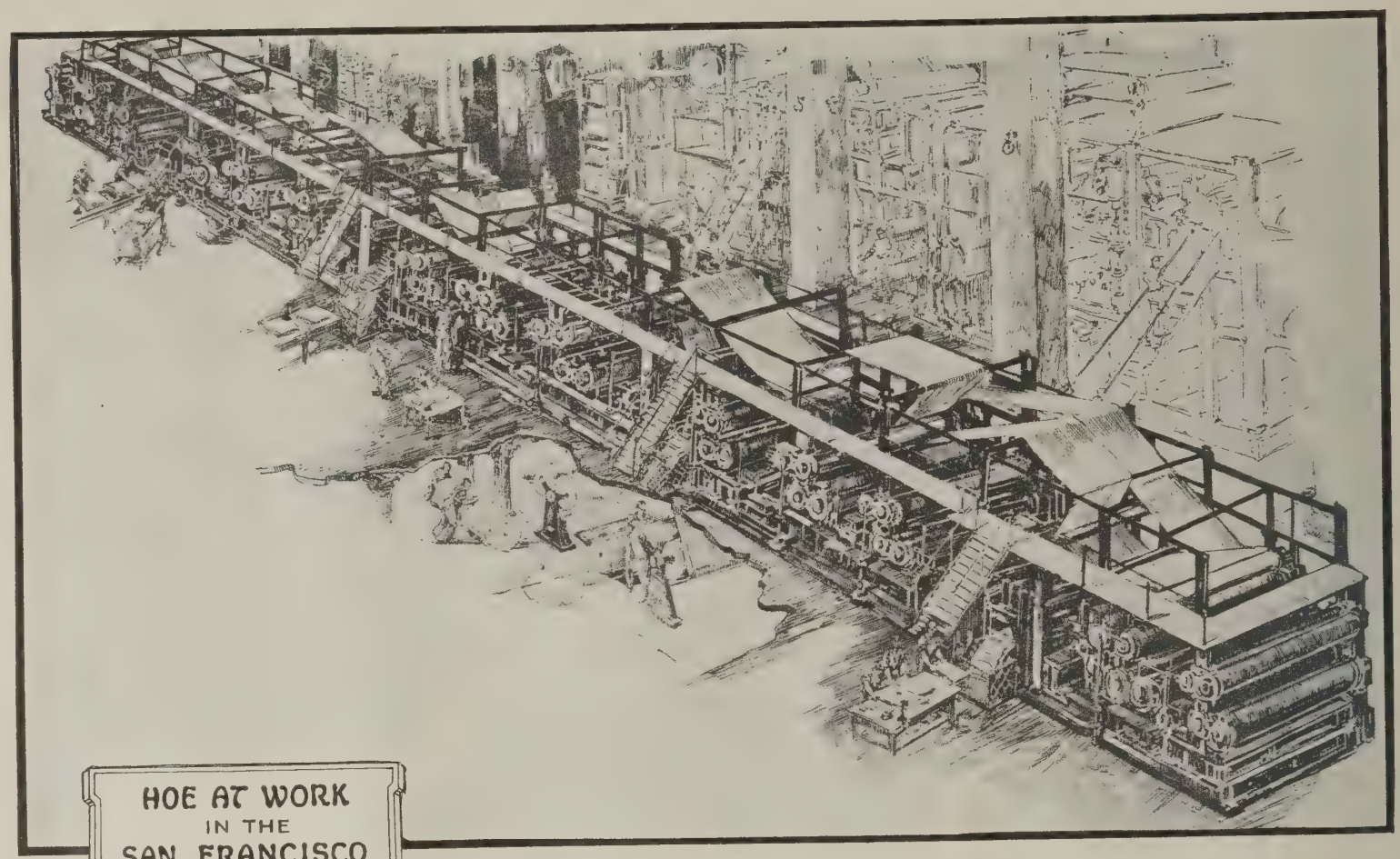
NEW YORK, FEBRUARY 13, 1926 By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign 10c Per Copy

The Marvelous
MILLION
of the New York Daily News

DAILY *(December average)* . . . 1,000,740
SUNDAY *(December average)* . 1,222,391

THERE have been and are other million circulations ❦ ❦ In the British Isles, among 57,000,000 people, the Sunday Pictorial has a circulation reported as 2,300,000 copies weekly and the Daily Mail, published simultaneously in London and Manchester, runs 1,800,000 copies daily ❦ ❦ In this country the Saturday Evening Post and the Pictorial Review have circulations in excess of two million; Liberty, the Weekly for Everybody, has more than a million in its second year. These periodicals draw their circulations from our whole national population of 114,000,000 people ❦ ❦ The Chicago Sunday Tribune has a million circulation among the population of five states ❦ ❦ BUT never before to our knowledge, either in this country or abroad, has any publication reached a circulation of a million copies among 10,000,000 people—the population of New York City and suburbs ❦ ❦ Never before has any publication been read by so many people at the same time in the same place ❦ ❦ And never before has the national advertiser had such a tremendous concentrated, cohesive selling force in the richest market in the world ❦ ❦ Tell it to Sweeney, the average man, the average woman, the average family, through the Marvelous MILLION of the Daily News ❦ ❦ Get the Facts!

THE NEWS
New York's Picture Newspaper
Tribune Tower, Chicago 25 Park Place, NEW YORK



HOE AT WORK
IN THE
SAN FRANCISCO
CHRONICLE

WHENEVER speed and net-output, flexibility of combination and quality of printing must join hands, Hoe printing presses are supreme. The Hoe-equipped pressroom of THE SAN FRANCISCO CHRONICLE has fourteen Hoe 16-Page "Super-speed" Press Units, in line arrangement, capable of printing 140,000 newspapers of 32 pages an hour, and a 15-Cylinder Hoe Universal-Unit Multi-Color Press which will print 288,000 pages in four colors an hour. Such pressrooms as these lend ready proof of the recognized supremacy of R. Hoe & Co., Inc., the world's largest printing press manufacturers. The Hoe machine is, and always will be, the standard of newspaper printing press perfection throughout the world.

HAVE YOU A COPY OF THE NEW BOOKLET "LUBRICATION OF HOE PRESSES"?

R. HOE & CO., INC. NEW YORK & LONDON

Selling books to 321,687 people—

"BOOKS"—the New York Herald Tribune weekly review of literature—reaches more than 300,000 homes every week—people who can and *do* buy books. That "BOOKS" is furnishing publishers with a single book sales unit of unusual size and responsiveness that is *selling books successfully*, is demonstrated by the list of representative publishers who are using "BOOKS" regularly.

BOOKS *A WEEKLY REVIEW OF CONTEMPORARY LITERATURE*

Edited by STUART SHERMAN

Published Every Sunday with the

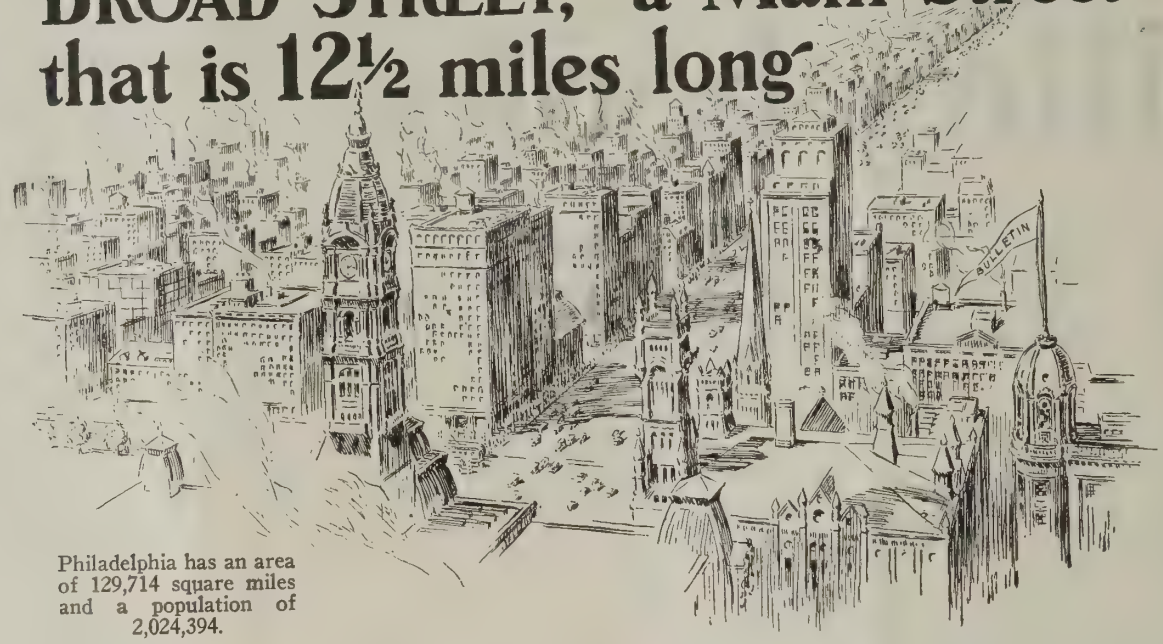
Publishers Advertising in "BOOKS"

American Swedenborg Ptg. & Pub. Soc.
D. Appleton & Company
Bethlehem Publishers
Authors' Press
Walter J. Black Company
Bobbs-Merrill Company
A. & C. Boni
Boni & Liveright
Brentano's
Brief English Systems, Inc.
Century Company
Clemens Press
E. J. Clode, Inc.
P. F. Collier & Son
Cokesbury Press
Columbia University Press
Thomas Y. Crowell Company
Devin-Adair Company
de Bower Publishing Company
Dodd, Mead & Company
George H. Doran Company
Doubleday, Page & Company
Nelson Doubleday, Inc.
Duffield & Company
E. P. Dutton & Company
Frank-Maurice, Inc.
Encyclopedia Britannica
Grolier Society
Greenburg, Publisher, Inc.
Haldemann-Julius Company
Harcourt, Brace & Company
Harper & Bros.
Himebaugh & Browne
Houghton-Mifflin Company
Alfred A. Knopf
Lathrop, Lee & Shepherd
J. B. Lippincott Company
Little, Brown & Company
Longman's, Green & Company
Macaulay & Company
The Macmillan Company
Marshall Jones Company
G. & C. Merriam Company
McBride & Company
A. & C. McClurg Company
David McKay & Company
Oxford University Press
Penn Publishing Company
Peoples Institute Pub. Company
Personality Press
G. P. Putnam's Sons
Reagil Company
Rittenhouse Press
Simon & Shuster
Charles Scribner's Sons
Thomas Seltzer
Small, Maynard
F. A. Stokes Company
Viking Press
Harold Vinal
Wm. Wise & Company
A. R. Wormrath, Inc.

New York Herald Tribune

FIRST TO LAST — *THE TRUTH:* NEWS ~ EDITORIALS ~ ADVERTISEMENTS

BROAD STREET,-- a "Main Street" that is 12½ miles long



Philadelphia has an area of 129,714 square miles and a population of 2,024,394.

Broad Street, Philadelphia's main North and South Street is 12½ miles long within the city limits. It gives you an idea of the vast area covered by this city of homes, where nearly everybody reads the Bulletin.

The reader confidence enjoyed by The Evening Bulletin is attested by the fact that The Bulletin's circulation is the largest in Philadelphia and one of the largest in the United States.

The Bulletin goes into practically every home in and around the great city of Philadelphia and makes it possible to reach this huge market of nearly three million people — third largest in America — through one newspaper at one cost.

With a circulation of over half a million copies daily. The Bulletin dominates Philadelphia.

"In Philadelphia nearly everybody reads The Bulletin"

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

524,662

Net Paid Daily Average for 1925

(Copyright 1926, Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 58 NEW YORK, FEBRUARY 27, 1926 No. 40

A. B. C. Adopts New "Air Tight" Rule Regulating Combination Sale

Directors in New York Session Revise Resolution Passed at Annual Meeting and Vote New Measure Into Operation Effective Oct. 1, 1926—Recipients of "Clubbing" Newspapers Must Know They Are Buying Two Publications

AN important ruling regulating sale of newspapers in combination was unanimously adopted by the board of directors of the Audit Bureau of Circulations meeting in New York last week. Scheduled to become effective Oct. 1 this year, it changes completely the bureau's procedure regarding clubbing offers, and is described as making the resolution on the subject introduced by Harlan G. Palmer, *Hollywood* (Cal.) *Citizen,* at the last annual convention, "air tight, and therefore designed better to protect both advertiser and publisher."

As adopted the ruling reads:

"Where two or more daily or Sunday newspapers are distributed together, if the circulation of either is to be certified as paid, the price charged for the combination shall be, in the case of single copies of dailies, the highest advertised price of the highest priced paper in the group, plus not less than one cent for each of the additional papers.

"In the case of single copies of Sunday papers the price charged shall be the highest advertised price of the highest priced paper, plus not less than 20 per cent of the price of each of the other papers.

"For carrier subscriptions, the price charged shall be the highest advertised price of the highest priced paper for such subscriptions, either in the city of publication or outside of it, plus not less than 10 per cent of the advertised price of each of the other papers; for mail subscriptions, the price charged shall be the highest advertised price of the highest priced publication in the respective territories served, plus not less than 10 per cent of the advertised price of each of the other papers."

As explained to EDITOR & PUBLISHER, by Stanley Clague, managing director of the bureau, the ruling was adopted for the purpose of making certain that the recipient of papers sold in combination would know that he was buying two papers and not just one. Thus if one paper costing three cents was sold with a two-cent paper the price must be four cents in order to be rated as paid circulation by the A. B. C.

In the case of Sunday papers where one sells for ten cents and the other at five in combination they must be sold for 11 cents.

The third clause was included in order to provide for differences arising from zone subscription rates, Mr. Clague said.

The bureau's procedure in the past has been that two publications could be clubbed, sold, distributed and counted as paid circulation if at least 50 per cent of the price of both publications is collected. In other words if two daily newspapers were combined and sold together, if one was priced at three cents and the other was priced at two cents, if three cents was collected that would be more than 50 per cent of the combined price of both publications, and therefore would be valid as circulation under the rules of the bureau since it has been in existence.

The ruling changing this practice as adopted last week was drawn up after long study and consideration on the part of Mr. Clague, the bureau's newspaper advisory committee, and a special committee appointed by O. C. Harn, bureau president, at the November meeting of the directorate.

It was submitted to the February meeting by Mr. Clague with the recommendation that it be made effective as of April 1. The question of the date was argued with Guy Earl, of the *Los Angeles Express,* appearing before the board to ask for sufficient delay to allow him to adjust his business.

The move to change existing procedure on clubbing arrangements had first been set in motion by Mr. Palmer, representing the Dailies Division of the Southern California Editorial Association, and voicing objection to the fact that the Los Angeles Express, Mr. Earl's paper, was being sold in combination with the *Alhambra Post-Advocate, Glendale Press, Pasadena Evening Post, San Pedro Daily News, Venice Evening Vanguard, Hollywood News, Redondo Daily Breeze,* and *Santa Monica Outlook.*

Mr. Earl in his plea before the A. B. C. board's New York meeting declared he would require at least six months to put into operation the advanced subscription price which would be necessitated by the new ruling. Since the board agreed that valuable property rights were involved, it was moved and passed that the ruling should not become effective until Oct. 1.

Hugh O'Donnell, assistant business manager of the *New York Times,* represented the bureau's newspaper advisory committee, when the ruling was adopted by the board.

The board meeting at which the new ruling was adopted in New York was described to EDITOR & PUBLISHER as "one of the most enthusiastic in the association's history." The few absent were unavoidably detained, and those attending, the writer was told, gave the combination sale problem "closest consideration."

"Whether or not the new ruling solves the problem remains to be seen," Mr. Clague said after the board meeting in an exclusive interview with EDITOR & PUBLISHER. "It is the aim of the bureau to serve both the advertiser and the publisher, and we have kept this aim constantly in mind when debating this question. Now we believe we have reached a solution, but the solution will only be tested when the ruling is put into operation next October. Then we will be able to see if it will work out satisfactorily. The special committee appointed by Mr. Harn and the newspaper committee framed the ruling after exhaustive research. The members of the two committees are unanimous that the ruling is sane and sensible.

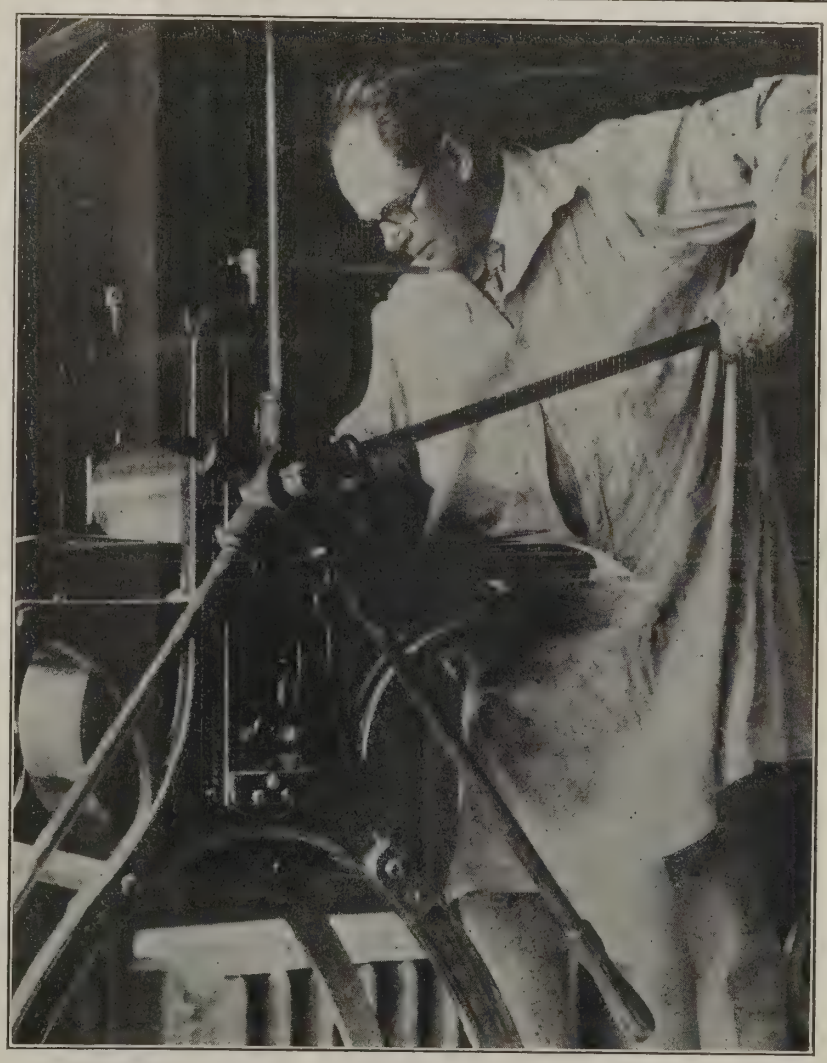
"Mr. Palmer had expressed the desire that the board's ruling be made retroactive to October, 1925, the date when his resolution had been passed by the membership. This was not considered fair to Mr. Earl. It was recommended therefore that the date be April 1. Mr. Earl had requested an opportunity to appear before the board in New York and his request was granted. He made it very clear to the board members that at least six months' delay was necessary, and the vote was unanimous changing the date to October, 1926.

"We are confident the action of the board on this matter will be appreciated by the membership despite the fact it changes and delays the resolution submitted to and passed by the members in convention."

Directors attending the New York meeting and voting on the clubbing rule were:

Mr. Harn, National Lead Company, and bureau president; F. R. Davis, General Electric Company, Schenectady, N. Y.; W. A. Strong, *Chicago Daily News;* E. R. Shaw, *Power Plant Engineering,* Chicago; B. H. Bramble, American Chicle Company, Long Island City, N. Y.; Mason Britton, McGraw-

DING PLAYS A NEW FINE ART



Jay N. Darling, famous American cartoonist, has turned etcher in the period of his convalescence from a recent serious illness. Our picture shows him at the etching proof press.

Hill Company, Inc., New York; J. Murray Gibbon, Canadian-Pacific Railway Company, Montreal; L. L. King, Goodyear Tire & Rubber Company, Akron, O.; S. R. Latshaw, Butterick Publishing Company, New York; Marco Morrow, the Capper Farm Press, Topeka, Kan.; David B. Plum, the *Troy Record;* B. Kirk Rankin, *Southern Agriculturist,* Nashville, Tenn.; F. W. Stone, *American Review of Reviews,* New York; E. E. Taylor, Postum Cereal Company, Inc., New York; P. L. Thomson, Western Electric Company, New York; W. S. Ashby, Western Clock Company, La Salle, Ill.; and W. K. Towers, Paige-Detroit Motor Car Company, Detroit, Mich.

The resolution as framed by Mr. Palmer and passed by the A. B. C. membership at the 1925 convention, now replaced by the new version passed by the directorate, read:

"Resolved, that where two daily or Sunday newspapers are distributed together, if the circulation of each is to be certified as paid, the price charged for the combination, shall be greater than the price at which either may be purchased separately."

At the November meeting of the board the matter was considered and it was then resolved that Mr. Harn appoint a special committee to consider the matter, confer with the newspaper committee and report to the January session.

The committee Mr. Harn appointed consisted of L. B. Jones, P. L. Thomson, Walter Hine, W. A. Strong, D. B. Plum, F. W. Stone, Marco Morrow, B. Kirk Rankin, Mason Britton and Mr. Clague, Mr. Harn was committee chairman.

Eastern members of this committee met in New York to discuss the subject Dec. 1, while western members met in Chicago Dec. 8 and 9. On Dec. 12, Mr. Clague submitted to members of the committee and to members of the newspaper committee a report covering the recommendations of both the eastern and western members.

E. Lansing Ray, publisher of the *St. Louis Globe-Democrat,* is chairman of the newspaper committee, other members of which are: Mr. O'Donnell, New York Times; Gardner Cowles, *Des Moines Register and Tribune;* D. E. Town, of the Hearst general management; and T. R. Williams, of the *Pittsburgh Gazette Times* and the *Pittsburgh Chronicle Telegraph.*

Concerted agitation against clubbing first began in September, 1925, when the Southern California Editorial Association in annual convention appointed Mr. Palmer to represent its membership at the Bureau's Chicago meeting formally to request the A. B. C. to "make such changes in its rules, regulations, or practices" that would prevent certification as paid circulation copies of newspapers sold with other papers without additional charge.

Mr. Palmer then argued that the question did not concern Southern California exclusively. He said a poll had been taken among newspapers throughout the nation upon the matter. Of 270 replying, he said, 260 had declared they were opposed to the practice.

"Are we maintaining a standard which we are glad to point to as indicative of the high plane upon which our newspapers stand, when that standard permits one newspaper to be given free with another newspaper and yet the certification of that free paper is classed as paid circulation?" Mr. Palmer asked at that time.

"We make no objection to the clubbing of newspapers together. We ask only that a price be charged so that it may be determined from that price that the recipient of two papers is willing to pay something, little though it may be, but that he be willing to pay something for the second paper."

Mr. Palmer also called attention to the news story he had read in EDITOR & PUBLISHER telling of the purchase of the *Elizabeth* (N. J.) *Times* by Hearst interests to be sold in daily combination with the *New York Evening Journal,* and on Sunday with the *New York American.*

"So you see," he said, 'it is not a condition peculiar to the state of California. It has now reached the eastern coast, it is working from coast to coast. It is eventually going to come to the point where it will concern and effect each one of you."

F. W. Kellogg, publisher of the Los Angeles Express, who had sold his property to Mr. Earl, was also afforded a hearing at the A. B. C. Chicago convention. He made it clear that he was within his rights as far as existing A. B. C. rules were concerned, and expressed a willingness to abide always by the bureau's laws.

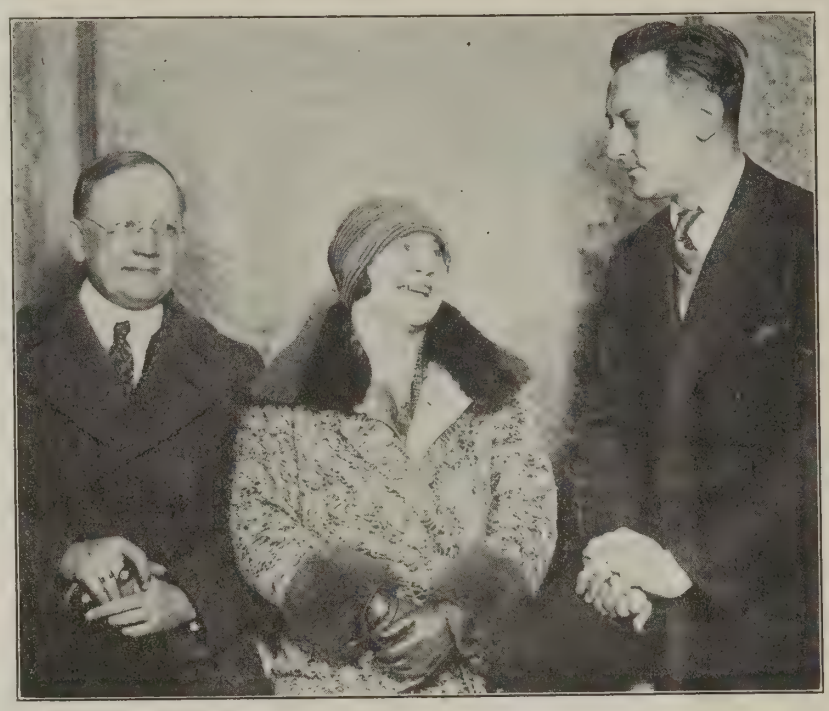
He explained why the Express had built up its combination sale arrangements, as follows:

"There are in Southern California, in Los Angeles County, outside of the City of Los Angeles, about 1,500,000 population. Los Angeles has about 1,000,000 population, and Los Angeles County has about 2,500,000 population. There are about twenty cities there. Outside of Los Angeles, there are very few important cities in the State of California. You can number them on one hand. One is San Diego; one is Fresno; one is Sacramento; one is Oakland; and one is San Francisco. Los Angeles County has more population than all the rest of the state put together.

"In the days when Los Angeles was young, the Los Angeles Express used to devote a great part of its paper to the news of these communities, but as they grew, it was impossible to cover all of these communities, and we have some cities in Los Angeles County that are very important. If you will group all of the cities outside of Chicago, and bring them in within a radius of twenty-five miles of Chicago, all of the cities in Illinois, excepting East St. Louis, you will have a situation very similar to what we have in Los Angeles.

"At the time I published the Pasadena Evening Post, the *Star News* in that city had a circulation of something over 10,000 copies, and the Los Angeles newspapers, ten miles away, had a circulation as follows: The greatest circulation was the Herald of 1800 papers a day. Then came the Los Angeles Times of 1600; then the Los Angeles Express of 1200; then the Los Angeles Examiner at that time of 900, and the Record had between 300 and 400, as against 10,000 daily newspapers of a paper printed in a city only ten miles from the center of the city. Why? Because no newspaper in Los Angeles could give them the news that the community demanded."

GENE FOWLER BACK FROM ROME



Gene and Mrs. Fowler this week returned from European touring. The former managing editor of *New York American* (right) started for Egypt, but colorful Rome held him too long under its spell. Mr. Fowler has joined King Features Syndicate.

WEEKLIES AWARDED PRIZES

Five Papers Singled Out for Honors by Wisconsin Press

First honors in the 1925 Community Service contest held under the auspices of the Wisconsin Press Association were awarded to the *Spring Valley Sun,* for a single service, and to the *Burlington Standard Democrat* for several services. The announcement was made at the midwinter meeting of the association in Milwaukee recently.

The contest was judged by Professors Willard G. Bleyer and E. Marion Johnson, of the University of Wisconsin Course in Journalism, Prof. J. H. Kolb, University of Wisconsin agricultural sociologist, John R. Wolf, *Milwaukee Journal,* and Don E. Mowry, manager, Madison (Wis.) Association of Commerce.

Judges of the contest described the service of Editor Charles Lowater's *Spring Valley Sun* as the "Waking of a community consciousness and purpose." Editor Lewis H. Zimmermann's *Burlington Standard Democrat* gave effective support to seven different community projects.

Next to the Spring Valley Sun, Editor D. F. Burnham's *Waupaca Post* performed the best single service in its campaign for an area tubercular test for cattle. The plan for organizing a system for conducting county-wide tubercular tests was originated by Editor Burnham and has been adopted in other counties.

Next to the Burlington Standard Democrat, Editor Harry H. Heidemann's *Algoma Record Herald* performed the most worthy services. Thirteen separate services were performed effectively by the Algoma paper.

Honorable mention for performing a single service was given to the *Waterloo Courier,* published and edited by J. Lewis White and Exilda Hackett White, for their support of the firemen's park activities.

FOLDER USED TO STEM PRESS AGENT TIDE

Ad Manager Sent Hand-Outs to Firm Chiefs With Succinct Analysis of Why Publicity Is Wasted Effort

By A. D. Manager

In line with the suggestions made by EDITOR & PUBLISHER some time ago relative to sending back "publicity" to those at whose behest it is sent out, the writer prepared and used while he was advertising manager of a certain daily newspaper a small folder that may prove of interest to others who have to handle the daily grist of press agent stuff.

The folder and the publicity were sent to the concerns advertised—not to the press agents or the publicity department sending the stuff out. All of the material received that could be gotten into an ordinary envelope and mailed for two cents was returned. When only a printed or mimeographed "story" was received the whole offering was sent. When mats or cuts were included with the story, only the proofs were sent.

The folder consisted of an 8¼ x 1 sheet of cherry bond in the form of a six page folder, of double thickness. As folded for mailing, each of the two outside pages carried the legend, "Why we are sending your publicity home." The third page on what was the back of the sheet when opened to the text carried the name of the paper, its address and the names and addresses of the New York and Chicago representatives. The envelope used was a No. 6¾, of cherry bond to match the folder. The text, which covered the three inside pages, was as follows:

"Do you give away any of your products?

"Do you ask the butcher, the baker and the candlestick maker to give you what you need of their goods?

"You do not?

"Then why ask us to give you what you need of our product?

"We take it that you are in business to make money. If you gave away what you had to sell, your profits wouldn't amount to much. That is elementary.

"We are in the same boat.

"Part of our income is derived from selling newspapers; it won't meet the payroll. The rest of our receipts—our chief revenue—we get from the sale of advertising space.

"If we gave away that space we couldn't sell it. If we didn't sell it we couldn't stay in business.

"There is another angle from which this matter should be viewed. Our readers don't expect advertising in our news columns. If we are to retain their respect and confidence—which we must do—it behooves us to be fair with them.

"Lastly, consider this. All those concerned in the production of the reams of "publicity" sent us—the paper maker, the mat manufacturers, the engravers, the printers, the writers, the illustrators and the press agents—are paid well for their efforts. And all they do is prepare something that is useless unless it is published. It is for us to give or refuse it life. And we, of all those engaged in its creation, are expected to do our part without remuneration.

"Is it fair?"

Circumstances did not permit carrying on the experiment long enough to note any results. It may be, for that matter, that no results would be apparent, regardless of how long the experiment were continued. But it is believed that a concerted effort along similar lines were to be made by a considerable number of newspapers, it would bring about some abatement of the nuisance.

Carl J. Rostrup, Cartoonist, Dies

Carl J. Rostrup, 51, cartoonist for many years on the *Baltimore News* and later on the daily newspapers in Richmond, Va., died Feb. 23, from injuries received in an automobile accident the previous Sunday.

WHY O. C. HARN QUIT READING AUTO PAGES

A. B. C. President and National Lead Company Executive Denounces Free Publicity—Discusses Trend Towards Co-operative Advertising

By PHILIP SCHUYLER

Plumbers, ice men, underwear manufacturers, wall paper makers, paint mixers and other trades and industries are rapidly discovering the benefits of co-operative advertising.

O. C. Harn, advertising manager of the National Lead Company, tells of the press agent pitfall to avoid in group advertising and details the advantages of paid promotion for a common pocketbook in this, the fifth of a series of articles obtained by EDITOR & PUBLISHER, *discussing the present advertising trend.*

Mr. Harn speaks from personal experience as member of the National Save-the-Surface Campaign Committee.

O. C. HARN, advertising manager of the National Lead Company, and president of the Audit Bureau of Circulations, is a "bug" on automobiles. It is just one of his many interests. He drives his own car, has done so for years, and trades in old models to buy new ones frequently. Once upon a time it was his daily habit to read with interest and care the newspaper automobile pages.

"Do you know why I quit reading them?" he asked the writer this week, and then answered the question himself.

"Because they became uninteresting and dull examples of press agent art. The motor stories deteriorated into the usual salesmanager's idea of a good time. I was able unfailingly to detect free publicity.

"Now," he added, "I read only the automobile advertisements in the newspapers and magazines. I have lost confidence in the news columns of the automobile section. To me they have become simply wasted newsprint."

Mr. Harn's graphic statement was made during an interview this week in which he discussed the evident trend towards co-operative advertising, a movement in which he has been interested since the National Save-the-Surface Campaign was started some six years ago. In addition to the advantages which, he said, resulted when competing manufacturers get together to promote a general advertising campaign, he sketched the pitfalls to avoid, and one of them was, in his own phrase, promiscuous press agentry.

Mr. Harn listed his oppositions to free publicity.

"I am very much opposed to free publicity," he began. "I don't believe it is a good thing for either the publication or the manufacturer, because generally the work of a press agent is of inferior editorial value and fails in reader interest.

"It is bad for the manufacturer, because he obtains his best hold on the public by telling his own story in his own way, paying for space, and placing his copy in those media, which have the confidence of the people.

"As an advertiser I only want to use those media which are strong editorially, which have, in other words, real reader confidence. As a reader, I find I can detect free publicity at a glance.

"I am a strong believer in the power of straight-forward advertising over the name of the manufacturer for whom the copy is written. A manufacturer doesn't have to slip over his message in the guise of news. Advertising has a very strong appeal and the best way to get results is to pay your way."

As an example of the futility of press agentry and the success which followed purchase of paid space in the newspapers, Mr. Harn cited the case of traction trouble in Cleveland. The traction interests were giving out their side of the tangle through public relations experts. In the news columns, Mr. Harn said, the issues became confused. Then the companies resorted to paid advertisements. A distinct difference in the public attitude followed.

Mr. Harn has good reason behind his belief in paid space. Just after the war, from an idea originated and nurtured into being by Earnest T. Trigg, of Philadelphia, the paint and varnish manufacturers of America raised $100,000 for a general co-operative advertising campaign by informal voluntary subscriptions. This was the beginning of the National Save-the-Surface Campaign.

Five years ago defenders of the campaign made the boast that the business of the manufacturers participating would be doubled by 1926.

"We did it in less than five years," Mr. Harn said this week. "And much of the credit goes to the co-operative advertising.

"From the start it has never lessened the advertising activities of the individual companies taking part. Our endeavor was to make the public realize in a general way the value of protecting property by use of paint and varnish. No separate trade brands were boosted. All paint and varnish concerns could join in and most of them did.

"Since the beginning of the Save-the-Surface drive there has been a very strong trend towards similar co-operative enterprises. It amounts to a recognition on the part of a great many advertisers that some advertising promotion can be accomplished very successfully by an industry working as a unit."

The writer had the impression that the National Save-the-Surface Campaign had relied almost entirely on the purchase of space in the magazine and the promiscuous spreading of unasked for press agentry to tell the story in the newspapers, and Mr. Harn was questioned on that point. In reply he said a "tremendous amount" of paid advertising had been placed in newspapers by local painters as a result of the Save-the-Surface movement and declared the "educational bureau" of the campaign had been created in response to demands from outside, and not by the inside sponsors.

"After the campaign had been under way a short time," he explained, "a great many publications began to see there was considerable interest in redecorating by painting and varnishing. We began to receive requests from various publications for articles on the subject.

"We received so many such requests in fact that finally we created our educational bureau to supply the demand. This was three years ago. When the requests are for exclusive material, we make sure what we send out is exclusive. But, also, we have sent out many mats of articles on redecoration. These we have endeavored to make authoritative statements on the general subject. We have never introduced sales talks, advocating various trade brands, and we have never attempted to disguise the source of the articles."

Mr. Harn said it was true that the annual appropriation collected for the National Save-the-Surface Campaign, which amounted last year to about $250,000, was expended largely in the magazines, but he said local groups of painters and paint dealers had placed considerable business in their local newspapers as a result of missionary work carried on by the compaign committee.

"We have tried, and successfully, too, to arouse the interest of local paint organizations in advertising in their home newspapers," Mr. Harn said.

"We have impressed them with the advisability of taking the seasonal kink out of painting by persistent year-round newspaper advertising.

"As an example of results I need only point to the action which has taken place in Minneapolis and St. Paul promoted by the National Save-the-Surface Campaign. A local fund was raised to promote off-season painting. It has proved so successful, using newspapers, that last year other phases of industry were interested in the proposition and the advertising fund in this one city has been increased from $2,000 to $30,000 to promote year-round building and painting, hitherto considered impracticable."

General advertising of the National Save-the-Surface Campaign is financed by money obtained on a quota basis. The 300 member paint and varnish manufacturers contribute ⅛ per cent of their annual gross sales to the fund. The money so collected is turned in to a common treasury, and no one knows definitely how much the other pays. Administration of the appropriation thus obtained is in the hands of a committee made up of representatives of all phases of the industry. An executive office is maintained in Philadelphia, which is in charge of a salaried manager, Arthur East.

Mr. Harn is an old newspaper man, a graduate of the *Cleveland Press.* He started first as a reporter on the *Cleveland Leader,* immediately after he had received his degree from Cornell. Transferring to the Press, he became telegraph editor before leaving to engage in press association work, as editor of the Cleveland office of the Scripps-McRae wire service.

From this latter work, Mr. Harn went into trade journalism in Cleveland as editor and manager of a grocery paper. There he began writing advertisements for clients. One of the clients was the H. J. Heinz Company, of which he subsequently became advertising manager. He stayed with this concern a year, and in 1905 took a similar position with the National Lead Company, where he is now also chairman of the sales committee as well as advertising manager.

When Mr. Harn first took over his work with the National Lead Company it had no national trade mark. Its white lead brands only had local prestige. To make general advertising possible, Mr. Harn originated the "Dutch Boy Painter" as the company's trade mark.



As a reader, I find I can detect free publicity at a glance—O. C. Harn.

DRAKE ESTATE SCHEME EXPOSED

Des Moines Evening Tribune Attacks Claims of Local "Descendant"

The *Des Moines Evening Tribune* this week exposed the activities of Oscar M. Hartzell, former resident of that city but now in London, England, reputed to have obtained more than $200,000 from 1,200 Des Moines subscribers in the last five or six years in support of his alleged fight in England to obtain possession of the Sir Francis Drake estates. Hartzell claimed to have established the fact that the explorer left a son and that he, Hartzell, is a direct descendant of Drake and therefore entitled to the huge wealth that has accumulated.

The Tribune-News printed voluminous correspondence between the paper and the U. S. Embassy in London; the Burke Publishing Company of London, publishers of Burke's Peerage; the American Consular Service at London; and the British consulate general, all denying the authenticity of the Hartzell claims. A postal inspection has been started and some of the victims of the Hartzell fraud have instituted suits in the Polk courts alleging swindle.

DISCONTINUES SUNDAY EDITION

Des Moines Capital Transferring Features to Saturday Issue

The *Des Moines* (Ia.) *Capital,* evening newspaper, discontinued its Sunday edition with the issue of Feb. 21.

The 4-page comic section, in colors, the dramatic and society pages of the Sunday edition were transferred to the Saturday edition.

In announcing the suspension of the Sunday paper the Capital stated: that it has been unprofitable since it was started in April, 1919.

New presses with new stereotyping machinery costing more than $100,000 are being installed in the Daily Capital's mechanical departments.

Morning Publishers Advertising

The Morning Newspaper Publishers Association is launching an advertising campaign directed at agencies and national advertisers to stress the advantages of the morning newspaper field. A. Schaefer, of the *Ft. Wayne* (Ind.) *Journal-Gazette* is president of the group. Emerson B. Knight, Inc., Indianapolis, is preparing and placing the copy.

SPACE GRAFTERS HANDED KNOCKOUT BY INLAND DAILY PRESS MEMBERS

Resolution Asking Publishers to Return All Free Publicity to Advertisers Adopted Unanimously at Chicago Meeting—Introduced by Huckle

ALL the resources of the Inland Daily Press Association were placed behind the drive against free space grafters at the annual meeting in Chicago last week with the adoption of a resolution calling upon members to return all free publicity received to the advertiser in whose interest it is sent.

The resolution, passed unanimously by the convention, was presented by T. O. Huckle, business manager of the *Ypsilanti* (Mich.) *Daily Ypsilantian-Press,* at the conclusion of a speech in which he emphasized the evils of free publicity.

The resolution as adopted follows:

"RESOLVED: That it be the sense of this convention that every member of the Inland Daily Press Association be urged to join in a concentrated movement to help kill the space grafters, who live almost entirely off of newspaper publishers, by the following intensive cooperation:

"*First*: Upon all free publicity received from space grafters (this term not applying to Red Cross, church, or worthy benevolent associations) place the Inland anti-free publicity rubber stamp. Members of the National Editorial Association should affix also the N. E. A. red sticker.

"*Second*: Prepare a circular or folder setting forth in brief paragraphs the publisher's viewpoint of the space grafter's unfairness to all concerned.

"*Third*: Place all of above with publisher's rate card in a large plain, envelope without postage and return it to the advertiser, or organization (not to the space grafter) who upon receiving requests from many points at once for stamps to cover postage due on letters, will awaken to the fact that publishers are no longer the fools space grafters represent them to be.

"BE IT FURTHER RESOLVED: That the Inland Secretary be asked to set this resolution in either bold face type or in a box in the next *Inland Bulletin* so that all members not present today may realize the seriousness of this concentrated effort."

Mr. Huckle in his speech preceding the introduction of the resolution said:

"Isn't it strange that so many concerns and organizations are generous to the 'dear public,' and expect that the newspapers should fall in with their ideas of publicity? At the outset, let me challenge any publisher here to name a single manufacturer who ever sent out one line of free publicity on behalf of the 'dear public' without first realizing in the final analysis that it is for his ultimate gain.

"No publisher can afford to sit back and say, 'What little I may run in my paper will do no harm and it really does help me out in a "pinch" sometimes.' Just as a few publishers by cutting advertising rates, hurt the whole profession, so does the running of the least bit of free publicity react unfavorably.

"Now when you have run these 'exclusive stories,' prepared at great expense by the space grafters—would it shock you to know that after you have published this so-called news in columns that are not for sale at any price the press agent takes out his rule and checks up every inch of it? He measures this the same as you do any local or national display account and then charges it up on his records for the various manufacturers or organizations at your one-time national rate.

"Would it interest you to know that these space grafters are now so numerous that they are actually selling free publicity space they get from weak-kneed publishers just as some weak-kneed publishers used to cut their advertising rates when national advertisers came to them direct to avoid agency and special representative commissions?

"I do not think that it is necessary for me to dwell further on the evils of free publicity. If any have not yet caught the intent of my remarks so far, they are beyond any publisher's help.

"Resolving to run no more free publicity, but to throw it in the waste-basket will not kill the octopus as long as there are some publishers who will continue to let it creep in.

"There is but one way, according to experts, to fight space grafters, and that is to return all material received to the advertiser direct—not to the space grafter.

"Right now, while publishers' trade journals, and EDITOR & PUBLISHER in particular, are doing such a fine work in helping us fight this evil of evils, is the time to take action and do something worthwhile and effective."

The resolution was then presented and passed unanimously.

DAILIES RE-ELECT SCHILPLIN

Northwest Group Holds Annual Convention in Minneapolis

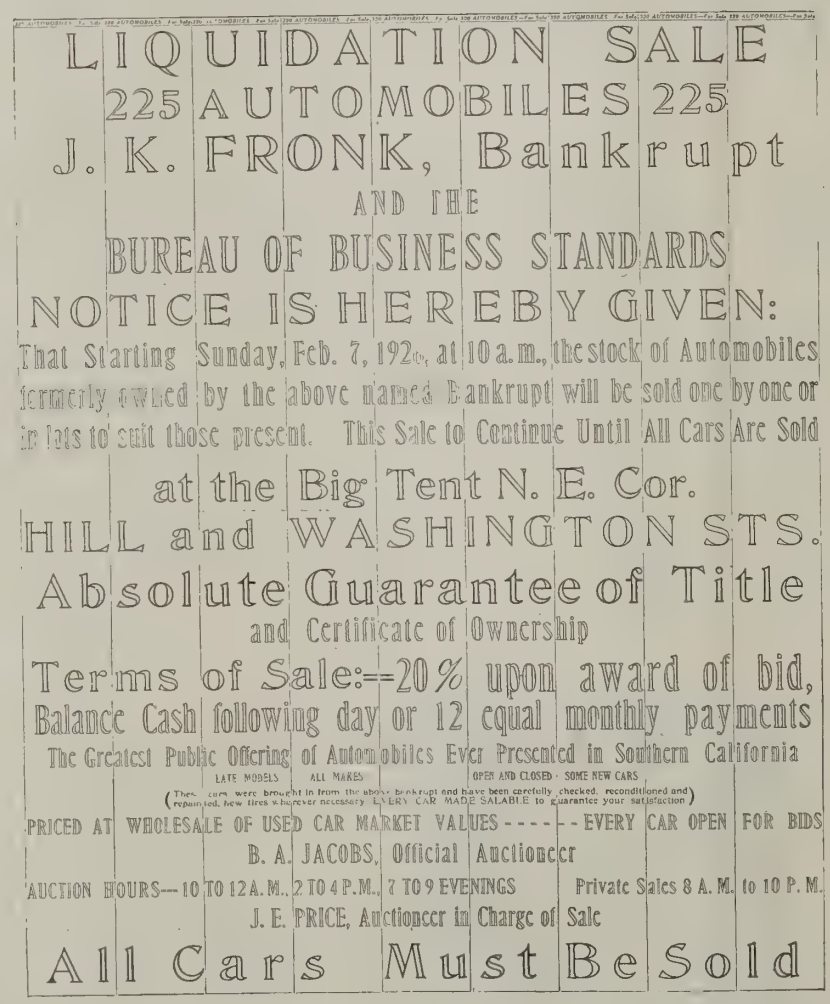
Fred Schilplin, publisher of the *St. Cloud Daily Times,* and Fred La Fond, publisher of the *Little Falls Daily Transcript,* were re-elected president and secretary, respectively of the Northwest Daily Press Association which held its annual meeting in Minneapolis, Feb. 18. L. S. Whitcomb, *Albert Lea Evening Tribune;* Harry Hill, *Fargo* (N. D.) *Forum,* and Edward L. Ogilvie, *South St. Paul Daily Reporter,* constitute the new executive committee.

"Prosperity is not returning to the Northwest. It is here," said R. P. Palmer, advertising manager of the association, in an address. He based his assertion upon his report that advertising linage originating in the Twin Cities and carried by Northwestern dailies in 1925 was 200,000 lines more than for the previous year. Other speakers were R. R. Ring, general manager of the association, and S. C. Theis, advertising representative of Northwestern dailies in Chicago and New York.

Journal-Post Staff Frolics

More than 600 persons attended the second annual frolic of the *Kansas City Journal-Post* staff Feb. 16. *Entre Nous,* a 12-page tabloid was issued for the occasion, prepared under the direction of E. D. Moore, promotion manager.

FULL PAGE OF CLASSIFIED DREW 15,000 TO LOS ANGELES AUTO SALE



LIQUIDATION SALE
225 AUTOMOBILES 225
J. K. FRONK, Bankrupt
AND THE
BUREAU OF BUSINESS STANDARDS
NOTICE IS HEREBY GIVEN:
That Starting Sunday, Feb. 7, 1926, at 10 a.m., the stock of Automobiles formerly owned by the above named Bankrupt will be sold one by one or in lots to suit those present. This Sale to Continue Until All Cars Are Sold
at the Big Tent N. E. Cor.
HILL and WASHINGTON STS.
Absolute Guarantee of Title
and Certificate of Ownership
Terms of Sale:—20% upon award of bid,
Balance Cash following day or 12 equal monthly payments
The Greatest Public Offering of Automobiles Ever Presented in Southern California
LATE MODELS ALL MAKES OPEN AND CLOSED · SOME NEW CARS
(These cars were brought in from the above Bankrupt and have been carefully checked, reconditioned and repainted, new tires wherever necessary. EVERY CAR MADE SALABLE to guarantee your satisfaction)
PRICED AT WHOLESALE OF USED CAR MARKET VALUES - - - - - EVERY CAR OPEN FOR BIDS
B. A. JACOBS, Official Auctioneer
AUCTION HOURS—10 TO 12 A.M., 2 TO 4 P.M., 7 TO 9 EVENINGS Private Sales 8 A.M. to 10 P.M.
J. E. PRICE, Auctioneer in Charge of Sale
All Cars Must Be Sold

Above is an unusual full-page advertisement which appeared in the classified columns of the *Los Angeles Examiner,* Sunday, Feb. 7. Column rules were left in and none but open face and agate type used. It advertised the sale of the bankrupt stock of automobiles of J. K. Fronk, known as the "Ponzi of Hollywood." R. E. Seiler, classified manager of the *Examiner* believes it to be the largest single classified advertisement that has ever appeared in a newspaper. There have been full page classified advertisements from one firm in other newspapers, but such advertisements have been made up of a number of advertisements and not just one, he states. This advertisement appeared only in the *Los Angeles Examiner* and resulted in 8,000 people attending the sale on Sunday alone and 15,000 attending the first three days, Mr. Seiler said.

CHICAGO PRESS PLANS $4,000,000 BUILDING

100 Men Will Be Asked to Buy $10,000 Founders' Bonds to Start Construction on 20-Story Building

Harry G. Fisher, president of the Chicago Press Club, has issued a brochure bearing the title "Chicago Press Club's Four Million Dollar Building Program."

The club has been renamed the Greater Chicago Press Club and a drive has been started to build a 20-story building, several floors of which will be given over to the club proper.

The club's plan of financing, as set forth in the brochure, is "to invite 100 men of standing to purchase a bond for $10,000 bearing 6 per cent interest (on the plan of cumulative preferred shares) to be known as a Founder's Bond." The bonds, in addition to bearing interest, entitles the holder to an associate membership, barred from holding office. If the $10,000 bond series does not result in $1,000,000, the club plans to issue a second series of $1,000 bonds, the holders to be entitled to certain public club privileges.

The booklet describes the membership plans as follows: "A committee formed of the managing editors of all local dailies, along with the local superintendents of the Associated Press and the United Press (or their appointed proxies) will pass upon the qualifications for membership; secondly, a committee formed of the business managers of the Chicago papers (or their proxies) shall have entire charge of the finances of the club and shall O. K. or veto all expenditures of the club above $500."

Weeklies Plan Chicago Ad Office

W. C. Jarnagin, formerly managing editor of the *Des Moines* (Ia.) *Capital* and now publisher of the *Storm Lake* (Ia.) *Pilot-Tribune,* weekly, and Justin Barry, publisher of the *Cherokee* (Ia.) *Times* are forming an organization of Iowa weekly publishers for the purpose of employing an advertising solicitor to sell the Iowa weekly field. The representative's office will be in Chicago.

Sherman Joins Lanston Company

The Lanston Monotype Machine Company of Philadelphia announces that after March 1, Frank M. Sherman will be its director of advertising and publicity. On that date Mr. Sherman closes his office in Chicago, where for two years he has been operating an advertising agency under his own name, and will move to Philadelphia.

A.N.A. Sets Convention Date

The semi-annual convention of the Association of National Advertisers will be held May 10 to 12, at the Edgewater Beach Hotel, Chicago, it was announced this week by Robert K. Leavitt, association secretary.

Dean Williams Honored

Dean Walter Williams of the School of Journalism at the University of Missouri was recently named "professor extraordinary" by the National University of Mexico, following a series of lectures he delivered there on the subject of "Journalism of the United States."

Illinois Meeting Postponed

Meeting of the Illinois Press Association, previously set to coincide with the Inland Daily Press Association sessions at Chicago will now be held March 5 and 6.

Weekly Adopting Tabloid Size

Beginning Saturday, March 13, the *Long Beach* (N. Y.) *Progress,* weekly, will become a tabloid newspaper. I. Kaplan, photographer, has been added to the staff.

HARVARD AWARDS PRESENTED AT DINNER

Winners Feted at New York Advertising Club—E. E. Calkins Given Gold Medal—Mrs. Proetz Twice Honored—Pedlar & Ryan, Joseph Richards, Young & Rubicam, and W. D. Humphrey Win

FORMAL presentation of the 1925 Harvard Advertising awards, founded in 1923 by Edward W. Bok, was made by Dean W. B. Donham of the Harvard School of Business Administration at a dinner in honor of the winners held at the Advertising Club of New York, Feb. 24.

As summoned to receive their prizes the winners were:

Ernest Elmo Calkins, president, Calkins & Holden, Inc., New York, awarded gold medal for "distinguished personal service to advertising."



Ernest Elmo Calkins

Young & Rubicam, Philadelphia, for the Postum Cereal advertising campaign, considered "most conspicuous for the excellence of its planning and execution," awarded $2,000 cash prize and certificate.

Joseph Richards Company, Inc., New York, for the Tide Water Oil Sales Corporation's "Tydol" campaign, deemed "the most excellent local campaign of a manufacturer, awarded $2,000 and a certificate.

Pedlar & Ryan, Inc., New York, for the retail store campaign for Ovington's store, New York, awarded $2,000 and a certificate.

Merle Thorpe, of *Nation's Business,* Washington, for an advertisement in his publication deemed "most effective in the use of text," awarded $1,000 and a certificate.

Willard D. Humphrey, of McKinney, Marsh & Cushing, Inc., Detroit, for the advertisement most effective in the use of pictorial illustration, awarded $1,000 and a certificate.

Mrs. Erma Perham Proetz, of the Gardner Advertising Company, St. Louis, for the advertisement most effective in the combination of both pictorial illustration and text, awarded $1,000 and a certificate.

H. G. Weaver of the General Motors Corporation for the most conspicuous research, $2,000 and a certificate.

Speakers at the dinner were Bruce Barton, of Barton, Durstine & Osborne, New York, representing the jurors · Mrs. Proetz, Prof. G. B. Hotchkiss, New York University, and Mr. Calkins.

Mr. Calkins declared his award possibly typified the progress made in advertising during the past 25 years. He said he could not claim all the tribute, but must pass it along to his associates who had made his success possible. In closing he expressed the hope that a Harvard Award would eventually be created for presentation to a "super copy-writer."

Prof. Hotchkiss asserted that advertising could not yet be classed as a profession. As yet, he said, its standards of eligibility were not strict enough, there was rather a spirit of competitive jealousy than co-operation and friendly rivalry, a tendency to guard "secret knowledge" instead of sharing in knowledge and adding to the general store, and insufficient interest in the development of courses of education looking towards preparation for advertising work.

In making the medal award to Mr. Calkins the jury said: "Although handicapped by an incurable deafness, his vivid personality and fine intellect have been a constant inspiration in upholding the highest ideals of the advertising fraternity, and for this service he has been chosen by an unanimous jury as the recipient of the gold medal for the year 1925. As a partner in the firm of Calkins & Holden, Inc., since its inception in 1902, he has long been a leader in establishing advertising agency practice. Calkins and Holden early became recognized as the type of new agency that was entirely to displace the old. The first complete plan for an advertising campaign, in typewritten outline, illustrated with exhibits, was evolved in the offices of this firm, and was such a novelty that it was worn out through being borrowed and shown to advertisers by representatives of newspapers and magazines. The first attempt to merchandise advertising campaigns to salesmen and dealers also was made by Calkins and Holden.

"Mr. Calkins early realized that art and typography must play an important part in advertising. Trained as a printer, he also studied art to prepare himself to utilize the vast resources of art in selling messages. He helped to organize the first art department in any agency. The art department of Calkins and Holden has for years been the training school for advertising art directors. Mr. Calkins also introduced the typographer to the agency's staff, and a special typographical department was created.

"In 1908 the first exhibition of advertising art was held at the National Arts Club, suggested and planned by Mr. Calkins, and was the precursor of the exhibitions now held annually by the Art Directors' Club.

"The first book describing the working of the new type of advertising agency, and the relations of client, agent and medium, was 'Modern Advertising,' written by Mr. Calkins jointly with his partner, Ralph Holden. Mr. Calkins also has written for the *Atlantic Monthly, Scribner's* and other magazines, and is a contributing editor of *Advertising and Selling Fortnightly.* He was given the honorary degree of doctor of literature from Knox College in recognition of his work in the field of advertising."

Mrs. Proetz, twice winner of a Harvard award, was graduated from Washington University, St. Louis, in 1913. She came to New York some time later and joined the editorial staff of the *Dry Goods Economist,* remaining for several years. She joined the Gardner Agency, St. Louis, two and a half years ago, assisting in the servicing of Pet Milk copy. A little more than a year ago she was placed in charge of this account.

The copy which won the prize for Mrs. Proetz was a full page in the *Ladies Home Journal.* Described as "a very feminine advertisement" by Mrs. Proetz, it showed the single figure of a woman holding up a portion of meat. The caption read "Cooked In Milk."

In 1924, Mrs. Proetz received $1,000 for the advertisement most effective in use of pictorial illustration.

General Motors Corporation advertising, in addition to Pet Milk, won a prize for the second consecutive year. To H. G. Weaver of the General Motors Corporation was awarded $2,000 in cash and a certificate for the most conspicuous research, the purpose of which was to bring about economy or obtain efficiency in advertising by producing information of general value in furthering the knowledge and science of advertising. This was for a research which developed an index of effective buying power for consumers by counties in the United States.



Mrs. Erma P. Proetz

This was the only award made for research in 1925, whereas two were made in 1924, one of $1,500 to J. Walter Thompson Company, New York, for investigation into and analysis of subscription circulation of 44 general magazines in metropolitan Cincinnati by various groupings, and the second to Barton, Durstine & Osborn, Inc., for a field survey report for the American Radiator Company.

The Postum Campaign of Young & Rubicam was written for a product that had been on the market for over 30 years and had been powerfully advertised from the beginning, agency officials stated. Postum was universally known, and has been tried, at one time or another, in the majority of homes.

In order to obtain a substantial increase in Postum business, it appeared necessary to create a new interest in the product, and a new prestige for it. This was accomplished by:

1. Continuing the old negative appeal against coffee that had been largely responsible for the Postum business already built, but presenting it in a more skillful way.
2. Stressing the positive values of Postum—its distinctive flavor, the wholesome materials of which it is made, its convenience and its economy.
3. Presenting a new way of preparing Instant Postum with hot milk, that makes it an ideal drink for children.
4. Making Postum advertising sufficiently constructive to be accepable to publications of the highest grade—thereby bringing the product into the best company.
5. Using beautiful pictures and fine typography for the prestige and interest that such associations give.
6. Telling the whole Postum story, quietly and convincingly, in an effort to sell the product to a few people, rather than to flash a showy but inadequate publicity message before the eyes of many.
7. Preparing what amounted to seven distinct campaigns, in an effort to come as close as possible to each type or class of prospects. These campaigns were different in both text and illustrations. One was directed to men, through magazines read largely by men; one to women and mothers, through their own magazines; one to older children and one to young children, in magazines reaching the two age groups; one to teachers, one to physicians, and one to nurses, in their professional media.

In addition, two supplementary newspaper campaigns were run during the year in territories where the salesmen were having difficulty in maintaining their quotas.

"In the marketing of gasoline, substitution is an evil that has grown to alarming proportions, especially in New York City," R. M. Newcomb of the Joseph Richards Company stated in describing the prize-winning Tydol campaign.

"An investigation made by the Tide Water Oil Sales Corporation indicated that in some cases 70 per cent of the gasoline being sold from a Tydol pump was not Tydol at all. Car owners were paying the full market price for what they supposed to be Tydol, and were receiving instead an inferior substitute.

"Tide Water had two courses of action—either to withdraw entirely from the rich New York market, or devise a new and effective way of stamping out substitution. It was finally decided to seal the Tydol pumps in such a way that only genuine Tydol could be sold from them, and to advertise the fact in the New York newspapers.

"The first advertisement of the campaign was a double spread in every important newspaper in New York. It created a sensation. Within 24 hours practically every big legitimate competitor of the Tide Water had endorsed Tide Water's stand.

"At the close of the campaign a checkup was made, and it was found that the advertising had

1. Reduced substitution of inferior gasolines for Tydol to an absolute minimum.
2. Introduced a new and accurate way of checking Tydol dealers.
3. Cemented the relationship between Tydol dealers and Tide Water.
4. Increased the number of Tydol dealers by 10 per cent and had materially increased sales.

"The campaign ran from Oct. 8 to Nov. 21 in 6 New York City newspapers. It consisted of one double spread; 4 full pages; 5 half pages; one 1,050 line and three 600 line advertisements."

Sophistication of copy and art work was the motif of the Ovington campaign which won for Pedlar & Ryan, New York agency, the Harvard award for the most notable local campaign for the excellence of planning and execution.



Thomas Ryan

Describing the copy Mr. Ryan said:

"In my letter that accompanied the campaign, we pointed out the following points: We rather feel that Ovington's is a shop with a tremendous variety of merchandise and to reflect this shop truly the aim of the advertising has always been to present a new facet with each piece of copy, to show a great variety, not of merchandise alone, but of copy, art treatment and size of space.

"Approximately 50 artists worked on the campaign. There were several hundred individual pieces in it. The background of the campaign is newspapers and in each of 12 papers we use an average of 200 insertions a year.

"The Ovington campaign has always been for the sophistication of its copy and its art work as well. This has been deliberate. We believe that the curse of too many advertisements is the perpetual 'we want to sell something' on the part

of the merchant, and by an indirection, Ovington's have assumed that people want to buy there and have begun their advertising from that point.

"This doesn't mean that the selling element has been out of the copy. Approximately 90 per cent of the advertising is direct merchandise. About 10 per cent of it is given in a humorous treatment. But that 10 per cent of the advertising entirely leavens the whole campaign.

"One of the beliefs back of it is that it is necessary to pay the reader in interest for his having read your advertisement. By doing that he will read a great many more of them and the success of Ovington's store is a pretty good proof that if a person reads 100 Ovington advertisements in a year we are quite apt to get some business out of it."

Describing his prize-winning Hays glove advertisement, which was judged the best in use of pictorial illustration, J. D. Humphrey of McKinney, Marsh & Cushing, Inc., Detroit, said:

"What we tried to achieve in the series of Daniel Hays glove advertisements was a treatment that would first of all be 'different,' truly and objective that is much easier stated than accomplished. The woodcut motif was arrived at by process of elimination and settled upon after much discussion and experiment. A study of previous advertising done by Daniel Hays and a review of all competitive material did not reveal anything except that there were established and almost standard methods of picturing gloves. A glove, like the part of the anatomy it covers, is a most difficult object to portray in any manner except the inanimate.

"In nearly all glove advertising the product is shown laid flat, very delicately retouched, arranged to show a back with embroidery and a palm with the branded button. All these illustrations looked alike except for the button and they all had an appearance that made the word embalmed a common and very descriptive adjective. In the progress of our work another standard practice to portray quality was to employ very skillfully lighted photographs using silks or tapestries for a background. The third method provided the atmosphere of quality by canes, top hats, bridal reins, and the famous burning cigarette on the table edge with glove in juxtaposition. Fortunately we had time to be dissatisfied with our first ideas and sketches.

"Our first rough sketches in search for a theme idea produced a full variety of the above treatment. The woodcut was a technique that would permit a transcription of a well-lighted photograph and at the same time would be entirely different than the common tendency toward photographs. It enabled us to emphasize the product beyond what a specially lighted photograph could produce. Then, too, some very old established firms including Daniel Hays still have woodcut reproductions upon their product package. The very appearance of such packages recalls the days of pioneer merchants and imparts something of the integrity of old established firms. The idea was in perfect harmony with the client's slogan which we would use in any event, 'Gloves since 1854' and so our publication campaign came about in this day when all publications carry so much good looking advertising matter obviously the output of professional production, mere nicety of display will not gain attention."

Mr. Humphrey added that distinction is the quality most needed in advertisements, saying that many small store amateur writers are getting more returns per dollar on crude copy, which at least attracts attention.

"Maybe some of us professionals could afford to be not so darned professional," he concluded. "The cost of opening up a sales market is rapidly growing no cheaper."

Members of the jury were: Ex-Governor Henry J. Allen, of Kansas, and publisher of the *Wichita Beacon;* Bruce Barton, of Barton, Durstine & Osborn, Inc., advertising agency, New York; Neil H. Borden, assistant professor of advertising in the Harvard School of Business Administration; Dr. M. T. Copeland, professor of marketing in the same school; Mac Martin, president of the Mac Martin Advertising Agency, Minneapolis; Malcolm Muir, vice-president and chairman of the sales board of the McGraw-Hill Company, publishers, New York; Stanley Resor, president of the J. Walter Thompson Company, advertising agency, New York; Tim Thrift, advertising manager of the American Multigraph Sales Company, Cleveland, and C. K. Woodbridge, president of the Associated Advertising Clubs of the World, and president of the Dictaphone Corporation, New York.

Seven certificates and cash awards totaling $11,000 and a gold medal were awarded for the past year against nine cash awards totaling $12,000 and a gold medal for 1924. Members of the jury of award, nine prominent publishers, advertising men and Harvard professors, met at the Harvard School of Business Administration last month and considered the advertisements entered in the competition, announcement of their decision being reserved until now. Material was submitted from all parts of the country, representing a wide field.

The jury has made recommendations for several minor changes in the awards for 1926, according to Dean Donham, the most important of which are the inclusion of an award for the advertising campaign of industrial products deemed best and an award for the best local campaign produced locally in any small city or town. Announcement of the awards to be given for 1926 will be issued shortly.

FAILURES FAILED TO ADVERTISE

Joseph Analyses Cincinnati Business Disasters in Light of Paid Publicity

Eighty-four percent of the business concerns which failed in Cincinnati during 1924, never did any advertising, Jesse M. Joseph, advertising man, told members of the Cincinnati Advertisers Club at their weekly luncheon recently. Thirteen per cent advertised in haphazard style and then only at rare intervals, according to Mr. Joseph. The remaining four per cent went out of existence, because of internal disagreements and other conditons bearing no relation to advertising, he said.

"It often happens that advertising fails, because of the indifference and absolute discourtesy of the sales people in a store," he charged. "This is the fault of the management, which has neglected to train its help in the art of selling and being polite to customers.

"You can't expect a clerk to compete with the salesman who goes from house to house and who knows his subject fully, because he has been trained in advance. That is why the door-to-door canvasser is getting the business while the clerk in the store, owing to a lack of efficiency, is not."

Some advertising copy, the speaker declared, is not effective, since it is written in "high-brow" language not understandable to the great masses of the people. Other copy, written by national advertisers, was classified by Mr. Joseph as "selfish," inasmuch as it is devoted almost entirely to a description of the product, leaving the local dealer in many instances without room even to insert the name of his store.

Mr. Joseph presented figures showing that $600,000,000 was spent in the United States for newspaper advertising in 1924; $300,000,000 for direct-by-mail advertising and only $150,000,000 for magazine advertising.

Thomas J. Dugan Dead

Thomas J. Dugan, telegraph editor of the *Passaic* (N. J.) *Daily Herald,* and said to be one of the oldest active newspapermen in New Jersey, died after a heart attack at his home at Clifton, N. J., Wednesday night. He was about 60 years old. Mr. Dugan had been at various times on the staffs of the *Paterson News, Paterson Guardian, Newark Star, New York Evening World* and *St. Louis Republic.* His wife and two daughters survive.

PLAN REORGANIZATION OF BROOKLYN EAGLE

New Corporation Proposed to and Accepted by Stockholders Will Insure Continuation of Present Policies and Management, Says Gunnison

A plan proposing reorganization of the *Brooklyn Eagle* by formation of a new corporation has been accepted by a majority of stockholders in that paper and will be put into operation shortly, it was announced this week.

Explaining the proposal, Herbert F. Gunnison, president, said:

"Owing to the fact that large blocks of Eagle stock were held by estates and other stockholders who had expressed a desire to rearrange their holdings, it was proposed to form a new corporation to take over the stock of the older corporation. A proposal to this effect has been submitted to the stockholders and has been accepted formally by a substantial majority and will be put into effect at an early date. This will insure a continuation of the old management and the policies of the paper.

"The Eagle will this year celebrate its 85th anniversary. The paper was established in 1841 by Isaac Van Anden, who was succeeded in the presidency by his nephew, Col. William Hester, who in turn was succeeded by his son, William V. Hester, whose son, William V. Hester, Jr., is a member of the present board of directors of the paper."

The proposal to the stockholders was submitted by the executives of the present organization, Herbert F. Gunnison, president; Raymond M. Gunnison, vice-president; William V. Hester, Jr., secretary, and Harris M. Crist, treasurer.

The reorganization is to be made, according to the letter to stockholders "owing to the fact that large blocks of the stock of the corporation are held by estates and other stockholders who have expressed a desire to rearrange their holdings, so that these holdings shall be represented by preferred stock with fixed cumulative dividend rates, and rights in the assets of the corporation prior to the rights of the common stock, while at the same time retaining a substantial participating interest in the earning power of the corporation over and above the amount of the preferred dividends."

The underwriters of the plan, who are now in charge of the business of the Brooklyn Daily Eagle say that they are "willing to undertake the burdens resulting from the issue of preferred stock and to assume substantially all the future risks of the business, provided they are accorded the opportunity to subscribe, at a fair price, for the common stock to result from the recapitalization.

The plan contemplates the formation of a new holding corporation in which the property of the present company shall be vested. It will have the following capitalization: $1,500,000 of first preferred 7 per cent cumulative stock, divided into 15,000 shares of $100 par value each; $750,000 of second preferred 6 per cent cumulative and participating stock, divided into 7,500 shares of $100 par value each; 25,000 shares of common stock; $750,000 of 6 per cent notes, of which $250,000 will be payable at the expiration of each of the next three years.

Each shareholder is invited to exchange his present shares on the following basis:

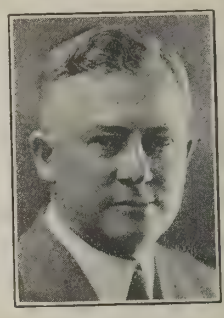
For each share of Brooklyn Eagle stock now outstanding, one share of 7 per cent first preferred stock, one half share of second preferred stock, and $50 face amount of the 6 per cent notes. The shareholder is offered $200 face amount of the new securities, in other words, $100 of 7 per cent, $50 of 6 per cent preferred and $50 in notes. The old stock is quoted considerably below $200 per share.

The underwriters ask that they be allowed to subscribe to the new common shares at $10 each in the ratio in which their plan is successful; that is, if 51 per cent of present holders agree to the plan, they be permitted to subscribe to 51 per cent of the common shares at $10. It is agreed that these shares, which will represent a majority, will be deposited in a New York bank for not less than ten years. The deposits are to be made by March 31, 1926, or not later than 60 days thereafter in case the underwriters decide to extend the option to shareholders for that period.

A. W. FELL BUYS DAILY

Takes 80 Per Cent Interest in Williamsport (Pa.) Gazette & Bulletin

Albert W. Fell, manager of the Pennsylvania Newspaper Publishers Association, announced Feb. 20 the purchase by him and his associates of the *Williamsport* (Pa.) *Gazette & Bulletin.* Mr. Fell himself holds 80 per cent of the paper's stock.



Albert W. Fell

Col. H. R. Laird, who has been treasurer and general manager of the paper for the past 16 years, will retire with the Brown interests, but will remain in charge of the business until April 1.

Many improvements will be made in the paper involving the expenditure of a large sum of money, Mr. Fell said, details of which will be made public later.

Mr. Fell is not new in the Williamsport field, having served as business manager of the *Williamsport Sun* for five years. Later he became head of publicity for the Congregational Church in America, following which he became publisher of the *Hudson* (N. Y.) *Daily Star.* Previous to last June he was manager of the New England Daily Newspapers Association, resigning at that time to join the Pennsylvania publishers' group in the same capacity.

STEVICK BUYS IN ARKANSAS

Champaign Publisher Acquires Texarkana (Ark.) Texarkanian

(*By Telegraph to* Editor & Publisher)

Texarkana, Ark., Feb. 25.—For a reported consideration of $150,000 the *Texarkana* (Ark.) *Daily Texarkanian* has been sold, effective May 1, to David W. Stevick of the *Champaign* (Ill.) *News-Gazette* by J. L. Wadley, proprietor of the Texarkanian since 1913.

The deal includes a building valued at $27,500 and a recently installed $30,000 Duplex tubular press. It is understood Mr. Stevick contemplates $25,000 improvements. The Texarkanian is an afternoon publication.

WORK OF U.P. IN "MOVIE"

Film Required 7 Months to Make—Bickel Showing It on Tour

A "movie" depicting the work of the United Press and its men throughout the world has just been completed and is now being shown before editorial associations, schools of journalism and similar organizations. It required seven months to make

Karl A. Bickel, president of the United Press, is just completing an extensive trip during which he has addressed numerous organizations, and exhibited the new film. Bickel's engagements included the Advertising Club, St. Louis, Feb. 16; Kansas College of Agriculture Manhattan, Kan., Feb. 18; Eleventh District Conference of Advertisers and Publishers, Pueblo, Col., Feb. 23; Chamber of Commerce, Omaha, Neb., Feb. 25; Nebraska Editorial Association Hastings, Neb., Feb. 26; Rotary Club, Springfield, Ill., March 1.

JUST WHAT IS THIS YELLOW JOURNALISM?

"An Intuitive Grasp of Mass Psychology" is Belief of Winkler, Formerly New York American—"We're All Veras and Cravens at Heart," He Says Citing Big Cases to Support "Escape" Theory

By PHILIP SCHUYLER

Secret love letters in the Hall-Mills murder mystery, life story of Dot King, slain Broadway "butterfly," and a newspaper-shadowed Gould elopement—inside details of these vivid stories are told for the first time in this concluding article in a series on sensational journalism, as recalled by John K. Winkler, for 15 years reporter for the New York American, now writing for the magazines.

Mystery, sex, and gold, a headline trinity, is said by Winkler to form the chief ingredients of yellow journalism, a commodity which must be handled like pickles, let us say, not roses.

"WHAT is so-called yellow journalism?" John K. Winkler, former New York American reporter, asked and answered this question the other day.

"It is a type of journalism that intuitively grasps and panders to the yearnings of the 95 per cent," he said.

"I think every moron in America, male, female and Shubert chorus man is reading with interest these days the intimations of the Cathcart-Craven case. Every man of them would like to be an Earl of Craven, every woman a Vera. The yellow press, and most newspapers, I think, have at least one or two yellow streaks in them, merely provide means of escape for the repressed rabble."

Writing for multitudes of vicarious Veras and men who dream of a Craven escapade has been Winkler's business for 15 years. Now a magazine writer, he calls this past work by a far less pleasant name than even this implies.

But this catering to the subconscious selves of spinsters, unhappy wives, shop girls, stenographers, hungry flappers and the masses of men who yearn with Babbitt to follow the Earl of Craven to the African veldt with the shadowy nymphs of their dreams, must, in Winkler's opinion, be accepted as an important part of any newspaper man's philosophy, if he wishes ever to please the public that pays for the papers.

Winkler, as told in previous installments in this series, became unpaid publicity advisor for Mrs. Anne U. Stillman, and in that capacity aided in "personalizing" her to newspaper readers as the "nation's sweetheart." Because of this experience and others in his career of sensational journalism, he has reached the conclusion that "we are all Veras and Cravens at heart."

"We are all, I believe, subconscious wastrels and romanticists," Winkler said in explaining his philosophy. "We all yearn to be a Cellini or a Casanova. Even a Y. M. C. A. secretary gets a thrill reading of a sex scandal in the newspapers.

"A reporter in sensational journalism should be serious with the 95 per cent and cynical and satirical with the five per cent. The brainy reporter, and I mean men like Irvin Cobb, Herbert Bayard Swope, and Frank O'Malley, are men who recognize that news is simply a commodity to be peddled like pickles, es us say. The great majority of people ike pickles.

"Some two hundred years ago an English comedian cracked the line that roses bloom only in June, while pickles are beautiful all the year round. After all newspaper men are dealing with delicatessen minds. Most of the time we are writing about pickles, not roses.

"The technique of the ideal reporter s probably the most exacting in the world. He must be able to step from the evel to a West Jamaica negro elevator man to a Social Register drawing room without marring his stride."

Probably, although he did not say so, he quotation from Walt Whitman ingers in Winkler's mind:

"O something pernicious and dread! Something far away from a puny and ious life!"

A realization of the quotation, at east, must have come to him at the ime when the Halls-Mills murder mystery was front page news. It was a perect newspaper mystery, a story which vas springing daily sensations "far away rom a puny and pious life." About 00 newspaper men, Winkler among hem, were at New Brunswick where he bodies of the church rector and his hoir singer were found beneath a crabpple tree.

In addition to mystery it became apparent that "sex," one of the favorite eadline trinity, would play its part in he case. Church people were denying here was any sex affair, but the newspaper men thought differently. Most of them were interested in trying to learn whether or not any love letters had passed between Mr. Hall and Mrs. Mills.

If there had been letters, Winkler and many another, was convinced that Mrs. Mills was the sort of person who would have preserved them. They must be hidden, he thought, in the Mills home. How to get the letters? Who would know where they were?

One day bundles of the New York American were dumped off trains in New Brunswick. On the front pages of them was a box advertising the fact that on the following day publication of the "secret Hall-Mills love letters" would commence.

Newspaper men swarmed to Winkler. "Where and how did you get them? What are you hiding out on us?" they asked.

Winkler said he wasn't sure how the letters had been obtained by his office. Some expressed the opinion he had "faked" them. Today, he gives this indication of the manner in which the Hearst papers obtained one of the greatest beats of recent years:

"I was certain there was an 'Abelard and Heloise' love affair between the clergyman and Mrs. Mills. I was just as certain love letters had passed between them and that they would be found in the Mills home.

"Charlotte Mills, the 16-year-old daughter, seemed to me to be my best bet in getting the letters. If anyone knew, she was the person. With another newspaper man and another girl. One night I took Charlotte on a dinner party to a roadhouse seven miles from New Brunswick. Charlotte, I saw, glorified in the case. What she seemed to want most was to be able to capitalize on the publicity the case had given her.

" 'Yes', I told her, 'you have greating herself King before she was murdered. Where have you been all day? The story's been on the street since noon."

Jane definitely proved to Winkler that she had known the murdered Broadway butterfly. She said, too, she thought she knew the murderer. All night long they talked. Jane told that "Dot" had been a girl in one of her resorts. The man she thought must have killed "Dot" she described as a hanger-on with a notorious gang. He was taking money from Dorothy. When Jane was in New York three weeks before this man had told her he was through with Dorothy. He asked Jane to tip him off on the layout of Dorothy's apartment, to tell him where the jewels were kept.

"I'll get in there and choke the life out of her, and we'll split 50-50," he said.

Conversation in the Winkler apartment began to lag. One of the group went to the window and raised the shade. The sun was shining. It was 8 o'clock in the morning.

Anne Dunlap jumped up.

"I have an appointment at nine o'clock in Staten Island," she explained. "Hylan has named a ferry boat William Randolph Hearst, and Mrs. Hearst is to christen it."

She left on her assignment. Winkler telephoned the American he had a big smash on the Dot King mystery, and wrote the story which crowded other news out of the first page the next day—the life story of the murdered girl. To the police he gave the name of the man mentioned by his visitor as the murderer. They brought him to police headquarters, questioned him at length, but could not break his alibi.

"He is driving a gyp taxi in New York today," Winkler said. "I am convinced he killed Dot King."

The mystery remains unsolved.

These two Winkler reminiscences have been stories of mystery and sex. A third he recalled has gold as primary interest, the wealth of the Gould family. Mrs. Winkler played an important part in "breaking" this story, which might be called the personally conducted elopement of Edith Gould and Carroll W. Wainwright. First news of an elopement of a young couple, socially prominent, in the millionaire class! What newspaper wouldn't fall over itself to get it?

It was cocktail hour in the Yale Club, New York. A group of members were playing cards in a corner, sipping as the pasteboards were flicked down. A young boy approached, excused himself, and whispered in the ear of one of the players, a prominent New York attorney. Nodding his excuses, the lawyer left the players.

A few moments later he came back laughing.

"That is Carroll Wainwright," he said. "He wants to elope with young Edith Gould, and was asking me in what state he should go to get married easiest." Others at the table were all lawyers. The speaker was certain confidence would be kept.

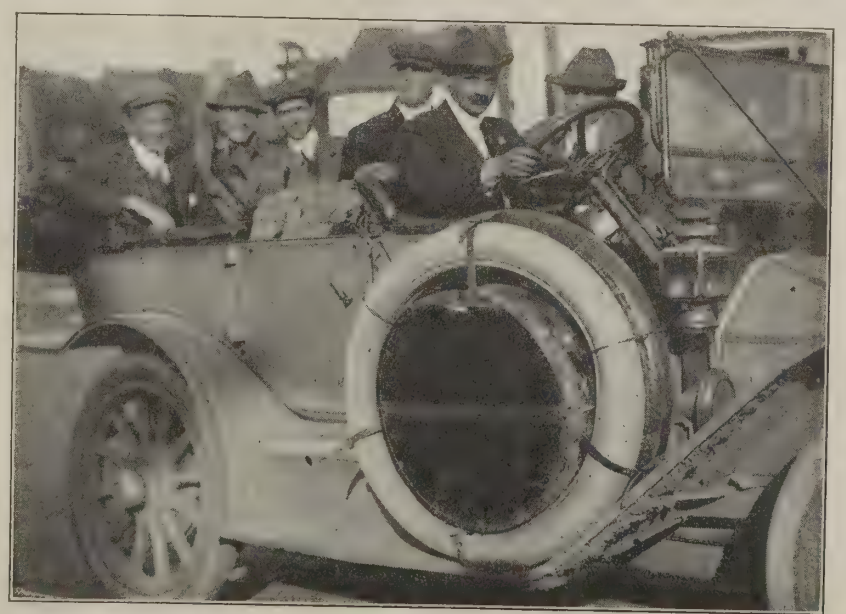
Another had overheard. In the office of the American, Winkler was called to the telephone.

"Here's a story might interest you," a friend said. "One of the Gould girls is going to elope either today or tomorrow."

That was all he would tell at the time. A hard tip to work on. The Social Register was consulted. It was finally decided that Edith Gould, then about 17, was the most likely prospective honeymooner.

Anne Dunlap went out to see what more she could learn from Winkler's Yale Club friend. Late that night she obtained from him the facts that the boy's last name began with "W," and had another "W" in the middle. Again

(*Continued on page 47*)



"Peddling pickles" in Canada, or in other words chasing Harry K. Thaw after his escape from Matteawan in 1913. Back seat (left to right). Lester Walbridge, *New York Sun;* J. K. Winkler, *New York American,* Rodney Bean, *New York Times,* and Charles K. Ulrich, *New York Herald.* (front) Capt. John Lanyon, private detective for William Travers Jerome, and Edward Brecker, *New York World.*

NEWSPAPER MAKERS AT WORK



"Combining law and journalism"—John H. Perry

"A LEGAL newspaper man, combining the best features of both law and journalism," is the way John Holliday Perry has been described.

His background is one of the briefest in American newspaper annals. Born in Kentucky of a family which reaches back to Commodore Perry and beyond, he graduated at 19 from the University of Virginia and went to the Northwest. In Seattle, he practiced law and became appointed public prosecutor, in which job he distinguished himself for aggressiveness, and sheer legal smartness.

E. W. Scripps discovered Perry fighting stubbornly in the Seattle courts. He offered him a job as national counsel for the Scripps-McRae string, and Perry accepted.

This was 15 or so years ago when the Scripps organization didn't think a day in a new daily's life was complete without an injunction or a contempt of court party. Perry's life for nearly a decade was a succession of railroad depots, hotel lobbies and court rooms. He battled cases by the hundreds and never lost one. Later he resigned from the United Press Associations, Newspaper Enterprise Association and Scripps' Papers, and then turned to newspaper publishing.

He bought into the old American Press Association, gradually acquired control and turned it into a new organization. He also acquired the Autocaster.

He jumped across the country to Minneapolis and bought the *Minneapolis News* after operating in Tulsa as half-owner of the *Tulsa Tribune* and selling the *Seattle Post-Intelligencer* to William Randolph Hearst. The News didn't pan out well. Perry sold it and took a flight to Reading, Pa., after his fingers were singed a bit in Charleston, S. C. There he took the *Reading Times* and built it into a valuable property.

In 1921 he acquired the *Jacksonville* (Fla.) *Journal*. After this purchase he took over the *Pensacola Journal*, and later the *Pensacola News*. Before and during negotiations for these properties Perry entered banking in Florida with his brother Norvin. Starting with the Bank of Commerce, Latin-American Bank, and Merchants & Mechanics Bank they took over in turn more than a dozen. All the while his Florida interests were growing.

"I never have viewed Florida," he said recently, "as a get-rich-quick game. Anybody who has seen the state develop as I have seen it must have more respect for it. True, Florida isn't yet what might be called an industrial state; but its prosperity isn't merely the product of excitement or the gambling instinct.

"Florida will beat the world's cynicism by surviving its boom and continuing its growth.

"Naturally, a man who has so many hostages to fortune in Florida as I have, would be unwise to do anything else but laud the state. Outside of that, if I didn't own a paper or a penny, I'd be for Florida because my business judgment made me back Florida years ago, and that judgment has been justified in dividends, and in something besides—my own good health."

With his rise to fortune Perry has shared prosperity with those who work for him. He is not a large salary payer, but the handful of executives who grew up with him in the Scripps organization and joined him in his newer ventures have all progressed handsomely. Every one of them is independent because Perry pays with stock interest and bonuses. Two men, this side of 35, who have earned a livable salary with Perry for ten years, would each be worth more than a quarter million dollars if they "cashed in" today.

It is difficult to name any one mental trait as responsible for Perry's success. He is not the nose-grinding Alger of fiction. He takes things easily, lives a wholesome life at his Hastings-on-Hudson home when he isn't in Florida, puts in about five hours on an average at his office, and passes out all details to his lieutenants, giving the head executives full authority and holding them alone responsible for results. He commands loyalty and gives it.

One cannot say that he rose from abject poverty to riches, because it wouldn't be true. His uncle, John Holliday, for whom he was named, owned the *Indianapolis News*.

ROCHESTER DAILY SOLD ON COURT ORDER

Democrat & Chronicle, Morning, Assumes Ownership of Herald After Judicial Decision—To Continue for "A Short Time"

Sale of the *Rochester* (N. Y.) *Herald* to its morning newspaper rival, the *Democrat & Chronicle*, was ratified in a decision handed down Tuesday at Buffalo by Judge John R. Hazel of the Federal District Court. The sale was forecast in last week's EDITOR & PUBLISHER.

Announcement was made that publications of the Herald would continue for "a short time."

The decision was the result of a proceeding to show cause why the assets of the Rochester Herald Publishing Company should not be sold to the Rochester Printing Company, publishers of the Democrat & Chronicle. The decision provided that $235,000 shall be paid for the property, with the exception of some cash assets amounting to $5,000 and accounts receivable, said to amount to $127,000. Equities in life insurance policies held by employes also are excepted.

There is a stipulation in the decision that the Rochester Printing Company shall make a bid of at least $50,000 for the real estate of the Herald when it is sold in Rochester at public auction on March 29.

The Herald went into receivership on Aug. 4, 1925, and continued until Jan. 19, 1926, when the receivers, John W. Baker, vice-president and general manager, *Ithaca Journal News*, and John W. Remington, a Rochester attorney, sought an order authorizing them to sell the assets of the Herald to its competitor. The decision of this week confirms the sale.

Officers of the Rochester Herald Company at the time of the sale were Bruce Potter, president and treasurer; Edwin C. Mason, vice-president; William D. Manning, secretary.

Phelps Watertown Standard President

Charles A. Phelps was chosen president of the Standard Publishing company, publishers of the *Watertown* (N. Y.) *Standard*, at a meeting of the board of directors held last week. George Duffy was elected vice-president, A. B. Parker, general manager and treasurer and Miss Hazel E. Ryan, secretary.

The new board of directors consists of Charles A. Phelps, George Duffy, C. W. Valentine, A. R. Kessinger, Rome, B. B. Taggart, D. M. Anderson, Addison B. Parker, L. C. Mitchell, George A. Glynn, F. K. McEvoy, W. A. Mather, Adams, and C. J. Reeder, Carthage.

Libel Suit Hearing in March

The suit for $15,000 in the libel action brought by John Polakas, formerly publisher of the *Binghamton* (N. Y.) *Polish Citizen*, against Mrs. Marie K. Gomolska, publisher of the *Slowo Polskie*, Utica, will be brought up for appeal before the Appellate Division of the Supreme Court at the March term. The action was previously tried in 1924, resulting in a verdict of no cause for action. The suit instigated by Mr. Polakas was the culmination of a series of charges and counter charges between the two parties.

TO FORM GENEVA PRESS MEET PLANS IN MARCH

Favorable Responses Foretell Success of Conference — Committee of Organization to Be Named —Japan Shows Interest

By ALBIN E. JOHNSON
(*Geneva Correspondent*, EDITOR & PUBLISHER)

GENEVA, Feb. 12.—Definite steps towards the convocation of an International Press Conference will be taken by the Council of the League of Nations when it meets early in March, as a result of the large number of very favorable responses received from a canvass of the world's press.

So great has been the interest that the Committee of Organization, which was originally planned to have 12 or 15 members, will now probably consist of 40 or 50. This Committee, which will be chosen by the League Council, upon the recommendation of press organizations of various countries, will meet in Geneva early this summer, or probably late in the spring, to draw up an agenda for the conference and decide upon methods of procedure.

Inasmuch as most of the questions suggested in the communications received by the League are technical, such as telegraph facilities, reduced rates, etc., the sub-committees will be detailed to deal with these matters. Other questions, such as "property rights" to news, copyrights, etc., will be handled by a sub-committee especially qualified to deal with those problems while items of semi-political import, such as censorships, travel facilities and rights of correspondents, interchange of international news facilities such as tours, reduced railway rates, etc., will be discussed by governmental representatives.

Japan is the latest country to manifest interest in the conference and committees representing the Japanese press have been appointed after a series of meetings, to attend to Oriental interests and cooperate.

The response received from the American and British press has been particularly gratifying, inasmuch as it is admitted that these two countries are the ones which should be most interested. Because of the importance of the Anglo-British press, each country will be allowed several delegates—probably four or five at least from the United States.

According to plans, each of the press associations will be asked to name a representative; the larger newspapers, such as the *New York Times*, the *New York World*, the *New York Herald Tribune*, the *Philadelphia Public Ledger* and the *Chicago News* and *Chicago Tribune*, it is felt, should be entitled to a joint representative because of their large cable toll expenditures and interest in foreign staffs.

Since my last dispatch, press organizations of Austria, Bulgaria, Denmark, Latvia, Norway, Poland, Switzerland and Japan have sent to the secretariat additional communications regarding the Conference. In every case where interest was mild at first, the press has become enthusiastic over the possibilities for concrete benefits, both to the press and the public, through a Conference.

It is interesting to note that the press departments of all the Foreign Offices of Europe, without exception, have lined up for the movement—influenced undoubtedly, by the interest displayed by publishers, editors and correspondents.

Toronto M. E. Takes First Vacation

After 37 years service on the *Toronto Globe*, during which he rose from cub reporter to managing editor, Stewart Lyon left on Feb. 20, for his first extended holiday. Accompanied by Mrs. Lyon he will spend four months in Southern Europe, afterwards visiting England and Scotland. Prior to his departure the entire staff of the Globe assembled to bid him bon voyage. W. G. Jaffray, president of the Globe, presented Mr. Lyon with several travelling gifts.

ELLING GRAVURE ADVERTISING SPACE TO LOCAL MERCHANTS

cal Solicitor With Specialized Knowledge and Exclusive Gravure Assignment Can Make It a Profitable Medium for Retailers

By E. LESLIE WATHEN

(Rotogravure Editor, *Buffalo Courier*)

This is the first of a series of articles on the topic of gravure written by E. lie Wathen, exclusively for EDITOR & PUBLISHER. *The next article will appear n early date.*

IE mistake that most newspapers nake when they try to sell gravure rtising to local merchants is that they do not assign a man to specialize on gravure accounts. Consequently the advertising solicitor follows the line of least resistance. He quotes gravure advertising rates to the client, who immediately complains that it costs too much. This is because he makes a mental comparison of the differ- in price between gravure and black-white linage. The solicitor in turn es no effort to sell gravure and signs up for regular newspaper space at lower rate.



LESLIE WATHEN

ational advertisers have been quick ealize the pulling power of advertis- pace in gravure sections because they a keener sense of advertising values have analyzed the returns in sales for dollar spent.

ocal advertisers in cities where news- rs publish gravure sections can be and stay sold on gravure if they are erly approached.

ere is only one way to sell roto- ure space successfully. First, an ad- sing solicitor must be appointed to it exclusively. When you have ted the proper man, who has a pleas- personality and appearance, and can in a convincing manner, send him to plant that prints the gravure section. him stay there long enough to learn understand some of the technicalities he intaglio process of reproduction, as the kind of photographic copy will reproduce best and the kind of faces that give best results when oyed in gravure advertising. When advertising salesman is satisfied that as a fair knowledge of the require- s of gravure and can talk intelli- y on the topic, he is ready to sell. second step is to give this solicitor proper ammunition with which to each clients.

e salesman can not go to a merchant merely talk gravure advertising; he have some rough layouts suggest- campaign that will appeal to the of consumer the advertiser wants to . These dummies must be attractive ler to arouse the interest of the mer- . It is well to suggest a trial or test aign, because once a man is sold on re and uses the proper pictorial the results will keep him sold.

now of a local shoe account that three months to sell on using grav- pace. When they started, it was a test campaign to run for eight , using space one column by 100 deep. They advertised a special shoe in gravure only, and the re- were so gratifying that at the end e trial period that this advertiser d the space up to three columns 0 and 20 lines deep and has been gravure ever since. This is only many examples of advertisers, who creasing their sales volume through nsistent use of gravure.

space permitted, I could fill this issue with testimonials of adver- who are getting remarkable re-

reason for the success of gravure advertising is no mystery. At the start, it has one hundred per cent reader attention value. The pictorial section interests every reader. They scan every page and advertisement. Why? Because it is entertaining and pleasing to look at. The other reason is that pictures of the actual merchandise can be faithfully reproduced. If it is furniture, the exquisite design is shown to best advantage; even the grain of the wood is visible. In the case of women's wearing apparel, the graceful lines of the garment are shown and the texture of the fabric retained. Gravure advertising is the same as displaying merchandise in a show window. The consumer sees a photograph of the article advertised which does not misrepresent or exaggerate, as an artist's drawing is apt to do—it instills a certain confidence in the buyer.

Copy for this medium should devote at least two-thirds of the space to an illustration. Actual photographs of the merchandise, artistically arranged, are decidedly preferable.

I advocate that the price of the article should appear on the advertisement, because, should the reader be interested in the merchandise shown, the next thought is, "How much does it cost?" If the price is right, the sale is sure to follow. Of course, there are some things that will not permit the quotation of prices, but they are the exception rather than the rule.

To stimulate results for your advertis-



This is not considered as good gravure copy. If the illustration had been a photograph of the actual bottle, it would have made a very attractive advertisement.

ers in rotogravure, arrange the make-up of advertising pages to have pictures (editorial material) on the same page or opposite advertising pages whenever possible. Keep the copy of rival firms well separated, but do not sacrifice the artistic make-up of the entire section to cater to the advertiser or you'll kill the goose that lays the golden egg. Service your local advertisers and help them prepare good gravure copy at cost and you will find it will pay in the long run.

The following are a few of the important rules to remember in preparing gravure advertising copy:

ILLUSTRATION—A good clear glossy print (black and white photograph)—a photograph with detail and tone value (immediate tones between the highlights and the deepest shadow). *Do not* use contrasty photographs with strong highlights and very black shadows; it is better to use a gray looking photograph



This is an excellent example of the proper use of gravure. The advertisement is dominated by the picture and the copy is brief.

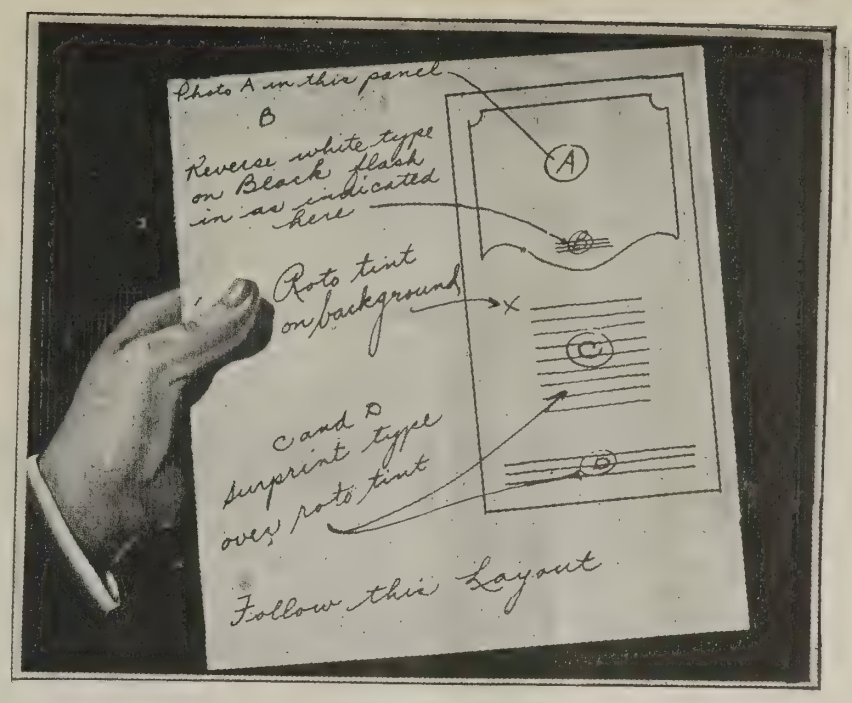
providing that all the detail you want to show is visible. *Gravure accentuates in tone value,* avoid too much black in a picture as it will be blacker in the reproduction.

TYPE—Always use a good open light-face type and never use type smaller than 8-point. If you are using type to reproduce white on a black background or black on a tint background, nothing smaller than 10 point bold-face is recommended. Type faces that reproduce well in gravure are—Caslon, Bodoni, Century, Cheltenham, Bookman, Della Robia, and Clearface.

SIZE OF ADVERTISEMENT—Take enough space to make the proper display and use pictures. Do *not* try to cram too much type matter in the advertisement, if you have a lot you must say take big space so it can be read without effort. *The best use of gravure is to let the illustration tell your story.*

New Shrine for Eugene Field

The dust of Eugene Field, Chicago newspaper man and poet, will be reinterred in the cloister of the Episcopal Church of the Holy Comforter, Chicago, March 7.



Make copy fool-proof by detailed instructions. If copy is in several units make a dummy layout with location and treatment of each unit clearly indicated. The above is an excellent specimen layout.

PHILADELPHIA DAILY WINS TOLL VICTORY

Record's Straw Vote and Persistent Campaign Effects Passage of Act Permitting Bridge Charge

Gov. Gifford Pinchot, Pennsylvania, and Gov. A. Harry Moore, New Jersey, have publicly congratulated the *Philadelphia Record* following the passage by the Pennsylvania legislature of an Act permitting the collection of tolls on the new $36,000,000 Delaware River Bridge between Philadelphia and Camden.

Work on the bridge had been halted while the two states became more and more deadlocked on the question of whether it was to be a free bridge or toll.

On Nov. 5, the Record announced in a front-page editorial that it would sound out public opinion on the Pennsylvania side to determine if the voters were as firm in their demand for a free bridge as public officials insisted they were.

A straw vote taken indicated sentiment in favor of a toll charge.

Governor Pinchot thereupon called a special session of the legislature to pass on the question. The Record kept up a vigorous agitation for repeal of the Pennsylvania act which forbade collection of tolls. The campaign was crowned with success when the act permitting toll charges was passed. The congratulatory messages from the two governors followed.

Rowe Stewart, vice-president and general manager of the Record, expressed pleasure at the action of the legislature.

"We do not consider our part in this agitation as especially unusual because the Record has always stood four-square for honest representation of the wishes of the people," Mr. Stewart said. "We took a hand in the controversy without bias and performed what we consider the function of a newspaper—the espousal of the citizens' rights.

Hearst and Brisbane Coming East

William Randolph Hearst and Arthur Brisbane will arrive in New York early next week from his California ranch. An important meeting of New York Hearst executives is scheduled.

Forestry Confab in New York

Royal S. Kellogg, secretary of the News Print Service Bureau, was host at a luncheon to paper and pulp leaders at the Canadian Club, New York, Feb. 26. Forestry conservation was discussed.



TRAIL BLAZERS OF ADVERTISING

The Circus Bill-Poster Trail Blazer

by Chalmers L. Pancoast

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Chapter XXX

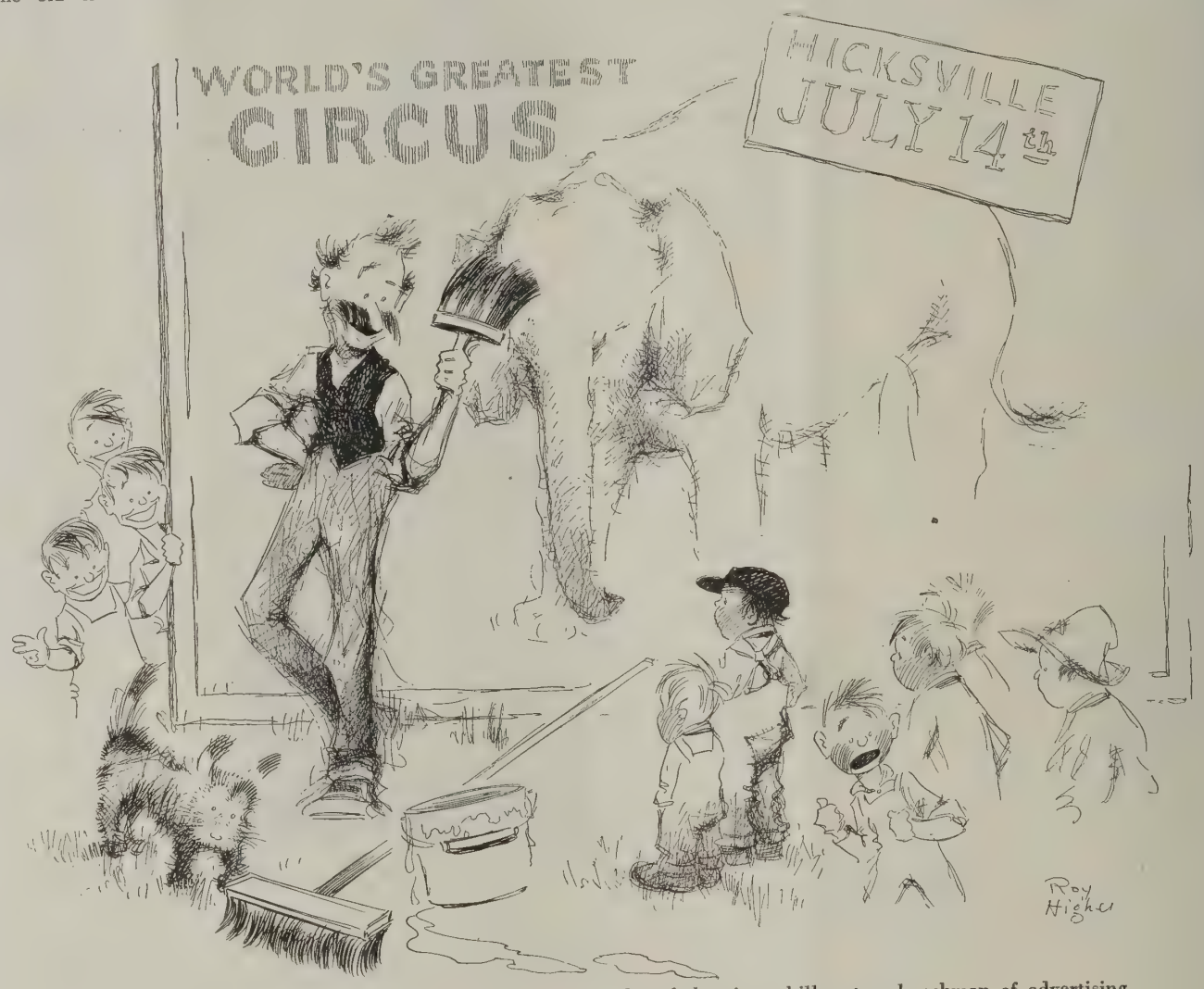
The Circus Bill-Poster Trail Blazer

IN advertising characters I have always been interested in the quaint, the odd, the queer and the eccentric. Among the host of ghosts of other days none is more in this class than the old circus bill poster, whose coming was the announcement of vacation days, bands playing, parades and great excitement.

When he came to our town he was the hero to all boys. His tales of travel in places afar off gave him a wide-eyed and open-mouthed audience.

Our town took on a carnival appearance when the winter-scarred billboards, rickety old barns, coal sheds, fences and telegraph poles became plastered with great glaring pictures of elephants, horses, tigers, lions and all ferocious wild animals; daring, gaudily dressed trapeze performers, funny clowns and all the other marvelous wonders that would be presented in the big tent.

We boys followed the bill posters because they were strange adventurers to us. They were champion world travelers, globe-trotters, adventurers and explorers bold—they said so themselves. They had been everywhere and seen everything worth seeing—and how they loved to brag about it.



Small boys stood goggle-eyed to hear the marvellous tales of the circus bill-poster—henchman of advertising

The old travel-worn advertising cars were like pirates' dens. Here were great stacks of colored bills, smelling strongly of printer's ink, and the barrels of flour for making paste. The walls were covered with pictures of famous actresses in tights, which at that time were considered scandalous. The comfortable, tousled bunks and littered tables all appealed to youthful imaginations. The youth who was permitted to sit in a confab within these cherished walls was considered most lucky.

The life of a circus bill poster provided thrills enough to lure boys away from home. We loitered about the car to help, and to be invited to enjoy the privilege of those marvelous abodes.

About the most miraculous things in my life had been Robinson Caruso, the magic lantern, medicine show Indians, skillful knife-throwers, rope walkers, ventriloquists and sleight-of-hand performers. But these things faded into nothing when the bill posters told what they had seen. They had seen the splendor of large cities and states. They told marvelous tales of travel in Mexico, Canada, South America and foreign countries. Bull fights, bandits, gambling dens and perils galore had been encountered in their rambling about in the advertising cars of the circus.

In large cities they had seen all the wickedness and evils. In whispers of awe they told of Custom House Row in Chicago; Over the Rhine in Cincinnati; Utah Street in El Paso; Barbary Coast in San Francisco, and hundreds of other widely advertised spots of wickedness in the world.

In those days great sections of vice were licensed and protected by law. Stories of these dens of iniquity were passed around eagerly, giving them the most extensive advertising. The old-timers who spun these yarns, chewed scrap, swore and talked, and acted as we thought men of the world acted.

But the life of a traveling bill poster was not all spinning yarns of evils, crimes and marvels. They had to work hard, because every man on the crew had much territory to cover each day with his posters, banners and telegraph pole cards.

Loaded down with two large buckets of paste, brushes and bills he set out to cover boards, fences and barns. He was always accompanied by a gang of boys eager to lend a helping hand and get a free "comp" to the circus. No matter what the weather, rain or shine, he had to get those marvelous posters up. His work had to be finished when the car was ready to move on to the next stop.

Boys in small towns learned much about other lands and the wonders they never even dreamed of from these traveling circus advertising men. Marvelous were their tales of adventure, superb were the pictures they painted of the circus to follow in their wake. Every boy was tipped off how to help put up the tents and see the big show. Some were disappointed when they got hooked in by the side show tent erectors instead of the big main tent.

If the gaudy colored posters did not sell the community, the boys by word of mouth advertised the wonders of the circus. They knew all about everything because, hadn't Joe, the bill poster, sworn it was true?

These advertising wanderers were heroes to the small town boys. There was always a fight to be the first to help in carrying the buckets of paste or piles of paper. It was looking over the horizon into a new world to see these great gobs and splashes of color going up slowly, forming a picture which once seen never can be forgotten.

Chapter XXXI

Schemes I Have Worked

FROM the start I had a scheme mind. There was a peculiar fascination in the old guessing contests, prize and name contests; the Rebus; What's What, Who's Who, and that endless number of schemes used to get quick action.

While some schemes and contests were worthless, others possessed merit because they lived up to conditions and delivered what they claimed to deliver.

Who can say that they were all bad for advertising? They certainly brought results. And my first lesson in advertising was "Results are what count."

There was that famous old "Presi
tial Guessing Contest," which I helpe
work out and put on newspapers.

A double spread would be bought
newspaper at a low rate, and the
would be put up into 50 spaces. T
were sold to advertisers at various r
depending on position. The rates
figured so th
good profit w
result from
space.

The picture
all the Presi
of the Uni
States were c
two pieces at
ferent angles,
one-half of
picture was p
in each space.

The awards
paid for the
arrangement
most complete
tures pres en
The idea w
paste the two
of pictures of
President tog
give the nan
each Presiden
names and
dresses of th
vertisers and
specialties.

For small
prizes thousa
artistic d
were receive
was a big stu
the newspape
advertisers
delighted wit
results.

Such sc
were not cons
fakes, becaus
stimulated i
in a store a
offerings.

Then ther
the old letter
ing contests,
ing and
coloring con
for children,
ing up a
words from
firm name, or
mark slogan or name. Just as p
was the advertisement reading co
rewards for jingles and verse, adve
some business, a new brand, or a
event. New schemes and contest
in constant demand. The advertis
to have a stunt that was novel and
the public liked to gamble for

The old lotteries of the '40s had
out, but in their place had come
tising contests, which offered att
awards for little work.

Slogans and advertising phrase
desired by advertisers, and the q
way to get one was to run a pri
test.

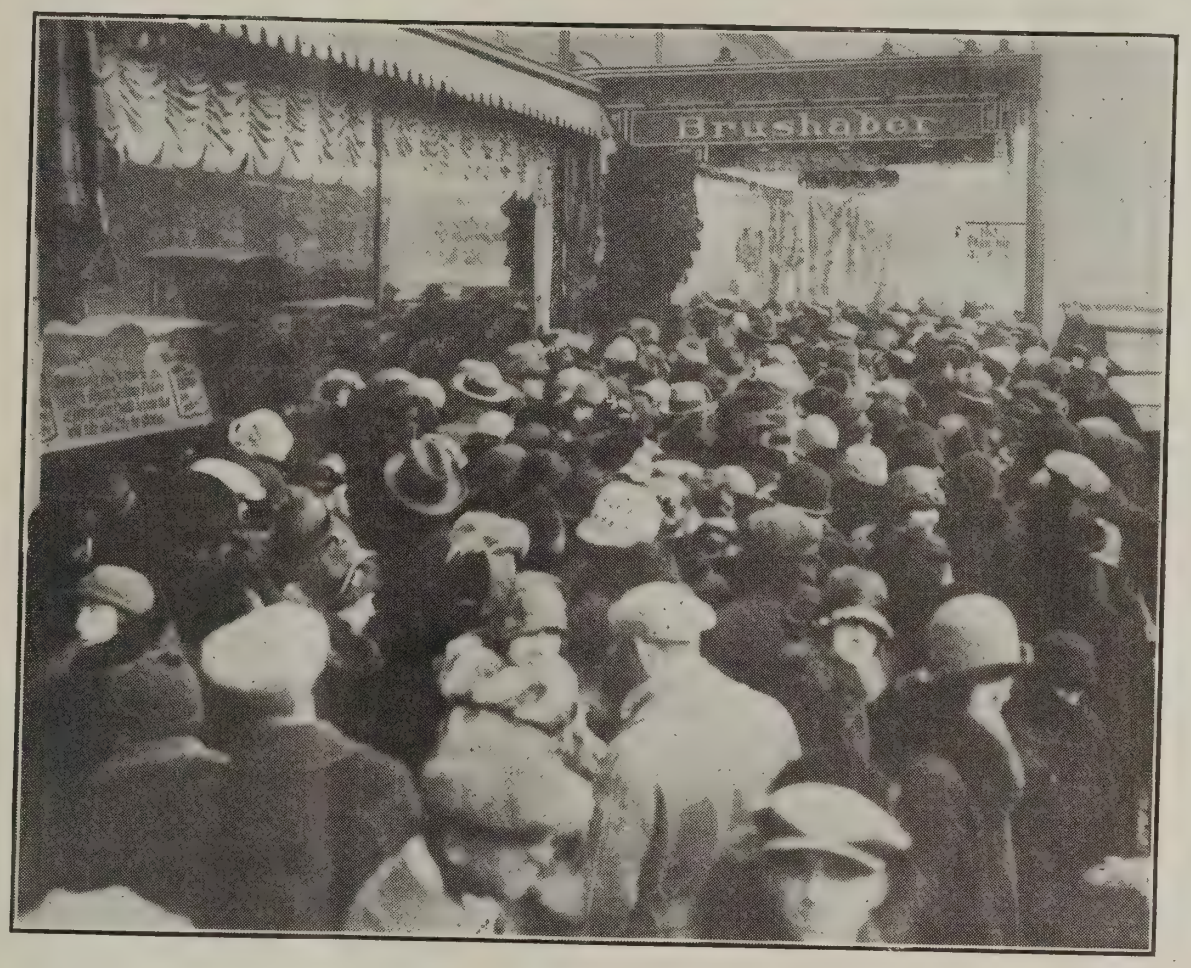
The majority of old advertising
schemes, now prohibited by the Po
Department, were valuable to c
lot of excitement about some new
or trade-marked name. Many
sales were made because people we
pelled to buy something in order t
pete in the contest.

The hope of getting somethi
nothing, or winning some attracti
prize brought in the mob-money.

Prize contests are still being
and will continue to be worked wit
success, but they do not have the
they once did.

(To Be Continued Next We

Detroit News Advertisement Brings Thousands



A DOUBLE truck advertisement published exclusively in The Detroit News brought the crowd of people pictured above to the Brushaber Furniture Company's doors on a zero morning. So great was the response that people had to be kept in line for hours nor were the articles advertised of such a nature as to bring out only the professional bargain hunters. The people were well dressed middle class shoppers of the type that has learned to read advertising in The News with confidence. This reader faith plus the great circulation of The News that thoroughly covers the whole Detroit market is the combination that many of the world's most famous advertisers have put to use to win for them rich returns from America's Fourth City. And that combination is responsible for the publication by The Detroit News during 1925 of 33,366,494 lines of advertising—the greatest volume among all metropolitan newspapers.

The Detroit News

Detroit's HOME Newspaper

315,000 Daily Circulation *350,000 Sunday Circulation*

NATIONAL ADVERTISING LOSING SALES THROUGH LACK OF LOCAL TIE-UPS

Telling Where to Buy Should Be Important Feature of All General Copy, Ad Director Declares, Citing Experiences With Manufacturers

By R. T. SNODGRASS

Advertising Director, *St. Paul Dispatch-Pioneer-Press*

THE other day we ran an advertisement for Tower Fish Brand Slickers. Several of my friends asked me where they could buy one at retail in St. Paul. One man told me he had called on five retailers without finding them.



RHEY T. SNODGRASS

The fact is that these goods have a very fair distribution here, sufficient to fully justify local advertising. Of course, out of the several hundred possible retail outlets, there are plenty who do not carry this excellent line.

This instance is but typical of the experience and observation which I have had for some 25 years in connection with national and local advertising. It points with a flaming arrow to the one great overlooked and neglected element in advertising which is costing millions upon millions of dollars.

We hear a lot of talk about national advertising. There ain't no such animal. In its last analysis, all selling is retail selling and all advertising is retail advertising. It is local. It is individual, personal. The simple exchange of a piece of goods for a piece of money over a piece of wood or glass in a retail store is the essence of all business. The great national monumental business institutions are great simply because they make more of these simple transactions. Big business is just an accumulation of trifles.

Your average customer, the type that makes for volume, is not very intellectual, not over-persistent, not likely to pound her fist on the counter and "want what she wants." She is still less likely to wear out her shoes and temper chasing all over town after the advertised brand even though she had her mind made up to buy it at the moment while she was reading the ad.

What would you think of a man who opened a hardware store in St. Paul, for example, and placed a fine big announcement of his business in the *St. Paul Dispatch* but never mentioned the location of the store? Once I asked a friend to write a speech for me and he handed me Webster's unabridged dictionary and said "Your speech is in this book, my boy." All I had to do was to find the words.

That was not a bit more ridiculous than placing an advertisement in a newspaper or magazine urging people to buy something and withholding from them the secret hiding place of the goods.

Recently I wrote to 15 national advertisers asking their consent to obtain local tie-ups from retailers handling their goods so that when their advertising appeared in our paper customers might be directed to the stores handling the goods. This is not very profitable business for a newspaper to solicit as the tie-up copy is extremely small and the labor of getting it extremely large. My whole purpose was to make the advertising pay the advertiser, to sell more goods.

Out of the 15 national advertisers one answered in the affirmative, three in the negative and 11 never answered at all. One or two explained that if a few retailers ordered tie-ups the others who did not might feel that an injustice was done them. What a stupid viewpoint! They might just as well refuse to place their goods on sale with some retailers on the ground that the others who would not handle their goods might become permanently angry and never handle them. Nothing is fairer and more stimulating to sales than the honest, energetic promotion of sales. Volume makes volume and success begets success. The more sales a retailer makes of a given line the more retailers want to handle that line.

On the other side of the case, there are a few national advertisers who have found the truth of our statement that all selling is local selling and all advertising local advertising. These few take measures to acquaint consumers with the places where their goods may be purchased just as carefully as they promote the merits of the goods themselves. So far as I know, without a single exception this method of advertising pays out of all proportion to the needle in the haystack policy. A moment's thought will convince any mind that this must be so. The most common, universal thought in the human mind is to want things. The advertiser couples up with this thought and induces the individual to want his particular article. The very next question is "where can I get it?" Ordinarily, it will not do to say "at all dealers" for out of the hundreds of advertised brands there are very few which have such perfect distribution.

Even in the case of these few, a woman does not visualize all grocers or all druggists. She visualizes some particular grocer or druggist, perhaps several, but not many. If there is one near her home or one which she patronizes quite regularly that is the one she visualizes.

Suppose it is true that every druggist in St. Paul carries your goods. It is not true but suppose it were. There are about 160 of them. To print the names and addresses would not require much newspaper space in proportion to the possibilities of this market. Arrange them territorially, and every woman in town will run down the list to see if her pet druggist is there. It is human nature, it is irresistible. She will do this even if she has not made up her mind to buy. The very process helps to make up her mind. This is not theory, it is proved. Ask any advertiser who has tried it.

In our office we have standing orders from a number of retailers to run tie-up copy whenever certain national advertisers appear in our paper. These retailers know by their own experience that it is highly profitable. The national advertiser in these cases also knows it is profitable because he sells more goods in this market.

Instead of a few such cases, we should have hundreds. If the local retailer does not or will not enter into the tie-up, this does not relieve the national advertiser of his desire and duty to move goods in this market. He should face that duty, on his own selfish behalf, and provide the consumers (whom he regards as his customers) with explicit directions where to buy the goods.

It is all very well to furnish elaborate display cards and window trims. These things supply the "here and now" provided the customer is "here and now." To draw in the larger scattered volume of sales, however, and bring them to the point of retail outlet, the "where to get it" phase of advertising is just as vital as the "what to get."

A few, only a few, national advertisers are awakening to this simple truth. We have evidence of this awakening in occasional letters from national advertisers calling attention to their magnificent magazine advertising and requesting us because of it to run our legs off securing local tie-ups. Just picture that! They are those who would play Hamlet without Hamlet. We can forgive them only because they are heading in the right direction and probably will ultimately arrive.

When the national advertisers more generally see the gap in their operations due to the lack of this simple process of local tie-up their volume will certainly increase, their sales costs diminish. There will be far fewer retailers greeting their salesmen with shelves of unsold goods and doleful tales of the failure of national advertising to create local sales.

EDITOR & PUBLISHER CALENDAR

March 5-6—Illinois Press Assn., mid-winter meeting, Hotel Sherman, Chicago.

March 11—Southwest Kansas Republican Publishers Assn., meeting, Parsons, Kan.

April 5-6—Insurance Advertising Men of Pacific Coast, first meeting sponsored by the Insurance Advertising Conference, Los Angeles.

April 7-13—First Pan-American Congress of Journalists, Washington, D. C.

April 7-9—Direct Mail Advertising Assn., annual convention, Los Angeles, Cal.

April 12-14—Fourth District A. A. C. W., annual convention, Orlando, Fla.

ASSOCIATES HONOR LYNCH

Press Room Chief Tendered Banquet Marking 40th Year on Paper

John J. Lynch, superintendent of the press rooms of the *New York Herald Tribune,* was guest of honor at a dinner given on Sunday, Feb. 21, at the Hotel Roosevelt by 1,000 friends and associates, on the fortieth anniversary of his entrance into newspaper work. His comrades in the mechanical department and friends presented Mr. Lynch with an inscribed gold watch and a check for $1,000.

In 1887 "Jack" Lynch, then 17 years old, began his apprenticeship on the *New York Herald,* and since then he has become internationally known in the pressmen's union. It was he who initiated the Prince of Wales into the mysteries of the press room, when the British heir visited the Herald Tribune a year and a half ago.

A feature of the dinner was the publication of a special newspaper for the occasion, the *Lynch Evening Banqueter.* George F. Hufnagle and William McCaddin were executive secretaries of the committee in charge of arrangements. The executive committee consisted of John B. Moran, chairman; G. F. Gillen, R. M. Somers, T. A. Ryan, M. A. Kane, W. H. Butler and J. Oswald.

Competition by the so-called gentler sex is getting keener. Two women recently held up a South Dakota bank.—*Honolulu Star-Bulletin.*

245,020

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

January, 1926

The average net paid circulation of **THE SUNDAY SUN** per Sunday for the month of January, 1926, was **186,979.**

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

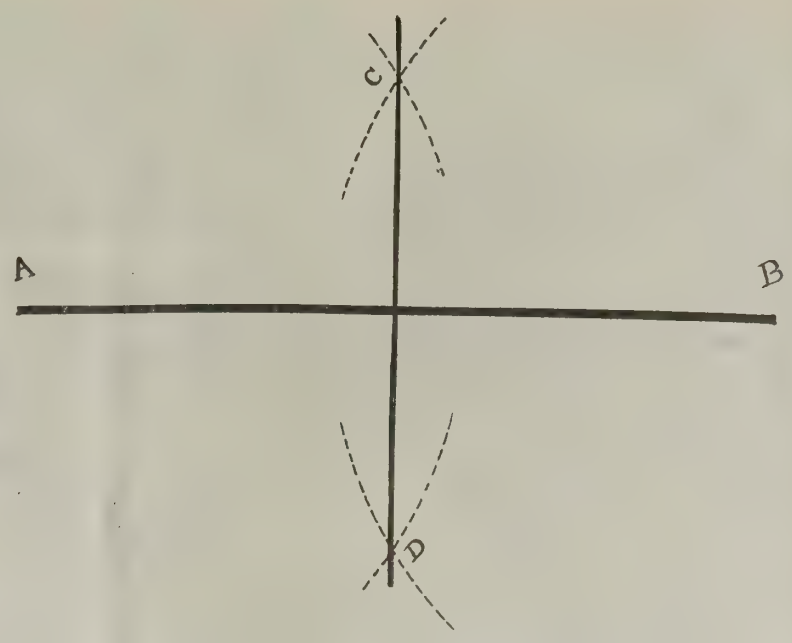
The **INDIANAPOLIS NEWS**

The advertisers who bought more space in The Indianapolis News in 1925 than in both other Indianapolis daily newspapers together, know that The News consistently delivers greatest results per dollar of advertising cost. The proof that they know it is the way they invested their own money—in The News!

Dan A. Carroll, 110 E. 42nd, NEW YORK

J. E. Lutz, Tower Bldg., CHICAGO

Frank T. Carroll,
Advertising Director



Half and Half

In Columbus, Ohio, there are two evening newspapers exactly dividing the field.

Each of these evening newspapers has 54,000 city circulation.

Columbus is a bisected market. Use *Both* Newspapers. Advertisers cannot cover Columbus without The Citizen.

The Columbus Citizen is the only Columbus newspaper which belongs to the A. B. C.

Total Circulation 81,439

(88% of which is Local Circulation)

The Columbus Citizen

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, INC.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

EDITORS AIDING SOUTH SOLVE EDUCATIONAL PROBLEMS



NEWSPAPER men of the South called in conference at Vanderbilt University, Nashville, Tenn., recently were asked to analyze the present educational situation in the Southern States and recommend measures for improvement.

The following list of questions was given for consideration to the newspaper men attending the Conference:

1. What is the amount of funds invested in collegiate and university work in the South as compared with the amount of capital invested in Southern commercial and industrial enterprises? What share of the wealth produced in the South within the last five years has gone to benefit colleges and universities in the South?

2. How much do the people of each state of the South give toward higher education in their state, both in taxes and donations, as compared to benefactions from outside sources?

3. What are the sources of collegiate revenue and how may they be increased? Upon whom should rest the responsibility for providing needed funds?

4. Cannot the newspapers ascertain from the business men of their communities their opinions as to what service to the industry of the South the colleges and universities should render, both in student training and in faculty research?

5. Can efficient service be expected from the colleges and universities of the South on the basis of their present equipment and salaries paid to faculty members?

6. What is the character of the service to the community now rendered by the universities, colleges and professional schools of the various Southern States?

7. What should the Southern States properly spend for higher education? What is spent in other sections? How does each Southern state now rank in this regard?

Newspaper men and officials in the above group include: left to right, Col. Luke Lea, publisher, *Nashville Tennessean;* James B. Nevin, managing editor, *Atlanta Georgian;* Prof. Henry Beach Carre and Prof. Edwin Mims, Vanderbilt University (behind Nevin); J. G. Stahlman, managing editor, *Nashville Banner,* (sitting in back row); John A. Park, publisher, *Raleigh Times;* James H. Skewes, publisher, *Meridian Star;* Prof. J. M. Breckenridge, Vanderbilt University; Prof. G. W. Dyer, Vanderbilt University; Tom Wallace, chief of editorial staff, *Louisville Courier-Journal;* Victor H. Hanson, publisher, *Birmingham News,* at the speaker's desk.

Weekly to Enter Daily Field

The *Monrovia* (Cal.) *Messenger,* for 40 years a weekly, will enter the daily field on March 1, according to announcement by C. O. Broxon, publisher. H. M. Carson will be president.

Church Heads Michigan Dailies

Felix M. Church, editor and publisher of the *Cadillac* (Mich.) *News,* was elected president of the Michigan League of Home Dailies at the annual meeting of that organization at Grand Rapids. Harry H. Whitely, managing editor of the *Dowagiac News,* was elected vice-president, and E. Edmund Scherrer, of Chicago, was made secretary and treasurer and national representative of the League.

CANADA BARS "LIBERTY"

Must Be Some Mistake Says Capt. Patterson, Magazine President

Liberty Magazine was declared barred from Canada Feb. 22, in an announcement made by George H. Boivine, Minister of Customs and Excise, who declared it was excluded on the ground that it published articles about the Prince of Wales and the late Queen Mother Alexandra which were misrepresentations and libelous.

J. M. Patterson, president of Liberty issued a statement saying some members of the Canadian Government seemed to hold a "mistaken impression" in barring the magazine from Canadian mails, and continued:

"Nothing can be further from the fact. On the contrary, she was shown as a great and noble lady who sustained in silence and fortitude those trials which have come to many queens.

"In fact, especially in the older days, it was the common lot of queens to see their royal consorts attracted by the many fair faces which always lay in siege for such attentions. There is nothing, we believe, in our history which has not been a matter of common knowledge in wide circles."

Publisher Gives $5,000 to Jews

C. Sterling, owner of the *Houston* (Tex.) *Post Dispatch,* who was visiting in New York this week, presented $5,000 to the United Jewish Campaign, which is endeavoring to raise $15,000,000 from American Jewry. He is not a Jew.

"THIRTEEN MONTHS TO LIVE"

By OCTAVUS ROY COHEN

A gripping circulation serial featuring a down-and-out gentleman who, needing money to square his honor, enters into a suicide pact whereby he must marry a strange but beautiful girl, insure his life for $100,000 and, at the end of thirteen months, drive off a cliff to his death or be murdered.



LEDGER SYNDICATE

INDEPENDENCE SQ. PHILADELPHIA, PA.

The MIAMI HERALD

is first choice with the national advertiser and Space Buyer

IN THE ENTIRE MIAMI FIELD

National advertising lineage for the years 1924-1925

1925, total agate lines, 2,601,536
1924, total agate lines, 1,761,326

Net gain in agate lines 850,210 or 48 Per Cent

The Miami Herald renders a comprehensive Merchandising Service to all national advertisers who enter the Miami field.

The **Miami Herald**

"Florida's Most Important Newspaper"

FRANK B. SHUTTS, *Publisher*

Strictly on its merit and without resort to contests, the New York Evening Journal has made remarkable gains in circulation month after month for several months.

The Average Daily Net Paid Circulation of the New York Evening Journal for Week Ending February 20, 1926

738,193

Copies a day and at 3c. a copy

94% Concentrated in New York and Suburbs

Over 700,000 men and women buy the New York Evening Journal every day and TAKE IT HOME where it is read by over 2,000,000 people — the largest and most responsive FAMILY CIRCLE of evening newspaper readers in America.

NEW YORK EVENING JOURNAL

Largest Evening Circulation in America— and at 3c a Copy Daily—5c on Saturdays

DOUBLE THE CIRCULATION OF ANY OTHER NEW YORK EVENING NEWSPAPER PLUS 100,000

U. S. RESTRAINS OSTERMOOR COMPANY FROM MISLEADING ADVERTISING

Trade Commission Bars Use of Trade-Mark Showing Undue Resiliency of Material Used in Firm's Mattresses

(*By Telegraph to* EDITOR & PUBLISHER)

WASHINGTON, D. C., Feb. 25.—By an order issued by the Federal Trade Commission, the Ostermoor & Co., of New York City, is required to discontinue the use of misleading pictorial representations of mattresses manufactured by it and offered for sale to the general public. Commissioner Humphrey dissented.

According to the Commission's findings, Edwin A. Ames, named individually in the proceedings, owns practically all of the capital stock of the Ostermoor Company which was a pioneer in the making of cotton felt mattresses composed of layers of cotton compressed and tufted at various points. It was found that the company adopted many years ago a trademark consisting of a picture of a mattress of which one part appears finished or complete, and the other part opened up, disclosing expanded superimposed layers of a fabric material.

It was further found that the pictorial representations of Ostermoor mattresses appearing upon the labels and in the advertising of respondent, grossly exaggerated the expansion which actually occurs in the mattress filling freed at one end from restraint. The picture indicates an expansion of a 4-inch restrained mattress when opened at the end, to about 35 inches or more, whereas it was found as a matter of fact that the actual expansion did not exceed from three to six inches above the restrained thickness of the mattress. This pictorial misrepresentation, the findings continue, misleads the purchaser as to the true resiliency of the mattress so labeled and causes the purchase of the Ostermoors in preference to competitors' mattresses that are not untruthfully represented.

The Commission also found that two of the registered trade-marks of respondent showing the opened end of mattresses tremendously expanded, but without the figure of a woman, have been cancelled by the United States Patent Office on the ground that such trade-marks are descriptive. This ruling has been sustained by the Court of Appeals of the District of Columbia.

The complete order requires Edwin A. Ames, Edwin A. Ames trading as Ostermoor & Co., and Ostermoor & Co., to cease and desist from directly or indirectly:

(1) Representing pictorially, mattresses or cushions with expanded superimposed layers of a fabric material appearing from a partly opened up cover, with or without a woman in the act of attaching a binding to said cover, or in the act of placing the uppermost layer in position, where the exposed superimposed layers of fabric material are represented or depicted as being expanded to a thickness greater than the thickness of the expansion that would actually occur without artificial manipulation were the ends of said mattresses or cushions partly opened up as represented in said pictures.

(2) Representing pictorially, mattresses or cushions tufted on parts, of which one part appears finished or complete and the other part appears partly opened up, disclosing expanded superimposed layers of the fabric material, where the expanded superimposed layers of fabric material are represented or depicted as being expanded to a thickness greater than the thickness of the expansion that would actually occur without artificial manipulation were the ends of said mattresses, or cushions partly opened up as represented in said pictures.

(3) Representing pictorially or by reading matter in catalogues, advertising matter or otherwise, that the mattresses or cushions manufactured and sold by respondents in interstate commerce contain superimposed layers of a fabric material which when unrestrained, will expand to a thickness greater than thickness of the expansion that would actually occur without artificial manipulation were said mattresses or cushions partly opened up as represented in said pictures or advertisements or reading matter.

(4) Representing pictorially upon labels or tags attached to or placed upon the mattresses or cushions manufactured and sold by respondents in interstate commerce mattresses or cushions with expanded superimposed layers of a fabric material appearing from the partly opened up cover, with or without a woman in the act of attaching a binding to said cover, or in the act of placing the uppermost layer in position, where the expanded superimposed layers of fabric material are represented or depicted as being expanded to a thickness greater than the thickness of the expansion that would actually occur without artificial manipulation were the ends of said mattress or cushions partly opened up as represented in said pictures.

To visualize the international situation in the Balkans, suppose Florida and California were contiguous.—*Detroit News.*

HUNT TREASURED CIRCULATION

New York Evening World Tries New Stunt to Pull Up Early Editions

In an effort to pull up circulation of earlier editions, the *New York Evening World* next week will stage a "Treasure Hunt," described as an old journalistic trick in new dress.

A real key will be hidden in a public place in New York, the exact place being told in a sentence of 18 words. Every day for a week definitions of three words will be printed in the "Home" and "City" editions until the sentence is completed. The winner will be the person who first finds the correct words from the definitions and brings it to the World office. A $200 prize is offered.

William Johnston, the World's suggestion editor, combined with the press agent of Douglas Fairbanks to work out the idea. Fairbanks' name is to be used in advertising the contest.

CLASSIFIED HANDBOOK

New Edition of the New York Times Manual of Classified Advertising

The *New York Times* has issued a new edition of its Manual of Classified Advertising, comprising rules applying to classified advertisements, with instructions to agents. The new edition consists of 40 pages, 7 x 10 inches, with an attractive goldenrod cover embossed in blue and black.

The Manual embraces useful information about classified advertising in the New York Times, including suggestions for telephoning advertisements, information regarding bills, adjustments, use of box numbers, the general rules and information applied by the Times to classified advertisements and the New York Times Advertising Index Expurgatorius with an explanation of each item.

The New York Times Index Expurgatorius is composed of twelve rules which are applied to the acceptance of advertising in the New York Times to prevent the insertion of misleading, questionable, fraudulent or otherwise objectionable announcements. Every advertisement offered for insertion in the New York Times is subject to these regulations.

Suggestions for the typographical style of a Want advertisements, announcements for Salesmen and Real Estate are shown in the Manual. The rules of the New York Times against religious discrimination in advertisements are carefully explained. Then follows a summary of regulations for each classification from Announcements to Shoppers' Columns, including Automobile Exchange, Business Opportunities, Lost and Found, Help Wanted, Real Estate, Rai Exchange, Rooms and Board, Situati Wanted, etc.

Samples of forms used by the Adju ment Department and for the insert of advertisements; those used to obt confidential information on advertis under Business Opportunities and rega ing financial securities for which sal men are desired, are bound into book.

Four pages of the new edition of Manual are devoted to a guide charging compound and other words, which about 400 words are listed.

Under nearly every classification th are examples of the typographical st in which advertisements are printed.

News Veteran Endows Library

Marcus H. Rogers, nonagenar newspaper man, of Mill River, Ma who died in Springfield, Jan. 30, m provision in his will for bearing half expense of the Carnegie Library which obtained in 1921 for his home villa The bequest becomes effective after death of his wife, who is given life of the entire estate. Mr. Rogers gave the ground on which the libr stands.

Tribune Tower Wins Prize

The Chicago jury of award in the ar tectural contest for the most beaut building completed during 1925 in North Central district selected Trib Tower, home of the *Chicago Tribune* first prize. Raymond M. Hood and J Mead Howells, the architects, were g the gold medal.

OVER
$307,000.00
in subscription prepayments taken in during the World's greatest circulation campaign, just completed for
THE CLEVELAND PLAIN DEALER
BY
HOLLISTER'S
Circulation Organization
Wire or Write Us Now
Care of LOUISVILLE (Ky.) HERALD-POST

Key

To the Wests richest market... Southern California and her 2,600,000 prosperous people.
Los Angeles Examiner
More than 385,000 Sunday
More than 165,000 Daily

NOOZIE SAYS:


By courtesy of The International Syndicate, Baltimore, Md., who use Certified Dry Mats.

¶ Quality shows off by itself, and does not require braggadocio to give it setting.

¶ Certified Dry Mats are being used by SEVERAL HUNDRED newspapers, and we are content to base our claims on the opinions of these customers.

¶ We never brag that Certifieds are best, this that or the other thing. We encourage you to COMPARE and form your own opinions.

¶ Why not try Certifieds now?

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue New York, N. Y.
for wet mat printing with DRY MAT facility—use Certifieds
MADE IN U. S. A.

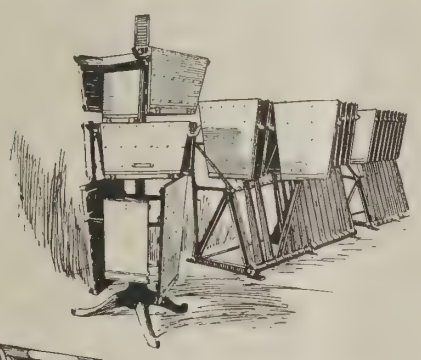
INTERCHANGEABLE MAGAZINES

TRADE **LINOTYPE** MARK



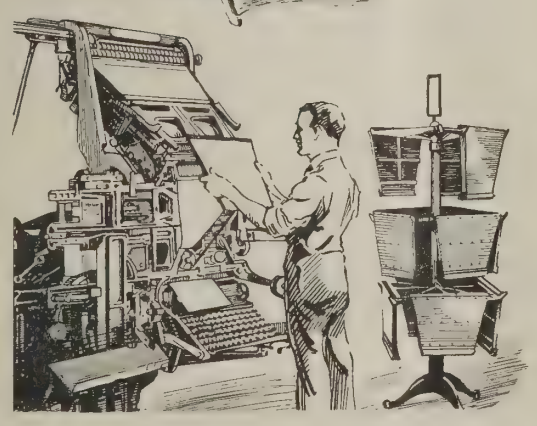
HERE ARE YOUR LINOTYPES

as many as your product demands—different types of Linotypes for different kinds of work—Single or Multiple distribution—one, two or three main magazines—with or without auxiliaries—can be supplied to cast either 30 or 42 picas, maximum measure.



HERE ARE YOUR TYPE FACES

as many as you need—conveniently stored in Standard Interchangeable Linotype Magazines—ready to produce composition of the highest quality in unlimited volume.



PUT ANY SELECTION OF FACES

on the Linotype that is best adapted to the work in hand. When that job is finished, it takes only a minute to remove the magazines and re-equip the Linotype for its next task.

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

DISPLAY SET IN THE NEW NARCISS FACE, NOW BEING CUT FOR THE LINOTYPE, BODY IN LINOTYPE SCOTCH

520.26.2-A

FINE PRINTING AND FREE PUBLICITY SHARE IN OREGON CONFERENCE

U. of Oregon to Install Press for Artistic Work With Money Raised at Newspaper Conference—J. D. Thomison Named President at Two-Day Meeting

(*By Telegraph to* EDITOR & PUBLISHER)

EUGENE, Ore., Feb. 21.—One hundred and fifty Oregon newspaper men, magazine workers and printers, the record attendance in the history of the meetings, attended the eighth annual State Newspaper Conference, held under the auspices of the University of Oregon School of Journalism at Eugene, Feb. 19 and 20. The Conference was voted the most successful ever held.



J. D. THOMISON

Dr. John Henry Nash, San Francisco, noted American printer, was the headliner on the program. Other speakers included metropolitan and weekly newspaper men, representatives of advertising agencies, publishers of trade and class Journals, and commercial printers.

Inspired by Dr. Nash's showing of great masterpieces of printing, including work of some of the great Renaissance printers and of William Morris, Cobden-Sanderson and others, the delegates spontaneously agreed to a fund sufficient to help establish in the University of Oregon Press a special press for fine printing which will be supervised on occasional visits to the Oregon campus by Dr. Nash.

This special press will turn out at least one fine book each year. Dr. Nash will contribute the hand-made paper for the book and hopes that a gift of special book type will be made to the university by a type company. A gift of $1,000 from state newspapers and typothetæ will provide such other additional equipment that may be needed. The San Francisco printer already plans to print the first Oregon volume in Cloister light-face type, cut by Morris Fuller Benton, type designer for the American Type Founders Company.

There is pending before the University Board of Regents a recommendation for the appointment of Dr. Nash as a visiting lecturer on typography in the University School of Journalism.

Joe D. Thomison, part owner of the *Hood River Glacier,* was elected president and Prof. George H. Turnbull of the School of Journalism, secretary of the 1927 conference. Mr. Thomison was born 38 years ago in Fayetteville, Tenn., is a graduate of Stanford University, and has been on the staff of the *Glacier* as reporter, editor, and owner for the past 15 years. He succeeds as president, George K. Akin of the *Ontario Argus.*

The program got off at a jump Friday morning when Walter W. R. May, executive news editor of the *Portland Oregonian,* read a paper on "Publicity, Advertising and the News." Mr. May attempted to state working principles for the maintenance of high ethical editorial standards upstairs and efficient business standards in connection with general news and such departments as automobiles, theatres, movies, and others in which the line between news and advertising is often difficult to define.

"I believe the problems that arise between the editorial and news departments would be more than half solved if the editorial department could get rid of what at times seems to be an 'inferiority complex' in relation to the advertising department," said Mr. May.

He ascribed this condition to the fact that in times past, when the advertising department functioned with close relationship to the business manager, it was able to force the editorial department "to do the thing editors felt was not good newspapering." Mr. May advocated the building up in newspaper shops of the spirit of mutual helpfulness—a good-natured understanding between the editorial, advertising, and circulation departments.

"Newspapers themselves are in part responsible for the school of publicity agents that has developed," he said, declaring as an example, that newspapers today almost demand that theatres hire publicity agents to gather and give the press the news that newspapers should gather for themselves. Many stories furnished by publicity men are good stories, he added, of interest to the public.

"If there is a publicity agent evil, it is a local one in every newspaper organization," he continued, "to be handled and remedied by the tact, the integrity and discretion of the various editors and sub-editors, who have a fair comprehension of what should be paid advertising. I believe we as editors have sharp enough wits to protect ourselves against unnecessary abuse in this respect, and if the business office would leave that entirely to our judgment we would fare a little better than we do now. I am frank to say I am not in the least afraid of publicity agents and the evils they represent. Their wares are to me often more interesting than the news that comes in from the police court and the Chamber of Commerce. Half of the features we pay good money for as bait to advertisers are little less than publicity for their creators."

George P. Cheney, *Enterprise Record-Chieftain,* spoke on "The Publicity Problem As It Strikes A Weekly Editor." He confessed that there are "very few items printed that have not advertising value for somebody," and instanced the story of Marion Talley's debut at the Metropolitan Opera as an example of this. Mr. Cheney, however, scored the publicity agents who, without understanding the field of publicity or its technique, bombarded his office with "stories." From some of these agencies Mr. Cheney gets three envelopes a week, each containing the same story.

The Friday afternoon program dealt particularly with advertising concerns, with papers by Frank B. Appleby, *Agrande Observer;* Fernon P. Churchill, Honig-Cooper Agency, San Francisco; W. C. Kaley, *Portland Oregon Voter;* Byron O. Garrett, *Oregon City Enterprise.*

A. L. Mallory, *Tillamook Headlight,* reported on his recent conference with other editorial heads on the proposed International Press Foundation.

The annual conference luncheon and banquet were entertainment features.

The Oregon Trade and Class Journal Association elected Warren C. Kaley, manager of the Oregon Voter, Portland, president.

PICTURES VS. TEXT

Payne of Mirror Makes One Drawing Do for 2,900 Words

An old Chinese proverb says one picture is worth 10,000 words.

Philip A. Payne, managing editor of the *New York Daily Mirror,* put it to practical test this week synopsizing a novel in picture form for his publication. On Monday he was able to make 10 pictures do the work of 29,600 words from "The Temptress," a novel by V. Blasco Ibanez, which he is serializing. Each day the synopsis of preceding chapters is being picturized.

Mr. Payne himself read the book and dictated the necessary picture ideas to Louis Hanlon, staff artist.

The same managing editor this week also added a new stunt to tabloidism's list by starting the practice of running a Bible text in a box over one or two of each day's leading stories.

"I just want to prove that the Bible can cover every conceivable news story that can be written," he said.

When Earl Carroll, theatrical producer, gave his "bath tub party," the Mirror's exclusive story carried the text from Proverbs 23, 31, 33:

"Look not thou upon the wine when it is red, when it giveth his color in the cup, when it moveth itself aright.

"At last it biteth like a serpent and stingeth like an adder.

"Thine eyes shall behold strange women, and thine heart shall utter perverse things."

Because the Mirror had first printed the fact that the Earl of Craven was in New York, Countess Vera Cathcart, the "moral turpitude" victim, called at the tabloid's office first when freed from Ellis Island late Sunday night, Feb. 21.

New United Press Clients

The *Orlando* (Fla.) *Reporter-Star* this week was added to the list of new United Press clients in Florida, when full day leased wire service was inaugurated. The Reporter-Star also receives the United News. Other new U. P. clients are the *Okmulgee* (Okla.) *Times-Democrat* and the *Melbourne* (Fla.) *Star.* The *Reading* (Pa.) *Tribune,* which uses U. P. service, has added the United News report.

Trade Mark **FLEXIDEAL** Reg. U S Pat. Off

THE IMPORTED DRY MAT
OF SUPERIOR QUALITY

Write for Free Samples

FLEXIDEAL COMPANY, Inc.

15 WILLIAM STREET NEW YORK CITY

getting attention

those who do not know your product exists cannot buy it!

Artgravure Advertising turns the spotlight of attention of hundreds of thousands of eyes right to your merchandise. Like a well-groomed salesman, this medium with its beautiful reproduction in brown tones presents your advertising pictures and message in an interesting and attention compelling manner.

The number of regular, consistent advertisers in the

ARTGRAVURE SECTION

of

The Providence Sunday Journal

increased over fivefold in 1925. This fact alone is sufficient proof that our gravure section produces results.

Circulation over 70,000 Net Paid

Providence Journal Company,
Providence, R. I.

CHAS. H. EDDY CO.
Boston New York Chicago

R. J. BIDWELL COMPANY
Los Angeles San Francisco Seattle

Nothing Succeeds Like Circulation

The Net Paid Daily Average Circulation of

The Trenton Times

For the Last Quarter of 1925 was

40,361

For upwards of twenty years, the Trenton Times has been playing its part in helping to build a solid community.

With malice towards none, the Trenton Times has stood squarely for the rights of everybody, and the reward has been a circulation growth unequalled in any field of similar size in the country. No force or premium methods are employed to stimulate the circulation.

The Trenton Times covers this trading zone like the dew.

The Times is equipped mechanically to handle any volume of business.

Character, Production Facilities and Honest Circulation, that's what the Times has to offer.

National Representatives

KELLY-SMITH COMPANY

Marbridge Building, New York City
Waterman Building, Boston, Mass.
Atlantic Building, Philadelphia, Pa.
Tribune Tower, Chicago, Ill.

"GOLDEN SECTION" BEST ATTENTION GETTING MODEL FOR AD COPY

Tests Indicate Physical Proportions of Space Often Determine Pulling Power—Model Sizes for One to Six Column Ads Given—Copy Analyzed

By HAMMOND EDWARD FRANKLIN

WHAT shape of newspaper advertisement will get the most attention? As a result of a desire to get the most value for the most reasonable expenditure, many advertisers are giving thought to this question in connection with their 1926 campaigns.

Recently completed psychological tests indicate that certain shapes are far more pleasing than others if the advertiser will have the wisdom to use them. A check-up of small and large daily newspapers at random just made by the writer corroborates this. It shows that those manufacturers who cannily or unconsciously are applying correct principles are getting more attention for their money.

The proportion of 1 to 1.62 has the most pleasing effect on the human eye, it was discovered by Zeitung in 1855. Witmer in experimenting with many rectangular shapes came to the same conclusion. The closer an advertisement harmonizes with this law, the more it is likely to arouse a favorable feeling on the part of the reader. The proportion may vary a bit, in fact as low as 1 to 1.25.

The "Golden Section" applied to newspaper advertising, which has a column 2⅛ inches wide, would make the ideal shape as follows:

One column advertisement, 50 lines or 3½ inches deep.

Two column advertisement, 100 lines or 7 inches deep (total space 200 lines).

Three column advertisement, 150 lines or 10½ inches deep (total space, 450 lines).

Four column advertisement, 200 lines or 14 inches deep (total space, 800 lines).

Five column advertisement, 250 lines or 18 inches deep (total space, 1,250 lines).

Six column advertisement, 300 lines or 21½ inches deep (total space, 1,800 lines).

That this table, which is adapted from one by Mac Martin, an agency head, has much practical value is intimated by the findings of Richard B. Franken of New York University, whose experiments lead him to say:

"The results, taken as a whole, seem to indicate that the use of agreeable shapes helps the attention-getting power of the advertisements; and their use in newspaper advertising is certainly recommended."

Of the "best" three column newspaper advertisements in his tests, he found that 50 per cent conformed to this shape suggested by the Golden Section. Thirty per cent of the two column advertisements had the same general proportion. In single column copy, he discovered, very few advertisers are sticking to the law—in fact none of the "best" single column advertisements which won high place in his various scientific attention tests followed it. But advertisements of more than one column can conform to the proportion of "60 per cent longer than wide" to good advantage.

Franken's conclusions on this and many other phases of attention, such as position, headlines, pictures, length of time given the newspaper by the average reader and other important points have been made public within a short time by the Association of National Advertisers.

The writer's own analysis, which bears out Franken's views, was made solely with a view to finding out to what extent advertisers are applying this principle as to shape (without special regard to the other attention factors involved). Twenty-one daily newspapers were studied.

Wrigley's P. K. Chewing Sweet again and again stood out in the newspapers studied when in the shape of 150 lines by three columns, which is the exact Golden Section size. Large hand-lettering and at least 25 per cent white space helped get this effect. A study of other Wrigley advertisements, both two and three column, at random, showed they exactly or very closely tend to conform to the Zeitung formula.

A page nearly solid with heavy, type-crammed local grocery and chain store advertisements and a lower left position did not prevent 140 lines on three columns with ample white space, featuring Maxwell House Coffee, from standing out strongly in the *Milwaukee Journal*. Again, the combination of white space with agreeable shape won!

Robert Burns Cigars, with 140 lines on three columns, Ford with 145 lines on three, the Star car with 140 lines on three, Rieck-McJunkin Milk and Maytag, all offered exceptional attention value and pleasing form.

Cuticura, with 55 lines, was the most consistent advertiser in the various issues noted which exemplified the application of the principle to single column copy. Time after time it was found that Cuticura was getting attention out of proportion to its less fortunately shaped neighbors.

Ground Gripper Shoes with 60 lines, Pertussin for coughs with 55 lines, Hale's Leader Coffee with 55 lines, Nature's Remedy with 56 lines, Resinol with 60, Musterole with 60 lines single, Quality Cookies with 55 lines, and Blondex in 45 lines, came nearest to illustrating the use of the proportion in single column size.

On double-column copy, advertisers appeared much more accustomed to making use of the proper Golden Section size, 100 lines deep on two, with some slight variations over or under. Even though rather covered by other advertisements in a pyramided page and advertisement for California lemons in 90 lines by two columns drew the eye amazingly well with the aid of white space.

Bayer's Aspirin enjoyed an excellent showing as did copy for Edna Wallace Hopper, the latter with a photo of the actress and coupon. Even though 95 on two columns, an advertisement of fertilizer by the Planters Fertilizer & Phosphate Company, Charleston, S. C., was "lost" due to position and all-type copy. An advertisement by Frank Brothers, 105 lines by two, in the *San Antonio* (Tex.) *Express,* achieved far more than ordinary value from its money with the help of a snappy picture, white space and next-reading position.

Newsy copy on Palm-Olive, by Norma Talmadge measured exactly 100 by two columns. Others which benefited by the exact proportion were Stim (for falling hair), the Ediphone with hand-lettering tipped at an angle, Waterman's Pen, the Missouri Pacific lines, John Deere implements and Ernst & Ernst. Advertising of the Portland Cement Association and of the Terheyden Company, diamonds, the latter at Pittsburgh, conformed to the rule.

An example of how copy may be very unattractive in attention value to the ordinary reader was an advertisement. 85 lines by two columns, headed, "Important announcement." Surrounded with a border of heavy black, mourning type, John A. Hartford, president of the Great Atlantic & Pacific Tea Company, stated there was no truth in the statement that the A. & P. chain is to be acquired by the National Food Products Company. The copy was low in attention value.

According to the Golden Section, a four-column advertisement should be 200 lines deep. The outstanding pleasingly shaped copy of this width was a striking one by Calumet Baking Powder, headed "ONE TRIAL." Studebaker's 210 line deep advertisement and Dodge Brothers also ranked well.

Miller Bonds and Humming Bird Hosiery had the field to themselves when it came to approximating space 250 lines deep on five columns, with the exception of an advertisement with a coupon published by Wayne Oil Burners.

There was no lack of originality on the the part of some advertisers who utilized tellingly odd shapes. For instance, in the *Niles City* (Mich.) *Daily Star,* an advertisement, "New Ford models at reduced prices," in depth of 20 lines stretched across the bottom of two pages in one issue. Such advertising cannot help getting read—when the newspaper permits its use, which is seldom.

Will Rogers "did his stuff" for Bull Durham in single column in a number of papers. Outside right spaces, two columns wide and a full page deep, for Mrs. Tucker's Shortening and Shaw-Walker Files, were eye-intriguing. Wallace Bread advertising in four columns a full page deep was powerful. Camel Cigarettes, with space 142 lines deep across six columns, had remarkable attention value at less than full page or even half page cost. The copy "owned" the page.



Reduced from a three-column "Golden Section" model—the "perfect" advertisement proportion.

FINANCIAL ADVERTISING

During the year 1925, as well as during each of the five preceding years, The New York Sun published more Financial Advertising than any other New York evening newspaper.

The Sun
280 Broadway New York

If ever you are in doubt about Brooklyn—go there.

Many space buyers have done so.

Those who go are those who give their agencies actual service.

Not to see us of the Standard Union, but to talk to those who have to sell the goods.

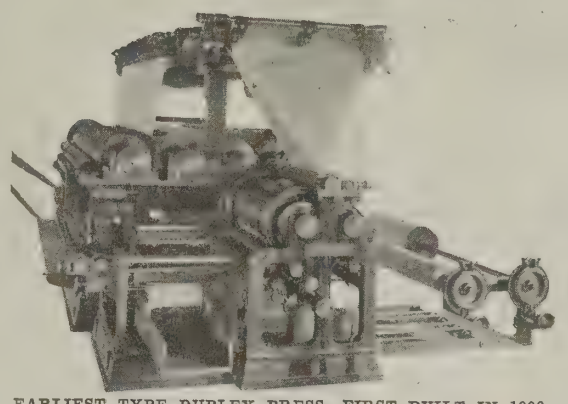
R. J. R. Hunsiman
President

LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPER

SUPER-UNIT PRESS HISTORY

1906 THE FIRST LOW-CONSTRUCTION UNIT was designed and PATENTED BY HENRY F. BECHMAN (Patent No. 814,510) for the DUPLEX PRINTING PRESS COMPANY in 1906 after a long study of the inconveniences and problems of the decker type machine.

This was the type with units end to end built exclusively for years by the DUPLEX PRINTING PRESS COMPANY and installed even as early as January, 1906, in a two unit or 32 page size in the pressroom of the New York Journal of Commerce and in many following installations. With pressure of work in the various lines on the DUPLEX PRINTING PRESS COMPANY'S factory facilities in later years the building of this type of press was licensed by the DUPLEX PRINTING PRESS COMPANY to Walter Scott & Company who have continued to build large numbers of presses under it.



EARLIEST TYPE DUPLEX PRESS—FIRST BUILT IN 1906.

Five or six years of development of newspapers brought still further needs into view for press builders to consider, and the problems of larger production under new conditions. The advantages of the unit type were fixed and recognized, but the newer problems inspired another plan of use which was FIRST DEVELOPED AGAIN BY THE DUPLEX PRINTING PRESS COMPANY under the invention and design of Henry F. Bechman.

1913 THIS NEXT STEP IN UNIT PRESS LEADERSHIP was also completely novel and the subject of a patent grant No. 1,054,493, issued to the DUPLEX PRINTING PRESS COMPANY and Mr. Bechman on February 25, 1913. The construction appealed immediately to publishers and hundreds of units built under this design have been installed.



TANDEM DUPLEX SUPER-UNIT SEXTUPLE AS FIRST BUILT IN 1913. ROLLS COULD BE OVERHEAD, AT END, OR BELOW AS DESIRED.

Extremely successful in high speed productive work the tandem arrangement became from that time forward the standard Duplex Press for semi-cylindrical plates. It became so popular, in fact, that competitors who had, previous to Mr. Bechman's patent, confined themselves entirely to the decker type of machine, felt compelled to again follow the Duplex lead insofar as patent rights would let them. Specialized, improved, and simplified units of this tandem arrangement (with web rolls above, at the end or below, as individual offices may find most desirable) have remained the standard DUPLEX SUPER-UNIT PRESSES that have been DEVELOPED CONSTANTLY WITH NEW PATENTED FEATURES brought in from time to time.

1926 AND NOW ANOTHER NEW AND FURTHER FACILITY for publishers following the trend of the times and looking ahead to see what in pressroom service is going to be required for the greatest convenience of the growing and developing newspaper. Again leading, the DUPLEX PRINTING PRESS COMPANY is able to offer under RECENTLY GRANTED PATENT, the INTERCHANGEABLE TYPE OF DUPLEX SUPER-UNIT, designed and perfected during the last two or three days of analysis of newspaper needs and mechanical possibilities. This patent was issued on January 12, 1926, No. 1,569,065.

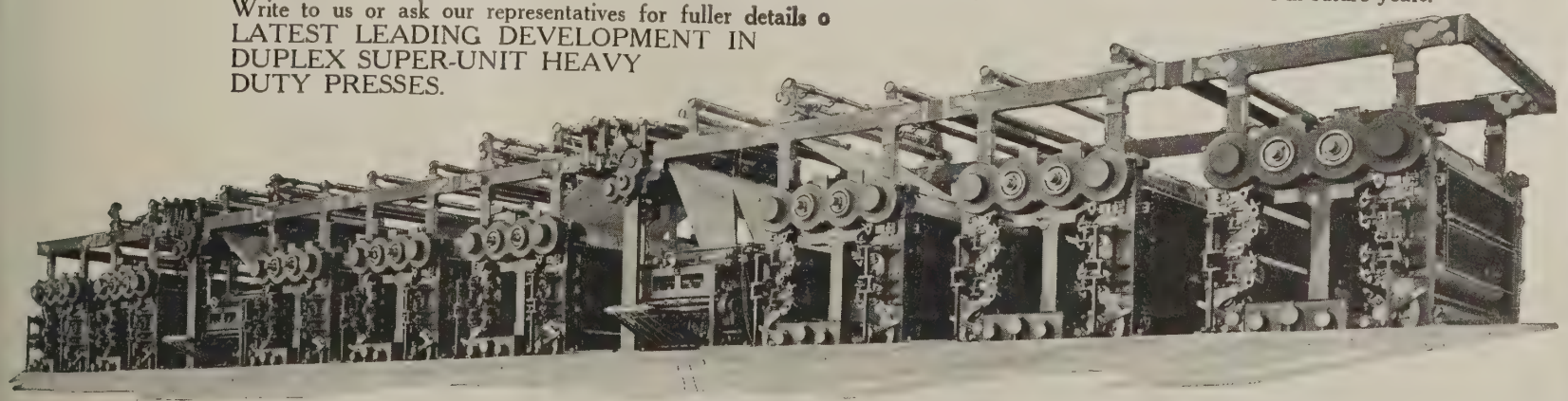
What is this new leading development, again the subject of a DUPLEX patent?

It is a standardized construction affording a SIMPLICITY IN PRESSROOM arrangement and rearrangement never before practically conceived. It is a method of press, folder, and roll unit construction by which COMPLETE INTERCHANGEABILITY OF POSITION IS ACCOMPLISHED, so that tandem line presses of these units can be altered in relation, just like dominoes in a row, at any time, in accord with changed requirements of output or production, sextuple, octuple, or five-roll or other combinations; or to accommodate additional units or desired changes in location of deliveries, etc.

No such boon has ever before been offered to the publisher who wants to put in fine equipment and know that without unnecessary pressroom expense or discarding of machinery additional requirements can be taken care of in future years.

Write to us or ask our representatives for fuller **details o**

LATEST LEADING DEVELOPMENT IN DUPLEX SUPER-UNIT HEAVY DUTY PRESSES.



DUPLEX HEAVY DUTY INTERCHANGEABLE SUPER-UNIT DOUBLE OCTUPLE
Patented Jan. 12, 1926

INTERCHANGEABLE DESIGN—PERMANENT EQUIPMENT.

THE DUPLEX PRINTING PRESS COMPANY

BATTLE CREEK, MICHIGAN

WORLD BLDG., NEW YORK **NEW CHICAGO TEMPLE BLDG., CHICAGO**

NEW SURFACE COMBUSTION BURNER SOLVES STEREOTYPE METAL PROBLEM



Stereotype installation in *New York Times* office, showing the new gas burner.

ONE of the big problems of the stereotype room—that of keeping enough type metal in molten form and at correct pouring temperature to supply all metal necessary for continuous casting of stereotype plates—has been solved by a new gas fired burner application which has been adopted by many large New York newspapers.

It is known as the surface combustion stereotype burner, utilizes city gas, and was developed by the Surface Combustion Company of New York, after many years of research and experimentation. This system is peculiar to itself according to officials of the company. Combustion is maintained in a back pressure atmosphere so as to exclude all secondary air, and the flames are directed upon a refractory bed so as to develop the maximum possible amount of radiant heat. The flues are restricted and arranged so as to distribute the hot gas uniformly and to release them at the lowest possible temperature. The prevention of cold air leakage into the combustion chamber eliminates oxidizing effects.

The Surface Combustion installations are so designed that the furnace atmosphere can be varied at will, by either simply changing the gas orifice sizes in the inspirators in the high pressure gas system, or by changing the insert in the inspirators in the low pressure air-gas system. This is an advantage because in certain classes of manufacture, such as vitrious enamel baking, an oxidizing atmosphere must be maintained in the furnace to insure against the reduction of the metallic oxide bases in the enamel. In certain other industries, such as metal treating, an oxidizing atmosphere would be injurious to the metal, causing it to oxidize with the formation of scale. To minimize this production of oxide or scale, a reducing furnace-atmosphere is maintained. To insure this, the mixture is often adjusted to give a flue gas having not more than 1 to 2% carbon monoxide content, which is not dangerous because of adequate flue facilities provided.

The burners are made or moulded of alundum or fire clay material to form burner tunnels, which are inclined in such a way as to direct the flames in the most effective manner upon the highly refractory carborundum faced bed.

In the high pressure gas system small compressors are utilized to boost the city gas from line pressure to about 10 pounds per square inch before it enters the patented mixing tubes. These venturi mixers maintain fixed air-gas ratios over a wide range of consumptions, irrespective of the quantity of gas used.

Temperatures are controlled by the regulation of needle gas valves, which govern the gas flow. By raising or lowering the pressure, indicated on small pressure gauges, before each inspirator, the amount of gas supplied is increased or decreased, thereby raising or lowering the temperature. That is, the pressure is an indication of the quantity of gas being consumed. These gauges have a range of 0 to 15 pounds per square inch.

In the low pressure air-gas system the air instead of the gas is controlled by needle valves. In this system pressure or turbo-blowers are utilized to supply air to the inspirators at pressures varying from 1 to 2 pounds per square inch. A diaphram gas pressure regulator reduces the gas pressure to atmospheric, before it enters the inspirator where it is proportioned with air in the correct amount for complete combustion. Otherwise these two systems are identical as far as method of firing is concerned.

A typical installation is shown in the accompanying photograph taken in the *New York Times* plant, where high pressure gas is used. The *New York World* and the *New York Herald Tribune* also use the surface combustion systems. The *New York Evening Post* plant will have surface combustion high pressure gas equipment installed.

The installation at the World is equipped with an automatic heat control which automatically maintains the temperature of the type metal within 50 degrees F. An automatic heat control is also being installed on the system in use at the Times.

A short test was made on one of the four surface combustion stereotype furnaces at this plant with the following results: Three of the four ten-ton pots were shut down and the men detailed to the one left operating which was an Auto-plate junior type machine having a caster at either end. Every minute about five plates were cast, that is 400 pounds of metal was pumped out and the same amount of cold metal thrown in. With the gas at 8 pounds pressure the temperature of the bath was held within 10 degrees Fahrenheit and there was no falling off. In 90 minutes some 18 tons of metal had been handled. At this rate the pot was being worked to its maximum capacity. Although it is rated at 6 plates per minute, the rate of 4 is seldom reached. Only 8 pounds pressure was utilized although 12 pounds per square inch was available and ready for instant use if demanded.

The particular burners used in this installation are rated as 3000 cubic feet of gas per hour at 10 pounds per square inch pressure. This means that out of the 3300 cubic feet of gas available per hour only about 2600 cubic feet per hour was being used.

As a matter of further experiment, the pressure was raised an additional pound, bringing it to 9 pounds per square inch. In 15 minutes the temperature was increased 50 degrees F. This was sufficient to prove that reserve energy was more than available, and the test was concluded.

This speed of operation is characteristic of the burners similarly installed in other newspapers and is recognized as a long step toward eliminating the stereotype troubles of the past.

The Texas Market

Exhaustive statistics and other information upon Texas are contained in

The Texas Almanac

By Mail 60c

Issued by the publishers of

The Dallas Morning News

Press Agent for African Union

George S. Oettle, publicity agent for the Union of South Africa, has arrived in this country and opened offices at 11 Broadway, New York.

If it is true the Prince of Wales has taken to chewing gum, he should put a little of it on his saddle.—*Cincinnati Enquirer.*

NEW ENID DAILY PLANNED

Times Will Start Publication When Equipment Is Installed

Publication of the *Enid* (Okla.) *Daily Times,* an independent Democratic daily, will begin as soon as equipment already purchased can be put in readiness.

Incorporation papers show that the Times is capitalized at $50,000 and that its stockholders are Paul R. Haunstein, W. T. Whitlock and Emanuel Feil, all of Enid, and newcomers to the Oklahoma field.

Enid's present two papers, the *Eagle* and *News,* are owned by Congressman M. C. Garber of the Eighth Oklahoma district.

Radio Libel Suit Filed

What is said to be the first suit for libel over a radio was filed in Oklahoma City recently by C. W. Friss, undersheriff of Oklahoma county against the National Radio Manufacturing Company. Mr. Friss also sued the Reverend McConnell, pastor of a local church for $55,000. He alleged that the minister stated in a sermon broadcast over station KFJF that the officer had accepted a bribe not to enforce the prohibition law. Friss asks $20,000 of the radio concern.

Daily Tests Wireless Telephony

Wireless telephony for all purposes where wire service is now used is possible through a new invention of L. William Skala, according to a report of engineers of the *Chicago Daily News* radio station, following a public demonstration of the invention at Skala's laboratory, Feb. 18. The invention is based on what was said to be hitherto unknown wave length fundamentals.

1000 Advertising Men Dance

More than 1,000 guests attended the third annual carnival of the Advertising Club of New York, held at the Biltmore Hotel this week. Paul Meyer was chairman of the carnival committee.

The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

Net Paid Circulation January, 1926

138,443

Increase Over January, 1925

22,469

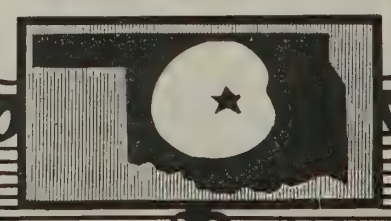
And, of course, without premiums or contests.

Complete coverage at one cost.

ONE ECONOMICAL COMBINATION RATE

Represented by E. KATZ Special Advertising Agency

New York Chicago Kansas City Detroit Atlanta San Francisco



Announcement

MR. OSCAR C. ROESEN
takes charge of our Sales Department on March first.

Mr. Roesen comes not as an employee but as an associate having full voice in our engineering, manufacturing, sales, managerial, and other councils.

For many years Mr. Roesen's father and I were warm personal friends, and it is because the son displays the extraordinary talent and splendid human qualities of the father that I have invited Mr. Roesen to join our group.

Wood Newspaper Machinery Corporation

HENRY A. WISE WOOD, President.

February 27, 1926.

The Wood Bee-Line P

A SUPERB PRINTER ESPE

WE repeat: the Bee-line uses standard metropolitan printing plates made by an Autoplate Machine. These are delivered ready for press—cold, dry, and wholly finished—with great rapidity.

So great is the Bee-Line's accessibility that it can be plated and got under way in less time and with less effort than any other smaller-city press. Its ink may be set from the floor without reaching into the press, and every ink key may be sighted directly in line with the column it controls.



PAPER ROLL SIDE OF TH

NET PRICES WOOD BEE-LINE PRESSES

No. 1-16, Single Unit 4-6-8-12-16 pages	$15,130
No 1-20, Single Unit 4-6-8-10-12-16-20 pages	16,590
No. 1-32, Double Unit 4-6-8-10-12-14-16-20-24-28-32 pages . .	25,240
Prices quoted above are for presses fully motorized, without stereotyping equipment	
Additional 16 paged units ready for attachment . . . . @	9,830
Additional 20 paged units ready for attachment . . . . @	11,280

No. 1-32 prints 4-6-8- newspapers, at the same s metropolitan newspaper or two sections. Its pric equipment, is $25,240.

This machinery may be purchased on the time payment plan at

WOOD NEWSPAPER M

501 FIFTH AVENUE

ewspaper Printing Press

Y BUILT FOR HALFTONES



The Bee-Line requires no pit, and may be set flat upon any floor. Thus is saved the cost of a pit and the consequent loss of the basement beneath. The oily filth which a pit accumulates is avoided, and the incidental risk of fire or flooding.

The Bee-Line needs no paper hoist. All of its paper rolls are handled and run at floor level. It uses but one paper roll for products up to 16 pages, and but two for products up to 32 pages. The fewer the paper rolls needed to make up a product the less the number of stoppages for roll replenishment, the greater the hourly production, and the less manual labor required to run a machine.

ELE UNIT BEE-LINE PRESS

16-20-24-28 and 32-paged
s handsomely as a standard
product may be run in one
torized, without stereotype

STEREOTYPE EQUIPMENT

Pony Auto-Plate Machine, motorized
3-Ton Metal Furnace
Metal Pump
Dry Mat Roller, motorized
16 Chases
16 Form Tables

Price $9,420

Extra Chases @ $50.00 Extra Form Tables @ $54.00

fot the accommodation furnished. All prices f.o.b. Plainfield, N. J.

HINERY CORPORATION
YORK CITY

EDITORIAL

WHO LEADS?

IS good taste any longer something to be considered in selecting the day's news for millions of people? One is moved to ask, after reading recent issues of some New York dailies, with the tabloids in mind as most flagrant offenders against accepted standards. Day after day, with scarcely an interruption, one, two or all of these popular journals display in headline and picture the crass indecencies of the Tenderloin and the half-clad forms of unfortunate women whose only publicity vehicles a few years ago were the "district newspapers" of a half-dozen cities. The districts have gone, their newspapers went with them, but their subjects have found their way into high society!

Not the Rome of Agrippa, nor the Paris seen at the Quatres Arts ball, ever produced a more degrading spectacle than the midnight party at a New York theatre this week, when a nude model pathetically splashed in a bathtub of wine, which she then ladled into goblets for 400 "gentlemen." Only the lechers of the court shared the Neronian debaucheries. A few hundred at most engage at a time in Montmartre's scandalous performances. Those participants got what they wanted and they had and have no noticeable standards of good taste or decency to be destroyed. But here in New York, the degradation of a comparatively few people, some of them notorious and some merely noted, is paraded by one paper before hundreds of thousands of readers, many not yet even adolescent.

The story is news, we hear. It has the elements of mystery, sex, and gold, ever lures for the pennies of the multitude. It sold papers, we do not doubt. The story was told not vauntingly, but with a pious air of disgust at the whole performance. But it was the day's feature of the paper and we doubt whether more than 1 per cent of the readers gave a thought to the reporter's trick of telling the tale. The posed full length picture on page one, the page-wide strip of descriptive drawings, and the display of lingerie were far more convincing than a verbal wrinkling of the nose.

This is not the leadership for which the people are looking to the press. It is the kind of leadership which leads the public to countenance the current revelation of the months-old provision made by Stillman for his alleged illegitimate child—obviously timed for publicity purposes in the wake of the Stillman reunion. It is leadership which permits an editor with impunity to name and portray a little girl as the victim of a fiend's lust—running counter to every fine tradition of the craft. It is leadership which makes the public wink at revelations of municipal graft running into the millions, and of even more iniquitous raids on the public resources. It is leadership which will drive a knife into the heart of the free press as the United States has known it for one hundred and fifty years.

Florida fertility is not limited to land—two newspapers now grow where one or none stood a year ago.

WELL DONE!

THE last thing that the publicity agent and the fast-working promoter desires is publicity for his own operations. Witness the speed with which a new "drive" for public subscriptions evaporated this week when the *New York Evening Post* turned a couple of real reporters loose on a tip supplied by morning paper want ads.

The first story detailed conversations between the reporters and the chief solicitor of the International Narcotic Crusade, a breezy individual who related his success in getting subscriptions by representing himself as the secretary of a local judge—any judge. That story stopped the "drive" before it started. The next two days' news reports sent the promoters of this and vaguely allied money-getting engines into a frenzy of contradictory statements and haste to escape prosecution.

The Evening Post has furnished excellent instruction in fundamental journalism, in addition to the great public service rendered. The clean-cut execution of this story is proof that the efficiency of the publicity man and his cousin, the crooked promoter, is in inverse ratio to the activity of intelligently directed reporters.



What man of you, having a hundred sheep, if he lose one of them, doth not leave the ninety and nine in the wilderness, and go after that which is lost, until he find it?—St. Luke, XV; 4.

MOTOR SANDWICH MEN

HERE is a suggestion for traffic executives, civic officials and newspaper editors who are seeking means of lessening traffic congestion in city streets and diminishing the immense losses it entails in public time and money:

Stop the use of the streets by vehicles whose only purpose is the advertisement of somebody's goods, services, or entertainment..

A few days ago, when New Yorkers were struggling afoot and awheel through snow-clogged avenues, four lines of traffic were stopped at 42nd street and Broadway to permit the passage of two lumbering interurban buses. The only function of these vehicles in this moment of transportation stress was the placarding of two entertainment spectacles. At this single point in their journey around the city, they delayed more than 50 cars at least one minute each. That was a direct and an avoidable loss. No one can calculate the indirect losses that resulted from the day's work of the "juggernauts."

We doubt the efficacy of this or any other "advertising" whose prime product is public resentment at its presence. We doubt also the possibility of easily convincing its users that the public does resent their methods. The important fact is that the streets are inadequate now in most cities for the necessary business of communication. Motorized sandwich men hamper the lawful business of all who use city streets and they do no service that cannot be performed better and more cheaply by other recognized media of advertising.

Robert Livingston tells a story of an old lady who remarked: "The newspapers used to brag about their scoops, but now I see they can only brag about their ancient lineage," which is another reason for dropping that silly middle "e."

February 27, 1926 Volume 58, No. 40
EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.
Suite 1700 Times Building, 42d St. and B'way, N. Y.

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Asscciate Editors
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business Manager.
Charles B. Groomes, Advertising Manager.
S. L. Dare, Classified Advertising Manager.
James W. Brown, Jr., Promotion Manager.
George Strate, Circulation Manager.

Associated with The Advertising World of London.

Washington: J. Bart Campbell, 608 District National Bank Building. Telephone Franklin 4054, Adams 7625.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building. Telephone Garfield 117.
Chicago; L. B. Gilmore, Room 900, 30 North Dearborn St. Telephone Dearborn 5422.
Pacific Coast Office: I. Allen, care San Francisco Examiner.
London: The Advertising World represents EDITOR & PUBLISHER for the British Isles: 14 King Street, Covent Garden, London, W. C. 2.
Paris: G. Langelaan, 47 Avenue de l'Opera.
Tokio: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy, $4 a year; foreign $5; Canadian $4.50.

NEXT DECEMBER'S DOLLAR

THE retail merchant who used to line up on Saturday night to get his slice of the workingman's weekly pay envelope is now bidding against every other merchant for a little piece of next December's pay check, according to a recent magazine article on modern instalment purchase practices. Bankers and industrial leaders are quoted as crying the doom of many if a slackening of prosperity interrupts the worker's weekly wage. Newspaper editors are chided for not attacking this dangerously tilted structure, the inference being that they fear to do so lest they offend advertisers whose welfare depends upon continued instalment purchases.

That last point is hardly true. Innumerable news articles have appeared during the past six months quoting respected business leaders on the dangers of over-reaching the national purchasing power. The "spokesman of the White House" has given thought to the matter and his pro and con verdict has been duly recorded on Page 1 throughout the land. Polls have been taken by metropolitan newspapers among business men and economists, with the resulting opinions about evenly divided. Can the editor draw general conclusions, applicable to local conditions, from this mass of conflicting evidence? Probably not.

Nevertheless, the public and private responsibility of the newspaper in this matter cannot be escaped. Newspaper advertising has been the instrument by which this method of financing the purchase of luxuries and necessities has largely been fostered. In no small measure, the tremendous increase in newspaper advertising during the past few years is due to the intense mercantile competition for the consumer's present and future dollar. The publisher has profited, probably to a greater degree than any individual merchant, and if tendencies dangerous to the welfare of the community have resulted, the newspaper owner and editor owe it to their readers, their advertisers, and to themselves, to do all in their power to check and divert disastrous consequences.

Never was there a better opportunity in this age of commerce to demonstrate the influence of an independent press over the consuming, distributing and manufacturing interests within its sphere. It will call for all the skill and finesse that the newspaper man possesses. It will not be easy to learn from the banks the factories and the retail stores what is the true state of the market's credit structure, but a respected editor or publisher can do it. It will be more difficult still to bring these people to end or diminish the danger, if any exists, and it will be extremely difficult to tell the story to the consuming public in a manner that will effect a change of buying methods and not cause irreparable damage to all. If the problem exists, it can be solved sanely, with courage and knowledge, not with hysteria or sensationalism, and the newspapers which set themselves to solve it should earn the gratitude of their communities.

There'd be no newspapers tomorrow if editors had to read every line of free publicity that reached their desks today.

THE POST OFFICE

ALL progress toward new postal legislation halts while the Moses joint committee awaits the report of the Post Office Department on the details of its December business. Two months have passed since the last penny of December income dropped into the postal cash drawer, but the department is not yet ready to render a balance sheet for the month. Six months and more have passed since the Moses committee circled the country obtaining information from the users of the mails as to the cost of postal service, under present as compared with former rate schedules. Obviously, age adds no virtue to this information nor to the missing data that the Postmaster General is expected to furnish.

The business of fixing postal rates becomes a circle of confusion—investigation, post office report, schedule disregarding both the investigation and the report, another investigation, another report, and a new schedule as haphazard and unsatisfactory as its precursors. Some day, Congress may compel the post office to keep books that reveal and do not conceal fundamental data. Then, perhaps, a workable structure of postal rates can be evolved.

PERSONAL

)RESIDENT Walter C. Johnson of the Southern Newspaper Publishers Asso-ation was guest of honor of the Chatta-)oga (Tenn.) Rotary Club on the :casion of his 48th birthday recently. e was presented with a handsome clock.

F. N. Southam, of the Southam Press, d., Montreal, operating a chain of news-pers in Canada from coast to coast, is w on a holiday trip to the Hawaiian lands.

George F. Milton, publisher of the *attanooga* (Tenn.) *News* who has en on an extended western trip since covering from typhoid fever will return his desk the middle of March.

Sherman H. Bowles, publisher of the *ringfield* (Mass.) *Union* and the *ringfield Republican,* has been elected sident of the Connecticut Valley Har-rd Alumni Association.

Karl A. Bickel, president of the United ess Associations, spoke recently before St. Louis Advertising Club.

Mrs. Henry J. Allen, wife of the ner and editor of the *Wichita Beacon,* :ompanied by her daughter, Miss :nrietta, is sailing for a several months' ir of the Mediterranean.

IN THE BUSINESS OFFICE

RANK DALY, a former advertising manager of the *Miami News,* has ned the sales force of the *Miami Daily rald.* He will have charge of the ture page advertising.

rank Bird, formerly advertising man-r of the *B. C. Motorist* and other le journals published in Vancouver, been appointed advertising manager the *Vancouver Star.*

Herbert Brown, for three years in the ertising department of the *Yakima* ash.) *Daily Republic,* has gone with *Vancouver* (Wash.) *Evening Co-bian,* succeeding S. T. Hopkins, who become business manager of the lat-paper.

V. H. James, business director of the *ramento* (Cal.) *Bee* and the *Fresno* l.) *Bee,* recently visited Southern fornia. On his trip he visited the ts of the *Pasadena Star-News* and *Long Beach Press-Telegram.*

. H. Marshall has become manager he *Santa Ana* (Cal.) *Bulletin.* He formerly in Pomona.

rederick Sale, for five years on the rtising staff of the *Birmingham* , has been named advertising man-, in charge of local, national and sified advertising on the *Greenville* C.) *Daily Piedmont.*

harles Kilgore of the *Chicago Trib-* advertising art staff had three can-s accepted by committee of the Chi-Artists exhibition now on view at Art Institute.

illiam Ettel of St. Thomas College, Paul, has joined the classified staff ne *St. Paul Dispatch-Pioneer Press.*

Ambrose McDermott has resigned rculation manager of the *Champaign l) News-Gazette* to take charge of lation for the *Waterloo* (Ia.) *Trib-*

IN THE EDITORIAL ROOMS

D RENNIE, sporting writer for the *New York Herald Tribune,* is in da with the New York Giants dur-their training period, and W B. na is there with the Yankees, the rican League team. W. O. McGee-sporting editor, has gone to Florida a short stay to watch both teams

Evans, outing editor of the *St. Paul ay Pioneer Press,* is on a snowshoe in the Northern Minnesota woods.

y W. Brown, editor-in-chief of the *ouver* (B. C.) *Province,* has re-d from a three weeks' business trip stern Canada and United States .

d Turbyville, former Baltimore sports writer, and more recently author of a syndicate series of sport articles, has been chosen secretary of the Buffalo baseball team of the International league and is now with the training squad at Palmetto, Fla.

Fairfax D. Downey, of the magazine section of the *New York Herald Tribune,* with Mrs. Downey, is traveling through Europe. He is taking in Paris, London, Nice, Rome and Naples.

Miss B. G. Bennett, for 15 years assistant to the several dramatic editors of the *San Francisco Examiner* has resigned to become tutor of the girl reporters on the Examiner. Miss Bennett was in the "classified ad" department 30 years ago.

Selwyn Kershaw, has resigned from the *Worcester* (Mass.) *Telegram-Gazette* to become managing editor of the *Herkimer* (N. Y.) *Evening Telegram.*

W. R. Waggoner, financial editor, *Wichita Eagle,* has resigned to do publicity work.

"Tex" Lane, formerly of the *Vancouver Sun* copy desk, has joined the staff of the *Edmonton Bulletin,* recently revived under Charles E. Campbell. Two other Vancouver newspapermen, Alex Rose and W. A. de Graves, are also on the Bulletin.

Harold Goff, managing editor of the *Salt Lake City Deseret News,* has returned to his desk following a rest of a few weeks on the Pacific Coast.

Edward F. Darrell of the *New York Herald Tribune* staff has taken a six week's leave of absence to cruise among the West Indies for his health.

D. C. Pierce, late editor of the *Goodhue* (Minn.) *Enterprise,* has joined the staff of the *Red Wing* (Minn.) *Daily Republican.*

J. Edward Norcross, former city editor of the *Vancouver Morning Sun,* went over to the *Star* when the two papers were merged recently.

Mrs. Irita Van Doren, assistant to Stuart Sherman, literary editor of the *New York Herald Tribune,* has returned to the office after a long absence caused by illness.

P. C. Rawling, formerly news editor of the *Victoria Colonist,* has joined the staff of the *Vancouver Province* as an editorial writer.

Miss Rose Lack, formerly of Tulsa, Okla., is now a feature writer on the *Tampa Tribune.*

George Perry, city hall reporter of the *Vancouver Province,* has been appointed secretary of the Greater Vancouver Water Board.

John F. O'Connell has joined the staff of the *Worcester* (Mass.) *Telegram.*

Charles Ludwig, reporter on the *Cincinnati Times-Star* recently wrote a poem "We Lost Two Men" based on the rescue of the crew of the Antinoe, which was read in Congress by A. E. B. Stephens, representative from the Cincinnati district, and published in the Congressional Record.

Barnard L. Flanagan, of the *Salt Lake City Tribune,* and Mrs. Flanagan are parents of a son born recently.

Albert W. Fuller is now on the staff of the *Worcester* (Mass.) *Telegram.* He was formerly on the staff of the *Brockton Enterprise.*

Walter Kaiser, city hall reporter, *Wichita Eagle,* has resigned to become city rooming house inspector.

(*Continued on next page*)

FOLKS WORTH KNOWING

THE *Newark* (N. J.) *Evening News* was founded in 1883. In the 43 years that since have elapsed no member of the staff, in the memory of the oldest—and there are a lot of grizzled veterans on the News—has had a by-line on a story. Even initials at the tail end have been as scarce as eels' wings. These identifying marks began to be allowed to a restricted few only last year, with the exception of the Washington and European correspondents. The policy of the News has been that the paper as a whole spoke, but no individual.



WALTER J. FLANIGAN

Walter J. Flanigan came to the News in September, 1901, as music and dramatic critic. Ever since he has written acute, learned, just and conscientious criticisms of plays, concerts, soloists, actors and motion picture offerings. The most modest of men, he is known and respected by public entertainers the country over. But his work was entirely anonymous, and that fact suited his temperament exactly.

And, so when the time came for Miss Marion Talley to make her debut as prima donna at the Metropolitan Opera House, Mr. Flanigan betook himself to New York and sat in judgment, as he has done so many times. He wrote a penetrating criticism. It appeared the next day. But not in Mr. Flanigan's modest department of music. No. On the first page and, *mirabile dictu,* with a fitting start: "By Walter J. Flanigan, Music and Dramatic Critic of the Evening News." Thus was a sacred policy cast aside, and honor paid to a man who, of all the big staff of the newspaper, deserved it if for nothing else than because he never had, and never would, ask it for himself.

400 Satisfied Newspapers And the List is Growing

THE important newspapers in approximately 400 cities in the United States and foreign countries, with daily circulations totalling more than 5,000,000, use the Central Press Association's complete and exclusive illustrated daily news and feature service. A few of them:

Atlanta Constitution, Birmingham News, Indianapolis Star, Portland (Me.) Press-Herald, San Diego Tribune, Newark (N. J.) Star-Eagle, Duluth Herald, Buffalo Courier, Louisville Courier-Journal, Miami Herald, Omaha Bee, Denver Rocky Mountain News, Spokane Chronicle, Scranton Times, Akron Beacon-Journal, Raleigh News and Observer, Memphis News Scimitar, Worcester (Mass.) Telegram-Gazette, Springfield (Ill.) State Register, Davenport Times, Tulsa World, Wichita Eagle, Oklahoma City Oklahoman, Salt Lake City Deseret News, Houston Chronicle, Dallas Times-Herald.

Increased expenses in the production of Central Press Service have been offset by a steady increase in the number of clients, with the result that the base rates for the service have not been increased in nearly ten years, despite constant additions and improvements.

The Central Press Association

V. V. McNitt, President — Central Press Bldg., Cleveland — H. A. McNitt, Editor and Manager.

METROPOLITAN

FEG MURRAY

Will appear in the

NEW YORK SUN

Monday, April 5
and thereafter

Beginning with release of that date the daily drawings of this champion athlete and champion sports cartoonist will be supplied in 3-col. size, or in present 2-col. size, as subscribers desire.

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager,
150 Nassau Street, New York City

METROPOLITAN

J. Irby Koon has succeeded Jerome McLeod as city editor of the *Tampa Tribune*. Mr. McLeod has returned to the publicity staff of the D. P. Davis Properties.

C. H. Gibbons, veteran coast newspaperman, has been named editor of the *Western Tribune*, which is the new name given to the Tribune, published by J. S. Cowper.

Blaine Gibson has joined the *Pasadena* (Cal.) *Post* as managing editor.

Ralph Burkholder, of the *Topeka State Journal* staff, has been named to the faculty of the English department of Washburn College, Topeka.

G. A. Lundie, formerly of the *Vancouver Province* editorial staff, has been appointed publicity secretary of the Queen's University Endowment Fund, Montreal.

Jerome Eberts, formerly political reporter for the *Victoria* (B. C.) *Colonist*, has joined the staff of the *Vancouver Star*.

James, Cullins, formerly of the *Vancouver Province* editorial staff, recently published the first issue of the *Seattle Mining News*, of which he will be editor.

T. Harry Wilson has been named city editor of the *Victoria Colonist*.

Gilbert G. Weigle for 25 years on the *San Francisco Examiner*, also an instructor in the University of California School of Journalism, has left the Examiner to join a weekly district paper.

Amos Claar, formerly in newspaper work at Roaring Spring, Pa., has gone to Eustis, Florida, where he is connected with the *Daily Lake Region*.

MARRIED

EARL REAU, of the *Toledo Blade* business office, to Gladys N. Cousino, recently.

Fred C. Christopherson, business manager of the *Sioux Falls* (S. D.) *Daily Press*, to Frances Cilly, Feb. 14. His bride was formerly on the Press force.

Julian Ramsey, *Rock Island* (Ill.) *Argus* reporter and formerly of the *Chicago Evening Post*, to Miss Helen Brandicon, advertising copy writer for the Davis Company, Chicago, in Waukegan, Ill., recently.

Mrs. D. O. Brentzen, feature writer of the *Vancouver Province*, to Thomas R. Palmer, sculptor, recently.

Kathryn Seymour of the classified advertising department, *Chicago Tribune*, to Marvin Lowe, recently.

Gerald A. Smith, reporter for the *Fargo* (N. D.) *Forum* to Miss Meryl Gray of Washburn, Wis., in Duluth, Minn., recently.

Charles A. Parker, feature writer, *Boston Traveler*, to Miss Julia S. O'Conner, in Boston, Feb. 16.

Cy Corbett, of the business survey department, *Chicago Tribune*, to Miss Nancy Naghten.

A. E. Orlbeck, rotogravure department, *Chicago Tribune*, to Miss Edna Hinze.

HOLDING NEW POSTS

FRANK AHLGREN, from manager of the Superior department, *Duluth Herald*, to *Milwaukee Journal* as assistant state editor.

Charles W. Hern from classified promotion manager, *Los Angeles Examiner*, to classified manager, *Seattle* (Wash.) *Post-Intelligencer*.

R. H. Argubright, from copy desk, *Salt Lake City Telegram*, to *Ogden* (Utah) *Standard-Examiner*. He is succeeded by William Gordon, formerly with the Associated Press.

J. E. Huffman, from assistant advertising manager, *Billings* (Mont.) *Gazette*, to advertising manager, *Bozeman* (Mont.) *Chronicle*.

Mary O'Keefe, from *Springfield* (Mass.) *Republican*, to *Worcester* (Mass.) *Telegram* as assistant women's page editor.

Kenneth Hamel from police beat, *Toledo News-Bee* to staff, *Toledo Blade*.

Lewis M. Nachman, from classified staff, *Chicago Evening American* to classified manager, *Green Bay* (Wis.) *Press-Gazette*.

Rhoda Donoghue, from womens' page editor, *Worcester* (Mass.) *Gazette* to society editor *Springfield* (Mass.) *Republican*. Eleanor Casey will fill Miss Donohue's position on the Gazette.

WITH THE SPECIALS

SAM J. PERRY, publishers' representative, New York, has been appointed Eastern representative of the following newspapers: *Shenandoah* (Ia.) *Sentinel-World; Fairfield* (Ia.) *Ledger; Baraboo* (Wis.) *News; Beaver Dam* (Wis.) *Citizen; Berlin* (Wis.) *Journal; Manitowoc* (Wis.) *Journal; Neenah* (Wis.) *News & Times; Watertown* (Wis.) *Times;* also the *Hospodar*, the Bohemian farm paper of Omaha and the *Pacific Homestead* of Salem, Ore.

Oshawa (Ont.) *Daily Reformer* has opened an office in Toronto, at 66 Temperance Street, with Herbert D. Tresidder in charge.

Ingraham-Powers, Inc., have been appointed national advertising representatives for the *Oswego* (N. Y.) *Palladium-Times*, beginning March 1.

Louis C. Boone has taken up duties as executive in Detroit of a new office representing the *Chicago American, Detroit Times, Boston American, Wisconsin News* and the *Rochester Journal-American*. He will organize there a staff to solicit national and automotive advertising in Michigan, Ohio and Indiana.

NEW PLANTS AND EQUIPMENT

MINNEAPOLIS STAR has installed two Intertypes.

Plans have been drawn for a new fireproof building to house the *Taloga* (Okla.) *Times-Advocate*. G. F. Langley is the publisher.

Gilmer (Tex.) *Daily & Weekly Mirror* has purchased a Model A Duplex Web Press, to be installed in April.

St. Louis *Post-Dispatch* has installed 11 new Intertypes.

Adams (Minn.) *Review* has a new Model 2 Intertype.

Montevideo (Minn.) *News* has installed a Miehle press and Omaha folder.

Ulen (Minn.) *Union* has added a 12 x 18 Chandler & Price Jobber.

Granite Falls (Minn.) *News* has installed an Electrocaster.

Brownsdale (Minn.) *Six-Town News* has added a Model X Intertype.

Aberdeen (S. D.) *American and News* has installed a 16-page Goss rotary, straight line press.

Omaha World Herald will shortly install a new Intertype with the C equipment.

CHANGES OF OWNERSHIP

MILLER AND SON, publishers of the *Elk City* (Okla.) *News-Democrat*, have purchased the *Elk City Press* and are printing both papers from the same office.

D. T. Sandidge, who recently bought from C. B. Hale the *Sheridan* (Mont.) *Forum*, has leased it to Charles O. Walker.

Stacy Youngman of the *Kaw City* (Okla.) *News* staff has purchased the *Webb City* (Okla.) *Herald* from Mrs. Ella Alvarado.

Sale of the *Jefferson* (Tex.) *Weekly Jimplecute*, third oldest paper in Texas, to the News-Messenger Publishing Company of Marshall has been announced by the *Marshall Messenger* and *Marshall Morning News*. The *Jimplecute* is being merged with the *Jefferson Journal*, which will be published semi-weekly. Ward Taylor, noted editor, founded the Jimplecute 61 years ago.

Harry E. Polk and Alvin T. Westdal have purchased the *Froid* (Mont.) *Tribune*.

Luther E. Shoemaker, for eight years editor of the *Nokomis* (Ill.) *Free Press-Progress*, has sold his interests to his partner, Edward A. Vandever, effective March 1. Charles R. Fredericks has purchased an interest in the paper and will become local editor.

Arkansas Homestead, an agricultural paper published in Little Rock, has been sold to a group of El Dorado newspaper men organized as the Stanley Andrews Publishing Company, with capitalization of $125,000. Stanley Andrews, editor of the *El Dorado Daily News* and *Evening Times*, is president of the company.

Sam D. Goza of Helena, Mont., and R. G. Linebarger of Havre, Mont., have purchased the *Havre Promoter* and changed its name to the *News-Promoter*.

Cecil Wilcox and James Wilson have purchased from Coates Brothers the *Lankershim* (Cal.) *Press*.

J. C. Martens has bought the *Fairfield* (Wash.) *Standard* from F. P. Montieth.

NEW PUBLICATIONS

A H. HOLLENBECK, West Plains, Mo., has begun publication of the *Houston* (Mo.) *Republican*. Frank Pattee, Amsterdam, is editor. Mr. Hollenbeck also owns the *Willow Springs* (Mo.) *Advocate* and the *West Plains Journal*.

Ponca City (Okla.) *Kay County Times* has begun publication as a weekly with Ernest F. Albright, as owner and editor.

G. W. Lyall, editor of the *Yuma* (Ariz.) *Herald*, has started a new weekly, the *Calexico* (Cal.) *Herald*.

SPECIAL EDITIONS

MICHIGAN CITY NEWS, Progress edition, Feb. 9.

Kent (O.) *Tribune*, Publicity and Anniversary edition.

South Bend Tribune, 62-page Automobile Review edition, Feb. 7.

Deland (Fla.) *Daily News*, 80-page Third Annual Volusia County Fair edition.

Williamsport (Pa.) *Sun*, 128-page Expansion edition.

Tampa Tribune, 48-page section recently devoted to Tampa Beach development.

Medford (Mass.) *Mercury*, first annual automobile and business show number, Feb. 19.

Orlando (Fla.) *Morning Sentinel* Orange County Development edition in 1 sections, Feb. 17.

Mankato (Minn.) *Daily Free Press* 18-page auto show section, Feb. 19.

ON THE MECHANICAL SIDE

J. H. FLETCHER, *Chicago Tribune* completed his 25th year in the composing room last week. Joe Hough the engraving room and H. A. Mayfie of the stereotype room each completed years of service with the paper.

SUSPENSIONS

S. J. WAGLE, owner and publisher the *Yale* (Okla.) *Payne Coun News*, has discontinued publication his paper and moved the plant to Bristo Okla.

(*Continued on page* 32)

DOES YOUR PAPER GET ITS SHARE?

Religious leaders throughout the country are coming to realize the value of advertising to the progress of churches:

The Universalists have just published a publicity manual to stimulate and teach the use of publicity to local churches;

The Religious Education Department of the Abingdon Press has just published a new book on "Advertising the Church"; and

Religious periodicals are stressing the use of various advertising media such as newspapers, posters, direct mail, and so forth, in the up-building of church activities.

There is ten times more church news in newspapers today than four years ago.

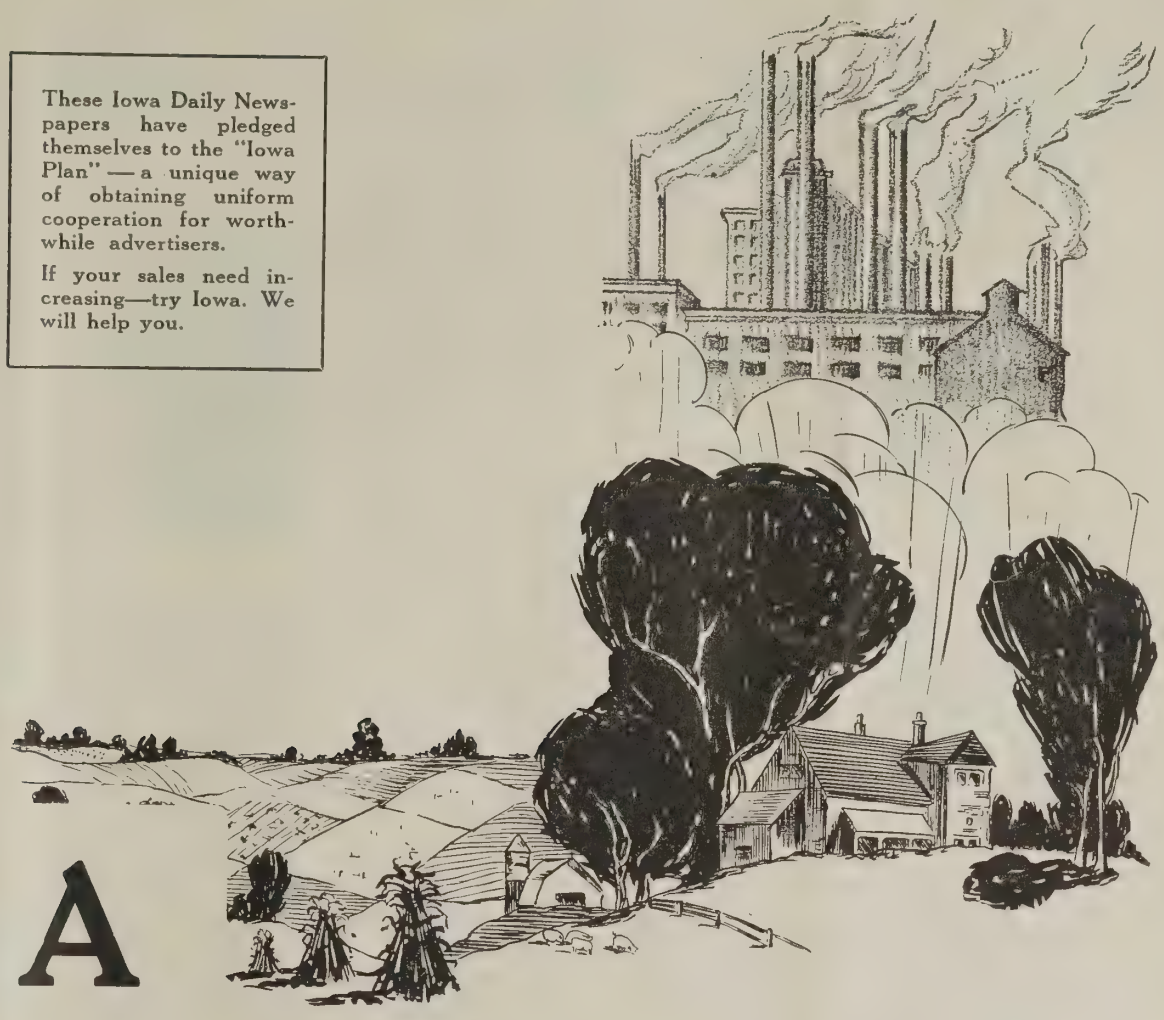
Is your paper getting its full share?

Let us help you start a church page with our plans and copy.

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS
383 Madison Avenue,
New York, N. Y.

These Iowa Daily Newspapers have pledged themselves to the "Iowa Plan" — a unique way of obtaining uniform cooperation for worthwhile advertisers.

If your sales need increasing—try Iowa. We will help you.



IOWA

the *Fourth* state in *per capita* Wealth!

ONLY three states have a greater per capita wealth than Iowa. It leads forty-four other states!

Although one of the greatest of all agricultural and dairy sections, Iowa leads thirty states as a manufacturing center.

In fact, agriculture and industry play an almost equal part in supplying the tremendous income that makes Iowa one of the richest and most prosperous sales outlets in the world.

Since every family in the state takes a daily Iowa newspaper, it is obvious that here is one of the most effective advertising mediums that money will buy.

Yet the cost is very moderate. You can completely cover the fertile Iowa market for only $1.77½ per agate line.

Remember, also, that your advertising dollars in the daily Iowa newspapers give you the added advantage of the Iowa selling and merchandising plan.

All the leading jobbers in the state are standing back of this plan. May we show you what it will mean to you? Full information upon request.

The Iowa Daily Press Association

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

OWA — WHERE EVERY FAMILY TAKES A DAILY NEWSPAPER

SCHOOLS

WILLIAM SEAVER WOODS, editor of the *Literary Digest,* and James Melvin Lee, director of the School of Journalism at New York University, were the leaders of a journalism forum at Wesleyan University, Middletown, Conn., on Monday, Feb. 22. Mr. Woods was graduated from that institution in 1895 and Professor Lee in 1900. Immediately after graduation the former went to Springfield, Mass., to work on the *Republican* and the latter went to the same city to work on the *Union.* Later Mr. Woods came to Funk & Wagnalls Company to edit the Literary Digest and Professor Lee became associated with the same company as literary editor of the *Circle Magazine;* a periodical which Funk & Wagnalls once issued.

Dr. Jose Manuel Puig Casauranc, Secretary of Public Education in the cabinet of President Calles of Mexico, will come to the United States the latter part of February to deliver a series of lectures in the capacity of exchange professor at the University of Missouri School of Journalism.

An intercollegiate conference of literary magazine editors was held at Cambridge, Mass., last week, those attending being the guests of the *Harvard Advocate.*

ASSOCIATIONS

R. T. FREEMAN, city editor of the *Victoria Times,* has been re-elected as president of the VICTORIA PRESS CLUB.

ADCRAFT CLUB of Detroit has moved to new and larger quarters at 1104-5 Francis Palms Building.

With the admission of the one hundred and eightieth new member within five months, the board of directors of the ADVERTISING CLUB of BOSTON announces that the membership drive started last September has reached its quota. During the drive for a membership of 500, the directors voted that no initiation fee would be charged. Today here are 507 members in the club.

WOMEN'S PRESS CLUB of Pittsburgh, Pa., celebrated its 35th anniversary Feb. 13 with a dinner at the Women's City Club. Covers were laid for 31 persons. Mrs. Edith Taylor Thomson, president, was toastmistress.

PRESS GALLERY of the ONTARIO LEGISLATURE has elected the following officers for 1926,—President, W. E. Elliott, *London Free Press;* vice-president, V. P. Foster, *Toronto Mail and Empire;* secretary, D. R. Oliver, *Toronto Globe;* treasurer, Ewart Munro, Canadian Press.

CENTRAL ILLINOIS PRESS ASSOCIATION was launched last week at a meeting in Urbana, Ill., of the Champaign County Press Association and will be perfected later in the Spring. Editors and publishers from the central district will be invited to this meeting at which University journalism faculty members will speak.

Industrial Advertisers group of the ADVERTISING CLUB OF ST. LOUIS met Friday, Feb. 26 at the Forest Park Hotel. George D. Crain, Jr., publisher of *Class,* Chicago, discussed "The Trend of Industrial Advertising."

Officers of the TEXAS NEWSPAPER PUBLISHERS' ASSOCIATION re-elected during the first day of their two-day Dallas meeting recently are: Frank G. Huntress, *San Antonio Express,* president; W. C. Mayborn, *Fort Worth Press,* vice-president, and G. J. Palmer, *Houston Chronicle,* special commissioner.

CALHOUN COUNTY (IA.) PRESS ASSOCIATION was launched last week at Rockwell City, with T. D. Long, Manson, president; A. Ray Mattison, Rockwell City, vice-president; Miss Merian Long, Manson, secretary-treasurer. May Mattison, Rockwell City, was named fourth member of the executive committee. Every newspaper of the county was represented at the meeting and enrolled.

WOMEN'S ADVERTISING CLUB OF PITTSBURGH held a Valentine luncheon on Feb. 15, as a compliment to the retiring president, Miss Miriam Geismar. New women in the advertising field were guests of the club. They were Miss Claire A. Rosenbloom, Miss Marjorie Stewart, Miss Doris I. Merrielees, Miss Frances P. Darr, Miss Elsie F. Gerard, Miss Adele Hollander, Miss Emily Alter and Miss M. H. Kunkle.

Representatives of the FINANCIAL ADVERTISERS' ASSOCIATION, a department of the Associated Advertising Clubs of the World, held its mid-winter conference in Kansas City recently. Carroll Ragan, president, connected with the United States Mortgage & Trust Company, New York, presided.

INTERNATIONAL CONFERENCE OF BUSINESS PAPER EDITORS, at its annual meeting in the Congress Hotel, Chicago, last October, decided to appoint a committee for the furtherance of "uniformity of style" as applied to the printed word. President Aldrich of the Conference has appointed the following committee: Harry Hillman, editor-in-chief of the *Inland Printer,* Chicago, chairman; Edmund G. Gress, editor of the *American Printer,* New York; H. Cole Estep, vice-president Penton Publishing Company, Cleveland; H. C. Parmelee, editor of *Chemical and Metallurgical Engineering,* New York; Norman Firth, editor of *System,* Chicago, and Martin Heir, associate editor of the *Inland Printer,* secretary.

One hundred editors are expected to attend the twice-a-year meeting of the OZARK PRESS ASSOCIATION at Springfield, Mo., March 12 and 13. Entertainment plans are in charge of the Chamber of Commerce of Springfield. Officers of the association who will finish their term with this session are: President, W. E. Freeland, *Forsythe Republican;* vice-president, Ella Pearl Smith, *Clinton Eye;* treasurer, C. A. Haney, *Aurora Advertiser;* secretary, May Stafford Hilburn, special writer, of Webb City, Mo.

Forty-first annual banquet of the RHODE ISLAND PRESS CLUB was held on Feb. 22, at the Narragansett Hotel, Providence. At a meeting preceding the dinner, the following officers were elected for the year: President, Roy L. Sawin, *Warren Gazette;* vice-presidents, Kirtland H. Wilson, *Odd Fellows Journal,* Jonathan F. Comstock, *Cranston News,* William H. Lyon, *Manufacturing Jeweler;* recording secretary, Edwin A. Noyes, *Wickford Standard;* corresponding secretary, Edward F. Sibley; treasurer, Daniel H. Whittemore; auditor, William W. Woodcock.

PRESS ASSOCIATION NOTES

BRYANT HARBERT, for several years with the Associated Press, is now manager for the International News bureau at Columbus, O.

Paul Dewey Shoemaker, with the Associated Press at Columbus for several years, has been transferred to Chicago.

United Press representatives throughout the country are making a series of radio talks about its service. The series was inaugurated by Karl A. Bickel, president, Feb. 20, with an address from KOA, Denver. D. D. Meredith took to the air at Minneapolis, Feb. 24; Reuel Moore, from Portland, Ore., Feb. 23; C. J. Randau, from Miami; H. E. Swisher, from station KGO, Oakland, Cal., Feb. 27; while future radio dates include H. W. Sharpe, from station WEAO, Columbus, O., March 2, and Fred S. Ferguson, vice-president from station WOR, New York, March 6. Other radio speeches by United Press men will follow.

Ugarte Named Press Congress V. P.

Jose Gomez Ugarte of *Mexico City El Universal* has been appointed to succeed the late Rafael Alducin as one of the vice-presidents from Mexico to the Press Congress of the World, according to Dean Walter Williams of the School of Journalism at the University of Missouri, and president of the Congress. The other vice-president from Mexico is Felix F. Palavicini, who was elected at the second session of the Congress, held in Honolulu. The third session will meet in Geneva, Switzerland, Sept. 14-18.

GETTY CLOSES UP LAST STILLMAN CHAPTER

United Press Man Obtains First News of Jay Leeds' Settlement from "Flo"—Had Made Contact Early in Case

Frank Getty, of the New York staff of United News, night wire service of the United Press, closed up what may prove the last chapter of the Stillman case, when he obtained exclusively Feb. 23, first news of provisions made by James A. Stillman for the care of his son by Flo Leeds.



FRANK GETTY

The United Press opened its day wires with a complete story for afternoon newspapers, and officials claimed that no other wire service was able to follow up Getty's interview with Mrs. Leeds, since she had left New York for Florida before the story was sprung.

Mrs. Leeds, soon after her name was first linked with Mr. Stillman's, disappeared. She was found in Paris by Webb Miller, head of the U. P. Paris bureau. Until then she had never been interviewed. When she later sailed for this country, Miller cabled to the United States suggesting that a U. P. staff man meet her on arrival.

Getty met her at Quarantine. No interview was "spilled" then. Later to Getty she told for the first time her own story which was sent over the association's wires in four daily installments.

From Mrs. Leeds last Monday, Getty learned the details of the settlement. She told him the name of a special Stillman attorney, who confirmed the facts.

Getty has been with the United Press for 10 years.

Lebherz Buffalo Express City Editor

Edwin J. Lebherz has been appointed city editor of the *Buffalo Express,* with which he has been associated for the past ten years. The Express has just completed installation of a universal copy desk, in charge of William M. McClennan. John Dunn, formerly of Syracuse and F. E. Jacobson, formerly of Jamestown, have been added to the Express copy reading staff, to which A. E. Backus and F. W. Morrison also have been assigned. Paul Schifferle, formerly Albany correspondent, has taken over the duties of the late Irving W. Moynihan, former city hall and political writer for this newspaper.

FLASHES

Married men shouldn't drink and single ones have no cause for drinking.—*Columbia Record.*

How pleasant the world would be if only the right people had an inferiority complex.—*Boston Post.*

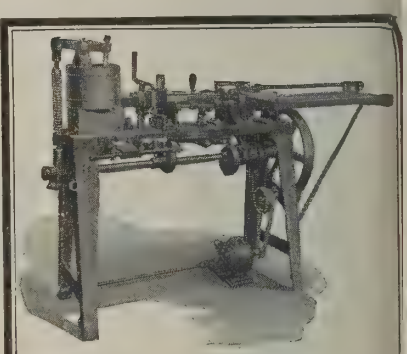
Even the mighty fail to penetrate everywhere. One newspaper recently referred to one of them as "Dr. Nicholas Murray, butler of Columbia University."—*Minneapolis Journal.*

Capt. Roald Amundsen impresses us as a man who was fortunate in not being around when Dr. Cook was selling oil stock.—*Columbus Ohio State Journal.*

It usually takes five years for a tree to produce nuts, but this isn't true of a family tree.—*Detroit Free Press.*

Maybe if we would work up the elastic in American political platforms we wouldn't have to worry about the British rubber trust.—*Birmingham Age-Herald.*

A lecturer says somewhat cryptically that "Those who had the right kind of home training still maintain a belief in hell."—*Little Rock Arkansas Gazette.*



From the Elrod

Leads, Slugs and Plain Rules

in any quantity, cut to any length desired at actually less than the cost of distributing used material. The Elrod is simple and automatic—no expert operator is required. Elrod material is cast from any standard slug metal and is of a high quality, standing up even under severe stereotyping and press conditions.

Ludlow Typograph Co.
2032 Clybourn Ave., Chicago
San Francisco—New York
Atlanta—Boston

LUDLOW QUALITY COMPOSITION

Tampa Tribune --and It's Ludlows

MR. J. Mimms in a recent letter said: "We are very well pleased with the results we get from the two Ludlow units recently installed here. This equipment gives us a large variety of typefaces, whereby we are enabled to produce very attractive display, and it at the same time eliminates the necessity of carrying large quantities of foundry type in our cases."



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
New York: 63 Park Row
Boston: 261 Franklin Street

LUDLOW QUALITY COMPOSITION

Leading the South In Local Lineage

ONCE more The Birmingham News led the South in the volume of local advertising carried in one year. The News stood second in national and second in total volume.

This tremendous local lineage is made possible by the complete coverage, the reader confidence and prestige, the character that The News has. Local merchants long ago learned that the cost per sale is less when their advertising is placed in The News.

	LOCAL	CLASSIFIED	NATIONAL	TOTAL
New Orleans Times-Picayune	10,166,735	5,149,344	2,772,775	18,088,854
The Birmingham News	**12,121,802**	**2,001,244**	**2,849,826**	**16,972,872**
Dallas Times-Herald	11,662,961	2,201,076	1,946,887	15,810,924
Memphis Commercial-Appeal	9,762,962	2,867,214	2,890,545	15,520,722
Atlanta Journal	8,756,692	2,315,754	2,816,884	13,889,330
Houston Chronicle	8,401,680	2,791,880	2,686,922	13,880,482
Louisville Courier-Journal	8,461,006	2,694,631	2,415,932	13,571,569
Dallas News	7,853,909	3,079,743	2,356,985	13,290,637
Richmond News-Leader	7,998,732	2,122,316	2,053,534	12,174,582
Charlotte Observer	8,112,944	1,419,712	2,102,506	11,635,162
Louisville Times	7,614,441	1,910,060	1,601,883	11,126,384
Atlanta Constitution	6,130,978	1,799,770	2,164,400	10,095,148
Houston Post-Dispatch	6,412,854	2,034,662	1,575,770	10,023,286
New Orleans Item	7,023,431	1,689,423	1,308,918	10,021,772
Norfolk Leader-Dispatch	6,674,794	1,121,386	1,649,172	9,445,352
New Orleans States	6,860,574	1,265,397	966,694	9,092,665
Ft. Worth Star-Telegram	5,083,806	1,352,680	2,583,504	9,019,990
Nashville Banner	5,572,504	1,139,236	1,723,344	8,435,084
Birmingham Age-Herald	5,481,896	1,507,856	1,354,850	8,344,766
Knoxville Journal	5,670,714	1,404,459	1,006,775	8,081,948
Chattanooga News	5,453,579	872,938	1,446,249	7,772,766
New Orleans Tribune	4,049,939	1,145,832	991,217	6,186,978
Birmingham Post	4,039,616	318,682	553,532	4,911,830

*Florida newspapers are excluded owing to abnormal conditions, real estate advertising comprising the greater portion of the total volume carried by them.

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

Has No Records to Break But Its Own

National Representatives

KELLY-SMITH COMPANY

Marbridge Building, New York City
Waterman Building, Boston, Mass.
Atlantic Building, Philadelphia, Pa.
Tribune Tower, Chicago, Ill.

J. C. HARRIS, JR.
Atlanta

WHAT'S WHAT IN THE FEATURE FIELD

Milt Gross Signs 5-Year Contract With World Syndicate—New Serial by Hazel Deyo Batchelor—Gene Fowler Joins King Features —Stein Writes "Does Marriage Interfere With a Career?"

MILT GROSS Yiddish dialict writer, creator of "Gross Exaggerations," this week signed a five-year contract with the *New York World* and the



This is the way Milt Gross says he gets ideas for "socksassful cotoons."

World Syndicate, distributor of his copy.

In accepting the World offer, Gross rejected contracts with five other syndicates and a magazine. He returned to New York recently from Hollywood, Cal., where he was assisting Charlie Chaplin in the production of his forthcoming picture.

Before starting "Gross Exaggerations," Gross was drawing a daily strip under the title "Banana Oil." He is continuing his comic art work.

Asked for a sample of his dialect, Gross sat down and wrote for EDITOR & PUBLISHER:

"Tan rizzons how it should be socksassful cotoons.

"Rizzon No. 1—Be funny tan times."

Gene Fowler, former managing editor of the *New York American,* has returned from a pleasure trip abroad and last week joined the staff of King Features Syndicate, Inc., New York. Prior to becoming managing editor, Fowler gained wide reputation as a sports writer and editor. It is understood he will write some sports for the syndicate in addition to serving in an executive capacity. Mr. and Mrs. Fowler on their trip had expected to visit Egypt, but changed their plans, spending most of their vacation in Rome.

Another serial has come from the prolific pen of Hazel Deyo Batchelor. This one is called "The Marriage Meddler," and is distributed nationally by the Ledger Syndicate, Philadelphia.

Karl K. Kitchen, conductor of "Up and Down Broadway," for the *New York Evening World* and the World Syndicate, is at present writing about Palm Beach, telegraphing his copy north for daily distribution.

King Features Syndicate, in charge of serials by Eleanore Meherin, author of "Chickie," announces a new story by the same author entitled "Her Fling."

Martin Branner, who draws the Winnie Winkle comic strip for the Chicago Tribune Newspapers Syndicate, has signed a contract with the George and Billy West Moving Picture Corporation to do a series of two-reel comedies in which actors will impersonate Winnie and other of his strip characters.

Bernard Dibble, maker of the "Dabby Dingle" strip has joined the art department of King Features Syndicate. He is the nephew of Thomas Dibble, city editor, *New York Evening Journal.*

Kin Hubbard, creator of "Abe Martin" for the National Newspaper Service, Chicago, with Mrs. Hubbard are spending a winter vacation at Hollywood-by-the-Sea, Fla.

Norman E. Brown, sports editor of the Central Press, Cleveland, has been assigned to Florida to cover golf events there and tour the baseball camps.

Winifred Van Duzer, King Features Syndicate, has written a new serial called "The Good Bad Girl."

Lenore Lingan, formerly chief librarian of the *Cleveland Press,* has joined the staff of the Central Press Association, Cleveland, in the same capacity.

Hanna Stein has interviewed 30 famous women to form a series under the title "Does Marriage Interfere With a Career?" for the Ledger Syndicate, Philadelphia. Among opinions expressed are those of Judge Jean Norris, Galli-Curci, Elinor Glyn, Gloria Gould, Margaret Sanger, and Jane Cowl. The articles are illustrated with half-tones. Another Ledger offering announced this week is called "Sonnysayings," a one-column comic mat captioned with a baby gag, drawn and written by Fanny V. Cory.

LARGE NEWSPRINT PRODUCTION

U. S. and Canadian Mills Made 279,714 Tons in January—11% Gain

Newsprint production in the United States during Jan., 1926, amounted to 140,026 tons and shipments to 139,012 tons. Production in Canada amounted to 139,688 tons and shipments to 136,498 tons, making a total United States and Canadian production of 279,714 tons and shipments of 275,510 tons. There were also 13,862 tons of newsprint made in Newfoundland with 925 tons made in Mexico so that the total North American production in Jan., 1926, was 294,501 tons. The newsprint mills also made 1,379 tons of hanging paper in Jan., 94 tons of which were made in Canaua.

During Jan. the United States mills operated at 94.6 per cent of rated capacity and the Canadian mills at 96.2 per cent.

The United States mills made 8 per cent more in Jan., 1926, than in Jan., 1925, and the Canadian mills made 15 per cent more than in Jan., 1925.

The combined production of the United States and Canadian mills in Jan., 1926, was 11 per cent more than in Jan., 1925.

Stocks of newsprint paper at United States mills totaled 16,338 tons at the end of Jan. and at Canadian mills 14,602 tons, making a combined total of 30,940 tons which was equivalent to 2.7 days' average production. The newsprint Service Bureau's statistics for the month follows:

United States Mills

	Production Actual Tons Per Month	Shipments Tons Per Month	Mill Stocks
1926—January ...	140,026	139,012	16,338
1925— "	129,442	127,297	26,268
1924— "	131,172	125,576	28,680
1923—January ...	127,452	123,656	23,004
1922— "	105,808	103,192	26,550
1921— "	123,830	116,176	32,417
1920— "	129,663	128,098	16,934
Canadian Mills			
1926—January ...	139,688	136,498	14,602
1925— "	121,605	122,234	20,989
1924— "	110,529	108,620	16,493
1923— "	99,587	96,905	9,489
1922— "	81,072	83,232	11,704
1921— "	71,113	67,000	15,073
1920— "	72,313	70,986	9,612
United States and Canadian Mills			
1926—January ...	279,714	275,510	30,940
1925— "	251,047	249,531	47,257
1924— "	241,701	234,196	45,173
1923— "	227,039	220,561	32,493
1922— "	186,880	186,424	38,254
1921— "	194,943	183,176	47,490
1920— "	201,976	199,084	26,546

IOWA PLANS STATE PRINTERY

State Forms and Blanks to Be Printed at Anamosa Prison

The Iowa state board of control last week took a significant step toward establishing a state printery at Anamosa reformatory to supply all state departments with printed material. The superintendent of printing and binding at the reformatory was instructed to prepare a price list of printed forms and blanks used by the various political subdivisions. More than 800 forms have been assembled for estimates.

The "state use plan" has been center or bitter controversy in the state and resulted in the closing of the penitentiary apron factory as result of clothers' agitation, although auto license plates are being made there and prison labor is being introduced in other fields. J. B. Butler, Fort Dodge, chairman of the prison board, said, "the policy of the state board will be to live up to the law as long as it is the law," referring to the recent legislation which directed wide application of penal labor. A concerted drive is being organized for repeal of the law at the next general assembly.

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men —it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO EMPLOYERS.



INTERNATIONAL PAPER CO.

Executive and Main Sales Offices

100 EAST FORTY-SECOND STREET NEW YORK

(Pershing Square Building)

Manufacturers of

NEWSPRINT — SULPHITE BOND
SUPEROTO — ENVELOPE
KRAFT — OFFSET
BAG — BOOK
GROUND-WOOD AND CYLINDER SPECIALTIES

J. L. FEARING
Vice President and Sales Manager
100 East 42nd Street, New York

R. C. TILDEN, F. B. SMIDT, J. V. McNAMARA and J. P. PARSONS
Assistant Sales Managers

L. M. DAVIS
Manager News Division

Sales Agents as Follows:

JOHN E. A. HUSSEY
New England Sales Agent
45 Milk Street, Boston, Mass.

R. B. HARBISON
Western Sales Agent
111 W. Washington Street, Chicago

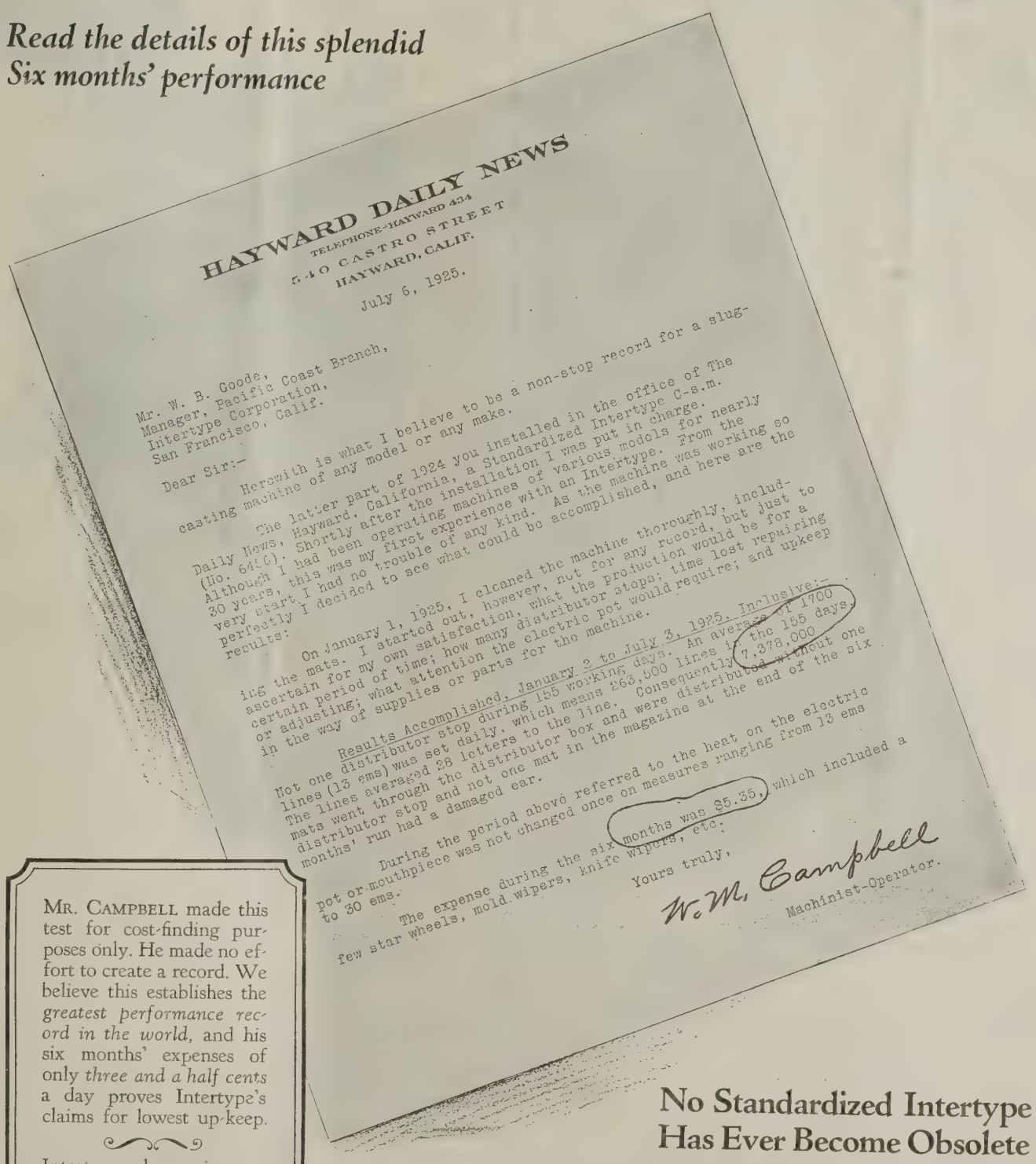
W. E. MANSFIELD
Atlanta Sales Agent
Grant Building, Atlanta, Ga.

R. W. REMONT
Pittsburgh Sales Agent
Farmers Bank Building, Pittsburgh, Pa.

BROCK ROWLEY & SCHROFF
Philadelphia Representatives
Pennsylvania Building, Philadelphia, Pa.

7,358,000 Matrices Distributed by this Intertype Without One Stop!

Read the details of this splendid Six months' performance



HAYWARD DAILY NEWS
TELEPHONE-HAYWARD 434
540 CASTRO STREET
HAYWARD, CALIF.

July 6, 1925.

Mr. W. B. Goode,
Manager, Pacific Coast Branch,
Intertype Corporation,
San Francisco, Calif.

Dear Sir:-

Herewith is what I believe to be a non-stop record for a slug-casting machine of any model or any make.

The latter part of 1924 you installed in the office of The Daily News, Hayward, California, a Standardized Intertype C-s.m. (No. 6416). Shortly after the installation I was put in charge. Although I had been operating machines of various models for nearly 30 years, this was my first experience with an Intertype. From the very start I had no trouble of any kind. As the machine was working so perfectly I decided to see what could be accomplished, and here are the results:

On January 1, 1925, I cleaned the machine thoroughly, including the mats. I started out, however, not for any record, but just to ascertain for my own satisfaction, what the production would be for a certain period of time; how many distributor stops; time lost repairing or adjusting; what attention the electric pot would require; and upkeep in the way of supplies or parts for the machine.

Results Accomplished, January 2 to July 3, 1925, Inclusive:-

Not one distributor stop during 155 working days. An average of 1700 lines (13 ems) was set daily, which means 263,000 lines in the 155 days. The lines averaged 28 letters to the line. Consequently 7,378,000 mats went through the distributor box and were distributed without one distributor stop and not one mat in the magazine at the end of the six months' run had a damaged ear.

During the period above referred to the heat on the electric pot or mouthpiece was not changed once on measures ranging from 13 ems to 30 ems.

The expense during the six months was $5.35, which included a few star wheels, mold wipers, knife wipers, etc.

Yours truly,

W. M. Campbell

Machinist-Operator.

MR. CAMPBELL made this test for cost-finding purposes only. He made no effort to create a record. We believe this establishes the *greatest performance record in the world*, and his six months' expenses of only *three and a half cents* a day proves Intertype's claims for lowest up-keep.

Intertype sales are increasing because of Intertype performance. What the Intertype is doing for the *Hayward Daily News* it can do for you. Write now.

No Standardized Intertype Has Ever Become Obsolete

Standardized INTERTYPE TRADE MARK

Executive Offices, 1440-A Broadway, New York

NEW YORK : CHICAGO : MEMPHIS : SAN FRANCISCO : BOSTON : LOS ANGELES : LONDON

LAWYER-EDITOR DEAD

Col. T. J. Randolph of Charlottesville (Va.) Progress Victim of Apoplexy

Colonel Thomas Jefferson Randolph, 58, attorney and associate editor of the *Charlottesville* (Va.) *Daily Progress,* died of apoplexy Feb. 18. He was a member of the prominent Randolph family of Virginia and a well-known member of the State Bar, having been admitted to the bar in 1892.

Mr. Randolph was a member of the presidential electoral board in 1920. He served also on the staff of former Governor E. Lee Trinkle.

The funeral took place last Saturday afternoon.

Mr. Randolph was born at "Cloverfields," in Albemarle County, in 1868. He attended local schools and went to the McCabe's University School. Later he completed his education at the University of Virginia, receiving degrees of B. A., Ph. B. and M.A. After graduating, he studied law in Norfolk and taught in the Norfolk Academy.

In 1913 he returned to Charlottesville and since has been engaged in the practice of law, and helping in the editing of the Charlottesville Progress.

EVERETT C. JOHNSON

Editor and Publisher of Newark (Del.) Post Dies at 49

Everett C. Johnson, 49, editor and publisher of the *Newark* (Del.) *Post,* died suddenly Friday night, Feb. 20, at his home in Newark. He was born in Sussex county, 49 years ago. Educated at Delaware College, now the University of Delaware, he was graduated in 1895. He bought a farm near Newark, selling the produce in the Wilmington market. It was while so engaged that he started his printing plant at Newark and the Newark Post, which was first issued in 1908. From 1916 to 1920 he was secretary of state of Delaware under Governor John G. Johnson. He was a noted orator.

U. S. Correspondent Dies in China

Bert L. Kuhn, formerly on the staffs of the *Chicago Herald and Examiner* and the *Chicago Evening American,* died at his post at Shanghai, China, where he was correspondent for International News Service, according to word received in Chicago, Feb. 20. Mrs. Kuhn, the former Irene Cobelli, a newspaper woman, was in Chicago on a visit at the time of his death.

Joseph A. Butler Dead

Joseph A. Butler, 37, assistant to Isaac D. White in charge of the bureau of accuracy and fair play of the *New York World,* died Feb. 21 in a New York hospital. As a World staff reporter, he obtained information that led to the arrest of Celia Cooney, "bob-haired" bandit.

Obituary

Lt. Col. Thomas Melvin Seeley, 61, publisher of the *Yarmouth* (N. S.) *Times,* died on Feb. 18. He spent his lifetime in the newspaper business, working for papers in St. John, N. B., Summerside, P. E. I., Annapolis Royal, New Waterford, Pictou and other places in Nova Scotia. Following the war, in which he served, Col. Seeley assumed control of the Times.

Dana W. Jones, 36, a Boston advertising man, died Feb. 15, in Cambridge, Mass., following two operations. He was recently with the Commonwealth Press, Worcester, and previous to that was in the printing and advertising business in New York.

Mrs. Mary J. Marshall, 47, a newspaper writer and magazine contributor, under the pen name of M. Jeanette Marshall, died last week at her home in Hallowell, Me. She was the author of the "Polly Letters" in the *Boston Post* and did her first newspaper work on the *Lexington* (Mass.) *Independent.*

Franklin E. Tuttle, son of Webster Tuttle, of the *Boston Herald* editorial staff, died Feb. 16, in a Boston hospital.

George R. Allen, for the past six years in the mechanical department of the *Boston Post,* died last week.

Maj. H. W. Grantland, 93, Civil War veteran and grandfather of Grantland Rice, sports writer for the *New York Herald Tribune,* died at a hospital in Nashville, Tenn., last week, as the result of a fall. Major Grantland was for many years owner of a large plantation in Northern Alabama and also was cashier of the First National Bank of Nashville.

John M. Atwood, 74, day foreman of the *Boston Globe* composing room for the past 30 years, died Feb. 15 at his home in Dorchester, Mass. He had been employed 50 years on the Globe.

Dr. Samuel Oliver Young, 81, oldest native born resident of Houston, Tex., and founder of the old *Houston Post* now the *Post-Dispatch,* died at a sanitarium in Houston Feb. 17. He served in the Civil War in the Confederate army. After aiding in the founding of the Houston Post Dr. Young went to Galveston as managing editor of the *Galveston News.*

Raymond Bissell, 47, general manager of the *Buffalo Commercial* under the ownership of C. A. Finnegan, died on Feb. 23, in his home in Buffalo. Recently Mr. Bissell had been associated with the Cutler Desk Company at Buffalo.

George Olden Potts, 40, formerly police reporter and special writer on the *San Diego* (Cal.) *Union and Tribune,* died Feb. 9. He was a native of New Jersey.

Howard M. Kutchin, 83, who set by hand all of the type in the first daily edition of the *San Diego Union* on March 20, 1871, and in many other subsequent editions of that newspaper until typesetting machines were introduced, died in San Diego on Feb. 16. He was the first foreman of the mechanical department of the Union, after it became a daily, and was later its managing editor. He was editor of the *San Diego Tribune* in 1896 and 1897.

Christian Hegnauer, 67, until recently editor and publisher of the *Mansfield* (O.) *Courier,* died a few days ago at his home in Columbus. He formerly was connected with the *Columbus Express* and *Sonntagsgast* in Columbus and was well known among German newspaper men.

J. Elmer Mobley, 55, postmaster of Santa Rosa, Cal., and until recently publisher of the *Santa Rosa Republican,* died Feb. 15, at his home of heart failure. He came to Santa Rosa in 1891 to work on the *Press Democrat,* later joining the *Evening Press* staff. With A. B. Lemmon he published the Republican, later buying the paper. He sold it to G. Lansing Hurd of Corvallis, Ore., six months ago.

John S. Muchmore, 68, father of Clyde E. Muchmore, editor-publisher of the *Ponca City* (Okla.) *News* and president of the Oklahoma Press Association, died at his home in Winfield, Kan.

Maurice L. Vittu, publisher of the *Hyde Park* (Ill.) *Herald,* a neighborhood weekly, died Feb. 12.

Harry C. Freese, 73, editor and publisher of the *Hays* (Kan.) *Free Press* for 31 years, died at his home recently. He retired in 1913.

Edward G. Ryan, 23, editor and manager of the *Rochester* (N. Y.) *Catholic Journal,* died last week.

Fred D. Sherman, 48, owner and editor of the *St. Paul Herald* and former state commissioner of immigration, died Feb. 18.

J. H. Brunemer, 87, veteran of the Civil War and founder and editor of the *Laclede* (Mo.) *News,* died recently at the U. S. Soldiers' Home in Sawtell, Cal.

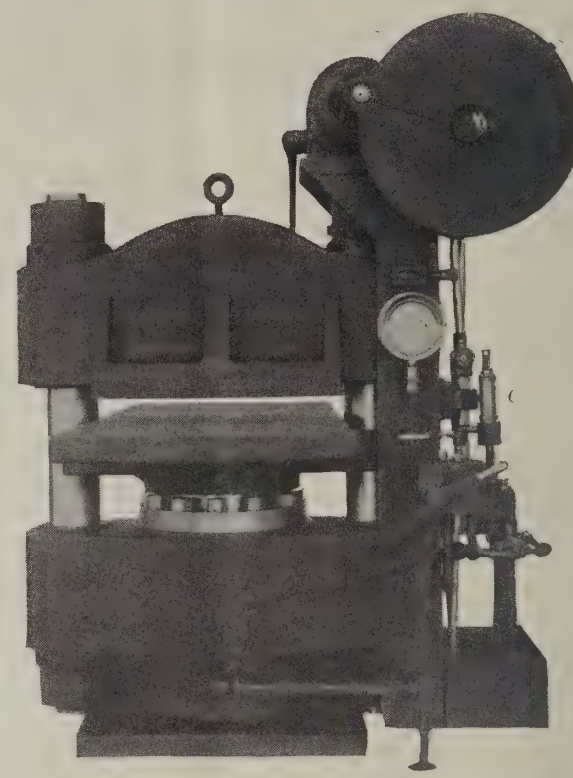
John Wesley Knab, 25, a sports writer on the *Cincinnati Times-Star,* died a few days ago at his home in that city.

John Curtis, 45, former North Dakota publisher and editor of the *Spencer* (S. D.) *News* but since last summer in charge of a newspaper subscription crew, died Feb. 17.

BIROTADRUCK

(Bi-rota-druck)

Hydraulic Matrice Press and Process



Direct Pressure Matrice Die Embossing

The American Birotadruck matrice press and process is a hydraulic direct pressure matrice moulding press and process —definite in all its functions moulding a perfect die cut and embossed mat ready for the casting box without loss of time. Through the Birotadruck method pressure on the machine is under complete control, without slip, drop or vibration and may be maintained indefinitely.

No More Crushed Type or Blurred Pages

Any desired pressure may be obtained without injury to type or illustrations. Under the Birotadruck process half tone illustrations are embossed and the matrice die sunk simultaneously with the moulding operation. The plate cast in the casting box carries a mechanical reproduced embossing, sinking the high lights and raising the deep tones on half tone photo engravings, thus securing the same effect on rotary printing presses as obtained by underlaying cuts and overlaying tympan on flat bed and offset presses.

No Change in Equipment

There are no changes necessary on presses, stereo or other equipment. The Birotadruck Matrice Press and Process takes the place of Matrice Rolling machines and adds refinements and features not heretofore available in matrice moulding.

Either wet or dry mats may be used with full success.

The Birotadruck Press and Process

is the recently perfected European newspaper picture printing process now being used by a number of Continental European Daily newspapers. By this hydraulic press and process clean, deep cut mats are produced in from thirty to forty seconds. The operation is simple and "fool proof" and automatic in control. The American Birotadruck Company has further perfected the original press and it is built to American standards in this country.

Installations have been made on the plants of the New York Times, New York Herald-Tribune, Boston Globe, Dallas News and machines are being built on orders from other metropolitan newspapers.

For sample of pages produced under actual working conditions and other information, address

AMERICAN BIROTADRUCK COMPANY, Inc.

Suite 1202

120 West 42nd St. New York City

Motor Car Builders Prefer The FREE PRESS In Detroit

During 1925, the motor car manufacturers of America gave The Detroit Free Press a clear preference in placing advertising copy in Detroit to make sales. This preference extended over practically the entire list of active automobile manufacturers. Below is given a list of the motor car manufacturers using The Detroit Free Press during 1925 with the total number of lines of advertising used by each.

Buick	73,988	*lines*
Hudson and Essex	54,270	"
Chrysler	54,171	"
Chevrolet	47,531	"
Studebaker	47,075	"
Dodge	38,349	"
Paige & Jewett	37,176	"
Oakland	35,695	"
Jordan	31,800	"
Nash	29,242	"
Willys Overland	28,571	"
Oldsmobile	25,607	"
Ford	20,143	"
Rickenbacker	19,505	"
Reo	18,629	"
Hupp	18,237	"
Peerless	17,501	"
Wills St. Claire	17,043	"
Cadillac	16,087	*lines*
Pierce Arrow	14,224	"
Franklin	13,231	"
Flint	11,949	"
Marmon	10,830	"
Cleveland	10,369	"
Star	10,181	"
Chandler	9,648	"
Diana	9,628	"
Ajax	9,346	"
Moon	9,246	"
Packard	6,873	"
Durant	3,489	"
Continental Motors	2,672	"
Elcar	1,739	"
Lincoln	1,592	"
Rollins	999	"
Kissel	585	"
Stearns Knight	280	"

First in Motor Car Advertising During 1925

During the year 1925 The Detroit Free Press carried 815,522 lines of motor car advertising. This figure represents 40% of the total volume of motor car advertising carried by all Detroit papers, and a lead of 8,492 lines over its nearest contemporary. This leadership in what is really automotive advertising clearly establishes The Free Press as the most able Detroit medium for the advertiser to use who desires to cover the actual buying power of the great market represented by America's Fourth City.

The DETROIT FREE PRESS

"Starts the Day in Detroit"

VERREE & CONKLIN, Inc., National Representatives

NEW YORK CHICAGO DETROIT SAN FRANCISCO

ADVERTISING AGENCY AFFAIRS

New Advertising Illustration Service Formed in New York—Bergen Advertising Company, St. Louis, Elects—O'Keefe Awarded Gold Medal

A NEW advertising illustration service has been organized in New York to be known as Morgan & Bierwirth, Inc. Raymond G. Morgan has been associated with the Ethridge Company for many years, as one of their figure men, and John H. Bierwirth, Jr., has been with the Ethridge Company 21 years, the last 10 years as executive manager of the art department. Studios of the new organization will be located at 232 Madison avenue, with an association of artists selected to cover every branch of advertising illustration.

Elmer D. Bergen has been named president of the Bergen Advertising Company, St. Louis to succeed Howard S. Bergen, who resigned Feb. 1, to become associated with the Home Appliance Company. Harry J. Higwein has been elected secretary-treasurer of the Bergen organization.

Percy J. Orthwein has been elected a director of the D'Arcy Advertising Company, St. Louis. Mr. Orthwein began his business career with this agency 12 years ago as assistant art director. He is now an account executive. Other directors of the D'Arcy Company are W. C. D'Arcy, J. F. Oberwinder, Edward Beecher, C. C. Pangman, E. H. Turner and Archie Lee.

Maj. Patrick F. O'Keefe, president P. F. O'Keefe Advertising Agency, Inc., Boston, has been awarded a gold medal by the directors of the Society of American Florists for the slogan "Say It With Flowers," originated by him and so successfully used by florists the country over. The medal is to be presented at a meeting of American florists in New Orleans next summer.

LeBaron Coakley of New York and Boston, has joined the Freeman Advertising Agency, Inc., Richmond, Va. Mr. Coakley is a graduate of the Boston School of Practical Art, the Boston Academy of Fine Arts, and studied at the Art League of New York.

A. J. Olsen, Los Angeles advertising man, has been appointed field manager of Hammel, Sutphen & Freiberg, Inc., a Los Angeles advertising agency. Prior to this appointment he was with the L. S. Gillham Company, holding the various offices of space buyer, production manager, account executive and vice-president. He has been the executive secretary and treasurer of the California Advertising Service Association for the past year.

Leon E. Haynes has been added to the copy staff of the DeForest Porter Advertising agency at Buffalo. He formerly was with the Walz Advertising Agency.

Wimberly-Hubbard Agency, Inc., an advertising concern organized at Fort Worth in 1919, has opened offices at Houston, in the Bankers Mortgage building. The firm is composed of F. W. Wimberly, president; A. E. Hubbard, vice-president, and J. H. Wimberly, secretary-treasurer.

John J. Beck, formerly with the Mumm-Romer-Jaycox Advertising agency at Columbus, O., has joined the Robbins & Pearson Advertising Company.

E. E. Brugh, vice-president of Clyde W. Riley Advertising System, Chicago, and a member of the national advertising commission of the Associated Advertising Clubs of the World, is visiting Cuba, Florida and several other southern points on his honeymoon.

WITH THE GENERAL ADVERTISERS

Co-operative Ice Cream Campaign to Start in June—Remington Arms Wins Cash Register Patents—Federal Commission Objects to Ostermoor Trade-Mark

PLANS calling for investment of $250,000 for a 12-month advertising campaign were adopted Feb. 20 by the executive and advertising committees of the National Association of Ice Cream Manufacturers. The account is being handled by the Gardner Advertising Company, with J. E. Finneran, vice-president and manager of the St. Louis office in charge. Advertisements will appear over the name of the Ice Cream Research Institute.

The Gardner Advertising Company asserts that the ice cream industry makes an annual investment of nearly $6,000,000 for advertising, most of which is placed in the newspapers.

C. G. Morris, of New Haven, Conn., is chairman of the national publicity committee, and V. F. Hovey, Schenectady, N. Y., vice-chairman.

The Remington Arms Company has been established as the chief competitor of the National Cash Register Company in a final decision by the Court of Appeals on the National Company's claim to patents held by the Remington Company.

The National Cash Register Company had sought to compel the Remington Arms Company to make an assignment of cash register patents covering inventions of Frederick F. Fuller, who left the National Cash Register Company to take employment with the Remington Arms Company. Mr. Fuller is known as the oldest cash register inventor in the United States.

The National Cash Register Company employed Mr. Fuller at $5,000 a year under a contract for a year beginning February 17, 1909.

Irenee du Pont, president of E. I. du Pont de Nemours & Co., Wilmington, Del., has notified directors of the company he does not wish re-election. It is believed Lammot du Pont, a brother, will be chosen head.

The Beech-Nut Packing Company and controlled affiliated companies report for 1925 net income of $2,099,243 after estimated Federal taxes, comparing with $2,187,600 in 1924. Sales showed an increase of 13.7 per cent over the previous year.

The annual report of the Douglas-Pectin Corporation, including its subsidiaries, the Douglas Packing Company, Ltd., and the Oil Emulsion Corporation, for last year shows net income of $457,-381 after charges, equivalent to $1.52 a share earned on the outstanding 300,000 no par shares of stock. This compares with $383,771, or $1.27 a share earned in 1924.

Net income of the Paige Detroit Motor Car Company in 1925 after expenses, depreciation, interest, taxes, etc., was $2,437,865, against $1,588,085 in 1924. Net sales were $62,763,787, against $57,-679,259, the latter figure representing balance after elimination of inter-company profits. Surplus after dividends was $1,-379,494, against $705,229.

SEITZ ARTICLES DRAW KANSAS COMMENT

Standardization Sending Readers to Journals of Opinion for Information Peterson Tells Kansas Press—Discusses Criticism

The impending danger of the "journals of opinion" superseding the daily newspapers as individualistic media of expression was featured by Elmer T. Peterson, editor of Henry J. Allen's *Wichita Beacon,* in a dinner address to the Kansas Press Association recently.

He commented upon Don Seitz's strictures on modern newspaper editorial expression and admitted that Seitz's criticism has a basis in present-day tendencies, warning the editors that the young college students of today crave the mental stimulus they find in such journals as *The New Republic,* the *American Mercury, McNaught's Monthly* and *The Nation.* Not finding enough of this stimulus in modern newspaper expression, they turn to sources which too often are destructive in tendency. It would be a calamity to abandon this peculiarly valuable field, he said.

In line with this address was an article by Mr. Peterson in the *Saturday Evening Post* a week later, commenting upon the present-day vogue for lambasting the booster, with his alleged standardization and conformism and exalting the destroyer. The writer points out that the destructive critics are the ones who are standardized and "mark time with eyes right, waiting for the cue of the top-sergeant," while the builders of the typical "Boosterburg" are diverse and interesting in their methods, contrary to the accusation of the "intelligentsia."

While admitting the faults of the so-called "Babbitt" and hoping for an elimination of banal ritual and by-play in civic organizations, he says that the objectionable type is an exception rather than the rule.

Calles Defends Action in World

President Calles wrote a signed defense of Mexico's policy of deporting foreign born teachers and preachers for the *New York World,* which that paper published Feb. 25.

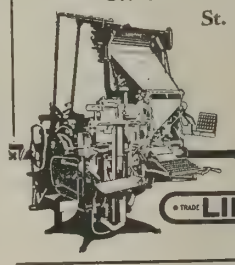
From the Linotype Mailbag

MODEL 26

"has worked to perfection"

"Last August we installed one of your modern Model Twenty-six Linotype machines and thought perhaps you would like to know how we like the machine. It is all that was claimed for it. We have had no trouble with it whatever and it has worked to perfection since it was installed. After using the machine since August, we cannot see how we ever got along without it. During the Christmas rush we handled advertisements with half of the work it required before. We are setting almost every line of our advertisements on the 26, with an occasional big line set by hand, otherwise the entire forms are machine set. It is a wonderful machine and does the work for us."

St. Charles Cosmos-Monitor
St. Charles, Mo.



Use Editor & Publisher Classified A

A SINGLE
ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their respective fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page .....$280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page ..... 82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

Editor & Publisher
1700 Times Building
Broadway at 42d St.
New York, N. Y.
Telephones:
Bryant 3052 - 3053 - 3054 - 3055 - 3056
Cable Address: EDPUB, NEW YORK

Advertising World
14 King Street
Covent Garden, W. C. 2
London, England
Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON

A Straight Talk to the Advertiser's Pocketbook

PROBABLY more failures have resulted from unwise selection of mediums than from any other source. And the sum of money absolutely wasted through this cause alone, unquestionably totals millions.

So far as the St. Paul market is concerned, the problem of medium DOES NOT EXIST. The Dispatch and Pioneer Press have solved this *most perplexing advertising problem.*

It is fundamental that an advertising medium should do the following three things, and the better it does them, the more valuable it is to the merchant.

1ST: *Concentrate Upon the Desired Market.*

The Dispatch-Pioneer Press does in a remarkable degree. The total net paid city circulation is more than 98% of the estimated number of English-reading families . . . almost 100% coverage.

2ND: *Involve a Minimum of Waste.*

Morning, evening and Sunday home delivered circulation permits the advertiser to talk to every member of the family regardless of his newspaper preference or what his reading habits may be. The best medium for any advertiser is the one that will enable him to tell his story to the greatest number of his possible customers in their homes.

3RD: *Produce Results in Reasonable Proportion to its cost.*

The Dispatch and Pioneer Press, either **SEPARATELY** or **COMBINED**, offer the lowest rate per line per thousand of home delivered circulation in the Twin Cities. Advertisers in these papers talk to the largest group of St. Paul people that can possibly be reached in any manner and they do it at **ONE LOW COST**.

AND the unusual reader-interest and reader-confidence of these 12-hour newspapers ADDS strength to every advertisement that appears in their columns.

The ONE Known, Definite, Positive, Steadfast, Unfailing, element in advertising in St. Paul is the certainty of the St. Paul Dispatch and Pioneer Press. If your goods and prices are right, and the time for selling them is right, then good, strong advertising in the Dispatch and Pioneer Press MUST bring you more business.

These papers carry YOUR message to this entire market . . . in the most effective way and at the lowest cost.

The Auto Show Number, published on February 7, carried more than 86,000 agate lines, or 290 columns of automotive and related advertising . . . a very close comparison with such national leaders as the Chicago Tribune and the New York Times . . . 48 columns more than the next Northwest newspaper (a Minneapolis paper).

This emphatically expresses the verdict of national advertisers, who study newspaper values with scientific accuracy; and of local advertisers who know by profitable experience.

St. Paul Dispatch

St. Paul Pioneer Press

"The 12-Hour Papers"

Flexible - Effective - Economical

AVERAGE NET PAID CIRCULATION, JANUARY, 1926

City home delivered circulation		Total city circulation		Total circulation	
Dispatch	48,509	Dispatch	54,208	Dispatch	88,838
Pioneer Press	48,516	Pioneer Press	50,367	Pioneer Press	74,939
Sunday Pioneer Press	48,464	Sunday Pioneer Press	55,539	Sunday Pioneer Press	150,620

Combined Total Daily Circulation 163,777

INDIANAPOLIS NEWS VETERAN CELEBRATES 50 YEARS' CONTINUOUS SERVICE



W. F. Ellis at the stone on 50th anniversary

WILLIAM T. ELLIS, assistant superintendent of the composing room, celebrated his golden anniversary with *The Indianapolis News* and rounded out full 50 years of continuous service, Monday, Feb. 15. He reported for work at his usual hour of 6 A. M., closed the starter page of the last edition, and then attended a dinner at the Columbia Club, where executives, editorial workers, advertising and circulation men and members of the printing and mechanical crafts and trades assembled to do him honor.

More than a hundred members of the News organization gathered at dinner to pay tribute to "Bill" Ellis, dean of them all. Meredith Nicholson, Indiana author and novelist, and formerly telegraph editor of the News, epitomized the sentiment of the occasion and the assembly when he said in a message: "Bill Ellis never missed a mail or stung a friend and heaven can ask no more." Louis Howland, editor, William Herschell, the News poet, Curtis Hodges, general manager, Hilton U. Brown, chairman of the board of directors, J. M. Schmid, business manager, Frank T. Carroll, advertising director, Lot Lee, former telegraph editor and Don U. Bridge, manager of national advertising, all paid tribute to Mr. Ellis. Warren C. Fairbanks, one of the owners of the News, sent a congratulatory message to Mr. Ellis.

Mr. Ellis received numerous gifts from his fellow workers, including a watch, $50 in gold, and the coveted diamond button for 50 years' service, the first ever presented by the News.

When "Bill" Ellis came to the News in 1876, at the age of 19 and with still two years to serve as printer's devil, the News was a seven-column, four-page paper, with a circulation of 2,000. It was printed on a flat-bed press, and the composing room staff numbered seven printers. In a half century, Mr. Ellis has seen the News grow to 48 to 60-page editions. The little composing room staff of seven printers has grown to 150, and a battery of seven quadruple Hoe presses has superseded the little flat-bed of 50 years ago. One man composed all the advertisements by hand when Mr. Ellis joined the News staff, now 75 men are required to compose the advertisements for one day's issue.

Mr. Ellis was born on July 18th, 1856, at Smithfield, Fayette County, Pennsylvania, and came with his parents to Indiana at the age of nine. Two years' apprenticeship with the *Ladoga Herald* and the *Noblesville Independent* antedated his connection with the News. He has held his present position as assistant superintendent of the composing room for 48 years. He has missed only three weeks from his job, exclusive of vacations. At one time he worked seven years without a single day off.

Three River Paper Mill Starts

Four of the new machines being installed in the International Paper Company's Three River mill were operated for the first time recently. They made the first 10 tons of newsprint at a speed of 800 feet a minute, said to be a record. Joseph Fearing, International's vice-president, denied reports the firm was seeking to buy 1,600,000 acres of New Brunswick timber land as reported by the *Fredericton* (N. B.) *Daily Gleaner,* Feb. 24.

Panhandle (Tex.) Herald Sold

Dr. J. R. Nunn and J. L. Nunn, who recently sold the *Amarillo* (Tex.) *Daily News,* and David M. Warren, who was managing editor of the News under the Nunns' ownership, have purchased the *Panhandle Herald* from Lee Satterwhite who is speaker of the Texas House of Representatives. Warren, who is still with the Amarillo *News and Globe,* will move to Panhandle and take charge of the Herald March 1.

Bathhurst Mill to Double Capacity

The only newsprint mill in the Maritime Provinces of Canada, that of the Bathurst Company Limited, Bathurst, N. B., is to have its capacity doubled. At present it is a one-machine mill of 65 tons output. A second machine of similar capacity is on order and will be installed at the first of next year.

Minnesota Veteran Honored

Frederick Lowell Smith, 82, the oldest printer of Minneapolis, was honored Feb. 11, by fellow printers and the local typothetæ. Mr. Smith went to St. Anthony now Minneapolis, 69 years ago and worked four years on the *Falls Evening News.* Later he founded the *Minnesota Chronicle,* weekly, which was absorbed by the *Daily Atlas.*

New York A.P. Man Dies

Harvey M. Hubbard, 47, an editor in the Latin-American department of the Associated Press, New York, died Feb. 23, of pneumonia. He was a graduate of Syracuse University. Before entering newspaper work in Syracuse he practiced law, representing New York legal interests in Mexico.

EDITOR'S MUMMY HOAX STIRRED WISCONSIN

Scientists and News Men Aroused at "Discovery" But Rusk County Journal Chief Explains It Was Only a "Brightener"

Edward Richardson, editor of the *Rusk County* (Wis.) *Journal,* read the tale of the famous moon hoax perpetrated on a gullible public back in the early days of the *New York Sun,* when it started as a penny paper.

He also read of the hoax that James Whitcomb Riley put over on one of Poe's poems when he claimed that the poem was discovered in the fly leaf of an old school book.

The inspiration that these two stories gave Editor Richardson has now made him the most famous man in Wisconsin over night. For Richardson, drawing upon his prolific imagination, went ahead and invented some narratives that would make even Locke's moon hoax in the Sun and Riley's deception of Poe look mild by comparison. And when he published them in his weekly an entire state was set agog. Dailies and weeklies throughout Wisconsin republished one of the stories giving it wide circulation.

Following is a sample of his mummy hoax:

"The mummified body of a man, encased in the living trunk of a tree . . . dressed in clothes that fell away like ashes . . . holding an old muzzle-loading, flintlock rifle . . . petrified by the sap of the live basswood tree . . . in whose pocket were a few French coins which bore the date 1664 . . . was discovered near Ladysmith, Rusk County, . . . and is to be shipped to the University of Wisconsin at Madison."

This news story, containing all the elements of an exciting tale of adventure, possibly of a gruesome murder, perchance of great historical significance, was published two weeks ago in Richardson's Rusk County Journal, but was credited to the "Rusk County 'Lyre'."

As the story spread, scientists at the University of Wisconsin and curators of the Wisconsin State Historical museum at Madison, Wisconsin, began to investigate the tale and immediately pronounced it a hoax, asserting that no man could be petrified by the juice of a tree, that scraps of paper and clothing could not exist for 250 years undecayed—Richardson had said that a paper found in the clothing bore the date 1664 and the name of a French explorer—and that the whole story must have been spun out of whole cloth.

As investigators and newspaper men began to get hot on the trail of Richardson to determine the verity of his "petrified body" story and of others he had published, he confessed that he manufactured the myths to liven up his newspaper.

"The story of the tree embalming was one of a series of hoax stories which we are publishing under the signature of the 'Rusk County Lyre,' and we intended them for local consumption only," revealed Editor Richardson. "There is nothing to the story beyond what the imagination of the 'Lyre' conceived. No body was found."

GAZETTE SOLD FOR $105,000

St. Joseph Daily Bought by Banker at Trustees' Sale

The *St. Joseph* (Mo.) *Gazette,* morning daily, was sold at a trustees' sale Tuesday to F. L. Ford, president of the First National Bank and the First Trust Company, holder of the paper's second mortgage bonds.

The price was $55,000, subject to first mortgages and interest amounting to $50,000, making the total of $105,000.

Mr. Ford announced that the paper was purchased for another party whose name will be made known as soon as the property can be legally transferred. There were only three bidders.

ONE OF A SERIES

Letters That Speak for Themselves!

THE PEORIA JOURNAL — THE PEORIA TRANSCRIPT
SUNDAY JOURNAL-TRANSCRIPT
Peoria, Illinois

"I can unhesitatingly say that the service which you have been giving us on our checking proofs has been very satisfactory. Before taking on your new service we received a great number of requests from agencies asking for missing proofs and we had tried a great many different ways to correct this. We tried your old system of coding the papers and as you know we were not satisfied with that. We then had special envelopes made and marked to the attention of the Checking Department. These were mailed to the agencies and advertisers by first class mail. We thought that this method would assuredly be the best but we still found we were having trouble.

I was at first very skeptical about turning over the entire checking copy situation to your company but since doing so we have found this to be the most satisfactory method we have ever used."

Yours very truly,
JOURNAL-TRANSCRIPT, Roy A. Pratt, Mgr. Nat'l Adv.

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St. CHICAGO — 79 Madison Avenue NEW YORK

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

The Growth of

Powers Engraving Companies

Is the result of rendering continuous satisfaction

Complete day and night service for newspapers, publications and advertising agencies.

We have kept step with the mechanical departments of the newspapers in the progress of recent years.

We are pioneers of new methods—

Spending thousands of dollars every year in experimenting on and developing new processes for the advancement of the industry by improving the quality of our engravings

Developed cold enamel process on zinc, which is far superior to any other method ever used for line engravings

Perfected hot enamel on zinc and copper, and raised the standard of engravings on both metals

Invented, and developed the wet cooler, which prevents buckling—simplifying the method and improving quality

Developed, burning-in stove, and etching machines

Invented, and developed emulsion film camera, which produces results that are far superior to the callodion process.

For a comprehensive understanding of your problems—consult us

—Prompt Service—
—Unsurpassed Quality—

POWERS PHOTO ENGRAVING COMPANY
154 Nassau St., New York City. Beekman 4200

POWERS REPRODUCTION CORPORATION
205 W. 39th St., New York City. Pennsylvania 0600

POWERS FOURTH ENGRAVING COMPANY
Broadway and 50th St., New York City. Circle 1300

STRONG MOVE IN BRITAIN TO BAR DIVORCE DETAILS FROM NEWSPAPERS

Bill Now in Parliament Has Support of Women's Organizations, Churches, and Bar Members—Declare Sex News Undermining Morals

By HUGH J. HARLEY

PROHIBITION of scandalous details in British newspapers concerning divorce and police cases may result from agitation most strongly supported for the listing and passage of a Bill of Parliament providing for the strict regulation of such reports. The Archbishop of York is one of the leading prelates who has not only endorsed the bill but who presided recently at a meeting to open an active campaign throughout the British Isles.

The meeting held in London was largely attended by representatives of religious and civic bodies, and it was noticeable that a great proportion of the audience was composed of women. Scores of clergymen were in attendance.

A resolution was adopted which urged upon the Government the importance of giving facilities for the speedy passage of the measure, stated that the evils complained of were generally admitted and that their abolition was necessitated by law. The measure has the support of the Mothers' Union, The National Union of Teachers, the Council of the Law Society and all the religious denominations.

"This pollution of the public mind by the wholly unnecessary publication of masses of unsavoury details in judicial proceedings where sex matters are involved, is one of the most serious evils with which we have to deal," said the Archbishop of York. "It is constantly increasing and is a matter in which not only the Church but the State has a vital concern. I âm glad to say that the Church of England has not been silent on the matter for the Church Assembly has passed a strong measure of support for the bill, which has been prepared by Sir Evelyn Cecil. I was appointed a member of a Royal Commission to deal with the question and the impression made on the minds of the Commissioners by the evidence which was taken indicated clearly to them the existence of an evil that was undermining popular morals. Figures were presented to show the great amount of space devoted by some newspapers to this sort of 'news' and in one of the leading Sunday newspapers no less than 238 columns of such matter were counted within a year. Evidence also was heard from the president of the Chief Constanbles Association which indicated that publication of such stores and reports of Court proceedings had disastrous effects on young people, particularly those at the age of adolescence.

"I should say that the evil with which we have to cope lies particularly in the insidious suggestion made day after day and month after month by an accumulation of this scandalous testimony. It might be contended perhaps that not one story was indecent of itself, though, this hardly can be maintained in view of the exploitation of these accounts as special 'features.' But it is perfectly demonstrable that the total effect of these articles constantly being printed is to defile the mind and the imagination of the people, and especially of the young. We feel indebted to the managers of most of the newspapers of the country for the exclusion of matter that is really obscene or indecent, but the evil does not lie so much in that as in this continual pressure of sexual suggestion upon millions of newspaper readers.

"So far as I know there is no other civilized country—in Europe, at all events—where the Judge has not either the power to hold such cases in secret or to ensure that only the names of the parties concerned and the results of the case are published. In France, publication of such proceedings is prohibited and yet Paris or so much of it as reads English newspapers can read and probably does read with avidity these sex suits in the British papers. Any foreigner who reads them would be entitled by their prominence and frequency to consider that they are manifestations of the social life of our people.

"There has been objection to this Bill, but in reply to those who would oppose it I can say that this question has not been brought forward by pharisaical puritans but has been pressed by lawyers and public men who regard the present condition as a great public evil which demands public attention and correction. It is time that we determined by the test in Parliament whether there is a really strong public opinion on the matter. It has been said that this bill would violate the freedom of the press, but while that freedom is a great public right, I hold that its abuse becomes a great public wrong.

"The Royal Commission was greatly impressed by the honest and sincere desire of all the representatives of the clean and wholesome newspapers in the country to mitigate the evil. They seemed unanimous in their opinion that it should be dealt with but again and again their representatives pointed out that they were not free but were compelled to act in a way that they would not, of themselves, wish, because of the fierce competition of journals with a less honorable standard.

"The commission was so impressed by the obvious good will of the representatives of responsible newspapers that it refrained from making any drastic recommendations and contented itself with expressing the hope that attention having been called publicly and officially to the evil, the proprietors of the newspapers would do their utmost of their own free will to check the flood of filth."

Sir Evelyn Cecil has announced that he proposes to bring the bill up for acceptance and consideration by the new Parliament.

Writing in *John Bull,* under the heading, "The Back-door to Blackmail," H. M. Richardson, general secretary of the National Union of Journalists, said recently: "A raging campaign is being waged just now with the object of pushing through Parliament a Bill to clean up the Press. People look at the text of the Bills and see that it is intended to make it punishable to publish any indecent matter. 'Excellent,' they exclaim.

"And their enthusiasm grows when they read further that in any judical proceedings for dissolution of marriage, for nullity of marriage, or for judical separation, the reporter shall be limited to reporting (1) the names, addresses, and description of the parties and witnesses; (2) the grounds on which the proceedings are brought and resisted as set forth in the petition and answer; (3) submissions on points of law; (4) the summing-up of the judge and the finding of the jury.

"Where I differ from the agitators who think they are on the side of the angels is that I believe: (1) that the present law can do all the new Bills aim at doing, and (2) that while the new Bills might preserve the pudity of little people they would open the door pretty wide to blackmail."

PLAN $500,000 PUBLICITY FUND

New England Group to Spend Huge Sum to Attract Visitors

Plans for the spending of $500,000 for publicity to attract summer visitors to New England this coming summer, were discussed in Boston, Feb. 18, at a meeting of various business and hotel men, acting under the auspices of the committee on recreational resources of the New England council, an organization of prominent business men designed to boost New England. What portion of this sum will be spent in paid advertising was not stated.

Discussion of conditions in the various states and examination of the plans proposed for the coming season were the principal features of the meeting, other than the appointment of the following committee to have charge of the publicity campaign: Frank C. Hall, of the Hotel Somerset, Boston, president of the New England Hotel Association; David Daly of Pawtucket, R. I.; T. F. Joyce, publicity director and assistant to the president of the Boston & Maine Railroad, and Miner H. Paddock, Jr., president of the L. C. Smith Typewriter Company of Boston, Massachusetts.

DAILY CUT SOFT COAL PRICES

Philadelphia News Bought Bituminous and Undersold Dealers

A campaign conducted by the *Philadelphia Daily News,* tabloid, against prices of soft coal has achieved valuable results both to householders and the newspaper.

Soft coal prices rose as a result of the anthracite strike from a normal level of $7 to $8 a ton to as high as $18 and even $20 a ton. The lowest price per gross ton of 2,240 pounds was set by the largest dealers asking $10.64.

These prices were not justified by prices f.o.b. mines. After urging retail dealers to moderate their prices the Daily News went into the spot coal market and bought a low-volatile run of mine bituminous coal which it placed on the market at $8.75 per gross ton, $1.90 under the lowest dealer price and $10 to $12 under the high dealer price.

To do this arrangements were made with a few dealers to receive the coal from the Daily News without charge of any kind, conditionally on dealers agreeing to handle and haul it for $2.50 a ton.

This some dealers undertook to do and the Daily News has taken orders from householders for every ton of the coal it bought in the open market and delivery to householders is now being made.

The campaign was handled for the News by Matthew F. Boyd of the staff, who conducted a similar campaign for the *Washington Herald* in 1923.

TAMPA MORNING TRIBUNE
"So. Florida's Greatest Newspaper"
Established 1894
CIRCULATION
SUNDAY..59,202 DAILY..34,321
In addition to complete coverage in Florida's industrial and commercial city, the Tribune covers 190 cities and towns in twenty-four South Florida counties—the heart of the most rapidly growing and wealthiest section of Florida. This territory includes the rich industrial citrus, phosphate and truck-raising district of the State.
The Tribune stands TWELFTH among the newspapers of the United States in volume of advertising printed during the year 1925—21,650,678 lines.
Only one New York newspaper and only one Chicago newspaper printed more advertising in 1925 than the Tampa Tribune
The S. C. Beckwith Special Agency
National Representatives

Buffalo, The Wonder City of America
Buffalo—A Profitable Market for Advertisers
Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the
BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo homes
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
Cline-Westinghouse Double Motor-Drive with full automatic push button control
is used by
Rockford Register Gazette
Rockford, Ill.
Ask them about it.
CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

The Biggest Half of Baltimore
is covered by the combination of The Baltimore News and Baltimore American with a small factor of duplication and rapidly growing circulation. You can either buy these papers separately or in combination.
The News with a 13,145 net paid GAIN for December over the year previous and the American with 15,393 gain for the same period makes the News-American combination 29,038 circulation stronger over a year ago.
THE BALTIMORE NEWS
and
Baltimore American
PAYNE, BURNS & SMITH CO., Eastern Representative.
G. LOGAN PAYNE CO., Western Representative.

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION
Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.
Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

Livestock in New York State Has Increased in Value

A striking development in the livestock industry of New York State in 1925 was the increase in value per head which accompanied the slight decline in numbers of most classes of animals. The value of horses increased $3 a head, while milch cows and heifers over two years old jumped in value $18 a head, going from $62 on January 1, 1925, to $80 on January 1, 1926, or an increase of 29 per cent. All cattle taken together, although declining 2 per cent in numbers, increased in value from $99,028,000 a year ago to $109,920,000 this January. Sheep and swine also showed increases in total value.

The aggregate value of horses and mules, cattle, sheep and swine on the farms of New York on January 1, 1926, was $184,213,000, an increase of 16 per cent during the preceding twelve months, according to the livestock report issued from the New York State Department of Farms and Markets.

This is an added chapter to the evidences of increased prosperity in the Empire State. Other industries, such as manufacturing, commerce, finance and agriculture have set new records, and the increased earnings of the workingmen have exceeded the increased cost of living.

General prosperity has also been evidenced in the record volume of retail sales.

The National Advertiser, with carefully distributed merchandise, will find the daily newspaper his most efficient medium of sales promotion.

Satisfactory results are assured to advertisers using this list of New York daily newspapers:

		Circulation	2,500 Lines	10,000 Lines
*Albany Evening News	(E)	30,060	.08	.08
*Albany Knickerbocker Press	(M)	32,864	.10	.10
*Albany Knickerbocker Press	(S)	56,014	.14	.14
*Amsterdam Recorder-Democrat	(E)	7,603	.04	.04
†Auburn Citizen	(E)	6,214	.045	.035
*Brooklyn Daily Eagle	(E)	70,622	.22	.22
*Brooklyn Daily Eagle	(S)	79,652	.22	.22
*Buffalo Star and Enquirer	(E)	30,134	.13	.09
*Buffalo Courier	(M)	58,083	.17	.13
*Buffalo Courier	(S)	104,303	.27	.22
*Buffalo Evening News	(E)	128,455	.25	.25
*Buffalo Evening Times	(E)	98,824	.21	.21
*Buffalo Sunday Times	(S)	100,016	.21	.21
*Buffalo Express	(M)	50,796	.14	.12
*Buffalo Express	(S)	57,682	.18	.14
*Corning Evening Leader	(E)	9,148	.055	.05
*Elmira Star-Gazette Advertiser	(E&M)	33,500	.11	.11
†Geneva Daily Times	(E)	5,527	.04	.04
*Gloversville Leader Republican	(E)	6,939	.035	.035
*Ithaca Journal-News	(E)	7,473	.05	.05
*Jamestown Morning Post	(M)	11,636	.04	.035
*Middletown Times-Press	(E)	6,792	.04	.04
*Mount Vernon Daily Argus	(E)	9,871	.05	.05
*Newburgh Daily News	(E)	11,842	.06	.06
*New Rochelle Standard-Star	(E)	8,108	.04	.04
*The Sun, New York	(E)	254,189	...	.56
*New York Times	(M)	350,406	.80	.784
*New York Times	(S)	572,815	.95	.931
*New York Herald-Tribune	(M)	281,672	.6435	.624
*New York Herald-Tribune	(S)	321,889	.693	.672
*New York World	(M)	309,386	.595	.58
*New York World	(S)	542,386	.595	.58
*New York Evening World	(E)	311,450	.595	.58
*Niagara Falls Gazette	(E)	20,385	.06	.06
*Port Chester Item	(E)	4,760	.03	.03
*Poughkeepsie Star and Enterprise	(E)	12,429	.06	.06
†Rochester Times-Union	(E)	67,974	.21	.20
*Syracuse Journal	(E)	62,000	.14	.14
*Troy Record	(M&E)	22,427	.06	.06
*Watertown Times	(E)	16,216	.07	.07

* A. B. C. Statement, Sept. 30, 1925.
† Government Statement, Sept. 30, 1925.

HOW A SMALL CITY NEWSPAPER MADE A RADIO SHOW PROFITABLE

Dealer Resistance Overcome When Crowds Applied for Tickets to Ithaca Journal-News Venture Launched Without Merchants' Co-operation

By HOWARD McLELLAN

THE experience of many small cities of 30,000 population or less with radio shows has, in most cases, left an unpleasant taste in the mouths of either the radio dealers or the newspapers which have sponsored them. As a result the belief has become deep seated that the radio show is a big city proposition. Dealers have become reluctant to participate whether the show is their own joint venture or proposed by their local newspaper.

"Folks come to look, listen and leave," the small city radio dealer responds to the newspaper's efforts to interest him in a show.

This was precisely the state of mind of radio dealers in Ithaca, N. Y., when the *Journal-News* proposed the first radio show in that city a few weeks ago. Ithaca has a population of 26,000 of which one-fifth is made up of students at Cornell University.

The dealers not only felt that the city was too small for a successful radio show but they believed that the show would not be a selling attraction. Furthermore there were other untoward elements working against it.

When Wester W. Baker, advertising manager of the Journal-News, approached the dealers he was bombarded with their doubts.

"It won't sell any radio outfits," they chorused.

"The town's too small," they said.

"Even if you get all the dealers together; even if the town was larger it wouldn't be a success. There's a growing belief among radio users here that radio reception is a failure because the city's in the heart of a belt hit by violent storms. Then again a power house leak seriously interferes with reception," was the final and apparently unanswerable argument.

Baker listened. The final and apparently unanswerable argument gave him his cue.

"If all these misgivings and mis-beliefs are retarding the sale of radio here," he replied, "it's a situation which only our newspaper and a radio show will remedy The show will be held; the Journal-News will promote it and we'll see what can be done to lay this ether ghost.

"We'll do more than that," he promised. "We'll agree to bring nearly every visitor into your stores first so that you may give them a preliminary selling talk. Further we'll bring the same people and their friends to the show where you will have a second opportunity to sell them. We'll make it an intensive selling proposition. For three nights and days people in this community will be centering attention on radio."

In spite of this determined stand and unqualified promises many of the dealers were against it. A few were willing to make the start although this handful did not by any means warrant Baker going ahead with his plans. At least others would not have felt justified in going as far as he did.

The dealers had been approached but had not warmed up to the show idea and were still mulling it over, when the Journal-News announced on its own responsibility that for three nights immediately preceding Thanksgiving it would hold "Ithaca's First Radio Show"; that tickets could be had of "any radio dealer" and that "all the latest in radio equipment and accessories would be on exhibition," plus a fine musical program and speeches and stunts which would be broadcasted from the stage of the hall.

Dealers who read the newspaper's five column-fifteen announcement had no time to click tongues and voice misgivings. The Journal-News appeared on the streets at 3 P. M. At 4 P. M. people were calling upon dealers for Radio Show tickets. That dealers did not warm up to the idea at first is no reflection upon them. For many months they had found the "power house leak" propaganda and had made little headway against it.

The merchandising value of the show began to appeal to them when the demand for tickets was created by a single advertisement. No attempt was made by the newspaper to force the show upon the dealers.

The one dealer who was most adamant in his refusal to participate in the show finally called Baker on the phone. He had held out as long as possible.

"For the love of Mike," he said, excitedly, "send over a couple hundred show tickets. People have been calling for them for two days. Put me down for a booth and send your salesman over with a contract. I never dreamed people could be waked up to radio like this."

The dealers went into the thing almost to a man when they were convinced that there was a latent interest in radio broadcasting which could be awakened by the right stunt.

For months they had carried on direct-by-mail campaigns, had used newspaper space generously and had tried in divers ways to beat down the anti-radio belief. They were skeptical.

The offer of tickets through the dealers brought prospects into the stores who were not on any radio dealer's mailing list in the city.

They came quite willing to hear about radio. Many came who already had radio sets and who had experienced trouble with what they guessed was the "power house" leak, but they were willing to listen to the dealer's selling talk about this or that new improvement which would solve their difficulties.

College radio fanatics brought down home made outfits and replaced them with standard equipment. Interest in the show was so keen that many who called for tickets, before they had been supplied to dealers by the newspaper, called a second time to get them and listened for a second time to dealer's chanteys. For the first time in many a moon radio dealers were busier than merchants in any other line in the city. They were smiling and carrying off to show rooms their best equipment. They spent time and money garnishing their booths.

The dealers had become so enthusiastic that in advance newspaper copy they chorused "Come to the Radio Show—Ithaca's First." Not a dealer referred to his particular line of equipment. The idea of boosting their lines was submerged. Everything was "come to the show." Not until the day of the opening did they begin to stress the merits of their respective stocks. Then, during the show, they exploited their brands in large space.

The exposition hall was filled to overflowing each night. An exceptional program was broadcast. Talent was easily obtained from a local conservatory and other sources. Each member was broadcast through station WEAI at Cornell University and between each number was an intermission of ten minutes during which the audience found itself with nothing to do but inspect the booths.

The total attendance was amazing. The radio show was on everyone's tongue before, during and after the show. The audiences came from everywhere, farmers from the rich agricultural sections surrounding Ithaca; college men and women from Cornell; curious radio fans came from nearby big cities to see what a small city show was like. Professors from Cornell, electrical engineers, and even the men who manned the power houses which were credited with creating the interference ghost, came.

The ether ghost had been laid.

While the radio equipment is not being sold like hot cakes, sales have increased sufficiently since the show to warrant the asumption that the show did it. Dozens of hand-made radios have been brought to light and discarded for more modern equipment and as to the "power house leak" and other nebulous enemies of good radio reception, the show, and the steady advertising campaign carried on by local dealers since, have pretty nigh killed them off entirely.

WORLD MEN DINE

Alumni and Staff Gather in New York and Miami

While 130 *New York World* men and alumni gathered in New York, Feb. 20, a Florida edition of the yearly spread, minus, however, the music of the World's staff orchestra and the revue of World affairs, was held in Miami. At the latter dinner were Herbert Bayard Swope, John J. Leary Jr., William T. Bliss, in charge of the special Miami edition of this newspaper, and others to a total of twenty. Special entertainment had been provided by Wells Hawkes, formerly of the World, and messages were interchanged between the two gatherings.

J. Earl Clauson, assistant managing editor, was acting chairman at the New York affair in the absence of Mr. Bliss, official chairman. The annual revue was staged by John Butcher, assisted by other members of the staff. The orchestra was directed by William Moss. Through the courtesy of Pathe News, a motion picture review of important world events during the past fifteen years was exhibited.

Each diner received a copy of The Illustrated Overset, the World staff's annual publication, issued this year as a tabloid newspaper and purporting to contain exposes of various members of the staff.

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.

Member A. B. C.

URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representative:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

Consistent Builders of Circulation

We do not use just one outstanding success to show you as proof of our ability. Year in and year out, for twenty-two years, we have continued to make each and every campaign a success.

We have proven our methods.

MYERS'
Circulation Organization
415 E. Third St., Waterloo, Iowa

have you been following the remarkable growth of the Detroit Times

NATIONAL LEADERSHIP
IN
CLEVELAND, OHIO

During the first six months of 1925, The Cleveland News (Evening) published a greater volume of National Advertising than was published during the same period by the other evening newspaper in Cleveland.

When compiling your next schedule, consider this continued leadership in National Linage on the part of

The Cleveland News
DAILY AND SUNDAY
OHIO'S GREATEST NEWSPAPER
Represented by
GEO. A. McDEVITT COMPANY
250 Park Ave., New York
914 People's Gas Bldg., Chicago

The Morning Telegraph

Is the giant influence on the Turf, in Society, Music, Theatre, Motion Picture and Finance, having the largest circulation of any Daily in the United States at a ten-cent Price.

Circulated in every State in the Union and the principal capitals of Europe. An exclusive market for its advertisers.

The Morning Telegraph
50th St. & 8th Ave., N. Y. City

Dominant and Ahead up here in the rich Louisville field
The Courier-Journal
THE LOUISVILLE TIMES
Represented Nationally by
The S. C. BECKWITH Special Agency

WHAT THEY ARE SAYING

EXTENDING THE READING PUBLIC

"WE are learning to make newspapers better and better year by year. If you will cast your thoughts back, you will have the conception of the wspaper reader as being the old man, the head of the family; that was his erogative and his distinction. For years we have been extending our reading blic. We have the women reading the newspapers now, especially the vertising columns. . . . The old newspaper confined itself largely to litics and the personalities of its few readers. How many of your acquaint-ces are deeply interested in politics? I will guess, not over 20 per cent. The dern editor is seeking to interest not only all his readers, but those who may come readers."—Col. R. R. McCormick, co-publisher, *Chicago Tribune.*

* * *

THE CHEMISTRY OF ADVERTISING

"DURING the past 20 years, advertising has been taken to college, and educated—it has been psycho-analyzed, tabulated, put through class-m exercises and given all the degrees of army mentality tests. Yet, the most rned university professor, or the most brilliant advertising agency executive, ows but little more of the force back of paid publicity, than the proprietor the village corner grocery who laboriously writes his ad for Saturday specials the back of a piece of wrapping paper. And yet advertising through its ver to reduce the cost of a publication to the reader and through its own ue as an educational factor, has done more to advance the cause of civiliza-n than any other one thing unless it be the invention of printing itself."—nk T. Carroll, advertising director, *Indianapolis News.*

* * *

ERRORS IN NEWSPAPERS

"ERRORS, typographical and otherwise, are the bugbears of publishers. The doctor, it is said, buries his mistakes, the lawyer digs them up and ls that they were not mistakes. The business man hides his mistakes in the ink section of his books. Every error the newspaper man makes, whether it in the composing room or the newsroom, is flaunted before the public for ryone to see. The newspaper, as a business, has about 'as much privacy as a dfish.' Therefore, when you think that your favorite newspaper is making many mistakes, stop and think how much more worried are the newspaper n."—Walter S. Ball, editor, *Providence* (R. I.) *Sunday Journal.*

SIDNEY R. CLARKE

Announces

A PERSONALLY SUPERVISED

Service For Travelers In Europe

Mr. Clarke is widely known throughout American publishing and advertising interests. His newly established service with headquarters in Paris assures every convenience sought by those who contemplate a trip to Europe.

Every facility for De Luxe or moderate priced trip.

Finest automobiles and chauffeurs

Special knowledge of hotels

Paris Office: 11 bis Rue Scribe

Represented in United States by

FRANK C. NESBIT

THE HENRY TOURS 565 FIFTH AVE.

Telephone Murray Hill 2405

BUSINESS IN

ILLINOIS

HAS GOOD OUTLOOK

Conditions in the mercantile trade and steel industry, the latter with dry goods being considered as trade barometers, are most healthy, with indications of a good business this year, based on the present outlook.

There was an unusually good opportunity of investigating and determining general sentiment on present business conditions and future prospects early this month as there were more than 1,600 merchants in Chicago in attendance at the convention of the Interstate Merchants' Council. Their reports on business were almost unanimously good.

Retailers had a good year in 1925 with satisfactory profits and backed up their report on the latter by making large purchases of goods. This is the best evidence that can be had.

Agricultural implement makers shipped 52.8 per cent more implements to distributors in December than in the same time last year.

You will find products that have been advertised through the Illinois daily newspapers leading the list of sales record producers.

Were you a leader? Or, did you drift along with the tide?

Get up with the leaders.

Use This List of Illinois Newspapers

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News .....(E)	18,075	.06	.06
††Chicago Herald & Examiner.... (M)	349,209	.55	.55
††Chicago Herald & Examiner ....(S)	1,050,373	1.10	1.10
Chicago Daily Journal .....(E)	123,293	.26	.24
*Evanston News Index .....(E)	6,608	.04	.04
*Freeport Journal-Standard .....(E)	9,053	.045	.045
*Joliet Herald News .....(E)	18,924	.06	.06
*La Salle Tribune .....(E)	3,629	.025	.025
*Mattoon Journal Gazette .....(E)	5,470	.03	.03
*Moline Dispatch .....(E)	11,193	.045	.045
*Monmouth Daily Review Atlas....(E)	5,162	.035	.035
*Ottawa Republican Times .....(E)	5,420	.03	.03
*Peoria Star .....(S) 23,021..(E)	30,269	.075	.06
†Rock Island Argus .....(E)	11,248	.045	.045

*A. B. C. Statement, September 30, 1925
†Government Statement, March 31, 1925
††Government Statement, September 30, 1925

REPORTER FOR EVERY HUNDRED PEOPLE IN MISSOURI UNIVERSITY TOWN

Columbia Students Thoroughly Comb City for News for Daily Newspaper—Stories Written for General Circulation —650 Graduates from Oldest School

By ROBERT S. MANN

Associate Professor of Journalism, School of Journalism, University of Missouri

PROBABLY few cities in the world are so thoroughly combed for news as is Columbia, Mo. A reporting staff of 100 young men and women, and a copy reading staff of 50, come near setting a record for towns of that size—13,000—or for towns of any size.

The earnest workers who make up these staffs are students in the School of Journalism of the University of Missouri, the oldest school of journalism in the world. Six days a week they are busy at least a part of the time with their newspaper work. And six days a week the results of their efforts are read, not only by students and professors, but also by business men, housewives, factory employes, negro laborers, laundresses, farmers and all the other classes of persons who live in Columbia and Boone County.

A daily newspaper, with weekly magazine section, and a country weekly make up the laboratory of the School of Journalism. The daily and its magazine are controlled directly by the school through a corporation of alumni; the country weekly is owned by a Columbia publishing house, which turns over the entire editorial department to classes in country newspaper work and their professor.

One of the major advantages of such laboratories, according to members of the faculty, is that they are all of general circulation, and not mere campus publications. The student writer is forced to consider the news interests and viewpoints of other classes than his own small circle. He is forced to realize that it is not sufficient merely to publish the things that interest him, and that sarcasm directed at some class is bound to be resented and protested. A mistake means not merely a professor's reproof, but real damage done. He is brought face to face with the fact, sometimes to his own surprise, that it really matters whether he does his work well or not.

One should not gain the impression that the students in this school spend all their time at reporting and copy reading, or even at newspaper work in general. A broad education is demanded as the primary essential of a journalist, and each student who receives the degree of Bachelor of Journalism must have had practically three years of general college studies. Many of the best graduates take four years of academic work in addition to their professional courses, obtaining two degrees, Bachelor of Arts and Bachelor of Journalism. Others spend an additional year in study after graduation and obtain a master's degree.

The student's course will usually follow this plan: The first two years are spent in the College of Arts and Science, either at the University of Missouri or at some other recognized school. He then enters the School of Journalism for a two-year course, during which time he will spend about half of his time on professional courses and about half on advanced academic courses.

During his first semester in the School of Journalism, he will usually take introductory classroom courses. In the second semester he usually gets into active reporting. In the senior year he will continue active reporting for at least a semester, and get actual desk practice in copy reading. One year must be spent in studying the History and Principles (or ideals) of Journalism, a course taught by Dean Walter Williams. The advanced student also has the opportunity to study feature writing, editorial writing, literary and dramatic reviewing, newspaper and magazine departments, etc.

The student who plans to enter small-town journalism finds a series of courses dealing with country newspaper work. The student whose taste runs to advertising may take an advertising course or courses every semester. The art department of the university offers a similar series of courses in newspaper illustration. Most of the courses are conducted on the laboratory plan, with the student's editorials, advertisements, illustrations and the like coming off the press daily.

Academic courses taken include those most likely to be of value in later life—English, logic, sciences, modern languages, economics, history, psychology, philosophy, political science and public law, and sociology. Some students, who plan to specialize as writers on some one topic, seize the opportunity to take several courses in that field.

The school has more than 650 graduates, most of whom are working in some phase of journalism.

A glance through the latest directory of graduates and other former students shows men and women working as editors, managing editors, news editors, city editors, Sunday editors, advertising managers, business managers, editorial writers, press association correspondents at home and abroad, magazine writers, teachers of journalism, writers for and editors of agricultural and trade journals, copy writers for advertising agencies, editors of women's pages and other departments, free lance feature writers, cartoonists, illustrators, sport writers, etc. A number are proprietors of newspapers.

There has been a steady demand for the school's graduates. Two messages received within a few days of each other recently asked for 12 to 14 workers, but only a few could be supplied. A dozen students had completed their requirements at the end of the first semester a few days previously, but nearly all of them had already obtained work.

(This is the ninth of a series of articles obtained by EDITOR AND PUBLISHER *to interpret the Schools of Journalism to editors of the nation.)*

WEEK'S AD TIPS

N. W. Ayer and Son, 164 West Jackson boulevard, Chicago. Preparing a list of newspapers and advertising on Campfire Marshmallows (Campfire Company). A. R. Olson, formerly of Olson & Enzinger is the contract man and is located at 804 Main street, Cambridge, Mass.

Beringer & Meyers, 22 West Munroe street, Chicago. Placing a limited campaign in Ohio on F. L. McWethy Company of Marshall, Michigan.

Thomas M. Bowers Advertising Agency, 304 South Wabash avenue, Chicago. Sending out orders and contracts for Blauer-Goldstone Company of Chicago, Ill.

Critchfield and Company, 14 East Jackson boulevard, Chicago. Sending out copy schedules to newspapers in the south on General Phonograph Company.

John H. Dunham Company, 431 North Michigan avenue, Chicago. Planning a campaign on the Armour Company soap campaign. It is reported this Agency will handle the Luxor products but this is not confirmed yet.

Erwin, Wasey and Company, 844 Rush street, Chicago. Sending out a general campaign on the Northern Paper Mills of Green Bay, Wis. Sending out schedules on Goodyear Tire Company.

Farlow Advertising Company, 6 North Michigan avenue, Chicago. Planning a limited advertising campaign on the C-Y Candy Bar of Chicago.

Charles Daniel Frey Company, 30 North Michigan avenue, Chicago. Placing general contracts on the Crane Company of Chicago, Ill.

Phil J. Gray Company, 327 North Michigan avenue, Chicago. Sending out contracts to a small list of papers on the Pink-n-white Company.

Green, Fulton & Cunningham, 360 North Michigan avenue, Chicago. Placing contracts in metropolitan papers on Lakeside Peas. Also sending out schedules for February, March and April on Nash Motor Company.

Gundlach Advertising Agency, 400 North Michigan avenue, Chicago. Sending out copy to newspapers on C. H. S. (Face Bleach) to middlewest papers as rapidly as they can secure distribution.

H. W. Kastor and Sons, 14 East Jackson boulevard, Chicago. Sending out copy to papers in the southwest on Madame Gerda (Bath salts).

Kling-Gibson Company, 310 South Michigan boulevard, Chicago. Preparing a list of papers for the Williams Oil-O-Matic Heater Company.

H. K. McCann, 6 North Michigan avenue, Chicago. Arranging a list of newspapers on Cleveland Metal Products Company.

MacManus, Incorporated, Pershing Square Building, New York. Has secured account of the Great Atlantic & Pacific Tea Company, Jersey City, N. J.

Mitchell-Faust Advertising Company, South Dearborn street, Chicago. Will handl the advertising campaign for the Yellow Mfg Co., (G. M. C. Light Truck). Copy will n come through for several weeks.

Mitchell-Faust Advertising Company, South Dearborn street, Chicago. Sending o copy to several western towns in special cop for Armour & Company. No additions or add tional territory to be considered at the present

Osten Advertising Corporation, 25 East Jack son boulevard, Chicago. Planning a campaig on Marvel Cosmetics Company to be used in small list of papers.

Fred M. Randall Company, Book Building Detroit. Has secured account of the Minnesot Valley Canning Company, Le Sueur, Minnesot

W. C. Reinhold, 326 West Madison stree Chicago. Planning on using a small list papers on Peruna Corporation of Chicago.

St. Paul Advertising Company, St. Pau Minn. Sending out four time orders totalin 200 lines to a few middle west papers o Minnesota Macaroni Company.

Sterrett Advertising Service, 403 Palac Building, Erie, Pa. Now handling account fo the Spa Health Laboratories, Inc., Cambridg Springs, Pa.

Frank B. White Company, 76 West Monro street, Chicago. Has secured account of th Northland Blue Fox Farms, Manitowoc, Wi consin.

Los Angeles Times

California's Great Newspaper

More news, reading matter and advertising than any other Pacific Coast newspaper.

Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market.

Insurance Against Rising Feature Costs

Five pages of exclusive newspaper features, including Editorial, Women's, Sports, Comics, News Features and News Photos each day.

Serial fiction by Beatrice Burton, author of "The Flapper Wife," "Love Bound," etc.

Editors' Feature Service, Inc.
1819 Broadway, New York

Do You Know?

that Washington, D. C., has a larger population than nine entire states—and is so concentrated that you can completely cover the purchasing public wtih ONE newspaper.

The Evening Star.
with Sunday morning edition.

Washingtonians are gainfully employed —and can afford to spend.

New York office—110 E. 42nd St.
Dan A. Carroll
Chicago office—Tower Building
J. E. Lutz

San Francisco Chronicle

has resumed our Smiles comics, used 11 years ago

The International Syndicate
Baltimore, Md.

NOW is the time to sell Northern Ohio

—concentration, at ONE cost means a greater impression. Follow the National advertisers who use the Plain Dealer ALONE to do it.

The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it

J. B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 360 N. Mich. Ave., Chicago

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and New Rochelle and The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS of Mount Vernon
THE STANDARD STAR of New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation
LOUISVILLE KY

EPORTER-SLEUTH FINDS MAN WHEN POLICE FAIL

leged Check-Kiter Nabbed in Chicago on Information Furnished by Morris Lavine of Los Angeles Examiner

Morris Lavine, star reporter for the *s Angeles Examiner,* is being given dit for the capture of John K. Fronk, alleged super-kiter of checks, for whom police had been searching in vain.



MORRIS LAVINE

Fronk, the head of seven businesses and a well known broadcaster in Los Angeles, became short of money at local banks. He owned and controlled a bank, among other things. Investigation was ted by the bank examiner, leading to indictment on 27 counts.

fter the officers had searched and ed to find Fronk, George G. Young, lisher of the Examiner, decided to as- Lavine to the task of bringing about nk's arrest.

two weeks Fronk was under ar- in Chicago, through information ch Lavine furnished the *Chicago ald and Examiner.* Lavine told the e of the hotel in which Fronk was g, Hotel Morrison, also the name nk was going to use—John K. Frank- How he found this out in advance Fronk's arrival is one of Lavine's e secrets. Fronk is now in Los eles awaiting trial.

avine has other feats to his credit. is the reporter who located Clara lips in Honduras. He brought about confession of Herbert Wilson, result- in the arrest of 29 others for mail eries. He also exposed a plot to mail "Fatty" Arbuckle. All of e were exclusive stories.

A. P. BUREAU IN CHEYENNE

es of Denver Named Correspondent —Office Requested by Members

the request of Wyoming members ne Associated Press, a bureau office been established at Cheyenne, the new branch headquarters in the y Mountain division.

ening of the Cheyenne office is in line expansion policies of the A. P., n were signalized recently by the ion of the Rocky Mountain division, headquarters at Denver. States ing in this new grouping are col- Wyoming, Montana, New Mexico Arizona.

land C. Davies, A. P. filing editor at er and a newspaper man of exten- experience, has been appointed cor- ndent at Cheyenne, his headquarters in the editorial offices of the *Chey- Tribune Leader.*

e radio and the padlock are con- g us into a home-loving people.— *nukee Journal.*

tem-Tribune
NDAY-EVENING-SUNDAY
COMPLETE COVERAGE
at one cost
5,000 circulation—20c
a line week-days
ver New Orleans
At ONE Cost

WHAT IS THIS YELLOW JOURNALISM?

(*Continued from page 9*)

the Social Register was searched, and Wainwright was decided upon.

The next morning at about 8 o'clock a Packard car drew up and parked near the Gould home on Fifth avenue. A young member of the American staff had hired it and was waiting in it. Winkler was to remain in the office to get the story by telephone, if there was a story, and write it. Of course neither family knew anything about the possibility of elopement.

At quarter to nine a very pretty girl walked down the front steps on the arm of George Gould, carrying a satchel that evidently contained school books. Edith looked perfectly composed. Perhaps they had picked the wrong girl. Together the girl and her father stepped into the Gould roadster and started away with the Packard trailing behind. Edith got off at a mid-town private school, and went inside. The Packard and the American reporter waited.

The father was barely out of sight when the school door opened again, and Edith ran down lightly to hail a taxi. When she sped away, if she had looked behind, she would have noticed a Packard following. At the corner of 46th street and Sixth avenue she left her taxi to join a tall slender boy waiting beside a Yellow cab. Edith and Carroll were on their way towards a secret matrimony, unaware that a man to write the story when it happened was not very far behind. They went to the Pennsylvania station, and took a train to Philadelphia. They were unable to get Pullman seats, and the reporter sat directly behind them. In front was an Italian mother feeding bananas to her child. At Philadelphia they went to the marriage license bureau. Still they didn't tell their names. Edith had given her age, and they had been told that in that State she must have her parent's consent. As they left the American reporter stepped in and questioned the clerk quickly. He told him they had gone to Elkton, Md., a famous Gretna Green.

The reporter caught up with the pair on the street just in time to see them get into a touring car from the windshield of which the driver was removing a "For Hire" sign. He engaged a cab and followed after. But here luck failed him. Close to the Pennsylvania and Maryland border his car had a blow-out. The Gould-Wainwright car vanished in a cloud of dust. But he arrived five minutes after the marriage and by six o'clock had the story complete with hundreds of interesting details over the telephone to Winkler.

Other New York papers confirmed the facts for later editions, but no other could claim as did the American a "personally conducted Gould elopement."

Winkler came to New York from South Carolina. John Temple Graves noted Hearst editor was a friend of the Winkler family. Young Winkler was fascinated by the headlines of the *New York Journal.* When he decided to go into newspaper work he had the choice of one of two jobs—in the real estate department of the *New York Herald* or on the news department of the American. This was in 1909. He chose the American and remained with that paper 15 years.

One of the early adventures he had was in 1913 when he went to Canada with other reporters on the famous tour with Harry K. Thaw, after the latter's escape from Matteawan in 1913.

Reporter Finds Missing Child

Irving Lieberman, young reporter for the *Brooklyn Times,* this week located a missing nine-year-old girl one hour after being assigned to the story, and returned her to her parents while police were conducting a fruitless search. The child, missing from home all night, was said to have been kidnapped by "a man in an automobile." Lieberman interviewed the girl's playmates and finally found her playing in a school yard not far from her home. She had spent the night with a chum. Lieberman had the story "cleaned up" for the last edition, and then notified the police to discontinue the search.

A.F.L. CHIEF REFUSES INTERVIEW

Green Won't Talk When Boston Reporters Can't Show Union Cards

(*By Telegraph to* EDITOR & PUBLISHER)

BOSTON, FEB. 24.—Because reporters and photographers representing Boston newspapers failed to show credentials of membership in the Boston Newswriters Union, President William Green of the American Federation of Labor, upon his arrival in Boston today in connection with labor matters, refused to allow them to interview or photograph him.

Other members of his party also refused to be interviewed. Green was met at South Station by newspaper men and as a result of his attitude evening papers carried no interviews or photos.

A few years ago the Boston Newswriters Union, affiliated with the American Federation of Labor, was rather strong and had a large membership, but in recent years has been inactive.

Invitations Issued for Newspaper Ball

Invitations for the dance and entertainment of the New York Newspaper Women's Club at the Ritz-Carlton March 12 have been issued. Patrons for the affair include Mr. and Mrs. Cyrus H. K. Curtis, Mr. and Mrs. William T. Dewart, Mr. and Mrs. William R. Hearst, Mr. and Mrs. Bernarr Macfadden, Mr. and Mrs. Adolph S. Ochs, Mr. and Mrs. Joseph M. Patterson, Ralph Pulitzer and Mr. and Mrs. Ogden Reid. Miss Theodora Bean is in charge of the committee arranging the program. Karl K. Kitchen will be stage manager for the entertainment.

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 650,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

Do you know what percentage of errors are made in your Composing Room?

We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.

Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.

When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.

Matrix Contrast Corp.
33 W. 42d St., New York City

Say the word—and we'll make it our business to increase your business.

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors.
Packard Building Philadelphia

Invest in Pennsylvania---
Advertising space in the
Norristown Times Herald
pays big dividends in sales
National Representative
Paul Block, Inc.
Philadelphia, New York, Chicago, Boston, Detroit.

MICHIGAN
and the
BOOTH NEWSPAPERS
THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES
The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News
National Advertising Representatives
I. A. KLEIN, 50 East 42nd St. New York City
J. E. LUTZ, Tower Building Chicago, Ill.

The DES MOINES CAPITAL
Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.
It is the best Advertising buy in the mid-west.
O'Mara & Ormsbee
Special Representatives
The DES MOINES CAPITAL
Lafayette Young
Publisher

LETTERS FROM OUR READERS

Limiting Service

I tried to sell a small town department store proprietor in New York State newspaper advertising for several months. He always turned me down with "I have enough business, as much as I can take care of." (name supplied on request.)

Sir Charles might admonish, "Why waste your time on a 'dud'"?

In your issue, Jan. 9, Mr. Ochs states, "I hope to live to see the day when I can say how much advertising we are going to carry and when that space is engaged, that is as much as we can take."

Do modern business ideals of service call for expansion and increased facilities or restriction? Does the physician say, "I can't operate on this patient for I have all I can do?" Does Henry Ford say, "I have as much as I can handle, we will not try to increase or expand another nickel's worth?" And so on in an endless chain.

Should we boost our business all we can, providing, of course, that certain hard and fast rules are observed in so doing? Should we try to improve our present standards of service to advertiser and reader both?

G. E. Comstock, Jr.,
Marion, Ohio.

Fair Treatment in News

To Editor & Publisher: The editorial entitled "One Human Interest Story," in your issue of Feb. 13, greatly interested me. It ought to be pondered by all newspaper writers, editors and publishers.

A reporter discovered and identified a man who had been in hiding, earning his living in a menial capacity, 36 years after a train on which this man was the locomotive engineer had run into an open drawbridge, killing 13 persons. This reporter wrote the story of his find and it was published as a "page one smash." You commend the enterprise, but you ask, "What public purpose was served in exposing and exploiting this man's misery?" What purpose indeed?

I am sharply reminded of two incidents that transpired early in my newspaper career.

I turned in a racy account of a habeas corpus hearing for possession of a child. The proceeding was instituted by a husband and wife, a very young woman. It was resisted by a welfare club that had possession of the infant. It was shown and admitted that the child was born out of wedlock. The welfarers, therefore, contended that the mother was not a fit person to rear it. But it was shown that the mother had gone to a distant city, where she had married a worthy mechanic after apprising him of her past; that both of them were living a normal, decent life, and that he joined her whole-heartedly in her effort to obtain possession of the infant. All that was published of my story was the docket entry: "ExParte John and Minnie Doe, for possession of child; child awarded to relators." The managing editor informed me that "This paper stands for giving a woman an equal chance with a man to retrieve her error. The court has found that this little woman is fit to rear her child; we shall not throw an obstacle in her way." I took off my hat.

Shortly thereafter a newspaper executive told me of the settlement made by him in an unusual libel suit. His paper had published a feature story, reviewing legal executions in a certain city. Among other things it was related that when Federal Union troops occupied that city in the time of the war between the states, the general freed the prisoners then in jail, among them six men charged with murder. The names of these men were given. This story was printed some 30 years after the close of the war. One of these men instituted suit for libel, alleging that after his release from jail he had gone to the western frontier and established himself as a cattle raiser and farmer: that he had lived in that community for 30 years and enjoyed the esteem of his neighbors until this newspaper had paraded his past. His allegations were fully proven, and he recovered judgment for a large sum. The Supreme Court reversed the decision, whereupon the newspaper compromised the case, paying a very substantial sum to end the litigation.

In my youthful bumptiousness I told the executive that his newspaper had been most unjustly treated. Glaring at me, he exclaimed: "Not a d—— bit of it! That man had gone straight for 30 years. We had no right to dig up and expose his past."

I agree with you that such exposures serve no public purpose, no good purpose of any kind. More than this, libel suits occasioned by such revelations cannot be successfully defended either upon the ground of truth or of privilege. There must be a timeliness and a public service in order to the enjoyment of defenses. But I can sympathize with the young man who wrote the story that is the basis of your editorial. Seemingly he was laboring under an hallucination similar to that which possessed me in my cub days. Fortunately, my awakening came early, and ever since I have had consideration for the exposed as well as the exposer.

Tom Finty, Jr.,
Dallas Journal.

Converted to "Linage"

To Editor & Publisher: Yours was a very sensible service to newspapers when you dropped the useless "e" out of what was formerly known as "lineage."

Hereafter we will refer to the word as it should be spelled—LINAGE. The word is used frequently in connection with our classified promotion service, and among the 140 daily papers we serve with this important department of our business, we will spell it thus.

Yours sincerely,

John H. Gihon.

Why Papers Get So Much Publicity

To Editor & Publisher: In selling an advertising service to a convention of business men, manufacturers, or dealers in the various industries of the country, does the representative of the advertising agency not only arrange for space, but for press releases and press agent material as well?

Does he not promise to put across the advertising, and tell the representatives of the industry that he will also send special publicity anent that industry to the local papers?

At a convention recently, one of the advertising firms at this meeting described the threefold service which it performed on a recent contract for boosting an industry which I shall not mention, but which touches the life of every reader of Editor & Publisher at some point.

The preparation of "live" copy was mentioned first, as perhaps, the major element of the advertising agencies' service. But considerable stress was laid on the fact that publicity stories were prepared and sent to the papers for use as news stories. Papers printed these, the head of this advertising firm told me, when I questioned him later as to whether he found the average editor averse to running such copy.

I asked if the newspapers did not usually take the position that they *sold* advertising space, and could not give space to the publicity. He informed me that the "copy" was irresistible, inasmuch as it was always of definite news value and was prepared by cracker-jack newspaper men in the most approved newspaper style. He left me with the remark that 80 per cent of the papers used the publicity stuff sent to them by his advertising agency.

A third phase of his work was lining up some of the men in the industry who came in contact with the consumer by sending them "peppy" letters, or sales talks that would enable them to become better salesmen. With these special talks there would be included copies of the ads being run in the papers as well as copies of the press agent stories which were sent to the newspapers, and which, according to his own testimony, were used by 80 per cent of the papers.

In the talk which he gave to the members of the industry assembled, he said:

"Every industry of any size using newspaper space gets a certain amount of publicity, real estate men, automobile men, etc.

"Your newspaper editor is perfectly willing to give the ——— industry some publicity. He is willing to run articles, but he does not have time to dig up the facts and write them. He might say to you that if you will write up some interesting article, he will run it.

"Furthermore, if there is any local condition that comes up and you are an advertiser and a customer, the editor will always protect you, as his customer."

These were two very interesting points brought out anent the newspaper business by a large advertising agency of the West. Such is the way newspapers are used (or abused, would you say) by the agency.

C. M. L.

Market Week a Success

More than $100 in trade was returned in less than five days on every dollar of a budgetary investment of $12,500 made by the Wholesale Merchants Association of the Cincinnati Chamber of Commerce as the result of their Market Week and Spring Fashion Show held last week at the Hotel Gibson. The show attracted more than 800 country merchants from a dozen states to the Market Week and the aggregate of their purchases on this market was more than $1,250,000. Newspaper advertising is given credit for the success of the meeting by Howard S. Greene, managing director of the Wholesale Department of the Chamber of Commerce.

Two Oklahoma Libel Suits

The *Tulsa* (Okla.) *World* and Eugene Lorton, its publisher, have been sued for $50,000 in a libel action brought by State Senator W. M. Gulager of Muskogee, Okla., who cites an editorial commenting on his dismissal as tax ferret of Tulsa county. Ed Boyle, chief mine inspector of Oklahoma and a candidate for governor, has sued the *McAlester* (Okla.) *News-Capital* for $5,000, charging libel in articles seeking to fix responsibility for a recent coal mine disaster at Wilburton, Okla.

Daily to Pick Best Fiddler

The *Elmira* (N. Y.) *Star-Gazette* has made arrangements for the conducting of a series of old fiddlers' contests in Elmira. A vaudeville contract and numerous cash prizes will be awarded those who best please the judges.

Pays $10 for Curtis Autograph

What is probably the highest price ever paid for a single number of a current issue of the *Saturday Evening Post* was collected recently at a meeting of the Kiwanis Club of Pasadena, Cal., when Charles H. Prisk, editor of the *Pasadena Star-News*, exchanged $10 for a copy. It bore the autograph of Cyrus H. K. Curtis, newspaper and magazine publisher, who was the guest of honor of the club, and was put up at auction, the principal bidders being Mr. Prisk and F. W. Kellogg, publisher of a string of Southern California newspapers, including the *Pasadena Evening Post.*

Salamanca Paper Changes Name

The *Salamanca Press* has changed its name to the *Salamanca* (N. Y.) *Republican Press.*

LOS ANGELES EVENING HERALD

Los Angeles, Calif.

Gained 7,505 Daily Average Circulation Sworn Government Statement, Six Months Ending Sept. 30, 1924, 174,280 Daily. Six Months, Ending Sept. 30, 1925, 181,785 Daily. Increase in Daily Average Circulation, 7,505.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined.*

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

"The Three Musketeers"

of the

"GREAT MYSTERY AND ADVENTURE SERIES"

"The Most Beautifully Drawn Newspaper Strip in America"

Write or wire for samples and the exceedingly low prices for your territory.

Wheeler-Nicholson, Inc.
373 4th Ave. New York City

The New York Times Advertising Standards

To protect readers of The New York Times, every advertisement offered for publication is subject to censorship and must conform to The Times standards and conception of a newspaper's obligation to the public.

The New York Times takes more pride in the high quality of the advertising in its columns than in its unequaled volume.

The Times declines all advertising that is fraudulent, misleading or doubtful or that is detrimental to the public welfare. It withholds all announcements that may cause loss of confidence in reputable advertising and honorable business.

MARKET NEWS *Plus* TABLES

An unusual financial service that places emphasis on the news that influences the course of security and commodity prices.

COMPLETE OR IN PART BY LEASED WIRE

CENTRAL NEWS of America
ESTABLISHED 1914
42 New St., New York City

—always ahead at home

Department Stores and Women's Wear Stores showed their preference in 1925 for the

Waco, Texas, Times-Herald

in the following figures:

	lines
Waco Times-Herald	1,397,674
Other Waco paper	1,148,934
Times-Herald Lead	248,740

In Waco, it's the

WACO TIMES-HERALD

The Old Substantial Paper, now in its thirty-fifth year.

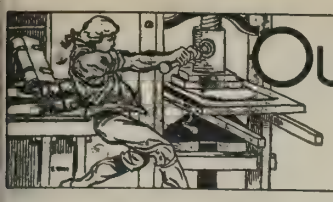
Represented Nationally by
THE S. C. BECKWITH Special Agency

Peoria The Try-Out City

THE PEORIA JOURNAL Transcript

Puts Tryouts Over!

CHAS. H. EDDY CO.
New York - Chicago - Boston



Our Own World of Letters

By JAMES MELVIN LEE

GAYLORD M. FULLER holds a clinic on the American press in the *American Mercury* for February. After feeling its circulation pulse and examining the advertising coating on the tongue he has jumped to the conclusion that the American press is suffering from paralysis.

When he puts the New York papers on the operating table he has no hesitation in saying that the knife ought to be applied, in spite of many complications and cardiac troubles. Here is a cutting from the article:

The newspapers of New York, indeed, all exhibit marked symptoms of a complication of paresis and cardiac enfeeblement. The infection of prosperity has not only softened their moral fibre, it has weakened their hearts, so that the murmur of leaky valves is distinctly audible. For if the soul of a paper is conviction and singleness of purpose, its heart is faithful and fearless reporting. There can be no real newspaper without news, and there can be no news without reporters to gather it. Good reporting is now fast becoming as obsolete as liberty. News is not the obvious but the true, and truth lies at the bottom of a well. It is the duty and the delight of a first-rate reporter to discover it and bring it to the surface—but in these days the reporter is content to sit on the curb and speculate as to what lies in the nether darkness without risking the dangers of the damp descent.

Mr. Fuller has a paragraph or two about "handouts" which the Lazarian reporters take from the rich magnate's table to distribute as crumbs to the patrons of their papers. He is very strong in his assertions that these handouts are not bread but buncombe.

After examining the news symptoms he does not find that the newspapers are doing as well as could be expected. In fact, he finds this critical situation:

While lack of initiative at the top and the prevalence of handouts have thus destroyed enterprise in news-getting, another influence has spoiled its written presentation. The telephone, in spite of its marvelous aid in the swift collection of news, has been poisonous to lively and truthful reporting. It has separated the writer from his subject. No rewrite man, taking the facts over the telephone, no matter how brilliant and skilful he may be, can possibly give to a story the same flavor of reality that it can get when written by the man who saw it with his own eyes. He is serving warmed-over victuals, and no garnishment of rhetorical parsley or paprika can give them the taste of freshness.

In examining the work of reporters this doctor of the press finds that they have suffered a terrible relapse. His diagnosis is expressed as follows:

One hustling, determined, inquisitive reporter is worth more to a newspaper than a dozen solemn pundits in the editorial room, but what chance has he to distinguish himself in a day of predigested news and editorial paralysis? Formerly New York was the goal toward which every ambitious young reporter in the provinces might his way. To work on a New York newspaper was an once an honor and an opportunity. It meant higher pay and further training in the most competitive and most highly satisfying sort of journalism. The New York papers profited by drawing the very best men from the interior—men who had been trained in the splendid school of the small paper of the small town. Their knowledge was practical and experimental, not theoretical. Now all of it is of the past.

In conclusion Mr. Fuller mentions several causes of decay as he sees them. He has diagnosed a New York evening paper as being petrified by Philadelphia sclerosis while several others are suffering from sleeping sickness. But worst of all he mentions the fungous and parasitic growth of the tabloids.

But one searches through the article in vain for suggestions for a therapeutic treatment or a proper disinfectant on the supposition that the author's diagnosis of the American press is correct.

* * *

THE current issue of *Oregon Exchanges*—a magazine for the newspaper folk of the state of Oregon—is put out as an annual directory of the Oregon periodical press.

* * *

E. W. HOWE has just mailed his subscribers the December issue of his monthly—devoted to indignation and information.

This latest issue has considerable indignation for newspaper workers (see page 2) but wants information about advertising men in general and one in particular.

Here is what Mr. Howe prints on page four, for example:

Who is the man who writes the advertising for Colgate's shaving soap? He is a genius, and I want to know his name.

This fellow teaches as well as amuses me. I learn from him that Scipio Africanus was the first man who adopted the custom of shaving every day, a fact heretofore hidden in Pliny's natural history book.

If this clever advertisement writer works for N. W. Ayer & Son, noted advertising agents, his efforts should be signed: "N. W. Ayer & Son, by John Taylor" (or whatever his name is).

There are so many men of genius in advertising these days that it is a shame for them to hide. They are gay deceivers, but we are all learning to applaud that in this liar age. No statesman lies as agreeably or cleverly as do the advertisement writers.

Are you tired of newspaper, book and magazine writing, with its repetitions, absurdities and meanness? Then turn to the advertisements for something new and clever.

* * *

THE latest booklet to come from the School of Journalism at the University of Missouri bears the title "Recent Books for Journalists" and is from the pen of Besse B. Marks, B. J.

The booklet first lists the volumes which deal with the business office and then those that deal with the editorial office. One of the most valuable sections is that which lists the reference books that are most useful in newspaper offices. Several errors are noticed in the "Publishers' Directory" with which the pamphlet concludes. That list should have been checked a trifle more carefully. The chief value of the pamphlet, however, can be found in the other lists which show careful editorial work.

A copy of this pamphlet may be obtained upon application to Walter Williams, Dean of the School of Journalism, University of Missouri, Columbia, Missouri.

* * *

A CLOSE-UP of Arthur Brisbane appears in *Collier's Weekly* for Feb. 20. Samuel Crowther is responsible for it.

This close-up shows the following background of Brisbane's desk:

At four o'clock in the afternoon the late newspapers reach the desk of Arthur Brisbane in the offices of the *Evening Journal*—just as the homeward crush starts across the Brooklyn Bridge above. These newspapers do not really reach the Brisbane desk—nothing has reached that desk for years. For on it are newspapers, books, letters, drawings, and memoranda two feet high. The top layers are fresh looking. The bottom ones are yellowing.

Whether the desk is a flat-top or a roll-top and what it is made of are things for the archeologist to determine. An arm's length back from the desk rises another paper mountain, and, in the narrow canyon between, Mr. Brisbane has a chair, a dictating machine, and a telephone.

The caption for this close up of Mr. Brisbane is "The Richest Hired Man." The following "flash" gives Brisbane's answer to the question, "What is the purpose of a newspaper?"

It is, first, to *stimulate thought;* that's the only really important thing that anybody does.

Second, to give information and direct the mind of the reader in a useful path.

The daily newspaper should work as nature works in irrigation. Nature drops the water *one drop at a time.* Even the weakest root can absorb it. Newspapers, if they did their duty would drop information in millions of drops every day, suited to the tired brain, or the lack of brain. A newspaper with a million circulation ought to contain a million *facts.*

Mr. Brisbane also states a few facts about his financial agreement with Mr. Hearst. He left a $15,000 a year job with Joseph Pulitzer and went to the *Evening Journal* for $8,000. The Journal at that time had a circulation of 40,000. Mr. Brisbane suggested that when its circulation reached a half a million he should receive $50,000. But Hearst did not like that arrangement and substituted an agreement which added $1,000 to Brisbane's salary for each 10,000 of increased circulation—paid faithfully and without a word for each 10,000 of circulation until Mr. Brisbane quit the arrangement himself.

Among the other interesting facts shown in this close-up of Mr. Brisbane is that he keeps five secretaries constantly on the jump, that one-third of the population of this country reads his "Today" column, that this column takes less than forty-five minutes to prepare, and that he once wrote forty of his two column Evening Journal editorials in a single day because he expected to be away from the office for over a month.

* * *

LAWRENCE F. ABBOTT has a new outlook on schools of journalism. It will be found in the current issue of *The Outlook* in an article in which he takes back many of his observations made in a previous issue about the teaching of journalism in American universities.

Regional Advertising at Regional Rates in The Christian Science Monitor

An International Daily Newspaper
Publishing SELECTED ADVERTISING

ATLANTIC, CENTRAL and PACIFIC Editions

Rates and Circulation Data
Supplied on Request

ADVERTISING OFFICES

Boston, Philadelphia, Chicago, Cleveland, Detroit, New York, London, Paris, Florence, Kansas City, San Francisco, Los Angeles, Seattle, Portland

"Buy What You Can Use"

ONE-PAPER HOMES

Usually, when a family takes only one newspaper, that one is the EVENING paper.

In

Charleston, West Virginia there are

5,464 HOMES

where the only paper is

THE DAILY MAIL

National Representative
The Devine-MacQuoid Co., Inc.
New York Pittsburgh Chicago

RADIO interest IS growing DAILY. Is the INTEREST in YOUR radio PAGE growing AT the same RATE? We have THE features THAT will bring YOU radio CIRCULATION.

AUDIO SERVICE
326 W. Madison St., Chicago

BELL SYNDICATE
With
UNITED FEATURES

NOW OFFERS A COMPLETE FRANCHISE UNDER WHICH WE SUPPLY EVERYTHING A PAPER NEEDS, EXCEPT NEWS.

WE HAVE ADDED FASHIONS, NEWS, PICTURES, INTERIOR DECORATION AND BEAUTY HINTS TO THE FIELDS WE COVER.

AN ECONOMICAL WAY TO BUY FEATURES.

THE BELL SYNDICATE, Inc.
JOHN N. WHEELER, Pres.
154 Nassau St., New York City

EDITORIAL RESEARCH REPORTS supply accurate information upon the major problems which call for frequent editorial comment.

The reports are for the *information and review* of editors and publishers *rather than for publication.*

They are in use by the leading American newspapers and magazines.

The cost of this service, based upon circulation, is compatible with every moderately liberal editorial expense budget.

EDITORIAL RESEARCH REPORTS
828—18th Street
Washington, D. C.

Managing Editors and Advertising Managers

See our 8-page Easter Supplement before Planning your Spring Fashion Edition

FAIRCHILD
Newspaper Services
8 East 13th St. New York

***first!* in OHIO**

21,544,376 Lines

Dispatch advertising record for 1925 which was the greatest year in Dispatch history. This newspaper led all other Columbus newspapers combined by 3,680,065 lines and was first in the state of Ohio leading the second paper by 2,648,383 lines.

NET PAID CIRCULATION

CITY	54,651
SUBURBAN	26,637
COUNTRY	22,238
Total Circulation	103,526

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

HOTALING ANNOUNCES N. E. A. ITINERARY

Delegates to Annual Convention Will Meet in Kansas City June 26, According to Tentative Program and Proceed West Together

H. C. Hotaling, executive secretary of the National Editorial Association, announces the tentative itinerary for the 1926 convention to be held in Los Angeles, Cal., June 30-July 2, as follows:

Saturday, June 26—Arrive Kansas City 8 A. M. Guests of Civic & Commerce Association at breakfast and trip about city.

Sunday, June 27—Arrive at El Paso, Texas, 11 A. M. Guests of Civic & Commerce Association and visit to Juarez, Mexico.

Monday, June 28—Arrive El Centro 6:30 A. M. Breakfast, guests of Associated Chambers of Commerce Imperial Valley. Spend three hours. Arrive San Diego 3:30 P. M. Guests San Diego Chamber of Commerce afternoon and evening with banquet. Leave on sleepers during night.

Tuesday, June 29—Arrive in Orange county for breakfast. Spend the day in Orange county visiting the Old Missions, San Juan Capistrano, Santa Ana, departing in time to reach Los Angeles for the night.

Wednesday, June 30—Convention. Luncheon guests of Los Angeles county. Adjourn 3:30 or 4 o'clock. Take buses through Beverly Hills and Westwood to Santa Monica. Guests of Santa Monica for dinner and evening.

Thursday, July 1—Convention. Luncheon guests of Auto Club. Adjourn 3:30 or 4 o'clock. Take buses through Glendale to Pasadena. Guests of Pasadena Chamber of Commerce dinner and evening.

Friday, July 2—Convention. Luncheon guests Los Angeles publishers. Adjourn 3:30 or 4 o'clock. Take buses San Fernando Valley. Guests dinner and evening.

Saturday, July 3—Old Home State Reunion at Park. Auspices Federated States Societies.

Sunday, July 4—Free day.

Monday, July 5—San Gabriel Valley Day. Guests of San Gabriel Valley Chamber of Commerce.

Tuesday, July 6—Motion Picture Day.

Wednesday, July 7—Guests Los Angeles Real Estate men for trip through Harbor, ending at Long Beach about 2:30. Guests of Long Beach for afternoon, dinner and evening.

Thursday, July 8—Trolley trip to Riverside for lunch. Redlands in afternoon. Dinner joint auspices Redlands and San Bernardino.

Friday, July 9—Catalina Island.

Saturday, July 10—Leave for Santa Barbara. Ventura enroute. Afternoon and night at Santa Barbara.

Sunday, July 11—Monterey, Santa Cruz and the Santa Clara Valley, arriving San Francisco at night which will be headquarters for several days following.

Monday, July 12—Seeing San Francisco, its wonderful park system, Chinatown, etc.

Tuesday, July 13—Oakland and Berkley.

Wednesday, July 14—Visiting northern countries, Luther Burbank and Jack London homes.

Thursday, July 15—San Francisco, Pensula and Stanford University.

DAILY SPONSORS RADIO SHOW

8,000 Attend Danville Commercial-News Exposition

More than 8,000 people attended the first radio show in Danville, Ill., staged recently by the *Commercial-News* of that city.

The paper issued a special radio section with the opening of the show and required the exhibitors to take advertising in order to be eligible to purchase exhibit space in the show.

A feature was the building of a mammoth radio, some 20 feet long and standing 7 feet from the floor. A loud speaker 15 feet high was constructed beside the radio and singers and other entertainers appeared in person in the bell of the big loud speaker while an orchestra was mounted on the top of the radio proper.

The entire venture was a success according to Arthur E. Price, advertising manager of the paper. This is the second industrial exhibit staged by the Commercial-News within a year, the first being a building show last spring.

RADIO FOR LEAGUE WRITERS

New Assembly Hall at Geneva to Have Latest Broadcasting Equipment

Plans of the League of Nations to provide press accommodations for the forthcoming deliberations are contained in a statement made by Sir Eric Drummond to Eric H. Palmer, assistant to the president of the Freed-Eisemann Radio Corporation, Brooklyn, N. Y., and announced by him this week.

Sir Eric said:

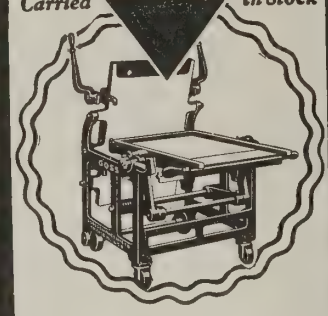
"One problem which occupies us at the moment is the provision of proper wireless transmitting facilities for the new Assembly Hall. This building, which is being planned for a capacity of the representatives of 65 nations with some 1,000 journalists, will undoubtedly be the centre of some of the most important of international debates. Every effort is to be made, therefore, to make it thoroughly modern in all respects, particularly as regards loud speakers, acoustics and radio."

Seattle Daily Issuing Almanac

A 700-page Almanac and Year Book is now being put out by the *Seattle Post Intelligencer*.

Supplies and Equipment

GOSS
STEREOTYPING MACHINERY
Carried in Stock



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

EVERY PAPER
reaches the
MAIL SUBSCRIBER

every day, on time, when Speedaumatic equipment is in the mail room and Circulation Department.

How?

With the DIRECT IMPRINT and DAILY UPKEEP of the mail list!

Ask for the rest of the story.

THE SPEEDAUMATIC CO.
Speedaumat
TRADE MARK
Addressing Machinery
2023-2033 WILLOW ST.
(WEST OF ROBEY, SOUTH OF BLOOMINGDALE TRACKS)
CHICAGO

C-H
Printing Press Control
"The Safest System in the World"
For Large and Small Plants
Consult Our Nearest Office
The Cutler-Hammer Mfg. Co.
MILWAUKEE, WISCONSIN
New York Cincinnati Milwaukee
Chicago Boston Cleveland
Pittsburgh Detroit Buffalo
Philadelphia St. Louis
H. B. SQUIRES CO.—Los Angeles, San Francisco, Seattle.
CUTLER-HAMMER

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO — NEW YORK — LONDON

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT
Made in both wood and steel.
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.

Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT
SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

Wilke's
METALS
THE HIGHEST STANDARD
Write for Information Concerning
Wilke's Metal Insurance Plan
It Will Save You Money
Metals Refining Co.
Hammond, Indiana
Warehouses in Principal Cities

USED NEWSPAPERPRESSES
Scott 16, 24 and 32-Page Presses
GOSS 24 and 28-page presses good for black or color work.
HOE Quadruple, Sextuple, Sextuple color Presses. Octuple and Double Sextuple Presses.
DUPLEX Flat Bed Press—Prints 4, 6 or 8 pages. Also Duplex-Quadruple Stereotype Press. Metropolitan Pattern.
POTTER—16 page stereotype press with stereotype machinery. Very good and very cheap press.
Available For Early Delivery.
WALTER SCOTT & COMPANY
Main Office & Factory - - - - Plainfield, N. J.
New York Office - - Brokaw Bldg., 1457 Broadway
Chicago Office - - - - - - - Monadnock Block

Opportunities for Buyer and Seller are listed on our Classified page. If you don't find what you want this week, insert a small advertisement stating your needs.
EDITOR & PUBLISHER
has a record as a result producer.

Employment—Equipment—Services

EDITOR & PUBLISHER
Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS
(Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE.

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 1441 Broadway, New York City.

Special Pages

Special Feature Pages—Local display developed from non-regular advertisers. Industrial, Building, Church, Baby-Contest Pages, Special Editions. Every account guaranteed. William E. Jordan, Newspaper Revenue Builder, care Editor & Publisher.

BUSINESS OPPORTUNITIES

Brokers

Morning Paper Southwest; new modern plant; exclusive field; earning 15% net on price asked; initial payment $75,000. J. B. Shale, Times Building, New York.

Evening Paper, Pennsylvania—Exclusive field; adequate plant; earning 25% net on price asked; initial payment $40,000. J. B. Shale, Times Building, New York.

Newspapers Wanted

Have Several Newspaper Prospects—Do you wish to sell? If so, write me. Thomas McCullough, P. O. Box 150, Anderson, Ind.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

More Circulation—Our "Opportunity Club" campaign Plan is a Circulation Builder—Let us get more circulation for you Mr. Publisher. Herman & Eckert, 16 South Fourth Street, Easton, Pa.

Promotion—Bicycle, Coaster Wagon, Roller Skates campaign furnishing complete copy and cuts free. A. E. Lindley, Direct Factory Representative, Richmond Hill, New York.

Save 75% on Circulation Promotion—Five campaigns in Ohio, six in Pennsylvania on leading dailies. Over one hundred and fifty offers in the east. Get our plans today, tomorrow may be too late. Quality does it. The Albright China Company, Carrollton, Ohio.

Premiums

Premiums—Subscribers' or Boys' premiums. Leading newspapers for fifteen years. A. E. Lindley, Direct Factory Representative, Richmond Hill, New York.

Big Solicitation Time—Before starting after N.D. circulation order a sample salad bowl, fruit, cake or berry set. Prices $0.40 to $0.95. Selling appeals like china. The Albright China Co. Carrollton, Ohio.

EDITORIAL

Syndicate Features

Memphis News Scimitar and Lawrence Sun get the new customers this week. Write for samples of a live, alert, up-to-date service. The Pathic Syndicate, 25 City Hall Place, New

EMPLOYMENT

Help Wanted

Advertising Manager; Advertising Salesmen; Classified Solicitors; Classified Managers; Circulation Men; Editorial positions, now open. Publishers' Placement Service, Seitz Bldg., Syracuse, N. Y.

Advertising Solicitor, experienced in writing and selling real estate display. Fastest growing newspaper on the Jersey coast. Good opportunity. Ideal living conditions. Address B-759, Editor & Publisher.

Circulation—Man to take charge of circulation on growing daily in good town of 15,000. Must be honest and reliable with circulation building ideas and know how to handle boys and hustle. Permanent to right man. State qualifications and salary expected. The Messenger, Fremont, Ohio.

Classified Salesman—Experienced for S. E. Pennsylvania Daily. One with experience in either, Lancaster, York, Berks or Lehigh Counties preferred. Start April 1st. Give complete information in first letter. B-764, Editor & Publisher.

Display Advertising Solicitor wanted. State salary and experience. Write Manager, Journal Herald, Albuquerque, New Mexico.

Research Assistant—New York position open to young, dependable, facile newspaper man. Stenographer. State experience and pay expected. B-767, Editor & Publisher.

Special Edition Man, experienced, wanted for a city with about 40,000 people to draw from. Desire to issue a Community Booster Edition in about six weeks or two months. Must show sample editions of work done, state terms in first letter, with first-class references as to ability and reliability. Address "Experience," Editor & Publisher.

Syndicate Salesmen are offered profitable sideline in placing cut service with leading department stores and specialty shops in their territories on yearly contract basis. Service well established and sells readily. Desirable territory open. Address W. J. Hannon, 1435 E. 12th St., Cleveland, O.

Telegraph Editor wanted immediately, to handle AP night wire report which also means editing local copy and proof reading. Salary $35.00 per week. Write giving references and former employers. Steady position for right party who can handle job. Blackwell Tribune & News, Blackwell, Oklahoma.

Situations Wanted

Advertising Manager, now employed, is looking for connection with wide awake newspaper. Over twelve years' experience. Age thirty-two. Have always been able to show very satisfactory increase in linage. Am a real business getter. Now employed as advertising manager on one of Ohio's leading newspapers. Could be available March first. Best of references. Address B-736, Editor & Publisher.

Advertising Manager-Solicitor, 28, married, seeks connection with growing paper in city between 20,000 and 150,000 where marked ability as copy-writer, linage and good-will builder is needed. Hard work, keen competition no deterrent. Salary $60, but future prospects, living conditions first considerations. B-704, Editor & Publisher.

Advertising Man, 29, seven years newspaper experience, competent copy writer and lay out man, special experience in handling automobile accounts; now employed but available within reasonable time. B-746, Editor & Publisher.

Advertising Salesman, experienced, seeks real opportunity with live newspaper. Address, B-743, Editor & Publisher.

Advertising Man of 20 years' experience in newspaper and Service Agency work (now employed), desires connection where ability as manager, copy writer, layout man, solicitor, will provide permanency and chance for advancement. B-758, Editor & Publisher.

Advertising Manager—18 years' experience newspaper and trade paper fields. A proven producer of business. Married, Christian, 40 years old. Nationally known copy writer. At liberty March 1st. Middle West or Southern city of 50,000 or over preferred. B-762, Editor & Publisher.

Advertising Man with circulation and editorial experience wants real opportunity with a live weekly or daily in Ohio, Indiana or Michigan. B-770, Editor & Publisher.

Cartoonist and Feature Writer—A finished draughtsman and recognized expert on sports. Fourteen years with leading metropolitan dailies. Would consider sports editor's position. Am only interested in papers paying at least $5,000. B-741, Editor & Publisher.

Cartoonist, experienced in all newspaper art, desires change. B-753, Editor & Publisher.

Circulation Manager now employed, desires to make a change. 15 years' experience on morning, evening and Sunday publications. Thorough knowledge of all branches of circulation work. A 1 reference from present and former employers. B-757, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Circulation Manager—Can you use this man? Somewhere some publisher is needing and looking for a circulation manager—a man of exceptional ability and experience. To publishers desiring to avail themselves of a high class, seasoned man whose record will stand rigid investigation, he respectfully offers his service. At present employed. Member I. C. M. A. Any inquiries treated absolutely confidential. Address B-763, Editor & Publisher.

Circulation Executive at liberty March 15th. Will pay good return on yearly salary by increased circulation. Economical builder can meet any competition. City exceeding 100,000. Develop or direct real circulation organization. B-773, Editor & Publisher.

Classified Manager—Young man aged 30 years with AAA record and best of references desires position as classified manager on paper of 25,000 to 100,000 circulation. Six years' experience in both selling and managing, on large metropolitan daily. Plenty of good ideas for developing and ability to put them over in a profitable way. Employed at present. Will go anywhere. Interview invited. B-756, Editor & Publisher.

Classified Advertising Manager, now employed, seeks position offering better opportunity for advancement. Thoroughly experienced. Clean-cut, aggressive and dependable. Age 29. College education. Best references. B-768, Editor & Publisher.

Composing Room Foreman, married, 37 years old, wants permanent position only. Plenty of experience. Address B-769, Editor & Publisher.

Editor and Reporter, five years on the Boston staff, Christian Science Monitor, wants New York, Washington or London job. B-772, Editor & Publisher.

Editor-Manager, high grade, 50. Experience includes hardest kind of problems. Open for connection. Size of city immaterial if field has possibilities. B-765, Editor & Publisher.

Editor-Manager, seven years' intensive, practical training, three as head executive, seeks permanent connection with opportunity to make small investment when mutually agreeable; prefer afternoon daily city 10,000 to 40,000; fully capable publisher's assistant larger field; age 30, married; available 30 days. B-742, Editor & Publisher.

Executive Positions or Possible Financial Interest desired by two young men; 14 years' newspaper advertising work; now with large newspaper. Ability already proven. Write B-724, Editor & Publisher.

Manager seeks hardest proposition obtainable. Knows every department and able to take direct control of same including news room and mechanical. Details of experience too long for advertisement. Publishers of newspapers losing money or that are not making sufficient net income will be interested in my record which will be sent upon request. Publishers, and men prominent in the newspaper world, who have known me many years will gladly give endorsements to my ability to do good work, quickly and efficiently. Address B-760, Editor & Publisher.

Newspaper Executive with clean record of achievement as editor and publisher on first paper in city of 75,000, desires similar position or assistant to publisher on larger paper. Know all angles of newspaper publishing, but especially valuable on business side in accounting, circulation, display and classified. Personal reasons for change; available immediately. Address B-771, Editor & Publisher.

Publisher's Secretary—Educated, intelligent man, 26; varied experience as teacher, reporter, office worker, publisher's secretary. B-761, Editor & Publisher.

Reporter—The ticklish stories suit me. Have sound foundation in newspaper work which includes street and desk experience. University graduate. Want bigger field on daily of 50,000 or more. Hard work expected. Can be available immediately. Write B-766, Editor &

Sports Editor and expert writer, age 24; six years experience; thoroughly trained in makeup and sport copy desk work; would like to connect with large paper, East or West; live wire, producer of great copy; now employed. B-739, Editor & Publisher.

Managing Editor—At present holding executive post with Greater New York daily. Desire to settle in small city. For details address B-774, Editor & Publisher.

MECHANICAL

Equipment for Sale

Eight-Page Duplex for sale. Must make room for larger press. Laurel Daily Leader, Laurel, Miss.

Factory REBUILT Goss "Comet" Flat Bed Web Perfecting Press for sale. Reasonable terms. Further details from The Goss Printing Press Company, 1535 South Paulina street, Chicago, Ill.

Press for Sale—Having consolidated three newspapers into two papers we have one 12-page Goss Monitor Perfection Press, with complete stereotyping outfit with mat roller in excellent condition, two model No. 3 linotypes in fair condition, also one model "C" Intertype good condition. If interested communicate promptly with The News-Globe Publisher Company, Amarillo, Texas.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner Fendler Branch, A. T. F. Co., New York City.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Wet Mat Roller

Wet Mat Roller wanted, also twelve eight-column stereotype chases and one curved router for twenty-one and half inch plates. Meridian Star, Meridian, Miss.

Interest for Sale—Desire to hear from experienced newspaper man wishing to purchase active working interest in established modern paper in rapidly developing city facing enviable future. Might consider outright sale of paper. Quick action necessary as this is unusual opportunity with only daily in entire county. Wire or write Box 67, Key West, Florida.

FOR SALE
New York State Daily

Only paper in live city of 25,000 population. This exclusive newspaper can be bought at a price that will return excellent income. Write for further details to

PALMER, DEWITT & PALMER
NEWSPAPER PROPERTIES
350 Madison Ave., New York

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

OVER TWENTY-FIVE YEARS we have conducted a service bureau for employers and position seekers in the Advertising-Publishing field. Our lists include men and women fitted for positions up to the highest responsibility in all departments of newspapers, class journals, advertising agencies and the publicity departments of mercantile and manufacturing concerns. Registration free. No charge to employers.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLERS

THIS is the seventy-fifth anniversary for the manufacture of ice cream for commercial purposes. Be prepared and capitalize on the anniversary event when the summer weather increases the demand for this product. Play your manufacturers.—Lewis Hyman, *Logansport* (Ind.) *Pharos-Tribune.*

How many individual want ad accounts has your paper had during the past six months or the past twelve months? It would be very interesting to tell about the number of individuals and firms who have used your want ads, and it would help you in getting more want ad business to run such a story.—Frank H. Williams.

Once a week the *Milwaukee Journal* runs nearly a page of small uniform ads, similar to the classifieds, with the following caption at the head: "Name It. Milwaukee Firms Can Supply You. The following are leaders in their lines." Then follows nearly 250 firm names arranged in an alphabetical list according to trades, such as accountants, florists, insurance, laundries, optometrists, etc. It is a good way to increase advertising revenue from small firms who find large amounts of advertising unprofitable.—Wilbur Polson, Milwaukee.

Get a list of the babies born, feature the new arrivals once a month, and box your greetings with advertisements from the various department stores, who will be only too glad to make known their baby supplies and their gifts for infants.—R. L. Lurie, Grove Hall, Mass.

Why not have a "Get Acquainted Reception" in your paper for the new firms that have started in business in your city during the past six months? Get firms that are located near the new concerns to run advertising greeting the newcomers and wishing them success. Get wholesalers who sell goods to the newcomers to run advertising of the same sort, and couple all this with stories telling how important it is for the prosperity of the city to have new firms starting in business in the city all the time. This would bring in some extra advertising and be a good thing for the paper.—F. H. W., Santa Ana, Cal.

Featuring "The Modern Office"—furniture, appliances and stationery—a page of ads from printers, stationers and office outfitters was obtained recently by a northwest paper.—C. M. L.

If your paper prints a style letter watch it for mention of the latest in apparel and accessories of various sorts. Then give your department stores the opportunity of tying up with the letter in case they have the articles mentioned in stock or are expecting them in soon.—E. D. Shaffer, Albuquerque, N. M.

Anniversaries are usually good for extra space. In your rounds among the smaller stores find out when the merchant opened, jot this down on a card and file in a card index holder according to dates. As an example, taking out cards under date of "26" you find which merchants began business on that date or about that date. By keeping cards in this manner you can suggest to merchants a month in advance that an anniversary event should be held—with extra copy, of course.—L. G. D.

FINANCING ST. LOUIS TABLOID

$150,000 of $300,000 Capitalization Now Paid In, Goldman Declares

Joseph Goldman, who is promoting a tabloid daily for St. Louis, said this week that the company had been incorporated under the laws of Missouri, with $300,000 capital stock, of which $150,000 is paid up now, with an additional $50,000 to be paid in before the first issue of the paper is out, which is expected to be March 15.

Mr. Goldman is president of the new corporation; O. Rex Coile, vice-president, and Hampton Rothwell, is attorney and secretary. Mr. Coile, formerly with the *St. Louis Republic* and now in advertising and publicity work, will be editorial director.

Mr. Goldman has been in newspaper work in Jefferson City.

The new paper will be known as the *St. Louis Daily News.* Arrangements have been made for the Graphic Feature Service, and International Newsreel Photographs. Benjamin & Kentnor have been made foreign advertising representatives.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

A newspaper office in the middle west has on file and available for public use a library of books on the history of newspapers, the printing art and printing machinery. This library is surprisingly well patronized and if not actually a circulation getter, has proved a circulation keeper.—R. E. Dietz, Battle Creek, Mich.

Watch the old furniture sales in the classified columns. Once in a while you will dig up a real relic with a page one story behind it. And incidentally, don't overlook the chance to check up at auction sales with some of those attending to discover if they read about it in your newspaper.—B. A. T., Springfield, O.

Beginning with March, a monthly Planting Guide is a good feature. Interview seedsmen, nurserymen and dealers in plants. It can be worked up into a good feature and will draw readers to the Garden Page.—A. N.

"Just the Gist" is a half-column of telegraph briefs, of not over three lines each, with the name of the town, a dash, and no date. Sometimes you can work up a great deal of interest in your section of the state by giving the readers—who are all in a hurry nowadays and want things quick—a ready and easy-reading five-minute guide to what's going on in their section.—Norman W. Ralston, Urbana, O.

Under the two column box head, "Its a Funny Old State," the *Milwaukee* (Wis.) *Journal,* publishes each Sunday a collection of the funniest, the most unusual, the most human, or the weirdest happenings of the week in about a dozen cities of the state. Some stir up laughter, others draw tears.—Ruben Levin, Madison, Wis.

"Funny stories of the phone service" is a subject that can be worked up into an interesting feature. This can be handled from the point of view of the telephone subscribers and also from that of the operators at Central. Chief Operator can tip you off to something at that end of the line, and a little inquiry among business men will give you leads for stories at the other end.—C. F. Lamb.

The advertising columns offer a fertile field for the resourceful city editor, particularly the classified advertising columns. Recently, a Rochester young man advertised in the "want ad" columns for "an attractive young lady to take to the Cornell junior prom." Of course, this was worth a good follow-up on the youth of to-day and modern methods of courting. Recently, a Boston paper carried the following in its advertising columns: SOMEWHAT BORED YOUNG MAN who has tried travel, study, literature, business and love, seeks diverting employment; will undertake anything unusual; salary least important factor. Address A 8496—Herald Office.—J. R. C.

THOS. W. BRIGGS CO.
Columbian Mutual Tower
MEMPHIS, TENN.
CREATORS OF LOCAL DISPLAY FROM A NEW SOURCE
Our Business Review and many other feature pages now running in more than 80 leading American and Canadian newspapers. Write or wire for our representative.

"America's Own"
HELEN WILLS
Secure her articles on tennis; twice a week through
KING FEATURES SYNDICATE, Inc.
241 West 58th Street
New York City

H. G. WELLS
FIRST PUBLICATION
in the Newspapers
An Outline of the Arts
To Run Fifteen Weeks
Beginning March 21
In Sunday page or short daily installments
Profusely Illustrated
The McClure Newspaper Syndicate
373 Fourth Avenue, New York

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
World Building, New York

BY UNITED PRESS
AROUND THE WORLD AROUND THE CLOCK
UNITED PRESS ASSOCIATIONS
World Building New York

The World's Greatest Newspaper Feature Service
Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.
4 page ready-print color comics.
Write for samples and rates
NEA SERVICE INC.
1200 W. 3RD STREET, CLEVELAND, OHIO

Among the contributors to
The Cosmos News Editorial Board
during January and February were the following:

David Belasco	Senator William H. Kin
Senator Arthur Capper	E. T. Meredith
Senator James Couzens	William C. Redfiel
Commissioner Henry H. Curran	Governor Albert C. Ritchi
Edward A. Filene	Governor Alfred E. Smit
Prof. Irving Fisher	William English Walling
Charles D. Hilles	B. F. Yoakum
Robert Underwood Johnson	Owen D. Young

Why not have them join your editorial staff?
Wire for terms and territory.
COSMOS NEWSPAPER SYNDICATE
Covering the World
NINE EAST THIRTY-SEVENTH STREET NEW YORK

PROSPERITY AND

THE SOUTH

ARE SYNONYMOUS

When we realize what has been done in Southern business achievement during the past generation, when we consider what the South has accomplished in every line of human endeavor, we can then look forward to a growth during the coming years which will far surpass the prosperity of the present.

This greater prosperity is a golden opportunity for the distribution and sales promotion of any worth-while merchandise that is manufactured for the use of the Southern people.

The presentation of your product should be made in a personal manner.

There is a double-barreled personal appeal in newspaper advertising. One is the intimacy and confidence that the daily papers inspire in their readers; the other is the consumers' acceptance of the advertised offerings of the local dealers as something that has been put in stock for the fulfilment of their requirements.

The quality and service of the local daily newspapers and merchants are the two greatest factors necessary for the successful conduct of civic affairs. These same two agents are necessary for the proper survey of any trading territory, so essential to the complete preparation of a merchandising campaign.

Newspaper service includes merchandising cooperation

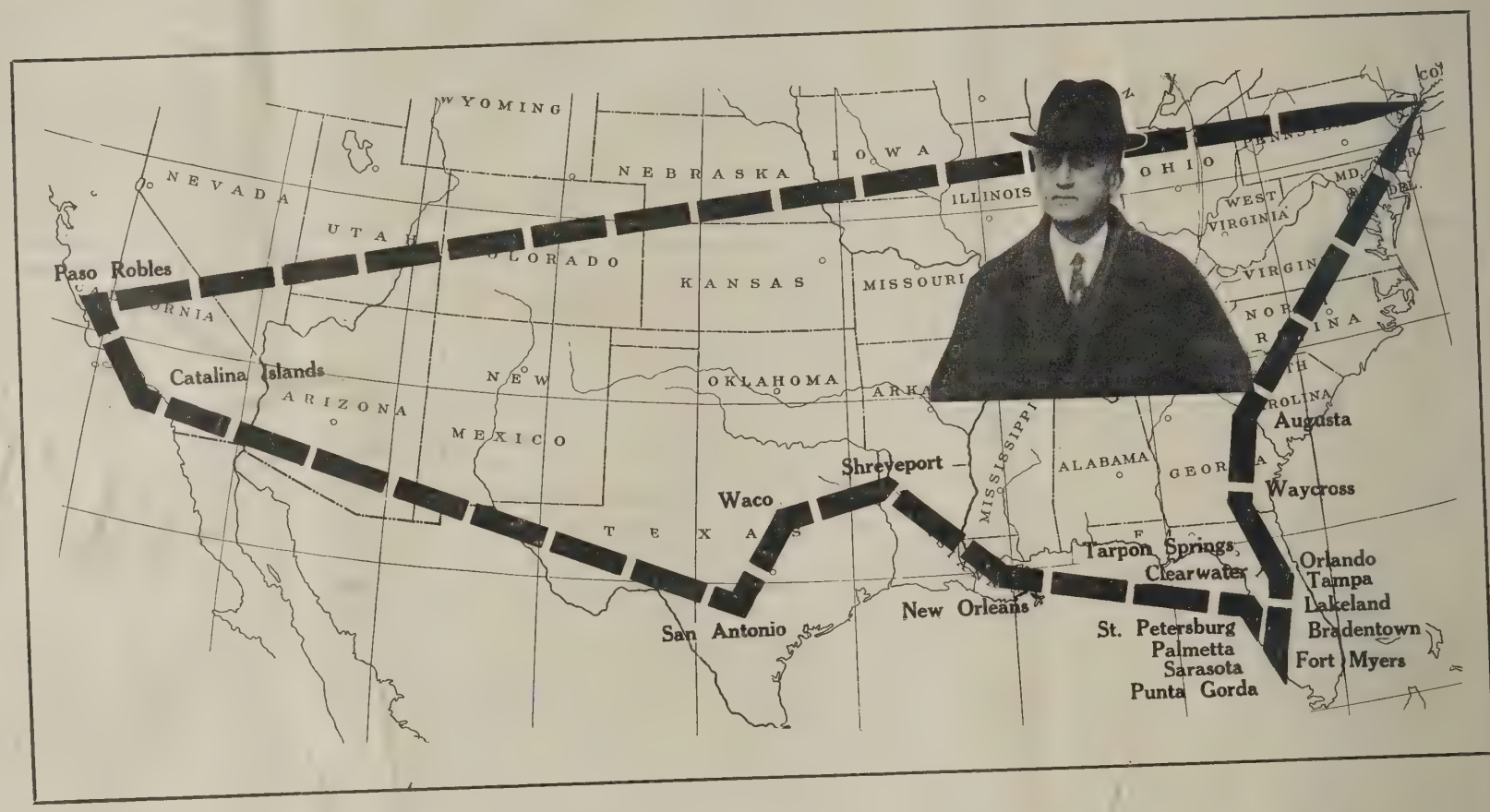
These Southern Daily Newspapers Reach the Homes of Your Consumers.

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
††Anniston Star ..... (E)	5,546	.035	.035
**Mobile News-Item ..... (E)	11,663	.05	.05
**Mobile Register ..... (M)	20,544	.08	.07
**Mobile Register ..... (S)	32,421	.035	.036
FLORIDA			
*Daytona Daily News..... (ES)	4,036	.035	.035
**Florida Times-Union (M) 42,376..... (S)	54,610	.12(S.15)	.12(S.15)
††Lakeland Ledger ..... (E)	4,283	.03	.03
**Miami Herald ..... (M)	31,714	.09	.09
**Miami Herald ..... (S)	40,347	.10	.10
**Orlando Reporter-Star ..... (E)	5,124	.035	.035
**Orlando Sentinel ..... (M&S)	6,172	.05	.05
**Pensacola News and Journal..... (EM)	8,689	.06	.06
†St. Petersburg Independent..... (E)	10,087	.055	.055
**Tampa Times ..... (E)	19,228	.06	.06
**Tampa Tribune (M) 28,249..... (S)	43,968	.09(.115)	.09(.115)
**West Palm Beach Post..... (M)	8,638	.06	.06
GEORGIA			
**Augusta Herald ..... (E)	14,561	.05	.05
**Augusta Herald ..... (S)	14,420	.05	.05
**Macon Telegraph ..... (M)	26,753	.08	.08
**Macon Telegraph ..... (S)	27,165	.08	.08
**Savannah Morning News (M), 21,015. (S)	22,204	.06(.075)	.06(.075)
KENTUCKY			
**Lexington Leader ..... (E)	18,171	.06	.06
**Lexington Leader ..... (S)	18,506	.06	.06
**Paducah Sun ..... (E)	9,353	.04	.04

	Circulation	2,500 Lines	10,000 Lines
NORTH CAROLINA			
††Greensboro Daily News..... (M)	25,963	.08	.07
††Greensboro Daily News..... (S)	31,422	.08	.08
††Raleigh News and Observer..... (M)	31,460	.07	.07
††Raleigh News and Observer..... (S)	35,253	.07	.07
††Winston-Salem Journal ..... (M)	12,357	.05	.05
††Winston-Salem Journal ..... (S)	12,607	.05	.05
**Winston-Salem Sentinel ..... (E)	16,132	.06	.06
SOUTH CAROLINA			
**Columbia State ..... (M)	23,663	.07	.07
**Columbia State ..... (S)	24,333	.07	.07
**Greenville News ..... (M)	21,704	.075	.07
**Spartanburg Journal ..... (E)	4,172	.05	.05
**Spartanburg Herald (M) 7,252..... (S)	9,939		
TENNESSEE			
**Chattanooga Times ..... (M)	30,203	.10	.10
**Chattanooga Times ..... (S)	30,230	.10	.10
**Memphis Commercial Appeal..... (M)	99,989	.15	.15
**Memphis Commercial Appeal..... (S)	126,063	.21	.21
**Nashville Banner ..... (E)	51,750	.11	.11
**Nashville Banner ..... (S)	54,748	.13	.13
VIRGINIA			
**Danville Register and Bee..... (M&E)	13,644	.05	.05
**Danville Register (Sunday).....	8,300		
**Newport News Times-Herald..... (E)	7,791	.05	.05
**Newport News Daily Press..... (S&M)	5,708		
**Roanoke Times & World News... (M&E)	25,658	.07	.07
**Roanoke Times ..... (S)	16,672	.06	.06
**Staunton News-Leader (M), Leader.. (E)	6,541	.035	.035

** A. B. C. Statement, September 30, 1925.
†† Government Statement, September 30, 1925.
† Government Statement, March 31, 1925.

LOOK THEM OVER
with John B. Foster



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The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

FLORIDA DEVELOPMENT SURVEY

EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1926

Vol. 58. No. 40 | TWO SECTIONS SECTION TWO | NEW YORK, FEBRUARY 27, 1926 | By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign

Florida Rediscovered

Written by MARLEN PEW

FLORIDA represents the strangest social and economic phenomenon in American history.

For four centuries the civilized world has regarded the finger of land that divides the Gulf of Mexico from the wide Atlantic as a "Fountain of Youth" and depository of fathomless wealth, the two great lures of humanity, throughout time. From Ponce de Leon's historic adventure through the centuries to the day when the late Henry M. Flagler backed with millions his vision of a railroad through jungle and over perilous sands, a few men have had faith in Florida, but to the great world it remained but a shadowy dream. No process of nature, during the white man's occupation, has altered the land to make it more or less desirable as a habitation or as ground upon which to build. Like a forlorn bride, bedecked with orange blossoms, poinsettia and richly scented hibiscus, with glittering dowry at her call such as modern man has never looked upon, Florida has stood waiting at the church for 400 years.

In the cosmic sense, the peninsula at the southeast corner of the Union has just been discovered. It has been suddenly revealed, in typical American style—with a rush. A combination of favorable circumstances account for the migration of more than a million persons to the state in a single year. General prosperity gave families all over the nation surplus wealth and the independence which goes with it. Following the war monied Americans increasingly accepted the popular European notion that both Winter and Summer recreation contribute to the full life, added to which is the circumstance that such is the intensity of modern business or professional life that escape ultimately becomes not only a natural yearning, but a human necessity for those who play for large stakes. For thousands the exotic call of sunshine lands is irresistible. Transportation abruptly opened the way, not so much by rail, as in this instance vaunted American railroad enterprise was sadly wanting, despite the magnificent daring of Flagler's pathfinding, but over new hard-surfaced roads on pneumatic tires. The Brooklyn grocer's Lizzie made the trip in a week, while the plain or fancy Wall Street broker's six or eight-cylindered shiner might roll to Jacksonville in 70 hours.



The great lure of Florida, the true explanation of her amazing recent development. Such stucco houses, richly ornamented with exotic shrubbery, roofed with colorful tile, cool under awnings, delighting the eye, making real the dream of the average American woman, are scattered all over the state.

To hundreds of thousands Florida beckoned as a land of promise, opening opportunity to quickly make or repair fortunes, while in the romantic pose of the pioneer. It presented an undeniable attraction to the frenzied spirits that feed on chance speculation, uncouth gentry having their rightful place in the diagram of favorable circumstances, since it was their audacity that set the land rush in motion. Essentially, the Florida discovery of 1923-1926 is based upon a tardy general appreciation of sound social and economic advantages and the real pacemaker is now and for four years has been paid advertising.

The Florida development might be termed the new imperialism. This conquest of new soil for the feet of men is adding incalculable treasure to the wealth of the nation. The advance guards of the invading army were commercial propagandists, followed by speculators. The heavy artillery are road-building tractors, sand-sucking dredges altering the handiwork of the waters of the ocean and gulf, as they have receded during the centuries, trimming their ugly shores and making thousands of acres of new land with joyous sea views for home sites and city water fronts, a new type of manufacturing accomplished in this day by such genius as that of D. P. Davis, of Tampa, whose dreams of clean islands dropped at the doorsteps of great cities to relieve congestion and furnish maximum comfort and beauty, today are realized.

Indeed, the generals of the invading army have been engineers and builders and the chief provisioners have been creative capitalists such as Barron G. Collier, now developing nearly two million acres of land in a county bearing his name; William J. Conners, the veteran Buffalo publisher, hero of the Everglades and builder of its 30 miles of concrete road, 22 feet wide, skirting the eastern shore of Lake Okeechobee; August Heckscher, Harvey Firestone, Otto H. Kahn, David Warfield, T. Coleman du-Pont, Henry Ford, John D. Rockefeller, Jr., and dozens of syndicates of New York, Chicago, Washington, Cleveland, Detroit, Western and Southern developers and a host of able newspaper men whose amazing stories are related elsewhere in this number. The statement has been made that outside interests paid $400,000,000 for land in Florida in 1925. This figure represents many turnovers of the same properties.

A shoestring has been a good enough starting point in Florida for a man who knew how to climb. The business in hand is making cities, creating farms, opening roads, building railroads in double track to replace the single lines that Flagler laid while ticker-tape railroad operators smiled, the clearing of the land of wild tropical growth accumulated through centuries, widening streets, draining marshes, fertilizing sandy spots, erecting schools, churches and clubhouses, beautifying beaches and lakes, re-arranging palms, laying sidewalks, building stucco villas or workmen's cottages, rearing lofty skyscrapers and immense hotels, dredging channel harbors and fashioning turning basins, erecting bridges, one being the longest in the world, chopping down forests, reclaiming lowlands, financing these undertakings, feeding and housing the workers, keeping every one happy by all known artifices from the band in the park to gala occasions when everyone turns out for play, newspapering on a big scale with advertising flowing like water for all who can make a circulation showing, opening stores for the sale of classy merchandise worthy the purse of the leisure class and of the suddenly rich, and catering to the surging throng with all that human nature calls for.

Florida set out to make, as if over night, an American Riviera. Now she proposes to back it with an agricultural development of startling dimensions.

How great has been the building boom? Building permits granted in 1925 totaled more than $200,000,000. In August alone they amounted to $24,722,820 in 19 cities and in September to more than $27,000,000, according to official figures.

Florida property has an assessed valuation of $580,000,000 and it is officially asserted that the real valuation is around four billions. Inceased values since 1912 are represented as having averaged 16 per cent per year.

The state has nearly 9,000 miles of improved roads and as this writer covered 1,400 miles by motor car in nine days



Cluster of grape-fruit, grown on the Indian River. Florida has 80,000 acres in grape-fruit trees.



Turn me upside down, for my reflection is as fair as my form. Cocoanut palms that clothe a point of land on Tarpon Bend, New River, near Fort Lauderdale.



In the Lake District of Pasco County, land of hills and glistening opal lakes, fertile acreage awaiting the man with the hoe. This view is typical of millions of acres of Florida countryside concealing wealth possibilities equalling those of the realty developments.

there is no room for debate in this story about road quality. There are stretches of narrow, brick highways in the north that can be easily and safely negotiated at moderate speed, all soon to be replaced by wide concrete roads, many now in course of construction. Ruts, sometimes more like chasms, embroider the edge of the brick.

There are thousands of miles of as fine roads through the state and on both coasts as exist anywhere, and there are patches of about as terrible sand and clay roads as one might wish to avoid. The road development in three years is an engineering triumph.

As the traveler passes along through the country he sees allotments on every hand. Street signs are up and sidewalks built, a huge ornamental entrance is in place, but there is only an occasional house. In instances bare allotments are far removed from settlements as to seem like wild dreams. Will they ever build up?

Some "future cities" on Long Island, known to this writer, seem equally visionary. The dream may not be so wild, proved by the fact that from nothing cities have been built in two or three years in Florida. Up they have jumped and in have poured the people! One realizes, of course, that there have been some impudent frauds on the public in Florida, but it would be stretching the point to fail to say that there is no state where credulous people have been exempt from the wiles of real estate sharpers. Florida frauds have indubitably been foisted upon the public through advertising. These are "lot" properties in isolated locations or in swamp districts. Inaccessible farms and building lots have been sold. The "truth in advertising" slogan of the Better Business Bureaus is in the breeze today. The clean-up is under way. The "binder boy" has disappeared. "Binder boy" it should be explained is the local sobriquet for the feverish gentleman who put down his hundred to bind a ten thousand dollar bargain and resold at a thousand profit within 24 hours, perhaps to witness the re-transfer of the property among other "binder boys" half a dozen times before the abstract and title job could be forced through the glutted probate offices. His work is done in Florida. Often he succeeded in bidding land to absurd heights. Sensible Floridians wearied of him and by a concerted attack gave him such a sour dose of losses, through various devices such as the sudden speeding of real estate transfer offices and by cutting prices of adjoining land, that he presently lost all interest in royal palms and bathing beaches and made his way to cooler climes.

The stories of the peak days of 1925, of fortunes made over night with trifling investments, seem unbelievable to northern ears. Allowing for state pride, general boom excitement and the natural tendency of the pioneer to tell a good story, a residue of amazing fact remains, forming perhaps the most sensational land rush story in American history.

The buying and selling crush continued throughout the summer of 1925 and in modified and much more stable fashion continues unabated today. The Floridian tells you that he is devoutly thankful that the buying panic is over. If there is any truth in the Northern rumor that "the bottom has fallen out of the Florida boom," this writer is deaf, dumb and blind. The whole state is buzzing with the excitement of building and planning and real estate offices seem centers of activity. The speculative fever has doubtless subsided, responsible trading continues, advertising is increasing, structural work progresses and the crowds are infinitely better provided for by new housing facilities than during the last Summer and Fall. Along the roads the visitor sees the inevitable announcement of land sales, accompanied by noonday barbecues, and one of the commonest sights is the auctioneer on the block, surrounded by people who are bidding in land. There are a surprising number of women at these sales. In the city real estate emporiums, often dressed up like palatial drawing rooms, there are orchestra concerts and lectures in the afternoon and evening. The big story in Florida is told in response to the question: "Did you get in on that so-and-so, and how much were you offered for yours?"

One of the exciting diversions of the Floridian, better by far than cross-word puzzling, is guessing the dollar value of the annual Winter migration from the North. A tourist, whether he comes i private railroad coach or steers his cour down the Dixie Highway at the wheel a creaking flivver, has a hoof value to th state incomparably greater than ar other live stock commodity, to indulge crude verbal figure. The tourist comes t see, drink in the salubrious air, gratif the sense of taste with rare tropical food renew youth by playing the games children, buy baubles—perhaps to fa under the magic spell of natural glori and stake out a home or farm site an join the builders.

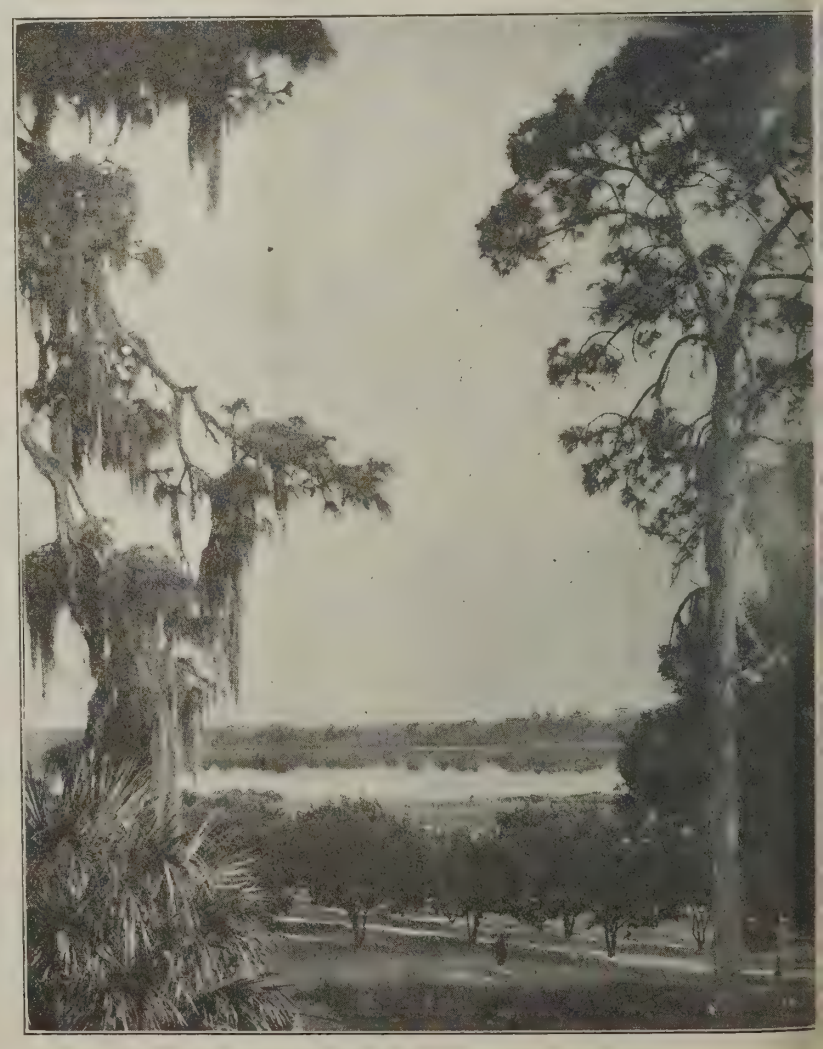
There are no reliable statistics to sho the number of tourists that have r mained in Florida during the past fi years as permanent residents, but th permanent migration is indicated by comparision of the 1920 Federal censu and the Florida state census of 192 which shows the increase to have be 295,079, or 30.4 per cent. Florida present resident population doubtless ex ceeds 1,300,000. The official 1920 cou was 968,479. The big influx has be during the past 12 months.

But, in addition to the permanent pop lation, there is to be considered th transient Winter invasion. It is concer ing this that the figuring wags sharp their pencils. Having no definite infc mation one man's guess is as good another's.

All over the state the investigator solemnly assured that the tourist busine of Florida in 1925 included 2,000,000 vi itors, a nice round sum for any one play with as an index figure.

This "2,000,000" figure is supported an investigation made by officials of t State Chamber of Commerce who made count on certain bridges, highways, ra roads, steamship docks and other sta entrances for a given period and decid that the human influx from the North w at the rate of approximately 6,000 p day, which may or may not be entire satisfactory evidence of travel over t year, as the good gentlemen of t Chamber freely admit.

If 2,000,000 should be the tourist nur ber, just what would that mean in dolla



Typical landscape in central Florida, where orange groves touch the shores o purple lakes, and live oaks and pine trees stagger under the flowing drapery of sombre Spanish moss.



The inevitable municipal band concert, to be found in city and town, with concerts both afternoon and evening to add another joy to life. The scene depicted here is in ravishingly beautiful Williams Park, St. Petersburg.

to the state, asks the statistical hound and the pencil begins to dance.

Well, here is the sum of the wildest optimist:

2,000,000 persons
13 weeks

6,000,000
2,000,000

26,000,000 persons-weeks
7 days per week

182,000,000
$10 average expenses

$1,820,000,000 total tourist revenue

Crazy! Uncle Sam paid, 107 years ago, $5,000,000 for the whole of Florida, and many of the patriots of the time felt "stung." A billion, eight-hundred and twenty million in tourist revenue, did you say? Why that would be six times greater than the Coolidge tax cut for 1926. It would nearly equal the total value of the manufactured products of Indiana, according to the last census! Be reasonable!

All right, say the number of tourists is only a million, the average time spent in the state is a month, and the average daily expenditure of each person is $5, all quite absurd (with emphasis upon the five-dollar-a-day item) and you have as the annual tourist revenue $150,000,000, nothing to sneeze at, forsooth!

It is possible that a man traveling in a flivver, with a folding bed lashed to the running-board, buying cheese and crackers, canned milk, paper shell pecans and fruits along the road, might live on $5 per day, including oil and "gas." It would be an unenviable venture. But any ordinary traveler can live in excellent style on $10 to $20 a day, according to taste and skill, which approximates traveling cost anywhere in this country or over the beaten paths of Europe. Plutocrats may spend hundreds a day in the luxurious resorts of the coast cities and do no violence to taste or judgment or justify scandalous remarks about Florida's cost of living, for the overhead expense of palatial hotels are as high as $8 per room, per day, for 365 days per year, with a season of only 13 weeks per annum as the basic revenue factor. Naturally such rooms are priced high.

Florida supports 14,520 hotels, restaurants and apartment houses which are let out as living quarters for tourists in the season, besides camp-grounds for automobilists encountered on almost every road.

The 2,000,000 tourist figure is believed by this writer to represent one of the amiable exaggerations of the Florida zealot, but that the state was visited in 1925 by more than 1,000,000 people drawn from the whole world's populated surface, there appears to be no doubt.

The official published statement of the State Chamber of Commerce is that the 1925 tourist trade was worth $150,000,000 to Florida.

Undeniably, the annual visitation of sightseers and thrill seekers has been Florida's chief industry until the great land boom started and then the realtor stepped firmly to the center of the trade stage. How vast has been his operations may never be known. The official estimate is that during last year outside investors spent in Florida land an average of $1,250,000 daily which, if accurate, meant a total turnover during 312 week days of 1925 of $490,000,000.

Banking is an illuminating and dependable index to any community's material well-being and Florida figures are astounding. On June 30, 1925, the date of the most recent bank statement, deposits in the national and state banks of Florida aggregated $575,758,195, which to be appreciated must be compared with the total of denosits of 1920 which were $199,589,122, a growth of 250 per cent in banked wealth in five years.

An aggregate of half a million bank deposits in Florida means a per capita deposit of around $450. The average individual bank deposit for the whole country for the year ending June 30, 1925, was $396.

June of any year is the least favorable month for a Florida showing. It is not to be supposed that many of the wealthiest seasonal residents were carrying heavy deposits there on June 30. So, as a matter of fact, Florida bank deposits of the present time would exceed the figure quoted here by many millions.

When people settle in Florida what do they find to do?

If they are old, infirm or lazy, and have money, they loaf, as in other places; if able and willing they work. They work by Summer and Winter and unless some 200 odd very nice people who were interviewed by this writer are counterfeit and lost to all sense of honor, the months from June to September, far from being unbearably hot, are comfortable and workable. They tell you that sunstrokes are unknown in Florida. A citrus rancher, who had no reason to stretch his story, said: "We work every day in the year in the fields, but not as Northerners work. No straw hats here—felt, drawn down over the eyes. No cotton shirt—wool, my friend, for comfort and health." All declare that the nights are cool. Indeed, the short cut to your Floridian's peak of indignant eloquence is to insult his summer. Northern softies, here and there, were heard to suggest that there was such a thing as sitting under the shade of a banana or cocoanut palm, by the side of a lake, with one's feet up, or, indeed, to make an occasional dash to the mountains of the Carolinas, as New Yorkers flee to the Catskills and Adirondacks, but not so the native born.



A gob beholds St. Petersburg's new deep-channel harbor, nearing completion, pride of the state.

The biggest laugh of two weeks was on a Northern import who told a crowd of Miamians, in scientific detail, how a fellow could keep the temperature agreeable by sitting on the south side of a suspended wet sheet with the wind blowing from an electric fan installed on the north side. Ha, ha, so's your old man! The health record of the state is among the nation's best.

If you have a gun you may shoot a wild cat or a duck in Florida. Please don't shoot a pelican or stork! The air is full of colorful birds. If you own a fishing rod you need scarcely bait the hook to heave monsters from fresh or salt waters which, held up to a camera, would startle every friend north of the Mason and Dixon line. There are 600 registered varieties of fresh and salt fish in these waters, and sea foods shipped from Florida last year were worth $15,000,000.

There are 3,000,000 acres of inland water, hundreds of charming lakes and streams, fringed by exotic vegetation. Most men build a garage behind the pretty stucco home and nearby a boat house for some sort of water craft.

The Florida seacoast is of stupendous length, considering the amazing reaches of the keys that stretch from Daytona down around the peninsula to Tampa Bay. Shore front, one would think, nature had supplied in lavish quantity, but when Davis opened his sand-sucker created land at St. Augustine and Tampa Bay there was a mad rush of investors. It is reliably stated that $50,000,000 of lots were sold on Davis Island, at Tampa, and at Davis Shores, at St. Augustine, following an advertising campaign of 100 days carried on exclusively in Florida dailies, with heavy over-subscription on the sales days.

Coral Gables, Hollywood, Boca Raton, Floranda Club and scores of such mammoth developments, scattered over the state, have been extensive advertisers, and their success has been monumental. In instances property values in towns that three years ago were obscure have run up to as high as $2,000 a front foot for building lots. This amount, of course, is not the record for the most desirable properties of the choicest cities. There many records of city lots selling at $5,000 per front foot.

Florida's promoters have often very unkindly, and in obviously bad judgment, borrowed names of California's famous towns and resorts and the great Pacific state's widely reported ire seems wholly justified. Perhaps it is true as the loyal Floridian points out, that in her turn California borrowed some of those romantic Spanish names from Mexico and that Mexico had previously swiped them from the original Castilian motherland, but to this humble critic the sight of well-known and much-beloved California names on new signboards jars the sense of justice. Why not hire the clever girl who named all the Pullman cars?

Florida is not an industrial center. The largest sponge market in the world is at Tarpon Springs. A section of the state is heavily loaded with phosphate,



This view shows the countryside, amid many lakes, recently given to newspaperdom by Charles D. Haines.

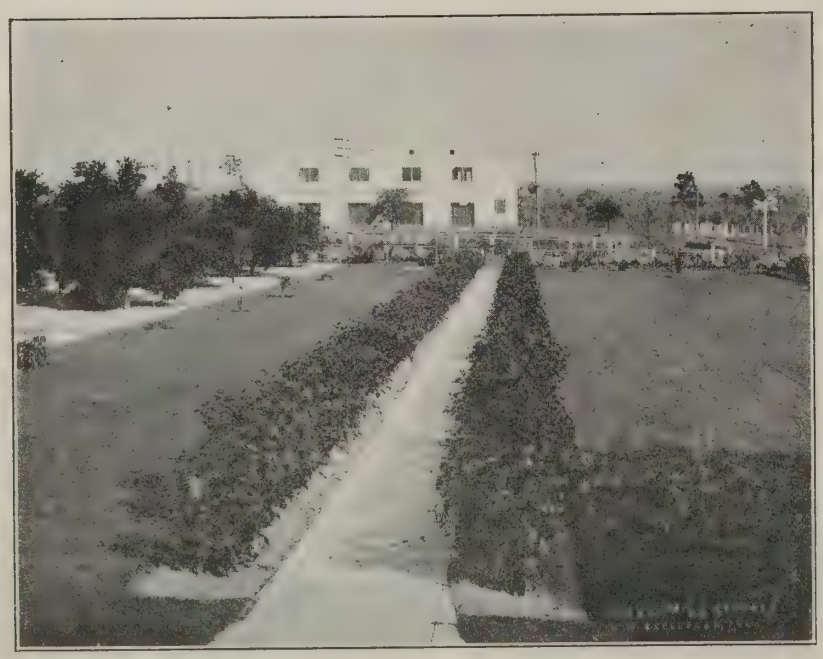
FLASHES OF FLORIDA'S GLORY



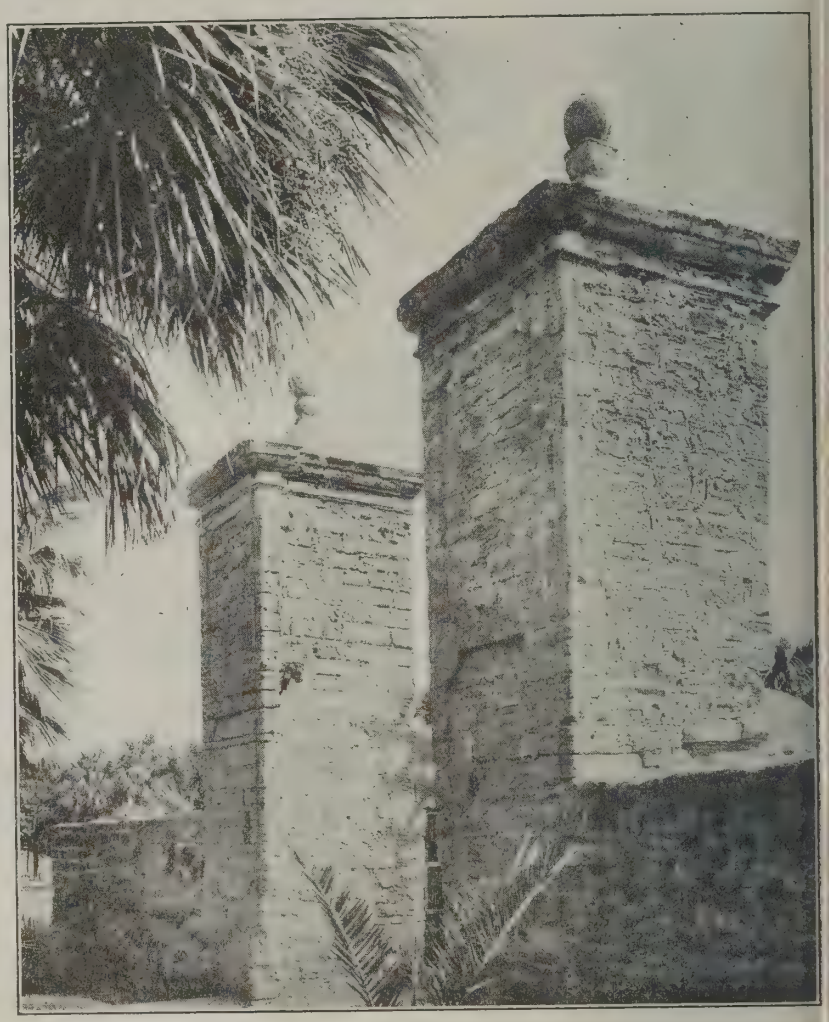
Busy scene in Miami's harbor in Biscayne Bay, today alive with dredging operations costing millions. A vast turning basin is being built for ocean-going freighters. Bordering this harbor is a handsome city boulevard.



Do they grow potatoes in Florida? Yes, both Irish and the succulent yam variety abound in the rich agricultural sections of the north and central portions of this versatile state.



Orange, tangerine, grapefruit and pineapple growing has developed into Florida's principal agricultural pursuit, with associations of growers managing the huge sorting and shipping business.



The ancient gates of St. Augustine, Uncle Sam's oldest city, once walled by the Spanish as a protection against the prowling Indian. These magnificently proportioned pillars are of native shell rock adamant against the ravages of centuries.



Airplane view of Winter Haven, showing some of the 25 lakes, purple circles amid green and white squares in the mosaic of one of Florida's most beautiful regions.

FLORIDA TURNING TO DAILIES FOR RESULTS

Three Million Dollars Spent in Direct Publicity to Attract the Outside World—Levy County and City Taxes to Raise Advertising Funds—How Towns Paved the Way for the Land Rush

By FRANK PARKER STOCKBRIDGE

Co-author of "Florida in the Making," which has become the official text book of the State building campaign. Mr. Stockbridge is now a resident of Jacksonville.

"THE swing of Florida's advertising outside of the state is more and more strongly away from the magazines and toward the daily newspapers," said Dudley V. Haddock, director of publicity for the Florida State Chamber of Commerce, when I asked him to outline the efforts of that organization to "put Florida on the map." Mr. Haddock is a native Floridian with a wide newspaper experience covering, among other things, eleven years on the Associated Press staff in Washington, Atlanta, New Orleans, and elsewhere.



FRANK P. STOCKBRIDGE

"We have had splendid results from our advertising last fall in the *Saturday Evening Post* and the *Literary Digest*," Mr. Haddock went on, "but the copy which we have been running in a list of 51 dailies, all the way from Hawaii to Portland, Me., and as far south as Birmingham, Ala., seems to be bringing an even larger proportion of enquiries. These range all the way from a request by a small boy in New Jersey for a live 'allergater' for his backyard menagerie to an appeal from a woman in Boston to locate her missing husband who disappeared several years ago after making the first payment on a lot in Florida. While the advertising program of our organization is somewhat opportunist, depending upon the funds in hand at any given time and the decision of the publicity committee of our Board of Directors, I think you can safely say that the future expenditures of the State Chamber of Commerce will be proportionately larger in the daily press than in the past."

About $75,000 has been spent by the Florida State Chamber of Commerce since it began its national advertising campaign last December. This included three full pages in the Saturday Evening Post and Literary Digest and three quarter pages in the list of dailies already referred to. This $75,000, however, represents less than ten per cent of the "institutional" advertising done in the year ending February 15th by Florida counties, municipalities and districts in mediums outside of the state. The total for this class of advertising runs easily up to at least $750,000. If to that is added the extra-state advertising of Florida's real estate developers, the total volume of which can only be roughly estimated but which appears to be at least double the volume of community advertising, the impressive total of $3,000,000 for a year's campaign of selling Florida to the world appears like a conservative figure.

There are numerous local and county Chambers of Commerce in Florida which spend more money annually to advertise their communities than the State Chamber of Commerce is able to do. This is because the state organization's funds for this purpose are obtained only through voluntary contributions, while counties and municipalities are permitted under the Florida statutes to levy direct taxes for advertising and publicity purposes. This "millage" tax, as it is called, varies according to circumstances from half a mill to as high as ten mills in the dollar of assessed valuation. A Florida municipality or county waking up to a sense of its own importance in the scheme of things and imbued with a burning desire to tell the world of its virtues and attractions does not have to resort to a tag day drive or passing the hat, but merely goes to the legislature and gets a bill passed (which is done as a matter of course on sufficient representation of the local desire for it) authorizing the assessment of publicity tax. The disbursement of the funds raised by this method is intrusted in practically every instance to the community Chamber of Commerce, which thus exercises much more of a quasi public function than pertains to Chambers of Commerce elsewhere. Having obtained the necessary authority the Chamber of Commerce hires the best publicity man it can get hold of and turns him loose.

One result of this is a steady depletion of the staffs of Florida newspapers and a continuing influx of newspaper men from elsewhere into Florida. The newspaper man from any part of the United States touring Florida finds men who talk his own language in every Chamber of Commerce, to say nothing of the publicity departments of the big developments. Willis Powell, secretary of the Sarasota Chamber of Commerce is perhaps the dean of them all in length of service in Florida, having come to this state a dozen years ago after a long and active newspaper career in New York and Chicago, as editor of *St. Petersburg Independent*. M. G. Scheitlin, formerly managing editor of the *New York Sun*, is secretary-manager of the Leesburg Chamber of Commerce. Dr. W. E. Aughinbaugh, for several years on the staff of the *New York Commercial*, is the Chamber of Commerce secretary at Clermont. George C. Clemens, a veteran of the old Laffan Bureau, is doing his best to put the town of Bartow on the map.

Concrete reports covering the entire volume of Florida's community advertising have never been compiled. Specific examples from the principal centers, however, dealing only with extra territorial publicity, give a fair idea of what the total might be. The greater Palm Beach Chamber of Commerce, for example, reports the expenditure of approximately $40,000, about equally divided between magazines and newspapers. "We used 48,012 lines in 45 newspapers in Detroit, Kansas City, St. Louis, Omaha, Buffalo, Brooklyn, New York City, Cincinnati, Cleveland, Philadelphia, Washington, Chicago Indianapolis, Des Moines, Louisville, Baltimore, Boston, Pittsburgh, Milwaukee, Atlanta, Birmingham and Nashville," reports Gerry Swinehart, director of publicity, "in addition to which we used space in 37 different magazines of national circulation."

St. Petersburg, often referred to as "The City that Advertising Built," until this year led all of Florida's municipalities in the extent of its advertising program. In the past year St. Petersburg spent about $75,000 in advertising, using practically all the important papers in every city above 250,000 population besides using all the principal national magazines.

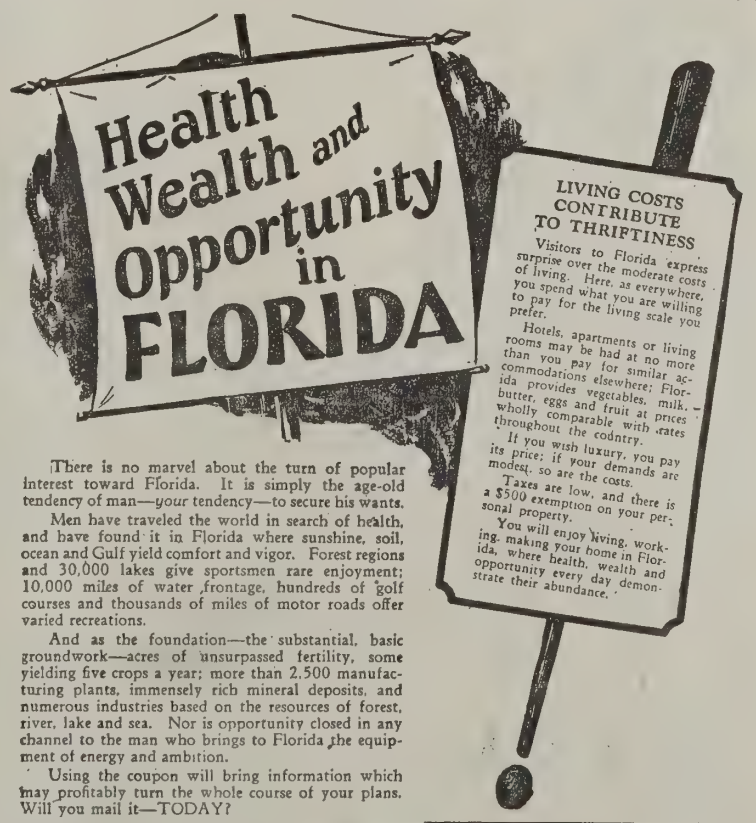
Jacksonville within the last few months has taken the leadership away from St. Petersburg. Jacksonville's advertising is handled through two separate channels. Almost alone among Florida Chambers of Commerce, that organization in Jacksonville has nothing directly to do with publicity for the city. It is an old established institution on familiar Chamber of Commerce lines, concerning itself largely with such matters as railroad rates, cotton and grain shipments, and grades, and other matters of importance to the business world. The City Commission (practically every city in Florida has the commission form of government) makes an annual appropriation of $75,000 for publicity promotion, which included $30,000 for bill boards in various parts of the country, $20,000 for music in the parks, $10,000 for booklets and about $15,000 for newspaper advertising, chiefly in special editions. But about a year ago a group of live young Jacksonville business men headed by James Stockton, decided that if the Chamber of Commerce was not going to exercise its normal Florida function of "boosting" Jacksonville, they would do it themselves. Accordingly they organized the Believers in Jacksonville, engaged Al Harris, an able young newspaper man with Atlanta and Jacksonville experience as executive secretary, and passed the hat. They speedily enrolled 1,000 members each contributing $10 a month, the fund to be used exclusively for advertising Jacksonville to the rest of the world. They wisely began their campaign by using full page copy in the Jacksonville dailies to advertise their city to its own citizens. Jacksonville, which had been lagging behind the rest of the state, developed a new civic spirit as a result of this campaign and, incidentally, young Mr. Stockton who instigated the movement has just been awarded a gold medal voted by the local American Legion to "the most useful citizen of Jacksonville."

"We are carrying on a continuous program of advertising Jacksonville, using chiefly the Saturday Evening Post, the *Chicago Tribune*, and the *New York Times*," said Al Harris. "Our expenditure in these mediums for the first year will run to approximately $100,000."

Tampa is another city which has in the past trailed a long way behind many smaller Florida municipalities in its advertising expenditures. Tampa, like Jacksonville, has awakened to the fact that it has something to sell to the rest of the world besides the commodities of its enormous commerce. The Tampa Board of Trade during November, December and January just past spent $14,768 for national advertising, of which $9,140 went into magazines and $5,628 was used for newspaper space, covering the purchase of 14,500 lines in 34 newspapers in Chicago, New York, Boston, Indianapolis, Detroit, St. Louis, Kansas City, Minneapolis, Brooklyn, Buffalo, Cincinnati, Columbus, Toledo, Philadelphia, Pittsburg, Washington, Montreal, Toronto and Baltimore. Magazines used included the Literary Digest, *Review of Reviews, Red Book, Cosmopolitan* and *Life*. Tampa is immensely pleased with the result so far of its first national advertising venture, the increase in tourist traffic, this season over last being decidedly marked.

Fort Myers, whose slogan is "The City of Palms," spent through its Chamber of Commerce about $10,000 in the last year in display advertising, chiefly in daily newspapers, under the direction of Don Wilkie, a former Chicago newspaper man and son of an even more famous Chicago newspaper man, John W. Wilkie, late chief of the U. S. Secret Service. "We used chiefly the *New York Herald Tribune* and Sun, the *Boston Post, Brooklyn Eagle, Philadelphia Inquirer, Atlanta Journal, Birmingham Age-Herald* and *Christian Science Monitor*," reports Secretary Wilkie. "We plan to spend $20,000 in these and similar mediums this year in addition to advertising appropriations by the city direct, the local real estate board and others."

The little city of DeLand through its commercial club holds the record so far for straight newspaper advertising. DeLand shot its whole roll of $40,000 this season in the daily papers. Three thousand dollars was spent in Florida dailies and the balance in the *Philadel-*



Specimen of State newspaper advertising which has yielded an immense result

phia Record, Brooklyn Eagle, New York Sun, New York Times, New York Herald Tribune, *New York World, Philadelphia Ledger,* Philadelphia Inquirer, Chicago Tribune, *Chicago News, St. Louis Post-Dispatch, Boston Herald,* Christian Science Monitor, *Pittsburgh Gazette Times, Cleveland Plain Dealer, Detroit News, Detroit Free Press, Louisville Courier Journal, Hartford Courant, Buffalo Express, Cincinnati Enquirer, Kansas City Star, Baltimore Sun,* and *Minneapolis Tribune.*

Daytona Beach spent $21,318 in daily papers outside the state.

Miami's total advertising and publicity budget, handled through its Chamber of Commerce, tops that of all other Florida cities in its grand total but falls short of Jacksonville's in the amount spent in out-of-the-state advertising. "Our total expenditures chargeable to advertising and publicity for this season are $188,500," said Fred L. Weede, director of publicity. "Of this amount $65,000 was used in 70 newspapers and 30 magazines. We advertised Miami in the newspapers of the chief eastern and Canadian cities, in fact in all the large cities north of the Mason and Dixon Lines as far west as Omaha."

Lakeland, one of the livest and loveliest of Florida's inland cities, shows a strong trend to dailies in the report of Ike Parrish, publicity director of the Lakeland Chamber of Commerce, an organization with a larger membership than that of any other city in the United States save one. "Our advertising outside of the state totalled $25,675," said Mr. Parrish, of which $17,500 was spent in newspapers and $8,175 in magazines. We have used this season five quarter pages in the Saturday Evening Post, four one-third pages in the Literary Digest, a quarter page in *Motor Life,* two one-third pages in *Sunland,* and the rest of our advertising in national newspapers. We ran three 100 line ads and ten 56 line ads in Sunday papers and one 56 line ad in twelve special Florida editions in Boston, Atlanta, New York, Buffalo, Hartford, New Haven, Philadelphia, Pittsburgh, Chicago, Milwaukee, Detroit, Cleveland, Cincinnati, Indianapolis, Minneapolis, St. Paul, Des Moines, Omaha, St. Louis, Kansas City, Louisville, Charleston, Richmond, Baltimore, Washington, Toronto, Montreal, and Ottawa.

Totalling the figures already quoted gives an aggregate of $438,443. To this must be added the expenditures of more than two hundred chambers of commerce in Florida cities not enumerated above, and the special efforts of the group of counties lying west of the Suwannee River, collectively known as West Florida, which under the leadership of the Pensacola Chamber of Commerce last Fall undertook to raise a fund of $100,000 for the purpose of advertising that section of the state to the outside world. The effort was only partly successful, spending about $25,000.

There is no manner of doubt that more than half a million dollars, with probably 60 per cent of it or more used in the daily press, has been spent in the past few months in the direct advertising of Florida and Florida communities to the outer world.

That another season will see this amount greatly increased is also not to be doubted. The results this season have been encouraging in the extreme. Florida's growth in actual wealth, in bank deposits, in population and in land values in the past year has been almost unbelievable and there is no sign of any let-up in these essential lines of growth. The only thing that has slackened in Florida is a certain type of highly speculative real estate activity, practically pure gambling, and for this the substantial and far-sighted citizens of Florida are profoundly thankful. All of this advertising of Florida the commonwealth, and Florida communities is for the purpose of bringing, not gamblers but substantial citizens and permanent settlers into the state, and it is very definitely having that effect. And with the increase of population and taxable wealth that little millage tax for publicity purposes is automatically augmented and more and more of it will flow into the newspapers of the nation at large.

REAL ESTATE CROOKS MEETING SOLID OPPOSITION FROM FLORIDA BUSINESS

Written Especially for Editor & Publisher

By CARL HUNT

Executive Vice-President, Orlando Chamber of Commerce. Formerly Manager, Associated Advertising Clubs of the World.

WHENEVER an industry or a section prospers in America, we have what appears to be an inexhaustible supply of slick gentry who proceed, by hook or crook, to cash in on public interest in the financial success of that industry or section.

For example, a few years ago, following the investigations of the operations of large insurance companies in New York, there was a veritable flood of small insurance companies formed all over the United States.

Almost all of them disappeared.

Then the automobile and tire business became the marvel of the financial age—and scores of fraudulent companies were organized in that field.

Thence the crook turned to oil.

And so, it is not surprising that the astonishing rush of men and money to Florida—a rush similar in many ways to the rush to the Klondike, or the California gold rush of '49—should have been the cue for many a crook to turn his attention to Florida.

And I have been asked to discuss, briefly, what Florida is doing about it.

Florida is doing all she can.

I came to Florida recently enough to have an outside point of view and have been here long enough to be able to feel the pulse of Florida and to know what is in the minds and the hearts of the men who are engaged in the task of building the state.

My work in the past has taken me to every nook and corner of the United States. There are, indeed, few cities of 25,000 and larger that I have not visited—and visited, too, in connection with the Advertising Club movement, and for the purpose, among other things, of measuring interest, in that community, in the betterment of business ethics.

That statement I have made to qualify as a witness when I say that in all my experience I have not met men in business more anxious to play square, more jealous of the good name of their home town or state, more open-minded upon the subject of ways and means not only for acquiring and retaining a good reputation, but for deserving such a reputation.

No state in the union has advertised as Florida has—nowhere has community advertising been so thoroughly sold. Through public taxation as well as the raising of large funds through Chamber of Commerce membership drives, big advertising appropriations have been raised.

Florida today is somewhat in the position of the manufacturer of a new product who, for some reason, did not get full returns from his advertising, then suddenly found himself hardly able to fill his orders. Florida is working night and day shifts.

There are people outside Florida who have never set foot in the state, for the most part, who will tell you that all the people of Florida are crazy. People who come to Florida are crazy. Everything that has a Florida tan or a grain of sand sticking to it is crazy.

But wait. No business was ever built upon any other foundation than *satisfied customers.* No advertising ever paid except where the goods were worthy. I am reminded of a verse I read the other day:

A lion met a tiger as they drank beside the pool,
Said the tiger to the lion, "You are roaring like a fool."
"That's not foolish," said the lion, with a twinkle in his eyes,
"They call me king of all the beasts because I advertise."

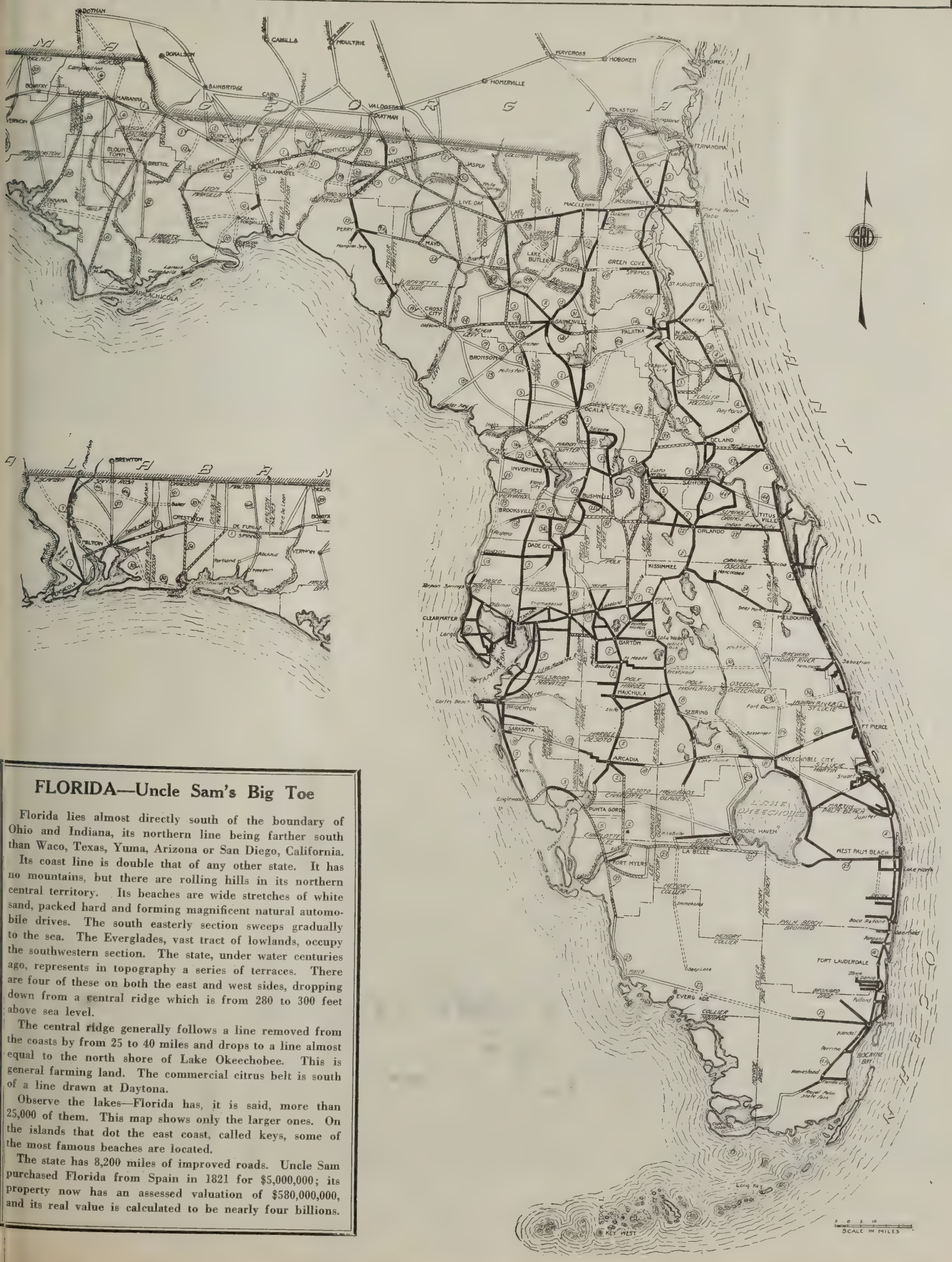
A rabbit heard them talking, and ran home like a streak.
He thought he'd try the lion's plan, but his roar was just a squeak.
A fox came to investigate—had luncheon in the woods—
So when you advertise, my friends, be sure you've got the goods.

(*Continued on page XXXII*)



Residential street in St. Petersburg, where good sidewalks and lines of palm trees and vividly green grass make borders for wide streets and appropriate settings for lovely homes. "Sunshine City" is the community slogan which is not only a tourist center, but a rapidly-building residential city, with an impressive business section. St. Petersburg was named by a patriotic Russian sailor.

NEW CITIES AND FINE ROADS SHOWN ON RECENT MAP



FLORIDA—Uncle Sam's Big Toe

Florida lies almost directly south of the boundary of Ohio and Indiana, its northern line being farther south than Waco, Texas, Yuma, Arizona or San Diego, California.

Its coast line is double that of any other state. It has no mountains, but there are rolling hills in its northern central territory. Its beaches are wide stretches of white sand, packed hard and forming magnificent natural automobile drives. The south easterly section sweeps gradually to the sea. The Everglades, vast tract of lowlands, occupy the southwestern section. The state, under water centuries ago, represents in topography a series of terraces. There are four of these on both the east and west sides, dropping down from a central ridge which is from 280 to 300 feet above sea level.

The central ridge generally follows a line removed from the coasts by from 25 to 40 miles and drops to a line almost equal to the north shore of Lake Okeechobee. This is general farming land. The commercial citrus belt is south of a line drawn at Daytona.

Observe the lakes—Florida has, it is said, more than 25,000 of them. This map shows only the larger ones. On the islands that dot the east coast, called keys, some of the most famous beaches are located.

The state has 8,200 miles of improved roads. Uncle Sam purchased Florida from Spain in 1821 for $5,000,000; its property now has an assessed valuation of $580,000,000, and its real value is calculated to be nearly four billions.

MAKING FAME FOR FLORIDA

By MARLEN PEW

PARALLELING the astonishing story of the Florida land rush of 1923-6 is the equally thrilling narrative of the sudden rise to power and affluence of the 94 daily and Sunday newspapers of the state, 23 having sprung into being during the past year.

The history of world journalism holds no comparable chapter of romantic pioneer development, either in point of instant success of individual editors and publishers or of the triumph of the press medium as an instrument for the promotion of civic and business enterprises.

The colossal Florida land sale, the spectacular building boom, the Winter vacation enterprise which lured some 2,000,000 visitors to the state during 1925, and myriad concomitant business developments that followed in the wake of these sensational activities, have depended in large measure upon newspaper advertising for success. Almost every enterprise has rushed its claims into paid space in the local press and the result has been a titanic wave of display advertising, swelling the newspapers to unheard-of proportions.

Native and new-comer seemed equally keen to trade through newspaper columns. The publishing office became at once the clearing house for every man's ambitions.

The display page became the unit of measurement of the leading advertisers. Never anywhere has there been such a wild scramble and crush among advertisers for notice. One of the commonest features of Florida newspaper advertising is an entire column in a classified department taken to display a card announcement, or some six to ten-line classified item, set in 8-point body type.

For the newspapers the problem has not been to solicit business, but rather to get into type and on newsprint the avalanche of copy that swept up to the counter every day, often accompanied by cash in advance.

This has been the situation in Florida for two years, increasing in volume and intensity until a few weeks ago it seemed that the sky was the limit. It is the situation in Florida today, slightly modified by reason of the fact that the high fever point of land speculation appears to have been touched, being supplanted by cooler and safer investment practises, for which many publishers told this writer they were devoutly thankful.

Co-incident with the whirlwind real estate advertising campaign there has been an abrupt awakening of commercial institutions to take advantage of the golden flood sweeping down from the north. Money was easy on all sides. Advertising would sell almost any useful thing. Truth is that the newspapers in many instances neglected to press for commercial business, so great was the demand for space by the real estate traders.

However, first class national and local store and service copy was offered and now, as highly speculative land advertising appears to be tapering off, commercial business is rising in excellent volume to take its place. Many publishers are encouraging this. Some charge extra rates for real estate display matter, holding that real estate should pay the highest rate on account of its transient nature.

Others frankly state they do not want their newspapers to continue to be as heavy and unwieldy in the hands of the boy carrier and the reader as during the past year.

However, high rate or low, the real estate tide continues to flow and Florida's important city papers are of greater size than the newspapers of the big centers of population in the north and west, and the average small town daily compares in size with the newspapers of first class cities anywhere. Practically every newspaper is publishing to plant capacity and all over the state new newspaper buildings have risen or are in course of construction and the vendors of mechanical equipment and newspaper service have had a selling field day in the state.

Florida newspaper men have won glittering fortunes as if over night. The little struggling paper of a few years or even months ago, under the magic spell of the Florida boom has become a whizzing daily, netting $10,000 to $50,000 or more per month for its proprietor, with every man jack of the staff a beneficiary, as wages in Florida are high, with native living costs now well controlled and not at all exorbitant. Wages of working newspaper men are perhaps 25 per cent above comparable situations in the north or west. The bonus system obtains in many mechanical departments. Some have dabbled in real-estate and won fortunes there to add to the riches that have poured into the coffers of their newspaper counting rooms. There have been instances where newspaper publishers have traded advertising space for land, and, whether or not this fact may be viewed with alarm by the newspaper profession in general, this writer knows of instances where such trades have netted the publisher a thousand per cent increase over card rates. Did other advertisers complain and demand equal treatment? They did not. Were there effective boycotts of the press by combinations of realtors because some land operators were paying for their advertising with land, or part land and part cash, whereas others were buying their space with all cash? Not at all.

Such a thing would be wholly discordant, entirely foreign to the spirit of the Floridian hippodrome state building campaign.

"Are you getting yours, Tom?" "Surest thing you know, Harry!" "Hurrah, good for you, old top!" That is the Florida spirit. They are actually happy at each other's success, whereas in colder climates jealous men have been known to hamstring brothers as a penalty for achievement.

Black envy does not seem to be in the Florida picture at all, and perhaps that is one reason why the shining sun does not scorch the skin even in mid-summer and why every flower carries in addition to ravishing size and color fragrance that fills the air and charms the senses.

This writer found in Florida a co-operative organization of daily newspapers, directed by a talented and thoroughly experienced newspaper man, through which the problems of all are cleared. One publisher has run out of paper. A fellow publisher lends him his need. Another craves an able composing room foreman and the best printer of an adjoining city is taken from his job and sent temporarily or permanently to fill the more important vacancy.

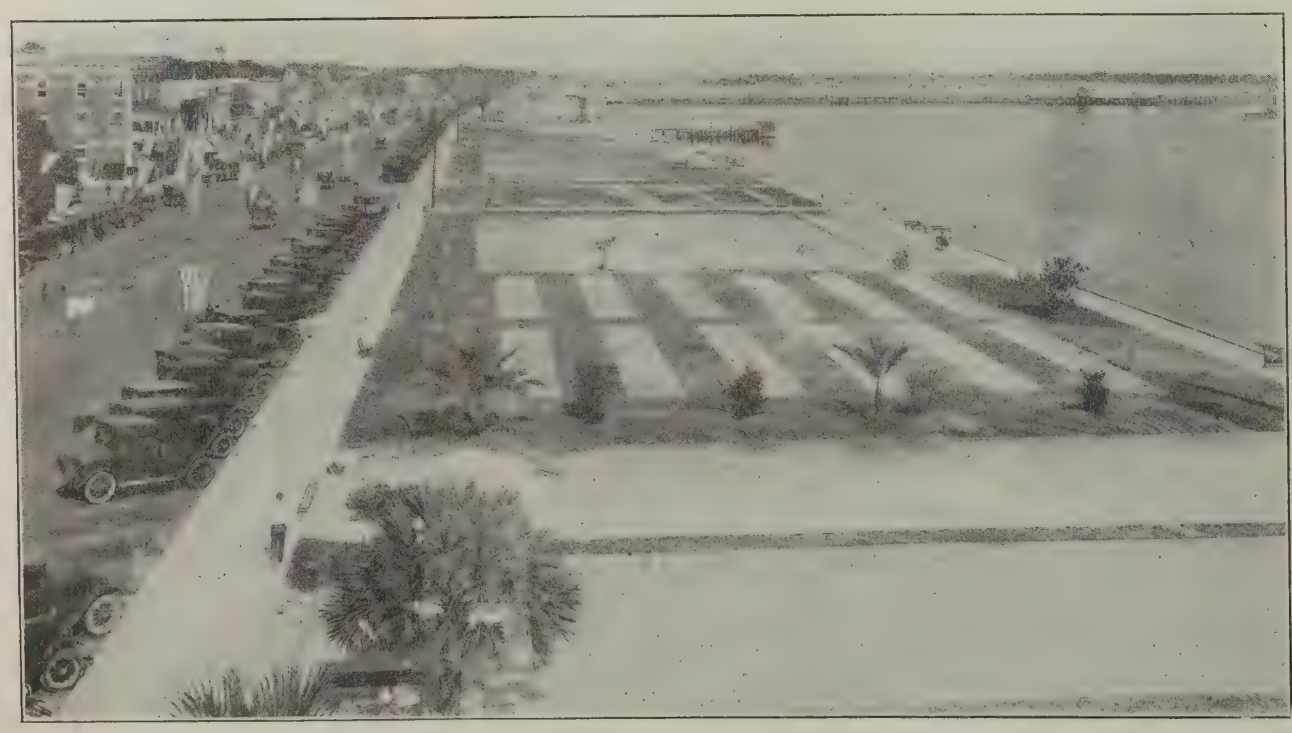
Shyster newspaper tricks have no place in Florida. The advertising swindler is soon caught and ousted. Better Business Bureau practices are rapidly being installed. Pikers are automatically eliminated from the pale.

The swift turn of the wheel of fortune did not throw Florida's newspaper profession out of ethical gear. The temptation to make mere billboards of newspapers and profit without proportionate service to readers has, in general, been turned aside. On the contrary, publishers have turned their good fortune to excellent public uses. With lavish hand they have supplied their readers with the best news and entertainment that the markets of the world afford. The click of the telegraph key or the automatic printer is heard in the smallest town offices.

The usual disposition of the Florida editor is to encourage, indeed to fight



The sand-sucking dredge in the brand new industry of making new land, pumping sand from the bottom of a bay for an island or shore that overnight becomes one of Florida's most eagerly sought homesites. Both coasts have gained from this form of enterprise.



The joy of living is in the hearts of the Floridian. The strips of cement are outdoor shuffle boards, crowded with recreation-seekers, men and women, young and old every bright afternoon. This scene depicts Halifax Park, the shore line of Daytona.

STATE'S PRESS WON FORTUNE



Open air tea dance at Miami Beach, for your Florida tourist and native citizen holds the philosophy that life is an occasion for play as well as work. A vast investment has been made for strictly entertainment purposes.

for every form of local community or state improvement. Perhaps the best thing that he has done has been to cultivate and foster in the public mind the spirit of co-operative effort and liberal spending for noble causes. It may be a public school, a community chest, a paved highway through the tangled forests of pine and palms, the deepening of a harbor, the building of a church or woman's club, the opening of a new bank or store, the extension of a railroad or the entertainment of a few hundred delegates to a convention—whatever it may be, if it spells O-u-r F-l-o-r-i-d-a, there is no string to the purse of the community in general or the individual in person. Hospitality is met on every street. People are happy and want you to participate. Rich man, poor man, beggar man (well, hardly the latter) finds welcome if, and only if, he comes to add to the joy of living under the Florida sun.

Fighting editors have appeared to battle against wrongs that proverbially, like buzzards on the trail of the pioneering caravan, follow booms. The editorial policies of the newspapers have not, in general, been supine. Most of the fraudulent advertising that is being discussed in relation to the Florida activity has been done outside of the state. Long before the Better Business Bureau idea entered Florida in force local editors were censoring doubtful advertising. Florida newspapers compare favorably for editorial spunk and enterprise with those of any state in the union, despite the unusual economic condition. They have been badly harassed by press agents and managements have permitted irresponsible land propagandists to say a mouthful of overbaked superlatives in news columns, but considering the amazing advertising crush, perhaps even this situation is not much worse than it is in Chicago, Boston, New York, Philadelphia or other large cities where press agents habitually walk all over editors with passports from the business office.

In addition to lively public service in their news and editorial columns, Florida publishers have entered into the spirit of the new day by building ornamental plants on main streets or by equipping satisfactory old offices with the finest plants that money can purchase.

This correspondent has just concluded an automobile tour of Florida, during which scores of newspaper offices were visited and perhaps two hundred newspaper men interviewed. This inspection gives rise to the following general observation:

Florida journalism challenges the world for federated spirit, professional pride, cause devotion, down-on-the-knuckles hard work, and rewards. Men from the North, West and adjoining Southern states are here setting a fast pace. They are winning and they bubble with pride and joy.

Prosperity is contagious in Florida and its most noticeable effects are smiling countenances and happy words.

Your Floridian jumped into the game first and some of the soundest successes are those of native born newspaper makers. No one cares a whoop whether his rival hails from rock-ribbed Maine, Chin-chin-natty, Yuma or points north, east, south or west. If he's a good fellow and parts his hair on the side, he may sit in and draw a hand. The big adventure has called out the talent of young and old, men and women, sturdy kids and pretty girls, all dressed up like editors, publishers, managers, reporters, able printers and circulators, going some place in particular and obviously happy to be in the gay parade. These newspaper folk are a living repudiation of the popular northern notion that the human tendency is to recline and doze under a topic sky.

One of the curiosities that the visitor finds all over Florida is a county or city taxation system, varying according to local requirements or local progressive spirit, for advertising purposes. For instance, in the county in which Tampa is located there is a tax upon realty of two mills for advertising. The funds are invariably administered by local boards of trade or chambers of commerce and are frequently augmented by subscription by individuals or institutions. This taxation system for publicity purposes explains much of Florida's boom success. It is by no means a recent innovation. In the case of Tampa the official advertising system has been in process for six years. Whereas, in the past, considerable money was spent for magazine and knick-knack advertising there is now a settled policy over most of the state to apply the major portion of the fund to newspaper advertising both within and outside of Florida.

All that has been happening to the Florida daily press during the past two years has been enacted on a minor scale among the weeklies. Dozens have expanded to the limits of their printing facilities or to meet the rush have doubled or tripled their weekly editions. Most of the new dailies were struggling weeklies a year or two ago, bursting forth in six- or seven-day form with the sudden development of their communities. This writer learned of a weekly which is published in a town that boasts no more than 250 people, although there are a few thousand widely scattered rural farmers in the trading area. Publishers that were content with one edition a week two, three or five years ago, now preside over institutions issuing dailies, with fat Sunday numbers with all the colors and "fixings" of the big city paper.

Lake Worth, one of the sensationally developed towns on the East coast of Florida, near Palm Beach, presents a complete journalistic phenomenon in the fact that it possesses today three lively daily newspapers, *Leader, Herald* and *News* that did not exist one year ago. These newspapers have the appearance of well-established sheets, are filled with advertising, largely real-estate and classified, and each is reported to be profitable.

EDITOR & PUBLISHER readers are hereby invited to come down the line, from Jacksonville to Fort Myers, across the state to Miami and thence north on the shining East Coast and make the acquaintance of members of the fraternity that this writer was fortunate enough to meet on an all too brief tour of the state made during two weeks of February. They join in telling the most romantic success narrative that has ever been written in this class journal. They are typical of all the newspaper and advertising folk of the state. Some have done better than others. But every man's hat has been in the ring and each has copped some measure of achievement. Necessarily all the stories of individual success cannot be related in this issue of EDITOR & PUBLISHER, but incidents recounted in the following pages may be accepted as typical, in varying degrees of importance, of the whole.

Major Brown Compels Sun To Shine in St. Petersburg

A MAN that every journalist in America should be acquainted with is Major Lew B. Brown, one of Marse Henry Watterson's boys, now grown grey in newspaper service. Major Brown is worth knowing intimately because of his gentle spirit, his skilful technique in publishing and his genius as an editor. By many he is regarded as the dean of the newspaper fraternity of Florida.

Seventeen years ago he came to St. Petersburg from Louisville in quest of health for his wife, a victim of rheumatism. The present city was then a fishing village of some 3,500 people, droning easily along without much interest in the affairs of life beyond the limitations of the immediate district and the simple humdrum of the hour and day.

When the man from Kentucky bought the local evening newspaper, the *St. Petersburg Independent,* from W. B. Powell for $12,000, which included an equity in the office real-estate, he was actually cartooned in the state as a "northern sucker." Major Brown went to work to build a real newspaper on ground in which his faith was unbounded. He believed that this town would become a city, basing his calculation upon such stable factors as an excellent natural port, a fertile countryside, natural beauty and healthful climate. The first years were difficult. One day the editor worked until he fainted in his tracks. He sold advertising at 5 cents per inch, and few believed that the Independent could measurably serve business.

One of the great newspapers of Florida today is the St. Petersburg Independent.



Fine architecture, clean streets, make the trading center of St. Augustine notably beautiful. The main streets and drives are spacious, but in the heart of the ancient city the visitor is attracted by the squirming narrow streets and their romantic balconied houses.

It has made Major Brown a rich man. He told this writer that he has now lost interest in making money, and is most concerned by the welfare of the community and the state. His advertising sells today at 5½ cents per line and he said that the circulation of his paper was just under 14,000. The paper averages 48 pages per day, 60 per cent of which is advertising.

"On occasion as high as 90 pages are run in a regular edition, specials being against the policy of the Independent.

"We have had no circulation solicitors, no premiums, no stunts," said Major Brown. "Whatever the success of this newspaper it is natural and real."

In 1909 Major Brown wrote and printed in his newspaper a poem which carried the title "Sunshine City." It has become the slogan of St. Petersburg and the visitor sees it on every hand. Perhaps it was because of his gratitude to the sun for his wife's complete recovery that he dwelt much upon the beneficience of Old Sol's daily visitation to St. Petersburg. On September 1, 1909 the editor of the Independent announced that the newspaper would be given free on the streets and to subscribers any day that the sun did not shine before press time in St. Petersburg. This stroke of enterprise created a local sensation. Many timid merchants advised Major Brown that he had made a mistake, that there were more cloudy days than he had calculated and that the stunt might ruin him. But for fifteen years Major Brown has kept standing in the left ear of the Independent this challenge to the elements and offer to the public:

The Sunshine Paper
Gives away its ENTIRE CIRCULATION, absolutely free, to EVERYBODY, evey day the sun does not shine on St. Petersburg.

The sun did not shine for two days in succession during the week before this writer arrived in St. Petersburg, which little oversight cost Major Brown just $4,500, but the record for the 15¼ years that the sunshine offer has been in force totals only 86, an average of 5½ times a year that the Independent has been given free to its entire circulation.

"It has been effective in describing the quality of St. Petersburg's climate to the outside world and that is what I sought," said the editor. "We pay the newsboys to cry the paper on the streets on free days and we penalize any boy found selling a copy. Newsdealers have entered into the spirit of the game and they give the paper away, receiving it free. Our carriers are paid by the week and subscribers are credited with one free copy each time the sun goes against us. To out-of-town subscribers we send souvenir receipts. There is no official watch upon the sun, but everyone in the office, particularly in the mechanical department, is mindful of the standing offer and is watching the weather. On any doubtful day hundreds of people are alertly watching.

"The sun must show sufficiently to throw a distinct shadow. Frequently we have announced free papers and have had indignant subscribers calling and writing to protest that the sun did shine in some part of the city."

When Major Brown bought the Independent it had a payroll of $126. It is now more than $6,000, with a staff augmented from 7 men to 162, exclusive of the circulation assistants. The deadline for advertising copy is 6 p. m. of the day previous to publication and all advertising is set at night.

Major Brown and his newsaper have been behind such great local movements as the widening to 100 feet of the beautiful main thoroughfare, parks built by sandsuckers replacing dismal marsh land, a magnificent system of parks, a charter clause which makes property pay the cost of improvements while the city advances the finances through bond sales, extensive paving and road building, a magnificent concrete ship harbor, grass lawns to replace the "white yard" of sand, and many other local improvements.



Miami's impressive skyline, towering skyscrapers making it look increasingly like the profile of little old Manhattan. From these towers one looks upon a solid city and magnificent waterfront.

"I recall the time when the best land out toward the Gandy Bridge, which is the longest in the world, could be bought for $40 an acre," said the editor. "One acre was sold there last week for $65,000.

"What does that mean? When I came here there were no roads out of the county; we travelled through the woods on the sand. Transportation has made it possible for people to easily find this beautiful place. It is a clean town, filled with a high type of people. There are too few churches to accommodate the crowds in the winter season and two and three services are held on Sunday mornings to accommodate the congregations. There is the right spirit here, team-work and civic pride and the joy of big achievement for the common good. Men, not bricks, make a city.

"The Independent has kept pace with the legitimate demands of the unusual activity of the past two years. To do so we have been constantly adding to the equipment and I have bought eleven important items of machinery since last May. I bought a linotype in New York and had it up and running here in eleven days. Our policy is to pay cash for all that we purchase.

"We are doing all possible to encourage commercial advertising. In the Winter the real estate business occupies 50 per cent of the space, but in summer it does not amount to more than 15 per cent. We discourage what we consider disproportionate spreads. A huge paper is too much of a burden upon the boys and is unwieldly in the hands of readers. I believe in more intensive advertising, well written and well displayed."

The Independent was sixth among 6-day papers in the 1925 linage race, having rolled up a total of 15,987,741.

The general manager of the Independent is Chauncey Brown, the Major's son, recognized throughout the state as able and possessing many of the Major's admirable qualities. In his private life Major Brown is known as one of the most accomplished Bible students in America.

Shutts "Wouldn't Sell Miami Herald for $5,000,000"

THE man who owns the *Miami Herald*, famed advertising linage leader of the world and deserving of fame for even better causes than that, started business life selling the Post on the streets of Cincinnati.

"Frank B. Shutts bought the old *Miami News-Record* in 1910 for $5,000, paid off its $5,000 of debts and changed its name to *Miami Herald*. Last week he said to this writer: "I would not sell it for $5,000,000."

Mr. Shutts came to Florida sixteen years ago from Aurora, Ind., where he was practising law. The story of his success is widely quoted in the state. He practices law as his first interest, his professional business being reported the largest in Florida. His second interest is the Herald and after that he is concerned with other and sundry real estate and banking interests.

Frank B. Stoneman, former editor of the News-Record, remained with Mr. Shutts as editor of the Herald and continues in that capacity today, an able newspaper men, much beloved in the community. Olin W. Kennedy, whose journalistic reputation is national, joined the Herald in 1920 and is its rapid-fire managing editor. George V. Harper is business manager, surrounded by an eager staff of business getters, builders of the towering Herald agate linage of 1925, totaling no less than 42,513,436 for the daily and Sunday, surpassing by many millions of lines all previous linage records.

The Herald is one of the most electrifying newspaper offices that this writer has witnessed in world-wide travel. Its mechanical plant is soon to be housed in a new four-story manufacturing building adjoining the business and editorial office building.

The equipment is new and cost between $300,000 and $400,000.

During 1914 the Herald daily averaged 55 pages, the Sunday issue 121.6 pages. There were no special editions. A total of 7,681½ tons of newsprint were consumed. The composing room battery i cludes 43 type-setting or type-makir machines, whereas the press room hol one 48-page Hoe, one 32-page Scott, o 32-page Hoe unit awaiting installatic 64-page new Scott, with an addition in April.

The Herald's payroll amounts $43,000 per week, divided among 6 employees.

Never has there been a more liber spender of dollars to make two gro where one stood (to twist the met than Publisher Shutts. For instanc there was the problem of housing er ployees. Men came from various citi to join the staff, but were unhappy b cause of high rentals during the wint vacation rush season. Mr. Shutts spe a million dollars buying five apartme houses and 27 individual homes in whi to house his employees, holding rer around $60 per month. There is Herald employees' colony; the houses a apartments are scattered over the cit the newspaper employs a manager f the properties whose business it is keep everyone satisfied.

Here are some random facts concer ing this great daily newspaper of t South:

It has doubled in size in two years. subscribes to three complete news servic and maintains its own state service. employs seven staff photographers, prir ing two pages of half tones daily. "back country" editor reports agricultur developments—never telling farme "how." The editorial page is the fir page of the second section, handsome dress, progressive in tone, never critic of other states but highly zealous in t local cause.

Lowest salary on the editorial staff, $ Desk men paid $75 to $90. Printe receive $68 for day work, $73 for a nig week.

The Herald editorial offices are hea quarters for visiting editors. Olin Ke nedy recalled that during one week 1 Associated Press members had visited t plant.

On one day the Herald published a ticles of interest contributed by Geor

Horace Lorimer, Cyrus H. K. Curtis and William Jennings Bryan written to "get it off the chest" while loafing in Miami. The Herald has accumulated a huge morgue of photographs of national and world celebrities.

As one travels the roads as far north as Daytona, 265 miles, he sees attached to gates, trees, posts and fences yellow painted tin cylinders with Miami Herald printed in script on their sides. The newspaper maintains an automobile delivery system to the residences along the roads and the towns of Daytona on the north as far South as Florida City, near the end of the mainland. The tin boxes are stuffed seven days a week. A fleet of 15 trucks are used and the northern delivery is made in three relays, ending at Palm Beach, Fort Pierce and Cocoa, the Fort Pierce relay turning west to Okeechobee City.

The city delivery is divided into 24 substations, each with a manager and delivery is by truck. Altogether the Herald operates 64 motor cars in its business.

The Sunday Herald weighs 2½ pounds per copy and carrier boys are limited to 100 to 125 papers per route. The Sunday sells for ten cents, the daily for five.

The annual gross revenue of the newspaper is estimated at between $3,000,000 and $4,000,000.

Florida Times-Union Hailed as State's "Mother-Sheet"

"OLD DEPENDABLE" in Florida is Jacksonville, which had 91,000 population in 1920, according to the federal accountant, and today estimates its people at more than 150,000. Solid as the city is its morning and Sunday newspaper, the *Florida Times-Union*, by many Florida newspaper men looked upon as the "mother sheet."

The Times-Union is owned by the Flagler interests and was in fact the property of the late railroad builder who had the first clear vision of Florida as one of the great states of the union, and backed his judgment with his millions. The Times-Union is a conservative paper, a model of typography, alive in every particular and is today bulging with advertising. The A. B. C. rating for the daily issue is 40,791 and that of the Sunday 45,705. W. A. Elliott, the general manager, skilled newspaper man and well-known in the South, told this writer that the circulation had developed by leaps and bounds in recent months with the huge development of the city in that period. P. B. Ball is editor. There is no better equipped newspaper plant in the South and Mr. Elliott told of many recent additions to meet requirements.

Perry a Pioneer in "Discovering" Florida

JACKSONVILLE turned out *en masse* one evening last week to inspect the magnificent new home of the *Jacksonville Journal*, and pay respect to its owner and publisher, John H. Perry, one of the pioneers of the Florida "discovery" movement and winner of a fortune estimated in the millions as a reward for foresight and enterprise.

The Jacksonville Journal, which Mr. Perry added to his newspaper string about three years ago, is an evening newspaper, but at the reception last week Mr. Perry announced that the newspaper would immediately start publication of a Sunday issue.

Mr. Perry informed this writer that the Journal was paying a handsome profit and its contents and the appointments of its fine home corroborated that statement eloquently. A special housewarming edition of the Journal was published for the reception, telling the history of the Journal, formerly the *Florida Metropolis*, founded in 1887.

The elite of Jacksonville danced to orchestra music on the polished floors of the new building on the opening night and hundreds inspected the glittering new mechanical plant. The building is 105 feet square, with three floors and basement, a total of 44,000 square feet of floor space. It is just four times larger than the building that the Journal recently vacated. The first floor is occupied by the business, advertising and circulation departments; second, editorial, photographic, art, classified and engraving departments, and the third floor by the composing and stereotyping departments. The press room is a novelty. It occupies the basement and a section of the first floor, is cut off from the main building to prevent vibration, opens on the front to the street so the public may see the huge press in motion, and is a model of light, airy and scrupulously neat mechanical installation. In the basement there is storage space for 40 carloads of newsprint. The paper is carried direct to the basement floor by trucks. Every item of the equipment is new and of the latest design.

The Journal is well serviced and is a lively local paper. It is edited by Sam Ellis, with Paul Webb as managing editor and B. V. Sturtivant, city editor. Frank P. Beddow, locally known as "Pop", one of the genius newspaper business men of the South, is general manager.

John H. Perry, nationally known as president of the American Press Association and of the Publishers' Autocaster Service, also owns in Florida the thriving *Pensacola News* and the equally successful *Pensacola Journal*, separate newspapers occupying the morning, evening and Sunday fields of the big and rapidly growing western section of the state, less discussed than the peninsula but rich in natural resources and by well-informed Floridians looked upon as the seat of huge future developments. Mr. Perry has eagerly engaged in land speculation, at times the owner of thousands of acres of shore or woodland property, with rapid fire trading in city real estate as well. He is also heavily engaged in Florida banking.

His winter home is at Palm Beach.

Tampa Scene of Lively Newspaper-Making

THIRTY-THREE years ago Col. W. F. Stovall founded the *Tampa Tribune*, accumulated a fortune through it, built a huge business building in the heart of Tampa which in part houses the newspaper, and in 1925 sold the Tribune, exclusive of the real estate, for $1,200,000, of which, according to an option agreement, $750,000 was paid in cash.

The sale of this big property is an odd chapter in newspaper history. The Tribune, under its new ownership, has scored increased growth and is one of the best established newspaper properties in the United States. In 1925 it printed 21,650,768 agate lines of advertising in its morning and Sunday morning issues, being 12th in the list of American newspapers in the 7-day field.

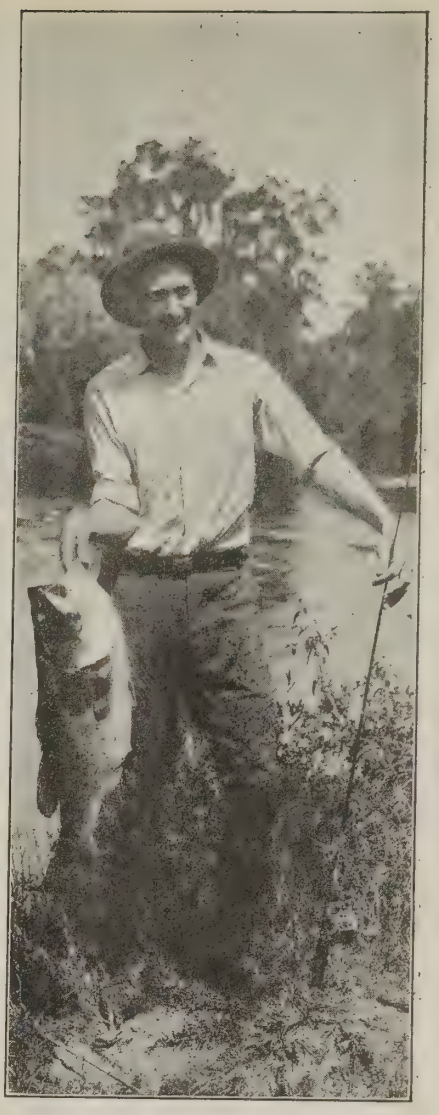
According to J. S. Mims, its business manager, the Tribune had 34,000 Sunday and 18,000 daily circulation in 1925, and in January, 1926, touched 60,000 for the Sunday and 33,000 for the daily, bettering these figures in the first two weeks of February.

The January linage count was 2,474,000 and the minimum general advertising rate for the daily is 9 cents and 11 cents is the rate for the Sunday.

The new proprietors of the Tribune are: Dr. L. A. Bize, president of the company, head of the Citizen's Bank and Trust Company, and interested in the motion picture industry, a local capitalist of importance; L. B. Skinner, vice-president, proprietor of the Hillsboro Hotel; M. W. Lloyd, secretary, a merchant and capitalist, and R. H. Tarr, treasurer, also heavily interested in Tampa commercial affairs.

The story of the sale has never been reported in detail. As related by Mr. Mims it is as follows: Col. Stovall for several years had occasionally threatened to sell the newspaper to various local interests, but when closing time came had, for sentimental reasons, declined to consummate the deal. Last Spring he was approached by a lady, the wife of a local business man, friend of the Stovall family, who secured from Col. Stovall a voluntary written offer to sell the Tribune, minus the Tribune building, which is one of the principal office structures of the city, for $1,200,000, of which $750,000 was to be paid in cash. It was a legal option to sell and the lady negotiated with Dr. Bize and his associates.

As in previous instances when the time



Black bass hooked in a tidal stream, one of the commonest of Florida sports.



Bird's eye view of the business center of the new Tampa, where the structural iron-workers' rivetter sings all day and automobiles line the curbs out to the residential districts. Tampa has nearly tripled its population in three years.

came to consummate the deal, Col. Stovall's love for his paper asserted itself and he sought to retain it. However, the option was binding and Dr. Bize and his associates stood upon the contract. An offer by Col. Stovall, locally reported to have been $200,000, for the cancellation of the option was refused and Dr. Bize is declared to have said that he would not accept half a million dollars for the contract.

At the appointed hour the option payment was made, but in their zeal to satisfy Col. Stovall, the purchasers laid down a check for $900,000, which Col. Stovall promptly refused to accept, holding that the contract called for exactly $750,000.

However, this did not nullify the trade as the purchasers promptly substituted a check for $750,000 and came into possession of the Tribune.

Immediately Col. Stovall and his son announced the formation of the Gulf Publishing Company for the publication of the Telegraph, in the Tribune's seven-day field.

Naturally considerable bitterness accrued and there are various versions in Tampa of what happened. At any rate, Mr. Mims, and E. D. Lambright, editor of the Tribune, both of whom had long been employed by Col. Stovall, declined to join many other employees in leaving the Tribune to join Wallace O. Stovall in the new rival venture. Most of the employees who did join Mr. Stovall went in as stockholders in the Gulf Company.

Since that time there has been a complete reorganization of the staff of the Tribune and EDITOR & PUBLISHER learned of some lively scenes in the office during the period of readjustment.

However, the Tribune, according to the office statistics, has moved steadily ahead and Wallace O. Stovall, speaking for the rival paper, declared that the Telegraph has made a profit every day that it has been published. Such is the elasticity of the huge Tampa field, which had but 51,000 population according to the Federal census of 1920, and 94,800 according to the state census of 1925, with winter estimates at the present time among the very best local guessers ranging to 150,000. Whether that figure be justified in fact or not, Tampa is a whizzing city and the newspapers are astonishingly prosperous.

The Tampa Tribune is a local institution, bearing the character imprint of Col. Stovall and his able staff. Col. Stovall is no longer young, although in health, and it is believed locally that his curious periodic disposition to sell his great newspaper, against the urgent advice of his close associates such as Mr. Mims, is accounted for by weariness due to overwork in the huge state-building campaign.

EDITOR & PUBLISHER was responsibly informed that the Tampa Tribune earned $400,000 net in 1925, just one-third of the total sale price.

THE *Tampa Telegraph,* with Wallace O. Stovall, son, of Col. W. F Stovall, as editor and S. Lloyd Frisbee as general manager, was started Oct. 11, 1925, as a morning and Sunday paper, Mr. Stovall, Mr. Frisbee and most of the staff having left the employ of the *Tampa Tribune* after it was sold by Col. Stovall to Tampa Tribune, Inc.

The new paper is housed in a large building in the center of the city, is well equipped, and according to Mr. Frisbee had "16,000 net paid subscribers before we got out the first issue." The circulation is now 25,000 per week day and 27,000 for Sunday, he said.

Many of the employees of the paper are stockholders in the Gulf Publishing Company, owners of the Telegraph. Mr. Frisbee said that the average number of pages for the week day paper was 32, with 84 to 108 on Sunday. He said that about 85 per cent of the advertising is of real-estate, with local rate at 6 cents for the daily and 7 cents Sunday.

The paper is lively, well-edited, prosperous in appearance, and a liberal buyer of service and equipment.

Mr. Stovall said: "We have made money from the first issue."



Solid Jacksonville, mother city of the new state, metropolitan in character, busy, beautiful, healthful, the camera's eye peeking from the great St. John's River Bridge. Notice the skyline of high buildings, of which many have risen during the past two years.

THE *Tampa Globe* was started in 1925, as a tabloid in the evening field, by John C. Martin, the editor and proprietor. It was an instant success. Its average size is 48 of the half-size pages and it is a lively newspaper, as well as conforming to American standards in tabloid pictorial and feature qualities. The paper goes in for local editorial discussions, printing its opinions in 24-point black-face body type on the back. The circulation department carries on a hot premium campaign, recently offering money, jewelry, automobiles and homesites as subscription prizes. The wave of real-estate advertising carried the tabloid to initial success, but it has now developed considerable commercial business, although still in its swaddling clothes. It sells for 5 cents.

THE circulation of *Tampa Times,* published as a six-day evening paper by D. B. McKay and under the general management of Charles G. Mullen, has tripled since 1919 and in 1925 this remarkable newspaper scored 14,652,904 lines of paid space. In January the paper printed 1,780,000 lines, only 40 per cent of which was real estate advertising, according to Mr. Mullen.

So great has been the success of this newspaper that work has been started on a new building to house its plant, to cost half a million dollars. In 1919 the paper had a payroll of $1,000 a week; today it is nearer $9,000. Its circulation has multiplied nine times in six years, Mr. Mullen stated.

D. B. McKay, the president of the company and editor of the paper, is a native of Tampa. His grandfather came to the little fishing village in his own ship from Scotland in 1846. Editor McKay came into the Times as a printer, rapidly succeeding to the positions of foreman, city editor, editorial writer and in 1897 proprietor. He gave the paper character and immense influence and the people of the city elected him their mayor for ten years.

Mr. Mullen is one of the famous Mullen family of newspaper publishers, four brothers and one sister all engaged in the industry.

Twenty-two men are employed in the advertising department of the Times, largely handling the paper's heavy volume of regular commercial business. Much of the real estate copy comes over the the counter. The average number of pages per issue is 50, compared to 14-16 six years ago.

The paper is brightly edited, clean and firmly entrenched in the homes of Tampa permanent residents. Mr. McKay has by no means lost the magic of his editorial pen and to the paper the city gives heavy credit for the amazing development of recent years.

Staffs Work Round the Clock To Make "St. Pete" Times

A NEW newspaper tower building is rising in Florida, soon to be the luxurious new home of the *St. Petersburg Times,* Paul Poynter's big seven-day morning paper, eighth in the list of linage leaders of the United States in 1925.

The new building will cost $1,500,000. By the first of June the first wing of the structure, 80 by 150 feet and eight stories high, will have been completed and the Times will make its abode there pending completion of the structure. There will be a complete new plant layout. Two new 48-page presses are now being installed in the new plant.

Paul Poynter, dynamic, public-spirited, ambitious, friendly, co-operative man, apparently 40 years of age, has won millions in Florida from a shoestring investment. He is the son of a Hoosier blacksmith, worked his way through college and jumped into the newspaper business with vim in Indiana. He is today the proprietor of these six newspapers: *St. Petersburg Times,* morning and Sunday; *Sarasota Herald,* morning and Sunday; *Clearwater Sun,* evening; *Perry Herald,* weekly; *Kokomo* (Ind.) *Dispatch,* morning and Sunday; *Sullivan* (Ind.) *Times,* evening.

It is said that Mr. Poynter paid $1,00 for controlling interest of the St. Peters burg Times 12 years ago. How gre must be the earnings of this paper toda is well indicated by the followi statistics:

Average number of pages printed du ing 1925, 64 for the daily, 164 f the Sunday. Only two years a the average of the daily was 16 pag with 32 for the Sunday, suggestive of t amazing growth. To meet the emergen the newspaper has worked day and nig shifts and the press has seen four or fi runs in a single day, to get off the dai and advance Sunday sections. Two ed torial staffs have operated by day an night.

One of the marvels of Florida journa ism is the mechanical feats of the st of the Times.

Mr. Poynter, it is reported locally, h cleaned up a large fortune in real-esta operations in addition to his big new paper success.

Associated with him is David B. Lin say, general manger of the Times. M Lindsay is the son of George D. Lindsa publisher of the *Marion* (Ind.) *Chronic* former president of the Inland Dai Press Association, and also editor a general manager of the new Poyn Florida paper, the Sarasota Herald. T son received his early training on t Marion Chronicle and then on the *Fa etteville* (N. C.) *Observer,* coming Florida to join Mr. Poynter in the t St. Petersburg success.

W. L. Straub is editor of the Time J. W. Falconnier, is managing edito Ed. W. Camp, business manager, and Armstrong, circulation manager.

According to the last A. B. C. sta ment, the Times was the local leader circulation both Sunday and daily. T paper is an excellent example of ra newspaper printing, is conservative tone, complete in news coverage and e tertaining.

It is one of the cleanest and sound properties in the South.

udacious Tabloid Journalism l St. Petersburg

RANK F. PULVER, prominent real estate and hotel man at St. Petersburg, on March 6, 1925, started publication of *St. Petersburg Daily News,* morning and Sunday tabloid, with Major lfred Birdsall as editor and general anager. Major Birdsall entered the al field after metropolitan newspaper perience and expert tabloid knowledge, e latter gained in the service of the anderbilt tabloids.

The News made rapid strides, averagig 48 to 88 of the half-size pages on eek days and up to 156 pages on Sunay. It is alive with illustrations, crisp ws items and features, both general and al.

Major Birdsall has entertained St. tersburg with a human-interest edirial page written by himself under the e "Uncle Frank." Sometimes this page s a sledge-hammer blow. Invariably, the first edition of the News, intended street sale, the editorial occupies the it page of the paper. In later editions s run as the back page.

The News is printed on white, peach l pink paper, and Major Birdsall said this writer that the press run was 000. The paper appears to be well ronized by advertisers. It maintains a carrier system and delivers in the ntry by bicycle and motor cycle, claimservice over two counties.

One of Major Birdsall's audacious enprises in St. Petersburg was publican, in one of the first numbers of the w daily of a Sunday morning extra ering a hurricane story, the paper be- sold at the doors of churches, to the azement of the town.

The newspaper office is located in a lding formerly used as a clubhouse. It centrally located. At the rear of the lding a cleverly devised mechanical nt has been constructed, equipped with dern machinery. From present apprances St. Petersburg News is one the sure-fire tabloids of the country.

s Greeley Meant Florida's "est Coast"

A YEAR ago Andrew Carter, formerly publisher of the *Arcadia Enterprise,* ted the *Tri-City Morning News,* to ve the triplet cities of Bradenton, Palto and Manatee, located in the beautiful Manatee River section of the Florida West Coast. The paper has enjoyed a phenomenal growth.

"Yearly contracts for advertising now in hand will pay the operating costs of the business with a margin, let alone transient business," said Mr. Carter, adding, "When Horace Greeley gave his famous advice to young men he meant the West Coast of Florida."



gar cane growing, the succulent lks rising to great heights in the lands, bathed by tropic sunshine.

Twins Bought Daily for $2,500; Last Year Refused $450,000

THE story of the twin brother publishers of the *Orlando Reporter-Star* has no equal in journalism. The twins are J. Clement Brossier and R. B. Brossier, born at Key West in 1893. They started business life as carriers of a Key West paper and as mere children printed a little sheet of their own, which they delivered by pony cart. Some of the tricks of the trade they learned on Mr. Shutts's *Miami Herald.*

In 1914 these brothers, just coming of age and so well matched in physical appearance as to keep even close friends puzzled, paid a visit to the rich inland section of the state where garden truck, melons, strawberries, grapes and citrus fruits grew in magical confusion. Orlando's population then was less than 5,000. The Reporter-Star was for sale. It was a four-page paper staggering under the weight of a payroll of $100 a week. The proprietor had had enough and offered the sheet for $2,500, about half down, and the Brossier twins took it over, their combined capital in bank, after their first payment had been made, being just $125. "And that was some investment for us to make at that time," said J. Clement, "for we had earned that money picking berries and peddling papers."

The Brossier administration of the paper started with one linotype, an old Babcock press, a shirt-tail of type, a snack of paper and ink and day and night work for the twins, each of whom went down on the payroll with a smash of $15 per Saturday night if business had been good.

Here is the Reporter-Star situation today: Orlando has become the inland metropolis of the state, as bright and bustling a city as one will find even in wonderful Florida, with more than 25,000 population, handsomely paved streets, lovely homes, smart stores and hotels, a huge agricultural "back country," plenty of work for everyone who will work and fun for those who must play, and signs of prosperity on every hand. The Reporter-Star averages 32 pages every evening and 60 pages on Sundays, 60 per cent advertising, of which 85 per cent is local, with a well equipped plant, including an art and photo-engraving department. The circulation is much better than the last six-months' A. B. C. figure, the twins proudly tell you, and the payroll today exceeds $4,000 a week.

In 12 years this newspaper has leaped into the class doing a gross business in excess of $300,000, which represents 25 times the volume that obtained during the first year of the twins' proprietorship.

Last March an offer of $450,000 was made for the Reporter-Star, but the twins had not the slightest notion of parting with their paper. Like almost everyone else in Florida, they have also dabbled in real estate and their fortune today is sizable. They are about to start two new papers in nearby cities, Melbourne and Vero Beach, each to be published in new local plants. Both will be called Journal and the Melbourne paper at the start will appear as a tri-weekly.

That the Brossier brothers are keen newspaper men was shown by an incident some months ago. Some of the local real estate operators settled on the queer conceit that a local newspaper should confine its advertising to local accounts, and when the Brossier brothers declined to turn down out-of-town real estate advertising Orlando real estate men combined to stay out of the Reporter-Star. The Brossiers made the issue plain, saying that the policy of the paper was to accept accounts from any legitimate advertiser, and put the pointed question to the local realtors: "Would you not deal for profit in land outside of Orlando?" Of course they would, and when the injustice of the boycott was made clear the problem was quickly solved by the return of the business with as much alacrity as it had departed.

The Reporter-Star is a good paper to read. It has a live wire editorial department. Watch these Brossier twins build a string of dailies in Florida—they typify the spirit of Florida and journalism to them is true romance!

Cartoonist Found Fortune In Orlando's Morning Paper

FROM newspaper cartoonist on the starvation pay of $27.50 per week to proprietorship of one of the most successful newspapers in Florida, one-half interest of which brought $250,000 in a sale last July, all within 12 years, is the thrilling story of W. M. Glenn, editor and publisher of the *Orlando Sentinel,* published morning and Sunday, and circulated over the handsome city and rich country side of famous Orange County.

Mr. Glenn started his career on the *Indianapolis Star* as cartoonist and reporter, incidentally selling some of his sketches at $1 per each to the *Chicago Herald* and N. E. A. Service. An associate and friend was W. C. Essington, for years connected with the *Noblesville* (Ind.) *Journal.* These young men married young women who had been classmates in a university located near Orlando, Fla., and in 1914 they gratified the wishes of their brides by bringing them to the sunshine state for a holiday. Naturally they inspected the local newspaper offices and ambition flared up in their minds when they learned that the Orlando Sentinel, a morning paper, might be purchased for a small sum, considerably under $50,000, on easy terms.

The Sentinel was then a four-six-eight-page paper, six columns in width, with a net paid circulation of 850, and was offering advertising at the startling figure of one cent per inch. The chief income was from legal notices and the publisher was largely concerned with his job printing department.

The bridal couples returned to Indiana deeply impressed by the glories of the soil in the Orlando country and ambitious to return. By the good old process of rake and scrape they gathered together sufficient funds to make the down payment and soon returned to operate the Sentinel as a progressive newspaper worthy of the thriving community.

"We had one linotype machine and a pile of junk in the press room," said Mr. Glenn to EDITOR & PUBLISHER. "My partner and I had practically no capital, but we managed to get along without borrowing money to sustain our investment. But in those early days $5 paid out of the cash box seemed an extravagance, no matter what it was intended to buy. We did everything on the newspaper that was to be done, outside the mechanical department.

"However, from the start we found this community alive and responsive. The local industries make Orlando as solid as any city in this country. The population



This is not a view made in Chicago but it is the main business thoroughfare of Orlando, metropolis of central Florida, in 1910 possessed of less than 4,000 people, today populated by 30,000.

has multiplied at least eight times. It has been one of the most thrilling experiences that a newspaper man could imagine to witness the development of this city. Orlando is a natural gateway to the state and many thousands of people who came here expecting to journey on to other sections of the state became fascinated by the city's charms and opportunities became permanent residents."

From the modest beginning of 1914 the Sentinel has been transformed into a metropolitan morning and Sunday newspaper, expertly edited, handsome in dress and noted throughout the state for its progressive policies. The daily averages from 16 to 36 pages, whereas the Sunday paper runs from 64 to 90 pages. The minimum advertising rate is 40 cents an inch. Mr. Glenn told EDITOR & PUBLISHER that the circulation of his daily paper is now 10,800 with the circulation of the Sunday paper in excess of 13,000.

In July, 1925, Mr. Essington told Mr. Glenn that certain Orlando interests had desired to buy his half interest in the Sentinel and as Mr. Essington had become interested in a profitable real estate venture which would take all of his time he was inclined to sell. Mr. Glenn promptly offered his partner $250,000 for his half interest in the Sentinel and the deal was promptly consummated leaving Mr. Glenn sole proprietor. From a source close to Mr. Glenn it was learned that the $27.50 per week cartoonist of 1914 had been able to pay more than half of the quarter million dollars for his partner's interest in cash.

The Sentinel is well equipped with a modern plant and housed in the center of the city.

Mr. Glenn was the first president of Sigma Delta Chi. He is the president of the Florida Press Association and is past president of the Associated Press Clubs of Florida. He is a leader of civic movements. The policies of his paper are rigidly independent.

"No man can see what I have seen in Florida and lack belief in her future of greatness," said Mr. Glenn. "The opportunities for success in Florida are numberless. Every day we learn of some new marvel and any man possessed of health and courage and the spirit to win can build his fortunes on this soil."

News Tower a Landmark In Miami

FROM any road leading to wonderful Miami the visitor beholds the stately million-dollar, 17-story tower of the *Miami News*, Gov. James M. Cox's great evening and Sunday paper, started as a weekly paper in 1896 with 300 circulation, now one of the leading papers of the state, possessed of a unique plant and the handsomest office edifice in the South, if not the nation.

The last available A. B. C. audit for the News gave it better than 25,000, but its general manager, Ross A. Reeder, informed EDITOR & PUBLISHER that the circulation averaged 46,000, covering a trading radius from Palm Beach to Homestead. Its average number of pages on week days is 54, with 136 on Sunday, Mr. Reeder said. It was fifth in the nation, in the 7-day field, last year's linage record, amassing the startling total of 27,041,223.

To celebrate the opening of its huge building the News published the record large paper of American history, so far as is known, a total of 504 pages, weighing 8 pounds per copy. This Jumbo number was printed with 20 sections of 24 pages, one of 16, each with a four color cover, and an added eight pages of colored comics. The issue retailed at 25 cents per copy, 50 cents by mail. Later it sold at a premium of $12 a copy.

EDITOR & PUBLISHER recently described in detail the Miami News building. The printing department is wholly separate from the office building, but the huge press room is in plain view of the counting room, the latter looking more like a Spanish cathedral than a commercial institution. The plant is new throughout and plainly represents heavy investment. It includes a gravure press among many novelties.



One hundred feet is the width of St. Petersburg's Central Avenue, seven miles long from Tampa Bay to Boca Ciega bay, lighted by a white way system the entire length. Some of the trees are by night illuminated by hundreds of vari-colored incandescent bulbs.

Morton M. Milford, the editor, is well known at Washington where he formerly represented the *Louisville Courier-Journal*. He is surrounded by a large staff. Gov. Cox spends considerable time in Miami, but is loyal to Ohio for citizenship. He gives the Miami News three hours a day of his time.

The News employs a total of 275 persons, exclusive of circulators, and its payroll has increased 1,000 per cent, Mr. Reeder said, since the day Gov. Cox bought it. One of the editorial features is daily publication of two specially wired *New York World* pages of news for the interest of visiting New Yorkers. The News is handsomely illustrated in its own plant, photography being one of its strong appeals. Reporters and photographers travel in red News coupes. The Sunday News is a model of fine typography and the editorial sections are notably complete.

Young Papers Share Success In Magic Miami

HERE is a success snap-shot enacted in Miami, which ranks among journalistic novelties. In March, 1924, a gentleman named Jarrell conceived the notion that Miami needed a new daily and gathered together in the corner of an old ice house a flat-bed press and two linotypes, and promptly ran out of money before getting under way. He named the paper the Tribune and proposed to enter the six-day evening field.

Sixty miles to the north, at Palm Beach, two years before, F. P. Fildes, a live-wire newspaper man with experience gained in New York, Tulsa, Joplin and Fort Worth, had started a daily, the *Palm Beach Times*. Just how Fildes learned of Jarrell's plight is not clear to this writer, but they met and Jarrell sold his interest.

Mr. Fildes, a native Floridian, went to work to make a newspaper suitable to thriving Miami. He told this writer that he had invested nearly all of his savings in the Palm Beach property and started in Miami with practically no capital but faith.

The Miami Tribune, in exactly two years, has developed business which sustains an average size of 32 pages, carrying in 1925, according to its publisher, approximately 9,000,000 lines of paid advertising, the open rate being ten cents. Mr. Fildes said: "The Tribune circulation has been gained at the rate of 1,000 per month and is now 21,000 in Greater Miami."

Recently the Tribune as a stunt published a gravure section of 60 pages, with a gross advertising income, Mr. Fildes said, of $60,000—the largest single sale of advertising in the history of the city, he declared.

The Tribune is in process of installing a new mechanical equipment. It runs 5 editions daily and distributes with a fleet of 20 trucks. It is a five-cent paper.

Mr. Fildes' start of the Palm Beach Times, morning and Sunday, was almost as theatrical as the Miami venture. He found it necessary to meet threatened competition to start in a hurry and purchased equipment in Chicago which he placed in a box car. Railroads were induced to expedite delivery, and at Palm Beach the publisher set up his plant in an unfinished warehouse. The first issue surprised the town. John Temple Graves, II, edits the Times.

Recently Mr. Fildes formed the Southern Publishing Company, which took over both the Miami and Palm Beach properties. There is a bond issue of $1,000,000 to pay for development of the papers. Mr. Fildes said that the assets of the two publications now exceeded by $700,000 their liabilities. A one-third interest in the Tribune was bought by Mr. Fildes from a former partner some months ago for $200,000.

The Tribune and Times are progressive in policy and liberal purchasers in the news market. Associated with Mr. Fildes on the Tribune are: T. L. Fortune, general manager; Vernon Knowles, editor; T. M. Arnold, managing editor; H. W. Potter, advertising manager; Ray Krim, city editor; John Wren, mechanical superintendent; George Coup, circulation manager. Ed. F. Stumpf is general manager of the Palm Beach Tim
Walter P. Ratcliff, managing editor;
L. Eanes, advertising manager; J.
Engel, business manger; L. H. Rae,
culation manager.

Cornelius Vanderbilt's *Miami T*
started a year ago, is now printing,
cording to the management, an average
24 pages daily and 48 pages on Sund
It sells for three cents on week days,
cents on Sunday. Herbert L. Hews
the general manager, declared to EDI
& PUBLISHER that the average press
of the tabloid is 14,000 copies, agai
9,000 60 days ago. Mr. Vanderbilt
just visited Miami previous to this w
er's call and had summarily dischar
some 40 employes and had reorgani
the paper. The new executives a
Marion Hatch, managing editor;
Hewson, general manager; Thomas B
dix, assistant manager; Joel Y. Kickn
city editor, and M. O. Shevlin, ne
paper editor.

The open advertising rate of the
is 10 cents per line. The policy is
produce a wholesome, family paper,
fusely illustrated. According to
Hewson, the Tab had been mismana
but he declared that the field was hig
responsive to it and that its busi
might be expected to drive rapidly ah

New Isles Face Old Fort In St. Augustine Bay

IN St. Augustine, oldest city in
United States, where time
mellowed to pastel shades the Span
built fort with its forty-foot battleme
the gates of the ancient walled city
houses that have flown three flags,
visitor finds and wends his way thro
narrow twisting streets of the busi
district to the office of *St. Augus*
Record, published evening and Sunda
the modern and progressive form, f
one of the finest and most elaborate p
ing establishments of the South.

The newspaper is owned by Fla
interests and in connection with the

(Continued on page XVIII)

FLORIDA AGGRESSIVE FOR HONEST BUSINESS

Fraudulent Traders Have Been Largely Driven from State and Leaders Seek Better Business Bureaus' Aid to Protect Outside Investors

By HERBERT S. HOUSTON

Former President of the Associated Advertising Clubs of the World, and Member of the Executive Board of the National Better Business Bureau

WILL ROGERS told a Florida audience the other night that he had just bought a lot and marked it with buoys out in the bay. And the famous humorist's joke might easily have been the truth, for it is typical of the most stirring and interesting community of people that can be found today any place in the world.



HERBERT S. HOUSTON

Even as the rollicking wit threw his "lariat," the surface of Davis Shores was emerging above the waters near St. Augustine and the little archipelago of islands of the same name rode proudly at anchor in Tampa Bay. All of them had been created, literally, from the sea. Their courageous builder had had a dream that many people thought fantastic, but it has come true.

If I were asked to hit off Florida in a line I'd tell Will Rogers' story and then paraphrase the title of my old friend Arthur Goodrich's play, "So This is Florida."

For the most interesting thing in Florida is the people. They are in fact "all sorts and conditions of men" and they have come from the ends of the earth. Moreover, they have come with amazing speed—probably a million in this present year. People are apt to think when they hear Florida called "the last frontier" that it is being settled as the receding frontier has been settled always, from colonial times, slowly, painfully, and with all manner of ups and downs. But Florida has been rushed from the "frontier," as if by air mail. There has been such swiftness about it you are left breathless. And then it dawns on you at last that this is the air mail age, so that Florida's development, in being swift, is perfectly normal and natural.

Henry M. Flagler was the real builder of the new Florida. He projected its spirit when he flung his railroad across the sea to Key West. In a very real way he then set the pace for the Davises, the Merricks, the Carl Fishers, the Youngs, the Knights, the Hoovers, the Barron Colliers and all that have come after. Flagler and his competitor on the West Coast, Henry B. Plant, have now bearers of their own spirit in Wardeld of the Seaboard and the executive heads of the other railroads that have rushed into the State. But Flagler and Plant imparted their spirit not merely to the railroad men, but to all the business men of Florida. There is a combination of courage and vision in the business men of the State which it would be hard to match any other place in the world. They have an unbounded vision as to the future of Florida and they have the courage to take the steps necessary to fulfill that vision.

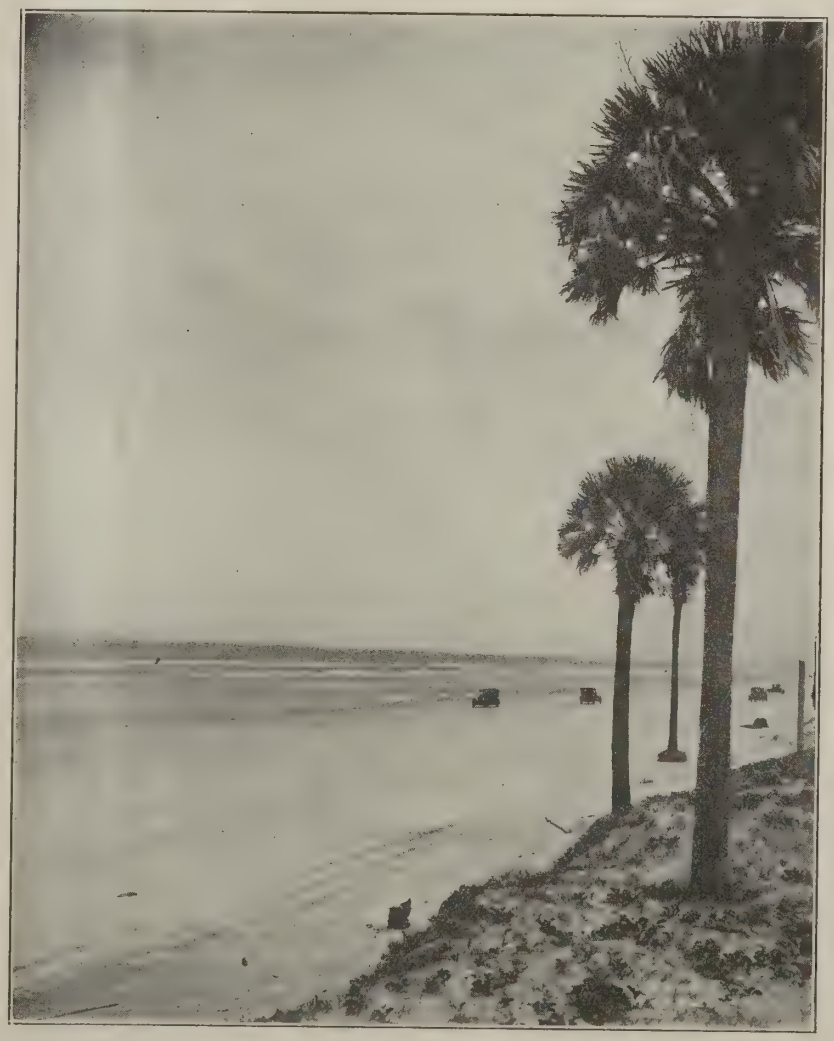
Right here I think is the place for me to give an illustration of that combination of vision and courage which was most convincing to me and which I think will be convincing to everyone who may chance to read this article. In Jacksonville a few days ago I was asked to meet the directors of the State Chamber of Commerce. These men I found were earnestly determined to rid Florida of any land sharks or irresponsible business men of any sort who might be operating within the State. They were interested in having the active co-operation of the National Better Business Bureaus, with which I have always been closely associated, in doing this important job.

But the point I want particularly to make is that they had taken the initiative in wanting to have the job done and that our help was sought in the way of co-operation, especially throughout the rest of the country. The result of our negotiations was that an alliance was effected between the State Chamber and the National Better Business Bureau by which we are to work shoulder to shoulder in helping Florida set her own house in order.

Unfortunately, some wholly misleading press reports were sent out which were calculated to make it appear that Florida was in a very bad way and needed to cry aloud for outside help. This, of course, is the farthest removed from the fact and the truth. Business in Florida, as I took occasion to say a number of times, is carried on in upright fashion. The business men of the State maintain as high ethical standards as in any other states.
worthy of the highest praise. The evening of the day on which the alliance was effected I was asked to broadcast a little talk from the Jacksonville municipal radio station. In that talk, after describing the plan that had been agreed upon, I said:

"This marks an important forward movement in American business. A great state, through its own citizens, supplies definite information to all the world on the character of the business done within its borders. Surely Florida could do no more. No other part of the world, since commerce began, has done so much. This action will appeal to the sense of fair play of the entire country. People everywhere will say that Florida is meeting the question of unreliable business with courage and candor. Those who ever maligned the State will be made ashamed and all others will applaud."

It is interesting to tell the thousands of newspaper men who read EDITOR & PUBLISHER that three days after this alliance was effected Ponzi had been arrested and indicted and is now awaiting trial on the charge of having developed a fraudulent land scheme. Other cases are being considered. The work for the National Better Business Bureau is in charge of John Garver, who made a high record of efficiency as the head of the Buffalo Better Business Bureau. He has his office with the State Chamber of Commerce in Jacksonville and is working hand in glove with the State Chamber and the one hundred and seventy-six local Chambers scattered all over the State. He will have such support from the National Better Business Bureau in New York as he may require. The sensational report was published in some of the Florida papers that "squads of investigators" were to be rushed to Florida to clean up the State. Of course, such a statement is preposterous.



Nothing between you and heaven on these wide sweeping beaches, where the automobile may run for as high as 50 miles on sand as hard as cement, royal palms fringing the shore. This beach is the pride of Jacksonville.

The great body of business in Florida, whether real estate or of every other character, is sane and honest and needs investigation no more than business in any other state needs it. Mr. Garver is a man of poise and sound judgment, and he will ask for only such co-operation outside the State as may be necessary. But a certain amount of co-operation outside of Florida will be necessary, due to the fact that Florida real estate is now sold in a national market. Through the forty-four Better Business Bureaus, scattered all over the country, it will now be possible for Florida to help protect innocent investors who are the victims of misrepresentation in other parts of the country. That is really the very great service which the National Better Business Bureau is to render the alert and honest business men of Florida.

Not only is the State Chamber of Commerce deeply interested in this whole question, but the State Real Estate Board is equally interested. And that prompts me to say that this Real Estate Board has done the most progressive thing I have known to be done in any state; this has been in the success of its endeavor to get a licensing law through the State legislature, by which every realtor has to operate under a state license, subject to cancellation. This enlightened statute immediately drove from the State a great many irresponsible speculators and it has given to the honest realtors an effective weapon to help them in protecting the good name of the State. But the one part of the protective work which Florida sincerely wished to do was left unprovided for; this was protection to the thousands of investors in Florida real estate outside the State. That protection, as I have just explained, is now to be provided through this alliance that is already in operation with the Better Business Bureaus.

In my long association with the Truth Movement of the Associated Advertising Clubs, I have seen the business men of many different parts of the country in action in behalf of honest business. But I am quite within the mark in saying that I have never before seen men who were more clear-headed or more determined than are the business men of Florida; and of course I include the publishers of Florida in that classification. The State Chamber is fortunate in having a singularly sane and well-poised executive secretary in Abel A. Coult. He simply refuses to be frightened by bluff or bluster and insists on letting the facts determine action. He has the good fortune to have as his associate Dr. H. R. McKeen, the State Financial Director of the Chamber, who is a flaming crusader for righteousness everywhere. I heard him make three or four talks while in Florida and there is no one in the country who can make a straight-from-the-shoulder, two-fisted appeal to business men more effectively than he can make it. With these two executive leaders, backed by a strong board of directors, under the chairmanship of Herman Dann of St. Petersburg, the rest of the country can be assured that the business men of Florida are to be wisely guided. And of course it should be added that the State Realty Board is a powerful ally in this important work.

The most vivid impression that I have borne away from Florida is that the men whose stake in Florida is the greatest have such an abiding confidence in the State's future that they are not going to let that future be limited by unfair practice or by misrepresentation. That

Space Buyers' Guide to Old and New Markets of Florida

City	County	Population	City and sub. estimate	Native white %	Foreign born %	Industrial workers %	English reading %	Families	Agricultural workers %	Total Number schools	Number pupils	Colleges	Students	Churches	Banks	Resources	Deposits	Theatres	Seats	Industries	Mfg. establishments	Value year's output	Retail shopping section, blocks	Trading area, miles	Wholesale houses	Retail outlets	Medical doctors	Dentists	Osteopaths
Avon Park and Sebring	Highlands	AP-3,393 S-2,290	10,678	80	5	20	98	1,320	...	4	1,400	...	...	16	4	7,485,026	.....	5	3,000	AA	...	1,000,000	11	30	4	27	6	3	1
Clearwater	Pinellas	5,216 (25)	9,000	90	...	20	95	1,430	...	6	14,000	...	...	9	4	8,674,000	.....	2	1,100	A	...	.....	11	4	...	1	6	3	4
Daytona Beach	Volusia	22,500	30,000	55	...	...	...	...	...	8	.....	...	...	15	6	10,500,000	8,949,000	6	5,500	B	...	.....	...	20	14	2	...	...	...
De Land	Volusia	10,200	22,000	75	4	.26	.92	2,550	...	6	1,750	...	...	12	2	6,000,000	.....	5	2,400	C	...	.....	18	24	21	3	6	4	5
Ft. Lauderdale	Broward	15,200	15,800	70	2	10	85	3,200	...	5	5,000	...	...	11	3	11,045,000	9,373,000	3	3,000	D	...	.....	10	15	4	4	2	2	1
Ft. Myers	Lee	10,500	15,000	75	5	...	90	3,500	...	8	...	...	...	12	3	7,000,000	1,000,000	4	4,000	E	...	.....	...	20	12	5	9	4	2
Ft. Myers	Alachua	8,000	12,000	60	...	...	90	672	...	7	1,740	...	...	13	2	4,800,000	.....	4	2,100	F	...	.....	4	12	33	6	...	...	...
Gainesville	Alachua	3,600 (25)	10,600	80	2	...	95	990	...	3	700	...	...	6	2	2,448,500	.....	2	1,500	T	11	.....	8	12	5	20	4	2	1
Haines City	Polk	18,000 (25)	25,000	97	...	...	98	5,000	...	2	1,050	...	...	6	3	3,000,000	.....	3	1,000	X	...	500,000	12	8	2	24	11	4	1
Hollywood	Broward	4,000 (25)	9,000	95	...	.25	97	2,700	...	7	1,000	...	...	4	1	2,600,000	.....	3	2,000	Y	5	2,000,000	13	15	3	25	4	2	...
Homestead	Dade	136,633	145,000	52	...	.20	95	23,265	...	38	30,000	...	...	5	2	114,238,000	106,507,000	13	16,000	G	430	100,000,000	133	100	76	7	...	...	...
Jacksonville	Duval	30,000	75	75	10	25	90	3,978	...	8	1,490	...	...	17	8	1,983,000	593,000	6	2,600	H	67	3,960,000	...	50	9	8	...	...	...
Key West	Monroe	21,000	80	80	.05	30	95	7,000	...	8	6,300	...	1	17	4	7,631,000	.....	4	3,500	I	40	.....	...	40	30	10	...	...	...
Lakeland	Polk	75,000	85,000	75	3	5	98	15,000	...	17	11,200	...	...	45	8	48,674,000	46,233,000	9	10,000	J	7	4,000,000	4	40	30	10	...	...	...
Miami	Dade	6,000 (25)	10,000	85	...	8	98	1,500	...	3	1,560	...	...	8	2	4,306,749	.....	3	2,000	V	...	.....	18	10	3	22	...	...	...
New Smyrna	Volusia	7,000 (25)	8,000	72	1	20	94	1,400	...	2	975	...	...	4	2	6,600,000	.....	4	2,200	Z	...	.....	8	30	9	26	...	...	...
Ocala	Marion	23,273	30,000	90	...	...	100	...	...	9	4,800	...	...	10	3	4,280,000	16,000,000	9	6,500	K	30	.....	...	50	37	11	...	...	...
Orlando	Orange	15,000	21,000	70	...	5	45	2,361	...	4	1,657	...	...	16	3	3,150,000	3,150,000	4	2,100	L	27	18,007,000	26	50	40	14	12	...	...
Palatka	Putnam	55,000	70,000	66½	...	5	...	1,425	...	22	5,900	...	...	24	3	1,149,714	7,068,000	8	3,000	M	75	.....	25	15	2	2	13	...	...
Pensacola	Escambia	55,000	70,000	70	...	5	...	1,425	...	6	1,500	...	...	9	3	5,000,000	800,000	5	2,500	BB	15	.....	25	7	...	16	5	...	...
Plant City	Hillsborough	6,629 (25)	11,000	70	...	10	95	...	...	6	1,500	...	...	9	3	4,137,168	1,149,714	5	2,200	P	4	500,000	6	25	...	28	14	8	2
Sanford	Seminole	15,000	24,000	80	3	...	100	2,000	...	5	3,000	...	...	7	4	15,451,831	15,000,000	5	3,500	W	7	.....	20	40	2	23	...	...	...
Sarasota	Sarasota	15,000 (25)	25,000	83	2	...	90	5,200	...	4	4,800	...	...	19	4	11,200,000	.....	5	2,800	N	...	.....	...	...	20	14	...	...	...
St. Augustine	St. Johns	12,000	28,000	90	5	10	90	2,387	...	7	2,400	...	...	32	7	33,759,000	29,890,000	12	35,000	O	...	.....	57	...	8	15	50	25	12
St. Petersburg	Pinellas	95,000	155,000	90	1	15	100	15,000	...	24	8,000	...	...	17	2	2,564,144	.....	7	2,100	U	...	.....	8	18	70	4	21	3	1
Stuart	Martin	5,600 (25)	8,000	70	5	30	95	1,850	...	14	1,606	...	...	100	17	98,000,000	.....	24	24,000	R	250	.....	...	25	64	18	103	44	9
Tampa	Hillsborough	94,808	150,200	46	44	25	75	26,000	...	31	13,560	...	...	6	5	8,937,000	3,150,000	4	1,300	Q	...	.....	30	...	8	17	12	6	1
Tallahassee	Leon	12,000	18,000	56	3	5	92	1,565	...	8	1,366	...	...	18	4	7,570,000	.....	4	2,500	S	...	.....	12	18	15	19	...	...	...
West Palm Beach	Palm Beach	16,000	30,000	70	1	25	95	2,416	...	6	1,665	...	...	16	4														

See Note on Page XVII Regarding Population Figures

Industries and Retail Outlets of Florida Cities

AVON PARK & SEBRING, FLA.

AA. Principal Industries: Boxes and crates, fruit growing, 20,000 acres citrus within 5 miles, Grapefruit Cannery, lumber, cement blocks, Naval stores, fruit packing (3 houses), novelty works.

27. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 2; automobile accessories, 12; automobile tire agencies, 17; bakers, 4; total cigar stores and stands (including hotels), 15; delicatessen, 1; druggists, 5; department stores, 10; electrical supplies, 6; florists, 1; fruits, 2; furniture, 4; garages (public), 7; total grocers, 15, (chain, 2); hardware, 4; jewelry, 2; total meat markets, 9; men's furnishings and clothing, 4; merchant tailors, 3; milliners, 2; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; total restaurants (including hotels), 13; shoes, 1; sporting goods, 1; stationers, 1; women's apparel, 1.

CLEARWATER, FLA.

A. Principal Industries: Citrus fruits, preserves, grapefruit canning, cigars, lumber, vegetables and dairying.

1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 4; automobile accessories, 4; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 13; dressmakers, 6; druggists, 10; dry goods, 7; department stores, 2; electrical supplies, 4; florists, 2; fruits, 15; furniture, 4; garages (public), 11; grocers, 30 (chain, 4); hardware, 5; jewelry, 4; meat markets, 6 (chain, 1); men's furnishings, 7; men's clothing, 7; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 14; shoes, 6; sporting goods, 4; stationers, 3; women's apparel, 6.

DAYTONA BEACH, FLA.

B. Principal Industries: Lumber, building tile, citrus and deciduous fruits, fresh vegetables, canning (fish, fruit and vegetables), rock quarrying and crushing.

2. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 5; automobile accessories, 20; automobile tire agencies, 22; bakers, 5; cigar stores and stands (including hotels), 75; confectioners (including hotel stands), 15; delicatessen, 4; druggists, 15; dry goods, 10; electrical supplies, 15; florists, 2; fruits, 20; furniture, 3; garages (public), 30; grocers, 25; hardware, 4; jewelry, 3; meat markets, 10; men's furnishings, 8; men's clothing, 8; merchant tailors, 4; milliners, 10; opticians, 2; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 8; restaurants (including hotels), 80; shoes, 15; sporting goods, 5; stationers, 2; women's apparel, 15.

DE LAND, FLA.

C. Principal Industries: Lumber, naval stores, fruit raising and packing, shad fishing, live-stock, pecans, dairying, cigar manufacturing, tangerine oranges, other citrus fruits.

3. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 6; automobile accessories, 11; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 10; delicatessen, 1; dressmakers, 20; druggists, 5; dry goods, 6; department stores, 1; electrical supplies, 4; florists, 1; fruits, 12; furniture, 5; garages (public), 13; grocers, 12 (chain, 4); hardware, 2; jewelry, 1; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 7; milliners, 4; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 23; shoes, 6; sporting goods, 3; stationers, 3; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 6), (dentists, 4), (osteopaths, 5); electric current, alternating and direct; water, hard and soft.

FORT LAUDERDALE, FLA.

D. Principal Industries: Fruit growing, cigars, cooperage, ice factory, bottling works, metal works, canning, fisheries.

4. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agents, 3; automobile accessories, 5; automobile tires, 6 (exclusive, no agencies); bakers, 4; total cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; delicatessen, 1; total druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 1; fruits, 12; furniture, 8; garages (public), 7; total grocers, 10 (chain, 2); hardware, 2; jewelry, 2; meat markets, 6; men's furnishings, 3; men's clothing, 4; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; total restaurants (including hotels), 8; shoes, 2; sporting goods, 1; stationers, 2; women's apparel, 4.

FORT MYERS, FLA.

E. Principal Industries: Cigars, lumber, window shades, citrus fruit products, such as canned grapefruit, etc. Boat building. Leading industries of the country are vegetable and fruit growing.

5. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 2; automobile accessories, 5; automobile tire agencies, 13; bakers, 4; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 7; druggists, 6 (chain, 1); dry goods, 7; department stores, 5; electrical supplies, 3; florists, 1; fruits, 3; furniture, 6; garages (public), 10; grocers, 30 (chain, 2); hardware, 6; jewelry, 5; meat markets, 6; men's furnishings, 7; men's clothing, 6; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 9; shoes, 9; sporting goods, 3; stationers, 2; women's apparel, 6.

GAINESVILLE, FLA.

F. Principal Industries: Agriculture, stock raising and phosphate mining.

6. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 9; automobile accessories, 14; automobile tire agencies, 11; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 11; delicatessen, 1; dressmakers, 3; druggists, 5; dry goods, 8; department stores, 2; electrical supplies, 2; florists, 1; fruits, 3; furniture, 5; garages (public), 9; grocers, 33; hardware, 2; jewelry, 2; meat markets, 10; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; milliners, 7; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 19; shoes, 4; sporting goods, 1; stationers, 2; women's apparel, 6.

HAINES CITY, FLA.

T. Principal Industries: Woodworking plants fruit packing houses, ice plant and Reicing Stations, Novelty Works, cement plants, roofing and sheet metal plant, Grapefruit Canning Company, Orange Juice Preserving Company.

20. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies 4; bakers, 2; total cigar stores and stands (including hotels), 5; dressmakers, 2; total druggists, 2 (chain, 1); dry goods, 5; department stores, 2; electrical supplies, 2; furniture, 2 grocers, 7 (chain, 1); hardware, 3; jewelry 1; total meat markets, 3 (chain, 1); men's furnishings, 1; men's clothing, 1; milliners, 3 opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; total restaurants (including hotels), 7 shoes, 3; sporting goods, 2; stationers, 1; women's apparel, 5.

HOLLYWOOD, FLA.

X. Principal Industries. Fishing and agriculture.

24. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; automobile accessories, 4; automobile tire agencies, 5; bakers, 3; total cigar stores and stands (including hotels), about 8 confectioners (including hotel stands), about 12 dressmakers, 3; druggists, 5; dry goods, 3 department stores, 4; electrical supplies, 4 furniture, 2; garages (public), 2; grocers 15; hardware, 2; jewelry, 3; total meat markets 6; men's furnishings, 4; milliners, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; total restaurants (including hotels), about 10; shoes, 4 sporting goods, 1; stationers, 1; women's apparel, about 8.

HOMESTEAD, FLA.

Y. Principal Industries: General truck farming, largest winter-growing tomato section in the U. S., grapefruit, oranges, tangerines and other citrus fruits produced on a large commercial scale, bananas and other tropical fruit produced on smaller scale. Several tomato canning factories, one grapefruit canning factory, two ice plants, one fertilizer factory.

25. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 12; automobile tire agencies, 10; bakers, 1; total cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 5; dressmakers, 2; druggists, 5; dry goods, 4; department stores, 3; electric supplies, 4; fruits, 2; furniture, 2; garages (public), 10; total grocers, 10; hardware, 2; jewelry, 1; total meat markets, 6; men's furnishings, 4; men's clothing, 3; merchant tailors, 3; milliners, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; total restaurants (including hotels), 6; shoes, see dept. stores; sporting goods, 2.

Industries and Retail Outlets of Florida Cities

JACKSONVILLE, FLA.

G. Principal Industries: Pine lumber, cross ties, creosoted lumber, fruits and vegetables, crates and boxes. Large supply naval stores. Rosin and turpentine, cigars, coffee, coffee cans, dry docks, shipbuilding, wire, nails, cake, crackers, metal products, bark for tanning, paper pulp, glass bottles, canned fish, shrimp, cross arms for telegraph poles.

7. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 43; commercial automobile agencies, 10; automobile accessories, 47; automobile tire agencies, 29; bakers, 26; cigar stores and stands (including hotels), 30 (chain, 2); confectioners (including hotel stands), 73; delicatessen, 8; dressmakers, 11; druggists, 95 (chain, 2); dry goods, 53; department stores, 7; electrical supplies, 16; florists, 6; fruits, 39; furniture, 52; furriers, 30; garages (public), 75; grocers, 280 (chain, 4); hardware, 23; jewelry, 34; meat markets, 80; men's furnishings, 18; men's clothing, 75; merchant tailors, 46; milliners, 24; opticians, 11; photographers, 15; pianos (and miscellaneous musical instruments), 5; radio supplies, 1; restaurants (including hotels), 86; shoes, 44; sporting goods, 8; stationers, 8; women's apparel, 29.

KEY WEST, FLA.

H. Principal Industries: Cigar manufacturing, sponging, fishing and shipping.

8. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial automobile agencies, 2; automobile accessories, 8; automobile tire agencies, 6; bakers, 8; cigar stores and stands (including hotels), 79; confectioners (including hotel stands), 7; dressmakers, 5; druggists, 12; dry goods, 14; department stores, 1; electrical supplies, 2; fruits, 9; furniture, 4; garages (public), 3; grocers, 58; hardware, 3; jewelry, 3; meat markets, 8; men's furnishings, 1; men's clothing, 8; merchant tailors, 3; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 62; sporting goods, 2; stationers, 2; women's apparel, 3.

LAKELAND, FLA.

I. Principal Industries: Phosphate mining, cigars and tobacco, citrus fruit packing, railroad machine shops, canning factories, brick and tile works, cement products, iron and foundry works, umber, ice manufacturing.

9. Number of Retail Outlets for Nationally Advertised Products. Passenger automobile agencies, 11; automobile accessories, 15; bakers, 9; cigar stores and stands (including hotels), 26 (chain, 3); confectioners (including hotel stands), 31; dressmakers, 3; druggist, 14; dry goods, 13; department stores (small), 6; electrical supplies, 11; florists, 4; fruits, 2; furniture, 12; garages (public), 23; grocers, 65 (chain, 3); hardware, 7; jewelry, 4; meat markets, 14; men's furnishings, 6; men's clothing, 7; merchant tailors, 6; milliners, 6; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 37; shoes, 6; stationers, 3; women's apparel, 11.

MIAMI, FLA.

J. Principal Industries: Sugar making, candy, preserving and canning, furniture, printing, railroad shops, boat building, cigars, toilet goods, paint, polish, mattresses, auto accessories, stone quarrying, sugar cane, cocoanuts, fresh vegetables.

10. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 35; commercial automobile agencies, 5; automobile accessories, 25; automobile tire agencies, 27; bakers, 22; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 34; delicatessen, 8; dressmakers, 0; druggists, 54; dry goods, 57; department stores, 3; electrical supplies, 11; florists, 7; fruits, 23; furniture, 29; garages (public), 67; grocers, 235; hardware, 20; jewelry, 16; meat markets, 40; men's furnishings, 17; men's clothing, 17; merchant tailors, 31; milliners, 22; opticians, 7; photographers, 13; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 152; shoes, 18; sporting goods, 14; stationers, 5; women's apparel, 16.

NEW SMYRNA, FLA.

V. Principal Industries: Fruit raising, truck farming, railroad terminal division point resort and in near future will have a harbor permitting the entry of deep water vessels.

22. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 6; automobile accessories, 5; automobile tire agencies, 5; bakers, 4; total cigar stores and stands (including hotels), 16; dressmakers, 3; druggists, 4; dry goods, 9; department stores, 6; electrical supplies, 3; florists, 1; fruits, 3; furniture, 4; garages (public), 6; total grocers, 25, (chain, 3); hardware, 2; jewelry, 1; total meat markets, 6, (chain, 2); men's furnishings, 4; men's clothing, 10; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; total restaurants (including hotels), 21, (chain, 1); shoes, 5; sporting goods, 4; stationers, 2; women's apparel, 9.

OCALA, FLA.

Z. Principal Industries: Lime rock, road material, commercial lime, agriculture, box manufacturing, early vegetables, citrus fruits, poultry and dairy.

26. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 2; automobile tire agencies, 2; bakers, 3; total cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 5; dressmakers, 1.

ORLANDO, FLA.

K. Principal Industries: Citrus industry greatest single source of income, but trucking rapidly assuming important position. Sixty articles manufactured here, and total weekly payroll is $225,000.

11. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 8; bakers, 9; cigar stores and stands (including hotels), 8 (chain, 1); confectioners (including hotel stands), 12; delicatessen, 6; dressmakers, 10; druggists, 16 (chain, 1); dry goods, 12; department stores, 6; electrical supplies, 5; florists, 6; fruits, 12; furniture, 24; furriers, 1; garages (public), 26; grocers, 91; hardware, 5; jewelry, 5; meat markets, 24; men's furnishings, 16; men's clothing, 16; merchant tailors, 4; milliners, 10; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 22; shoes, 10; sporting goods, 3; stationers, 2; women's apparel, 12.

PALATKA, FLA.

L. Principal Industries: This is a manufacturing and wholesale center, due to low freight rates, lumber being the principal industry. Bucket, cooperage, sash, doors and blinds, crates, cypress and pine lumber. Pioneer manufacturers of automobile shipping blocks, foundries, fish, and trading center for the famous Hastings potato section. Cultivation of citrus fruits and vegetables an extensive industry.

12. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 3; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 7; druggists, 5; dry goods, 6; department stores, 2; electrical supplies, 3; florists, 2; fruits, 9; furniture, 6; garages (public), 6; grocers, 21; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 5; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 6; shoes, 3; sporting goods, 2; stationers, 3; women's apparel, 4. stationers, 1; women's apparel, 3, exclusive.

PENSACOLA, FLA.

M. Principal Industries: Naval stores, lumber production, shipbuilding, cooperage, petroleum products, clay products, excelsior, commercial fishing, fertilizer.

13. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 4; automobile accessories, 5; automobile tire agencies, 4; bakers, 4; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 7; delicatessen, 4; druggists, 12; dry goods, 14; department stores, 2; electrical supplies, 3; florists, 3; fruits, 7; furniture, 6; garages (public), 3; grocers, 75; hardware, 4; jewelry, 5; meat markets, 12; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 9; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 12; shoes, 14; sporting goods, 2; stationers, 3; women's apparel, 7.

PLANT CITY, FLA.

BB. Principal Industries: Lumber milling, concrete block manufacturing, brick-making, ice-plants, (one of state's largest phosphate mines within 3 miles).

28. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 2; automobile tire agencies, 4; bakers, 2; total cigar stores and stands (including hotels), 7, (chain, 1); confectioners (including hotel stands), 5; dressmakers, 3; druggists, 4 (chain; 1); dry goods, 11; department stores, 4; electrical supplies, 2; furniture, 3; garages (public), 3; total grocers, 30, (chain, 2); hardware, 1; jewelry, 1; total meat markets, 5; men's furnishings, 2, exclusive; men's clothing, 8; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; total restaurants (including hotels), 15; shoes, 1, exclusive; stationers, 1; women's apparel, 3, exclusive.

ST. AUGUSTINE, FLA.

N. Principal Industries: Cigar factories, railroad shops, shrimp fishing and packing, citrus fruits, vegetable trucking, dairying and cattle raising.

14. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 7; automobile accessories, 9; automobile tire agencies, 9; bakers, 5; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 8; delicatessen, 2; dressmakers, 3; druggists, 5; dry goods, 7; department stores, 3; electrical supplies, 4; florists, 1; fruits, 7; furniture, 4; garages (public), 10; grocers, 36; hardware, 3; jewelry, 6; meat markets, 9; men's furnishings, 5; men's clothing, 5; merchant tailors, 5; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 14; shoes, 6; sporting goods, 1; stationers, 3; women's apparel, 4.

ST. PETERSBURG, FLA.

O. Principal Industries: Building materials and sundry supplies. St. Petersburg is almost exclusively a tourist city and the business establishments here cater mostly to the comfort, convenience, health and entertainment of winter residents. These cannot well be classed as industries though the payrolls would probably exceed those of commercial organizations in other industrial cities of equal size.

15. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; bakers, 23; cigar stores and stands (including hotels), 89; (chain, 1); confectioners (including hotel stands), 50; delicatessens, 8; dressmakers, 50; druggists, 26 (chain, 4); dry goods, 16; department stores, 6; electrical supplies, 12; florists, 4; fruits, 32; furniture, 21; furriers, 9; garages and filling stations (public), 75; grocers, 150 (chain, 10); hardware, 13; meat markets, 48 (chain, 6); milliners, 23; opticians, 8; photographers, 17; pianos and miscellaneous musical instruments, 4; radio supplies, 4; restaurants (including hotels), 150; shoes, 18; sporting goods, 4; stationers, 8; women's apparel, 20.

SANFORD, FLA.

P. Principal Industries: Agriculture, principally celery. This section produces 20% of this product grown in the U. S., and 73% of the total production of Florida; 5,500 cars shipped last year. Total shipments all products, including citrus last season, 7,646 cars. Large icing station located at Sanford at which 90,000 tons of ice were placed in refrigerator cars last year. Value crops last season, $5,000,000.

16. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial automobile agencies, 2; automobile accessories, 15; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 8; delicatessen, 3; dressmakers, 12; druggists, 6; dry goods, 15; department stores, 4; electrical supplies, 2; florists, 2; fruits, 2; furniture, 4; garages (public), 5; grocers, 22; hardware, 2; jewelry, 2; meat markets, 7; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 6; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 2; restaurants (including hotels), 12; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 8.

SARASOTA, FLA.

W. Principal Industries: Cement products, lumber mills, mill work plants, citrus and trucking center. Resort city.

23. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16, handle both pleasure and commercial cars; automobile accessories, approximately, 15, handle both accessories and tires; bakers, 3; total cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 6; druggists, 8; (chain, 1); dry goods, 6; department stores, 5; electrical supplies, 4; florists, 1; fruits, 3, all grocery stores also handle fruits; furniture, 7; garages (public), 11; total grocers, 41, (chain, 3); hardware, 6; jewelry, 4; total meat markets, 4, (chain, 1); men's furnishings, 8; men's clothing, 6; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; total restaurants (including hotels), 38; shoes, 4; sporting goods, 2, regular stores; stationery handled by drug stores and department stores; women's apparel, 6.

STUART, FLA.

U. Principal Industries: Citrus fruits, deciduous fruits, truck gardening, turpentine industry, lumbering, interlocking tile manufacturing, Spanish furniture manufacturing, fisheries and dairying.

21. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 15; bakers, 2; total cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 2; druggists, 3; dry goods, 3; department stores, 1; electrical supplies, 3; florists, 1; fruits, 3; furniture, 4; garages (public), 11; total grocers, 11 (chain, 1); hardware, 3; jewelry, 2; total meat markets, 5; men's furnishings, 5; men's clothing, 2; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; total restaurants (including hotels), 14; shoes, 3; sporting goods, 2; stationers, 1; women's apparel, 3.

TALLAHASSEE, FLA.

Q. Principal Industries: Lumber mills, naval stores, iron foundries, stave and handle factories, cigar factories, tobacco packing houses, sash, door and blind factory, barrel factory, crate factories, gas and electric light plant, concrete blocks. Estimated payroll of factories, $4,500,000. Agriculture and dairy interests contribute largely to progress of city and county, cotton, corn, peanuts, potatoes, hay sugar cane, and vegetables.

17. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 10; automobile accessories, 10; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 5; confectioners including hotel stands, 6; dressmakers, 10; druggists, 5; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 2; fruits, 5; furniture, 5; garages (public), 10; grocers, 20; hardware, 4; jewelry, 2; meat markets, 8; men's furnishings, 6; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 5; shoes, 6; sporting goods, 1; stationers, 2.

TAMPA, FLA.

R. Principal Industries: Cigar manufacturing, box manufacturing, asphalt block paving manufacturing, manufacturing of Florida crushed rock, macaroni, soap, mattresses, brooms, furniture, lumber.

18. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 36; commercial automobile agencies, 5; automobile accessories, 40; automobile tire agencies, 40; bakers, 38; cigar stores and stands (including hotels), 55 (chain, 6); confectioners (including hotel stands), 25; delicatessen, 5; dressmakers, 53; druggists, 75 (chain, 8); dry goods, 71; department stores, 5; electrical supplies, 21; florists, 8; fruits, 14; furniture, 56; garages (public), 62; grocers, 501 (chain, 21); hardware, 21; jewelry, 22; meat markets, 84 (chain, 22); men's furnishings, 29; men's clothing, 22; merchant tailors, 4; milliners, 26; opticians, 11; photographers, 21; pianos (and miscellaneous musical instruments), 8; radio supplies, 5; restaurants (including hotels), 255; shoes, 25; sporting goods, 14; stationers, 5; women's apparel, 30.

WEST PALM BEACH, FLA.

S. Principal Industries: Lumber, citrus fruits, sugar refining, agriculture, paving materials.

19. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 20; automobile accessories, 25; automobile tire agencies, 25; bakers, 6; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 6; delicatessen, 8; dressmakers, 25; druggists, 6; dry goods, 10; department stores, 4; electrical supplies, 4; florists, 3; fruits, 20; furniture, 3; garages (public), 15; grocers, 58; hardware, 2; jewelry, 8; meat markets, 8; men's furnishings, 14; men's clothing, 8; merchant tailors, 4; milliners, 8; opticians, 2; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 3; restaurants (including hotels), 15; shoes, 14; sporting goods, 6; stationers, 3; women's apparel, 30.

EXPLANATORY NOTES

Population—Accurate data on the population of Florida cities have been extremely difficult to obtain, principally because of the tremendous daily influx of new people, many of them tourists, but a great number new permanent residents. The 1925 State Census has been generally repudiated by Florida newspaper men, civic officials, and chambers of commerce as misrepresenting the true population. It was taken in midsummer, they point out, adding that July, 1925, was the least suitable month of last year for an accurate enumeration. The population figures in the table on Page XVI, which are taken from this census (indicated by a "25"), should be increased by 10 per cent for present population. The smaller and newer cities, for which no enumeration was made in 1925, have been credited with populations on the basis of the best local authorities.

Principal Industries—This data is indicated in the table on Page XVI by letter-keys, which refer to the information on this and the opposite page under the name of each city.

Retail Outlets—This data in the table on Page XVI is indicated by numerals, which refer to the information on this and the opposite page under the name of each city.

NEWSPAPERS WON FORTUNE

(Continued from page XIV)

is a huge quality printing establishment, doing a business that extends far to the North. The paper is replete with telegraph and local news, the pick of the country's features, and its advertising patronage has more than doubled in recent months. The editor and manager is Lt. Col. Herbert Felkel, also manager of the big printing establishment. The managing editor is Nina S. Hawkins, one of the notable women newspaper successes of the South.

"The big news of St. Augustine is the story of Florida's development," said the editor. "The Record has, of course, played its part in the state building campaign. St. Augustine is the next step southward from Jacksonville and the stream of tourists has been pouring through here in unbroken flood, thousands being so charmed by the ancient glories and modern luxuries and business advantages of this city that they have remained, accounting for the remarkable multiplication of the population of this community during the past two or three years. Naturally, our paper has kept pace with this movement and, as you see, it has taken on the proportions of a metropolitan daily. It is prosperous and so is every other business institution in St. Augustine. We feel that St. Augustine is destined to grow to immense proportions. It has all of the necessary attractions.

"The true modern founder of Florida, the late Henry M. Flagler, made St. Augustine his home and railroad building headquarters and his remains lie over there in that church yard, under the palms. One of the interesting features of life here is the devotion of the citizens to the city. It is akin to the love of a child for a parent. I believe there is no more romantic city in America, certainly none of greater physical charm. We are building land in St. Augustine Bay and this water-front will presently be the most beautiful in the world. The sand-sucker dredge not only provides home sites for those who enjoy living at the water's edge, but clears the ugly marsh land and makes a clean shore line. Our hotels are magnificent and whereas, in the past, we have looked upon the tourist season as of the Winter only, it has gradually extended throughout the entire year, and mid-summer in St. Augustine life is now comparable to mid-winter of a half dozen years ago. Our shopping district contains many fine quality stores. Everyone is prosperous and the city is liberal in its support of the state movement. Many newspaper and advertising men visit the city and all are welcome at the Record office."



Airplane view of the business section of Clearwater, showing new million dollar causeway

Phosphate's "White Gold" Plant City's Riches

ARTHUR G. IVEY, an experienced young newspaper man, possessing the rare combination of talents that make him at home in business and editorial departments, purchased the semi-weekly *Plant City Courier* in November, 1925.

You know that you are in a daily newspaper office of importance when you step into his shop today. The Courier is published mornings seven days a week now, bulges with advertising, carries a full telegraph report and features galore, is a live local news centre, prints punchy local editorials and has a circulation reaching near to 2,000.

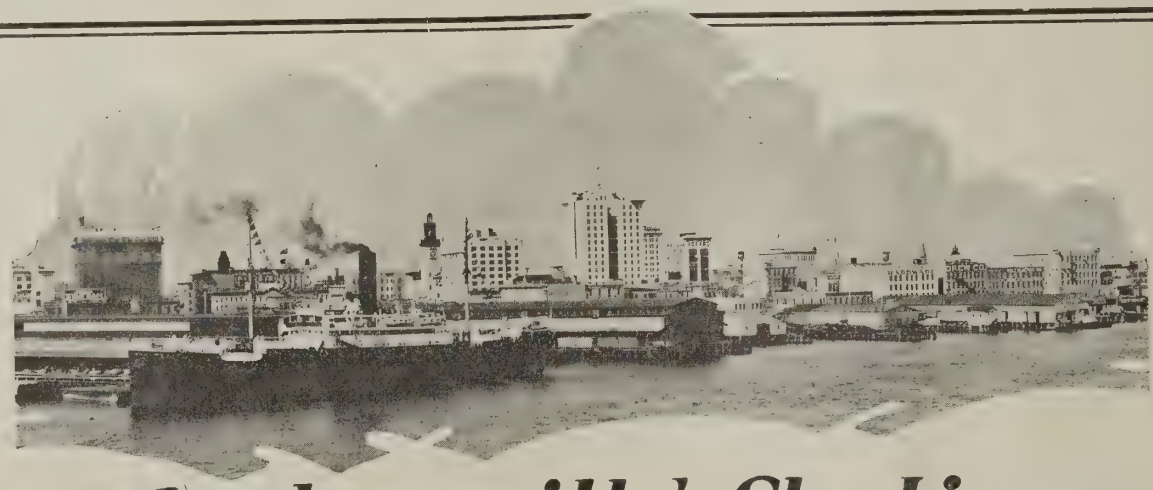
This is the feat of a newspaper man over a period of only four months. Mr. Ivey is active in the co-operative journalism of the state, an intelligent booster of his own community, a builder and withal a calm and modest individual. He tells the visitor of the huge resources of the countryside, which includes the largest phosphate beds known in this country. White gold will come from those mines for perhaps a century. Plant City's immediate trading area boasts 10,000 or more people today; two years ago it was reported at less than half that number of people. The town is particularly interesting because of its stable all-the-year commercial qualities.

Lakeland Papers Advance In 7-League Boots

AMONG the 13 palm fringed lakes of Lakeland, a rapidly building city near the center of Florida, the visitor finds two busy newspaper offices. Like so many other newspapers in Florida they have risen from obscurity to importance and prosperity within a span of two or three years.

Earl Mullen is general manager and Sam M. Farabee is editor of the *Lakeland Ledger*, evening and Sunday. Mr. Mullen is of the famous Mullen family of newspaper folk. His brother, Charles G. Mullen, is general manager of the *Tampa Times*. Another brother, John M. Mullen, is publisher of the *Florida Grower*, an immense agricultural paper, printed brilliantly with liberal use of color, leading in its field, extraordinarily prosperous and maintaining a fine plant at Tampa. Another brother is Ed F. Mullen, a youth, employed in the editorial department of *Tampa Times*. Maude R. Mullen, a sister, edits and publishes a prosperous semi-

(Continued on page XX)



Jacksonville's Sky Line

~ GROWING HIGHER & WIDER ~

Jacksonville's skyscraper program now under way represents a total expenditure of $10,000,000. Included in this structural campaign are the following dominant buildings.

Barnett National Bank . . . 18 stories
Lynch Building . . . . . 17 stories
George Washington Hotel. 14 stories
Atlantic National Bank . . 10 stories
Carling Hotel . . . . . 14 stories
Mason Hotel Annex . . . . . 11 stories

Jacksonville will have an imposing sky line with the completion of this program, reflecting the importance of its status in the world of commerce. Keeping pace with Jacksonville's rapid growth is

The Florida Times-Union

~ JACKSONVILLE ~

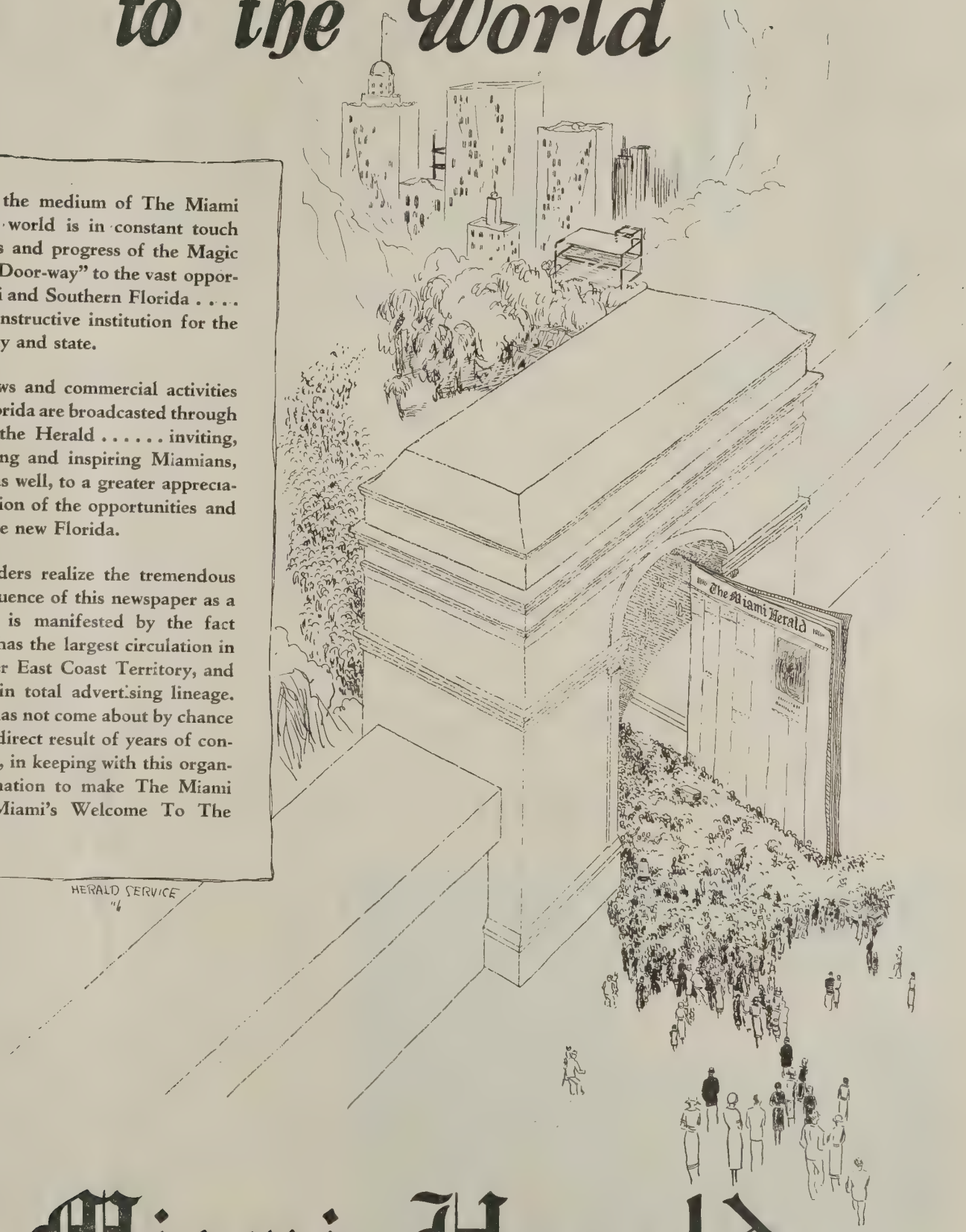
Daily 53,000 First in City and State Circulation Sunday 70,000

Miami's Welcome to the World

THROUGH the medium of The Miami Herald the world is in constant touch with the wonders and progress of the Magic City. It is the "Door-way" to the vast opportunities of Miami and Southern Florida . . . . an aggressive, constructive institution for the upbuilding of city and state.

Each day the news and commercial activities of Miami and Florida are broadcasted through the columns of the Herald . . . . . inviting, teaching, educating and inspiring Miamians, and the Nation as well, to a greater appreciation and realization of the opportunities and possibilities of the new Florida.

That Herald readers realize the tremendous prestige and influence of this newspaper as a power for good is manifested by the fact that the Herald has the largest circulation in Miami and Lower East Coast Territory, and leads the world in total advertising lineage. This leadership has not come about by chance . . . . . but is the direct result of years of constructive building, in keeping with this organization's determination to make The Miami Herald truly "Miami's Welcome To The World."



The Miami Herald

"FLORIDA'S MOST IMPORTANT NEWSPAPER"
FRANK B. SHUTTS, PUBLISHER

NEWSPAPERS WON FORTUNE

(*Continued from page XVIII*)

weekly newspaper at Lincolnton, N. C., the family home.

The population of Lakeland has doubled since 1924 and the business of the Ledger has walked in seven league boots, since it was started on August 2, 1924. It is said that the paper made more money in its first six months of life than the total investment. Its gross business in 1925 was something like a quarter of a million dollars. The paper has demanded cash for advertising, Mr. Mullen said, and its reply to advertisers who have asked for land trades, he declares, has been that a newspaper must operate upon a cash basis.

"The circulation of the Ledger," said Mr. Mullen, "has been developed through a boy delivery system. There have been no contests. We started an 8-page paper with 12 employees. The total number on the payroll now is 74. This city is in the heart of the citrus belt and possesses peculiar charm because it is situated amid 13 lakes, adding coolness to the summer charm. The town is remarkably ambitious, even for Florida, and is very responsive to newspaper service. Lakeland is destined to be a great city."

This publisher, who appears under 30 years of age, has had a previous newspaper success. Before coming to Florida he bought a weekly at Hickory, N. C., converted it into a daily and 18 months later sold it for $16,000, meanwhile drawing salary at the rate of $5,000 per year.

The *Lakeland Star-Telegram,* morning and Sunday, ably edited and managed, has scored a consistent success record. The managing publisher is L. W. Bloom, one of the two-fisted newspaper men of the state, who practises in Lakeland editorial independence of the first water and has established for the paper a reputation for character and enterprise. Mr. Bloom came to Florida in 1916, the Star being his first venture. He said that the paper became profitable in the third month. He brought about a consolidation of his paper with the Telegram in 1922.

The consolidated newspaper has driven ahead at a lively clip during the past two years, in fact it outgrew three presses in a twelve-month and when this writer called at the office last week one discarded press was on the sidewalk awaiting trucks to carry it away.

The average number of pages of the daily is 32, with 72 the average Sunday size. "We ran over 8000 inches of paid space last Sunday," said Mr. Bloom. "Our general advertising rates are 56 cents for the daily and 60 cents for the Sunday. We started newspaper operations in Lakeland with mechanical equipment which can only be described as a bunch of junk, but the present plant is modern in every detail. The problem here is to keep up to the requirements of the public."

Mr. Bloom and Harry Brown, the editor, have a well serviced newspaper and go strongly into local affairs, and the newspaper is credited locally with some excellent pieces of courageous enterprise.

The gross business of the Star-Telegram in the year 1925 was just six and a half times greater than in 1913, the publisher said.

When News Is Light, They Count the Bath Tubs

DOWN in the rich Everglades country the traveler finds one of the curiosities of American journalism.

If the automobile is speeding at 40 there is danger of completely overlooking the town of Canal Point, for its total population cannot be in excess of 250. However, one of the best weekly newspapers in the state or the South is produced here. It finds support, of course, among the well-to-do tillers of the black muck of the Everglades and the men who have come to open this amazingly fertile land for farming by a system of drainage canals. The weekly newspaper is *Everglades News* and its editor is Howard Sharp, a clever writer and enterprising publisher. His paper is profitable. The most recent enterprise of the Canal Point Everglades News was to take a census of the bath-tubs in the community. Mr. Sharp announced editorially that wash tubs or tin tubs would not be counted as bath tubs. He asked his readers to "come clean" in reporting installation of bonafide tubs for bathing purposes only.

Canal Point is on the famous "Fingy" Connors highway on the south-east side of Lake Okeechobee.

Palm Beach Has Factories As Well as Fun Shops

THEY tell you that the principal industries of Palm Beach, or West Palm Beach as it is officially known, are citrus fruit growing, lumber, sugar refining, general agriculture and the manufacture of paving material, but this writer knows from observation that the leading businesses are dancing, singing, dressing, dining, bathing and having a very good time under the open skies.

Clustered about the town are some 25,000 people, living in hotels, magnificent villas and pretty bungalows, shaded by palms whose symmetrical trunks raise their green umbrellas to the clouds.

The town is busy and among all of the activities nothing is livelier in the winter season than the newspaper offices, one of which is presided over by a clever

(*Continued on page XXII*)



Live oaks, draped with Spanish moss, arch the main street of the bustling business center of DeLand

IN FORT MYERS

(*The City of Palms*)

and

SOUTHWEST FLORIDA

(*America's Tropics*)

it's the

FORT MYERS TROPICAL NEWS

With a guaranteed circulation in its immediate territory greater than that of all other local and state newspapers combined, the Tropical News completely dominates the vast area between the Peace River and Cape Sable, Lake Okeechobee and the Gulf of Mexico.

Its territory is potentially the richest and already the fastest growing section of the state.

The Tropical News is the ONLY Newspaper offering complete coverage of Florida's garden.

FORT MYERS TROPICAL NEWS

Fort Myers Florida

SELL YOUR MARKET!

There's Money Here In

FLORIDA

and a

Disposition to Spend It

To Secure BEST RESULTS
Live, Wide Awake Advertisers
Always Use the

Jacksonville Journal

Florida's Largest Evening Newspaper

A JOHN H. PERRY PUBLICATION

NEWSPAPERS WON FORTUNE

(*Continued from page XX*)

newspaper woman, Ruby Edna Pierce, famous in the state for both clever executive business ability and an agile editorial pen. She is officially editor, managing editor, city editor, and general manager of the *Palm Beach News,* which is published during the Winter season by Oscar G. Davis who is also advertising manager. If there is any important activity in Palm Beach that the editress and manager is not personally consulted about, it just isn't important.

The all-year dailies in West Palm Beach are the *Post,* morning and Sunday, with A. B. C. circulation rating around 10,000, published by D. H. Conkling and edited by Vernon L. Smith, and the *Times,* occupying the evening field, with Sunday edition, claiming 8,500 to 10,500 circulation, edited by John Temple Graves II, and owned by the Southern Publishing Company, of which F. P. Fildes, of the *Miami Tribune,* is president. The exciting story of the starting and development of the Times is elsewhere noted in this number.

Falls Wanted to Farm, But Ft. Pierce Record Lured

SIX years ago there came to Fort Pierce an aggressive young man of 22. As he wandered up the sandy streets of an all but deserted fishing village and drank in the beauty of the morning sun, he mused "Utopia—why should I go on?"

Today this same young man, Robert E. Falls, is publisher of the *Fort Pierce Record,* a seven-day morning newspaper of expanding influence in the central east coast of Florida.

"Bob" Falls slipped from the bonds of paternal care in New Orleans when hardly more than a boy. From New York City an occasional letter went home to the Crescent City. He was a composing room foreman on a New York paper, then the owner of a Long Island job shop and weekly, and he was not twenty.

Then the war came. "I paid no attention to the whole mess," the youthful publisher recently confessed, "until one day I learned that an old buddy had been mangled with shrapnel. Then I took a train to Montreal and enlisted with the first Canadian contingent to go over."

Fall's war experience was that of a roving, fighting private, once staff writer for the famous *Star & Stripes.* With the armistice newspaper work somehow sent out a call to him. We next find him in Jacksonville, where both editorial and composing rooms of two daily newspapers sought him. Two years later St. Lucie County offered up the richness of soil, the most fertile in the world, to the wayfarer. He became owner of large groves of citrus. But still journalism lured him. A broken-down job shop was for sale at Fort Pierce and it seemed just natural that his hand should want to slip into type cases. With a job shop a weekly newspaper seemed to be the necessary thing and in eight months the *St. Lucie County Weekly* was one of the largest sheets of its kind in Florida.

In October of 1925 the field outgrew the weekly and Falls launched the *Ft. Pierce Morning Record.* In four months, this newspaper claimed a larger circulation than any other paper between Palm Beach and Daytona with advertising linage greater than that of scores of old-established city newspapers in the North.

A new building, in which the Record is to be housed, is nearly completed and machine equipment for a large daily is awaiting completion of the structure.

The evening paper at Fort Pierce is the *News-Tribune,* which is now just one year old. It is one of the soundest successes among the flock of new papers. The News-Tribune was started by G. R. Nottingham with C. S. Miley as associate editor. Mr. Nottingham soon retired and took up his profession as an attorney. The paper is now under the editorship of Thomas J. Bryson. The News-Tribune takes a leading part in the development of the city and county. The paper is an active force in local politics, lending its influence to any progressive movement.



A wonderful new causeway leads to the magnificent resort section of Ormond Beach.

Old Daytona Beach Papers Alert to New Day

DAYTONA BEACH, among the most magnificent of Florida cities, world-famous for its wide sweep of brick-hard shore front, has three newspapers, the *Journal,* morning and Sunday, published by Horace E. Loomis; the *News,* published evenings and Sunday by T. E. Fitzgerald; and the recently started *Tribune,* published by Frank Jones, also in the evening field.

The experience of Mr. Fitzgerald, a pioneer in the local newspaper field, indicates the amazing press development in this center. Mr. Fitzgerald is a lawyer by profession and a publisher by choice. The News was established as a weekly in 1890. Mr. Fitzgerald bought it in 1901. From an insignificant paper he has made it one of the notable successes of Florida. "I did all the work myself in the early days," he said, as he was displaying to EDITOR & PUBLISHER a payroll of 70 employees of the present day. The circulation of the weekly was a doubtful 300 and Mr. Fitzgerald declared that the press run on the day that this writer called was over 7,200. The tiny four-pager has become a 32-page daily and 5 to 60 pages Sunday, brimming with news and features and advertising, both commercial and real estate.

(*Continued on page XXIV*)

CLASS CIRCULATION

To reach the wealthy and fashionable winter residents who come to Palm Beach each season, you must use the

PALM BEACH DAILY NEWS

The only newspaper printed at Palm Beach, Florida. Published every morning including Sundays during the months of December, January, February and March.

and

PALM BEACH LIFE

The Weekly Journal of Society which also contains golf, tennis, fashions, gossip of Palm Beach and the register of the Palm Beach Cottage Colony—Hotels—Clubs and Yachts. Published at Palm Beach every Tuesday during the Palm Beach Season.

OSCAR G. DAVIES, Publisher.
Ruby Edna Pierce, Editor

Eastern Representative:
Victor S. Grandin, 522 Fifth Ave., New York City

Proof of Prestige

1,702,809 lines a month!

For the past four months, October, November, December and January, THE TIMES has averaged 1,702,809 lines monthly—nearly TWO MILLION LINES OF ADVERTISING PER MONTH—publishing SIX DAYS A WEEK ONLY. This is eloquent testimony of the esteem in which this medium is held by both local and national advertisers. Because of its superior editorial appeal, its complete coverage, its high standards of service, and the fact that it goes into thousands of homes of prosperity and keen buying judgment each evening makes it a power for the advertising stories printed in its columns.

ADVERTISERS KNOW THAT "THE TIMES" OFFERS THE ONLY OPPORTUNITY TO COVER FLORIDA'S LARGEST CITY AND ITS TRADING TERRITORY AT A

SINGLE COST!

The Tampa Territory is enjoying a great era of prosperity and expansion. Large industries are building splendid plants, thousands of skilled workmen are building permanent homes, bank resources constantly break and re-break former records and business houses are building new and larger quarters, while railroads and steamship lines are feverishly expanding their services to meet the situation. Here is a rich and responsive market reached at the moment of the buying mood—eventide—through the columns of the newspaper that makes a universal appeal to the masses as well as the classes.

The Tampa Daily Times

"Florida's Great Home Daily"

National Advertising Representatives

THE JOHN BUDD COMPANY

New York Chicago Los Angeles San Francisco St. Louis Atlanta Seattle

NEWSPAPERS WON FORTUNE

(Continued from page XXII)

The *Daytona Beach Journal,* published mornings and Sunday, is now the property of Horace E. Loomis, and was described in detail in EDITOR & PUBLISHER for January 2, 1926, at the time of his purchase.

When this writer called at the office last week the Journal had just taken possession of its new building, a handsome concrete structure, centrally located, splendidly equipped and built at a cost of $150,000.

The paper was started 44 years ago as a weekly. It was typical of the sleepy journalism of Florida prior to the great awakening some three years ago. Since that time the paper has taken on the attributes of a metropolitan sheet. Indeed, the jump to the present size was made from an 8-page flat-bed press product in two years.

The Journal is largely staffed by former *Miami News* men, 14 of the number having been formerly been employed on Gov. Cox's big daily.

Associated with Mr. Loomis as business manager is R. H. Dunlap, a live-wire newspaper man with experience gained in newspaper service from Honolulu to Boston. The managing editor of the paper, Sam M. Ballard, hails from Indiana and has seen service on many newspapers of the Middle West and South.

Metropolitan Methods in DeLand, "Athens of Florida"

ON the Dixie Highway, 110 miles south of Jacksonville, the traveler finds the handsome, modern, thriving city of DeLand, called the "Athens of Florida," surrounded on every side by sweeping citrus groves, heavy with golden fruit, and farms cultivating flower bulbs, commercial ferns, nuts, live stock and a diversity of garden products. The town is also the centre of thriving fish, packing and cigar-making industries.

In five years DeLand has jumped from 3,324 population to more than 11,000.

Clayton C. Codrington, one of the best-known newspaper men of the state, has made his evening paper, the *Daily News,* a power in this rich community within three years.

From a four-pager it has become a 16 to 24-page sheet, which would do credit to any metropolitan city of triple the size of DeLand.

It is rich in news and feature service to readers. From relative obscurity this newspaper has been developed into the proportions of a very valuable property.

The Daily News publishes an average of nearly 1½ papers for every family in DeLand. It has a modern plant and is a liberal patron of the established news and feature services. However, it specializes in local news and is an intelligent advocate of civic improvements and industrial development. A. B. Codrington is advertising manager, J. Oren Hassell, associate editor, and E. Richardson, business manager.

"Highest Priced Paper in U. S." Is Sarasota Herald Claim

THERE are few neater or more efficient small newspaper plants in America than the one that has just been opened for *Sarasota Herald,* the morning and Sunday paper that was started five months ago by Paul Poynter, with George D. Lindsay, former president of the Inland Daily Press Association and publisher of the *Marion* (Ind.) *Chronicle,* as editor and general manager.

Mr. Lindsay went to Sarasota to buy a cottage and fell in love with the town and when the Herald venture was planned he was invited to edit and operate the paper.

The first number of the newspaper carried 7,700 inches of display matter in 80 pages. The paper came out on time, despite the fact that its stereotyping outfit had not arrived 36 hours before the publication hour.

The Herald building is fashioned in Spanish style, built of hollow tile and stucco, is 45 by 90 feet, cost $50,000 and is equipped with shiny new machinery, laid out in a straight line from business office to the newsboy's room. From the start the daily has averaged 20 pages, the Sunday 56, and the paper carries a full line of telegraph, local and feature material.

"The population of Sarasota," said Mr. Lindsay, "has grown to fully 15,000, whereas the Federal census of 1920 gave it only 2,250. We had 1,500 pledged subscribers before we actually got under way.

"The circulation of the daily is now 3,200 and that of the Sunday 4,000. We raised our local advertising rate from 42 cents to 50 cents per inch on Feb. 1. Our national rate is 56 cents. This is the highest priced newspaper of its class in the country, I believe. Our subscription rate is $10 a year, or 20 cents a week delivered. We deliver over a radius of 30 miles to the south and 50 miles to the north."

Palatka News Prospered Years Before Boom Came

ESTABLISHED 35 years ago as a weekly newspaper, the *Palatka News* about six years ago entered the daily field long before the so-called "real estate boom" had affected the central portion of Florida, and today it is a Putnam county institution strongly entrenched, and carrying a large volume of commercial advertising.

It has known but three part changes of ownership. It was established by M. M. Vickers and W. A. Russell, now state senator.

About five years ago, Senator Russell retired from the publishing business and his place was taken by Goode M. Guerry, formerly of the *Tampa Tribune* staff.

In the spring of 1925, Mr. Guerry severed his connection with the News and Calvert L. Estill became a part owner.

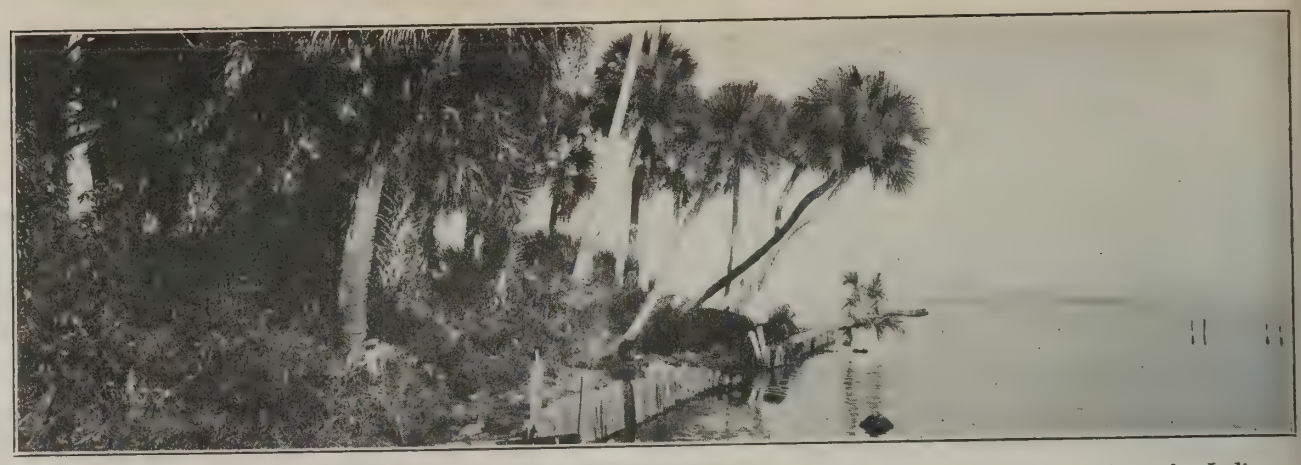
From the foundation of the publication to the present time, Mr. Vickers has been one of the proprietors. In length of service, he is one of the oldest newspaper men in the state, and is held in high esteem by the fraternity. He has published a paper devoted consistently to the best interests of Palatka and Putnam county and has had a large part in the building up of the section.

Mr. Estill was formerly one of John H. Perry's managing editors, and more recently the capital correspondent of the *Wheeling* (W. Va.) *Intelligencer,* and other newspapers owned and controlled by H. C. Ogden, of Wheeling.

The News has kept pace with the progress of the section in which it is published.

It is a liberal user of telegraph and feature service material and enjoys an unusual volume of foreign advertising.

Within a short time, the News expects to be in a new building constructed and owned by the newspaper, and to add greatly to its mechanical equipment.



Such tropical views are to be seen in ten thousand nooks and corners of romantic Dixie Highway along the Indian River on the East Coast.

Million Lines a Month Now Clearwater's Speed

CAPTAINED by one of the youngest publishers in the entire South, the *Clearwater Sun,* evening newspaper published at the county seat of Pinellas county, has tripled in size and circulation within the space of about fourteen months.

In December, 1924, this newspaper reported 1,400 circulation. It was a six-page daily. The closing month of that year found the paper publishing from eight to twelve pages with an occasional 16. Today the publisher claims circulation in excess of 4,500 with 20 to 24 pages daily with an occasional run of 28 to 32 pages. The Sun is one of the best serviced papers of its size in the state.

Business handled by the paper has almost tripled since 1924. In December, 1925, the paper carried more than one million lines of advertising in regular issues. No special editions were issued during that month.

From a staff of two in the news department and two in the business office in 1924, the force has been augmented to eight in the business office and eight in the news department.

The publisher, James R. Brumby, III, is now only 23 years of age. Ovid C. Lane, managing editor, is 30 years of age. Mr. Lane was formerly city editor of the *St. Petersburg Times,* previous to which he was city editor on the *Evansville* (Ind.) *Journal.* During the war he served with the morale department of the Surgeon General's office, U. S. Army, and assisted in establishing service newspapers in Washington, New York, Detroit, and Chicago.

Sarasota Times Would Grace City of 100,000 People

THE up-and-doing evening paper at Sarasota is the *Times,* publishing a lively Sunday edition, operated under the direction of L. D. Reagin, with Walter S. Adams as managing editor. The Florida rush and particularly the amazing two-year growth of Sarasota is reflected in the more than tripled opera-

(Continued on page XXVI)

FORT MYERS, FLORIDA

is the most talked of city in Florida to-day. During the year 1925 Fort Myers and Lee County doubled its population, and it is confidently predicted will increase at least 50% during the year 1926. Fort Myers is the centre of a trade territory embracing Lee, Charlotte, Hendry, Glades, and Collier counties. This territory is covered by

THE FORT MYERS PRESS

and in this territory the Press has more paid subscribers than any other newspaper. In this field the Press on evenings six days in the week increased its advertising during the past year about 200%. In this field there is a market for almost every national product, and the best way to meet the market is through the advertising columns of THE FORT MYERS PRESS.

National Representatives

FROST, LANDIS & KOHN

Chicago, New York, Atlanta, St. Louis, Kansas City, San Francisco, Los Angeles, and Seattle

During 1925

St. Petersburg Times

carried

25,159,568

Lines of Paid Advertising

Because The St. Petersburg Times *leads* in *every classification*, it should be the choice for your advertising schedule.

The Florida Gulf Coast's Great Tourist Newspaper

The Logical Newspaper to Reach this Fertile Market

St. Petersburg Times

St. Petersburg's Biggest and Best Newspaper

Advertising Representatives

S. C. THEIS CO., Inc.

NEW YORK CHICAGO ATLANTA

NEWSPAPERS WON FORTUNE

(*Continued from page XXIV*)

tions of the Times. The newspaper is operated in a building located in the centre of the business district and its circulation spreads over a wide territory and is declared by its management to have more than doubled. The paper might be published in a northern city of 100,000 population. It is intensely local in flavor, but there is liberal use of metropolitan features and telegraph news. A strong local editorial policy is pursued.

Chief's Plant Ever Growing In Winter Haven

THE *Winter Haven Daily Chief,* published at Winter Haven, Polk County, is the outgrowth of the *Florida Chief,* established as a weekly in 1911 by M. M. Lee, formerly of St. Mary's, Kan. The paper's development has been coincident with the growth of the city. In 1921, the paper became a semi-weekly, in which field it remained until September, 1924, when the change was made to a six day afternoon issue.

With the change to a daily issue, a large amount of new machinery was purchased, the building erected in 1915 having previously been enlarged, and Winter Haven's first daily newspaper was launched.

In February, 1925, the plant was visited by a fire, entailing a large loss and necessitating the remodeling of the building. Since that time, the paper's progress has been rapid, necessitating the addition of more machinery and the increase of the payroll until the end of the first year found more than 35 employees. That the paper exceeded the expectations of the publishers is shown by the fact that instead of holding the 8-page-a-day standard, which the publishers hoped to maintain the first year the average daily issue during 1925 was aproximately 12 pages, with many 16-page papers being issued.

Beginning with Sunday, February 7, 1926, the Chief began the publication of the *Polk County Sunday Chief,* a morning paper, launching this enterprise with a 36-page issue. The Sunday paper covers the entire lake and ridge sections while the afternoon daily maintains a circulation of over 3,000, which is rapidly increasing.

M. M. Lee is editor and proprietor, C. L. Lee, business manager, R. N. Haas, associate editor, and G. R. Moon, advertising manager.

Fort Myers' Progress Keeps Editors Stepping

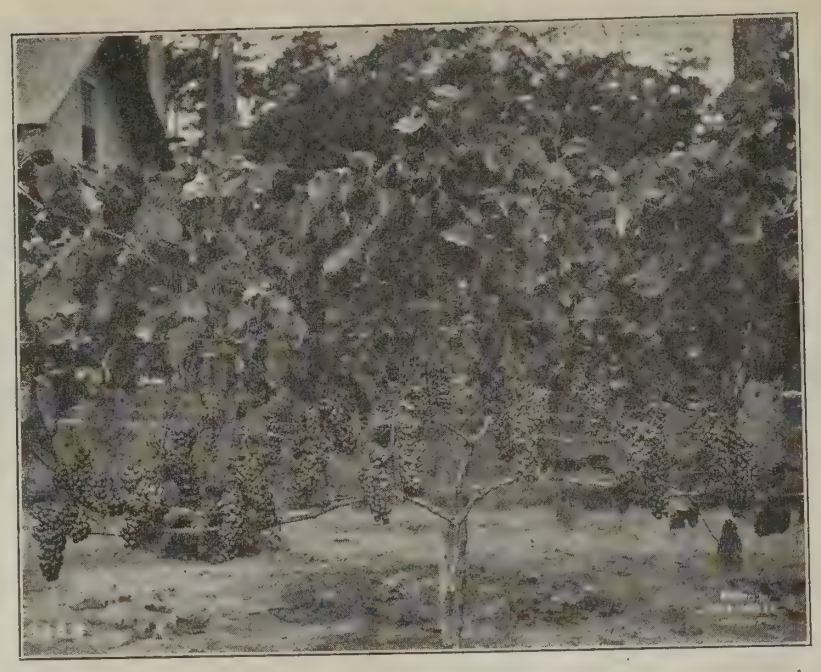
IN the gay city of Fort Myers, metropolis of the southern west coast, George E. Hosmer, former president of the National Editorial Association and well known the country over, operates the *Press,* an evening paper, averaging 12 pages now, whereas, a year ago, it ran 4 pages with an occasional eight.

"The Press has gained every month that I have had it," said Mr. Hosmer. "I came to Florida seven years ago, settling at Bradenton, with the Journal as my property. I consolidated it with the *Herald* and then sold the property, coming to Fort Myers, where I purchased the Press. The paper has more than doubled its business. Fort Myers is in the heart of a rich section of the state and has a great future. I believe it is the prettiest town in Florida."

When Harrison Fuller took off a major's uniform following the World War and settled down to work in his home town, St. Paul, Minn., first with the *Pioneer Press* and later as a publicity man, he determined that as soon as possible he would buy his own paper.

Failing to find what he wanted in his own state he accompanied his father to Florida, somewhat for vacation purposes and somewhat with an eye open for a newspaper venture.

He purchased, on January 12, 1924, for a comparatively small sum, the *Fort Myers Tropical News,* which for many years had been operated by a family in a small way, occupying the morning and Sunday field. Mr. Fuller who looks like a happy boy and eats candy at his desk, sent for his friend, Carl Hanton, also a Pioneer Press editorial man, and the two started the Florida venture with a bang, Fuller as publisher and Hanton as editor.



Grape culture in Florida, a vast variety of species responding to intelligent growing.

The Tropical News runs an average of 14 pages daily, 32 pages on Sunday, is liberally serviced and carries at least 65 per cent advertising, three-quarters real estate. The boys from the West have tripled the newspaper's business and its payroll within a year, while the population of the town has more than doubled.

Prosperous Daily-Weekly Chain Serves Gainesville

ONE of the comparatively small dailies of Florida is the *Evening News,* Gainesville's leading boosting medium, which proclaims that it "covers Gainesville and Alachua County like sunshine." Elmer W. and Mrs. P. H. McCreary are owners of the McCreary Publications, publishers of the Evening News and numerous weekly publications throughout the county. Associated with them are Henry A. Stalls, assistant manager, and Mrs. Carrie T. McCreary, business manager. The News this year has been designated by both the city and county as the official organ to carry the delinquent tax lists. It is well served with news and features and during the past ten days has added more than 200 new subscribers.

Bailey's Hustling Daily Mid Eustis' Myriad Lakes

T. JEFF BAILEY, former reporter on the *Nashvillle Banner, Atlanta Georgian, Birmingham Ledger* and later city editor of *Birmingham Age-Herald,* is today sole proprietor of the *Eustis Lake Region,* which until 1923 had been published as a weekly. Mr. Bailey purchased the paper in December, 1924. The paper has a good plant, including a first-class job printing business.

Last September the Lake Region went into the Sunday morning field, eliminating the Saturday paper. The Sunday averages 20 pages and the daily eight. Everyone of the paper's staff is a member of the Jeff Bailey family, and you see a printer turning in a local story, and an editor interested in advertising. Mr. Bailey's motto is: "One for all—all for one." The paper has a constructive tone, bristles with advertising at a good rate and intensively covers the trading area scattered over the scenic high lands of Lake County. Lakes? Oh, yes, there are 1,400 of them—count 'em—in the county, no fewer than 20 within the city limits.

Paper for Every Three People In Stuart

ONE of the interesting successes in Florida journalism is the *Stuart Daily News.* In 1923 it was started as a weekly newspaper with five 18-inch columns. On October 8, 1925, the Messenger was converted into a daily under the name of the Stuart Daily News, published by the Clyma Publishing Company, Inc. The News met with favor from the first. Today it prints each evening more than 1,600 papers, with a net paid circulation of 1,588, a record, its owners believe, for any paper in a city of 5,000 population.

With more than $30,000 in machinery, printed in its own two-story modern plant, and with a weekly payroll of $1,500, the Daily News represents a far cry from the days of the old Weekly Messenger, with its weekly payroll of $100 and antiquated machinery.

The daily runs from 10 to 20 pages on a Cox Duplex press with two linotypes, one Ludlow, modern type racks, saw and stereotyping equipment. The job printing department also has grown apace, now having two modern job presses and a Miehle.

C. B. Clyma is publisher, E. R. Clyma, business manager, J. S. Hurley, editor and L. J. Maloney, advertising manager.

Haines City Herald Proud Of Its Plant

THE *Haines City Daily Herald* began publication Dec. 10, 1925, in one of the most modernly equipped small city newspaper plants in America. Previously, the Herald had been a weekly the last seven years under the management of M. J. Lee, its present publisher.

Successful as a weekly, the *Daily Herald* struck an instant chord of popularity and under vigorous editorial management has become one of the most extensively quoted newspapers in the state. Typographically, it has been credited with being the equal of many newspapers in cities several times the size of Haines City.

The Daily Herald assumed a militant editorial policy from the first and has built up enviable prestige. Both Mr. Lee and his editor, E. G. Denham, have been the recipients of congratulations from many parts of the country for being able to produce in a city of 4,000 population a daily newspaper in such modern physical dress and with such entertaining contents.

The Daily Herald's customary size is eight pages, although there are times when twelve and more pages are run

(*Continued on page XXVIII*)

Covering a Newly Discovered Field

Florida has consistently broken so many records —building and otherwise—in the last few months that the unusual progress of its newspapers is taken as a matter of course.

That the National Advertisers are taking advantage of this newly found field is being demontrated daily by the increased number of Florida dailies being added to campaigns.

Clearwater, county seat of Peerless Pinellas County, becoming nationally known as the "Springtime City," with its more than $5,000,000 worth of building in 1925, has stepped into the front rank of Florida's progressive cities.

And Clearwater with its city and suburban population of more than 20,000 can be reached only through

THE CLEARWATER SUN

Published Every Afternoon Except Sunday

Represented in the National Field by

FROST, LANDIS & KOHN

Walton Bldg. Atlanta | 250 Park Ave. New York | People's Gas Bldg. Chicago

LAKELAND

Florida's Inland Metropolis



"THE TOP OF FLORIDA"

20,000 POPULATION—85% White

TRADING AREA—15 Miles West; 35 Miles North; 60 Miles South and 55 Miles East

FROM EDITOR AND PUBLISHER SPACE BUYERS GUIDE

LOCATION: Lakeland is the meeting point of five divisions of the Atlantic Coast Line R. R., making it the logical distribution center for a large part of Florida, as it is located in the center and richest part of the state. Bus lines lead to all parts of Florida from Lakeland. To nearest large city by railroad, 1 hour; by trolley, 63 minutes; by auto 1 hour.

PRINCIPAL INDUSTRIES: Phosphate mining, cigars and tobacco, citrus fruit packing, railroad machine shops, canning factories, brick and tile works, cement products, iron and foundry works, lumber, ice manufacturing.

MANUFACTURING ESTABLISHMENTS: 40. Leading firms: Non-acid Fertilizer and Chemical Co., Lakeland Novelty Works, Lakeland Iron Works, Mutual Iron Works.

THE LAKELAND LEDGER

Afternoon and Sunday Morning

"LAKELAND'S 'BIG CITY' NEWSPAPER"

Over 6,000 Daily and Sunday—Flat Rate 4c per line

JOHN BUDD COMPANY, *National Advertising Representatives*

New York Chicago St. Louis Atlanta San Francisco Los Angeles



Could you spend an afternoon in the white boat in this exotic mid-central Florida scene? No alligator would reach for you, but you might reach for a bass.

NEWSPAPERS WON FORTUNE

(*Continued from page XXVI*)

Its plant equipment is new. There is also a completely equipped job plant. The Daily Herald circulation claim is 1297.

Bruce M. Angle is advertising manager.

South Florida's Eyes on Lauderdale's Growth

FORT LAUDERDALE on the East coast, north of Miami, is one of the most striking of all Florida's magic developments. The official Federal count of its people in 1920 registered 5,445; the state census of 1925 gave the town 22,500 and what has happened since then is best left to the local enthusiasts who believe that it is much, much better than 30,000 souls.

At any rate, it is a city of beautiful homes, wide and spotless streets, and to find a parking space in the center of the town after nine o'clock in the morning requires both skill and patience.

W. J. Galvin with his *Fort Lauderdale News* is setting such a fast pace in the evening and Sunday field that no one has seemed to care to give him competition.

The News is a first-class newspaper, brimming with readable material and positively embarrassed by advertising patronage at apparently profitable rates.

Even in Miami a perfectly loyal newspaper editor told this writer: "Watch Lauderdale grow!"

Wire News Heavy in Infant Sebring American

THE remarkable progress of the city of Sebring has been closely paralleled during the past five months by the breathless development of the *Sebring Daily American*.

The American is an evening paper with a Sunday edition and occupies the entire ridge section of Florida. Rapid growth of the American is attributed by the owners, Marion J. Sheen and Richard R. Tryon, to the fact that business men and the public in general of Sebring found advertising highly profitable. They are today sound supporters of their home town paper.

The policy of the American has been to render the maximum of service, not only in making itself a good newspaper, but in promoting the development of the community. The American claims "A Subscriber in Every Home in Sebring," and intensive circulation in adjacent territory, all built up on reader interest.

The American averages 12 pages daily, and goes heavily into telegraph and feature material.

Growing With the Celery Crop in Sanford

THE *Sanford Herald*, with R. H. Berg as editor and manager, is one of the striking examples of journalistic achievement in the state. Sanford has much more than tripled its population since 1920. It is in the heart of one of the richest agricultural sections of the state, producing more than 20 per cent of the celery consumed in the United States. Something like 6000 carloads of this delectable vegetable is this season's Sanford crop. The crop value is between $8,000,000 and $10,000,000. Two years ago the Sanford Herald was a four-page, seven-column daily. It now averages 16 pages and eight columns in width. Its new plant, modern in every detail cost $150,000.

The Herald has a progressive editorial policy. At the top of its editorial column it publishes its platform, calling for improved transportation facilities, local improvements, beautification of the city, school expansion and general progress. The paper is replete with telegraph and local news and metropolitan features.

In addition to heavy run of real estate advertising the paper carries a substantial volume of commercial copy.

Strong Farm News and Editorials in Ocala Times

THE *Central Florida Times* is published at Ocala in Marion County, the most diversified, from the standpoint of crops, of any county in Florida. It was the first morning paper to be published in the city of 8,000 and started with a circulation of about 4,000 copies.

With sixteen pages six days per week and not less than 32 pages on Sunday the paper is growing steadily in advertising and circulation.

The Times goes in for comics, an excellent agricultural page and a strong editorial page. It is a newsy sheet. It has earnestly advocated cattle-tick eradication necessary to proper development of the dairy industry. It has refused to accept advertisements of real estate development companies not endorsed by Chambers of Commerce. One of its editorial policies has been to demand that all persons selling lands to persons outside of the state for agricultural purposes do so by means of plain statements of truth concerning those lands. The paper is independent in politics.

Key West Sees Bright Future When Auto Road Is Completed

THE *Key West Citizen*, established 46 years ago, in keeping with the marvelous development of the community during the past two years, is now installing one of the most modern and complete newspaper equipments in the state, including one of the latest presses and

(*Continued on page XXX*)

When considering

LAKELAND

and

Polk County, Florida

and its surrounding territory, the

STAR-TELEGRAM

Stands Out Predominant

Lakeland's Population 1920—7,062
Lakeland's Population 1925—21,700

Cities within 25-mile radius and population

Plant City	5500	Mulberry	4000
Bartow	6500	Fort Meade	3500
Winter Haven	8000	Haines City	3500
Auburndale	2000	Lake Alfred	1200

This Territory Is Completely Covered by *The Star-Telegram Every Morning*

No wonder then that in the figures compiled through Editor & Publisher for 1925 the ***Star-Telegram's*** pulling power showed that out of the 85 leading daily newspapers in the United States it ranked 56th in advertising linage with a total of—

9,920,652 Lines

Compared with the largest metropolitan newspapers, less than 60% of the above was real estate.

THE STAR-TELEGRAM

is the only member of the Audit Bureau of Circulations in this territory. One rate and one policy to everyone, **4c per line.**

LAKELAND

is the metropolis of Polk County, the richest county per capita in America. These facts admit of no argument.

Represented in the Foreign Field by

FROST, LANDIS & KOHN

New York, Chicago, Atlanta, Kansas City, St. Louis, Los Angeles and San Francisco.

FLORIDA IN ROTOGRAVURE

Buyers of advertising space, merchandising men, agency and manufacturing executives will find authoritative information concerning the American Tropics in the eighty-four pages of the Miami Tribune Rotogravure Statistical number.

AUTHORITATIVE

This edition is complete in every detail. Correlative charts comparing Florida's financial, agricultural and industrial resources with other states. Beautiful scenes, photographs of construction, panoramic views showing how the American people are building great cities at a rapidity never before equaled in the history of the world.

KNOWLEDGE OF THE FIELD

The knowledge of this market that you can obtain from this edition will give you an insight into this field that cannot be equaled except by months of tireless work and surveys and investigations.

GET A COPY GRATIS

A limited number of this edition is being reserved to be mailed free of charge to those mentioned above and is an answer to Harold Keats' attack "What is the Truth About Florida?" Get a copy gratis before the supply is exhausted.

MEASURING THE GROWTH OF CITIES

There are many ways of measuring the growth of cities but Miami and the Palm Beaches give a new one.

For instance The Palm Beach Times, published afternoons and Sunday mornings, was established September 8, 1922, and now has a paid circulation in excess of 11,000 copies daily.

The Miami Tribune, established March 11, 1924, published week day afternoons now has a paid circulation in excess of 20,000 copies and gaining at the rate of better than 2,000 monthly.

America's most select readers

The Palm Beach Times

DEVOTED TO THE BEST INTERESTS OF SOUTH FLORIDA

Florida's fastest growing newspaper

The Miami Tribune

A PEOPLE'S NEWSPAPER IN THE PUBLIC INTEREST

Established and Published by FRANK P. FILDES

National Representative, E. Katz Special Advertising Agency

NEWSPAPERS WON FORTUNE

(*Continued from page XXVIII*)

new accessories throughout. The Citizen will appear in its new and enlarged form March 1.

L. P. Artman is owner and manager of the Citizen.

During the past two years the Citizen has carried more advertising than for any other like period in its nearly half a century of existence, with a still greater increase of volume during the present winter season. A large percentage of the space sold was devoted to real estate publicity.

Key West's scenic automobile highway to the mainland is now almost half finished. A program of expansion and building activity of large proportions is predicted.

The *Key West Call,* published by E. H. Dutcher and edited by W. A. Gilbert, occupies the seven day morning field. This paper has nearly doubled in size in two years.



Orange, tangerine, grape-fruit groves, magnificently cultivated. These trees are 3½ years old. They stagger under the weight of golden fruit, in mid-winter. Note the row of silk oak shade trees planted along the fence-line.

FLORIDA WEEKLY PAPERS

Following is a list of weekly newspapers published in Florida, authorized by the State Chamber of Commerce. Weekly newspapers are constantly being started and this list may be incomplete:

Name of paper	Editor
Apalachicola Times,	H. K. Johnston.
Apopka Chief,	Albert M. Hall.
Arcadian,	L. E. Eigle.
Auburndale Journal,	Harry Corneal.
Blontstown Record.	
Bonifay Advertiser,	E. A. Williams.
Boynton Progress,	M. C. Baker.
Bradenton, In the Land of Manatee.	
Branford Herald.	
Bristol Free Press,	R. H. Weaver.
Bronson Levy Times-Democrat.	
Brooksville Herald,	Frederick Williamson.
Bunnell Flagler Tribune,	A. M. McDaniel.
Bushnell Times,	S. N. Graham.
Bushnell Tribune,	H. N. Talmadge.
Canal Point Everglades News,	Howard Sharp.
Chipley Banner,	Walter W. Jones.
Clermont Press,	Don M. Lochner.
Cocoa Tribune,	Mrs. C. H. Holderman.
Crawfordsville Gulf Coast Breeze,	B. H. Forbes.
Crescent City Call,	Ed N. Clark.
Crestview Okaloosa News-Journal.	
Crystal River Mirror,	John Kilgore.
Dade City Banner,	I. M. McAlpin.
Davenport Times,	W. S. Allen.
Daytona Beach East Coast News,	James L. Wilcox.
DeFuniak Springs Breeze,	H. C. Storrs.
DeFuniak Springs Herald,	Larkin Cleveland.
DeLand Florida Topics,	George L. Kress.
DeLand Sun,	C. A. Allison.
Dunedin Times,	Frank E. Joy.
Delray News,	Lon Burton.
Delray Wonderland Developer,	L. R. Benjamin.
Dunnellon Truth,	George W. Adams.
Eagle Lake Review,	G. T. Willis.
Eau Gallie Record,	W. P. Roesch.
Estero American Eagle,	A. H. Andrews.
Everglade News,	D. W. McLeod.
Fernandina Leader,	Cricket Prewitt.
Flagler Beach Radio,	Mrs. Christine Tolan.
Fort Meade Leader,	A. L. Cleveland.
Frostproof Highland News,	G. P. Ruhl.
Green Cove Springs Times,	F. Ion Robertson.
Groveland Graphic,	A. W. Newett.
Haines City Gateway Gazette,	T. L. Knowlson.
Hastings Herald,	M. E. Brewster.
Hialeah Herald,	J. H. Wendler.
Homestead Enterprise,	G. LaMonte Graw.
Inverness Chronicle,	Roderick Arkell.
Inverness American,	Roderick Arkell.
Jacksonville Farmer and Stockman,	W. M. Traer.
Jasper News,	W. C. Caldwell.
Key Largo Breeze.	
Kissimmee Valley Gazette,	H. A. Neel.
LaBelle News,	Miss Mary Hayes Davis.
LaBelle Current,	Paul L. Eddy.
Lake Butler Times,	Mrs. Iva Townsend Sprinkle.
Lake City Reporter,	Herbert L. Dodd.
Lakeland Labor Journal.	
Lake Wales Highlander,	J. E. Worthington.
Lake Worth Leader,	Vernon L. Smith.
Lake Worth Herald.	
Largo Sentinel,	Andrew J. Fuller.
Leesburg Commercial,	Gilbert D. Leach.
Live Oak Suwannee Citizen,	Burr A. L. Bixler.
Live Oak Suwannee Democrat,	Mrs. F. R. McCormack.
McIntosh News,	E. A. Hendrix.
Madison Enterprise Recorder,	T. C. Merchant.
Manatee Advertiser,	W. G. Sparkman.
Marianna Times Courier,	Claude Fogle Hanlon.
Mayo Free Press,	T. J. Weaver.
Melbourne Times,	Edward Taylor.
Miami Town Talk.	
Micanopy Herald.	
Milton Gazette,	D. R. Read.
Milton Tribune,	Edward Straughn.
Monticello News,	Will H. Bullock.
Moore Haven Democrat,	R. B. Childs.
Mount Dora Topic,	H. M. Talmadge.
Mulberry Herald,	G. M. Sheppard.
New Port Richey Press,	Wm. M. Hetherington.
New Smyrna Breeze,	J. J. Birch.
Ocala Banner,	Frank Harris.
Okeechobee News.	
Palatka Times Herald,	H. S. McKensie.
Palmetto News,	A. M. C. Russell.
Panama City Beacon-Tribune,	Alfred Tyler.
Panama City Pilot,	G. M. West.
Perry Herald,	Mrs. M. Plasket.
Polk City Chronicle,	Isaac Van Horn.
Pomona Progress,	Ed N. Clark.
Punta Gorda Herald,	Paul K. Garrett.
Quincy Times,	R. L. Sweger.
Rockledge Press,	Eva E. Martens.
Safety Harbor Herald,	A. E. Shower.
St. Andrews Bay News,	G. M. West.
St. Augustine Tribune,	Frank Webb.
St. Cloud Tribune,	C. F. Johnson.
St. Petersburg Tourist News,	Harold Sommers.
St. Petersburg Financial Journal,	J. E. Dadswell.
South Jacksonville Journal,	E. T. Hollingsworth.
Starke Telegraph,	E. S. Matthews.
Stuart Developer,	Edwin A. Menninger.
Summerfield Chronicle,	P. W. Collens.
Tampa Florida Grower,	Marvin Walker.
Tampa Free Press,	J. N. Harrison.
Tampa Florida Realty Digest,	C. C. Buckingham.
Tampa This Week in Tampa,	Ross K. Thompson.
Tarpon Springs Leader,	J. H. Hennig.
Tavares Citizen,	R. K. Gore.
Titusville Star Advocate,	H. H. Hudson.
Umatilla Tribune,	P. A. Ruhl.
Vero Beach Press,	B. W. Williams.
Wauchula Florida Advocate,	Wm. T. Cowles.
West Palm Beach Tropical Sun,	H. H. Curtis.
West Palm Beach Tourist News,	W. O. Lipscomb.
Williston Sun,	G. M. Sheppard.
Winter Garden Herald,	Thomas M. Seawell.
Winter Park Herald,	C. E. MacCanon.
Zephyrhills News,	S. D. Lovett.
Zolfo Springs Sun,	E. C. Miller.



Looks a-bit western, from this angle, but Haines City, one of the new towns, possesses charms typical of Florida and all its own.

An afternoon paper in a territory covered by no other daily newspaper—

The

TARPON SPRINGS

LEADER

JAY H. HENNIG, *Editor-Publisher*

¶ In Tarpon Springs, wealthy tourist and industrial city of 5,000 population, in Pinellas county, on the west coast of Florida.

¶ Circulation of over 2,200 paid subscribers.

¶ A splendidly equipped composing room for advertisers' display.

¶ National and local advertising rate, 42c. per inch. Detailed rate card on application.

¶ Job printing plant in connection.

National advertisers who seek an effective blanket, eliminating needless duplication and waste, are invariably choosing The Leader.

The Empire of South Florida

A region marked by the greatest growth and activity ever known in any section of the nation.

Embracing the wonderful development and progress now engaging the attention of the world and attracting thousands of people and millions of investment capital.

Including the great Florida citrus industry, the great Florida phosphate industry, the great Florida cigar manufacturing industry, the great Florida fisheries industry, the great Florida vegetable industry, the great Florida tourist industry, and 75 percent of the state's construction and real estate operations.

A rich and potential territory, with 22 *thriving and productive counties,* 99 *prosperous and growing towns and a population of* 713,943.

This is The Tribune's Territory

Covering and serving this territory, delivered early every morning in all these 99 towns, read by old residents, newcomers and visitors, the TAMPA MORNING TRIBUNE is the recognized and acknowledged newspaper of South Florida.

The advertiser who wishes to reach the best section of the fastest growing and most prosperous state of the Union must use

THE TAMPA MORNING TRIBUNE



The cocoanut industry of Southern Florida, typified by a dock scene at Tampa.

REALTY CROOKS MEETING SOLID OPPOSITION

(*Continued from page VI*)

Florida had the goods. She advertised. A great asset of interest and good will was created. People came, told their friends, and those friends came.

Then came the faker.

We in Florida are often utterly astonished at the number of chumps in the country—the number of people who apparently need guardians. From utter strangers they buy real estate which they have never seen, without even asking common sense questions about it.

Yet reliable information is available. Even the smallest cities in the state have Chambers of Commerce, and, because they are usually supported by public taxation, these chambers are, to all practical effects, branches of government. And nearly every community of any size has its Realty Board, whose members are pledged to the same high standards of ethics as realtors everywhere.

In addition, the State Chamber of Commerce, at Jacksonville, advertises widely its desire to be of service.

In spite of all of this, those who fatten on the chumps continue to be well-fed, and land and lots are sold to Northern easy marks which would not bring a tenth or a twentieth of the price in Florida, or could not be sold at any price.

There is plenty of speculation in Florida, in the sense that no man can know how fast the people will come—how soon a given population and consequent production of wealth will be attained. But, so far as Floridians are concerned, they are on the ground. They are studying conditions. They are using their heads.

The same thing applies, of course, to the outsider who, seeking a Florida investment, looks before he leaps.

But the sucker in the North does not speculate. For the most part he does not even have a chance to win.

As a matter of general policy, almost every Chamber of Commerce in Florida suggests that the buyer see what he is buying before he acts. There are, to be sure, many firms of such good repute that this is not always necessary. But it is good advice in most cases.

We have in Florida two important instruments for the protection of the public. One is the real estate licensing law, the operation of which is just getting headway under the direction of its father, Walter W. Rose of Orlando. The other is a recently organized Better Business Bureau section of the Florida State Chamber of Commerce of Jacksonville, which co-operates, of course, with the two present Better Business Bureaus in the state, at Miami and St. Petersburg.

And be it said to the credit of the newspapers of Florida that they have stood squarely behind these constructive movements, not only by giving their work editorial support, but with their money as well.

Florida, appreciating what her popularity has cost in dollars and cents and in effort, is on the job. She is doing all she can to protect her good name.

I have seen many industries respond whole-heartedly to the suggestion that they combine to protect their good name. But I never saw one respond more quickly and with better spirit and vigor than Florida is responding today.

SUNRISE MAGAZINE

The Illustrated Tourist and Realty Magazine of Daytona Beach

A quality circulation among the greatest buying classes in Florida today.

Striking Feature Stories, Exclusive News Photographs and Choice News Briefs have built up a Local, State-wide and National Circulation.

Published weekly, November to May; twice monthly, May to November. 5c per copy. $1.00 a year.

Advertising Rates on Application

MILLER PUBLISHING COMPANY
DAYTONA BEACH, FLORIDA

MELBOURNE FLORIDA

is a typical East-Coast seething little city. It has all the East-Coast attractions. It needed only one improvement—it had no Daily Newspaper, such as the **Orlando Reporter-Star**—Owned by the brothers Brossier, J. F. Schumann and J. J. Schumann.

Florida Grasps Opportunities as they appear;

so the Brossiers and Schumanns added the

Melbourne Daily Journal

to their growing "string." Now Melbourne has a live Daily.

In this state where tourists leave close to

A BILLION DOLLARS A YEAR

the per capita expenditure for Nationally-advertised goods is at its peak. Your Florida list will be incomplete without the

Melbourne Daily Journal

VERO BEACH FLORIDA

is another East-Coast city which soon will require a Daily Newspaper. Here, also, the Brossier-Schumann group have seized another opportunity. Beginning publication of the

Vero Beach Journal

as a Semi-weekly, they have equipped the plant to function for a Daily, and tug, like hounds on a leash, waiting for the Daily signal.

Brossiers and Schumanns are forward-looking successful daily newspaper publishers. They pledge themselves to these new tasks, conscious of their obligations to their clientele and to National Advertisers.

Thus **a large section of necessary Florida coverage is included in the Brossier-Schumann group.** Their towns are "hand-picked" from the garden of success.

Use these papers with the assurance that they are backed with **Specialized, Native Florida newspaper experience,** with ample capital to insure the greatest measure of successful operation.

Nationally represented by

Bryant, Griffith & Brunson, Inc.

ST. PETERSBURG

"THE SUNSHINE CITY"

$24,349,700 Building Permits in 1925

(20% under actual value according to Strauss)

$45,547,181 Bank Deposits December 31, 1925

$189,497,852 Bank Clearings in 1925

(That means Power to Purchase)

45,000 Permanent Population

100,000 Estimated Winter Population

NO BOOM

Just 15 Years of Vigorous Growth at rate of 20% or more each year

You can't afford to neglect this market

The Evening Independent

"The Sunshine Paper"—free every day the sun fails to shine—covers St. Petersburg and immediate vicinity; three editions every week day afternoon.

The Independent is the oldest daily newspaper in St. Petersburg, but not too old to keep pace with the city it named "Sunshine" and helped build. Thirty-one per cent increase in circulation, 37 per cent increase in linage in 1925. Sixth among all six-day newspapers of the entire United States in linage carried during 1925.

What would you like to know about us?

Ask us or

FROST, LANDIS & KOHN

National Advertising Representatives:

THE EVENING INDEPENDENT ST. PETERSBURG, FLA.

FLORIDA ALERT TO CHECK PROMOTION FRAUDS

Better Business Bureaus on the Job to Weed Out Fakers and to Insist on Truth in Advertising—Ponzi Under Indictment—Other Promoters Forced to Return Money

JACKSONVILLE, FLA., Feb. 23.—The State of Florida, through the activities of the Florida State Chamber of Commerce co-operating with the National Better Business Bureau, the Florida Association of Real Estate Boards, the Florida Real Estate Licensing Commission and local Chambers of Commerce, more than 200 of them, throughout Florida, is engaged in an aggressive campaign against fraudulent real estate promotions and misleading advertising of Florida property, with the result so far of putting numerous crooked promoters out of business, obtaining in several instances a return to the purchasers of money paid for misrepresented real estate and, what will be eventually the most valuable effect of all, the establishment of a censorship over Florida advertising in newspapers outside of the state.

So far nobody has been put in jail as a result of this campaign, but indictments have been obtained against several promoters and post office fraud orders have been issued against others, engaged in attempting to take advantage of the widespread interest in Florida real estate by offering property through misleading and deceptive advertising.

One of the latest to be caught in the Better Business Bureau net is the notorious Charles Ponzi of Boston. After remaining out of the public eye for a considerable period following his conviction for swindling by means of international postal money orders, Ponzi popped up in Florida a few months ago with a scheme for selling units of indebtedness of a land company for which he was trustee. He offered these units for sale at $10 each with a guarantee—Ponzi has always been strong on guarantees—of 300 per cent profit to every purchaser after 30 days. The documents delivered to buyers were cleverly worded to permit the payment of the so-called profits in either money or land, the land being "lots" in a 100-acre tract of wild land in Columbia County, Florida, which Ponzi had bought for $16 an acre and on which no improvements of any kind beyond a few stakes to mark the limits of the 25x50 foot "lots" had been made. The Boston Better Business Bureau began the investigation and caused the arrest of Calcedoni Alviti, Ponzi's Boston partner, who had sold an incredible number of the Ponzi units to the same class of suckers who had fallen for Ponzi's earlier scheme. The Boston bureau referred the matter to the St. Petersburg, Fla., Better Business Bureau, the first one organized in the state, and it in turn took the matter up with the State Chamber of Commerce. The results to date are that Ponzi is under indictment on four counts for violations of the laws of Florida, his partner Alviti has been sentenced to six months in the House of Correction in Boston and is out under $5,000 bail pending an appeal, and Ponzi himself is endeavoring to persuade the Florida Better Business Bureau associates to consent to the withdrawal of their charges on his promise to make restitution. But the Federal authorities are on Ponzi's trail, and the attention of the Massachusetts authorities has been directed to these new activities.

"The newspapers of the United States are co-operating splendidly with the Florida State Chamber of Commerce and the Better Business Bureau in checking up on suspicious advertising and refusing to run advertisements which are not approved by one or both of these organizations," said John Garver of the National Better Business Bureau staff, who is in charge of investigations in Florida. "In Detroit all of the newspapers submit every Florida advertisement to the Better Business Bureau before accepting it. In many other Florida cities most or all of the newspapers refer all advertisements of Florida real estate to the Florida State Chamber of Commerce. In this way not only are crooked promoters who are already under investigation or suspicion prevented from spreading their nets for the unwary, but in some instances the first knowledge we have of new and suspicious promotions has come to us from the northern press.

"Two things I want to make particularly clear, in justice to the overwhelming majority of honest and worthy Florida real estate developers.

"One is that most of the crooked promotions not only do not originate in Florida, but are not operated in or from Florida. Of the thirty odd cases which the State Chamber of Commerce and Better Business Bureau now have under investigation more than two-thirds are operating exclusively in the north and have no representation of any kind in Florida.

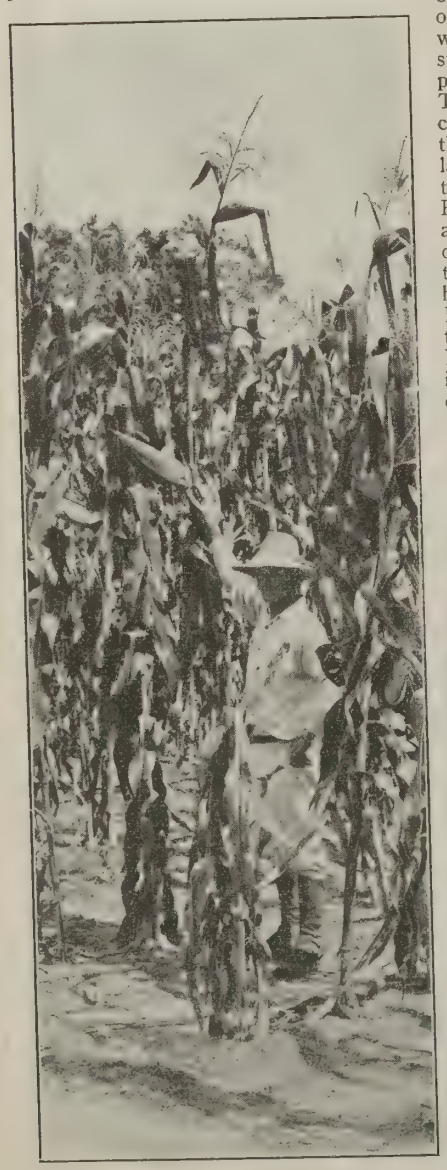
"The second important point is that the total amount of land and of money involved in all of the cases of misrepresentation or fraud which we have been able to discover amounts to but a trifling fraction of the entire volume of real estate operations in Florida. I should say that the proportion was materially less than 1 per cent of the whole. That is enough, however, to create in the minds of the unthinking, and especially of those who have been stung and their friends, the impression that everything in Florida is on an equally untrustworthy basis.

"Even the acceptance by the northern public of the slogan 'Investigate before Investing' does not always serve to allay that suspicion. The State Chamber of Commerce, the Florida Association of Real Estate Boards and the Better Business Bureau have been using that slogan in their advertising for months and it is gaining effect. One of our investigators found that more than 500 'prospects' had made personal inspection of one so-called development which offered alluring profits to investors, but instead of congratulating themselves upon having acted upon our advice and looking further for investments of real merit, most of these had turned around and gone home loudly denouncing everything in Florida as fraudulent. It is human nature, apparently, to

(*Continued on page XXXVI*)



Street scene at Ocala, typical of the stable character of the thriving towns of Florida, where the visitor's problem is to find parking space after eight A. M.



Hello Kansas—will this 14-foot corn do for the tropics? These towering stalks were grown in Duval County, near Dinsmore.

Discriminating People Come to Spend an Hour in St. Augustine —and Remain for Life

Most romantic city in America, where the glories of the past blend with the splendors of modern life.

St. Augustine is the oldest city in the United States. Three flags have flown from some of her cherished relic houses and the ancient Spanish-built fortress. Mammoth gates of the ancient walled city still stand ajar, harbingers of St. Augustine's welcome to the annual flood of visitors from the whole round world.

City of beauty and progress, a mosaic of lovely homes, stately resorts, fine roads, palm groves, shining sea and a bustling commercial centre. St. Augustine's population has nearly tripled since the last federal census. Modern engineering skill, using the sand-sucking dredge, has remodelled St. Augustine's water front, providing new land with sea views for thousands of home builders. St. Augustine is a rich community, happy, progressive, beloved by all who call it home.

St. Augustine's newspaper, modern in every detail, editorially alert, commercially indispensable to the community, is published every evening and Sunday from one of the finest printing plants in the South. Visiting newspaper and advertising men and their ladies are cordially invited to inspect this newspaper office.

ST. AUGUSTINE RECORD

Representative:

ROBERT E. WARD, INC.

501 Fifth Ave.
New York, N. Y.

5 So. Wabash Ave.
Chicago, Ill.

ILLUSTRATED DAILY TAB

Morning Daily and Sunday

MIAMI, FLORIDA

VANDERBILT NEWSPAPERS, INC.

The development of Miami as a metropolis has created a market of unusual scope as the consumption of advertised and trade-marked merchandise testifies.

Miami is a city where permanent establishment and growth is positively assured and because of this fact National Advertisers should develop the market from the standpoint of output to their fullest ability.

The Illustrated Daily Tab (Morning and Sunday) has established itself as a live, clean newspaper worthy of consideration whenever advertising appropriations are being considered.

The Morning newspaper field presents an attractiveness both in potential worth and coverage which warrants the suggestion that the Illustrated Daily Tab be included in all national appropriations that include Miami.



In the citrus belt, garner in 1925 of more than fifty millions of wealth for the citizens of Florida.

FLORIDA ALERT TO CHECK PROMOTION FRAUDS

(*Continued from page XXXIV*)

generalize from insufficient information."

The First Better Business Bureau in Florida was organized just a year ago by the St. Petersburg Advertising Club, mainly through the efforts of William C. Freeman, the club's president, formerly one of the best known advertising men of New York City. Miami followed a short time later. At the August conference of Better Business Bureaus at Indianapolis it was decided to send a representative to Florida, in view of the many inquiries about Florida promotions which were being received by the 45 Better Business Bureaus throughout the United States. Edward A. Schwab, special representative of the National Better Business Bureau, who had been lent to the St. Petersburg bureau in the spring of 1925, was detailed to co-operate with Mr. Garver, who came to Florida early n November and has been continuously engaged in investigations since then. Fred Schwab and Ben Garver have since been added to the staff, and early in February the work of the Better Business Bureau and that of the State Chamber of Commerce along similar lines was co-ordinated.

"The Florida State Chamber of Commerce invited the Better Business Bureau to join forces with us in the effort to eliminate fraudulent promotions and misleading advertising from the Florida situation," said A. A. Coult, general secretary of the State Chamber. "The State Chamber of Commerce as such only came into existence in December, but for some months previously, as the Florida Development Board, we had been investigating, both with our own personnel and with the aid of investigators borrowed from the National Better Business Bureau, every suspicious promotion and advertisement that came to our notice. The present arrangement avoids duplication of effort and makes the work in this direction of the State Chamber, the State Association of Real Estate Boards and the Better Business Bureau more effective.

"Since Feb. 1 the work has been so organized that we can now not only read every Florida real estate advertisement which is published and check up promptly on representations made, through the local Chambers of Commerce and Real Estate Boards affiliated and co-operating with us, but we can inspect the property offered, look up the people back of it, and be prepared to give intelligent information about particular developments and to curb the activities of those who through over-enthusiasm, lack of experience or deliberate intent misrepresent the properties which they offer.

"Original investigations of this kind put the State Chamber of Commerce in a position to answer the enormous correspondence resulting from our advertisements in northern newspapers and magazines. Each of these advertisements carries a coupon to be sent in by those desiring information about Florida. Many want merely general information such as can be given through booklets and other printed matter, but a surprisingly high percentage of inquiries relate to specific developments and real estate offerings.

"In all something like 200 investigations have been made. In only a few has anything that could properly be termed a fraud been discovered. In some instances it has been found that the owners were entirely honest but that they were unaware of the representations made by the men in charge of sales and advertising. For example, a development known as Kissimmee Shores was represented as suitable for immediate agricultural occupation, as being near the City of Kissimmee on a main state highway and with ample railroad facilities. Kenneth Backman, manager of the Boston Better Business Bureau, called the attention of the State Chamber of Commerce to the advertising of this project which was appearing in New England. Our investigation disclosed the fact that the property lies 50 miles from Kissimmee, that it is not on a main highway nor a railroad, and that it will require a great deal of drainage before it can be farmed. I communicated these facts to the Boston Bet-

(*Continued on page XXXVIII*)

TRI-CITY MORNING NEWS

Bradenton-Manatee-Palmetto

(Eventually one big city)

Fully covering the tri-cities and famous Manatee section of marvelous Florida. Read by thousands of prosperous citizens and tourists who "read at breakfast what happened last night" in the only morning newspaper published in this locality. Manatee county comprises an advancing community, banking its growth on the most prolific and substantial agricultural section in the world, with every added attraction appealing to the winter tourist, forming a prosperous market of recognized permanency, ready and willing to buy what you have to sell. Synonymous with its development is the daily expansion of the TRI-CITY MORNING NEWS, claiming a morning and Sunday circulation of the healthiest condition.

BRADENTON - - - FLORIDA

Sarasota

Biggest little city in the world

Fastest growing city in Florida.

A city with 42 millionaires and 71 big Real Estate subdivisions.

Bank deposits $15,000,000.00.

Super-power electric plant. Deep-water harbors under construction to be finished in 1926.

Population more than doubles yearly; 1926 building permits $100,000,000.00.

Sarasota Herald
MORNING & SUNDAY

20 to 40 pages daily, 54 to 72 pages Sundays. A place where money is —and where it is spent.

S. C. BECKWITH

Special Agency

Foreign Representatives

In Florida, it's BROWARD COUNTY—
In Broward County, it's FORT LAUDERDALE—
In Fort Lauderdale, it's—

The Morning Sun

and the

FT. LAUDERDALE DAILY NEWS

An All-day Combination That Serves Well

THEY ARE BROWARD COUNTY'S ONLY DAILY PAPERS AND COVER THE TERRITORY BETWEEN MIAMI AND WEST PALM BEACH AS THOROUGHLY AS THE SUNSHINE

Fort Lauderdale is situated on beautiful New River and so close to Lake Mabel that its deep harbor facilities are the greatest to be found on the entire East coast.

It is the Gate City to the Everglades, therefore bounded on the west by the most fertile farm land to be found in the state.

The population of this rapidly growing city has increased 300% in the past year and boasts of its 18,000 inhabitants to start the year 1926.

The Morning Sun and the Daily News serve this fast growing community as any great community should be served. All the news all the time.

Both papers carry daily the full leased wires of the Associated Press together with the very best features that money will buy.

The News Publishing Co.

THOMAS N. STILWELL
President

HORACE C. STILWELL
Sec'y & Treasurer

FREDERIC NORTH SHOREY
Publisher

MILTON J. MISNER
Business Manager

Mr. Advertiser

Fort Lauderdale and Broward County offer a good market for almost every commodity and these commodities can best be sold thru the advertising columns of these rapidly growing papers.

National Representative: FROST, LANDIS & KOHN

Chicago New York Atlanta St. Louis San Francisco Los Angeles Seattle



Not Venice, but Miami Beach, and the gondolier sings a song, which might be "Old Black Joe," or such of the negro spirituals as "All God's Chilluns," golden music under a tropic moon.

FLORIDA ALERT TO CHECK PROMOTION FRAUDS

(*Continued from page XXXVI*)

ter Business Bureau, which got in touch with the owners. They were horrified to learn what had been said about their property. A great many persons had bought ten-acre units in this development for $1,000 each and the owners immediately sent out a letter to every purchaser offering to refund the money. They are now organizing a special drainage district under the state laws.

"Some times a man advertises in good faith things which are not true. A man in Buffalo bought a tract of Florida land which he had never seen on representations which he accepted and on which he offered it for sale in smaller parcels. The Buffalo and Rochester Better Business Bureaus called the matter to our attention and I wrote him asking for a legal description of his land, which had been represented to him as being on the Dixie Highway. We found not only that it was not on the Dixie Highway, but he did not even have a legal title to the land which he was selling. He has agreed to refund the money to several thousand persons who have bought lots from him.

"A development known as Arcadia Gardens reaped a harvest last summer by selling lots to tourists visiting Atlantic City, N. J., representing that a piece of wilderness was a complete development with all improvements in and buildings constructed. In this case, too, the promoters have agreed to return the money paid."

FLORIDA'S NEXT BIG CITY

FORT PIERCE

"THE HUB OF FLORIDA"

Seaport City—Railroad Center
Florida Highway Junction Point
Population 10,000—Winter 16,000

Situated in The Wonder County

ST. LUCIE COUNTY

The Agricultural Paradise of Florida

FOR THE 8TH CONSECUTIVE SEASON, WINNER OF THE GRAND CITRUS FRUIT AWARD IN FLORIDA—SCORING 952 POINTS OUT OF A POSSIBLE 1000.

This Wonderful Section of the Nation's Wonder State FLORIDA

Served by the

FORT PIERCE RECORD

Every Morning—7 Mornings A Week

—READ IN EVERY HOME—

NEWS SERVICE—LEASED WIRE OF UNITED NEWS

National Advertising Representatives: FROST, LANDIS AND KOHN

AN EPOCH MARKING RECORD OF ACHIEVEMENT ESTABLISHED BY THE TAMPA TELEGRAPH

Since the organization of this paper each passing month has seen new records made, never before paralleled in the history of journalism.

TWO THINGS RESPONSIBLE

for the wonderful record made by the *Telegraph:*

—IN ALL HISTORY THERE HAS NEVER BEEN SUCH AN ERA OF SOUND YET TREMENDOUS DEVELOPMENT IN ANY TERRITORY AS IS NOW IN PROGRESS ON THE WEST COAST OF FLORIDA.

—THE MEN AND WOMEN WHO MAKE UP THE ORGANIZATION WHICH OWNS AND OPERATES THE PAPER ARE ALL TRAINED NEWSPAPER SPECIALISTS WHO HAVE WORKED TOGETHER IN THE TAMPA FIELD FOR MANY YEARS. THEY KNOW THEIR CLIENTELE AND THEY KNOW CONDITIONS WHICH EXIST HERE AND KNOW HOW TO HANDLE THEM.

IT IS NOW A PROVEN FACT

that no advertising campaign which is intended to cover the Tampa field either local or foreign can fulfill its purpose without using this medium.

Both the volume of advertising carried and the marvelous growth of circulation verify this fact.

It will pay you to investigate

THE TAMPA TELEGRAPH

"Tampa's Livest Newspaper"

Representatives:

E. KATZ SPECIAL ADVERTISING AGENCY

New York, Chicago, Detroit, Kansas City, Atlanta, San Francisco

Leadership!

The
Daytona Beach News
DAYTONA BEACH, FLA.

FIRST

in

Local Advertising
A. B. C. Circulation
National Advertising
Merchandising Cooperation

The Daytona Beach News has almost double the paid circulation of any daily newspaper in Volusia County, or on the East Coast of Florida between St. Augustine and West Palm Beach.

Circulation NOW Over 6,400

PERMANENT POPULATION ESTIMATED AT 25,000

For RESULTS Use
THE DAYTONA BEACH NEWS

Associated Press, International News Service and other well-known features
The only A. B. C. Newspaper in Daytona Beach, Fla.

Represented by

FROST, LANDIS & KOHN

Chicago New York Atlanta St. Louis Kansas City



View almost anywhere in central Florida above Lake Okeechobee, Spanish moss decorating every tree and cool lake waters, alive with fish and pelicans, giving the northerner a thrill.

FLORIDA REDISCOVERED

(*Continued from page III*)

but the state has not learned to refine it for fertilizer in her own plants. The total mineral output is valued at $16,000,000 per annum. There is a large fishing industry and a lively tobacco manufacturing business, particularly of cigars, of which half a billion are produced in a year. The forest yield is more than $40,000,000, including turpentine and rosin. There are diversified small industries, outside of agriculture, but all are dwarfed by the building, tourist trade, commercial retailing, transportation and agriculture.

Now that the excitement of the big speculative land rush has subsided the thoughtful citizen discusses the future of the new-found state, and the great, pulsating, unanimous thought is—agriculture. If the state has been neglected as a resort it has been wholly ignored as a seat of immense farming enterprise. Less than ten per cent of the available and suitable farm land, some of it as black as your hat and much of it of amazing fertility, has been touched by plough or harrow. Indeed, 20,000,000 acres, susceptible of cultivation for from one to four annual crops of some 250 logical commodities, lie under the sun in their primitive state.

This is another paradox, for Florida eats and demands the best and her natural crops come at a time of the year when they may sell in northern markets as luxuries. The state does not by any means feed its own population. L. M. Rhodes, of the Florida State Marketing Bureau, recently prepared the following record of the 1925 food importations into Florida from the outside world:

Bacon and pork	$19,403,221
Beef and veal	13,797,106
Dairy products	24,035,181
Lard	3,199,668
Lamb and mutton	1,700,000
Poultry	7,500,000
Eggs	4,500,000
Flour, meal, bread	18,000,000
Corn	8,000,000
Feed stuffs	5,250,000
Canned goods, fruits and vegetables	18,750,000
Total	$124,135,176

It will be understood, of course, the state has no census machinery for securing direct absolutely accurate data, but it is possible to reach certain estimates by deduction, and this Mr. Rhodes did.

Mr. Rhodes' estimates point the way to the farmer of the future, an accurate indication of what is needed. And Horace E. Norton, one of the best-informed and most conservative agricultural analysts of the state, with national experience, said to this writer:

"Every item on the import list can be grown in Florida, some better here than in any place that I have ever discovered. It is one of the great economic absurdities that Florida last year purchased outside of her borders a quarter of a million dollars worth of foodstuffs.

"This is an excellent cattle and hog country. The tick that plagues cattle can be controlled and is being controlled. I have never seen finer hogs in any state than here. The state needs dairy development on a large scale. Around Jacksonville is the best chicken country I know of, and one young friend of mine has made a clean-up there with poultry in the past two years. You see wild ducks on every lake, but you will hunt far and wide for a duck farm like those which abound on Long Island. There are four or five excellent varieties of hay which may be grown the year round in Florida. We can grow alfalfa, but there are more profitable hays. We can grow oats and corn in immense quantities. Florida has been simply neglected.

The future will see a great number of small farms here. Ten acres is enough for a man, if he farms intensively. I know a man who makes $7,000 a year from two acres. Intelligent farming will net large scale farming from $200 to a $1,000 an acre. This is the next big move in Florida."

The land along the northern boundary of the state is looked upon as the best general farming country. The best citrus fruit land lies down the peninsula, from 50 to 75 miles below the northern border.

Florida is sandy around her boundaries, white sand at the coast lines and sometimes in the interior, rich sandy loan on the big central ridge or terrace that extends from the northern border south almost to the Everglades. Geologists say that Florida was once under water and as the seas have receded through the long spans of time terraces have been left on either side of the peninsula, the center being 280 to 300 feet above sea level and the coast terraces being so flat that the ebb tides leave millions of acres of marsh land exposed.

There are, of course, exceptional wide beaches of hard sand, where automobiles race for thirty miles.

Florida's 50,000 farmers, occupying 2,000,000 acres, raise annual crops approaching $100,000,000 in value. Fruits, berries (including magnificent strawberries and blueberries), sugar cane, tobacco, ferns, celery and potatoes, and all manner of garden truck, melons, nuts ranging from the coconut to the delicious paper-

(*Continued on page XLII*)

SANFORD, FLA.
"The City Substantial"

The center of the most intensively developed agricultural section in Florida.
Sanford ships more than 73% of all the celery grown in Florida, and 33⅓% of the total production of the United States.
It shipped more than 5800 carloads during the season of 1924-25.
$7,000,000 is derived annually from agriculture and horticulture.
To reach these prosperous farmers—use

The Sanford Herald
"The only daily thoroughly covering Seminole County"
Rates and circulation on request

THE PLANT CITY COURIER

Oldest Newspaper in Hillsborough (Florida's greatest county)

Offers

Better service to advertisers than any other medium or combination of mediums in Eastern Hillsborough.

PLANT CITY has a population of approximately 8,000 (1925 state census shows 6,639) and a trade-area population of 20,000. Known as "The Substantial City."

The greatest winter strawberry and produce market (F.O.B.) in the South.

Florida's leading inland shipping point. More trains daily than any other city in Florida except Jacksonville.

Seven main highways connect the city with hundreds of thousands of acres of the best and most highly developed agricultural territory in Florida. These roads are to be supplemented with $1,100,000 (60 miles) of hard-surfaced 16-foot lateral highways for which the Fourth Commissioner's district has already voted bonds.

One modern school building to every 1,200 men, women and children residents. Known also as "A city of churches."

THE ADVERTISER whose product appeals to a rural population accustomed to the conveniences of city life, will get RESULTS by placing his copy in

THE PLANT CITY COURIER

(*Every morning, except Monday*)

Leased wire service of United News—Member of Central Press Association.

Published by
PLANT CITY COURIER PUBLISHING CO., Inc.

W. K. ZEWADSKI, Jr., *President*
ARTHUR G. IVEY, *Sec'y-Treas. and Mgr.*



J. Clement Brossier

Let the Corset Cover Twins

"CAMISOLE and BRASSIERE"

Cover Your Central Florida Wants



R. Bazile Brossier

You can't judge Florida's purchasing power by its population, it must be judged by its wealth. We do not know of a single family within a radius of fifty miles of Orlando which is in financial want.

The people of Florida buy what they want and have the money to pay for it regardless of cost.

Here's a fertile field for national advertisers. Besides our own population, well-to-do tourists roam our state and never pass up Orlando. They'll be prospects for your products when they return home.

THE REPORTER has daily afternoon deliveries in the following cities:

Orlando	Clermont	St. Cloud	Melbourne
Formosa	Winter Garden	Titusville	Sanford
Winter Park	Ocoee	Indian River City	Maitland
Apopka	Pine Castle	Cocoa	Longwood
Eustis	Kissimmee	Rockledge	Alta Monte Springs

The growth of Orlando:

Population	
1910	3,894
1920	9,282
1925 (April 1)	22,273
1926 (January 1)	33,000

Enrollment White Public Schools	
1900	221
1910	584
1920	1,512
1925	3,991

City Property Valuations
(Approximately 60%)

1900	$1,088,793.00
1910	2,113,653.00
1920	11,650,792.00
1924	20,784,455.00
1925	27,633,396.00

Building Permits

1920	1,596,118.00
1921	3,002,468.00
1922	3,271,799.00
1923	3,033,139.00
1924	5,715,478.00
1925	$1,800,007.00

—(To Oct. 15, 1925)

BANKS

Total resources in our territory exceed $40,000,000.00

CITY TAX RATE

21 Mills on 60% valuation, or $12.60 on $1,000.00.

There are two good daily newspapers in Orlando. We don't cover the entire field—only about 95%. But we have an afternoon paper which enjoys the confidence of this 95% population, and retains the respect of our enemies (not many but a few).

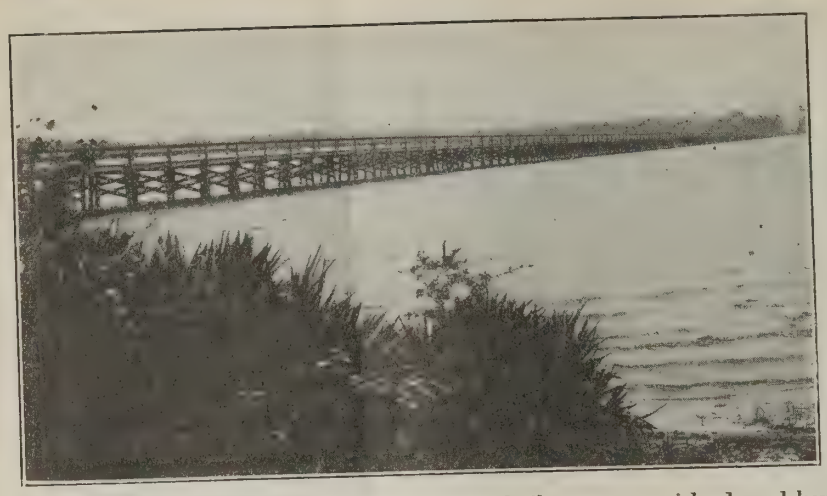
The Sunday Reporter-Star published in conjunction with the week-day **Evening Reporter-Star** is the only locally illustrated paper in Central Florida. To use the **Evening Reporter-Star** and the **Sunday Reporter-Star** guarantees to advertisers full coverage of this rich and lucrative section.

P. S.—The daily circulation is 9,330
The Sunday circulation is 10,450

The A.B.C. gives the R.-S. more local circulation than other papers distributed in this section.

P. S. No. 2—The total linage for the Evening Reporter-Star for 1925 was—8,926,078.
Its closest competitor was 8,594,012.

Represented in the National Field by BRYANT-GRIFFITH & BRUNSON, Inc.



All over Florida one sees causeways and bridges built to connect islands and keys with the mainland.

FLORIDA REDISCOVERED

(*Continued from page XL*)

shell pecan, abound wherever man has put his hand to the soil, and often, in the case of berries and nuts, in wild profusion. There is no fencing law in Florida and one of the picturesque sights is that of cattle and hogs roaming over the roads herded in range counties by cowboys who look to the tourist as if they has just arrived from Yuma.

Florida's citrus crop, taken from 17,000,000 trees, runs to more than 20,000,000 boxes per annum of oranges, grapefruit and tangerines, worth $51,469,280. Pineapples grow over a huge acreage of the state.

Many look to the Everglades as the future garden spot of the state, able to feed a large section of the world's population. This vast saucer, covering 4,500 square miles, lying south of Lake Okeechobee, with its black muck bed created by centuries of layers of decayed vegetation, is being reclaimed by the tractor which ploughs drainage canals 20 to 75 feet wide, relieving the land of its water and making seed grow under the hot sun with stupendous results. The farmer is now at work in the Everglades. Among his crops are all sorts of garden truck, sugar cane, rice, hay, corn, millet, maize, peanuts, oranges, grapefruit, limes, avocados and bananas. He is also raising live stock in small volume. The Everglades are being sold as small farms, but many believe that the future will see vast ranch operations carried on there by corporations which will specialize farming on a new scale. One of the familiar remarks is that the Everglades will some day make fruit and vegetable luxuries as common in the North in December as they are in September.

In his excellent book, "Florida in the Making," Frank Parker Stockbridge

(*Continued on page XLIII*)

STATION
EUSTIS
FLORIDA
IN LAKE COUNTY,
Where T. Jeff Bailey Publishes His Daily Effort,
The Eustis Lake Region
—A Very Good Little Newspaper,
BROADCASTING:
A CITY OF HOMES
Built by Cultured-Liberal Yankees
Encouraged by Tolerant-Friendly Crackers
GOOD
Schools—Churches—Fishing—Boating—Golfing
Gun Club—Kiwanis and Rotary Clubs—Country
Club—Band Concerts—Playgrounds—
Climate—People—Lakes—Hills
Scenery—Citrus Fruits
(One wanting more should die and go to Heaven)
EUSTIS
—Pulls Like a Porous Plaster
Wears Like a Pig's Nose—
USE A TWO CENT STAMP AND LISTEN IN ON
The Chamber of Commerce

PUBLISHED By John C. Martin Owner and Editor
TAMPA EVENING **GLOBE** HOME EDITION
VOL. 1. No. 75 - Leased Wire Report By United Press. Tampa, Florida, Saturday, February 20, 1926. AN INDEPENDENT NEWSPAPER PUBLISHED DAILY EXCEPT SUNDAY Price 5c

"Florida's Fastest Growing Newspaper"

The big tabloid success of the past year in America. It is a true newspaper, done up in the convenient package of the new journalism. It is a leader of thought and action in wonderful Tampa, independent, liberal, constructive, wholesome, a paper for home-loving, state-building men and women.

Because the Globe is a good newspaper, a delightful entertainment, an independent advocate of progress, Tampa has given it splendid support from its first issue. In less than a year it has become a notable circulation and advertising success.

National distributors of worthy merchandise deserve to know that the gateway to Tampa's substantial homes is the

Tampa Evening Globe

Evening Hours are Reading Hours

Published Daily Except Sunday

National Representatives:

FROST, LANDIS & KOHN

Chicago New York Atlanta St. Louis

FLORIDA REDISCOVERED

(Continued from page XLI)

vote: "Development of the Everglades i a job for capital in large sums, for t individual small farmer, except in a fv favored cases, cannot afford to undertake the necessary ditching and dik- to supplement the drainage system ecessary to insure against floods or ought; only on a large scale is it profible to install pumping systems adeate at all times to the emergencies ich may arise at any time."

After one has visited many of the 38 es of the state where daily newspapers published the temptation is to write ook-length account of their individual racter, almost uniform beauty and onishing common development during to two years. A dozen of them almost brand new.

acksonville is the solid northern base Florida's progress, itself last to fall ler the spell of speculative rushing today as live and with as many insting stories to tell as any other city. builders are there, making over the city, much of which deserves to reon because of ancient glory.

No more romantic city exists in Amerthan St. Augustine, first white man element in the United States, to which g relics of the five governments under ch she has lived. But St. Augustine, ite her narrow twisting streets, is ntially a modern city, filled with nificent hotels and homes, gay and ring. On the road to Orlando, ropolis of the center of the state, one the bustling, clean new cities of tings, Palatka, DeLand, Sanford and rs, and the rich truck gardens with usion of lettuce, celery, beans, cubers, peppers, strawberries, and es. Ferns are grown here in the -shade of lattice buildings; florists the whole country use them to garbouquets.

Orlando had in 1910 3,894 people, and Carl Hunt told this writer that the present population is 31,478. The value of her city property has multiplied 27 times. Her total bank resources are $26,000,000. A progressive, liberal town is Orlando and beautiful to look upon.

Kissimmee, Haines City, Winter Haven, Lakeland, Plant City, Bartow, Sebring, Arcadia, Punta Gorda are on the long, good road to Fort Myer, all deserving a place in the picture of a state being magically built. Each has its industries, each its chamber of commerce, each its devoted advocates, each its quota of fine homes, parks, drives, trading centers and most often a municipal band. Fort Myers is spotless and possesses one of the prettiest residential streets in the country.

North on the Gulf coast the road leads through Sarasota and Bradenton to Tampa, famous old city, now triple its 1920 size, modernized, impressive, as active as any northern town, and very rich. Over Gandy Bridge, more than six miles in length, one-half of the distance over water, you wheel your way, en route paying a toll which seems to be fair, but which, you are told, is regarded by the bridge corporation to be so excessive that application has been made to the legislature to have it cut down in the public interest. By this bridge the distance to St. Petersburg is shortened by 40 miles and time is money in Florida. St. Petersburg was named by a sailor from Russia as a result of a little discussion on the primitive dock of the long ago between that gentleman and a crony from Detroit. The latter was loyal to the Michigan city and the two drew lots, St. Petersburg winning. The defeated gentleman later started the Detroit Hotel, now a romantic hostelry of the city. The old fishing village of a quarter of a century ago today has more than 50,000 residents and some of the claims of Winter population run as high as 150,000. It is a resort city, with wide streets, glorious drives, fine hotels

(Continued on page XLV)

20 miles of the "GOLD COAST"—

COVERED BY

The Stuart Daily News

STUART, FLORIDA



Only medium for blanketing important twenty-mile stretch of Florida's famous East Coast, including City of Stuart and all of Martin County.

Recognized commercially, agriculturally and as a winter resort, STUART, FLORIDA, is the fastest growing city in the fastest growing section of the fastest growing State in the UNION.

This bright, effective daily, running from eight to twenty pages, reaches more than nine out of ten people in the city and county, wherein the national advertiser will find an acknowledged field of prosperous buyers.

Stuart, Florida

"The Atlantic Gateway to the Gulf"

Foreign Representatives:

Ralph R. Mulligan,
30 East Forty-second Street
New York, N. Y.

C. J. Anderson Agency,
360 North Michigan Avenue
Chicago, Ill.

Palm Beach Today

Represents More Capital—Has More Bank Deposits—More Money Per Capita—Enjoys Greater Business, Industrial and Building Activity with

STABILITY

than at any Time in History

The Following Should Be Sufficient for

A Guarantee of the Stability of Palm Beach

The following vast sums were expended for improvement, construction and development, either completed or in process of completion from January, 1925, to January 21, 1926, in West Palm Beach and Palm Beach:

Municipal Improvements	$ 6,480,000.00
Public Utilities	4,800,000.00
Inlet and Port	4,250,000.00
Southern Boulevard Bridge	300,000.00
Schools	775,000.00
Semi-civic Buildings	1,000,000.00
Development of Subdivisions	24,000,000.00
Building Permits, 1925	31,724,761.00
Building Permits, 1926, to Date	1,677,005.00
Add Increase to Building Permits to Cover Under-Estimation as Per Opinion of City Officials	19,857,064.00
Total	$94,863,830.00

The Palm Beach Post

Is Representative of

The Growth and Stability of Palm Beach

There is no other Medium in Summer or Winter that so thoroughly covers the Spenders of the *classes* and the *masses* of Palm Beach, West Palm Beach and Palm Beach County as

The Palm Beach Post

West Palm Beach, Florida

"The Leading Paper"

(Only Member A. B. C. in Palm Beach County)

Representatives

FROST, LANDIS AND KOHN

NEW YORK — CHICAGO — ATLANTA

Gravure Service Corporation, New York



Result of the sand-sucker dredge at St. Augustine. The former ugly shore line has been cleaned up and the seawall is now of solid concrete. Off this seawall are acres of newly made lands where fine homes are replacing the water wastes of yesterday.

FLORIDA AGGRESSIVE FOR HONEST BUSINESS

(*Continued from page XV*)

is certainly a position that shows both vision and courage, and I did not hesitate to say to the business men of Florida that I knew that honest business men in every part of the country would strike hands with them in helping them maintain that position.

But before I close this article I must not forget to say a word about the greatest book on Florida that has yet seen the light. Of course I refer to "Florida in the Making," by Frank Parker Stockbridge and John Holliday Perry, two newspaper men known in every part of the country. They have really put on the printed page a moving panorama of what is going on in this great State all the way from Key West to Pensacola. After reading a chapter or two one gets into the swing of this mighty moving picture and has that sense of reality that one gets in trudging the great highways of India with "Kim." As a newspaper man myself, I lift my hat in admiration to what two co-workers in the newspaper field have done—they have made a book that presents to the life the varied resources of a wonderful state and the type and character of the men who are developing them.

INDIAN RIVER COUNTY'S
LEADING NEWSPAPER
AND ONLY DAILY

VERO BEACH PRESS

VERO BEACH FLORIDA

COUNTY SEAT OF INDIAN RIVER COUNTY
"WHERE THE TROPICS BEGIN"

FULL LEASE WIRES OF
ASSOCIATED PRESS
UNITED PRESS

NET PAID
CIRCULATION
8,000

NATIONAL
DISTRIBUTION

B. W. WILLIAMS
EDITOR AND
BUSINESS MANAGER

SARASOTA Florida

The Most Progressive City on the West Coast

Population - - - 12,000
Population of trading area 30,000

Sarasota is one of the most attractive resort cities of Florida. During the past year over $10,000,000 was expended in the construction of residences, hotels and commercial structures. It is the Spring training camp of the New York Giants.

Sarasota County is one of the largest producers of vegetables and citrus fruits in Florida.

The leading newspaper of this rich market is the

SARASOTA DAILY TIMES

This paper with its full news services and features offers advertisers complete coverage of its field.

Spend a Summer this Winter in Sarasota

NATIONAL REPRESENTATIVES

FROST, LANDIS & KOHN

Chicago New York Alanta St. Louis



Contrary to the belief of the average school-child the Florida alligator of this day is found only in zoo or leather factory pens.

FLORIDA REDISCOVERED

(*Continued from page* XLIII)

nd villas, and looks like a big city, with new harbor full of ships.

The amiable Florida scrap is between he West and East coasts. These are ne lines of rival civic pride. To choose etween them is to risk one's peace of ind, not to mention more dire results the preference be too pronounced and oisy.

So, if the Gulf be handsome, so's the ast Coast—glitteringly beautiful from ne royal palms of the southern keys back Ferdinandia. The charm of the sea mbines with the glory of the tropics. Miami is a city of thrilling progress. o up in the News tower and look about, wide sweep of buildings, most of them looking solid, some of them comparable to New York or Chicago structures, and a wavy shore drive through the city, rapidly nearing completion, reminding one of Lake Shore Drive.

They talk about Miami as being a 100,000 population city and although this writer did not stop to count he believes it. It is a city of business, with good times on the side, and men have made fortunes there that should furnish "success stories" for magazines that like 'em for years and years. Everyone seemed to be working at New York speed in Miami last week, and the newspaper fellows said this kept up the year through.

Miami is nearly four times as great as it was in 1920, any way you wish to look at it. It is a big resort and one is likely to meet on any street corner in the Winter time men and women whose

(*Continued on page XLVI*)

THE FORT PIERCE NEWS-TRIBUNE

Leads in Classified, Local and Foreign Advertising in One of Florida's fastest growing commercial cities on the East Coast.

IT HAS THE READERS' CONFIDENCE AND CIRCULATION DOMINANCE

Covering a great trading area

THE NEWS - TRIBUNE

offers both quality and quantity circulation, the most efficient and economical way to get the advertiser's message over in St. Lucie County.

Foreign Representation

RALPH R. MULLIGAN
30 East 42nd Street
New York

C. J. ANDERSON
360 No. Michigan Ave.
Chicago, Ill.

Keeping Pace With the Growth of St. Petersburg

The News Wishes You the Happiest New Year

HOME EDITION — Daily News — ST. PETERSBURG'S PICTURE PAPER — 3 cents per copy

FRANK F. PULVER, Owner

VOL. 2 NO. 1—61 PAGES. St. Petersburg, Florida, Friday, January 1, 1926.

EDITORIAL

And now there is another big hotel about to open — the Rolyat in Pasadena. Have you seen this wonderful place? It is truly Spanish in design and construction and atmosphere. Wonderful, wonderful conception. It has a touch of Castilian Castle, the homey likeness of a Hacienda of the Spanish Dons. When one gets in the midst of this magnificent pile and realizes that the tile vases and much of the trimming was brought from Mexico and Spain he lends himself to dreams. We know no place like the Rolyat, but for some reason or other it reminds us of Mission Inn, Riverside, California. There seems to be an awe-inspiring something that breathes an atmosphere altogether different from anything else we have. Go out and see the Rolyat. It is worth your while to know that this wonderful work of art, a monument to Jack Taylor, is one of St. Petersburg's greatest assets.

How about the railroad crossings that the city commissioners were going to give the railroads 10 days to protect? What has happened. Whose fault is it that these crossings are not protected? We know that Mayor Blanc wants them protected because he said so, and Mayor Blanc is as much interested in the interests of the people and protecting the people as anybody can be. He is a man with a great big heart. He is a man who is full of sympathy, and we know that he wants to protect our people from accidents at the railroad crossings.

Now, isn't there something that can be done to put the road act into effect that was passed some days ago asking that these railroad crossings be protected? Why is it that the city has to ask the railroad to do this? Why not order them to do it? Why not tell them that if they don't do it they can't run their trains across the street? Then they will do it. What right has the railroad company, because it is a railroad company and has a franchise, to go to certain points and endanger the lives of our citizens? Why? It seems to us that the mayor should issue an order to the chief of police to arrest the engineer, fireman and conductor of a train crossing the street and put them in jail. It is done in other cities. Why down in Miami the railroad paid no attention to the congested district of the city, and it happens that the main line of this road coming into Miami crosses Flagler street within 50 feet of the main fire station. On one occasion a railroad train stopped the passage of a fire engine across the tracks and serious damage and almost a fatal result was the price.

Now if this railroad blocks the street, Chief of Police Quigg, of Miami, will arrest the fireman, the conductor and the engineer and lock them up. And, you bet, he soon put a stop to blocking Flagler street in Miami. Why can't the mayor here issue an order to the chief of police to put one or two train crews in jail? Of course the engineer and brakeman will say that they get their orders from the division superintendent, the vice president, the president and the dispatcher but we will soon find out who is the boss and, by cracky, if we cannot rule our own city we don't see why we let the railroad do it.

Look it up, Mayor Blanc, and see if you can't start something. Give them a poke in the locomotive.

Probably one of the most masterly speeches and addresses to a court of justice was made by J. F. Bickers in the case of the state against Gilooly Monday in Judge Bird's court in Clearwater—a concise, clean, clear-cut speech in defense of Gilooly's contention that there was no law on the statute books of this commonwealth against the operation of moving pictures on Sunday nights. Attorney Bickers has achieved a victory which is state-wide. His victory was founded on the decisions of the supreme court of Florida, on the decisions of the supreme court of Tennessee, and on the decisions of the supreme court of other states in which Sunday is defined as being from sunrise to sunset. This is an old law. It was the law of the English code. As the decision of Judge Bird now stands, moving pictures may operate after 6 p. m. or after sunset Sunday and during Sunday night. The passage of an ordinance by the city of St. Petersburg will have no result in the stoppage of this law, as an ordinance must be passed on the law and the term of the ordinance will amount to nothing in the enforcement of a city rule that has been already determinted by a state court.

UNCLE FRANK.

Ten months old, and the leading newspaper in its territory! That's the record of the DAILY NEWS, St. Petersburg's Picture Paper.

Building permits for 1925 in the Sunshine City went over $20,000,000. Bank deposits increased $15,000,000 over 1924. Winter population will beat 150,000.

That's a market!

And it is covered by the DAILY NEWS. Circulation has risen from zero last March, to 20,000 now. The Sunday News, started in September with a 144-page paper, hit 10,000 on street sales alone on January 3, giving it a total of over 20,000. The Daliy News will pay $3,000 to any charitable organization that any newspaper may nominate, if the Daily News cannot show a larger paid circulation than any other newspaper in Pinellas County. Put the DAILY NEWS FIRST on lists covering this large, growing and perpetually prosperous market.

National Representatives:
Geo. B. David Co. New York & Chicago

Frank F. Pulver - owner — Maj. Alfred Birdsall - Gen. Mgr.

Daily News
ST. PETERSBURG PICTURE PAPER

St. Petersburg — Florida



Typical of the 1,000 acres at Press City, the Haines benefaction to journalism

faces are known through half-tones all the way around the world. Magnificent Coral Gables lies just to the south, playground of those who "love nice things," to borrow a popular advertising slogan.

North through Fort Lauderdale, "watch her grow," Delray, Lake Worth, West Palm Beach, Hollywood, Fort Pierce each a city rising and expanding under the spell of the rush, amid the charms of the Indian River coastline, to Daytona the visitor speeds along usually well paved roads which follow the curving waterline.

In a dash around the state this writer missed visiting both the southern keys that lead to Key West over the Flagler-built railroad, which to all intents and purposes makes a steel locomotive and coaches "put to sea," and also the great panhandle of the state, on the north, from Jacksonville to Pensacola.

After one is through with the first ravings about the joys of the east and west coasts and has stopped blinking at the immensity of the Everglades, he begins to learn that the north section of Florida is, for very practical reasons, considered among her choicest possessions.

This is hill country. Along the coast it is sandy. But running through its center is a ridge of extremely fertile land. Agricultural experts say that this is the "best general farming land in Florida" and will some day be the seat of farming operations which will surprise the world. It is the old settled section of the state, but it has felt the new awakening and in the larger cities there is now in progress, this writer was reliably informed, a notable building boom. In this district the Southern plantation survives, the planters raising cotton, corn, tobacco, potatoes and satsuma oranges. Pensacola is one of the romantic cities of the state, picturesque, alluring, an excellent business town. It has been discovered by the tourist during the past two years and whereas, a few years ago, Pensacola was dreaming on its gorgeous bay, it is today hustling to entertain a great influx of visitors.

In the panhandle district of Florida millions of acres of rich land lie untouched by the hand of man. Acreage values have increased but are still within the grasp of the average farmer. Tallahassee, famed capital of the state, is located in the center of the panhandle, the seat of many magnificent estates and the trading center of the plantation countryside. Other good towns in the district are Quincy, Perry and Mayo.

"Bring this land under intelligent cultivation and we will supply the food requirements of ten million human beings," say the advocates of northern Florida, who add that the Apalachicola oyster, which yields itself in liberal quantity from many coast beds, is the "finest known south of the Virginia capes."

The annual report of the Florida State Marketing Bureau for the fiscal year ending July 30, 1925, gave the following statistics concerning shipments of perishable crops in that period:

	Carloads
Oranges	26,209
Grapefruit	20,814
Mixed Citrus	4,442
Tangerines	1,789
Pineapples	318
Peaches	4
Strawberries	883
Cantaloupes	9
Watermelons	6,668
Celery	8,143
Tomatoes	7,634
Potatoes, Irish	5,054
Cucumbers	2,087
Beans	2,197
Cabbage	1,898
Lettuce	1,561
Peppers	1,209
Mixed Vegetables	3,206
Total	94,125

Two or three sugar mills have been set up in the Everglades, but as Florida has not been notable for her manufacturing enterprise, most of the sugar cane is shipped elsewhere for refining.

Peanut growing is on a large scale.

Henry Ford and Harvey Firestone's experiments, in the Everglades, with the pruning of rubber trees has greatly excited the state. They have 20,000 acres set apart for this venture which, if successful, may make impossible future European squeezes of the American automobilist. The "millions-in-it" gentry have had soft picking with the future rubber greatness of the state, but this in truth is on the lap of the gods.

William J. Connor's work in the Everglades is monumental. He has acquired a stupendous acreage and his wood-building is a marvel for all those who come to see. Barron G. Collier, car-card advertising magnate, is perhaps the biggest individual acreage owner in Florida—perhaps 900,000 acres in the South, vast tracts of which are in the state of their primitive wildness. Wild game abounds there.

This snap-shot of Florida in February, 1926, may be wholly inadequate, but perhaps it will be sufficient to dispel the puerile world-wide notion, doubtless originating in old-time grammar geographies, that the big toe of Uncle Sam's left foot is overrun by jungle snakes and alligators. Of the former this writer saw none and the latter have all been penned to furnish leather for the neat purses one sees in the novelty shops.

The Melbourne Times

Melbourne Florida

Published Every Wednesday and Saturday

The Fastest Growing Newspaper in the Fastest Growing City in the Fastest Growing State of the United States.

The Eau Gallie Record

"Speaks for the Community"

Eau Gallie Florida

EDWARD TAYLOR
Editor and Publisher

An Intelligent Clientele—

PEOPLE OF EDUCATION AND MEANS

Have made It Possible for the

HAINES CITY DAILY HERALD

To Be a Real Honest-to-Goodness Newspaper, Printing the News Without Fear or Favor, Making It

THE LIVEST SMALL CITY NEWSPAPER IN AMERICA

Published in the Gateway City of the Prosperous Florida Ridge Section, Famed Throughout the World.

THE DAILY HERALD

Covers Haines City and Its Environs Like a Blanket. YOU NEED IT TO REACH THIS RICH MARKET

ALONE AND SUPREME IN THE FIELD

The BACKBONE of FLORIDA

AGRICULTURE is the backbone of Florida.

While our climate is ideal for pleasure-seekers, it also makes possible the growth of the world's best citrus fruits, winter vegetables and most of the other known products of the soil.

The development of Florida cities and urban property values may be influenced by incoming tourists, but the market for the products of Florida farms is nation-wide and ever increasing.

There is room for more farmers in Florida and it is comparatively easy for real workers to become home-owners. Real estate men of vision are making small farm ownership possible to new thousands—and the vast majority of these new farmers are succeeding.

Your greatest, most stable Florida market now and in future—is the FARM MARKET.

Do not neglect it!

the Florida GROWER

TAMPA, FLORIDA

Volusia County's Best Advertising Medium

DeLAND DAILY NEWS

MEMBER
ASSOCIATED PRESS.
ASSOCIATED DAILIES OF FLORIDA.
SOUTHERN NEWSPAPER PUBLISHERS' ASS'N.

The only daily newspaper
—supreme in its field in—

PUBLISHED
EVERY AFTERNOON EXCEPT SUNDAY,
DeLAND, FLORIDA

DELAND

"THE ATHENS OF FLORIDA"

Increase in Population

U S. Government Census of 1920	3,312
Florida State Census of 1925	7,840
DeLand Commercial Club Canvass Jan. 1, 1926	12,014
Plus 8,000 visitors, students and families	20,014

Postoffice Receipts Increased Over 50 Percent in Past Fiscal Year

An average of two million dollars in construction work per year the past four years.

1925 building permits	$2,380,000
Month of January, 1926	281,000

Citrus Crop Alone 1925-1926, Three Million Dollars

World's Largest Shipping Point of Tangerines and Asparagus Plumosus

The Circulation of

DELAND DAILY NEWS

Blankets DeLand
and this section of the state
with carrier routes in the prosperous and coming towns of

Lake Helen
Barberville
Benson Springs
Orange City
Glenwood
Seville
Crescent City
Ponce de Leon Springs
Bishopville
Pierson

Full Leased Wire Associated Press

National Representatives — FROST, LANDIS & KOHN

first in Florida

TRADING-POPULATION 250,000





Your Advertising Message To the Solid Central Section of Florida

Can best be told through the columns of the Orlando Morning Sentinel, first in circulation, first in advertising lineage, first in news interest and first in prestige. The Sentinel is central Florida's great newspaper. Circulation nearly doubled in 1925. Strategically located in Orlando, metropolis of the hill and lake country.

This progressive morning newspaper reaches the richest trading territory of all the middle peninsula — the great citrus section, the wonderfully rich truck growing section. The substantial residents of Central Florida have more money to spend this year than ever before. The winter tourists include many of America's wealthiest families.

Put your advertising message over in the Sentinel.

Write for advertising rates.

FROST, LANDIS & KOHN

National Representatives



ORLANDO MORNING SENTINEL

ORLANDO FLORIDA

THIS ISSUE:—STAFF MEMBERS MAY PURCHASE KANSAS CITY STAR

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1926

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 58. No. 41 **NEW YORK, MARCH 6, 1926** By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign **10c Per Copy**

JOURNALISM LIBRARY
Not to be taken from this room

Coty, Inc., Doubles Its Schedule in The Photogravure Section of

The Chicago Daily News

Coty, Inc., has been a consistent advertiser in the Saturday Photogravure Section of The Chicago Daily News since 1923.

The 1926 schedule calls for minimum space of 10,000 lines, or double the initial schedule of 1925.

In 1923 the photogravure advertising of Coty, Inc., in The Chicago Daily News was 1,960 lines; in 1924, 6,730 lines; in 1925, 7,708 lines.

This increased use of space in the Saturday Photogravure Section of The Chicago Daily News is typical evidence of the growing recognition by advertisers of the selling effectiveness of this Section.

The Chicago Daily News

First in Chicago

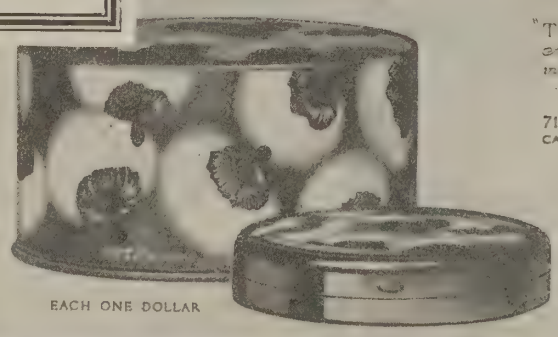


LES POUDRES
COTY

COTY Face Powders *and the* Poudre Compacte *together offer perfect service to loveliness. The* Face Powder, *giving from the dressing table its glorifying touches to the complexion — the* Compacte *in the handbag for gay outside hours. In quality, theirs is a supreme excellence — a delicate purity, a velvety soft fineness of texture so appealing to the sense of luxury*

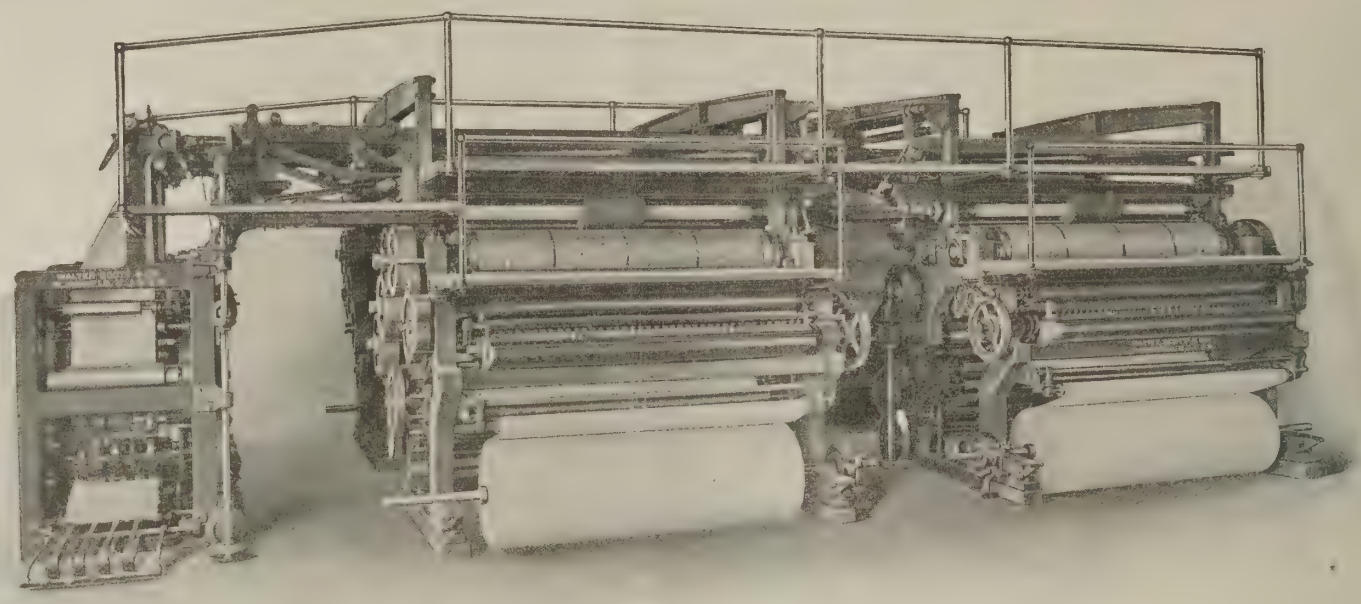
NINE TRUE SHADES

BLANC, NATUREL, ROSE No 1
ROSE No 2, RACHEL No 1
RACHEL No 2, OCRE
OCRE-ROSE AND
— MAUVE —



EACH ONE DOLLAR

"THE *Finesse* OF PERFUME"
A new booklet of Coty creations, interesting to all women — on request
COTY INC.
714 *Fifth Avenue* New York
CANADA — 55 McGill College Ave. Montreal



SCOTT *"Multi-Unit"* OCTUPLE PRESS
FLOOR FED TYPE

GREATER PRESS CAPACITY

—without enlarging pressroom, is afforded by Scott *"Multi-Unit"* Presses. The double driving arrangement, duplicate sets of bars, and duplicate sets of compensators make possible the combining or assembling of webs in **four** directions. Maximum flexibility is therefore assured.

The *"Multi-Unit"* Presses are built in either a single or double row of units. By splitting each 4-page-wide web and running the 2-page-wide webs through a single quarter turn, the paper rolls are all brought to the sides of the machines instead of to the ends. This allows expansion to any desired number of units without removing folders or interposing paper rolls. Press capacity can therefore be increased at any time without the loss of a single edition.

Scott *"Multi-Unit"* presses combine great flexibility with all the advantages in construction which identify Scott "Straight-Unit" Presses.

All Scott Presses are built to the undeviating standard of "One Quality—The Best."

Scott

"Multi-Unit" and "Straight-Unit" Presses

WALTER SCOTT & COMPANY

Main Office & Factory - Plainfield, New Jersey, U. S. A.
New York Office - - - - - 1457 Broadway
Chicago Office - - - 441 Monadnock Block

Cable Address: WALTSCOTT NEW YORK

"But People Have to Get Their Sunpapers"

¶ The history of Sun Carrier Service records many instances of delivery of the Sunpapers under most trying difficulties. Add this as the latest:

¶ On Sunday morning, Feb. 14, when Daniel Lancaster, a Sun Carrier, was stricken with bronchial pneumonia as he served his Sunpapers, Mrs. Emily Lancaster, his wife, completed the delivery, and for several days thereafter substituted for her husband besides nursing him, keeping house and caring for four children.

¶ When Mrs. Lancaster was asked how she managed it she replied: "It's hard work. But people have to get their Sunpapers."

¶ This is the spirit which has made Sun Carrier Service absolute—the spirit that gets the Sunpapers into the homes of Baltimore with clock-like regularity.

¶ You can reach the buyers of Baltimore on time all the time through the Sunpapers.

February Average Net Paid Circulation

Daily (M. & E.) . . .	**248,251**
Sunday	**189,712**

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

Everything in Baltimore Revolves Around

THE SUN

MORNING **EVENING** **SUNDAY**

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"

How the Trade Winds are Blowing in

PHILADELPHIA

Foodstuff sales are greater than at any time in the history of America's third largest market.

Automobile and jewelry sales reflect widespread prosperity.

Hardware sales are at the top figure for two years.

Department stores, clothing stores, women's wear, all show a large margin on the credit side of the ledger.

Freight car loadings are at the peak of all time, while activity of the Port of Philadelphia tells its own tale.

DOMINATE PHILADELPHIA

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Net paid daily average for 1925:

524,662 Copies a Day

The circulation of The Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

NEW YORK—247 Park Avenue (Park-Lexington Building)
CHICAGO—Verree & Conklin, Inc., 28 East Jackson Boulevard.
DETROIT—C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Blvd.
SAN FRANCISCO—Thomas L. Emory, Verree & Conklin, Inc., 681 Market St.

(Copyright 1926—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by
The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor;
Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephone, Bryant
3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 58 NEW YORK, MARCH 6, 1926 No. 41

Staff Nelson Trained May Purchase Star In Trustees' Sale Under Will

Death of Mrs. Kirkwood, Daughter of Kansas City Daily's Founder, Makes Sale Mandatory to Establish Art Collection—Three Local Business Men Named as Trustees

(*By Telegraph to* EDITOR & PUBLISHER)

KANSAS CITY, Mo., March 3.—The *Kansas City Star*, founded in 1880 by William Rockhill Nelson, passes today, along with all other properties of the Nelson estate, into the hands of three trustees.

Instructions of Mr. Nelson's will are that the Star shall be sold by the trustees at the earliest practical time—not later than two years—the proceeds to be added to the Nelson Estate Fund, a perpetual foundation for the purchase of art works and reproductions as a collection for Kansas City.

It is understood that the present personnel organization, headed by Irwin Kirkwood, is a prospective purchaser.

The organization, which will enter the field as a prospective purchaser, will be built around the men active in the management, who are: Irwin Kirkwood, editor; A. F. Seested, general manager; R. E. Stout, managing editor; George B. Longan, assistant managing editor; H. J. Haskell, associate editor, and J. T. Barrons, advertising manager.

All of these men, who have been with the Star more than 25 years, were trained by W. R. Nelson from their youth. George B. Longan is acting managing editor. Mr. Stout, the managing editor, has been in the Philippines since December. He is expected home in April.

Mr. Kirkwood's fortune, augmented by Mrs. Kirkwood's estate, is estimated at approximately $4,000,000. Mrs. Nelson, deceased in 1921, and Mrs. Laura Nelson Kirkwood, his daughter, who died last Saturday in Baltimore, were trustees of the estate for life and received all the income.

Mr. Nelson, who died in 1915, provided in his will that at the death of his wife and daughter, a board of three trustees for his estate should be appointed by the presidents of the state universities of Missouri, Kansas and Oklahoma, with vacancies on the board of trustees in years to come to be filled by appointment from whomsoever then are presidents of those universities.

Dr. Stratton B. Brooks of Missouri, Dr. E. H. Lindley of Kansas and Dr. William B. Bizzell of Oklahoma, the present university presidents, met here Monday and conferred three days in making their selections. Final choice fell on J. C. Nichols and Herbert V. Jones, realtors, and William Volker, manufacturer, all of Kansas City. Nichols is a nationally known city planner and consultant, the builder of this city's Country Club district. Jones is a leading industrial property realtor. Volker is the city's outstanding philanthropist, giving away a fortune every year in a wide variety of charities and aids.

That the university presidents were particularly interested in conserving the ideals and standards of the Star as the outstanding parcel of the Nelson estate was indicated in this statement issued by them following the appointment of the trustees:

"We have sought in our deliberations to protect the standards and ideals of a great newspaper (the Star) and at the same time provide for the fulfillment of Mr. Nelson's objective, to found a wonderful art center. We want to make plain our concern for the protection of the standards of the great newspaper Mr. Nelson founded."



The late Mrs. Laura Nelson Kirkwood

The newly appointed trustees have not indicated what methods they will follow in converting the Star into cash, nor when they will begin the collection of art works as directed by Mr. Nelson's will.

However, it is believed they will endeavor to find purchasers who will continue it along the policies under which it has operated, the three trustees having fought shoulder to shoulder with the Star in all city benefit campaigns.

While the Star is the greatest asset of the Nelson estate, there are many other properties that will bring the ultimate total up to around $10,000,000, according to general estimates.

There are holdings at the northeast corner of 11th street and Grand avenue, the old home of the Star, held by the estate under a 99-year lease; a paper mill site in the East Bottoms; the addition known as Rockhill, a subdivision of residence property upon which are some seventy houses owned by the estate and more than one hundred acres of vacant property; and the "Sni-a-Bar" farms, consisting of 1,750 acres, at Grain Valley in the eastern party of Jackson County. The latter are to be continued as a demonstration farm under the will for nineteen years longer, the entire period having been thirty years after Mr. Nelson's death. In addition, there are the Star Building and its site and the 150 feet of vacant property immediately to the south at the northeast corner of 18th street and Grand avenue, running through to McGee street.

All of the income from this estate is solely for the purchase of art works and reproductions, Mrs. Nelson and Mrs. Kirkwood having left ample bequests for the purchase of a site and erection of a building suitable to house these art objects.

The estate of Mrs. Kirkwood, valued approximately at $2,000,000, is bequeathed to Irwin Kirkwood, her husband, for his lifetime. After Mr. Kirkwood's death the proceeds of the estate are to be expended upon the building to house the William R. Nelson Gallery of Art.

With Mrs. Kirkwood's death, the estate of Mrs. Ida H. Nelson, her mother, becomes available for the same purpose, the procurement of a site and a suitable building to be the home of the Gallery of Art. Mrs. Nelson left an estate of approximately $750,000 to be used for this purpose, the estate being Mrs. Kirkwood's, in trust during her lifetime.

In the will Mrs. Kirkwood named Mr. Kirkwood as executor, to serve without bond. The will provides after Mr. Kirkwood's death, Fred C. Vincent, John E. Wilson, attorney for the Star, and the New England National Bank & Trust Company shall be succeeding trustees.

Two specific funds were established by Mrs. Kirkwood, a fund of $60,000 for the maintenance of the Ida H. Nelson Choir Memorial at Grace and Holy Trinity Church and a fund of $105,000 for the maintenance of the Nelson Memorial Chapel in Mount Washington Cemetery.

Mrs. Kirkwood's estate is entrusted to Mr. Kirkwood to handle "as he may see fit" and to be invested or reinvested "in such manner as he may deem prudent."

Oak Hall, the family home, passes to Mr. Kirkwood, with the provision that it be razed at his death, or in the event it should be desired to dispose of the property. Oak Hall, not fireproof and built in units over an extended period, was not considered safe or desirable for a gallery of art. The provision for razing is a safeguard that the home built by Mr. Nelson might not fall into later disuse.

The will directs the sale of Mrs. Kirkwood's jewelry and personal effects, the proceeds to go into the trust estate left to Mr. Kirkwood.

A portrait of William Rockhill Nelson, hanging in Oak Hall, is to be placed in the William Rockhill Nelson Gallery.

A camp in the Adirondacks, near Paul Smith's Station, where Mrs. Kirkwood spent many summers, also is bequeathed to Mr. Kirkwood.

Mrs. Kirkwood was absorbed in four things:

(*Continued on page 43*)

FERGUSON NAMED NEA PRESIDENT SUCCEEDING EUGENE MacLEAN

United Press Vice-President Takes Syndicate Post After 18 Years with News Service—MacLean Goes to California

FRED FERGUSON, for five years vice-president and general news manager of the United Press Associations, was this week elected president and general manager of NEA Service, Inc., Cleveland, succeeding Eugene MacLean, resigned. Mr. Ferguson's successor on the U. P. has not yet been appointed.

By his election by the NEA board, Mr. Ferguson acquires considerable stock in the feature service corporation, and becomes a member of its directorate, of which Roy W. Howard is chairman. He left immediately for Cleveland and will divide his time between that city and the NEA New York office.

Mr. MacLean has returned to California, where he owns the *Marysville* (Cal.) *Democrat*, now under the management of F. W. McKechnie, his associate for a number of years. It is reported he intends to build up a string of small California dailies.

In addition to managing his newspaper properties, MacLean will syndicate original fiction for newspapers. He has developed the fiction service of NEA to a conspicuous place in the field. He personally supervised the writing of "The Flapper Wife," "Footloose," "Spinsterhood" and "The Yellow Stub," recent NEA releases, and in addition wrote "These Women," to be released by NEA this month, and which will appear in book form and in motion pictures later in the year.

Mr. Ferguson, who is 38 years old, has been with the U. P. for 18 years. He was one of a group of Indiana men asked to join the U. P. service by Mr. Howard when he was U. P. president. The two had grown up together as boys and Mr. Ferguson had succeeded Mr. Howard as high school correspondent for the *Indianapolis News* in the early days.

Joining the U. P. in 1908, Mr. Ferguson served as bureau manager in Pittsburgh, Indianapolis, and San Francisco, where he was Pacific Coast manager. He also served in Chicago, Washington, New York, London and Paris. His interests have always been centered in the editorial side of the news gathering organization.

During the war, Mr. Ferguson, then manager of the New York office, was sent abroad as the U. P. representative with the American Expeditionary Force. He was put in complete charge of the U. P. war correspondents, with four men under him at different times. While primarily reporting action on the American front, he also was sent at various times to the French, English and Italian sectors.

He scored many important beats for his press association, and for his pluck and daring gained wide popularity among American war writers. Once while riding to the front he was nearly killed in a motor lorry crash. He was thrown over the windshield to the road, when the racing lorry ran into another truck at a cross-road.

Mr. Ferguson's outstanding war story was that describing the St. Mihiel advance. Careful preliminary preparations enabled him to get his story to this country four hours ahead of his rivals. The night before the battle the operations staff called in the correspondents and explained the plan of attack. Zero hour was to be six o'clock, with different objectives scheduled to be taken at seven, eight, and nine throughout the morning. Ferguson wrote two bulletins for each hour, one that the objective had been taken, the other that it had not. These he left with an officer in the intelligence department, with instructions to send out the correct bulletins as reports came back from the front by telephone. Then Ferguson with the other correspondent went up to the battle lines. When they came back, his story had reached the United States, and he was able to complete a general lead, which beat all others to this side.

A pre-arranged signaling scheme also aided Ferguson in scoring a beat on the signing of the peace treaty at Versailles. He had had a direct telephone wire cut in to an adjoining room, and a wave of his arm when the first German signed sent the news speeding to America.

NEW TABLOID CITY EDITOR

E. J. McHugh Takes Over Desk on New York Daily News

E. J. McHugh has been appointed city editor of the *New York Daily News*, succeeding Jack Masters, who remains with the News organization in another capacity.



E. J. McHUGH

McHugh was formerly picture editor. He has been with the News for six years. Prior to that he was publicity director for army recruiting in Pennsylvania and publicity advisor to Billy Sunday.

He started newspaper work on the *Scranton* (Pa.) *Republican*, while attending St. Thomas College in Scranton. He also worked for the *Wilkes-Barre Times-Leader* and the *Wilkes-Barre Independent*.

On the News he has held down every job in the editorial department up to his present position, including reporter, in the slot, on the rim, make-up, and utility man in the sporting department.



FRED S. FERGUSON
New President of N E A Service, Inc.

U. S. DAILY "FOUNDERS" ANNOUNCED

No Office-Holders on List of 50 Distinguished Republicans and Democrats—Paper Started March 4

WASHINGTON, D. C., March 4.—Names of the men and women associated with him as founders of the *United States Daily*, the new national newspaper which appeared today, were made public by David Lawrence, president and editor of the publication. The founders are fifty in number, equally divided between Republicans and Democrats, and they represent virtually every state and section of the country.

The masthead of the new paper carries this statement: "The sole purpose of the United States Daily is to present a complete and comprehensive record of the daily activities of the government of the United States in all its branches—legislative, executive and judicial—without editorial opinion or comment of any kind. Believing that such a daily newspaper will fill a distinct place in the life of the American people, the following men and women founded this publication:"

Owen D. Young, chairman of the boards of the General Electric Company and Radio Corporation of America.

Mrs. Medill McCormick, member of the Republican National Committee.

Otto H. Kahn, member of Kuhn, Loeb & Co.

Edward W. Bok, formerly editor, *Ladies' Home Journal*.

Robert Lansing, Secretary of State from 1915 to 1920.

Jesse H. Jones, treasurer, Democratic National Committee.

Albert D. Lasker, chairman of the United States Shipping Board from 1921 to 1923.

John W. Weeks, Secretary of War from 1921 to 1925.

Walter C. Teagle, president, Standard Oil Company of New Jersey.

Miss Belle Sherwin, president, National League of Women Voters.

Willard Saulsbury, U. S. Senator from Delaware, 1913-1919.

E. A. Deeds, president, Dayton Engineering Laboratories Company.

Philip H. Gadsden, vice-president, United Gas Improvement Company, Philadelphia.

Simon Guggenheim, president, American Smelting & Refining Company.

Mrs. Charles H. Sabin, Republican National Committee.

Bernard M. Baruch, chairman of War Industries Board, 1918-1919.

George F. Porter, chairman, Convention Committee, Progressive National Committee.

Breckenridge Long, Third Assistant Secretary of State, 1917-1920.

F. Trubee Davison, member of the New York State Senate.

James W. Gerard, former Ambassador to Germany.

Elmer Schlesinger, vice-president and general counsel, United States Shipping Board, 1921-1922.

Mrs. Norman de R. Whitehouse, American Delegate to Switzerland, 1918.

B. F. Yoakum, railroad executive and agriculturist.

E. T. Meredith, Secretary of Agriculture, 1920-1921.

Julius Rosenwald, chairman of Board, Sears, Roebuck & Co.

Mary Roberts Rinehart, author.

C. Bascom Slemp, private secretary to President Coolidge, 1923-1925.

H. P. Wilson, president, Great Western Power Company.

Van H. Merle Smith, Third Assistant Secretary of State, 1920-1921.

Wayne Johnson, formerly Solicitor, Bureau of Internal Revenue.

Frank L. Polk, Under-Secretary of State, 1919-1920.

Miss Anne Morgan, chairman executive committee, American Commission for Devastated France.

Ira C. Copley, former Congressman from Illinois.

Joseph S. Frelinghuysen, former United States Senator from New Jersey.

Dr. Stanley M. Rinehart, formerly Medical Adviser, Tuberculosis Division, United States Veterans' Bureau.

James D. Phelan, former United States Senator from California.

Mrs. Elmer Schlesinger, author.

Col. E. M. House, Member of American Peace Commission.

Mrs. J. Borden Harriman, Democratic National Committee.

Robert H. Patchin, manager, W. R. Grace & Co.

Walter Fahy, member, Lyman Smith & Co., New York.

Clarence H. Mackay, president, Postal Telegraph Company.

John W. Davis, former American Ambassador to Great Britain.

John Barrett, formerly Director-General, Pan-American Union.

William B. Wilson, Secretary of Labor, 1913-1921, and now special representative, United Mine Workers of America.

Robert S. Brookings, president, Institute of Economics.

William Ritter, chairman of Board, W. M Ritter Lumber Company.

Jay Jerome Williams, vice-president and publisher, the United States Daily.

Mrs. Leroy Springs, Democratic National Committee.

David Lawrence, president of the Consolidated Press Association.

While the list of founders includes many persons who have held high offices in the government in the past, it does not contain the name of a single federal official now in office. The non-partisan character of the paper, it was felt, would be the more apparent if no government official was a founder.

NIGHTSTICK CENSORSHIP IN PASSAIC STRIKE

Police Turn From Beating and Gassing Textile Mill Workers to Smashing Press Cameras, Beating Reporters and Destroying Notes—Papers to Sue City

POLICE of strike-ridden Passaic and Clifton, N. J., on March 3 closed their eyes to the Constitutional guarantees of freedom of the press and peaceful assembly and beat newspaper reporters and photographers with clubs in an evident attempt to suppress news of their brutality in handling a crowd of 2,000 textile strikers.



DOROTHY DAYTON

Cameras worth $5,000 were smashed. One newspaper woman was beaten and her notes torn to bits. Six newspaper men were clubbed and manhandled by the supposed upholders of the law. Others escaped with plates and notes only by hiding.

Those attacked, when questioned by EDITOR & PUBLISHER, declared there could be no other reason for the onslaught but that the police wished to suppress the news they were gathering by word and picture.

On the next day the *New York Daily Mirror* sent two armored cars to Passaic and Clifton to carry their cameramen and reporters. The *New York Daily News* sent one armored car with orders from Capt. J. M. Patterson, editor, to keep it away from the strike district unless the News staff men were again attacked by police.

Ruben Maury, reporter, and James Finnegan, cameraman, manned the News' little car. Martin McEvilly, camera man of the News, was sent aloft in an airplane to fly over the strike district.

One of the Mirror's steel-cased cars was rammed by a heavy truck and pitched down a 10-foot embankment early Thursday afternoon, and four camera men were injured.

"The truck was one of the heavy type used by the textile mills," Philip Payne, the *Mirror* managing editor, said.

The injured, all of whom were treated at a Paterson, N. J., hospital were:

A. Auerbach, Walter Ranzini, and Thomas Darling, of the Mirror, and John Brockhurst, of International Newsreel.

The truck sped away without stopping.

When the Mirror cars first arrived near Passaic, traffic police attempted to hold them up, charging a traffic regulation was violated, because they carried signs which obscured the rear windows, obstructing the view. Drivers pointed out the cars were equipped with mirrors on the front fenders, enabling them to see behind them. Police then permitted them to proceed.

"We'll get you yet," police yelled after them.

Legal departments of both tabloids were asked by their respective managing editors, Philip A. Payne, Mirror, and Frank Hause, News, to proceed to protect the newspapers' rights and bring suit against the city of Passaic for damages to cameras and injuries that were sustained by staff men.

Sale of both tabloids in Clifton and Passaic was banned by police order, but circulation men on both newspapers said they were able to sell more than the usual number of copies.

Dorothy Dayton of the *New York Sun*, clubbed by Police on Wednesday, told EDITOR & PUBLISHER Thursday, it was certainly not accidental.

"Whether it was on orders from headquarters or not, there is no doubt that the police were trying to suppress the news we were collecting," she said.

"We learned they were mad because of some pictures published in the New York Mirror early last month. These pictures showed the police clubbing women.

"The five who attacked the group in which I was standing had no other reason than to keep us from reporting the truth. They knew we represented newspapers and were not strikers. The men with me were wearing their police cards in their hats. I had out my paper and pencil."

Miss Dayton was at police headquarters when the riot call came in. With C. B. Allen, reporter on the *New York World*, a representative of the *New York Times*, and two local reporters she jumped into a taxi and made for the scene. Representing the Times were Lewis Stark and Charles S. Zerner.

By the time they arrived the crowd had largely broken up. The reporters began to question the strikers. Miss Dayton was taking notes. Five policemen bore down on the group.

"Move on," a policeman ordered. Miss Dayton, who is only five-feet three and a half inches tall, looked up into a ruddy face which seemed to loom ten feet high.

"I'm a newspaper woman," she answered him.

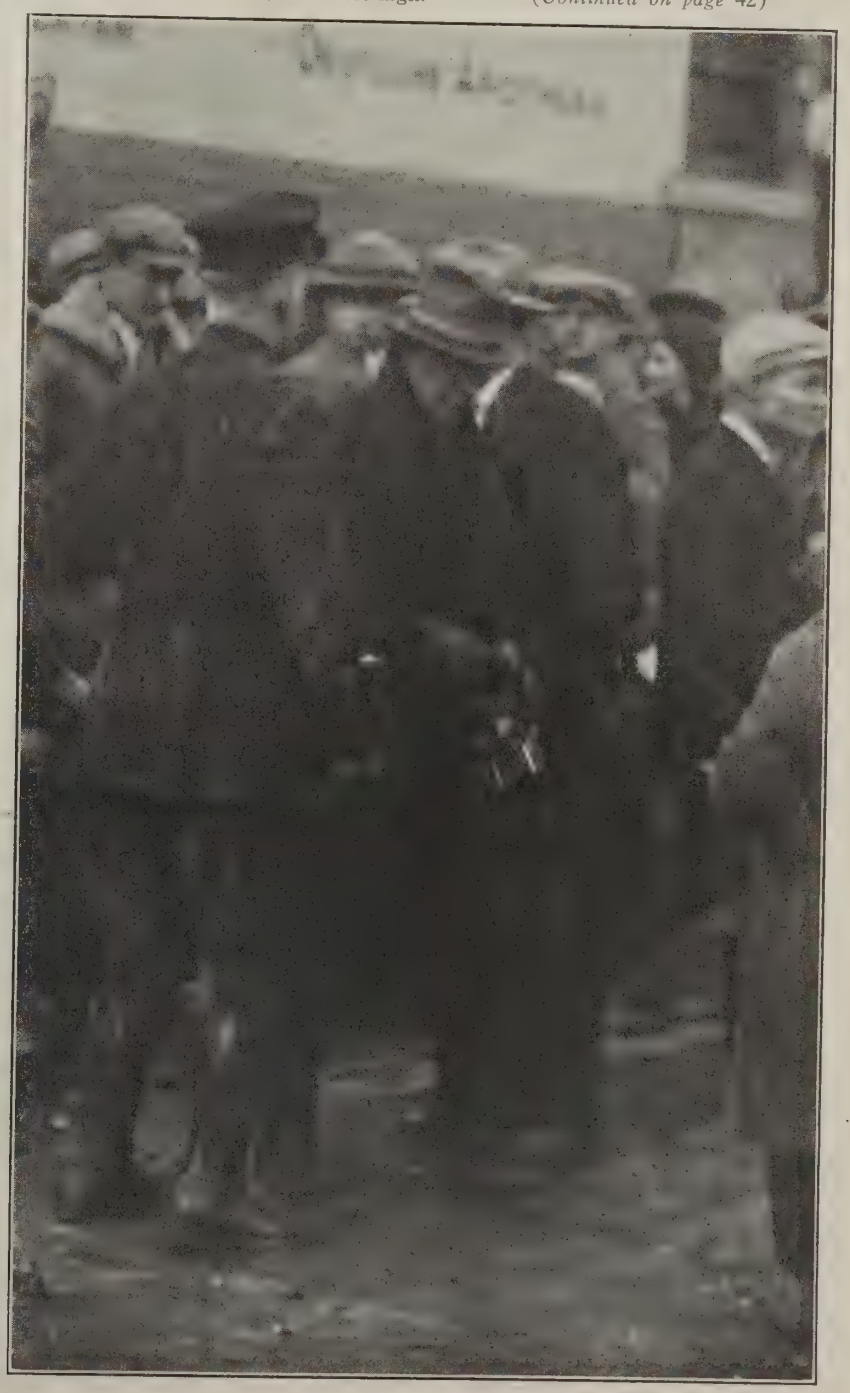
Then the policeman swore savagely, and knocked her in the arm with his club. With his left hand he grabbed the notes she was holding. When she protested and tried to clench them tighter, he struck her a second time. The blow fell stingingly on her knuckles. She released her grip. The policeman took the notes, tore them to shreds, and throwing them on the street scuffed them under his heel.

He was like "an excited and angry child," Miss Dayton wrote in the signed story printed by the Sun, March 4.

"This morning the chief of police of Passaic issued a statement that the police attacked only in self-protection. But I can assure him that these big policemen with their clubs and guns were in no physical peril, either from myself or any of the other men and women who were so ruthlessly and brutally attacked.

"From my vantage point in the taxi, I saw three persons, two of them young boys, thrown to the ground by a motorcycle officer. The attack seemed to me utterly unwarranted, for in this particular case the boys were merely walking

(*Continued on page 42*)



Otto Bauman, *Daily Mirror* photographer, just before the camera-smashing began



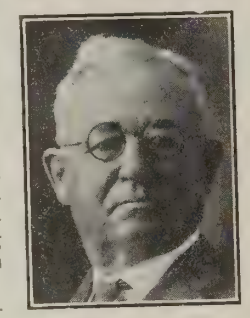
Police breaking camera of Harry Warnecke, *Daily News* photographer

PRESS MUST AID LAW, SAYS JUDGE, BARRING MEN FROM MURDER TRIAL

Contends Publication of Testimony in Mississippi Case Would Prejudice Prospective Jurors Should Second Trial Be Necessary

(*By Telegraph to* EDITOR & PUBLISHER)

BILOXI, Miss., Mar. 3.—The order of Judge Walter A. White, circuit judge of the coast judicial district of Mississippi, to prevent newspapers from publishing testimony in the trial of Jesse Favre, who is held for the murder of two Federal employes in South Mississippi has exploded a bombshell among newspaper men here.



JUDGE WALTER WHITE

On Feb. 19, W. M. Mingee and J. A. McLemore, two employes of the U. S. Department of Agriculture, were found murdered near the Mississippi entrance to the Pearl River bridge. Each had a wife and two children.

The supposed motive for the murder was that the victims who were mistaken for prohibition officers were killed by bootleggers who afterwards robbed them to mislead authorities.

Company M. 155th Infantry, National Guard, Mississippi, was mobilized Feb. 22, at Gulfport for the protection of Harold Jackson, then in jail there, arrested as one of the men thought to be responsible for the tragedy.

There was no possibility of gaining an interview with Jackson as the troops prevented all communication with him by the press. Favre was later arrested in connection with the murder.

On Feb. 24, the grand jury was impanelled by Judge White at Bay St. Louis and prepared to make preliminary investigations.

Jesse Favre was removed to New Orleans. Court officials quoted iron-clad instructions of Judge White against giving information to "reporters, editors and correspondents." The grand jury report has been awaited with intense interest.

Then Judge White forbade the publication of testimony in the murder case and declared that a cell in the Hancock County jail awaited the newspaper man who reported the testimony. The jail threat was contempt proceedings which the Judge declared would follow. He held that information or misinformation would defeat the ends of justice and that "some newspaper man may get a scoop on this trial, but if he does the court will get one, too."

He declared that news published would influence an intelligent jury.

"A good deal of misinformation has already appeared in newspapers in connection with this case," said Judge White. "Some have published what they conceived to be the truth or understood to be facts."

He held that no possible good could come from such publications. "Reporters or correspondents in the performance of their duty can see no harm, but the court does from the publication of news about this trial, and prohibits it," he said.

"With this suggestion to the newspapers if it is their purpose to serve the interest of their respective communities, they will not publish anything in reference to this case without reference of its subject matter to the court."

E. C. Sharp, special assistant attorney general of Mississippi, declared that "there is no law in Mississippi to prohibit the publication of testimony adduced in trials providing the trial is reported truthfully except in statutory cases named in Section 26 of the Constitution, when the court may exclude those who are not necessary to the proper conduct of the court."

Section 26 referred to, says: "In all criminal prosecutions the accused shall have a right to be heard by himself or counsel, or both, to demand the nature and cause of the accusation, to be confronted by the witnesses against him, but, in prosecutions for rape, adultery, fornication, sodomy, or the crime against nature, the court may in its discretion, exclude from the courtroom all persons, except as are necessary in the conduct of the trial." The foregoing would naturally exclude reporters from gaining first-hand testimony in such cases.

A representative of EDITOR & PUBLISHER interviewed Judge White at his Biloxi home last night and was given the following statement:

"Hancock County is small and the number of qualified jurors in this county is limited. There may be more than one case to try where the testimony is involved. If the papers publish the testimony in one trial it will greatly interfere with the efforts of the court to secure intelligent jurors in case there should be other trials growing out of the murder. In my opinion, the press of the country should aid the court in the administration of the law."

On Monday last, a petition was filed by Favre's attorney setting forth, "that the publicity and notoriety attending Favre's arrest and subsequent imprisonment, and the printing of statements concerning the case, have resulted in adverse judgment and opinion and has engendered ill will against the defendant. On account of the publicity he cannot have a fair and impartial trial in Hancock county." Therefore a change of venue was sought which was over-ruled by Judge White.

Regardless of the ruling of Judge White, newspapers planned to "cover" the trial and correspondents were sent to the scene.

The *New Orleans Times-Picayune,* the *Item* and the *States,* and the *Bay St. Louis Sea Coast Echo,* are named in the petitions as newspapers which have given such harmful publicity and have published "headlines and damaging articles," to the detriment of the defendant's cause.

G. C. Moreau, editor of the Sea Coast Echo, submitted a story written for his newspaper to the court, which was deleted. When the petition for change of venue was heard, Judge White asked attorneys attending it not to ask questions of witnesses which would result in answers that might be used as testimony under the indictment. Witnesses were questioned about the newspaper publicity and their opinion was that the defendant could get a fair trial.

The *Meridian* (Miss.) *Star* made severe editorial comment and other papers are sharp in their comments on Judge White's attitude.

Jesse Favre was to go on trial in Bay St. Louis, Thursday, March 4, on a charge of murder with an injunction from the court to newspapers not to publish the testimony. A petition for a change of venue was denied.

Despite the fact that Judge White issued an order to newspapers to refrain from publishing the testimony, he was cordial to the several newspaper reporters present, permitting them to smoke in the enclosure and placing a table at their disposal. At yesterday's change of venue hearing, however, the order was not in effect as no testimony to be used in the trial was presented.

HOUSTON POST-DISPATCH WINS

Federal Court of Appeals Upholds Its Right to Use "Post-Dispatch"

The United States circuit court of appeals at New Orleans has sustained the decision of the federal district court at Houston in giving the *Houston Post-Dispatch* legal right to use of its name.

The *St. Louis Post-Dispatch* had sued in an effort to prevent the Houston paper using the name "Post-Dispatch," and alleging copyright infringement.

Coast Chambers Seek Ad Slogan

Chambers of commerce of the Pacific Coast are seeking a slogan for use in the advertising campaign that is to be conducted to call attention to that part of the country. At conferences recently held in Seattle and San Francisco it was decided that each city or community which is conducting advertising campaigns will devote 15 per cent of its space to an all-Pacific Coast appeal.

JUDGES ADOPTING STRICTER ATTITUDE TOWARD NEWSPAPER COMMENTS

By LOUIS F. JORDAN

THE recent action of a judge of a New York court in citing for contempt, Harold S. Pollard, editor of the *Evening World,* and the sentence of Norman H. Parks in California causes an investigation of the law relative to the status of newspaper men, and especially editorials dealing with judicial acts of the judges of our land.

The law is interesting, and of a supplemental nature to the great body of law dealing with the Press. And in submitting additional views to those expressed in an article published in this journal in the issue of Aug. 15, 1925, it is, therefore, felt that the writer is not treading old ground but rather adding another chapter to the great, ever interesting and difficult subject, sometimes termed, "Freedom of the Press," but more particularly now, in view of judicial interpretation, "Obligation of the Press," either as newspaper men generally are effected, or editorial writers particularly. The word *obligation* is used advisedly in this connection and, it is believed for the first time. The reason is simple: Through the vast storehouses of our law reports there has been built a body of law that is easily determined and beyond the realm of conflict; and by virtue of this fact, the Press has an *obligation* more serious and more solemn, than ever before in the history of American newspaper publication.

We are dealing in this instance with the Courts. We are considering what decorum demands and the law commands when the editor makes comment relative to our judges or the judicial pronouncements of our judges.

First then, in analyzing the decisions of the courts themselves, we find the first blow to the old idea of *Freedom* in the language, reduced to a definition, by the composite rulings of several leading cases: "Liberty of the press as guaranteed by the Constitution does not permit publications respecting pending causes which are reasonably calculated to interfere with the due administration of justice. Hence the rule is now *firmly settled* that it is contempt to issue publications which are calculated to prejudice or prevent fair and impartial action in a cause of judicial investigation then pending, including those which influence judicial action by threats or other form of intimidation, which reflect on the court, *counsel,* parties, or witnesses, respecting the cause, or which tend to corrupt or embarrass the due administration of justice."

At the risk of being criticized for its length, the foregoing definition is given in full. It seemed necessary to commit what might be termed an error in doing this, because the definition is not only admirable, but should be a guide to the editorial writer whenever he takes pen in hand to discuss our courts. If such a rule had been followed in the recent Rhinelander case in New York, the opinion is advanced that both news articles and editorials appearing at the time the case was in progress, would have been tempered. A study of th rule as laid down will have far reachin effect in the future because not onl the public but the judges themselves ar becoming more and more zealous i construing the printing of news odiou to the administration of justice.

It has been held that even where news paper publication regarding the action o a court has taken place at a point remot from the sitting of the court, it will b held contemptuous if it reflects on th action of the court, impeaches its actio or integrity, or seeks to intimidate th court "in respect to its action in th case, by threat of popular clamor. People v. Wilson, 64 Ill. 195.

"Publications which charge that pe sons stigmatized as corruptionists an political thugs have such influence wit the Supreme Court," says the Cou in a Colorado case, "as to prevent th rendering of a decision by it in a caus wherein they had been convicted of crime and appealed to that court, an state that 'there must be influence some kind at work somewhere'. . . ther can be no earthly excuse for the Supren Court in any manner shielding them fro the punishment they so richly deserve.'

An Indiana case has declared: "Th language employed need not have brough the court into disrepute and endangere the want of proper respect, or have act ally embarrassed or impeded the pro ress of the court or the administratio of justice therein, if it was of a charact *calculated* to produce such effect." Ra v. State. 114 N.E. 866.

The rule has been well stated aga in a Washington case, where it is sai "The essence of the offense is condu reasonably calculated to produce an a mosphere of prejudice where a pendi case is to be tried."

"A newspaper article attacking th general practice of the police court sy tem, and charging abuses and etc., wit out specifying any particular case, is n a contempt." In Re Shannon 11 Mo tana, 67.

A specific instance of contempt is r cited by a judge who says: "While criminal information for libel was pen ing against one W, the defendant wro a letter to a newspaper, reflecting one of the judges who had deliver judgment on the application for su information, and stating that 'W was sure to be convicted as a libeler ev was before trial'." It was held th such offense was clearly a contempt court.

It is generally conceded that after case is *ended,* "The press and the pub have the right to freely discuss, critici and censure the decisions of the cour A number of states hold, however, "Th criticism of a judicial officer even thou made after the termination of the ca is contempt." One court has drawn nice distinction in this regard. In St v. Hildreth, 82 Vt. 382, the court clares, "The court draws the distincti between adverse criticism of the cour decision after the case is ended a 'scandalizing the court itself,' the lat is not 'criticism'; it is personal and sc rilous abuse of a judge as a judge. have, therefore, to deal with it as case of contempt, and we have to d with it brevi manu."

It will be seen that our judges are coming more and more zealous of th prerogatives. They resent any publi tion, which, by fair implication, is attack upon their integrity, and, fr what opinions we have read about ev in this brief summary of the matter contempt, it is safe to predict that e tors in the future will be watched m carefully than ever before in the hist of American law, since the advent of newspaper.

When we remember that, "It is c tempt to issue publications which calculated to prejudice or prevent f and impartial action in a cause pendi including those which influence judi action by threats or other forms of *timidation,* which reflect on the cou counsel, parties, or witnesses, respect the cause," we will have no doubt, idea different from that of first impr sion regarding the very solemn obli tions placed on the editor when he wr of our judges and their decrees.

PREMIUM CONTEST VIEWED ONE YEAR AFTER

Circulation Didn't Stick But Increased Ad Rate Did, Says Editor Giving Complete Analysis of Situation —Declares Editorial Merit Best Way to Build Newspaper Sales

By H. J. CAMPBELL

Editor, Vancouver (Wash.) Evening Columbian

The following frank discussion of premium circulation was presented in the form of an address by editor Campbell before the Fourteenth Annual Newspaper Institute of Washington at the University of Washington, Seattle, last week.

THE other day I heard some sweet music. It came from the lips of my circulation manager who came to me with the request that we take some steps to get more pep into the sporting page, with a view of increasing circulation.

Fellow publishers, this simple request is as its foundation, I believe, what would be the foundation of the circulation department of every newspaper published everywhere. I am firmly convinced that the only solid basis for growth of a periodical of any kind, daily, weekly, monthly or any other kind, is in making the publication so worth while that it will be purchased on its merits by its readers.

Now do not mistake me and think that I would say that the newspaper publisher should not solicit new business, or that he should not advertise his paper. The newspaper man preaches advertising, preaches every sort of tie-up for disposing of any sort of product, no matter how much merit it may have, and the publisher must realize better than anyone else that the finest product ever manufactured cannot be sold without the proper advertising, distribution and sales effort. He, too, must use these efforts in selling his product.

But sometimes the newspaper publisher uses too much effort to introduce his product and we find that instead of introducing the newspaper he is introducing some premium to the subscriber or some special prize to the solicitor which induces high pressure sales methods. The result is a subscription paid for, an article which has been sold and which the purchaser never really investigates on its merits because he may believe he has bought something else with the newspaper thrown in. With this idea of the value of the product impaired at the start, it is expecting a great deal to have the subscriber credit a greater value to the publication by the time the subscription is ready for a renewal.

One year ago this month I concluded a subscription "contest" on my paper, the Vancouver Evening Columbian. The contest had been continued from the day after Thanksgiving until Feb. 15, and when it was all over I gave the agency who handled the contest a statement to the effect that they had increased my circulation to the extent of 2,100 subscribers and that they had done a cash business for me in the contest of $21,000. These are round numbers and I will stick to round numbers in this discussion that you may follow the figures more clearly.

Now this statement was true enough and was what was shown at the time by the books as submitted by the circulation drive agents. But shortly after there followed a check and it was discovered that virtually half of the names which had been credited as new subscriptions were nothing other than renewals of those who had already been on the books, paying from month to month to the carriers. The cash part of it stood up. But let us examine that cash statement as to the cash. It was, in fact, the gross revenue from the contest.

When the men from the circulation agency came to me at the start of the contest they would make no predictions but one of them hazarded the "guess" that the contest would produce $15,000 in cash and not less than 1,000 increase of my list. I needed the 1,000 increase—of course no publisher in Washington ever needs $15,000 in cash—and so I buried some of the feelings I had on the subject of contests and told them to go ahead. They told me I would have to give away three automobiles, of aggregate value of about $1,500, and cash prizes of $600 additional. Then, they told me, I would pay them a flat 30 per cent commission on all cash collected and would also pay a commission of 20 per cent to all contestants who stayed in the contest from start to finish who did not win one of the main prizes. They informed me that this never amounted to much, that more than half of my business would come from contestants who were in the contest for only a few weeks and that almost all of the other half of the cash would be turned in by those who were winners of prizes.

Well, the contest, as I say, grossed $21,000. That meant that I paid the contest agents $6,300. But there was a fourth prize automobile rung in, midway in the contest, which they made a "contest within a contest" and it made the total of the automobile prizes run just about $7,800. Then there had been a $300 cash special Christmas prize interlarded into the contest and the three second prizes of $200 each made the total outlay for prizes $8,700, which added to the $6,300 paid the agency ran my costs up to $15,000. Then, instead of finding the 20 per cent commission to be negligible, I found that whatever might have been the practice of contestants in other contests, in mine they stuck too the bitter end and when it was all over I had to pay $2,200 in these 20 per cent commissions. Added to all this was an item of about $300 for "expenses" of the agents, printing, etc. That means that for my $21,000 gross business my coffers showed a gain of about $3,500 in cash.

There is another item of expense which I never figured. I never had the heart to do it, because I didn't want to show myself an utter idiot in having engaged in a newspaper contest. That was the item of advertising space used in the promulgation of that contest. It amounted to pages and pages. It started off with a double truck announcement and there were several other double truck ads in the course of the contest and almost every day a full page ad, with several smaller ads. In the 11 weeks of the contest I would judge that there were not less than 60 pages of advertising matter, to say nothing of the reams of news space, and the retail price of this matter would have run well over $3,000 at the lowest contract advertising rates.

We haven't attempted to figure that, though, and have counted the net return from the contest at $3,500 cash and 1,100 addition to our lists.

What did we get for that $3,500? We got a milked circulation revenue which in one year amounted to a drop of $7,200 in circulation revenues. Happily it is now almost over, since there were less than 400 on the list paid more than one year in advance, although some of these ran as much as six years in advance.

So, apparently, right now, a year after the contest, the circulation books show a dead loss of $3,700. And now, a year after the contest we are also able to judge something as to the staying qualities of those who subscribed. Of the expirations of those who came on our lists during the contest, about 50 per cent have renewed their subscriptions. This came not through voluntary mailing in of checks on the renewal date, but after a hard personal soliciation by trained field men. I am told that my percentage of renewals is one of which I may well be proud. We have managed to show a continual increase even after the close of the contest and the first big clean-up of the lists which ensued right after the close when we put every subscriber on a hard and fast cash-in-advance basis, and this has been true even in this month which contained our largest mortality list, but it hasn't been an easy task to do so.

Now for the other side of the ledger. I have said some harsh things about the financial aspect of that contest of mine, and now I have some offsets. The contest closed, as I said, on Feb. 15. On March 1, I instituted new advertising rates, based on the fact that my list had been increased. The increase was half a cent a line in the foreign field, or seven cents an inch, and an average of 6.8 in the local field. All in all it meant an increase in revenue from advertising of about $11,000 in the year, this being the increase from the revenues for the volume done in the preceding year. How much of the increase in volume in foreign business was due to the fact that we had shown a circulation gain, an A. B. C. gain of some 1,100 and how much is due to improved business conditions I am unable to say, but the fact remains that the increased foreign linage for the year has amounted to an additional $2,500 and there has been a like increase in the local linage. Our local increase in linage I attribute as much to improved business conditions locally as I do to any increase in our circulation.

So, all in all, our contest has not proved a financial flop. I am sure that I would not have been able to increase my foreign rates successfully without the increased circulation and, those business men in Vancouver would have slain me if I had attempted the increase I put over last March if I hadn't had that contest as the reason.

I let them know right from the start that the increased circulation would result in an increase in rates and when it was all over and we told them we had increased the list by 2,100 or about 60 per cent, we told them right out then that we were preparing a new schedule of rates. They began looking for a rate increase of about 60 per cent, or 50 per cent anyway, and when they received their notices of increase showing a rise which averaged less than seven cents they were positively grateful to me and looked on me as a public benefactor. I'd never have had the nerve to make that rate increase without that contest, nor would I have been justified in making it.

Now there we have the results of my contest. From a circulation standpoint I lost money in the year succeeding the contest. The increase in advertising revenues more than offset the loss in the circulation department. I also have my circulation revenue back to normal. The few hundred who paid from two years to six years during the contest are far more than offset by the increase in my circulation, so that my circulation revenue for the next year will be far larger than it was prior to the contest. I didn't make any money to speak of from the contest, taking it from every angle, in the last year, but I better than broke even and now I am in a position to reap a harvest as the result of my higher rates (which I must give the contest credit for procuring) and for a certain indefinite increase in circulation. About 350 of the 700 contest subscribers whose expirations have already come have renewed. In the meantime we have added enough names to take care of this shrinkage and any other stops which have come in through the year and to show a slight gain from our peak point immediately after the contest.

Would I advise any other publisher to engage in a contest such as I had last year? That depends. Had I to go through with it again, with exactly the same conditions, I believe I would do just what I did do, no matter how much I might dislike to do so. It wasn't a case of want to do it with me. I had to do it. I'll explain. I had put in an application to become a member of the Audit Bureau of Circulations. Immediately thereafter I learned that what I had been

(*Continued on page* 48)

A. P. HAS NEW HONORARY REPORTER



Commander John Rodgers, U.S.N., hero of the Hawaiian flight, was made an honorary reporter of the Associated Press last week. The above photo shows: L. to R.—Admiral E. B. Eberle, Chief of Naval Operations, U.S.N.; Byron Price, member of the Washington Bureau of the Associated Press who presented Comm. John Rodgers with a gold watch for his true narrative of the flight; Secretary of the Navy Wilbur; Admiral John Rodgers, U.S.N., father of commander Rodgers, and Assistant Secretary of the Navy Robinson. Comm. Rodgers is now an "honorary reporter" of the Associated Press.

"ROBBER" LIBELOUS BUT NOT WHEN APPLIED TO BASEBALL UMPIRE

Exposure to This Term Merely a Hazard of the Profession, Jury Indicates in Failing to Assess Damages Against Daily

(*By Telegraph to* Editor & Publisher)

OKLAHOMA CITY, OKLA., March 1.—When does the term "robber" mean something else again?

Answer—when it is spoken or written with reference to a baseball umpire.

Judge Lucius Babcock of the district court of Oklahoma County, so instructed a jury trying the Oklahoma Publishing Company, publishers of the *Daily Oklahoman* and *Oklahoma City Times,* for alleged libel against Gerald W. Hayes and Edward P. Gaffney, Western League umpires, in Oklahoma City late last week.

After 12 hours of deliberation, the jury was discharged, being unable to reach a verdict. While it was suggested that the cases might never be retried, no statement was forthcoming from the attorneys for the publishers as to a settlement. It is understood the umpires wanted to settle for a nominal sum and the publication of a brief article in the sporting pages stating that the criticisms complained of intended no reflection upon the integrity of the arbiters.

Baseball fans who thronged the courtroom agreed that the *hung* jury, with the judge's instructions, was a clear victory for harsh criticism when the occasion demands.

It was reported that one juryman stated after the trial that the jury would like to have returned a verdict with no damages, but criticising a big newspaper for the use of intemperate language.

The jury is also said to have thought that it would be necessary to return a judgment of $100 in each of eight consolidated cases, if it found at all for the plaintiffs. The law in Oklahoma provides a minimum verdict of $100 in case of a verdict for the plaintiff in a libel suit.

The suit was the outgrowth of a series between the Oklahoma City Indians and the Omaha team in the Western League in June, 1924, and was unique in legal history. There is no other case on record where a referee or umpire of a sporting event has sued a newspaper for harsh criticism. But apparently it was a case of the worm turning.

The Oklahoma Publishing Company attempted to prove the truth of the statements published and among its witnesses had George Short, attorney general for the State of Oklahoma, Parker Lamoore, secretary to the Governor, Forrest Hughes, former county attorney, George Goff, chief of the fire department, and other officials and fans to testify that the brand of umpiring provided by the two plaintiffs was "putrid" "rotten" "terrible," "rankly dishonest and unfair" and "apparently impossible to call them so badly unintentionally."

During a three-day series, the newspapers referred to the umpires as "Henry Starr" Hayes and "Jesse James" Gaffney, using the names of two of the notorious bank robbers and Wild West "he-men" of the Southwest and used the following expressions: "A public nuisance," "Al Tearney bandits stick up tribe"; "prize baseball hijackers"; "robbers," "bandits," "swindlers."

Commenting on the case, Walter M. Harrison, managing editor, said:

"There is no question but that the language used was intemperate and in the light of a late winter sun, two years removed from the heat of battle, it sounds ridiculous. No situation justifies a newspaper that pretends to be ethical in using gutter language to chase an umpire and I do not think we will offend again, although opinion in Oklahoma City at the time among baseball fans was unanimous that the umpires were either blind or deliberately unfair."

Shortly after the incident, the Oklahoman and Times began handling all sport copy over the central copy desk.

"I do not think any man who comes hot from a battleground of any nature should have the last word with his own copy," Harrison said. "In most cases he overestimates the importance of his assignment and sometimes is forgetful of the effect of cold type."

Here is a portion of Judge Babcock's instructions particularly interesting to the newspaper fraternity:

"You are instructed that the language of the articles appearing in the defendant's publications were, in each instance, such as the law provides to be actionable of themselves; that is, language to which the law implies an injury resulting from the publication, and renders it unnecessary for the plaintiffs to prove any special damage. Injury to the plaintiffs is presumed from the use of the published language.

"To entitle the plaintiffs to recover, they shall only be held to prove that the articles were published by the defendant concerning the plaintiffs. This is admitted by the defendant and was there no other evidence in the case, it would be your duty to find a verdict for the plaintiffs but the defendant has pleaded and offered evidence, for the purpose of proving that the articles published were true and you are instructed that under the circumstances of this case, this would be a complete defense to these actions, for publishing the truth would not be libel.

"In determining whether the articles were true, in your consideration of such articles and publications, you should take into consideration the facts, circumstances and conditions surrounding said publications including the fact that they were published about, of and concerning the playing and umpiring of certain baseball games. You are further entitled to and should take into consideration your own knowledge, if any, as well as any evidence, if any, relative to words and language ordinarily employed and used concerning the playing of baseball games of and concerning the ordinary conduct of umpires at such games.

"You should take into consideration the entire article or publication and all of the language used therein in arriving at the true import and effect of any such article or publication and not single out alone any particular word or words.

"In determining what amount the plaintiffs should recover, you are entitled to and should take into consideration the fact that they were written and published of and concerning the conduct of the plaintiffs while engaged in umpiring the playing of baseball games and if it be a fact that different language, words and expressions are customarily and ordinarily used toward, of and concerning persons engaged in such occupations than is ordinarily and customarily used toward, of and concerning persons engaged in other and different avocations, you are entitled to take such facts and circumstances into consideration in determining the effect of the articles and publications under consideration."

The city that is building a skating-rink "to seat 14,000 people" must have a lot of poor skaters in its citizenry.—*Tacoma Ledger.*

THREE ST. PAUL CARRIER BOYS WIN MEDALS FOR 100 PER CENT ROUTES



In the picture (left to right) J. A. Mathews, circulation director, *St. Paul Dispatch-Pioneer-Press;* Jack Gardner, Carrier No. 264; Sylvan Livitan, Carrier No. 219; William Goodman, Carrier No. 259; W. G. Andrews, city circulation manager.

THREE carrier boys of the *St. Paul Dispatch and Pioneer Press* were recently awarded gold medals and a prize of $10 in gold for building the first "100 per cent routes"—routes upon which every resident is a subscriber, receiving 12 hours service, morning and evening delivery.

The three youths, William Goodman, 15, Jack Gardner, 18, and Sylvan Livitan, 16, were honored at the regular meeting of the Town Criers Club. They are all pupils of Central high school, St. Paul.

Speaking of the circulation feat accomplished by these carriers J. A. Mathews, director of circulation for the dailies said:

"In all my experience I do not remember of any cities having 100 per cent routes, and especially the size of these routes in St. Paul. Goodman carries 128 papers to 128 families on his route; Gardner 164 papers to 164 houses, and Livitan 158 papers to 158 houses.

"The carriers in promoting 100% routes solicit their customers in nearly every case. A few cases were handled by the office and in some cases the carrier was advised because in securing some of these non-subscribers it was necessary to handle practically everyone as an individual case."

WARN LONDON WRITER TO LEAVE ITALY

Il Tevere, Fascist Daily, Hints at Violence—Gen. Cesare Rossi Promises "Inside Story" of Mussolini Dictatorship

With Gen. Cesare Rossi, former head of the Fascist Press Bureau, in Paris promising to "give to the world the inside story of the rise of Fascismo," and with a London correspondent threatened by the Fascisti in Rome, Premier Benito Mussolini's relations with the press this week again reached boiling point.

Il Tevere, Rome's extreme Fascist paper, on Feb. 27, published an open letter threatening violence against the Rome correspondent of the *London Daily Express,* unless "he" leaves Italy, objecting to a recent story stating that Premier Mussolini was in such ill health that he was forced to live on a starvation diet. Lady Drummond Hay is a "special correspondent" of the Daily Express, who a short time ago interviewed Mussolini.

The paper declared:

"We Fascisti do not desire to seek out this correspondent, nor do we desire to be constrained to put him with our compliments under the hoofs of the horse on which the Duce takes his daily ride."

Therefore, it says to the President of the association:

"If you—and you undoubtedly do—find the activities of this vile scribbler disgusting, we urge you to advise him to make a change of surroundings."

Thomas P. Topping, attached to the Paris bureau of the Associated Press who is in Nice reporting the tennis matches, discovered Gen. Rossi in the city on Feb. 27. He quoted him as saying:

"Threats, even bodily harm, will not prevent me from giving the world the inside story of the rise of Fascismo in Italy, created for a good cause and then prostituted by Benito Mussolini.

"Mussolini is the man responsible for the murder of Deputy Matteoti. The others who go to trial for his murder on March 16 are simply pawns in a cheap game which they don't understand."

Topping's dispatch continued:

"I remember you," said Gen. Rossi to the correspondent. "I had my picture taken with you on Pinicio Hill that memorable October day in 1923 when we entered Rome and Italy was before us. What has Fascismo done with our country? Anarchy, murder, riots and a perpetual state of internal war for the greater grandeur of Mussolini.

"I shall be glad to get out of here and go to Paris. There I will tell the world a story, appalling in its perversity. I have many friends in the United States and they shall have an opportunity to learn the story of the rise and of the coming fall of Mussolini. I am going to Paris where, with friends, I shall put the finishing touch, a memorandum which will be similar to the document sent from the Regina Coeli prison in Rome in 19[illegible]. The world wants to know about Fascismo, and the world shall know."

Topping is a former New York newspaper man. He has been with the A. P. more than 10 years.

In New York this week Mussolini was attacked by George W. Wickersham, American member of the "Commission of Fifteen for the Codification of International Law" of the League of Nations.

"A state of absolute tyranny reigns over Italy under his dictatorship," he said. "There has been an utter destruction of freedom of speech and of freedom of the press. The lives of everyone are under the supervision of a vigilante type of government."

Photostat Service for Times' Readers

The *New York Times* has added a photostat print service to the Index Department and is prepared to make a print of any news or editorial article or advertisement in its files, in response to requests from readers.

SELLING SERVICE, NOT GOODS, TO THE BUYERS

Advertising Tries Too Hard to Sell Merchandise, Is Opinion of Henry P. Williams, Chicago Agency Man—Stores Should Advertise Themselves and Service They Perform, Is His Theory

Institutional advertising receives varied praise and condemnation from the fraternity, and it persists despite brickbats and does credit frequently to bouquets. A strong argument in its favor is herewith offered in this, the sixth of a series of articles discussing the present advertising trend.

The protagonist is Henry P. Williams, Chicago advertising agent, who believes that the study of advertising should begin with a study of buying, not selling.

'ADVERTISE service, not merchandise to the buyers," seems staring when put in the mouth of a present ty advertising agency man. And yet it the essence of some advice handed out e other day by Henry P. Williams, airman of the board of Williams & nningham, Chicago advertising agents. Mr. Williams is of the unorthodox inion that advertising often tries too rd to sell merchandise. Explaining s theory he tells the following anecte:

"I once discussed with a prominent ker of kitchen cabinets the subject of s advertising. He spread his scrap loks before me, a complete exhibit of year's advertising program. He asked r comments on it. It looked good so as illustration and display and typoaphy was concerned; and I said so.

" 'But you are trying too hard to sell chen cabinets.'

'He looked surprised and said 'What you imagine I am spending $150,000 nually for if it's not to sell kitchen inets? I guess you don't understand purpose of advertising.'

" 'I think I understand,' I said. 'But ir advertising is so manifestly a de-, an anxiety to sell, that it defeats lf. You're really not selling kitchen inets; you're selling an efficiency vice in a kitchen; a saving of time and or for the woman who works in a chen. The kitchen cabinet is the ans by which you deliver that service. l the service, not the mechanism; the ult, not the merchandise.'

He couldn't see it. My observation is t very few men do see it. There is, wever, something more that the pubwants beside the use of the thing ght. Generally speaking, you will find buyers feel very helpless when they goods. You know how attractive r poor merchandise can be made to c. A carefully applied wood stain, a of two of varnish, a skillfully apld piece of fabric, can make very inor merchandise look very good. ple do pride themselves—especially nen—on their expert skill in judging ity. But you know and I know, how it is to fool them.

One thing people want, though they be reluctant to admit it, is some- and something they can trust. A r prefers to do business with a man, store in which he has confidence; re he feels that he will get for his ey the real value he wants, and exs. Now one of the best uses of adsing is to develop and cultivate this ng of security in your store and in

fy theory of advertising and selling sed on this psychological theory of uyer's mind. I believe that the buympulse is not most effectively moved rice considerations. Every buyer of handise is attracted by an opportunity t goods at a saving of money. The e for a bargain is universal. But the e for quality is also universal. No ever deliberately buys poor merlise; but an amazing amount of it sold every year. Why is it, do you , that people buy cheap, unworthy ture; poorly made, of inferior ma-s, badly finished; with cheap upholt?

ey wouldn't buy such stuff if they what it was. They see its very low compared with good merchandise; ey think it's good. You know, and w that low prices and high quality n go together. The point is, that uyer thinks it's good. He believes getting good quality, or real value. dvertising may say so. The salesmay give unqualified assurances. dea that's in the buyer's mind may sfied by these assurances, and the s made.

"It is my opinion that most buyers are influenced more by the store and its personality than by prices or by appearances in goods. It is my policy as advertising counsellor, to advertise, not so much the prices and the qualities, as the store itself. I am convinced that more buyers are led by a sense of security in dealing with a store, or an individual person in the store, than by any other consideration.

"The most important thing we have to deal with, in advertising or selling, is this fact, that men and women are primarily interested in themselves. They buy furniture, or groceries, or clothes, or automobiles, not because somebody has these things to sell, and wants to sell them, but because the buyer, either consciously or unconsciously, is convinced that in buying the particular merchandise involved he is gaining an advantage for himself, as well as satisfying a need or desire.

"I am sure buyers never analyze this motive; it is pretty largely unconscious. But sellers can analyze it and base selling and advertising on it. A chair, for example, is something more than a piece of merchandise, at a specific price. It may be a mere utility, like a kitchen chair; or it may have in addition to utility a decorative and artistic value. But a chair whatever its character, by its essential nature, implies somebody to sit in it, or on it; that's what a chair is for. Advertising or selling a chair, and to some extent selling a chair, must take into account this personal equation. The art of advertising, and the art of selling, therefore, deal with uses, rather than the bare materials of merchandise. And in selling as well as in advertising, the imagination of the seller and the advertiser has a large part to play.

"There is a sense in which we may say, truthfully, that nobody really buys merchandise at all. In reality your customer really buys and pays for something else than the mere merchandise. I think it of the highest importance that we keep this fact in mind, both as sellers and as advertiser.

"The function of good business is really simply to render a service to the public. And the function of advertising is to tell them about it. The greatest of all teachers once said: 'If any among you would be greatest of all, let him be a servant.' It is very evident that in the sense in which He used the word servant, He did not mean the common idea of servanthood—a valet, porter, lackey. He meant, I think, the sort of a servant that Lincoln was, or Edison, or others of that type; such a servant as He himself was.

" 'It is no wonder,' says Walter Lippmann, 'that business is such a sordid affair. We have done our best to exclude from it every passionate interest that is capable of lighting up activity with eagerness and joy. We have called "unbusinesslike" the devotion of the craftsman and scientist. We have actually pretended that the work of extracting a living from nature could be most successfully done by short-sighted money-makers, encouraged by their money-spending wives. We are beginning to know that this nation, with all its boasts, has never touched the real possibilities of business success; that nature and good luck have done most of our work; that our achievements have come in spite of our ignorance. And so no man can gauge the civilizing possibilities of a new set of motives in business. That it will add to the dignity and value of millions of careers is only one of its blessings.'

"I have a feeling that in the development of this idea that the highest function of business is to be a servant may present to us this 'new set of motives' for which Mr. Lippmann pleads.

"I find that it is rather a new idea to the average business man that he can succeed best in his undertaking by being a servant. It takes a long time for it to sink in. Every man in business wants success; it is apt to startle him a little to hand him this formula—'if you want to be great, be a servant.' He comes to see after a while something of what it means; and then maybe he tries it. After he tries it, and as soon as he does try it, he finds that his busine: begins to grow; not because he tries to make it grow, but because he tries to make it serve.

"He sees after a while that service is not merely something that you do, but rather something that you feel; not an act but a spirit. He finds that business conducted in such a spirit grows great; it gains the larger rewards, because it doesn't work for the reward, but for the service.

"I can see no reason why any business cannot be done in such a spirit; and if it is done in that spirit, the advertising problem is a very simple one."

THE COPY READER

By Charles Nicholls Webb

Here's a yarn from Tennessee;
Monkey story—probably;
Cut 'er down to run inside;
Number Two Head—let 'er ride!
Evolution leaves me cold;
Chemists now can transmute gold
Outa tin—a fairy tale!
Page One for the Early Mail
Peggy Joyce gets new divorce;
Prince of Wales falls *with* his horse—
Says he's feelin' toppy;
(All of this is copy;
Some of it quite sloppy,
Copy for the readers of the Morning Trib.)
Sneak thief, hiding, starts to sneeze;
Captured in his B.V.D.'s;
A. J. Volstead gets the hives.
(Prowlin' round in bee-vo dives?)
Damphool stories by the score;
Still that's what they're yellin' for.
High school youngster stabs his dad;
(Just a modern, red-haired lad.)
Cops at last catch Coke-Head King;
Tips 'em off to some dope ring;
Listens kinda hoppy;
Silly junk, and choppy;
Still it's—Oh, fair copy,
Copy for the readers of the Morning Trib.

NEW PRESS CONGRESS COMMITTEE

Nine Press Leaders Form Group on Journalistic Organizations

Dr. Walter Williams, president of the Press Congress of the World, has announced the personnel of the Committee on Journalistic Organizations to report at the meeting of the Press Congress in Lausanne-Geneva, Switzerland, September 14-18, as follows:

Sir Robert Bruce, president, Institute of Journalists, London, England.

Fernando Mora, *El Sol,* Mexico City, Mexico.

L. J. Plemp van Duyveland, president, *Nederlandsche Journalisten-Kring,* The Hague, Holland.

Casper S. Yost, St. Louis Globe-Democrat.

T. S. Dickson, president, National Union of Journalists, London, England.

Herbert Arthur Davies, president, Australian Journalists' Association, Melbourne, Australia.

H. Sheriden, El Democrata, Mexico City, Mexico.

Chra. Vieweg, president, Nederlandsche Dagbladpers, Amsterdam, Holland.

Dr. Ludwig Saxe, Verdens Gang, Oslo, Norway.

PROTESTS BEER RECIPE

Rep. Blanton Would Prosecute Washington Post Editor

Action against the editor of the *Washington Post* for publication of George Washington's beer recipe in the March 2, issue was demanded of President Coolidge by Representative Blanton, Democrat, Texas.

Publication of the recipe, the Texas representative charged on the floor of the House, constituted a violation of the prohibition law.

Columbus Dispatch Issues Ad Figures

The *Columbus* (O.) *Dispatch* has just issued a booklet showing in detail the amount of paid advertising appearing in Columbus newspapers during 1925.

Big Salmon Advertising

Starting with $200,000 to advertise the salmon industry, Northwest fisheries may expend $500,000 in the campaign. C. A. Burkhardt is president of the Association of Pacific Fisheries. An educational campaign was decided upon recently at Seattle.

CARL D. GROAT NAMED U. P. CAPITOL CHIEF

Succeeds William J. Losh, Resigned—Wilson Becomes Cable Editor in New York—D. N. Parry Joins Service of United News

Carl D. Groat, formerly Berlin manager of the United Press, and more recently New York cable editor, has been appointed manager of the U. P. Washington bureau, succeeding William J. Losh, resigned to enter business for himself in California.



CARL D. GROAT

Lyle C. Wilson, cable editor of the United News, succeeds Groat in New York. Wilson has had foreign experience in the Berlin and London bureaus of United News. He returned to this country two years ago. Duke N. Parry, formerly with the International News Service, has joined United News to take over the desk vacated by Wilson. Parry most recently was publisher of a newspaper in Missouri. He has been associated with the *Kansas City Star*, the *Tokio Japan Advertiser*, and *Stars and Stripes*, the latter while in France during the war.

While still in h igh school, Groat started newspaper work in 1906 on the *Pittsfield* (Mass.) *Eagle*. Following graduation from Dartmouth College, he joined the staff of the *Springfield* (Mass.) *Union*, subsequently going to Washington to work for the *Washington Times*.

From the latter newspaper, he became a staff correspondent in the capital for the U. P. Then he became manager respectively of the Chicago, Dallas, Denver and San Francisco bureaus, returning to Washington later.

HUNTRESS HEADS TEXAS GROUP

Publishers' Association Adopts Resolution Asking Lower Postal Rates

Frank G. Huntress Jr., of the *San Antonio Express*, was elected president of the Texas Newspaper Publishers' Association at the annual meeting held in Dallas last week. W. C. Mayborn of the Southwestern Scripps-Howard group was named vice-president, and A. E. Clarkson of the *Houston Post-Dispatch*, secretary-treasurer.

G. J. Palmer of the *Houston Chronicle* was re-elected as special commissioner, having direct charge of wage negotiations.

The association adopted the following resolution on second class postage rates:

"RESOLVED: That it is the sense of the Texas Newspaper Publishers' Association that the best interest of the public will be served by a reduction of second class postage rates to a basis not higher than the 1919 schedule, and that a copy of this resolution be sent to the Texas delegation in Congress."

DOUGLAS FIR CAMPAIGN

West Coast Lumber Men to Spend $300,000 in Advertising

Further steps have been taken in the advertising campaign by the lumbermen of the Pacific Northwest to promote the sale of Douglas fir. The campaign is in the hands of the West Coast Trade Extension bureau.

It is proposed to spend $450,000 in the campaign, a levy of 5 cents being made on every 1,000 feet of lumber cut by members of the bureau. Of this total, $300,000 will be spent for space in newspapers and magazines. Henry Schott, associate editor of the *Nation's Business*, has obtained leave of absence to organize the campaign.

CHENEY ASKS PAPERS TO BOOST CHENEY GRATIS—BUT PRESS AGENT GETS HIS

TO THE EDITOR:

This service on silk is being furnished GRATIS to supply authentic information and interesting fashions on silk. Hundreds of thousands of readers of this service, who are home dressmakers can use these ideas in their own costume.

The Cheney Style Service
HENRI CREANGE, DIRECTOR
181 Madison Avenue New York City

A Costume For Palm Beach Gives Advance News Of Spring Styles



THE annual migration of the fashionables to Palm Beach calls forth the efforts of eminent style creators for warm weather apparel, while the snow still remains to remind us that Winter is still here. But there is a silver lining to the cloud, if it be one, of belonging to the large majority which must take its seasons as it finds them. For, from the lovely frocks and coats designed for wear under southern skies, the canny woman may derive advance information of what the mode will be for Spring and Summer

And so Paris sends us the charming costume illustrated As gay and nonchalant as its color combination of white and rose, it illustrates the tendency to wear with sport or daytime dresses an accompanying short coat, which may often be of an entirely different material, linking itself only with the dress by means of some detail of color or trimming.

The dress shown is of white Frostkrepe, the bodice slightly drawn to the figure (a very new trend) and the skirt arranged in groups of pleats giving ample freedom for active participation in sports. The dress is practically sleeveless, but this deficiency is amply provided for by the comfortable little jacket of rose duvetyne which accompanies the frock The jacket has groups of silk stitchings which terminte in a fan-shaped decoration of arrowheads, and this detail is repeated in the trimming of the dress

A piquant effect is achieved by the rose-colored scarf knotted loosely in bandit fashion around the throat.

"BY Cheney."

Observe this art signature attached to fashion drawings sent out in mat form "free" to easy editors by Cheney Brothers, the big silk house.

Which one of the famous brothers is responsible for the crude line drawings? There is an artist among them, but EDITOR & PUBLISHER does not for an instant believe that "By Cheney" means that he is guilty of the rough drawings.

It would be a sort of "clever" way of getting an advertising line into the alleged "Cheney Style Service." We believe that the line is attached to the cut for advertising purposes and justifies the "gift" of the mats.

Patient readers will also observe that the "Cheney Style Service" is directed by Henri Creange. This gentleman happens to be the head designer for the big silk concern. Does he really conduct this free "service" for the press, in the sense that one usually expects a syndicate director to run a service? Maybe so, one may never be sure what men will do to get free advertising in this country.

Sometimes, in the Cheney handouts, one reads of the great dress authority "Rex Cheney," who, if he declares that they are wearing 'em shorter, carries the weight of a king's decree. But who is Rex Cheney? Advices from the New England home town of the Cheney family fail to disclose a Rex Cheney. Does he live? Is he real?

After all, what does good old Edward Bernays, the iron-nerved press agent, popularly supposed to be employed by Cheney Brothers to graft free space from the newspapers, do as his bit in the audacious "style service" performance? Why, he doesn't even conduct it. His name does not appear on the proof sheets. But somehow, whether it be justified in fact or not, EDITOR & PUBLISHER feels that somewhere behind the silken shop talk and those Cheney trademarks the figure of Mr. Bernays stalks. If so, dear editors, every time you print a Cheney "free" style you may be sure that a given number of dollars will roll in the direction of Mr. Bernays, collector of fees for advertising which you charitably donate.

CHICAGO TRIBUNE SUES TO RECOVER CITY CASH

Seeks Return of $1,693,000 Paid to Real Estate Experts Under Thompson Regime—13 Lawyers in Court

After five years, taking of evidence has began in the suit in chancery by which the *Chicago Tribune*, as a taxpayer, seeks to recover for the city $1,693,000 paid to real estate experts in 1920 during the William Hale Thompson administration.

The case is being heard by Chief Justice Hugo M. Friend of the Circuit Court.

That a long legal fight is in the offing was indicated when the hearing opened this week with 13 attorneys in court, ten for the defendants and three for the plaintiff and abstruse legal points were brought out in outlining the complaint and the defense.

Attorney Weymouth Kirkland, representing the Tribune, told the court that it is their contention that the payment of per cent of the value of the property evaluated by the experts, and a $50 a day fee for testifying in the subsequent court procedure, was not authorized by the city council. It is their further contention, he said, that the appropriation of Feb. 1920, was $225,000 and that no expenditures over that amount were legal.

At the close of Mr. Kirkland's statement, Attorneys George Miller and Albert Fink, representing the three real estate experts, Ernest H. Lyons, Edward C. Waller, Jr., and A. S. Merigold, who received approximately $570,000 each for work done in one year, outlined the defense.

The defense holds, the attorneys said that the contracts made with the experts by the board of local improvements were legal and that the prices paid them were known to and approved by the city council.

Attorney Fink told the court if the plaintiffs would consent to drop conspiracy charges in their petition, the defendants would submit their claims to the court.

Attorney Chester Cleveland, representing Public Administrator Percival Coffin, who was an employee of the board of local improvements during 19 moved that the suit against Coffin be dismissed, asserting that Coffin's connection with the transactions was so remote that he could not be held responsible, regardless of the outcome of the suit. Judge Friend took no action on the motion.

Besides the defendants named, the following are listed in the Tribune's petition:

Former Mayor William Hale Thompson; former City Controller George Harding; Charles M. Nichols, Arnold Brautigam, Frank J. Koch. The city of Chicago was originally a defendant, but is now aiding the Tribune in its suit, since there has been a change of administration.

STEVICK BUYS TWO MORE

Champaign Publisher Now Owns Texarkana Dailies

David W. Stevick, publisher of the *Champaign* (Ill.) *News-Gazette*, 24 hours after he had bought the *Texarkana* (Ark.) *Daily Texarkanian*, last week surprised Texarkana business circles by announcing he also had purchased the *Texarkana* (Tex.) *Four States Press* (morning) and *Journal* (evening) from the Four States Press Company, of which C. E. Palmer was president. Texarkana is a city partly in Arkansas and partly in Texas. The Texarkanian is an evening paper conducted by J. L. Wadley.

Consideration involved in the Four States Press and Journal deal was not revealed, but was said to be several hundred thousand dollars. Stevick said his plans were not altogether complete, but he intended to discontinue one of the afternoon paper, possibly the Journal which was established only six months ago.

The Texarkanian and Press use Associated Press service, the Journal the United Press.

UNINFLUENCED DAILY IS RETAILER'S BEST BUY

Merchants Realizing Editorially Independent Newspapers Bring Greatest Advertising Results, Says Retail Group Executive—Gives Co-operation Ideas

RETAIL merchants are learning through experience that the best advertising medium they can use is an editorially independent newspaper which has built up high reader confidence in its news columns through avoidance of free puffs, George V. Sheridan, executive director of the Ohio State Council of Retail Merchants told members of the Associated Ohio Dailies at their meeting recently in Columbus.

Mr. Sheridan, who is a former publisher of the *Springfield* (O.) *Sun,* discussed at length the co-operation which can exist between merchants and newspapers.

"My chief criticism of the newspaper industry is that many newspaper publishers haven't the backbone and courage to charge a rate sufficient to permit them to develop and maintain the type of newspaper which would best serve the community," he declared.

His address, in part, follows:

Newspaper advertising after years of severe tests has so demonstrated its value that newspaper properties today are unusually sound business propositions. They will continue to be sound financially so long as retail stores continue to be the chief agency of merchandise distribution in America. The retail merchant will never discontinue liberal use of newspaper advertising space, regardless of other substitutes which may be offered. He need only review the experience of those retail institutions which have made outstanding and enduring successes.

Other forms of advertising are developed for his consideration but the result-demanding merchant quickly finds that they have only limited value. Many felt that radio, through broadcasting which reaches millions of people, might eventually supplant the newspaper as an advertising medium. This can never be. No store will ever trust its main merchandising messages to the inaccuracies of the spoken word.

We might debate the question as to whether a good newspaper is responsible for prosperous stores, or the contrary. Each is in some degree dependent on the other, but I defy any one to develop an independent, enterprising and vigorous newspaper in a city where the main retail operations are not in progressive hands. The reason, of course, is that in these expensive times it takes real money to make a newspaper enterprising, vigorous and independent. An unprofitable newspaper property can never develop a real newspaper.

These facts are clear enough when one examines the existing situation, but many publishers fail to recognize them. It seems to me that many newspaper publishers, in their dealings with their merchants, have unconsciously placed a chip on their shoulder or have assumed an inherently antagonistic attitude. I believe that I can understand this as a result of my newspaper experience. Many years ago when newspapers were struggling and financially half-starved, and merchants did not fully appreciate the actual cash value of the space they were buying, it was not uncommon for the merchant to attempt to influence the editorial policy of the paper he was supporting. It was hardly less unusual for him to succeed. Gradually, however, as newspapers fell into stronger hands and their operation was placed on a more business-like basis, this condition disappeared completely. Newspaper publishers realized that if they were to have anything to sell which would be of value to a space buyer, it must be based primarily upon an editorial independence which would develop reader confidence. Merchants, as advertising costs mounted and actual advertising results were demonstrated year after year, likewise learned through experience that space in a newspaper which they could influence through a pecuniary consideration was not worth influencing.

I believe publishers will agree with me that today merchants, regardless of the size of their advertising appropriations, do not show even the slightest inclination to interfere with the editorial policy of any newspaper which they deem worthy of their patronage. But isn't it true that in some degree at least the old fear of possible attempts at domination still exists in the minds of the newspaper management? Doesn't this account in some degree for the failure of many newspaper publishers to realize that they and their merchants have common problems of an immediate and vital nature, the solution of which is mutually important?

There are other current factors which serve to cause these two leading agencies of community development to operate in a more or less hostile spirit. We might as well discuss the situation frankly. I know from personal experience that many publishers privately regard a local retail merchants association as some sort of a secret device to fight local advertising rates. Because the rate question is always before you as an important factor in your affairs, you quite naturally feel that it is the main reason for merchants banding together. This probably is inflamed in nearly every community by memories of by-gone days when merchants grouped together and attempted a newspaper boycott as a rate adjustment club.

Let us consider for a moment the situation in recent years, since retail operations have attained the present levels and newspapers have reached their established economic position. To the best of my knowledge in ten years there hasn't been a successful rate boycott in this country, and only isolated attempts. Under modern conditions such a boycott would be absolutely impossible.

Retailing is a highly competitive business, with tremendous overhead which requires constant sales volume to maintain. In no business activity is competition more bitter. I cannot name a city in Ohio where if a rate boycott were attempted against a newspaper, one or more leading stores would not immediately attempt to profit by such a situation and double their space requirements in the newspaper so attacked. This, as you know, would break any boycott in 24 hours, despite the most iron-clad preliminary agreement. The other merchants would immediately figure that their rival was trying to steal their field.

Furthermore, retail organizations have come to assume a different attitude toward newspapers. In recent years, retailers have turned to the established methods of scientific research as an aid in the solution of their business problems. In this they are far ahead of the newspaper industry, which seemingly ignores the advantages of scientific research work. Our investigators, headed perhaps by Harvard University, have reduced the analysis of advertising costs to a somewhat scientific basis. They have proved over a period of years that honest and intelligent advertising, based on a percentage of business done, will produce certain sales volumes and that if other operation factors are correct, these volumes will produce certain net profits. They have produced formulas which a merchant may automatically follow. The facts gathered by these investigators after years of study have convinced the merchants of the direct cash value of advertising.

Further, this scientific analysis of modern advertising has demonstrated that the character of the medium used is a very important factor. Scientifically and actually it has been demonstrated that a newspaper to be a good advertising medium must be enterprising and independent, and that it can not be such unless it is assured of a profitable operation. You will find throughout the country that merchants seldom object to the rates charged by the newspapers which are real leaders in their community. The universal trend seems to be toward paying a rate that will permit the newspaper which serves the merchants' community to develop the type of publication which will entirely blanket the trading territory.

This doesn't mean that newspapers will ever succeed in charging unwarranted rates. Merchants today have easy comparative access to newspaper rate schedules in cities throughout the land. The Audit Bureau of Circulations has taken much of the guess-work out of space buying, even from a local standpoint. The smart publisher today is the one who is seeking to protect the tremendous institutional value of his newspaper property, and to insure it continued profits through years to come. He is much too smart, under modern conditions, to attempt a rate gouge which would alienate the good will of those to whom he must look for continued financial support. He knows that if he imposes an unfair rate, his customers, the local merchants, will know it.

My chief criticism of the newspaper industry is that many newspaper publishers haven't the backbone and the courage to charge a rate sufficient to permit them to develop and maintain the type of newspaper which would best serve their community.

Recapitulating, therefore, it is fair to assume that a part of the present-day antagonism between newspapers and merchants, which prevents them from realizing that they have tremendous common problems, is due to the ancient bogey of attempted editorial denomination and the likewise antiquated bogey of attempted rate denomination.

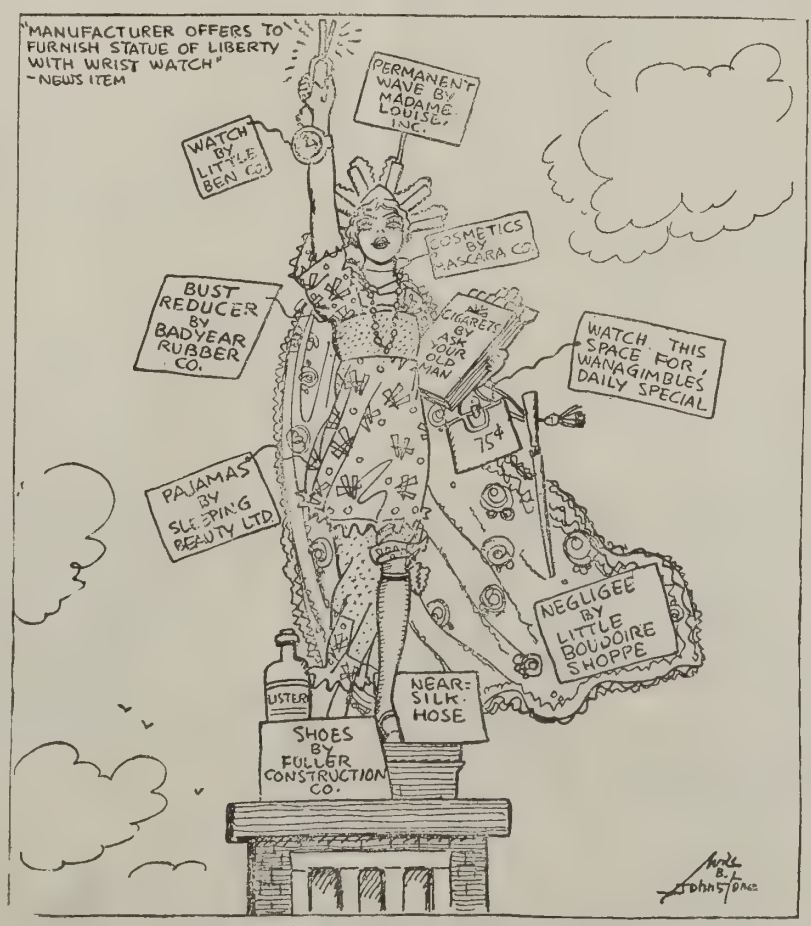
I have endeavored to summarize the present-day factors which tend in some degree to keep these two great interests apart. Let me for a moment analyze certain broad general conditions which absolutely prove that the interests of the newspaper and the merchant are identical. This is true to such an extent that in many situations these two groups are justified in waging a common battle against certain other interests in the community.

Consider the broad question of industrialism, for example. Your large manufacturing enterprise, criefly concerned in producing commodities for a national market and having little direct concern with business in its home city, may and quite often is directly concerned in the maintenance of a generally low wage scale. A newspaper property, on the other hand, prospers where wage levels are higher, living conditions are better and citizens generally have the leisure and opportunity to appreciate their newspaper and other modern refinements of living. The same is entirely true of the merchant. Good wages and pleasant living conditions produce good retail customers.

Consider the good-roads question. Development of hard-surface road systems has been the chief factor in the comparatively recent development of large newspaper circulations. Good roads build cities. They make possible quicker and more intensive mail distribution, more radiating truck and bus lines, and give your paper access to new circulation territory. The merchants, although they are large tax payers, have an interest absolutely identical with yours. Stores

(*Continued on page* 47)

LIBERTY ADVERTISING COMPANY



Why stop at a wrist-watch for Miss Liberty, Will B. Johnstone, *New York World* cartoonist, asks, and improves considerably upon the original idea of the publicity-seeking manufacturer.



TRAIL BLAZERS OF ADVERTISING

Bar-Room Mirror Artists

by Chalmers L. Pancoast

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Schemes I Have Worked

(Continued from Last Week)

I have known a $10 cash prize to bring in 20,000 answers in one day. Nowadays the prize money must run into thousands to get action.

Today they are conducted on a more dignified basis, and must conform strictly to the postoffice requirements. No purchases are required as they were in the old days.

Even contests are not used as extensively. Offering money for ideas, suggestions, designs for a trade-mark package, has passed out to give room to more scientific methods of publicity. I was always a scheme worker. It was a fascinating game and stirred my imagination. Ideas and stunts came with a thrill. It was through promoting some novel contests that I landed some of my best jobs.

The success of the Busy Bee Sugar Cookie Boy Contest made me vice-president of an agency, and later landed me on the editorial staff of *System Magazine*.

I found a good berth on the *Cincinnati Post* working a free scheme for a furniture store and a soap manufacturer, which later ran as feature stories in advertising journals.

I started my most interesting advertising adventure with the *Chicago Tribune* through the "What Foods Do You Buy" contest. Big money prizes were offered to housewives for writing about the advertised foods they bought and their reasons for buying them.

Prize contests, schemes, stunts were important milestones all along the bumpy advertising road I have traveled.

It has always been a great adventure to rub elbows with advertising men noted for their ingenuity in keeping up a vaudeville-like succession of stunts for getting trade.

There are a thousand and one scheme contests that have been used where competition has been so keen that stunts were necessary for attracting the attention of the elusive customer.

But the good old days of free schemes—the good old days of come-on stunts—the good old days of quick, easy money are gone forever.

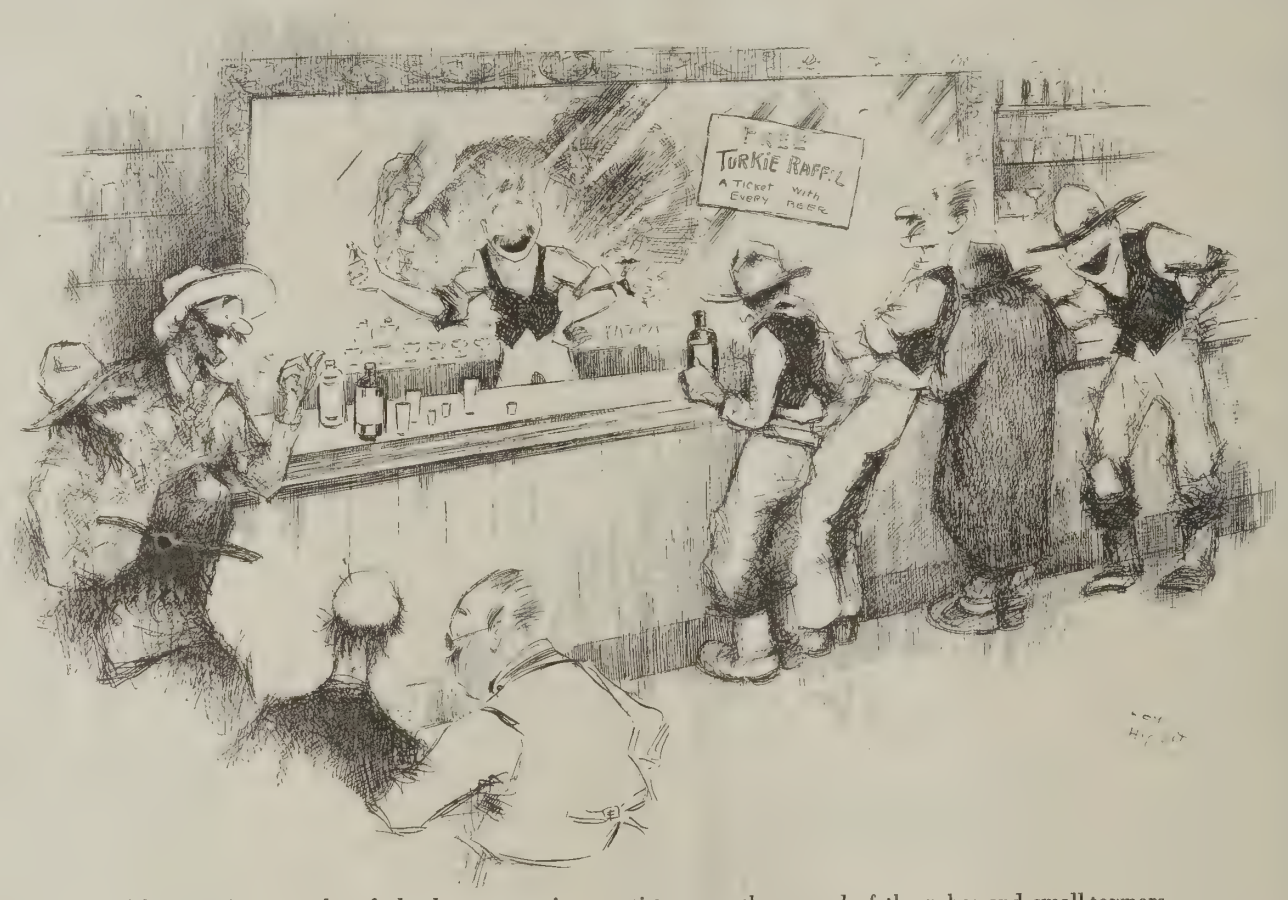
Chapter XXXII

Bar-Room Mirror Artists

IN looking backward and dreaming over all those old, bold, brainy, adroit, clever boys—bums, rogues and villains whom I have met, hobnobbed with, or heard about while wandering or carousing around in the advertising game, the "Wandering Willie" Artists stand out like a red seal.

It was a life of strange and picturesque adventure in those far off days when the most startling advertising a bar-room ever did was to have its windows and mirrors all decorated up with the gay colors, mixed up and spread into masterpiece paintings by strange adventurers.

The memories of advertising adventurers in those days are closely associated with brilliant colors, free lunch, and popular songs of that day. Memory paints all those old pictures in different tints and shades. Recollections of names, places, faces, and events come readily in company with the remembered songs of yesterday. Painted saloon mirrors, scenes from afar off lands, the tunes of "There'll be a hot time," "Under the bamboo tree," "Oh, give us a drink bartender," etc., these things were a part of the picture which memory brings to light.



The artistic triumphs of the bar-room mirror artists were the marvel of the rubes and small-towners.

These artists of the road were also expert window dressers. Their talents ran just as ofttimes did their bright colors on the mirrors. Sign painters, card writers, store front decorators; but they transformed the usually ugly small town store windows—making window dressing an art.

The school for developing this talent—a marvel to small towners in those days—was the open road. These clever window dressers and sign painters were graduated from the school of hard knocks.

They were versatile—their talents knew no bounds. From dressing a window masterfully to the tastes of those desiring silks and lingeries, they could pass on quickly to the window of farm tools, horse haberdashery, and clutters of kitchen hardware.

These old-time rapid-fire window trimmers, and store sign painters, saloon mirror decorators, were artists born, not made. Their highest possibilities were never reached; because they seldom worked that long. It was a hand-to-mouth existence. Work was a pleasure indulged in only from necessity.

They were advertising men who instinctively knew how to get the greatest publicity value out of the most unpromising space. And yet they played the game of art for art's sake in attracting trade.

Their job was beautifully and ingeniously to decorate those spots which had never before known the artistic touch of beauty. They made windows of junk appear in gala attire.

One of the most striking small town windows I ever saw was made by a Wandering Willie Artist.

The Elks were going to hold a convention. Jake hit town ahead of the celebration. He made a dozen or so window trims, and each an Elks window through and through, and all different.

In the center of one background was a beautiful Elk's head. The background was made of crepe paper in B. P. O. E. colors wound in spirals and artistically draped. From the horns of the Elk's head white and purple ribbons were extended to all the articles making up the display. All these colors produced a striking effect. On the window glass was painted a clock representing one of the Elks' emblems.

This window carried a special message of welcome to the visiting Elks.

All the windows in town were trimmed by this wandering artist especially for the event—and the Elks' symbols and colors were used in various ways to attract attention.

All the saloon mirrors were painted with beautiful scenes from African Jungles to Jersey Cows. In the center of each and every mirror, or painted window, were those masterful advertising words—"Welcome B. P. O. E."

This "Wandering Willie" artist worked night and day. He made the town shout a welcome. He made it look prosperous. He made a seersucker suit town put on a dress suit. That town was trimmed, adorned, and decorated to a Queen's taste. In gala attire she welcomed her guests with a glad hand. She smiled a smile of gladness. The store fronts and show windows had been under the skillful hands of a real artist. He was a true advertising artist. He came out of the unknown and he slipped quietly out of town after he was satisfied his town in gala attire had favorably impressed her visitors. His marvelous paintings on the barroom windows long remained to be admired, but he was soon forgotten—having left behind only the color mark of a genius.

Chapter XXXIII

An Odd Prize Coloring Contest

BACK in the 'nineties System Magazine published a series of articles under the title "Selling Campaigns That Have Won," written by myself. They described the unique contest schemes used to sell a new brand of old-fashioned sugar cookies.

One important illustration was that of the sampling scheme—a half page newspaper advertisement with its 5c coupon which sold 15,000 ten-cent boxes of sugar cookies in one day and set off the fireworks in a big campaign.

To keep up the interest after the sensational sampling stunt on "Sugar Cookie Day" $50 in prizes was offered for reading a series of advertisements and writing a letter about the sugar cookies, naming the five best arguments appearing in the advertisements.

The prize awards were based on the most original experience with Busy Bee Sugar Cookies, the best opinions as to the five best arguments for buying, and the neatness and cleverness of the letter.

The next step in this campaign was to run some clever contests to get the interest of school children at the same time.

While the ad reading contest was a success in reaching the general public it hit over the heads of the children. One of our oldest theories in the advertising game is that mothers are many times influenced to buy by the urging of children.

Two schemes were tied together. The purpose of one was to start the other. Twenty-five dollars in gold was offered to boys and girls for collecting the lids of the sugar cookie boxes. The largest number saved won the prize.

This sent the children scampering from neighbor's door to door, urging them to buy the sugar cookies so they could collect the lids.

(To be continued next week)

IDEAL WEEKLY MUST HAVE VITALIZED NEWS AND STRONG EDITORIALS

More Illustrations Also Urged as Modernizing Step at 14th Annual Washington Newspaper Institute in Seattle Three Hundred Attend

THREE hundred newspaper men and women went to school on the University of Washington Campus at Seattle, Feb. 25, 26, 27, when the Fourteenth Annual Newspaper Institute was in session. The attendance bettered the record of last year by more than 100.

Each newspaper owner who attended the institute was presented with a free copy of "Newspaper Laws in Washington," compiled by E. L. Skeel, attorney for the Washington Press Association, and just published by that body.

The Institute opened officially with a smoker at the Faculty Men's Club on the university campus.

At luncheon Friday noon, Washington editors who take the United Press service gathered for a short conference with Reuel Moore of Portland, U. P. news manager for the Northwest.

At the mid-winter executive session of the Washington Press Association, held Friday night, with Fred L. Wolf, editor, *Newport Miner,* presiding, favorable action was taken on the Florida Press Foundation plan after a report by Fred L. Kennedy, field manager for the Association who attended the Florida conference recently.

A movement was begun to obtain legislation providing for taxation for the purposes of state publicity. If such legislation goes through, funds will be accumulated that will make it possible to take care of letters of inquiry that now come to the office of the Secretary of State asking the opportunities of Washington. During the past year 20,000 such letters went unanswered. The Executive Committee voted to continue the *Washington Newspaper* as the official organ of the Association and to use it as a more than self-supporting magazine by getting more advertising for it.

It was also voted to continue the work of Henry R. Ferris, traveling advertising representative of the Association. It was estimated that Mr. Ferris has been directly responsible for an increase during the last year of 30 per cent over former years in foreign advertising carried in Washington country papers.

Among the speakers on the program were L. D. Angevine, editor, *Mount Vernon* (Wash.) *Argus,* who discussed "The Market Value of Your Newspaper"; Fred Wiman, Western Engraving and Colortype Company, Seattle, who talked on "Illustrating the Country Newspaper"; J. M. Stoddard, editor, *Waterville Empire Press,* who told of "The Ideal County Weekly." The address of H. D. Campbell, editor of the *Vancouver* (Wash.) *Evening Columbian,* on premium circulation is printed elsewhere in this issue.

Concerning valuation of newspaper properties Mr. Angevine said:

"The market value of your newspaper is determined, in my opinion, first of all by the possibilities and present scope of its field, by the amount of advertising and commercial printing which it is capable of yielding.

"Second, by the reputation your newspaper and business enjoy in the community.

"Third by its present earnings.

"Fourth, by its physical equipment."

Mr. Wiman in his address commented upon the lack of illustrations in the country press as contrasted with the liberal use of pictures by large city papers which are going after country circulation. He urged weekly editors to adopt a definite budget for illustrations and attempt to print at least one good local cut each week.

"A better illustrated country press will make it easier for you to obtain any outside advertising you are after," he concluded. "You will be better enabled to compete on an equal basis with the circulation of the large dailies in your towns. Local pictures in your papers give you a decided advantage over the circulation of any other medium in your community."

The ideal country weekly will be a paper carrying vitalized news and a strong editorial page, J. M. Stoddard said in his talk. The problem of a perfect weekly resolves itself into the problem of a perfect editor, he stated. Greater editorial and mechanical efficiency, is needed, as well as better type styles and printing.

"The hope of our profession lies in the departments of journalism," he declared. "I think we are all agreed that the time is past, when you can take a cigar box, a corkscrew and a monkey wrench, and publish a newspaper that is acceptable among readers of our day."

Walter P. Burn, Pacific Coast manager of the Bureau of Advertising, American Newspaper Publishers' Association, scheduled to speak on "Selling Markets to Bring in Foreign Advertising" was unable to attend.

The meeting place for the 1926 summer session of the Association, which was to have been decided at the institute, will be left to a mail referendum. Spokane, Ellensburg, and Longview are bidding for the convention.

Resolutions were passed commending Dean M. Lyle Spencer of the University of Washington School of Journalism, who is resigning from the deanship, for his seven years activity and counsel. Dean Spencer has been made a life member of the Washington Press Association, the first time such a membership has been granted.

The principal entertainment feature was provided by the Pacific Coast Coal Company, which was host to the newspaper men at the noon luncheon on the university campus Saturday. Later the publishers were taken on a trip to the Newcastle coal mine. A banquet in the Spanish Ball Room of the Olympic Hotel closed the meeting.

Among the veteran newspaper men attending the Institute were Beriah Brown, editor, *Coupeville Island County Times,* who published the first daily newspaper in Seattle, and worked on the *Seattle Post* before it was absorbed by the *Post-Intelligencer.* The youngest newspaper men attending the Institute were Roy and Ray Craft and Robert Cooper, co-editors of the *McCleary Stimulator,* high school boys who are publishing a real community weekly.

O. C. ROESEN HONORED

Hoe Sales Staff Give Banquet to Member Who Resigned

Oscar C. Roesen, who resigned from R. Hoe & Co., printing press manufacturers, to take charge of the sales department of the Wood Newspaper Machinery Corporation on March 1, was guest of honor at a banquet given by associates of the former firm Feb. 27.



OSCAR C. ROESEN

Mr. Roesen had been with the Hoe concern for 14 years. He travelled extensively throughout the United States and is widely known among newspaper men.

Gilbert Higgins of the Hoe sales staff presided at the banquet, which was attended by more than 30 of Mr. Roesen's friends. Harry M. Tillinghast, secretary of the company, attended and paid tribute to the loyalty and brilliant work of Mr. Roesen.

Mr. Roesen, in a brief speech, thanked those who had honored him.

N. Y. POST REPORTERS BARE FUND PLOTS

International Narcotic Crusade Exposed As Giving Only 90 Cents on Every Dollar—Byers, Gould and Klein Win Praise

Directed by Vincent G. Byers, city editor, two reporters of the *New York Evening Post* began a series of stories Feb. 22, exposing peculiar practices in fund raising in New York. The reporters were Bruce Gould and Norman Klein.

The first story uncovered the fact that backers of a so-called International Narcotic Crusade, raising money for a hospital for drug addicts on Long Island, were keeping 90 cents out of every dollar for themselves. Five other fund raisers, showing irregularities, were subsequently exposed. More exposures are promised.

The tip came to Byers through an advertisement printed in the *New York Times* asking for solicitors. A tipster had answered the advertisement and had reached the conclusion shady practices were involved.

Gould was assigned to go to the address and apply for a position. He did and reported the outfit was rotten. Klein was sent to confirm Gould's story. The first story, ably written, followed. The international crusade stopped "crusading."

"The trio, Byers, Gould and Klein, have done a very good job," was the comment of Merritt Bond, managing editor.

Klein has been with the Evening Post since last September. Prior to that he was for two years with Lord & Thomas, an advertising agency, in the Chicago office. He has also been on the staffs of the *Chicago Tribune, Chicago Daily News, Des Moines Register, Sioux City Tribune, Winnipeg Tribune, New York American,* and United News. He was graduated from the University of Wisconsin.

Enlisting as a private soon after war was declared, Klein went overseas with the first 500 American troops. From the front he sent back signed mail stories to the *Chicago Daily News.*

Gould is an alumnus of the University of Iowa. He started newspaper work on the *Des Moines Tribune,* came to New York and, joining the United News, was sent to that press association's Boston bureau. He returned subsequently to New York and became a reporter for the *New York Sun,* where he spent two years before becoming associated with the Evening Post about a year and a half ago.

STAR-BEACON TO BUILD

Ohio Daily Plans New Home on Park Street—Much New Equipment

The *Ashtabula* (O.) *Star-Beacon* early this hpring will occupy a new home on Park Street, in the heart of Ashtabula's business district.

Established in 1888, the Star-Beacon until now has been without a home of its own, having always operated in leased quarters. Soon after the present owner, C. A. Rowley, former publisher of the *Lorain* (O.) *Times-Herald,* took over the paper he took steps toward the construction of a new plant.

The Star-Beacon's new building is the last word in modern newspaper plant construction. It is of steel, brick and concrete and strictly fireproof in all particulars. It is being erected at an approximate cost of $80,000, exclusive of equipment.

Much new equipment will go into the plant, including a new 24-page capacity Duplex Tubular press.

Mr. Rowley, in addition to the Star-Beacon, also publishes the *Painesville* (O.) *Telegraph* and the *Geneva* (O.) *Free-Press,* both daily papers.

DOMINION PAPERS HIT AT U. S. DAILIES

Ottawa Censor Bans N. Y. Mirror, and Payne, Managing Editor, Claims Toronto Star is Behind Order —Others Censored

(*By Telegraph to* EDITOR & PUBLISHER)

Ottawa, March 4.—Canadian newspapers near the U. S. border are crusading against American publications, this week centering attacks on the tabloids.

A number of daily newspapers, some illustrated periodicals and many magazines which are published in the United States and which print stories and pictures that are considered obscene, from the Canadian censor's point of view, will be banned. This is the intimation that comes from semi-official source. The censor is now considering an order to exclude the *New York Evening Graphic* and the *Detroit Times,* having been specifically instructed to do so by the Minister of Customs, Hon. G. H. Boivin.

The censor banned the *New York Daily Mirror,* as the result of complaints received from women's organizations, service clubs and some editors, who alleged that the Mirror, has been publishing objectionable matter. In the case of *Liberty,* the specific complaint was the series of articles on the life of King Edward, which Canadian women considered were of seditious character.

"The *Toronto Star* has been waging an active campaign against the Mirror," Philip A. Payne, managing editor of that tabloid, said to EDITOR & PUBLISHER. "We started a pre-date edition in Toronto and ran up 22,000 circulation there, cutting into Star subscribers.

"We are negotiating with government officials in Ottawa now, and hope to have the ban lifted shortly."

"HAPHAZARD CENSORSHIP"

Ottawa Journal Condemns Customs Ban On American Papers

OTTAWA, Ont., March 3.—The *Ottawa Journal,* on its editorial page today, says:

"HAPHAZARD CENSORSHIP

"Our Customs Department is the subject of investigation, and, although we are assured that the surface has only been scratched, there is evidence of a nauseating mess. It is at such a time that the Customs Department takes it upon itself to censor our reading morals. A fortnight ago this department of government decided that we were too innocent and sweet-minded a people to read something which a magazine called *Liberty* printed about the late King Edward; now it has decided that a New York picture paper, the *Daily Mirror,* carries photographs of bathing and screen beauties showing more epidermis than is good for our eyes.

"As Lord Balfour said about the *London Daily Mail,* the New York Daily Mirror is one paper that we abstain from reading, consequently we cannot pronounce judicially upon the attire, or lack of it, of the young ladies in question.

"But surely if this country is going to have a censorship, if it needs an intellectual and moral dietician, the thing ought to be done in an intelligent sort of way. A censorship is a serious thing. What we have now is a regulation of our reading matter—by whom? By politicians, who, quite obviously, with their ears to the ground for votes, are influenced by every complaint that comes to them, whether well-based or not, and whose decision in one case at least was ridiculous.

"We wonder what the British people would do to a censorship like that?

"There may be much to be said in favor of an intelligent, discriminating supervision of certain reading matter coming into this country. That principle, few will combat. But to have a censorship by politicians who obviously and almost necessarily are unequipped to exercise it with proper knowledge and discrimination, is something that the public should not stand for."

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



Thinks in terms of economics and finance—C. A. HEBB

CLARENCE A. HEBB, the new managing editor of the *Brooklyn Times,* appointed to that position this week, succeeding the late Walter M. Oestreicher, is the man who started the bucket shop exposé in New York in 1922, which resulted in the closing of the Consolidated Stock Exchange and the enactment of new state laws for protecting the gullible.

Mr. Hebb was business editor of the *Brooklyn Eagle* when he started investigation of the bucket shops. It was taken up later first by the *New York Herald* and then followed by all other New York and Brooklyn papers.

Ever since he started newspaper work in 1903 on the *Brooklyn Standard Union* following his graduation from Cornell University where he specialized in English and economics, Mr. Hebb's chief interests have been finance and politics. His first assignment, in fact, happened to be a bank dinner in Brooklyn. Eight months ago, he was brought from the Eagle to the staff of the Times to organize a financial department for that newspaper. In a few weeks he had assembled his news services and organized a staff of tabulators of stock market prices, and the Brooklyn Times is now producing a daily stock table that has attracted attention among the city newspapers as one of the leaders of Wall Street editions in point of accuracy. There is keen rivalry among the evening papers in New York for accuracy in stock market prices that come off the presses in comparatively few minutes after the market closes.

"The slump in the stock market in the last few weeks has made a frequent front page feature of Wall street news," said Mr. Hebb in an interview this week. "The stock market has a greater news value than ever before because of the great increase of public interest in securities.

"This increasing public interest in economic news, in price movements, in stock market and real estate speculation has developed during the past five years. Not only were the people educated to investment in securities by the Liberty Loans during the war, but this country has entered an economic era in which labor of the hands is being displaced more and more every year by machinery and mechanical power resulting in creation of a larger number interested in investment and speculation. The movement has been intensified by restriction of our immigration, and the necessity of reducing production costs has mothered the invention of all manner of new mechanical process and applications of power.

"This has meant a high standard of wages, a high standard of living and higher education for the youth of the country. The universities are overcrowded. The schools are teaching economics and a political campaign—nationally at least—finds its public appeal in discussion of economic problems, whereas in the old days a spread eagle speech was the candidate's chief formula for getting the votes.

"Such a trend calls for the editor's attention to financial news. Profits and losses, whether in stocks or in real estate or in commodities are coming to have a wide public appeal.

"At the same time people have more time for recreation and entertainment—and they must be entertained, whether it be on Broadway, at home with the radio or around the corner at the movies. The evening paper is looked to for entertainment, and notwithstanding that old-time newspaper men complain that the modern newspaper is ceasing to be a newspaper, the tired business man and the family demand the features. I've seen one of the biggest and most serious minded business men in this city at work on a crossword puzzle all the way home on the train. I suppose it is for the same reason that the 'Follies' survive at the theater while Shakespeare closes after a short run. The management of a newspaper must have always in mind the particular field it wants to cover—the particular popular requirement it wishes to serve. Here in the Brooklyn Times we are building a home paper that is delivered direct to the homes by a highly organized system of carriers. My experience as financial editor, with letters arriving daily for information and advice on securities, suggests to me that there is interest among the home readers in financial and business news as well as in those features that appeal to the women and the children of the family.

"The proper mixture of the news and feature ingredients in a newspaper is a matter of unceasing experimentation, as the character of our newspapers shows. I don't expect that there will ever be found a formula that will be perfect, and with which, having found it, we can be satisfied."

The new managing editor is well known throughout Brooklyn, where he has spent nearly 23 years in newspaper work. When he came to the Brooklyn Times he had been for 16 years with the Brooklyn Eagle. In addition to being business editor, he was city editor of the Eagle for eight years. He began his career with the Brooklyn Standard Union in 1903, and after two years with that paper went to the Citizen, where he was engaged from 1905 to 1909.

Schwarz Joins Thompson Group

Julian J. Schwarz, until recently national advertising manager of the *Birmingham* (Ala.) *News,* has been named new contact man on national advertising for the Thompson Group of Alabama newspapers, including the *Mobile News-Item, Mobile Register, Birmingham Age-Herald* and *Montgomery Journal.* Mr. Schwarz plans to cover the eastern and western field along with the John M. Branham Company and will shortly start his work in the east.

New Executives on Des Moines Capital

Ernest R. Gray, advertising man, formerly with the business staff of the *Des Moines Capital,* has returned to that newspaper as director of advertising. For the past three years Gray has been manager of the central west district for the Harvey Blodgett Company of St. Paul. Glen Ransom, also an old Capital man has rejoined the staff as classified manager.

New A. P. Members Elected

Newspapers elected to Associated Press membership recently, include: *Pensacola* (Fla.) *News; Ashland* (Wis.) *Press,* and *Sebring* (Fla.) *Daily American.*

The Ships of the World

drop anchor at Jacksonville

A wonderful port with a 30-foot channel—ships from the principal ports of the world coming and going—that is Jacksonville, the international harbor.

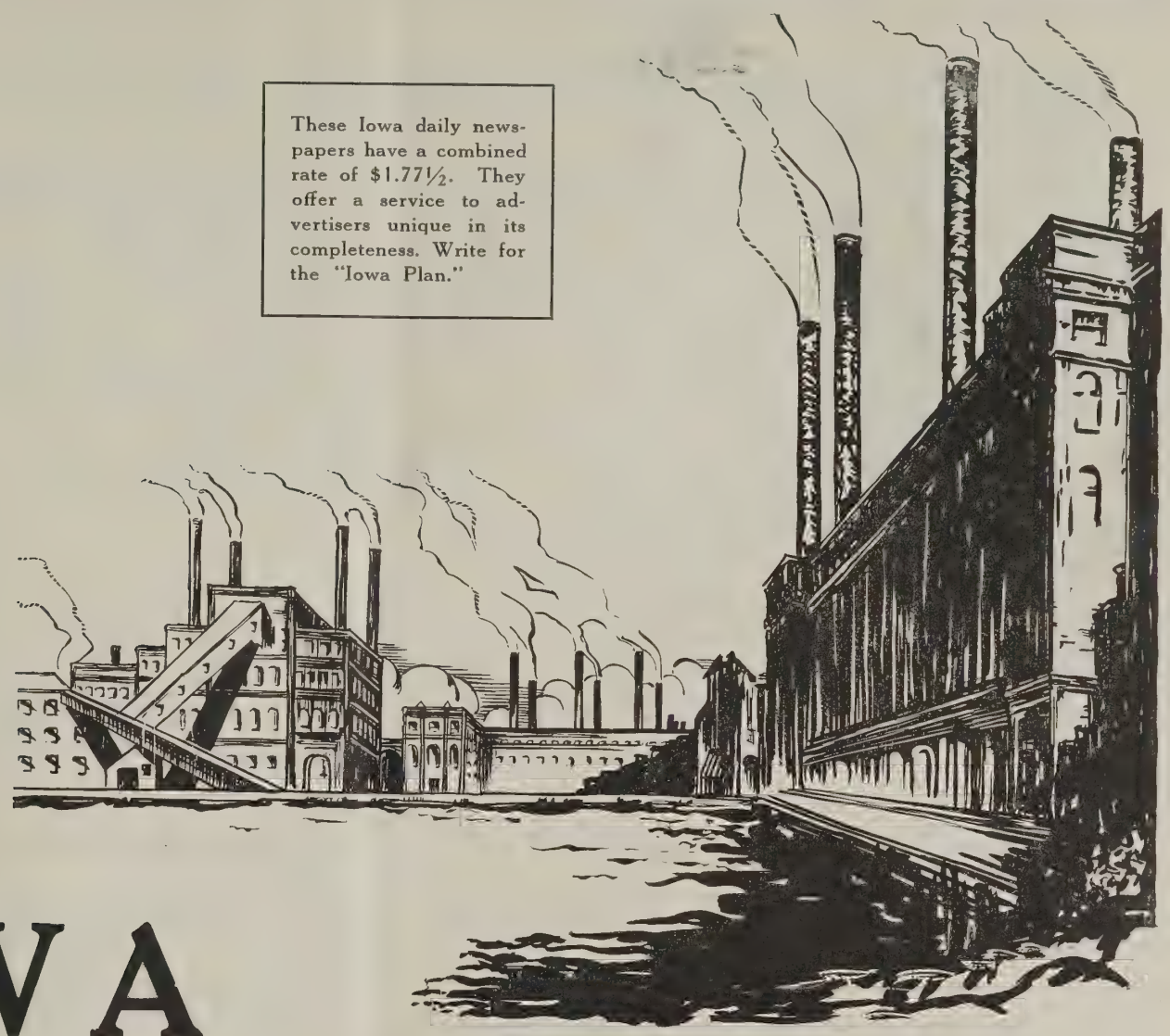
To make a comparison—Jacksonville's cargo tonnage to and from the Pacific Coast in 1924 exceeded the *combined* similar tonnage to and from Savannah, Charleston, and Wilmington. Figures from Government sources reveal this activity at the port of Jacksonville.

Keeping steady pace with the growing importance of Jacksonville as a center of commerce—read by thousands in the state's biggest city and reaching into every town, village and hamlet throughout the state—the Florida Times-Union, Florida's leading newspaper, with the largest city and state circulation of any Florida publication—on sale at all news stands.

The Florida Times-Union
~ JACKSONVILLE ~

CIRCULATION
Daily 53,000
Sunday 70,000

These Iowa daily newspapers have a combined rate of $1.77½. They offer a service to advertisers unique in its completeness. Write for the "Iowa Plan."



IOWA

also has many of the BIGGEST FACTORIES!

IOWA is known throughout the country as the center of the world's bread basket.

Iowa leads in corn production. The value of Iowa's corn every year is approximately equal to that of all Canada's wheat crop.

Iowa's annual apple crop is worth more than that of any of the Pacific or Mountain States.

Iowa's eggs are worth more than all the oranges raised in the United States.

But Iowa is also an important industrial state—far more important than most advertisers realize.

Iowa has the largest factory in the manufacture of each of the following products: Baskets, buttons, crackers and macaroni, butter, calendars, cereals, steel furnaces, stump pullers, wall-plaster, motor tractors, and washing machines.

This unusual combination of prosperous agriculture and industry makes Iowa one of the richest of all markets for the sale of both luxuries and necessities.

The quickest and most effective way to reach this market is through advertising in the daily Iowa newspapers!

The Iowa Daily Press Association

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA — WHERE EVERY FAMILY TAKES A DAILY NEWSPAPER

UNITING "FRAGMENTS OF KNOWLEDGE" AIM OF MEDILL SCHOOL OF JOURNALISM

Professors Seek to Break Down Isolation of Ideas—Lectures Digested at Round Tables—Students Must Have Stories Accepted and Printed

CHARACTERISTIC lines of approach to course work in the Medill School of Journalism of Northwestern University are illustrated by two of its courses in Problems of Contemporary Thought and Newspaper Reporting. The course in Problems of Contemporary Thought is required of all senior journalism students for the degree and is elective in several other schools. As a "survey of science, society, art and philosophy and their relations to each other," it covers the whole field of thinking from four points of view: studies in matter, studies in social policy, studies in personal values and general conceptions of the world.



H. F. HARRINGTON

At other schools are courses of a like nature, the aim of which is to give students the *Weltanschauung*, or world-view, but Northwestern's course is unique in two ways. Most similar courses attempt to unify the fields of knowledge for the freshman on the threshold of his college life. Northwestern's, however, is a synthesis-after-the-fact; coming in his last year at college, it aims to co-ordinate the student's knowledge, and "to help him relate the fragments of his educational experience into an intelligible whole, and to break down in some measure the isolation of ideas and the watertight compartments of knowledge which result from the necessary specialization of college courses."

Its second point of difference is that it combines the expert testimony of many scholars and specialists, in lectures, with the continuous overlordship of a single personality, at round tables, where the rich food of the lectures can be digested.

Other courses with this synthetic bias have been either taught throughout by a single instructor (with inevitable gaps where his not-quite-omnisciency has sagged); or, taught by outstanding men in each field, but lacking the correlation and summing up of an academic generalissimo. Thus Northwestern's is a happy combination of the two great desiderata of such a course, authority and continuity.

The catalogue describes the course as follows:

Problems of Contemporary Thought: This course is designed to give the student a unified idea of the world in which he lives. A survey of the sciences, the problems of social action and the appreciative and spiritual interests of the individual will be made with an aim to coordinate the student's knowledge and help him to correlate the fragments of his educational experience in an intelligible whole.

Weekly lectures by authorities in natural science, biology, psychology, sociology, history, economics, arts and philosophy will be given progressively with a plan, not only to correlate these interests, but to suggest their tendencies of new growth and future changes. The lectures as a group are planned to present a survey of the field of modern thought. A weekly round table will be held by the instructor in charge to aid the student by his discussion and comment in the further synthesis of the material. . . .

Among the lecturers in the course are: Clarence Darrow, W. Lee Lewis, Forest R. Moulton, Arthur A. Kendall, Joseph Jastrow, W. D. MacMillan, Fay-Cooper Cole, Ferdinand Schevill, Edwin E. Slosson, Earl Dean Howard, Frederick S. Deibler, William L. Bailey, E. A. Ross, Jane Addams, Charles E. Merriam, Robert Morss Lovett, Llewellyn Jones, Zona Gale, Karleton Hackett, Baker Brownell, Shailer Mathews, Delton T. Howard, Addison W. Moore, Bertrand Russell.

Both Bertrand Russell and John Dewey have commended the course, the planning of which was done by Baker Brownell, professor of Contemporary Thought at Northwestern University. Professor Brownell, who is engaged on a book covering the field of the course and organized on the plan of the lectures, is in charge of the round-tables and of the course as a whole.

Professor E. A. Ross has said of this course that it is inevitable and that something like it will in time penetrate even the remoter college fastnesses.

For another method of class procedure examine the class in Reporting and Editing. In this course, H. F. Harrington, director of the school, serves as managing editor for the reporters, while John C. Carroll, copyreader for the *Chicago Tribune*, heads the copy desk in the editing division. The course endeavors to combine the functions of securing, writing and handling news into a single unified process terminating in publication, and does not end as most reporting classes with the writing of news, but carries the process to completion by actual editing and publication.

In the laboratory classroom periods students bend to their typewriters under the eye of the managing editor or write heads and revise copy under instructions from Mr. Carroll, who sits in the slot. The aim of the class is education through absorption and association. While the student is still in the classroom he has opportunity to check on his own work and to benefit by suggestions from the instructor and members of the class.

Classroom procedure is supplemented by actual assignments in the covering, writing and editing of news for the *Daily Northwestern* and the *Chicago Evening Post*. The course is not completed until the student has had a liberal assortment of stories accepted and printed.

In the senior year these same reporters are given the range of assignments in Chicago as members of a metropolitan newspaper staff one day a week much as in the Journalism 43 class at Columbia.

This is the tenth of a series of articles obtained by EDITOR AND PUBLISHER *to interpret the Schools of Journalism to the editors of the nation.*

Drops Sunday Edition

The *Glendale* (Cal.) *Press*, an evening newspaper published by F. W. Kellogg, has discontinued its Sunday edition.

Our Customers Write Our Ads

Hatboro, Penna., Public Spirit Says—

"The *advent* of the *Duplex Flat Bed press* in our office a few years ago was the *best move we have made* in our fifty or more years of business."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

SUN ATTACKS SEITZ

Bitter Editorial Follows Former World Man's Thrust at Late Publisher

The following astonishing editorial appeared in the *New York Sun* of last Saturday, Feb. 27, under the caption, "Mr. Munsey and Don C. Seitz—A Contrast":

"We quote below, from the news columns of the *New York Times*, part of an attack made last Wednesday evening by Don C. Seitz, former business manager of the *World*, on the late Frank A. Munsey:

" 'Having failed to make any newspaper go, and being met with contumely on the part of all professional journalists, who regarded him as a "butter-in," Munsey said to himself, "Well, if I can't make I will destroy," so he took paper after paper and scrapped them.'

"Such a statement might be overlooked if it came from a man unacquainted with the history and character of Mr. Munsey. But there is no escape for Mr. Seitz on that score.

"Mr. Seitz knew Mr. Munsey for many years. He knew him so well that on May 4, 1914, he induced Mr. Munsey to make him a loan of $25,000, promising to repay in three months. The note was extended again and again, and Mr. Seitz's letters, full of gratitude for these frequent accommodations, betrayed none of the 'contumely' in which Mr. Seitz now suggests that he, as a 'professional journalist,' must have held the man who was doing him a favor.

"In September, 1924, soon after his return from a vacation in Europe, Mr. Munsey learned that Don C. Seitz had recently met with misfortunes. Discovering that Mr. Seitz still owed him, on various notes, $3,504 of the loan of ten years before, Mr. Munsey sent for him and told him that he wished to make the slate clean. To this end Mr. Munsey charged off his books all of the $3,504 that Mr. Seitz owed him.

"So it is in a way true, as Mr. Seitz declared in his speech this week, that Mr. Munsey was a 'destroyer.' He destroyed Mr. Seitz's unpaid notes. He 'took paper after paper'—Mr. Seitz's promissory paper—'and scrapped them.'

"And Mr. Munsey died in the happy but mistaken belief that Mr. Seitz was a friend worthy of his generosity."

EDITOR & PUBLISHER this week brought the editorial to the attention of Mr. Seitz who, through his secretary, said that he had no comment to make.

Editors on Anti-Crime Committee

Two New York editors are members of the special committee to study crime appointed this week by F. Trubee Davison, chairman of the National Crime Commission, from New York headquarters. They are Dr. John H. Finley, *New York Times*, and Walter Lippmann, *New York World*.

Asheville Has Weekly Tabloid

The *Asheville* (N. C.) *Tab*, weekly, North Carolina's only tabloid newspaper, made its initial appearance Feb. 22. It is published by the Asheville Tab Company. H. Miller is president. R. A. Bowers and J. G. Heller are joint editors, and C. E. Bullard is business manager.

If it Pertains to the Office it Belongs in the Times-Star

Who buys the adding machines, typewriters, stationery, filing equipment, fireproof safes, desks, chairs, waste baskets, ink, pencils and erasers for your office? The purchasing agent buys some of them, but the clerks who are to use them exercise a compelling influence over the specifications. The auditors, the bookkeepers and the file clerks can make a success or a failure of any piece of office equipment if they are not properly sold on its merits. A single sentence from a trusted stenographer can often undo all the effect of a salesman's argument.

In Cincinnati the Times-Star alone reaches all the individuals who are concerned with the purchase of office equipment. Comparatively few of them read the morning newspapers at all. Only those directly responsible for the buying read the trade papers. But all of them habitually look to the Times-Star for guidance in making their personal purchases and the purchases of equipment for their homes. The habit holds. The influence persists.

No wonder, then, that the manufacturers who make office appliances and the merchants who sell them should place practically twice as much display advertising in the Times-Star as they place in both Cincinnati morning newspapers combined!

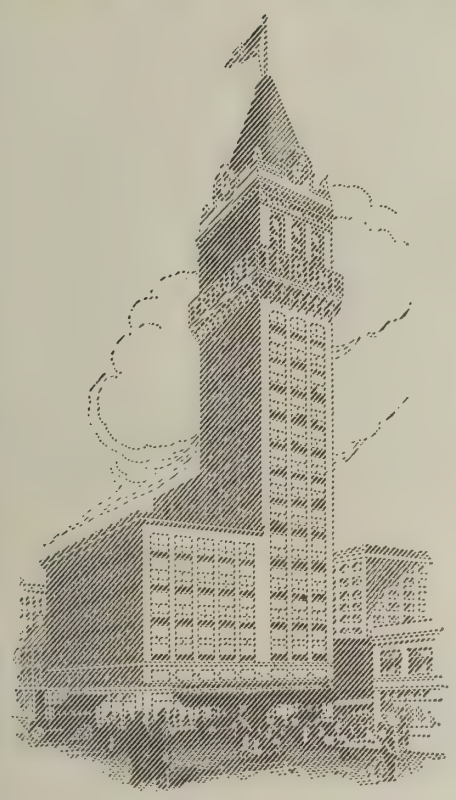
CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher C. H. REMBOLD, Manager

Member Audit Bureau of Circulations

When You Come West--to Oakland, California During This Year of 1926——





You will be impressed as you see that Oakland, California, and trading area, is apparently the center of Western prosperity and advancement.

1925 Bank Clearings approximately.....$1,075,000,000.00
1925 Savings Deposits approximately..... 105,000,000.00
Population.....550,000

As you see that, geographically, Oakland, California, and trading area, has all the required natural advantages for future advancement.

Terminus for three transcontinental railways, and docking facilities for shipping from all over the world.

And as you see the results of the past year's building activities—beautiful homes and downtown office structures.

1925 Building Permits approximately $50,000,000.

And as you see the 27 miles of waterfront and extensive shipping activities.

A $9,960,000 waterfront improvement bond issue has just been approved by a large majority of the voters.

And as you see the many large and well equipped factories operating full time all the year.

Total estimated yearly factory output, $500,000,000.

And as you see the happy well-paid workers going to and returning from their employment.

177,803 male buyers—159,891 female buyers in Oakland, California and the Eastbay area.

And as you see the miles of well-paved streets, lined with well-kept homes, or, as in the business district, with busy stores and banking institutions.

113,326 families in Oakland, California, and trading area, to be supplied with every-day needs and many luxuries.

And as you see the prosperous back country, through which concrete highways radiate in all directions.

90,000 automobiles in Oakland, California, and trading area.

And as you note that 42% of the families own their homes, and that practically every resident enjoys, in addition to his other luxuries, his radio equipment.

27,500 Radio Receiving Sets conservatively estimated as operating in the Eastbay community.

Then will you more fully realize that Oakland, California, and trading area, is a market to be seriously reckoned with when considering Pacific Coast advertising and consumer distribution.

Then will you realize that Oakland, California, and trading area, is a community swayed by no outside influence, but that this community is dependent upon its own industries and business institutions for success and support.

Then will you realize that the OAKLAND TRIBUNE (70,000 circulation, net paid, daily and Sunday) is essential for the complete success of any advertising and distribution plan that involves the San Francisco Bay area.

The OAKLAND TRIBUNE is a participating member of
THE 100,000 GROUP OF AMERICAN CITIES, INC.
Producers of "A SURVEY OF 81 PRINCIPAL AMERICAN MARKETS"

Oakland Tribune

Exclusive Associated Press Service — United Press Consolidated Press Association

One of the West's Great Newspapers

and the home of Radio Station KLX

The OAKLAND TRIBUNE — the foremost newspaper in this great, growing metropolis—meets the demand of every advertiser for the proper medium by which he may reach the 550,000 people in Oakland and trading area.

The average net paid daily and Sunday circulation of The OAKLAND TRIBUNE is more than 70,000—92% City and Suburban circulation, distributed almost wholly by carrier delivery—and 8% County Circulation.

The OAKLAND TRIBUNE is a Charter Member of The Audit Bureau of Circulations.

National Representatives

WILLIAMS, LAWRENCE & CRESMER CO.
225 Fifth Avenue, New York City
360 North Michigan Avenue, Chicago

EDITORS OF ECUADOR SUFFER PRISON AND EXILE FOR PRESS FREEDOM

Returning Now to Native Land After Banishment Under Provisional Military Rule for Demanding to Print News

GUAYAQUIL, Ecuador, Feb. 12.—Newspaper editors and managers are returning to Ecuador, following the fall of the military provisional directorate government which exiled or imprisoned them last December for refusal to obey censorship regulations. The story is an interesting chapter in the annals of fighting for press freedom and is related by E. Alvarez-Lara, manager and managing editor of *El Guante* of this city, who was both imprisoned and exiled, as follows:

"On July 9, 1925, the garrisons of Guayaquil and Quito, backed by the balance of the Ecuadorian army, deposed the constitutional government and established instead a board of provisional government, formed by six civilians and one general, appointed by the army and navy and controlled by the boards of officers.

"The next morning our editor was notified by a lieutenant that the board of officers of Guayaquil had decided to establish a censorship on our paper. The editor in charge, Rosendo Aviles, refused to accept it and declared that the paper would rather cease publication. He pointed out also that the proclamation of the military forces, the day before, had recognized the citizens' right to press liberty, among other liberties. The lieutenant answered that the army would not insist upon enforcing censorship if we did not accept it.

"Despite that assurance, from that date to the end of October, the dailies of this city and other towns of Ecuador had frequent unimportant trouble with military and civil authorities.

"All newspapers of Guayaquil were against a proposed enactment creating a national reserve bank, which, by the people of the coastal region was considered a direct attack against the wealth of the coast, the richest zone of the country. That was the main source of trouble, because the army, formed largely by highlanders, insisted that the press should support the bank project.

"On Oct. 30, a mass-meeting of bankers, merchants, industrialists, labor leaders, farmers, etc., after a long discussion of the project, voted against establishment of the bank. This meeting adjourned about eight o'clock in the evening and 20 minutes later we received a letter from the governor of the city, prohibiting the publication of any information about the meeting. This order was based upon a decree of the day before issued by the board of provisional government at Quito, providing a penalty of fine, prison and exile for any one who directly or indirectly opposed the establishment of the reserve bank.

"I was notified at my home by my assistant, and when I sought out Manuel Eduardo Castillo, editor of *El Telegrafo,* I found that he was already on his way to my office. A meeting that evening between representatives of El Telegrafo, El Guante, *El Universo, La Opinion Publica, El Heraldo, La Prensa, La Idea,* and *El Intransigente* reached a decision to publish the prohibited matter with the same text and headings in all papers and to announce to the public that until the government guaranteed the freedom of the press, all papers would cease publication. The editions of Oct. 31, carried this information.

"That evening, when representatives of all the papers and a number of other people were assembled in our office, the chief of police, one of the revolutionary officers and a prominent member of the board of military officers of the province arrived. The last-named officer offered every guarantee in his own name and in behalf of the chief of the board of officers at Quito, and asked for publication of all papers the next day.

"The assembly of journalists accepted the guarantees, but refused to publish the dailies on Nov. 1, because no preparations had been made to publish, and we offered to renew publication on Nov. 2. The military delegate accepted. After he retired, the meeting decided to publish on Nov. 2, a joint edition eight-page paper, one page devoted to each of the papers, daily and weekly.

"As the boards of officers at Quito and Guayaquil were struggling for supremacy, events developed so that on Nov. 21, the board of Guayaquil was dissolved and its chairman, Comandante Mendoza, exiled.

"On Dec. 22, the editor of El Guante, Eleodoro Aviles-Minuche, was imprisoned, together with Pompilio Ulloa, owner and editor of La Prensa, and several other persons. The same evening Dr. Alfredo Gomez-Diaz, assistant editor, and Dr. Antonio Vanegas Martinez, subeditor of El Guante, were imprisoned. On Dec. 25, Mr. Aviles and I were put behind bars. Later all five of us and many others were exiled.

"On Jan. 10, 1926, the board of provisional government at Quito failed and was replaced by another board, appointed also by the military forces.

"A decree was issued permitting the return of all exiled."

Asks A.B.C. Membership

The *Jamaica* (N. Y.) *Long Island Daily Press* has applied for membership in the Audit Bureau of Circulations.

Bimba Appeals Sedition Conviction

Anthony Bimba, editor of *Freedom,* published in Brooklyn, N. Y., was found not guilty of a blasphemy charge brought under a 229 year old Massachusetts statute in Brockton district court this week. He was found guilty, however, on a charge of sedition and fined $100. He appealed and was released on $500 bonds. The case will go to a higher court. Bimba was arrested on the above charges following a Brockton meeting he addressed a few weeks ago when he is alleged to have denied belief in God and urged overthrow of government.

PUEBLO AD MAN HEADS ELEVENTH DISTRICT

H. C. Whipple Named Chairman at Annual Meet—Woodbridge Says Associated Clubs a Force for World Peace

World advertising clubs hold the key to international peace, C. K. Woodbridge, national president of the Associated Advertising Clubs of the World, and president of the Dictaphone Company of New York, told 200 advertising men and women gathered in the fourth annual conference of Eleventh district Associated Advertising Clubs at Pueblo, Col., Feb. 23 and 24. The conference embraced the states of Colorado, Wyoming, Idaho, Utah, New Mexico, Arizona and Nevada.

"Advertising clubs of the world can do more to insure world peace than all the politicians," Woodbridge declared. "The spirit of give-and-take and of helpful co-operation which is being fostered by ad clubs the world over is a healthy one. Not that ad clubs are peace clubs but that they are factors in international business and, as such, have an acute influence on international relationships."

"The great human market with which advertising men deal has the collective mentality of the average 13-year-old child," Reginald Colley, New York City, field secretary for the Associated Advertising Clubs of the World, said.

"Financial advertising is not only necessary to the modern financial house but still more vitally necessary to the *public,*" Henry Swan, vice-president of the United States National bank of Denver, said in discussing bank advertising.

"Advertising was ethically forbidden to the old-style bank, but today, next to the retail merchants, the bankers and bond houses of New York are that city's heaviest advertisers. Financial advertising is needed because the public lacks competent knowledge of banking; because the public loses many hundreds of thousands annually through unsafe investments and unwise family financing. It is the responsibility of financial advertising to create sound financial habits for the nation."

Opening address of welcome to the convention was given by Frank S. Hoag, publisher of the *Pueblo Star-Journal.* Sessions were presided over by F. E. J. Ronsholdt, Boulder, Colo., district chairman; A. Boon McCall, president of the Denver Ad Club and W. G. Sutherland, president of the Boulder Ad Club.

Officers elected include H. C. Whipple, president of the Pueblo Ad Club and a Pueblo automobile dealer, chairman; G. A. Hathaway of the J. F. Lockhart Company, Denver, first vice-president; E. M. Ledward, Denver, second vice-president and W. G. Sutherland, president of the Boulder club, secretary-treasurer.

A social feature of the convention was the staging by the Pueblo Ad Club of a "Days of 49" celebration.

Legion Still Fighting Editor

Spurred on by the American Legion, Attorney General Oscar Carlstrom of Illinois presented a motion before Judge Emanuel Eller in Criminal Court, Chicago, to expunge a writ of habeas corpus on which Arthur Lorenz, former editor of the *Chicago Staats Zeitung,* was released from a jail sentence of six months for libeling the legion. When the motion was denied, the attorney general announced he would ask the Supreme Court for a writ of mandamus to compel the Criminal Court judge to expunge the habeas corpus writ.

In Making Up Your Lists for The Kansas Wheat Belt

—*head it with The Eagle!*
Supplementing the great circulation is a superior *Merchandising Service* that puts your campaign over. One of the outstanding services of the country.

The Wichita Eagle
WICHITA, KANSAS
Represented by
THE S. C. BECKWITH SPECIAL AGENCY
New York Chicago St. Louis Kansas City San Francisco Atlanta Los Angeles

ONE-PAPER HOMES

Usually, when a family takes only one newspaper, that one is the EVENING paper.

In
Charleston, West Virginia there are
5,464 HOMES
where the only paper is
THE DAILY MAIL

National Representative
The Devine-MacQuoid Co., Inc.
New York Pittsburgh Chicago

SKIPPY SAYS:



By Courtesy of
Johnson Features, Inc.
and
Editors' Feature Service, Inc.

"Hats off fellers—

Certifieds are the mats we can bank on to show us up to best advantage. The boss says he will not use any other mats."

Rather significant that Johnson Features, Inc. and its sister organization, The Editors' Feature Service, Inc., should choose Certifieds.

The same reasons will appeal to you—let's tell you all about it.

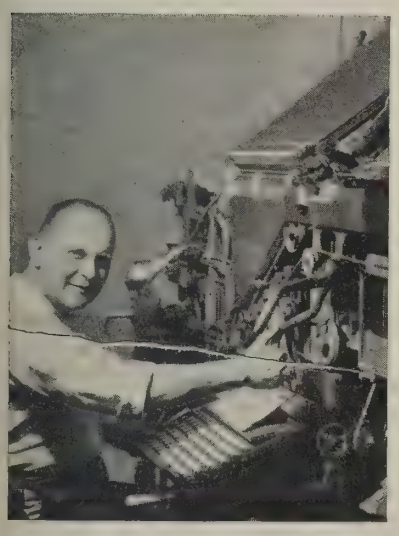
CERTIFIED DRY MAT CORPORATION
340 Madison Avenue New York, N. Y.
for wet mat printing with DRY MAT facility—use Certifieds
MADE IN U. S. A.

THE OPERATOR SAYS—

"THEY ARE GREAT MACHINES"

These CONTINUOUS COMPOSITION Linotypes

TRADE **LINOTYPE** MARK



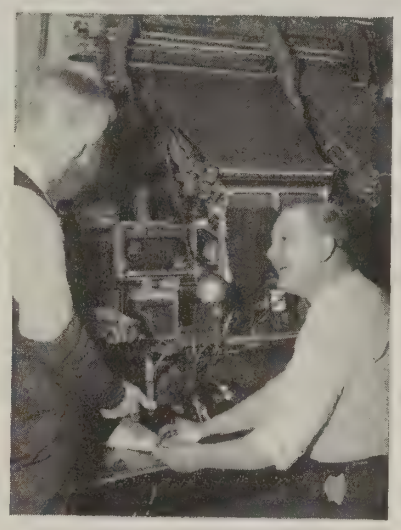
CHANGE from body matter to agate? Sure! Takes about a second. Just lift this lever. It's as light as a feather—the magazines are counterbalanced.



NOW FOR SOME HEADS! They're in the two auxiliary magazines. A touch on this button makes the shift. Same keyboard operates the auxiliaries.



THESE TWO AUXILIARY MAGAZINES are mighty handy. Wide enough to set good-sized heads. And interchangeable with the other Linotypes, too.



CORRECTIONS is it you want? You can have them in a jiffy. We don't even have to wait for the other mats to distribute. Here you are!



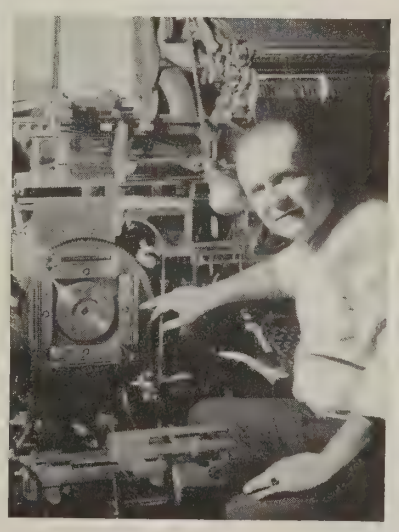
THE BOSS WANTS me to set some ads, so I'm changing all the magazines. That won't take long because they lift right off from the front.



HERE'S THE WAY we keep our type faces, in interchangeable magazines. Any magazine goes on any Linotype. They are easier to handle than type cases.



NOW FOR THE ADS. Bold face for the side heads in one main magazine. Roman and Italic body matter in the other. Display type in the auxiliaries.



OH YES! Of course there is the water-cooled mold disk, the universal knife block, and the universal ejector—they're on all Linotypes.

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

532.26.2-F

Composed entirely on the LINOTYPE *in the Caslon Old Face Series*

NOTABLES ATTEND GRADUATION OF 12 FROM EMPIRE PRINTING SCHOOL



New York City newspaper executives snapped while visiting the Empire State School of Printing. They are (left to right): Seated—E. G. Martin, *Brooklyn Eagle;* Frank E. Gannett, *Rochester Times-Union,* President of New York State Publishers Association; Victor F. Ridder, *New York Staats-Zeitung,* chairman of Committee on Printing Trades Schools of American Newspaper Publishers Association; T. H. Seymour of A.N.P.A.; J. B. Pinkham, executive secretary of N.Y.S.P.A. Second row—Jerome D. Barnum, *Syracuse Post-Standard;* L. E. Owens, *New York World;* Lester L. Jones, Publishers' Association of New York City; John W. Barnhart, *New York Daily News;* Ross W. Kellogg, director of the school; A. M. Montgomery, principal, Empire State School of Engraving. Third row—Charles F. Hart, *New York Times;* William O. Dapping, *Auburn Citizen.*

INCREASED interest of New York State publishers and printers in the Empire State Printing School was reflected in several addresses which were given at the seventh semi-annual commencement exercises of the school held in Ithaca Saturday, Feb. 27. Twelve students were awarded diplomas, 11 men and one woman, bringing the total number of graduates to 120.

Among those who gave the school and its director, Ross W. Kellogg, high praise, were Frank E. Gannett, president of the New York State Publishers Association, and of the Gannett Newspapers; Charles F. Hart, mechanical superintendent of the *New York Times;* Victor F. Ridder, of the *New York Staats-Zeitung* and chairman of the committee on printing trades schools of the American Newspapers Publishers Association; John R. Rogers, consulting engineer of the Mergenthaler Linotype Company, and Jerome D. Barnum, publisher of the *Syracuse Post-Standard.*

Others who gave impromptu talks along the same lines included L. E. Owens, production manager *New York World;* Edwin G. Martin, business manager of the *Brooklyn Eagle;* and John W. Barnhart, business manager, *New York Daily News.* Others attending from New York were Lester L. Jones of the New York Publishers' Association and T. P. Seymour of the A. N. P. A.

In the absence of John W. Baker, chairman of the committee on education of the New York State Publishers Association, the president, Frank E. Gannett presided, and conveyed greetings from the publishers' association. He declared the printing school the most significant thing New York State publishers have undertaken, and attributed the major portion of its success to the director, Ross W. Kellogg.

Mr. Gannett assured the director and his students that the publishers have a great deal of faith in the school, without realizing any immediate benefit from its work, since the graduates must serve a period of apprenticeship before being admitted to the typographical union. The amount of their faith, he said, is evinced in their contributions of thus far, of about $100,000 to the school.

"We believe that union restrictions are too severe, in keeping out young men," asserted Mr. Gannett. "There are more printers dying today than are being created, and there are obviously fewer printers in New York State today than there were 10 years ago."

In his words of advice to the graduating printers, Mr. Gannett referred to the possibilities of education which the profession offers in itself, developing the most intelligent workmen in the country.

John R. Rogers emphasized the importance of printing as "the art preservative of all arts."

"Preserve your individuality when you enter the shops of your profession," was the advice which Jerome D. Barnum, vice-president of the New York State Publishers Association, gave the young printers. Too many men, he said, get into groups and are content to go with them. In his praise of the school, he referred to the prospect of a college of printing to replace the present small school.

Charles F. Hart of the New York Times, speaking on the "Problems o Production," summed up these problem as four—the boss, the men, machinery and material. Victor F. Ridder empha sized the importance of putting idealism above materialism in the printing profes sion.

SENDS COMMISSION TO U. S.

London Daily Mail Finances Labo Group on Industrial Survey

Seven British trade unionists lef Liverpool on Feb. 27, on a tour of Amer ican industrial centers. The trip is being organized and funded by the *Londo Daily Mail* to give British workmen a opportunity of studying why the wage and standard of living of United State workers are so much higher than thos in Britain.

The men are chosen with the assistanc of their trade unions, and they will b free to form their own opinions on wha they see and hear in the United States The tour will occupy about five weeks and cities visited will include New York Boston, Schenectady, Buffalo, Detroit Cleveland, Pittsburgh, Philadelphia, Balti more and Chicago. A special representa tive of the Daily Mail will travel wit the party, and William Mosses, O. B. E. J. P., British trade union leader, will ac company the party as industrial adviser.

Another Florida Daily Starts

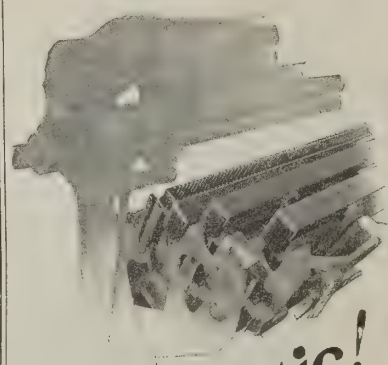
The *Panama City* (Fla.) *Daily Beaco* has started publication, and has bee elected to membership in the Associate Press.



To the Wests richest market... Southern California and her 2,600,000 prosperous people.

Los Angeles Examiner

More than 385,000 Sunday
More than 165,000 Daily



Automatic!

Intertype Magazine Shutter

Prevents "flats" and interruptions of service.
Keeps out dust and dirt.
Improves distribution.
Opens and closes automatically.

INTERTYPE CORPORATION
1440-A Broadway, New York

Standardized INTERTYPE

Profit-Making Features—No. 7

When You Speak of

The MIAMI HERALD

it is not necessary to add "Florida" any more than it is to add "England" when speaking about London

THE WORLD WELL KNOWS MIAMI—AND THE MIAMI HERALD

EACH LEADS IN GROWTH—MIAMI IN POPULATION; THE HERALD IN ADVERTISING, CIRCULATION, PRESTIGE!

NATIONAL SPACE BUYERS

are reminded that the winter population of Miami is near a quarter-million, and that they are good spenders

The Miami Herald

"Florida's Most Important Newspaper"

FRANK B. SHUTTS, *Publisher*



Birmingham Post Leads

During 1925, *The Birmingham Post* gained 1,593,620 lines—leading the field in gains.

Post net paid circulation for six months ending September 30, 1925 was 45,993—*the second largest circulation in Alabama. The Post* has the lowest milline rate in the State.

There are 122,328 *evening* Birmingham newspapers sold each day —and only 35,946 *morning* newspapers. 77% of Birmingham daily circulation is *evening* circulation.

Post circulation now exceeds 49,000.

The Birmingham Post

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

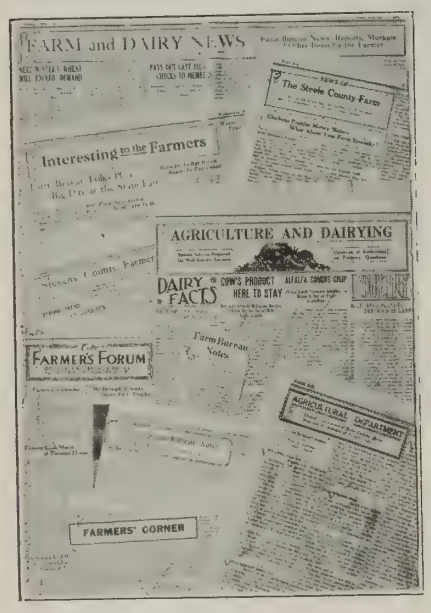
New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

PAST DECADE SAW RISE OF WEEKLIES TO GREAT INFLUENCE IN AGRICULTURE

Farm News, Virtually Neglected Ten Years Ago, Now Backbone of Many Papers—Advertisers Recognizing the Change

By W. P. KIRKWOOD

THE country weekly newspaper, still the subject of not infrequent humorous or caustic paragraphs, has in the last decade or decade and a half risen to a position which demands more serious recognition. It has, in fact, become an important economic factor in the life of the nation, and it has not yet attained its full growth as



How weeklies are departmentalizing farm news.

such a factor. It has attained this position through its effectiveness in aiding the cause of a sounder agriculture and a more attractive rural life, a cause in which the federal government and the state governments are spending many millions annually.

Because of the high service it has given to this cause, the country weekly has come, or at least is coming to take a definitely recognized place as a force of first rank in agriculture. The farmer himself is looking to it as a source of authoritative information, is counting on it as a medium through which to voice his position in relation to rural problems, and is using it increasingly for the advertising of his products. Industrial, financial, and commercial institutions are finding in it, likewise, an effective agency by which to promote their activities.

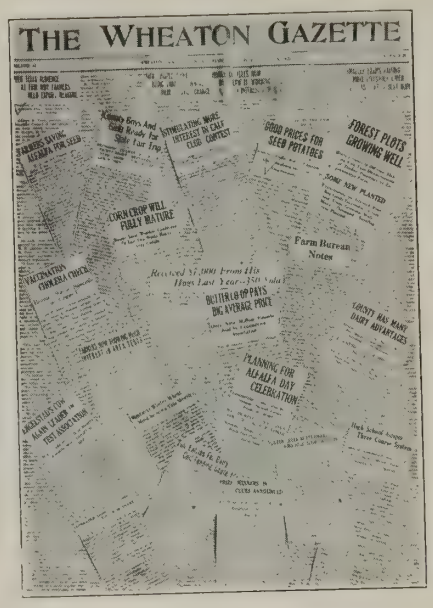
The change has come about through a shift of policy on the part of the country press itself.

Less than ten years ago, F. W. Beckman, head of the department of technical journalism at Iowa State College, made an analysis of the news of four typical issues of country weekly newspapers in Iowa, and found that these papers, typical of the time and the region, were practically ignoring the intimate interests of at least 50 per cent of their readers and the industry on which the welfare of both town and country had to be built. Some weeklies surveyed carried as low as two inches of farm news. Other surveys showed that the conditions in Iowa were the rule also in Minnesota and Kansas.

In the past ten years, however, four fairly distinct types of farm pages or departments have developed.

Perhaps the most common of these at present is that which contains market reports, government estimates of crop conditions and forecasts of prices, and instructive material supplied by agricultural colleges and experiment stations, and by the United States Department of Agriculture. An excellent example of this kind of page is that of one of the September, 1925, issues of the *New Richland* (Minn.) *Star*, headed "Farm and Dairy News" in the reproduction of typical country weekly farm departments herewith. The farm page referred to contained a federal government forecast of winter wheat production for 1926; cattle market quotations; a story of the closing out of the Minnesota co-operative wheat pool; a statement from the state agricultural experiment station, reminding farmers that the time for selecting seed corn for planting in 1926 had arrived; an item from the same source as to the best time for winter grain seeding in Minnesota; an announcement of the date chosen for the annual boys' and girls' livestock show of the state; a brief article about the trench silo as an inexpensive temporary substitute for the customary tank silo; a short item about sweet clover as a pasture crop—particularly timely, because a long drouth had dried up other pastures, and, in connection with a "campaign" to promote the poultry industry of the state, a statement from agricultural extension workers as to the value of a good poultry house.

A second type of farm page puts the emphasis on local farm news. The pioneer in this field—in the northwest, at least—is the *Long Prairie Leader*, published in the county seat of Todd county in a fine dairy region of north central Minnesota. The Leader employs as its farm page editor a successful farmer of long experience and residence in the county, provides him with a small motor car, and keeps him in the field through most of the year, gathering farm news. Here he will pick up an item about a farmer who carries as a "side line" a flock of purebred White Leghorn hens. There he will find a farmer interested in developing a fine fruit garden. At another place he will interview a farmer who is extending his alfalfa acreage. Out of



Farm news "headed up" for the news pages.

each of these he makes a story, a story that is not only interesting because it tells of the activities of a neighbor, but valuable because it describes modern methods and practices. This is agricultural instruction with the "human interest" element added.

The *Owatonna Journal-Chronicle*, published in Steele county, one of the richest dairy counties in southeastern Minnesota, is working out a variation of the Long Prairie Leader's plan. A glimpse of its farm page is also shown in the accompanying reproduction. The Journal-Chronicle prints the same kind of material but it is gathered, not by a farmer editor, but by the editor himself and by his staff of country correspondents.

A very different kind of department, yet one which is effective, is in favor among papers of more limited field and circulation. Such papers make use of "ready prints," pages printed in large centers and shipped to local publishers to supplement home-printed pages, thereby reducing the amount of home-office type-setting and press work. The farm departments of these papers are supplied in their ready prints. They are made up of material supplied by colleges of agriculture or the United State Department of Agriculture. Between one-fourth and one-third of the country weeklies in Minnesota, use this kind of a department.

Local agriculture is not neglected by papers which publish features of this kind. That is cared for, and generously, in the home-print pages.

The fourth kind of department is a weekly news letter prepared by the county agricultural agent. These letters are from less than a column to three or four columns in length.

But the country weeklies do not limit the printing of agricultural and rural news to their farm pages or farm depatments. They "play up" farm and rural news under display heads on their front page and throughout their papers. This is seen in a collection of farm news stories, taken from one week's issues of a small number of papers in a western state, in a second reproduction with this article. It will be noticed that the four main heads on the first page of the *Wheaton Gazette*, which makes a background for the other items all have to do with agriculture.

That the influence of this emphasis on things agricultural by the country press is positive and large cannot be doubted.

The facts presented above indicate that the country weeklies, with their new devotion to the cause of a better agriculture and a soundly wholesome rural life, have become a real power in agriculture. Facts indeed point to still greater things for the country weekly, to a time of even more influence than it exerts today.

ONE OF A SERIES

Letters That Speak for Themselves!

COURIER-NEWS

Plainfield, N. J.

"We are satisfied with your service and only wish we had begun it earlier. Our settlements with advertising agencies today are much more quickly accomplished to the mutual satisfaction of both parties than has ever been the case before. We consider your service most helpful."

Yours very truly,
COURIER NEWS PUBLISHING COMPANY
C. H. Frost, Manager.

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St. CHICAGO — 79 Madison Avenue NEW YORK

For All Printing Needs—From the Smallest Stitcher to the Largest Newspaper Press—There is Cline-Westinghouse Equipment



CLINE
Twenty-five years of specialized experience in printing press control engineering

Under "Cline System," motors, controllers and push button stations are all made together by one company.

Simplify the care and maintenance of your motor and control equipment and assure their most efficient and reliable operation, at low cost, by standardizing on Cline-Westinghouse. Twenty-five years of specialized experience are behind it.

Write for descriptive pamphlet and list of printing and publishing plants now using Cline System

CLINE ELECTRIC MFG. CO.

Conway Bldg.
111 W. Washington St.
CHICAGO

Eastern Office
Marbridge Bldg.
47 W. 34th St.
New York

Western Office
First Nat'l Bank Bldg.
San Francisco, Calif.

CLINE — CLINE ELECTRIC MFG. CO. CHICAGO — SYSTEM

The Philadelphia Inquirer

Now uses in its magnificent new plant the Wood

METROPOLITAN DRY MAT

from which all printing plates are cast. Wet mats and steam tables are no longer used.

The METROPOLITAN DRY MAT is the only one (of U.S.A. or foreign make) that is altogether satisfactory in the metropolitan newspaper plant. Other makes of dry mats are limited as to the number of plates that may be cast from them; they cannot be molded to proper depth and in consequence must be backed-up in the most minute blanks, which operation in itself consumes more time than does the drying of wet mats under steam tables.

With the speediest and most efficient printing press ever built, an Autoplate output of 30 printing plates every minute of operation, and an avalanche of perfect molds now produced by METROPOLITAN DRY MATS *The Inquirer* has attained perfection in the science of newspaper manufacture.

For confirmation of the claims made for this Wood Dry Mat

Ask the Philadelphia Inquirer

WOOD FLONG CORPORATION

501 Fifth Avenue, New York City

Note: *The Philadelphia Evening Bulletin* has not used any stereotype mat except the METROPOLITAN for thirteen months past. Ask *The Bulletin.*

"Uncle Oofty-Goofty" Sees First Fight

The Writer of the "Uncle Oofty-Goofty Bedtime Stories for Kiddies" Is Pressed Into Service to Cover a Boxing Contest When the Sporting Editor Fails to Show Up

By CHET JOHNSON

OH, there were just hundreds and hundreds and hundreds of Queer People there when Uncle Oofty-Goofty arrived.

The way they Shouted just made his Ears Ring. And they were so Excited! Uncle Oofty-Goofty trembled at the way they Argued about who would Win the Big Fight. Once (although you may find this Difficult to Believe, my Dear Readers) one of these very Noisy Men became very, very Angry with another Noisy Man (Fans, they call them) and they Sprang from their Seats and jumped right at Each Other! Then two Great Big Policemen, with Big, Shiny Stars walked up and told the Noisy Men that if they did not Sit Down and behave they would be Locked Up all alone in a Dark, Old Jail!

You should have seen how Nicely they Behaved after That! And you would Behave, too, if a Great, Big Policeman told you that Something you were Saying or Doing was Naughty, wouldn't you? Of course You Would.

How Puzzled and Amused Uncle Oofty-Goofty was by these Strange People, who just became more and more and more Excited every Minute.

At last a Funny Fatty Roly-Poly man with no Hair on His Little Round Head stood up and said: "Ladies and gentlemen: Next is the Main Event!" although the Noise was so Great that Nobody could understand what he said.

Then everybody just cheered and cheered, oh, so loud, when a Man in the Greeny-Greeniest and Wooly-Wooliest robe Crawled under the ropes.

"Battling McGiffy!" shouted the Funny Fatty Roly-Poly man with no Hair on his Little Round Head. And then another Man in the Purply-Urpliest robe you ever saw Climbed into the Ring and the Funny Fatty Roly-Poly man with no Hair on His Little Round Head said: "Soakum Gazotzky," and the Queer People cheered even louder.

Other men wearing Big Sweaters (although really, Little Readers, it was very, very Warm in There) crowded around, talking, looking into Buckets, Punching at Strange Nothings in the Air, picking up and putting down Big, Bouncy-Wouncy Gloves and waving Fuzzy-Wuzzy Towels.

Just as Uncle Oofty-Goofty was wondering what would Happen Next, a big Ding-Dong Bell went "Clang!"—just like that—"Clang!" and Battling McGiffy and Soakum Gazotzky (Uncle Oofty-Goofty thought he never had Heard such Funny Names) walked toward Each Other and tried to Shake Hands with those Big, Bouncy-Wouncy Gloves. How you would have Laughed had you been There, Little Dears, for of course they Could Not Shake Hands at All!

The hundreds and hundreds and hundreds of Queer People who were silent for Several Seconds (Uncle Oofty-Goofty wondered if the Cat had got Their Tongues) after the bell went "Clang!"—just like that—"Clang!" began to Shout the Strangest Words:

"Paste him, McGiffy!"

"Oh you Gazotzky!"

"Mop up the Floor with Him!"

Suddenly Mr. McGiffy became very, very much Put Out and he struck Mr. Gazotzky on his Pudgy-Wudgy Old Nose with one of the Big, Bouncy-Wouncy Gloves, And Mr. Gazotzky was so Surprished that he said, "Oof!"—just like that—"Oof!" and fell Right Down on the Floor as his Knocky-Ocky Obbly-Wobbly Knees gave way. He stood up after the Ruffy-wuffy Referee counted one—two—three.

Then Mr. Gazotzky—for it was his turn Next, you see—hit Mr. McGiffy oh, so hard, right in his Rummy-Ummy Old Tummy and Mr. McGiffy said "Ug!"—just like that—"Ug!" and swayed a Lot but did not Fall.

Instead, he hit Mr. Gazotzky so hard that he Began to Look Frightened, and the Queer People, who were Shouting and Pounding Uncle Oofty-Goofty on the back, shouted:

"Put him out!" "Finish him!" and "Don't let him suffer!"

Mr. Gazotzky moved one Arm and the Bouncy-Wouncy Glove just missed Mr. McGiffy's Flappy-Wappy Old Left Ear, then he moved the Other Arm and almost Hit Mr. McGiffy's Pudgy-Wudgy Nose and then he moved Both Arms and, really Little Dears, he didn't almost hit Anything!

Everybody laughed, and even Mr. McGiffy forgot he had been Put Out for he said:

"You're tired, Bo. Go to Sleep. I'll help You!

Then he Struck Mr. Gazotzky right under his Saggy-Waggy Jaw and Mr. Gazotzky went Sailing into the Air just like he was on a Magic Carpet, turned the cutest Flippity-Flop you ever saw and Fell on his Funny-Wunny Face! As he Landed, somebody Tossed in beside him a Fuzzy-Wuzzy Towel, but the Ruffy-Wuffy Referee went right on Counting up to Ten without Missing a number (how many of you can Count to Ten without Stopping?)

Then Uncle Oofty-Goofty knew that the Sandman had thrown some of His Sleepy-Eepiest Sand in Mr. Gazotzky's eyes and that he was With the Fairies, Listening to the Birdies Sing.

NEW A. P. A. EDITOR

A. A. Hoopingarner Succeeds E. P. Howard, Resigned

Arthur A. Hoopingarner, owner and editor of the *Dover* (O.) *Daily Reporter* and the *New Philadelphia* (O.) *Advocate-Tribune*, weekly, became editor of the *American Press*, New York, March 1, succeeding Edward Percy Howard, resigned to join the Fox Film Corporation.

Mr. Hoopingarner has had fifteen years' experience in newspaper work, starting in Dover, where he was born and educated. Later he was on the staff of the *Chicago Tribune*, and served as city editor of the *Cleveland* (O.) *Press*. After several years in Toledo and Columbus, Ohio, he went to Omaha, Neb., where he was managing editor of the *Daily News* until 1920, when he returned to Dover and purchased the Reporter, upon which he had his first newspaper experience.

Pitkin Findlay Courier Editor

Dwight L. Pitkin, formerly of the news staffs of the *South Bend* (Ind.) *Tribune* and the *Chicago Tribune*, has become editor of the *Findlay* (O.) *Daily Courier*. The Courier was recently bought by R. L. and L. N. Heminger, editor and manager of the *Findlay Morning Republican*. Consolidation of the two plants will take place within the next month. The Republican is going out of the job printing business and the room left vacant thus will be utilized by the Courier.

OVER

$307,000.00

in subscription prepayments taken in during the World's greatest circulation campaign, just completed for

THE CLEVELAND PLAIN DEALER

BY

HOLLISTER'S

Circulation Organization

Wire or Write Us Now
Care of LOUISVILLE (Ky.) HERALD-POST

All Louisiana and MISSISSIPPI Listens In For

RADIO NEWS in the NEW ORLEANS **STATES**



The state's representatives in the National Field—

THE JOHN M. BRANHAM CO.

New York — Chicago — St. Louis
Atlanta — Detroit — Kansas City
San Francisco—Los Angeles

New Orleans States

Artcraft Light Italic

DILIGENT Men going

48 Point

PERFECTED This system or

42 Point

REDUCE COST Publisher

36 Point

REMINDS Best method

30 Point

ART DONE Thriftily made

24 Point

DIRECTOR Makes that

18 Point

THE DESIGN Reflects quality

14 Point

NONE BETTER This way of faster

12 Point

PERMIT TO BEGIN Any first class earning

10 Point

FOR advertising and job composition -- The Ludlow system of matrix composition provides new, clear-cut printing faces on slugs for every job. Its speed, versatility, 6 to 60 point range in a wide variety of quality typefaces, including bold and extended, ranks it first for display and job work. Because you set matrices, not type, you secure your slug lines immediately, never running short of sorts for any job.

Ludlow Typograph Co.

2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
New York: 63 Park Row
Boston: 261 Franklin Street

LUDLOW QUALITY COMPOSITION

The Great Feature of the Century

TO THE NORTH POLE!

By Airplane

The Byrd All-America Expedition

Commander Richard E. Byrd, U. S. N., on leave, who commanded the Navy fliers in the Arctic last summer, will fly from Spitzbergen to the northernmost point of land in the world, a promontory in Greenland.

Here he will establish a base and return to Spitzbergen for further fuel and supplies.

He will then return to his Greenland base and fly to the Pole, then either to Spitzbergen direct or via Greenland as circumstances dictate.

(This feature is offered by arrangement with the New York Times and the St. Louis Post-Dispatch.)

By Dirigible

The Amundsen and Ellsworth Expedition

Roald Amundsen, the famous Norwegian explorer, and Lincoln Ellsworth, who accompanied Amundsen on his dash for the Pole last summer, will attempt the first polar flight in a lighter-than-air-ship.

An Italian army dirigible secured in Rome will fly across Europe to a mast in Spitzbergen where Amundsen and Ellsworth will begin their 2000-mile journey across the Pole and the unexplored region to Port Barrow, Alaska.

(Offered by arrangement with the New York Times.)

By Auto-Sledge

The French Polar Expedition

Reserve Lieutenant Georges Darcis and Guy Debayser, both with brilliant records in the French army, accompanied by two scientists and an artist, will explore the polar regions in auto-sledges.

From a base at the edge of the ice-pack they will push their way with their tractor-like sledges to the Pole studying the surroundings and returning by way of Alaska or to their base.

They will carry two hydroplanes, fuel and supplies and equipment for scientific study.

(Offered by arrangement with the New York Times and the St. Louis Post-Dispatch.)

HERE IS A NEWS EPIC OF HIGH ADVENTURE COMPARABLE TO NOTHING SHORT OF A GREAT WAR

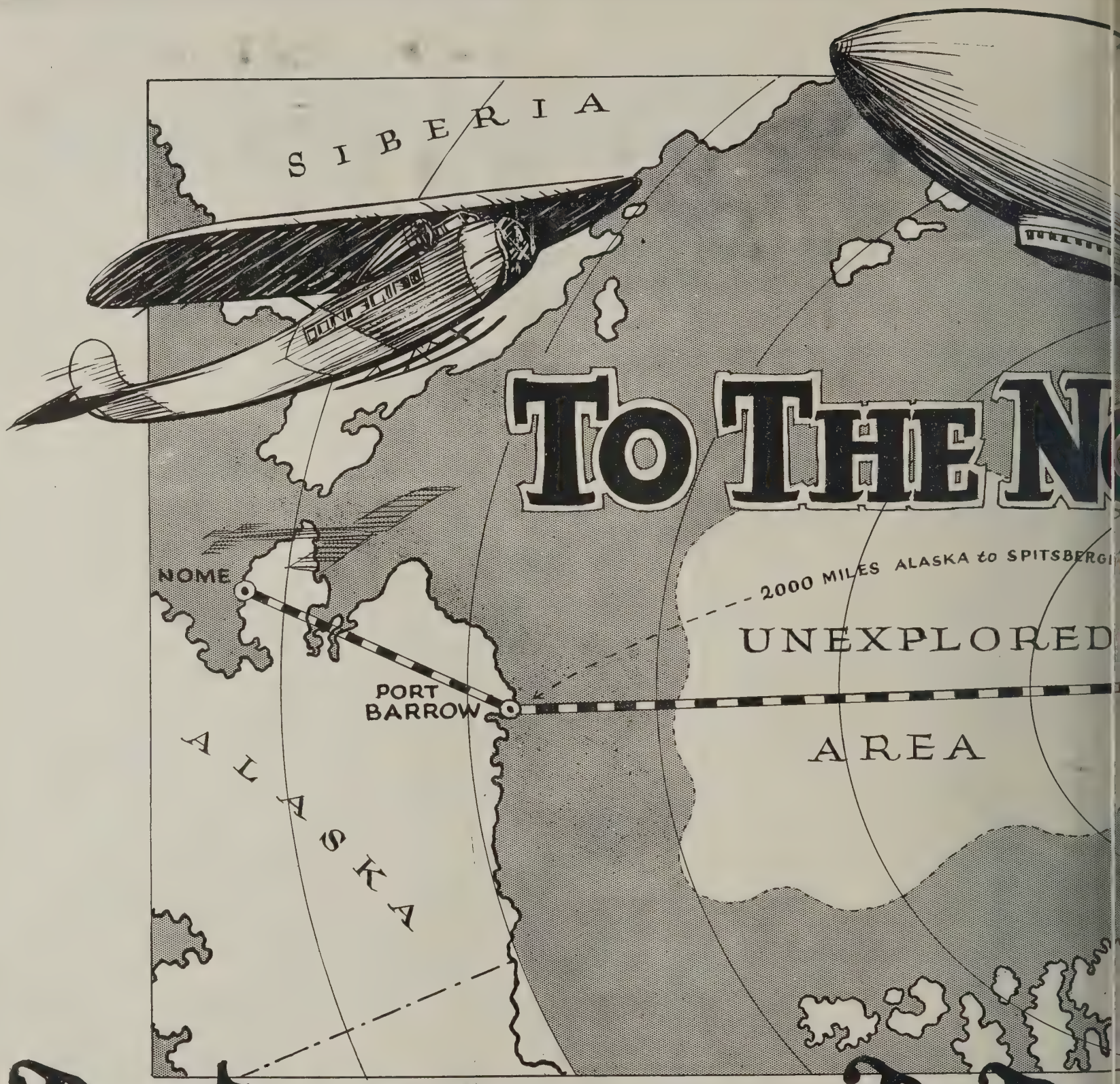
For Details Wire

Current News Features

INCORPORATED

Star Building

WASHINGTON, D. C.



To The N

By Airplane By Di

Polar exploration and discovery enters a new phase with these three colossal undertakings
A two-thousand-mile journey in a lighter-than-air ship, an eight-hundred-mile fligh
from the northernmost land-base in the world, and a leisurely tour of the unexplore
wastes in tractor-like sledges.

Current New

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gible By Auto-Sledge

Still filled with the thrill of perilous adventure, this feature is more than the mere record of a dash for a goal. It will furnish the newspapers which print it with data which will remake the maps and rewrite the text-books.

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Features Inc.

GTON, D. C.

Bldg., San Francisco, Calif. 3rd Floor, Daily News Bldg., Chicago, Ill. 19 Rue d'Antin, 2-e, Paris

The Greatest News Enterprise in History

The exclusive rights to this story represent an achievement in which half a million dollars are being expended by the participants, in which the risk of materiel and personnel, the possibility of adventure and discovery, has never been equalled in the history of journalism.

The newspaper which becomes the medium for distribution of this story immediately achieves a prestige in its community that will long be remembered.

Preliminary stories will appear within a week. Our representative will be glad to call and discuss the details.

Current News Features

INCORPORATED

Star Building

WASHINGTON, D. C.

WHAT THEY ARE SAYING

UNTRUTHFUL ADVERTISING DESTROYS ITSELF

"ADVERTISING as practiced in the United States is essentially truthful. Untruthful advertising is virtually a thing of the past because it is a oomerang which destroys the untruthful advertiser. The modern public pos-sses too many sources of knowledge to be 'bunked' by untruthful advertising. Consequently the untruthful advertiser has been almost driven from the field."—. K. Woodbridge, president, Associated Advertising Clubs of the World.

* * *

AIDING THE SCHOOLS

"WE would like the press to tell us: Can the universities do anything that will help to bring our work, our needs, our contributions to civilization, me to the people and to the public in a better way than we have ever done? an we do anything that will enable the newspapers sympathetically to tell e story of our needs and of our work, and to endorse us? If we are failing some vital point, tell us about it!"—James H. Kirkland, Chancellor, Van-rbilt University.

* * *

THE NEWSPAPER'S FUNCTION

"MUCH of the criticism of newspapers is based upon the ignorance of the public as to what a newspaper is meant to be. A newspaper, contrary common opinion, is not meant to be a record of the day's events. It is meant be a record of UNUSUAL events. The modern newspaper grows out of e herald of old. No herald of old ever lashed his horse to foam to bring to waiting multitude the news of a commonplace."—Grove Patterson, Editor, *oledo Blade.*

* * *

BUILDING VALUES WITH ADVERTISING

"TEAR down the stores of Marshall Field in Chicago, wholesale and retail, burn the goods on the shelves, scatter the bank balance—that ll not destroy Marshall Field & Co. if you LEAVE THE NAME.

"With buildings, merchandise and money gone, that NAME, tomorrow, uld be cheap at one hundred millions of dollars.

"Such are values built up by integrity, business intelligence and ADVER-SING."—Arthur Brisbane in *New York Evening Journal.*

* * *

TEACHERS OF LIFE

"THE ambition of an editor worth his salt is to serve and to lead. . . . He must help every man and woman in his district to get the utmost of life. He is interested in the store, the shop, the factory, the laborer; the doctor, the lawyer, the spiritual leader; in the parlor, the kitchen, the k-cellar. Sometimes he will be wrong; but always he is honest. Often he st go against the popular clamor; for he is a leader, not a trimmer; a teacher life, not an idler in the market-place. It is a wonderful career despite its dships."—Rev. John Danihy, Dean, Marquette University College of Jour-ism, to Wisconsin Press Association.

* * *

OPPORTUNITIES IN JOURNALISM

"EVERY one of the executives of the *New York Sun*, including the pub-lisher, the editor, the managing editor, circulation manager and adver-ng manager worked themselves up through the ranks of various newspapers heir present positions, and this, I think you will find, holds true in the execu-positions of any daily newspaper. They are men who started at the bottom a the determination to make newspaper work their life work. The young n who enters a newspaper office must come in as a private and work himself through rank and file until he gets to the position he hopes for or is qualified lling. His remuneration and position will increase according to merited pro-ion."—Edwin S. Friendly, Business Manager, *New York Sun.*

GURLEY TO INDIANAPOLIS

ed Times Editor Succeeding Bruner Who Goes to Youngstown

ffective this week, Felix Bruner, r of the *Indianapolis Times*, a pps-Howard newspaper, becomes man-g editor of the *Youngstown* (O.) *gram*, and Boyd Gurley becomes r of the Indianapolis Times.

uner's rise in the newspaper pro-on has been from cub reporter for Indianapolis Times, which paper he served for ten years in varying ca-ies, including political writer, copy city editor, managing editor and r.

e Youngstown Telegram, to which goes, was purchased by Scripps-ard from Samuel G. McClure in

rley's assumption of the editorship in napolis marks his return to the Scripps-Howard organization, with which he was formerly connected as editor of the *Denver Express.*

Gurley goes to the Indianapolis Times from the editorship of the *South Bend News-Times*, a position he had occupied for four and one-half years. His previous newspaper experience had included also the editorship of the *Kansas City Post.*

Bridgeport Publishers in Suit

Suit for $2,000 damages has been instituted in the Superior Court at Bridgeport, Conn., against the Bridgeport Times Company and the Times Publishing Company, publishers of the *Bridgeport Times*, by George B. Clark, publisher of the *Bridgeport Star.* Clark, a stockholder in the Birdgeport Times Company alleges fraud declaring that the present company took over the assets of the Bridgeport Times Company but not its obligations. The case is due for trial this month.



EDITORIAL

NEW JERSEY ATROCITY

HAVE you ever seen a burly cop hit over the head or back with a hickory club a defenseless, innocent, law-abiding, pathetically earnest woman strike picket?

Unless you have witnessed this spectacle the news from Passaic, N. J., will be hard to understand. If you have witnessed it, and experienced reporters are familiar with such official terrorism, you know: (1) That the brutal Cossack outrage is to drive that woman back to work in a mill on her employer's terms. (2) That the same club will knock the block off any newspaper man who comes into "our town" to tell the truth of the bloody business.

Passaic's story is told, the pictures have been printed! It is not yet possible for a gang of uniformed thugs and hired gangsters to abuse human beings worse than dogs and conceal the infamy by gagging the press! Constitutional rights are still guaranteed. The freedom of the American newspaper is not so easily clubbed as are a few hundred bewildered working men and women.

The Passaic industrial atrocity has been found out, thanks to a journalism that submits to no tyrant's club. All honor to the camera man who stood the gaff in the front line. All honor to editors in the background who printed the monstrous facts in plain terms.

News pictures tell the truth.

WHY LINAGE STATISTICS

"WHY," inquires a (presumably) young newspaper man, "do you publish statements of newspaper advertising linage? They mean nothing. They are a newspaper's private business, just as much as are its profits or losses. Their use in newspaper promotion advertising is one of the great abuses!"

It is a curious question in this day of newspaper-making. Twenty years ago, one might have expected it and found it difficult to answer. Then, with half a dozen exceptions, newspaper publishers believed that their financial resources and their circulation were their own business, their advertising rates the concern only of themselves and the advertiser whose ability to consume the publisher's wine equalled his skill at cutting the publisher's prices.

The old order has passed. Advertisers learned that vintage wines and economical space-buying did not work on a large scale. Advertisers demanded sworn circulations. The public demanded to know who owned the newspapers, who paid the losses, who took the profits, who directed the policies. The Bourne law of 1912 resulted. Advertisers, working this time without government help, have made the majority of rate cards as simple as a child's primer.

To these established yardsticks of the newspaper as a medium of mass-selling the past decade has added the tables of advertising linage—the chart of newspaper performance, it might be called. Taken alone, without the other indicative factors of merit, linage statistics may well be misleading. The same can be said of any statement regarding a newspaper, a man, or a race-horse. Detailed linage figures, analyzed circulation statistics, a knowledge of the newspaper's content, its clientele and its policies—all are essential to the intelligent purchase of so powerful an agent as newspaper advertising space. The picture is incomplete if any of this information is missing.

Much remains to be done, however, before linage figures attain their full value. Only the germ now exists of a uniform system of measurement. Untruth or exaggeration of linage figures is not common, but it is not unknown. Accurate records are being kept by an increasing number of newspapers, but guesswork retains some friends. All of these can be, and we think, will be, remedied.

Published linage figures go back only 12 years and are fairly complete only for the past five years. Obviously, their real utility is still in the future. Within a few years it will be possible, no doubt, to plat the curve of advertising and to predict its trend far enough in advance for publishers to plan their business accordingly. A beginning along this line has, in fact, been made.

"Nobody's business," as our friend calls it, is obeying the adage and becoming "everybody's business."



The night is far spent, the day is at hand: let us therefore cast off the works of darkness, and let us put on the armour of light.—Romans, XIII; 12.

CAN YOU BEAT IT?

SOMEONE in the employ of MacManus, Incorporated, at Detroit, recently broadcast to newspapers a display advertisement for Osborn Brushes, three columns by 11 inches. The advertisement contained a statement by Alfred P. Haake, director of research for the Simmons Co., said to be a national authority on distribution. It was a very good little preachment to housekeepers that the place to buy safe merchandise on economical terms is at the retail store, not from door-bell ringers.

But the proposition that MacManus, Incorporated, made was even nervier than the usual door-step performance. The letter said that the advertisement (it was a hot selling argument for Osborn Brushes, "Know them by the Blue Handle") was being used in a couple of national magazines at regular space rates, but if newspaper advertising managers would dig up some local department store willing to pay for the space MacManus would furnish the mat. And, then, by golly, if the newspaper could not find a local dealer willing to pay, the paper itself might "decide to publish the advertisement over the signature of your paper—using this opportunity to sell your public and your local advertisers on the service the retailer renders."

You get the point readily enough, don't you? Just run this brush advertisement free to show your retail merchants that you are on their side.

We do not believe that many publishers followed this suggestion. Many of the circular letters that MacManus sent to the press last week were promptly forwarded to Editor & Publisher this week by indignant advertising executives the burden of whose comment was, "Can you beat it?"

Always the possibility exists that the idealist's theory may be worth serious consideration and that the practical man's idea is not a baited hook for poor fish.

March 6, 1926 Volume 58, No. 41
EDITOR & PUBLISHER
Published Weekly by
The Editor & Publisher Co.,
Suite 1700 Times Building, 42d St. and B'way, N. Y.

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business Manager.
Charles B. Groomes, Advertising Manager.
S. L. Dare, Classified Advertising Manager.
James W. Brown, Jr., Promotion Manager.
George Strate, Circulation Manager.

Associated with The Advertising World of London.

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Chicago: L. B. Gilmore, Room 900, 30 North Dearborn St. Telephone Dearborn 5422.
Pacific Coast Office: I. Allen, care San Francisco Examiner.
London: The Advertising World represents Editor & Publisher *for the British Isles: 14 King Street, Covent Garden, London, W. C. 2.*
Paris: G. Langelaan, 47 Avenue de l'Opera.
Tokio: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy, $4 a year; foreign, $5; Canadian, $4.50.

MRS. LAURA NELSON KIRKWOOD

MRS. LAURA NELSON KIRKWOOD was the devoted daughter of a great father. Reared in the newspaper atmosphere, she had an instinctive love and respect for the highest type of journalism—newspapers that serve their readers without fear, favor or compromise. Mrs. Kirkwood did not feel that she qualified as a "newspaper woman," but the truth, well established in the office of the *Kansas City Star,* was that her gentle spirit and clear intellect were guiding factors in the conduct of the Star following the death of Col. Nelson. Her trusteeship was splendidly executed. To Irwin Kirkwood and the staff of the Star the sympathy of American journalism will be extended, for the loss of this gentle woman is personal to a wide circle of newspaper makers.

The newspaper is a highly perishable commodity; memorable editorial service is the only preservative.

THE HAINES BENEFACTION

IT has been the policy of Editor & Publisher to present to readers all of the news facts concerning the Haines press foundation in Florida. The foundation is now in the hands of a committee headed by Lew B. Brown, publisher of the *St. Petersburg* (Fla.) *Independent.* In the course of time, it is hoped, a practical plan will be worked out which will be acceptable to newspaper men in general.

At this time it might be well to point out a few facts which Editor & Publisher believes to be fundamental: The question is wholly beside the point whether the gift of 1,000 acres in Florida may or may not have been for publicity purposes; a committee of responsible newspaper men have accepted the land and $50,000 of Mr. Haines' money, and there are no strings to the use to be made of the land. If the publicity stimulates interest in Florida in general, or the district wherein the land is located, so be it—the land nevertheless belongs to a responsible committee representing the press. If the development of the land enhances the value of adjoining property and someone makes money from it, it would not be different from what usually happens in every city when some generous man opens a park. What of it? The land may be worth $50 an acre, $1,000 an acre, and may increase or decrease in value, but it still remains a thousand acres held by a committee of newspaper men who have a vision of some kind of a journalism settlement there.

Two elements, both raised by Mr. Haines, must be handled with decision by the committee, in our opinion. Mr. Haines' idea that the future may see in Press City a super-organization of journalism, operating outside of the press itself, is mistaken, impractical and wholly undesirable. The power of the press inherently lies within its columns. There it is a safe and usually a beneficent power. At least it is under control. No great movement in behalf of human progress, even such a high object as universal peace, would justify the establishment of a super-press organization such as Mr. Haines described in an interview with the editor of this journal two weeks ago.

By the same token, the newspaper men of the country can not and will not participate in the collection of funds to build at Press City state hotels, a great auditorium, a school of journalism or any of the imposing projects that Mr. Haines thought they might undertake. Newspaper men do not collect funds for themselves. It is a point in ethics which them. If donations come to Press City they will as voluntary as was the gift of the land itself.

Both Mr. Haines and Major Brown, in discussing this matter, declared that men of fortune often desire to find worthy objects for their benefactions and that if there was an established project for newspaper men it would be in line for such gifts. That is possible.

It is rather early to attempt to make suggestions to the committee. We believe the foundation is being undertaken in the best of faith and that something good may come of it.

Usually the "why of it" is the big story.

PERSONAL

HERBERT BAYARD SWOPE, executive editor of the *New York World*, returned to New York last week from a three weeks' yachting trip in the Caribbean sea, on the yacht owned by Thomas L. Chadbourne.

William Randolph Hearst arrived in New York this week from California.

Waldo L. Cook, editor of the *Springfield* (Mass.) *Republican*, and Mrs. Cook, were among the guests at a dinner given recently by Attorney General and Mrs. Sargent in honor of President Coolidge. Mr. Cook and Attorney General Sargent were graduated from Tufts College in the class of 1887.

Fred L. Rentz, publisher of the *New Castle* (Pa.) *News* accompanied by Mrs. Rentz, is spending several weeks in Porto Rico.

Mrs. Knowlton L. Ames, Jr., wife of the publisher of the *Chicago Journal of Commerce* is spending a vacation in the Bahamas.

Carroll Shaffer, son of John C. Shaffer, the publisher, is in California convalescing from scarlet fever. His parents have joined him there and plan a trip to Honolulu.

Charles R. Long, president of the *Chester* (Pa.) *Times* and his wife have returned to Chester after a month's cruise to the West Indies and Panama.

Emil Maurice Scholz is sailing on the Berengaria on March 6, for a brief visit to England. Mr. Scholz is president of the World Wide Advertising Corporation and was formerly publisher of the *New York Evening Post*.

IN THE BUSINESS OFFICE

LOUIS F. GAUTIER, for the past year director of circulation and general promotion of the *New York Morning Telegraph*, has been assigned to represent the publisher, E. R. Thomas, in the stereotype and press rooms, in connection with his other duties.

James P. Robinett, formerly connected with the *Miami* (Fla.) *Daily News* and the *St. Louis Post Dispatch*, has joined the advertising department of the *Daytona Beach* (Fla.) *Journal*.

Byron W. Orr, until recently in charge of promotion for the *Louisville* (Ky.) *Herald-Post*, has resigned to become chief of the copy service department, Hanson Advertising Agency, Orlando, Fla.

Charles A. Poff, of Worcester, Mass., last week succeeded Lawrence J. Moynihan as manager of the *Concord* (N. H.) *Evening Telegram*.

Mrs. Olive G. Buish, business manager of the *Hornell* (N. Y.) *Tribune-Times*, is confined to her home from injuries resulting from a fall on an icy sidewalk.

Paul Evans, representative for Walter Scott & Co., in the Southern territory, has been spending the last ten days in New York and at the company's plant at Plainfield, N. J.

IN THE EDITORIAL ROOMS

JOHN GUNTHER, London correspondent, *Chicago Daily News*, is spending a month in Chicago. He is to publish a novel soon.

James A. Bales, news editor of the *San Francisco Bulletin*, has resigned. He has been succeeded by Frank Farrar, who was city editor. James Adam, assistant city editor, has been made city editor, with John G. Robinson, feature writer, assistant.

Max Henrici, financial editor of the *Pittsburgh Sun*, and C. C. Hungerford, cartoonist of the Sun, sailed Feb. 27 on the Megantic for a 30-day cruise to the West Indies.

William L. Laurence has joined the city staff of the *New York World*.

Dwight S. Perrin, city editor, *New York Herald Tribune*, is back at his desk after a severe illness.

Royal Cortissoz, art critic of the *New York Herald Tribune*, completed last Sunday a series of two lectures at the Metropolitan Museum of Art, entitled "Virtuosity in Painting" and "John S. Sargent."

Bruce Woods, former *San Francisco Examiner* photographer, is now with the *San Francisco Call*.

Walter Wright, who has been covering police for the *Chicago Daily News*, has resigned to become editor of the newly established *Police News Weekly*, publishing news of the Chicago and suburban police departments. The stock is owned by a group of police reporters.

Olaf Olson, district man, *Lynn* (Mass.) *Daily Item*, sustained two fractured ribs in a street car accident recently.

Dorothy Faye has resigned from the staff of the *Chicago Evening Post* to do publicity work for "Girls' Week."

Oscar A. Shepard, formerly reporter for the *Bangor* (Me.) *Daily News*, has returned to Bangor, joining the *Bangor Commercial*.

Mrs. Grayce Druitt Latus, travel editor of the *Pittsburgh Post*, is spending several weeks at Miami, Fla.

Herman Bryant is now associated with the *San Francisco Daily News* as staff photographer.

Mrs. Mary Harrison, for many years librarian of the *San Francisco Bulletin*, and who formerly held the same post on the old *Morning Call*, has resigned, following the death of her husband, Frank C. Harrison.

Frank Smith, former *San Francisco Examiner reporter*, has resigned to do publicity work.

Forrest Davis, of the staff, *New York Herald Tribune*, has returned to the office after an illness of several weeks.

Thomas Horgan, former city editor of the *Boston American*, has joined the editorial family of the *Miami Herald*, as assistant to the news editor.

Will Mack has succeeded Dick Meade in charge of the *Toledo News-Bee* theater page.

Eugene E. Morgan has returned to the staff of the *Chicago Daily News* after an absence of three years. Clark C. Rodenbach has left the *Chicago Herald and Examiner* and joined the News staff, of which he is a former member.

Alfred G. Jackson, formerly sporting editor, Bridgeport, Conn., newspapers, is author of a new play, "Hush Money," which was recently tried out in the Park Theater, Bridgeport, and is soon to be staged in New York.

Arthur Meeker, Jr., is taking a four months' leave of absence from the *Chicago Herald and Examiner* and is going to Europe. He will write some special articles for his paper.

Forrest Pollard, of the telegraph desk, *Jacksonville* (Fla.) *Journal*, is now state editor of the same paper. He succeeds George Tyson, who has resigned to become editorial director of the *Florida Digest*.

Robert Cleveland has resigned as assistant city editor, *Chicago Journal* to become editor of the *Southtown Economist*, a Chicago neighborhood weekly.

William Stewart, Jr., formerly with the United Press at New York, is now on the staff of the *San Bernardino* (Cal.) *Evening Telegram*.

Ray Sprigle, city editor of the *Pittsburgh Post*, addressed the Women's Press Club at the monthly meeting on March 1.

A. J. Lorenz, Jr., for several years on the United Press, is now a member of the *Chicago Herald and Examiner* staff.

M. E. Saunders, correspondence editor, *Scranton* (Pa.) *Times*, has resumed work after a short illness.

Emmett Chesser, of the *Miami* (Fla.) *Herald*, and Al Parker, of the *Miami News*, have joined the reportorial staff of the *Jacksonville Journal*.

Arthur J. Busch, of the local staff, *Jacksonville* (Fla.) *Journal*, has been

(*Continued on page 32*)

FOLKS WORTH KNOWING

GERALD P. NYE, seated as junior Senator from North Dakota, followed his father's footsteps into journalism.



GERALD P. NYE

Born in Hortonville, Wis., Dec. 19, 1892, he grew into the newspaper publishing business and edited papers at New London, and Wittenberg, Wis.

Before entering the North Dakota field he was editor of a Creston, Ia., newspaper in 1915.

When Senator Nye purchased the *Friburg* (N. D.) *Pioneer* in 1916, he became one of the first editors in the State to support the then recently created Non-partisan League.

In 1919 he became editor and manager of the *Griggs County Sentinel-Courier*. He was chairman of the board of directors of the North Dakota Non-Partisan, official organ of the league. He was defeated as a candidate for Congress in 1924.

Senator Nye was married in 1916 to Anna Munch, of Creston, Ia., and they have three children.

100% Plus 100%

SUPERIORITY of the newsphotos and sports in The Central Press Association's complete and exclusive daily illustrated news and feature service is established. More than 400 editors rate them 100 per cent.

The features in the Central Press service also are 100 per cent, as a constantly increasing number of editors are willing to testify.

Cargill's editorial cartoons are reproduced with exceptional frequency by The Literary Digest and other important reviews. Clark Kinnaird's daily editorials (which can be used unsigned, if the editor prefers) are a distinguished feature of more than 100 editorial pages. Mme. Lisbeth's fashion articles, illustrated by actual photos, have a nation-wide audience. There always is a woman's serial of compelling interest, by a noted author, being released to Central Press clients. Florence Smith Vincent writes children's stories: Mary Morten, household science; Mrs. Elizabeth Thompson, heart and home advice, and Lilian Campbell, a review of women's activities, for Central Press. There are seven other entertaining or informative features in the daily Central Press service.

Let us send you the service for three days, without charge.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Editor and Manager

P. S. We Produce the World's Best Picture Page.

Marry
and Settle Down
or
Forfeit a Fortune?



"YOU DON'T WANT TO MARRY ME?" SHE GASPED INCREDULOUSLY

MILDRED BARBOUR

Tells in her Latest Daily Serial

Illustrated by J. NORMAN LYND

How Aileen Greer's Pressing Problem was to Fulfill the Letter of a Will by Finding a Man to Marry who Would be Content With the Role of Errand Boy and Would Not Interfere with Her Own Plans For a Life of Thrills and Freedom.

THE INDISPENSABLE HUSBAND

For Release
MONDAY, APRIL 5

Order Now!

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager,
150 Nassau Street, New York City

(*Continued from page* 31)

transferred to the Sunday department of the same newspaper.

Jack Malloy, day city editor, *Chicago Herald and Examiner,* has just returned from a month's vacation in the south.

James F. Massey is now city editor of the *Jacksonville* (Fla.) *Journal,* succeeding B. V. Sturdivant, who has resigned to enter other work. Mr. Massey was formerly assistant city editor of the *San Antonio Evening News.*

Fred Seaberg has left the sports department of the *Chicago Evening American* to do publicity for a local Republican faction.

Tom Bashaw, who has been in publicity work, has returned to the *Chicago Herald and Examiner* as assistant city editor.

Arthur Blackburn, assistant librarian, *New York Herald Tribune,* has recovered from a long illness and has returned to his desk.

Rolla E. Anderson is now news editor of the *Lebanon* (O.) *Western Star,* succeeding E. C. Crane, who has joined the advertising staff of the *Fort Lauderdale* (Fla.) *Morning Sun.*

Russell W. Whitney, formerly of the *Philadelphia Inquirer* and *Cleveland News-Leader* rewrite staffs, has joined the *Oakland* (Cal.) *Tribune* editorial department.

Leonard Casell and George Lind, former San Francisco newspaper men, are now doing publicity work in Oakland, Cal.

Nunnally Johnson, of the staff of the *New York Herald Tribune,* covered the Bimba blasphemy trial at Brockton, Mass., for his paper.

G. H. Fuller, of the publicity department, Marmon Motor Car Company, and previously with the *Indianapolis News* is doing rewrite for the *Toledo Blade.*

William McGoogan, *St. Louis Post-Dispatch,* Martin J. Haley, *Globe-Democrat,* James M. Gould, *Star,* and "Kid" Regan, *Times,* are in San Antonio covering the spring training trip of the St. Louis Cardinals.

Jack Nolen has been made city editor of the *San Antonio Light,* succeeding P. M. Barrett, who has been promoted to assistant to the managing editor.

MARRIED

ART E. SCHANUEL, of Roeder & Schanuel, Advertising, St. Louis, to Miss Katherine Odell of Topeka, Kan., in Kansas City recently.

Miss Flossie May Frobose, of the business department of the *Danville* (Ill.) *Commercial News,* to Paul Ellis of Danville, at Covington, Ind.

Charles A. Parker, feature writer, *Boston* (Mass.) *Traveler,* to Miss Julia S. O'Connor of Medford, Mass., in Boston last week.

Mrs. Lela Hazelhurst, editor of the *Battle Mountain* (Nev.) *Scout,* and well known newspaper woman, to Henry Boyd, an engineer. Mrs. Boyd will remain in the newspaper business.

HOLDING NEW POSTS

JACK K. MORRIS, from *Newark* (N. J.) *Evening News,* to staff, *Newark Star-Eagle.*

Hardy Hoover, from staff, *Buffalo* (N. Y.) *Courier,* to copy desk, Newark (N. J.) *Morning Ledger.*

Leslie W. Moeller, from *Spencer* (Ia.) *News-Herald,* to managing editor, *New Hampton* (Ia.) *Gazette.*

Will C. Hartough, from rewrite, *Toledo Blade,* to *Toledo News-Bee* staff.

Thomas Duffy from *Toledo Times* reportorial staff, to staff, *Youngstown* (O.) *Telegram.*

Harold L. Cail, from South Portland reporter, *Portland* (Me.) *Press Herald,* to staff, *Meriden* (Conn.) *Morning Record.*

George Kelly, from copy desk, *Springfield* (Mass.) *Union* to desk, *Providence Journal.*

Clarence Anderson, from *Omaha Bee,* to reportorial staff, *Tulsa World.*

C. E. Davenport, from oil editor, *Ardmore* (Okla.) *Daily Ardmorite,* to reportorial staff, *Tulsa World.*

Richard Gardner, from makeup editor, *Chicago Herald-Examiner,* to copy desk, *Tulsa World.*

Hunter Lynde, from rewrite desk, *Philadelphia Evening Ledger,* to staff, *Jacksonville* (Fla.) *Journal.*

WITH THE SPECIALS

WILLIAM J. BURGESS has joined the advertising staff of Dan A. Carroll, special representative, New York, and will work on *New York Telegram* accounts in the national field. Mr. Burgess has been connected with the local staff of the Telegram for several months and before joining this paper was associated with Barron G. Collier Organization and later with Frank Seaman Advertising Agency.

Payne, Burns and Smith, Inc., of New York, Boston and Atlanta and G. Logan Payne Company of Chicago, Detroit, St. Louis and Los Angeles, now represent the *Elizabeth* (N. J.) *Times.*

Hal H. King, Pacific Coast representative of the E. Katz Special Agency and president of the San Francisco Advertising Club, will visit New York soon.

PRESS ASSOCIATION NOTES

ANTONEO CUNEO, of the Buenos Aires bureau of the Associated Press, sailed from Argentine this week to join the A. P. Latin-American department in the New York office.

Fred Van de Vender, formerly on the staff of the *Indianapolis Star,* has joined the Chicago bureau of Universal Service.

Ed Derr, for four years in the Chicago bureau of the United Press, has been appointed manager of the U. P. central division, succeeding James T. Kolbert, resigned to enter business.

Mark Childs has been appointed manager of the United Press St. Louis bureau, succeeding Max Buckingham, transferred to Chicago.

T. V. Ranck, chief of the Washington bureau of Universal Service, has returned to Washington from a month's vacation in Florida.

Emory Paxton of Kansas City, Mo., and Joe Alex Morris, of Lancaster, Mo., graduates of the University of Missouri School of Journalism, have gone to Washington, D. C., to join the Consolidated Press Association.

George D. Crissey, formerly of the *Porterville* (Cal.) *Recorder* and the *Hayward* (Cal.) *Review,* has been made bureau manager for the United Press at Portland, Ore. He succeeds Ruel S. Moore, who has been promoted to assistant coast manager of the U. P. at San Francisco.

CHANGES OF OWNERSHIP

O. D. KENDALL, former managing editor of the *Dubuque* (Ia.) *Times-Journal* and recently state editor of the *Rock Island* (Ill.) *Argus,* has purchased the *Milan* (Ill.) *Independent* from R. R. Polson and C. O. Ford.

Russell J. Wiggins has purchased the *Luverne* (Minn.) *Rock County Star* from J. P. Jensen, its publisher the last five years.

James F. Bishop, for eight years with the editorial department of the *Watseka* (Ill.) *Republican,* has purchased the *Downers Grove* (Ill.) *News.* He is succeeded at the Watseka Republican by George L. Stephens.

Paul Wagner has taken charge of the *Odebolt* (Ia.) *Chronicle* which he, with C. W. Brotherton and E. F. Kieffer, purchased last week.

Denton Crow, formerly Associated Press correspondent at Los Angeles, who has been operating the *Oxnard* (Cal.) *Morning Tribune,* has transferred the property back to Virgil Wyatt, the original owner.

Spencer (W. Va.) *Roane County Reporter* has been sold by Daniel Templeton to W. R. Vineyard and R. W. Casto.

Sandwich (Ill.) *Free Press* has been sold to the Home News Publishing Company. Irving H. Easter is the new editor. F. D. Lowman for 28 years editor of the Free Press was tendered a dinner by business men of Sandwich and neighboring editors last week.

NEW PLANTS AND EQUIPMENT

LA SALLE (ILL.) DAILY POST recently purchased a building which has been remodeled into a modern newspaper plant. A 16-page Duplex tubular press has been installed.

Glens Falls (N. Y.) *Post-Star* has installed a new Duplex tubular press. The publication has been changed from 7 columns, 13 ems, to 8 columns.

V. R. Hisey, Wayne, Michigan, is installing a new Intertype with "C" equipment.

Recent shipments from the New York and Dunellen Works of R. Hoe & Co., Inc., were six Superspeed Units with ink pumps and two double folders for the *Philadelphia Inquirer;* one 16-page deck for the *Boston News Bureau;* and a 32-page condensed right-angle quadruple press for the *Brooklyn Chat.*

Oslo Press, Chicago, Ill., has installed an Intertype.

SUSPENSIONS

STATESVILLE (N. C.) TIMES, R. A. Pickens, editor and publisher, has suspended publication.

Falls City (Ore.) *Enterprise,* weekly, has suspended. J. M. Cummins and Frank Keating, owners, are planning to move their plant to St. Helens, Ore., and start a new paper.

FLASHES

A sordid money-grabber is anybody who grabs more money than you can grab.—*Newcastle* (Ind.) *Courier.*

Signor Mussolini has discipline for everything in Italy save his tongue.—*Dallas News.*

Report has it that the National Pawnbrokers' Association is preparing to branch out in a social way. We suppose that their entertaining will be limited to three balls per season.—*New York American.*

You needn't wait for a great occasion to die for a principle. Just try preserving your right of way.—*Washington Post.*

A quiet neighborhood in which to live is just inside your income.—*New York Evening Telegram.*

Fortunately we are not a warlike nation. So only 67.5 per cent of our annual appropriations are for war purposes, past, present and future.—*Buffalo Evening News.*

General Feng has ordered 8,000 Bibles for his soldiers, and think of the fighting spirit he will have when the controversies get started!—*Boston Transcript.*

Never judge a girl or a car by the paint. Look under the hood.—*Columbia Record.*

ADVISES CHURCHES TO USE ADVERTISING—

"The time is not far distant when the successful church must advertise," said the President of the Advertising Club of San Diego in an address before the brotherhood of a San Diego church. "This is the age of appeal through the visual message and in order to reach the masses the church must make liberal use of newspaper space and other forms of advertising."

Church Advertising Committees in other Advertising Clubs throughout the country are sowing the seed and preparing the way for efficient church advertising.

It is up to the newspaper to present its merits as a worthy medium for church publicity.

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS
383 Madison Avenue,
New York, N. Y.

GALLI-CURCI'S



Adventures 'Round the World

The Public Ledger telephoned from Philadelphia for an option as soon as it heard of this great series.

Herbert Gunnison said at once this is something The Brooklyn Eagle must have.

The Boston Globe and New Haven Register wired their order immediately upon receipt of circular.

Here is one of the most vivid series the Cosmos Syndicate has ever offered to newspapers.

They have the swing and dramatic interest of entertaining fiction, and yet they are actual experiences of the most famous singer of her time.

The series to consist of eight pages is offered as a weekly page feature in mat form or typewritten manuscript with photographic prints for your own set-up and make-up.

This series is for immediate release, while Galli-Curci is being acclaimed in every part of the country. A collect telegram is the best way to insure getting it.

Reserve Your Territory! Wire Your Option!

COSMOS NEWSPAPER SYNDICATE INC.

Covering the World

NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY

Herbert S. Houston
President and Editor-in-Chief

Myles F. Lasker
Vice-President and General Manager

ASSOCIATIONS

NEW YORK WOMAN'S PRESS CLUB, Amy Wren, president, held its annual luncheon at the Hotel Pennsylvania on Saturday, Feb. 27. The speakers were Mrs. Kathleen Norris, Burr McIntosh, I. A. R. Wylie, Lyman Beecher Stowe and Gerove Baronti. Miss Anita Browne was toastmistress.

BOSTON (Mass.) PRESS CLUB will celebrate its 40th anniversary with a big frolic, to be held at the Tremont Theater in Boston on March 19.

WILMINGTON (DEL.) CHAMBER OF COMMERCE has just raised a special fund of $30,000 for development and advertising purposes in the year 1926. A special bureau will be created to handle the fund. William F. Metten, publisher of the *Wilmington Every Evening,* heads the movement as president of the Chamber.

"Newspaper Night" was observed at the mid-winter dinner of the CHI PSI alumni of Harvard College last week, the affair being attended by numerous Boston newspaper men. J. E. King, of the *Boston Transcript,* presided, and the principal address of the evening was given by Willis J. Abbot, editor of the *Christian Science Monitor.* Other newspaper men present were Kent Perkins, of the *Boston Herald;* Paul Nafe, Christian Science Monitor, and Stewart T. Beach, managing editor of the *Independent.*

WILMINGTON (Del.) ADVERTISING CLUB, at a meeting held in conjunction with the Mercantile Section of the Wilmington Chamber of Commerce recently, indorsed the proposition to raise a fund of $200,000 to advertise the Del-Mar-Va peninsula. The development project is in the hands of a general committee of business men from all parts of Delaware and the eastern shore of Maryland and Virginia.

NEWSPAPER CLUB OF BOSTON, at its annual meeting last week, elected George W. Perkins, of the *Globe,* editor-in-chief; Edward E. Whiting, *Herald,* managing editor; Fred C. Green, *Transcript,* reporter. A silent toast was drunk in memory of John Buckanan, late of the Globe, who had been a member of the club for many years.

SCHOOLS

THE class in copy reading and editing in the Henry W. Grady School of Journalism of the University of Georgia is now publishing three times a week the *Athens Journal,* a phantom newspaper with a ghostly circulation. Through the courtesy of the Associated Press, the class receives the complete A. P. Georgia day report, and from the class in reporting all the local Athens news of the day is obtained. The class is divided up into managing editor, telegraph editor, make-up editor, copy readers, etc., who are in charge of the paper.

Two hundred fifty high school journalists of the state of Michigan gathered in Ann Arbor Friday for the fifth annual convention of the Michigan Interscholastic Press Association, held under the auspices of the Department of Journalism of the University of Michigan and Sigma Delta Chi, journalistic fraternity.

Maurice E. Votaw, professor of journalism at St. John's University in Shanghai, arrived in Shanghai, Feb. 20 after having spent several months on furlough at his home in Columbia, Mo.

Cornell Chapter of Sigma Delta Chi, national professional journalistic fraternity, has set the dates of Friday and Saturday, March 26 and 27, for the annual conference of the Eastern Interscholastic Publications Association, at Ithaca, N. Y. Editors, managers and faculty advisers from more than 75 leading scholastic publications in New York and nearby states are expected to be present.

Canada Liberals Plan New Daily

London, Ont., may have a third daily, if plans laid by a group of local and distinct liberals bear fruit. A committee has been formed to purchase equipment and a property has been optioned for a location. Date of commencement of publication has not been settled but it is hoped to launch paper in May.

CALIFORNIA COPY IN 85 NEWSPAPERS

All-Year Club Maps Huge Campaign to Attract Tourists Giving Bulk of Space to Dailies—Starts March 28

On the proved record of results obtained from newspaper advertising in the last five years, the All-Year Club of Southern California this year will spend most of its advertising appropriation in the newspapers.

The schedule, as completed March 2, calls for the publication of 311,000,000 separate advertising impressions. They will appear in 85 newspapers in 56 cities from the Middle West to the Atlantic seaboard. This will be supplemented by magazine advertising that will bring the total up to 400,000,000 impressions.

The advertising schedule was announced by C. G. Milham, executive secretary of the club. This year's campaign is two and one half times as great as that of 1925.

It was pointed out by club executives that the advertising last fall and winter resulted in hotel and railroad men reporting the heaviest tourist season in the country's history, and it is with the hope of repeating this record during the summer months that the present campaign is being launched.

The newspaper ads are in three sizes —three columns wide and 15 inches deep —three columns wide and eight inches deep—and one column wide and 5 inches deep.

Advertising starts March 22, and continues until July 1. The average number of ads to be carried by each newspaper is 24.

$246,000 FOR PROMOTION

Chicago Tribune Spent That Sum in 1924 for Advertising Space

A. Myhrum, manager of the western division of the national advertising department of the *Chicago Tribune,* commenting recently on the success of the Tribune's booklet "Buying Space to Sell Space," said that many newspapers had considered and used all media other than newspapers in soliciting circulation and advertising.

"The greatest recommendation that a salesman can make in selling me anything," Mr. Myhrum said, "is to tell me that he himself can guarantee the worth of the article through personal experience of its use. And that is what The Tribune has done and is doing.

"We are spending money in other newspapers to sell national advertising. We not only believe in the efficacy of our own medicine but we use it ourselves. Six hundred million dollars advertising revenue accrued to American newspapers in 1924.

"Many newspaper publishers sometimes convey the impression that they have no belief in their own product. They will sell space, but they won't buy newspaper space to tell advertisers their story."

Mr. Myhrum went on to quote from figures in the booklet, showing that the biggest buyers of space in the Tribune among newspaper publishers were men like William Randolph Hearst and Cyrus H. K. Curtis, and pointing out that there was a direct relationship between leadership and a faith in advertising.

The Tribune spent for advertising soliciting national advertising in 1924 the sum of $246,000 Of this, $173,000 was spent in newspapers (other than The Tribune itself); $50,000 was spent for mail advertising, and $23,000 was spent in trade journals.

Illinois Press in Session

Members of the Illinois Press Association are meeting Friday and Saturday of this week at the Sherman Hotel, Chicago. William J. Smith of the *Waukegan Sun* is president of the group.

THE DALLAS, TEXAS
DISPATCH
Announces
THE APPOINTMENT
As National Advertising Representative Effective March First, 1926, of
E. M. BURKE, INC.
NEW YORK 1457 Broadway
ATLANTA, GA. Constitution Building
CHICAGO 122 So. Michigan Blvd

INTERNATIONAL PAPER CO.
Executive and Main Sales Offices
100 EAST FORTY-SECOND STREET
NEW YORK
(Pershing Square Building)
Manufacturers of
NEWSPRINT
SUPEROTO
KRAFT
BAG
SULPHITE BOND
ENVELOPE
OFFSET
BOOK
GROUND-WOOD AND CYLINDER SPECIALTIES
J. L. FEARING
Vice President and Sales Manager
100 East 42nd Street, New York
R. C. TILDEN, F. B. SMIDT, J. V. McNAMARA and J. P. PARSONS
Assistant Sales Managers
L. M. DAVIS
Manager News Division
Sales Agents as Follows:
JOHN E. A. HUSSEY
New England Sales Agent
45 Milk Street, Boston, Mass.
R. B. HARBISON
Western Sales Agent
111 W. Washington Street, Chicago
W. E. MANSFIELD
Atlanta Sales Agent
Grant Building, Atlanta, Ga.
R. W. REMONT
Pittsburgh Sales Agent
Farmers Bank Building, Pittsburgh, Pa.
BROCK ROWLEY & SCHROFF
Philadelphia Representatives
Pennsylvania Building, Philadelphia, Pa.

Announcement

New Sunday Paper

started February 28th, 1926, in

Jacksonville, Florida

by the

Jacksonville Journal

With the enlarged facilities of its increased equipment and new building occupied February 1, 1926, and with the greater demands resulting from Florida's well known commercial enterprises and prosperity, the Jacksonville Journal (published every evening since 1887) established a *complete* Sunday morning edition on February 28th, 1926.

The initial issue ran over 24,000 net paid and the future will show consistent gains.

The Sunday rate will be the same as the daily—8c per line flat.

We have abundant assurance of local reader and retailer support to recommend the new Sunday issue immediately for your profitable consideration.

Jacksonville Journal

JOHN H. PERRY, *Publisher* A. B. C. MEMBER

Jacksonville, Florida

Represented by

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Detroit Atlanta Kansas City San Francisco

ADVERTISING AGENCY AFFAIRS

A. J. Slomanson with Oliphant Advertising Agency—Harry Porter Company Elects Beatty Secretary—Bellamy-Neff Organizes New Division

A. J. SLOMANSON, formerly manager of the plan and media department of the Dorland Agency, and more recently with the *New York Evening Post,* has been elected vice-president and appointed director of plans of the C. J. Oliphant Advertising Agency of New York City.

James A. Beatty, for six years space buyer of the Harry Porter Company, New York, has been elected secretary and treasurer of that company. Mr. Beatty will continue to supervise all buying of space.

A division of architecture and engineering has been started by the Bellamy-Neff Company, New York, and the following accounts are now being handled by this department, which specializes in architectural and building accounts: De Long Furniture Company, Philadelphia; Pecora Paint Company, Philadelphia; Van Zile Ventilating Corporation, New York; George Hardy Payne Studios, Inc., Paterson, N. J., manufacturers of stained glass windows; A. B. See Elevator Company, New York; J. W. Williams Slate Company, New York; S. H. Pomeroy Company, New York, metal windows; Palmer Lime and Cement Company, New York; Mount & Robertson, New York, cabinet makers; Longacre Engineering and Construction Company, Inc., New York; L. O. Koven & Bros., New York, boiler manufacturers; Globe Ventilator Company, Troy, N. Y.; Georgia Marble Company, New York; Fish Clay Products Company, New York.

Harry R. Drummond has become associated with the St. George Advertising Agency, Pacific Building, San Francisco.

The Martin Advertising Agency has moved its offices from 1400 Broadway, where they were located for three years, to 37 West 39th street, New York.

The Chicago office staff of Albert Frank & Co. held its annual dinner Feb. 26, at the Auditorium Hotel, Chicago, following which they occupied boxes at "The Miracle," now playing in Chicago. There were 32 in the party.

Harold D. Johnson, formerly on the advertising staff of the *Portland* (Me.) *Evening Express,* and for the past two years a representative of the Davis Engraving Company, is now associated with the Thomas J. Kennon, Inc., advertising agency, Portland. This agency was established last March by Thomas J. Kennon, formerly assistant city editor of the Express.

Vaughn Weidel, the last year production manager of the United Advertising Agency, Sioux City, Ia., has purchased the business from B. J. Abraham and taken charge. Stewart E. Weidel is in charge of special editions; Miss Jean Blanc, Thomas Trebbien and Oscar Carlson, agency representatives.

Fred L. Hayman has been appointed assistant treasurer of the Robbins & Pearson Advertising Company at Columbus, O. He was formerly traveling auditor for the Ohio Farm Bureau Federation.

Allan A. Ackley is now associated with William G. Kreicker & Co., industrial advertising service, Chicago. Mr. Ackley was formerly with Advertising Producers Associated, Chicago.

A. L. Decker, formerly with the McGraw-Hill Company, has joined George J. Kirkgasser & Co., Chicago.

Advertising Producers Associated, Chicago, announces the following additions to its staff: J. L. Tupper, as assistant to the layout director; Eugene A. Mannion, formerly advertising director of the Durand Steel Locker Company, Chicago, in charge of copy and industrial research.

Earl K. Stevens is now associated with the agency of O. S. Tyson & Co., Inc., New York, as secretary.

Federal Advertising Agency, Hamilton, Ont., has opened branch office in Toronto at 145 Yonge street, with A. L. Robertson, manager. The Company also has a branch in London, Ont.

William B. Hay, formerly advertising and sales manager for A. S. Hinds, during which the Hinds toilet products business expanded to world-wide proportions and was absorbed by a New York concern, has opened a sales service agency in Portland, Me. Formerly he was advertising manager for the E. T. Burrowes Company, doing a national business. Malcolm B. Allen will be associated with Mr. Hay.

START WORK ON $400,000 PLANT

Charlotte (N. C.) Observer's New Building to Be Ready Sept. 1

Ground was broken last week for the foundations for the *Charlotte* (N. C.) *Observer's* new office building, to be erected in the west side of South Tryon street and the south side of Stonewall street. The building is expected to be ready for occupancy about Sept. 1, and will represent an investment of approximately $400,000, including cost of lot and building.

The building will have a frontage of 50 feet on Tryon street and extend back along Stonewall street about 185 feet, with a wing extending like the horizon line of the letter "L" to the South Railway tracks, where a siding will installed for handling carloads of pa ink and other material. In the "L" be ample storage space. A great sav will be effected by the elimination drayage and storage charges.

The building is intended for the clusive use of the Observer.

BONFILS HEADS COLO. A. P.

Named President of State Member Denver Meet—Cooper Attends

F. G. Bonfils, publisher of the *Den Post,* was elected president of the ne organized Colorado Association of A ciated Press Members at a meeting in Denver this week. Clarence C. H lin of the *Colorado Springs Gaz Telegraph* was named vice-president Colorado member of the Advisory Bo

Kent Cooper, A. P. general mana who is on tour through the west, atte the meeting with Paul Cowles, Wes division superintendent, San Francisc C. Probert, chief of the Washin bureau, and L. F. Curtis, superinten of markets and elections, New York.

Cooper and his executives inspected newly established A. P. division offic Denver.

In his address Mr. Cooper said:

"Our news service must more and reflect the well-springs of the h heart. It must represent live, thin vitalized people and their emotions, tivations and impulses as well as sober, solid intellectual life. Ther we are carrying more feature article more of the fascinating sidelights o than ever before."

N. A. N. A. Plans Annual Me

Members of the North American N paper Alliance will hold their a meeting at the Waldorf-Astoria H New York, April 23, it was annou this week.

THE NEWFOUNDLAND POWER AND PAPER CO., Ltd.

MANUFACTURERS OF

Clean White Newsprint

PARTICULARLY ADAPTED TO THE NEED OF THOSE PUBLISHERS WHO TAKE PRIDE IN A WELL PRINTED NEWSPAPER

DAILY CAPACITY

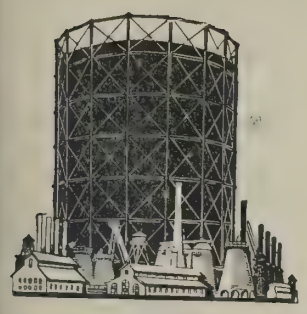


400 TONS

THE BOWATER PAPER CO., Inc.

342 Madison Avenue, New York

SOLE DISTRIBUTORS FOR THE U. S. A.



Four Advantages of Gas

Dependable—
any time, any place, any quantity.

Controllable—
exact temperatures, automatically controlled.

Economical—
lowest final cost per unit of production.

Clean—
comfortable factory working conditions.

Cut Your Costs

Improve Your Product!

True economy, like true beauty, is *more than skin deep!*

For example, in the matter of factory fuel.

The kind that is cheapest to *buy* usually costs you *most* in the *end.*

But the advantages that *go* with gas make it the most *economical* fuel in the long run.

You will see why this is particularly true in your industry when you read our new book on gas as a factory fuel.

Write for your copy today—no charge

American Gas Association
342 Madison Avenue :: New York City

OU CAN DO IT BETTER WITH GAS

COL. R. M. JOHNSTON, HOUSTON EDITOR, DIES

Served Houston Post 34 Years and Had Notable Public Career—Once a Vice-President and Director of A.P.

Col. R. M. Johnston, 76, formerly editor and president of the *Houston Post* who died at Houston last Sunday was a veteran Texas newspaper man and prominent politically, having been appointed United States Senator upon resignation of Senator Joseph W. Bailey, in 1913. Prior to that time he was Texas Democratic National Committeeman.

Col. Johnston retired from active work in 1919 when Roy Watson became head of the Houston Post, but remained chairman of the board and was still a member of the board when the paper was consolidated with the *Dispatch* in 1924. He continued and at the time of his death was a director of the *Post-Dispatch*.

Col. Johnston was for two years a vice-president and later a director of the Associated Press. He was born at Sandersville, Ga., and was in the newspaper business most of his life. He early entered a print shop, although service in the Confederate army interrupted his newspaper career to which he returned after the civil war.

He married Mary E. Parsons at Jacksonville, Fla., and with her came to Texas in 1878. He first came into prominence as a newspaper man on the *Austin Statesman*, later becoming Austin correspondent of the Houston Post, then owned by a stock company. The Post was suspended, however, until 1885, when a new company was formed with Col. Johnston, editor-in-chief.

Following death of his former associate J. L. Watson he became president as well as editor.

During his newspaper career Col. Johnston took an active part in the civic affairs of Houston, being a staunch supporter of the plan to bring deep water to Houston.

JOHN A. EUBANK

Houston Post and Richmond Times-Dispatch Veteran Dies

John A. Eubank, veteran newspaper man and formerly connected with the *Richmond Times-Dispatch*, died in Houston, Tex., at the home of a daughter, Mrs. F. R. Warn. Mr. Eubank was prominent in newspaper circles in Texas and Virginia, but recently retired from active newspaper work. He was in newspaper work for more than 40 years, beginning his career on the *Mexia* (Tex.) *Weekly Ledger* when he was 18 years old. At one time he controlled three small Texas newspapers.

After selling the *Corpus Christi Democratic Eagle*, Mr. Eubank went to Houston in 1902 and became associated with the *Houston Post* under Col. R. M. Johnston, where he remained for nearly 15 years. He was an editorial writer and also wrote a weekly lay sermon. After leaving the Houston Post, Mr. Eubank was associated with the Richmond Times-Dispatch, until his retirement, when he returned to Houston.

Northampton Veteran Dead

Edward C. Gere, 70, managing editor of the *Northampton* (Mass.) *Daily Gazette*, died at his home Tuesday morning after an illness of several weeks. Mr. Gere has been connected with newspaper work for more than 40 years beginning work as a typesetter when the Gazette was a weekly paper. Mr. Gere has served two terms on the city council and was a trustee of the Northampton State Hospital.

G. G. Martin, A. P. Man, Dies

George Greig Martin, 79, for 25 years in the New York office of the Associated Press, died at his Brooklyn home, Feb. 25. He came to this country from Scotland in 1850, settling in Milwaukee, where he started newspaper work on the *Milwaukee Sentinel*. He went to Chicago in 1865, and was for some years managing editor of the *Chicago Times*. Subsequently he edited the *Helena* (Mont.) *Independent*, *Chicago Evening Post* and *Chicago Evening Journal*. He joined the A. P. in 1894 and has been day editor and night editor in New York.

O. J. Houck, Intertype Man, Dies

Oliver Judson Houck, 46, well-known printer and representative of the Intertype Corporation, died Feb. 22, after a prolonged illness at his home in Hackensack, N. J. Mr. Houck served an apprenticeship as compositor on the *Albany* (N. Y.) *Evening Journal* in the days when the type for that newspaper was set by hand. In 1913 he became associated with the American Type Founders Company as salesman and erector for the Unitype machine, where he continued for four years. In 1917 Mr. Houck joined the sales organization of the Intertype Corporation, where he remained until his death.

Mrs. James W. Brown, Jr.

Mrs. Thelma Pitz Brown, wife of James W. Brown, Jr., promotion manager of EDITOR & PUBLISHER, passed away March 3, after several weeks' illness. Services were held Friday evening at the home of her parents in Kew Gardens. Interment on Saturday was private. Mrs. Brown, who was 23 years of age, is survived by her husband and an infant daughter.

Columbus Citizen Editor Dead

Howard P. Woodbury, editor of the *Columbus* (O.) *Citizen* since 1923 died at the Columbus Hospital on March 1, from peritonitis, which developed from acute appendicitis. Mr. Woodbury underwent an operation two days previous. He was 38 years of age and was taken ill at his desk. He joined the staff of the Citizen in 1907.

Young Indiana Publisher Dies

Royal E. Purcell, Jr., 28, one of the publishers of the *Vincennes* (Ind.) *Sun*, died March 1, of bronchial pneumonia. Twelve years ago he had suffered a stroke of paralysis, and since then had been an invalid.

Obituary

HARRY V. MORTHIMER, 64, city editor of the *Lehighton* (Pa.) *Evening Leader*, the past eight years died recently.

J. M. BLEDSOE, former publisher of the *Coos County American*, recently died at Myrtle Point, Ore.

CHARLES F. STEWART, 30, circulation distributor for the *Rocky Mountain News* and the *Denver Times*, was found dead in his automobile recently from a self-inflicted bullet wound.

B. P. KOLESKI, 39, former advertising manager of the *Catholic Bulletin* of St. Paul, died in Chicago, Feb. 21.

W. H. COATES, formerly foreman of the composing room of the *St. John Daily Sun*, and also employed on the *St. John Globe* and *St. Stephen* (N. B.) *Courier*, died recently.

W. F. HODGINS, 50, circulation solicitor for the *Portland Oregonian*, recently ended his life with gas.

GEORGE R. ALLEN, employed in the mechanical department of the *Boston* (Mass.) *Post*, died recently.

E. G. H. ADAMS, 72, died at Spring Valley, Minn., Feb. 24. For ten years he published the *Spring Valley Sun* and owned and operated a print shop 51 years.

GEORGE W. HOTCHKISS, 95, last of Chicago's gold seeking "Forty-niners" and an old time Chicago newspaper and trade paper man, died March 1 at his home in Evanston, Ill. Mr. Hotchkiss, after newspaper work in Chicago, founded the *Lumberman's Gazette*.

GEORGE HOMES MEYER, old-time San Francisco newspaper man and novelist and for eleven years secretary to the superintendent of schools, died recently at his home in Burlingame, Cal.

W. H. JEFFRIES, veteran newspaper man of Birmingham, died Feb. 27, of a heart attack. Funeral services were held Monday morning, March 1. He was at one time advertising manager of the *Age-Herald* and had served the paper more than 30 years.

LEMUEL NALL, 72, for 45 years a compositor on the *St. Paul Pioneer Press*, died in Seattle, Feb. 26.

CLIFFORD L. KING, dean of Taunton newspaper men and city editor of the *Taunton* (Mass.) *Daily Gazette*, died at his home in Raynham last week. Mr. King has seen service on the old *Taunton News*, the *Taunton Herald* and later the *Taunton Herald-News*.

HARRY BRETZ, assistant city editor of the *Toronto* (Ont.) *Mail and Empire*, was struck by an automobile as he alighted from a street car on his way home from work and sustained internal injuries from which he died a few hours later.

FRANKLIN SANSOM, 74, for more than 40 years editor and publisher of the *Indiana* (Pa.) *Democrat*, died Feb. 27.

CAPT. ASHLEY BROWN, 85, veteran of the Civil war, for more than 30 years connected with the editorial staff of the *Dayton* (O.) *Morning Journal*, died Feb. 25 at the National Soldiers' Home, Danville, Ill., where he had been a member seven years.

WILLIAM J. BLACK, 50, Michigan newspaper writer, died at his home in Detroit Sunday morning. He was for many years on the editorial staffs of the *Detroit Tribune*, *Free Press*, *Journal*, and *News*.

JOHN W. WRIGHT, 65, city editor of the *Knoxville* (Ia.) *Journal* 25 years, formerly associated with the old *Des Moines Leader*, the *St. Louis Republican*, died Feb. 24 at his home in Knoxville.

WILLIAM I. STERETT, 73, pioneer California printer, died in San Francisco, Feb. 22.

J. CRAWFORD JOHNSON, 54, for 36 years a reporter on the *Norristown* (Pa.) *Times-Herald* and the former *Norristown Herald*, died March 1.

EIGHT STATES SHO LOSS OF 64 DAILIES

U. of Missouri Survey Also Rev Strong Movement Away fro Political Partizanship—Penn-sylvania Loses 41

A decrease in the number of d newspapers in the United States and increase of independent dailies at the pense of partisan newspapers are the standing tendencies of the journal field, as shown by a survey just c pleted by the University of Missouri.

Eight states were included in the vey—Missouri, Pennsylvania, Califo Montana, Minnesota, New Hamps New York and Georgia.

There were 66 fewer daily newspa in the eight states in 1925 than in 1 The greatest loss was shown in P sylvania, with a decrease of 41. fornia was the only state to show a during the decade, showing an increa 9 dailies. Georgia and Minnesota sh no change in their totals.

The loss in the Democratic dailie the eight states was 54 and in Repub dailies 34. The Progressives lost papers, and the smaller groups a number. The loss was partly bala by an increase of twenty-three pendent dailies.

The latter figure is of significanc the survey shows that in 1915, 48 787 dailies, or more than 61 per claimed some sort of political allegi Ten years later less than 53 per cen 381 out of 721, were partisan papers.

Of the large cities of the country, York, Boston, Cleveland, Los An and Baltimore, in the order na showed increases in the total numb papers from 1915 to 1925, while P delphia, Chicago, St. Louis and burgh showed losses.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

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BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, RICHMOND, ATLANTA, BUFFALO, PITTSBURGH, CLEVELAND, DETROIT, CHICAGO, CINCINNATI, ST. LOUIS, MILWAUKEE, MINNEAPOLIS, KANSAS CITY, DES MOINES, DENVER, LOS ANGELES, SAN FRANCISCO, PORTLAND, SPOKANE, WINNIPEG

DAILY PAPERS FROM OTHER CITIES
HOTALING'S NEWS STAND
BROADWAY AND 43RD ST.
NORTH END THE TIMES BUILDING

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street a Broadway . . . Here is a mammoth news stand which sells newspapers from eve city in the world. . . Every town has similar stands, but none as huge as t and none as varied and as picturesque in its patronage."
—*Boston Transcript, Oct. 29, 1*

HOTALING'S NEWS AGENCY, 308 WEST 40th STREET, NEW YO

FROM PRODUCER TO CONSUMER

NEW ENGLAND

EFFICIENCY HAS INCREASED

New England has taken a determined step toward increased efficiency and the efforts have produced notable advancement in marketing, distribution, sales promotion and business management.

Transportation facilities are now so efficient that merchandise can be moved quickly to prevent the tying up of excess stock.

Labor has cooperated in modern scientific methods for increasing output, with the result that labor is now receiving the highest wage in industrial history.

With the natural reaction for good that comes of cooperation, the increased returns from labor have augmented purchasing power to enormous proportions.

It is natural that advertising should improve concurrently with the other factors necessary for sales promotion, for the message must be properly presented to the consumer. And advertising, with an improved standard of merchandise and better sales promotion, has a finer message to deliver.

Care should be exercised in the selection of the medium through which your advertising is to be presented.

New England is a prolific territory, with the greatest per capita purchasing wealth of the country.

The New England newspapers are home papers.

These Newspapers Cooperate in sales promotion.

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
*Attleboro Sun	(E)	5,778	.03	.03
*Boston Globe	(M&S)	284,318	.50	.50
*Boston Globe	(S)	331,259	.55	.55
*Boston Transcript	(E)	31,978	.20	.20
†Boston Post	(M)	378,597	.60	.60
†Boston Post	(S)	342,318	.55	.55
*Fall River Herald	(S)	16,245	.06	.06
*Fitchburg Sentinel	(E)	11,603	.06	.045
*Haverhill Gazette	(E)	15,729	.065	.05
*Lynn Item	(E)	16,437	.06	.045
†Lowell Courier-Citizen and Evening Leader	(M&E)	21,194	.07	.07
*New Bedford Standard Mercury	(M&E)	32,111	.10	.10
*New Bedford Sunday Standard	(S)	27,392	.10	.10
*North Adams Transcript	(E)	9,717	.04	.035
*Pittsfield Eagle	(E)	16,712	.05	.05
*Salem News	(E)	21,199	.09	.07
*Taunton Gazette	(E)	8,970	.05	.035
*Worcester Telegram-Gazette	(M&E)	91,768	.26	.23
*Worcester Sunday Telegram	(S)	50,079	.19	.16

NEW HAMPSHIRE—Population, 443,683

		Circulation	2,500 lines	10,000 lines
*Concord Monitor-Patriot	(E)	5,041	.0375	.025
†Keene Sentinel	(E)	3,806	.036	.023
†Manchester Union Leader	(M&E)	29,422	.13	.10

RHODE ISLAND—Population, 604,397

†Newport Daily News	(E)	6,460	.0336	.0293
*Pawtucket Times	(E)	26,612	.07	.07
*Providence Bulletin	(E)	66,403	.18	(B).25
*Providence Journal	(M)	37,839	.11	(B).25
*Providence Journal	(S)	65,304	.18	.18
*Providence News	(E)	29,421	.08	.08
†Providence Tribune	(E)	22,049	.10	.09
*Westerly Sun	(E&S)	4,476	.025	.025
*Woonsocket Call	(E)	13,959	.05	.05

VERMONT—Population, 352,428

*Barre Times	(E)	7,131	.03	.025
†Bennington Banner	(E)	3,132	.0125	.0125
Brattleboro Reformer	(E)	3,370	.03	.0175
*Burlington Free Press	(M)	13,030	.05	.05
*Rutland Herald	(M)	11,038	.04	.04
St. Johnsbury Caledonian-Record	(E)	4,046	.0214	.015

CONNECTICUT—Population, 1,380,631

		Circulation	2,500 lines	10,000 lines
*Bridgeport Post-Telegram	(E&M)	43,008	.15	.15
*Bridgeport Post	(S)	20,827	.10	.10
*Hartford Courant	(M)	37,412	.08	.08
*Hartford Courant	(S)	54,087	.11	.11
†Hartford Times	(E)	50,354	.13	.13
*Middletown Press	(E)	8,214	.0325	.03
†New Haven Register	(E&S)	44,406	.13	.12
*New London Day	(E)	12,339	.07	.045
†Norwich Bulletin	(M)	12,757	.08	.05
*Norwalk Hour	(E)	6,069	.04	.04
†South Norwalk Sentinel	(E)	4,873	.035	.025
*Stamford Advocate	(E)	10,033	.05	.04

*A. B. C. Publisher's Statement, September 30, 1925.
†Government Statement, September 30, 1925.
(B) Combination rate Daily Journal and Eve. Bulletin.

WHAT'S WHAT IN THE FEATURE FIELD

Syndicates Acquire Exclusive Rights to Arctic Exploration Stories—
New Service Offers Weekly Supplement for Children—
James M. Lynch Writes Labor Series

A HALF-DOZEN or more arctic expeditions will get under way this spring and summer and all are attempting to sell exclusive newspaper rights to their stories. Some have succeeded, announcements this week show.

The North American Newspaper Alliance has purchased the news rights to the expedition headed by George H. Wilkins, who is in Fairbanks, Alaska, now, planning to start an airplane flight to the North Pole in two or three weeks' time.

The *New York Times* has obtained publication rights in America of the Amundsen-Ellsworth expedition, which will use a dirigible airship; Lt. Commander Richard E. Byrd, U. S. N., using airplanes; and a French expedition, which will attempt to reach the Pole by motor sledges with airplane assistance.

Publication rights to the story of the Amundsen-Ellsworth expedition have been obtained by the New York Times in association with the *St. Louis Globe-Democrat*. The stories of the French polar expedition and of the Byrd expedition have been obtained in association with the *St. Louis Post-Dispatch*. The news of the three expeditions will be syndicated to a selected group of newspapers in other parts of the United States through Current News Features of Washington, D. C.

It is known that the so-called Collegiate Expedition to the Arctic made up of eastern college alumni has offered to sell the newspaper rights to their proposed adventure next June for $10,000. EDITOR & PUBLISHER was unable to learn this week whether or not the offer was accepted.

One syndicate, not wishing to disclose its name, has obtained an option on the North Pole airplane flight proposed by Lt. Leigh Wade, the "'round-the-world flyer." Lt. Wade is seeking to raise $100,000 with which to build airplanes.

The McClure Newspaper Syndicate announces a boys' and girls' feature called "Through the Arctics with Commander Donald B. MacMillan." MacMillan has explored Finlay Land, Ellesmereland, North Cornwall, has visited the Northern headquarters of all the famous Arctic explorers, crossed Smith Sound ten times and has studied thoroughly the Smith Sound Esquimaux. This series will run daily in 30 instalments.

Daily Feature Newspaper Service, New York, a newcomer in the syndicate field, is offering "Junior Weekly," a tear-out supplement for child readers. It is a four page tabloid made up to be printed as two pages of any full size newspaper. The feature is furnished in matrix form.

Harold C. Trowbridge, executive editor, is a son of the late John W. Trowbridge, who was art director of the Hearst syndicates.

Humor is in charge of Thomas E. McGrath, who was with the International Syndicate, Baltimore, in that capacity, and prior to that with the American Press Association.

Ferd Long of the *New York Evening World* staff of comic artists contributes a strip each week, and Florence Clark, formerly of the Evening World is man aging editor.

The contents cover the general field of girls' and boys' interests and pastimes. The matter is all original, and Mr. Trowbridge has organized a world-wide staff of correspondents who will furnish, through Junior Weekly, articles with appeal to boys and girls of school age.

The McClure Newspaper Syndicate is offering a series of short weekly articles entitled "Speaking of the World's Work" by James M. Lynch, president of the International Typographical Union, and former chairman of the New York State Labor Commission. The series is scheduled to run for a year.

Miss Frances McDonald is authoress of "Are You Afraid of Marriage," a new daily feature added to the list of Current News Features, Inc., New York.

Sir Philip Gibbs will write a new series of 10 weekly articles for the McClure Newspaper Syndicate, New York, the first he has written expressly for newspapers since his "Adventures in Journalism."

Edgar Guest, Detroit poet, has just completed a lecture tour of the South and has gone to Palm Beach, Fla., to spend the remainder of his winter vacation. Mr. Guest's verse is distributed by the George Matthew Adams Service, Inc., New York.

Ed Wheelan, creator of "Minute Movies," handled by the George Matthew Adams Service, Inc., New York, is vacationing in Miami, Fla.

Graham Hunter, Chicago cartoonist, has signed a long time contract with the McClure Newspaper Syndicate, for distribution of his comic strip "Jolly Jingles."

Don Herold has signed a two-year contract with the New York Herald Tribune Syndicate and will begin April 1 writing a weekly article illustrated by himself under the heading "Don Herold's Corner."

The McClure Newspaper Syndicate is offering a symposium on "How to Secure World Peace" by a number of eminent figures in the public eye including Nicholas Murray Butler, president of Columbia University, Admiral Fiske, U. S. Navy, Gen. Robert Lee Bullard, U. S. Army (retired), Owen D. Young, chairman of the board of directors of the General Electric Company, William Green, President of the American Federation of Labor, Rabbi Stephen S. Wise, noted New York divine, and others who will discuss this subject from the different angles of their respective callings.

Barry Duffer, cartoonist of "McDuffer" of the Associated Editors Syndicate, is to be honor guest of a group of golfers who plan to play the courses of 17 cities in the south.

Laurence Stallings, literary editor of the New York World, has been granted a leave of absence to write a new moving picture scenario. Harry Salpeter, his assistant, has taken over Stallings' column "The First Reader," handled by the New York World Syndicate.

The McClure Newspaper Syndicate will offer a symposium on "Your Marriage Problem" by a group of prominent English authors including Ruby M. Ayres, Baroness Orczy, Cynthia Stockley, Mrs. Cecil Chesterton, Mrs. Bellocc-Lowndes, Vere Hutchinson (wife of A. S. M. Hutchinson, author of "If Winter Comes"), Maude Royden and May Edginton. The English symposium will be followed by a symposium on the same subject by a group of well-known American writers including Corinne Roosevelt Robinson, sister of President Roosevelt, Bessie Beatty, former editor of *McCall's Magazine*, Gloria Swanson, Isabel Paterson, well known book reviewer and author of "The Fourth Queen," Mary Marshall, fashion authority, and Ida Clyde Clarke, editorial writer of *Pictorial Review*.

MALT ADVERTISING LEGAL

Judge's Decision Favors Birmingham (Ala.) Post in Test Suit

The right of the *Birmingham* (Ala.) *Post* to print advertisements of "Blue Ribbon Malt Extract" was sustained in chancery court Feb. 25, in a decision handed down by Judge William Walker.

The decision followed an injunction hearing on a petition filed against the Post, following publication of one of the company's advertisements, Feb. 23. The state contended that malt syrup and malts could not be advertised under a recent legislative act making it unlawful to advertise prohibited liquor or intoxicating beverages.

Attorneys for the Post contended that the advertisement did not come under the statute in question.

Defense attorneys showed that in its present form malt syrup or malt could not be used as a beverage or drink and that in its present form it is not intoxicating. They pointed out that it had the same status as corn or sugar and that if the statute prohibited the advertising of malt it might prohibit the advertising of any other product which could possibly be used in making prohibited beverages.

Judge Walker ruled:

"This malt in its present form is neither a beverage or an intoxicating drink. This statute should be strictly construed and in doing so the grounds in the complaint are not well taken. There are many substances that are advertised from which intoxicating beverages can be made, but which in their present form are harmless.

"The injunction is therefore denied."

This was the first time that such a case had been brought in Alabama.

MEXICO LINKED WITH U. S.

Agreement Reached Between Western Union and President Calles

An agreement, subject to approval of President Calles and the boards of the Western Union and the Mexican Telegraph Companies, will result in establishment of communication without relay between the United States and Mexico for the first time in history, it was announced this week. No opposition to the agreement is expected.

Negotiations were concluded by J. C. Willever, commercial vice-president of the Western Union Telegraph Company, who wired Newcomb Carlton, president, that the new arrangement means that Mexico City has been placed as close to New York telegraphically as Chicago or Boston.

From the Linotype Mailbag

MODEL 26

" the best money maker"

"On July 29th we installed one Model 26. We have kept this machine busy 98 per cent of the time since its installation, and it has been the best money maker of our battery of eight machines.

"We want you to know how we appreciate your efforts to better the production of your machines and uplift the printing industry, and assure you that any time you desire to send a visitor to our plant to look over our machines in operation, you are at liberty to do so."

McCarthy Typesetting Company
Chicago, Ill.



A SINGLE
ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their respective fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

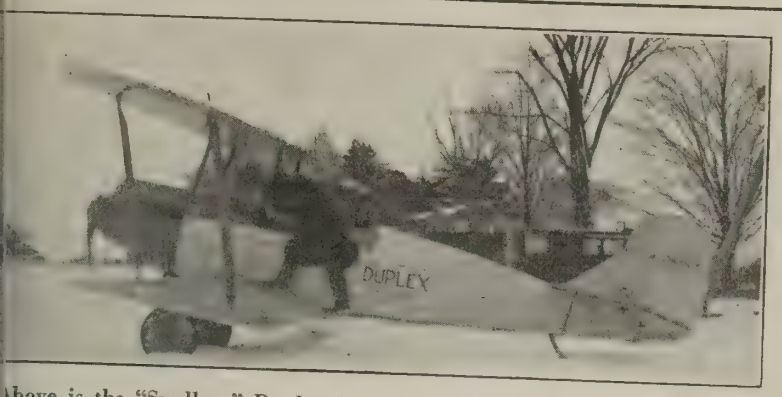
Full Page ..... $280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page ..... 82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

Editor & Publisher
1700 Times Building
Broadway at 42d St.
New York, N. Y.
Telephones:
Bryant 3052 - 3053 - 3054 - 3055 - 3056
Cable Address: EDPUB, NEW YORK

Advertising World
14 King Street
Covent Garden, W. C. 2
London, England
Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON

AERIAL FIRST AID TO PUBLISHERS



Above is the "Swallow," Duplex Printing Press Company's emergency de- plane which has been in use for some time to rush important press parts blishers in need. When not thus employed, I. K. Stone, president of the ex company, uses the ship for business trips. The picture, taken recently, Mr. Stone getting aboard for a mid-winter trip, undaunted by the snowy landing field. Lloyd Yost is pilot.

AND CANADA JOIN USH FOREST WEEK

, Pulp and Paper Men Meet in York to Discuss Co-operation Widespread Observance April 18-24

for co-operation between the States and Canada for observing Week, April 18-24, were discussed in New York by representatives countries interested in lumber, d paper, meeting with Royal S. secretary of the News Print Bureau and the American Forest ommittee.

will be an interchange of utilization of radio and moving and appointment of local com- n every state and province, mak- st Week this year the first inter- effort to save the forests of merica for the people of North " Mr. Kellogg said to EDITOR ISHER following the meeting.

attending were A. E. Cadman, secretary of the Canadian Pulp er Association; J. N. Stephen- or of the *Canadian Pulp and agazine;* D. Roy Cameron, as- director of forestry, Dominion ervice; Miller Hamilton, secre- he American Forest Week com- Theodore Knappen, research di- the National Lumber Manu- Association; Ed Hunter, edu- director, and D. E. Hutchinson, on representative of the As- Advertising Clubs of the World.

A. C. W. is backing Forest d C. K. Woodbridge, president, a message to club presidents, em to devote a meeting during of April 18, to the observance an Forest Week, in conformity plans of the American Forest nmittee.

's of the American Forest Week are: Mr. Kellogg, Mrs. John Sherman, president of the ederation of Women's Clubs; Compton, National Lumber rers Association; William B. hief of the United States Forest nd Elbert H. Baker, represent- merican Newspaper Publishers n.

mmittee on Reforestation of the Advertising Clubs of the Malcolm Muir, chairman; Rogers, *Boston Transcript;* Hodges, Frank A. Munsey J. C. McQuiston, Westing- tric & Mfg. Company; James rown, publisher, EDITOR & ; F. D. Zimmerman, Con- l Company, Denver; Shirley erman Clay & Co., San Fran- S. Durstine, Barton, Durstine New York; Harry C. Mac- alker & Co., Detroit; F. W. Stewart, Cluett-Peabody Co., of Canada, Ltd., Montreal.

FLORIDA DAILY MOVES

Daytona Beach Journal Printing From Newly Equipped Plant

The *Daytona Beach* (Fla.) *Journal,* only morning newspaper in the Halifax country district of Florida, has moved into its new building on Orange avenue.

The building was constructed especially for the Journal and is one of the model plants of Florida. The business, advertising and circulation offices are on the ground floor, with the press room in the rear.

The news room, engraving plant, photographer's darkroom, composing room, and publisher and editor's offices are on the second floor.

Equipment for the paper is new throughout. A battery of six new Intertypes has been installed, and a new tubular press is in operation.

Horace E. Loomis, former business manager of the *Miami Daily News,* recently became publisher of the Journal. R. H. Dunlap, former advertising manager of the Miami Daily News, is business manager, and Sam M. Ballard, former city editor of the Miami News, is editor.

Complete reorganization of the news department has been effected by Mr. Ballard during the last two months. Ross Doyle, city editor, has come from the *Pittsburgh Chronicle-Telegraph;* John Denson, news editor, has come to Daytona Beach from the copy desk of the *Philadelphia Public Ledger;* James Bechtel, from the *Daytona* (O.) *Journal;* Thomas Daily from Tampa, Fla., where he went from the Dayton Journal; and Robert R. Read, sports editor, from Columbus, O., where he formerly was sports editor of the *Ohio State Journal.*

A. C. Clark, formerly composing room foreman of the Miami Daily News, is composing room superintendent of the Journal. Walter Hanna, Nancy Lee O'Neal, and James P. Robinett, formerly of the Miami Daily News advertising staff, are now in the advertising department of the Journal.

Correction

Bert L. Kuhn, American correspondent who died in Shanghai recently was representing the United Press in that city instead of International News Service as reported in EDITOR & PUBLISHER last week.

Fire Delays N. Y. City News Assn.

Fire in the Park Row Building, 15 to 21 Park Row, New York, interrupted service of the New York City News Association for one hour, Feb. 27.

Figures don't lie—not in short skirts.—*Columbia Record.*



ZOË BECKLEY

ZOË BECKLEY'S CORNER is a brisk, newfashioned "help column" of forthrightness and common sense. It is about 500 words long and runs six a week. Questions from readers, and human problems that crop up in the day's news, supply its subjects.

Everybody has problems and everybody needs a friend whose advice is sound, cheerful, practical and from the viewpoint of today. But everybody does not always seek this friend among the homefolks for reasons various and sundry—as Zoë Beckley's letters from readers attest. In her they find a woman of experience and judgment, of wide contacts and warm understanding, one who knows life from every angle—office-grind to globe-trotting; meetings with celebrities and minglings with the so called "common herd." It is the "common herd" that Zoë Beckley loves and speaks to, for whose troubles she has the answer—or the philosophy that eases the unanswerable.

THE CORNER fits equally well upon Magazine or Editorial Page, drawing followers of every type and both sexes.

After a dozen years of continuous journalism, when the New York Evening Mail raised her salary to a new high mark, the business manager said, "Don't thank the paper; the paper thanks you."

Which tells her story as a circulation-getter.

Write for price and sample releases

Famous Features Syndicate, Inc.

1819 Broadway, New York, N. Y.



Tom Flanagan, *Daily Mirror*, and Harry Warnecke, *Daily News*, inspecting smashed cameras.

NIGHTSTICK CENSORSHIP IN PASSAIC STRIKE

(*Continued from page* 5)

along interested as any boy would be in the excitement."

In telling her story to EDITOR & PUBLISHER, Miss Dayton also stressed the fact that the police were given no occasion to strike out at the newspaper men.

"I realize that reporters and photographers sometimes are provocative," she said. "But such was not the case in this instance. We were not hindering the police in any way. There was no reason for their act except an evident wish to take our notes away and frighten us into keeping quiet.

"I had names and addresses of strikers attacked in my notes that were torn up. Mr. Allen's notes were also taken from him and thrown away. The policemen just seemed to go wild."

Miss Dayton, whose full name is Dorothy Dayton Jones, came to New York originally from Texas, where she worked on the *San Antonio Express*. Before joining the Sun staff last September, she worked for the *Oklahoma City Times*, where she exposed conditions in the state penitentiary.

Newspaper men who asked questions were pushed on by the vigorously wielded batons while policemen swore and called them "nosey," according to the *New York Times'* account of the Clifton attack.

During the mêlée flashlights began to pop like cannon shots, and it was then that Captain of Detectives Battello ordered his men to prevent the camera men from making pictures of the scene.

Thomas Flanagan, news photographer for the Daily Mirror of New York, was the first cameraman attacked by the police. "There he is," shouted one patrolman. "Let's get him." Flanagan, who had been warned that the police would "get him," was unable to escape as a motorcycle patrolman grabbed his left hand and a bluecoat seized him by the right. One closed in on him from the rear. He was beaten over the back and shoulders, his camera smashed and two policemen rushed him several hundred feet. This incident was observed by Carl W. Fasold of the Pathé News, who was slowly grinding foot after foot of the scene. Five patrolmen observed him at about that time, and while two grabbed the motion picture camera, the others beat Fasold and pushed him down the street. They smashed the camera against the pavement.

Harry Warnecke, photographer for the Daily News, had just snapped a picture of the assault on Fasold when six policemen turned on him, tore the camera out of his hand, banging him over the knuckles with their sticks when he clung to the box. Fasold saw the valuable lens roll down the street. He sprinted after it, and just as he picked it up, a policeman hit him over the fingers with a club, lacerating his hand. The lens fell to the ground and the policeman pitched it down the street.

John Painter, a Fox news reel photographer using a $2,500 Akely camera was set upon from behind by patrolmen, who wrenched the tripod and used it as a lever with which to batter the camera to a mass of junk.

By this time the crowd was jeering and howling, and other patrolmen dispersed group after group with clubs. Three camera men held the fort from roofs and fire escapes trying to get pictures for their papers.

Fred Must of the New York Daily Mirror was the young man who jumped into a kitchen to escape the police. He threw his camera under a couch and argued the frightened woman into returning to her duties instead of calling the police.

Arthur G. Miller, photographer for the *New York American*, jumped fifteen feet off a fire escape to get away from the policemen. He escaped after scaling several fences, his camera intact.

Julius Geller of the *Evening Graphic* was beaten over the back while taking a picture, but he escaped in a store and saved his camera.

A newspaper man who asked a policeman to show him where the city line began, was beaten over the back by the officer.

Otto Bauman of the New York Daily Mirror was knocked down by a policeman, but saved his camera. Fred Delavan, another camera man, was beaten and his box smashed.

Selmar Shuecken, a reporter for the *New York Volkszeitung*, a German Communist daily, was struck by a policeman's club.

Newspaper men of Passaic also were victims of police clubbings.

Edwin Williams and Ellis Rawnsley of the *Passaic Herald* were hit by nightsticks. Richard Cole, of the same newspaper, was bundled off his feet by the cops.

Michael Supko, *Passaic News*, was thrown into the crowd by the police, and D. Arthur O'Brien, also of the News, had his notes snatched from him.

The story printed by the *Passaic Herald*, accused by strike leaders as being mill-owned, asserted that the Clifton police used "night sticks on men and women." A Herald staff man reported he had seen six women beaten by police.

The Passaic News story on the riot stressed an assertion to the effect that the strikers were blocking traffic, were ordered to disperse by the police, and refused.

The manner in which the story was handled by certain New York newspapers was held to be "a contemptible practice in journalism" by R. E. Lent, *Passaic News*, in a statement to EDITOR & PUBLISHER.

"Certain of the New York newspape of the less conservative type are wilfu besmirching the fair name of our ci by misrepresenting the actual situation it exists here," he charged.

"Up to the present time there have be no casualties, and not a single hospi case. The Passaic police have been e tirely successful in preserving law.

"Some of the papers have been gui of what I consider a contemptible pra tice in journalism, in that pictures sho ing peaceful crowds have been caption in such a way as to give an entirely d ferent impression. The fact there h been no hospital case is sufficient pro that the police have acted fairly."

William M. McBride, editor of t *Passaic Herald*, said to EDITOR & PU LISHER:

"Back of the police attack on t camera men was, I imagine, a resentm

(*Continued on page* 45)

TAMPA MORNING TRIBUNE
"So. Florida's Greatest Newspaper"
Established 1894
CIRCULATION
SUNDAY..59,202 DAILY..34,321
In addition to complete coverage in Florida's industrial and commercial city, the Tribune covers 190 cities and towns in twenty-four South Florida counties—the heart of the most rapidly growing and wealthiest section of Florida. This territory includes the rich industrial citrus, phosphate and truck-raising district of the State.
The Tribune stands TWELFTH among the newspapers of the United States in volume of advertising printed during the year 1925—21,650,678 lines.
Only one New York newspaper and only one Chicago newspaper printed more advertising in 1925 than the Tampa Tribune
The S. C. Beckwith Special Agency
National Representatives

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
QUALITY MARK SERVICE FAME CLINE WESTINGHOUSE
Cline-Westinghouse Double Motor-Drive with full automatic push button control
is used by
Rockford Register Gazette
Rockford, Ill.
Ask them about it.
CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

DO YOU NEED A TRAINED MAN?
The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper magazine and advertising men wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.
If you expect a vacancy, please write Robert B. Tarr, Director Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac Michigan.
NO CHARGE TO EMPLOYERS.

If Quality
of circulation is your first consideration
The Evening Star.
With Sunday Morning Edition
Washington, D. C.
will have your preference—same as it has the preference of practically everyone in the National Capital.
The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.
New York Office — 110 E. 42nd St.
Dan A. Carroll
Chicago Office — Tower Building
J. E. Lutz

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION
Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.
Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

Item-Tribune
MORNING-EVENING-SUNDAY
COMPLETE COVERAGE
at one cost
95,000 circulation—20c a line week-days
Cover New Orleans At ONE Cost

first! in OHI
21,544,376 Lines
Dispatch advertising record for 192 which was the greatest year in Dispatch history. This newspaper le all other Columbus newspapers com bined by 3,680,065 lines and wa first in the state of Ohio leading th second paper by 2,648,383 lines.
NET PAID CIRCULATION
CITY 54,65
SUBURBAN 26,63
COUNTRY 22,23
Total Circulation..... 103,52
Columbus Dispat
OHIO'S GREATEST HOME DAILY

STAFF MAY PURCHASE KANSAS CITY STAR

(*Continued from page 3*)

First and primarily, the Star; second, the Sni-a-Bar farms, dedicated by Mr. Nelson to the improvement of the live-stock industry; third, art and the promotion of art appreciation in Kansas City and the southwest; and fourth, the prosperity and upbuilding of Kansas City. In all of these interests she was carrying on the work that had been started by her father and that she felt it her duty to develop. It is impossible to understand the later years of Mrs. Kirkwood's life without a knowledge of her earlier years when she was the companion and chum of the great editor.

In an apartment at 11th and Central streets, Feb. 14, 1883, the Nelsons' one child was born.

As the family prospered with the growth of the Star, the Nelsons went to live at the Coates House. There are still residents of Kansas City who recall the little, restless black-haired girl who used to be flying around the old hotel, an eager, sensitive child.

Mr. Nelson disliked hotel life. The summers were hot in town. Out in the country, far beyond the city limits, he bought a farmhouse with ten acres of ground. This house he made over as a sort of summer camp. It was the beginning of Oak Hall.

In 1894, when Laura was 11 years old, the family went to Paris, where the girl was put in school. From this center frequent excursions were made to England and the continent. The father gave attention to the language and picked up a good reading knowledge of French while his daughter was learning to speak it.

She would go with him as interpreter, "but," she explained later, "Dad always knew what was said, and if I didn't translate accurately he would correct me."

After a stay of two years in Europe the family returned to Kansas City. The growing companionship between father and daughter was continued in letters when they were separated. The letters were invariably written in lead pencil on scratch paper at the editor's office.

The next two years Laura spent in the Barstow School in Kansas City. In the fall of 1898, when she was 15, she was placed in Miss Emerson's School in Boston. It was the first real separation and to the parents it was heart-breaking. The daughter, too, was homesick and unhappy away from father and mother.

The daughter finished at Miss Emerson's and once more was back home with her parents at Oak Hall. More than two years later she went to Europe, taking as companion a woman who had been one of her instructors at Boston. Study and travel into remote corners prolonged this trip to more than a year.

Laura and her companion proposed a journey into remote parts of ancient Greece, to which the father, at first dubious, gave finally hearty assent. But he made it an occasion for another preachment on the prudent use of money.

The years abroad were years of great adventure for Laura Nelson. She was particularly fond of telling this story of one of her adventures. It was characteristic, for it revealed her daring spirit. "My companion, a former teacher, and I," she said, "had been traveling in the south of France. Dad thought I was fairly safe, for he had given me my allowance and had told me it must do for the next six weeks. We were in Marseilles when it occurred to me it would be a lark to start for the unknown.

"We were traveling light, each with a handbag. We got our bags and went down to the harbor. A steamer was lying there, evidently just ready to sail. We didn't know what its name was or where it was going, but we hired a boatman to row us out. We got on board. It was a freighter bound for Egypt, and there were no passengers. But we persuaded the captain to take us.

"We had a glorious time, but rather uneconomical one, for we planned to be gone three months, and I had to make my allowance do for twice as long as I had expected. We came back through Spain. When we reached Madrid we were flat broke. I managed to borrow money from the hotelkeeper to pay our fare to Paris. I've always had great admiration for that hotelkeeper. He was taking a chance, but he was game."

Laura Nelson's wanderings abroad were ended by her marriage. In 1905 a young man from Baltimore, Irwin Kirkwood, had come to Kansas City to go into the real estate business. Being from Maryland, he was an enthusiastic horseman. At the Missouri Hunt and Polo Club one afternoon soon after his arrival he had met the editor's daughter. They were married November 15, 1910, in New York City, by the then rector of Trinity, the Rev. W. T. Manning, now Bishop of New York, in the presence of Mr. and Mrs. Nelson and a few friends.

After the marriage, Mr. and Mrs. Kirkwood settled in Kansas City. Their interests were absorbed in the Star and in the other enterprises Mr. Nelson had on foot. Especially were they concerned with the progress of the Sni-a-Bar farms, where he had started an elaborate experiment in building up a pure-bred herd of short-horn cattle with the use of pure-bred sires and grade cows. They made a journey to England to buy pure-bred bulls for the herd.

When the war began in 1914, a Red Cross chapter was organized in Kansas City, and it was decided to raise a fund to use in Red Cross work abroad. Mrs. Kirkwood became president of the Kansas City Chapter and was in direct charge of the raising of the money. The first of the great war drives was put over successfully in Kansas City under her direction.

The winter that followed was one of unemployment and distress. The plight of the sufferers appealed to Mrs. Kirkwood and she established as a personal gift a kitchen, where hot meals were served free to all who asked.

Here it may properly be said that the very large contributions made in the name of the Star to the war funds and later to the allied charities, were given by Mrs. Kirkwood out of her personal income. She was always eager to help every worthy cause to the extent of her ability —and beyond.

Mr. Nelson died April 13, 1915. Under the provisions of his will Mrs. Nelson and Mrs. Kirkwood became trustees for the estate. On them developed the management of the Star, the Sni-a-Bar farms and extensive holdings in real estate.

It was their announced purpose to continue the Star on the lines laid down by Mr. Nelson. They were actively concerned with the standards of public service and of good taste he had established.

One of the important achievements in this period was the obtaining of the services of Theodore Roosevelt as contributing editor in 1917.

This, Mrs. Kirkwood felt, would be a great contribution toward helping arouse the American people to the immense war task before them. In an interview in EDITOR & PUBLISHER, in September of that year, Mrs. Kirkwood set forth ideals which animated her and her mother. Speaking of the Roosevelt contributions she said:

"This is in line with my father's ideals. He saw, always, in the Star an instrument of public service—nothing less, nothing more. He left a great legacy to the Star family—a newspaper which had won its place through absolute independence, owing no allegiance to any private interest, holding no grudges against individuals, weighing nothing as gain which did not contribute to civic betterment. The Star was always fighting, but it never fought for anything in which my father did not believe with all of his big mind and heart. Whether the Star's fights were won or lost did not matter so much to him as the facts that they were made, and made with all his power he could summon.

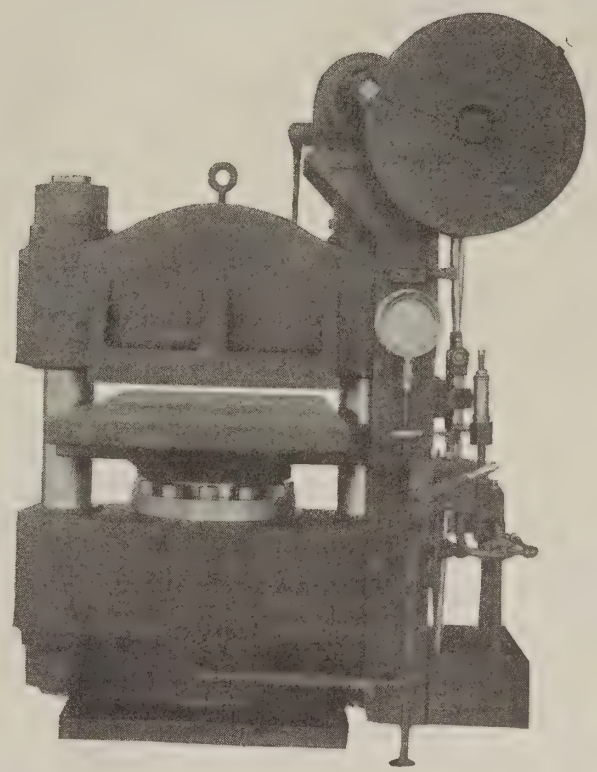
"It seems to us who are trying to carry on his work that in leaving the Star to us of the Star family he left more than a great property—he transmitted to us a great ideal something—if I may use such

(*Continued on page 44*)

BIROTADRUCK

(Bi-rota-druck)

Hydraulic Matrice Press and Process



Direct Pressure Matrice Die Embossing

The American Birotadruck matrice press and process is a hydraulic direct pressure matrice moulding press and process —definite in all its functions moulding a perfect die cut and embossed mat ready for the casting box without loss of time. Through the Birotadruck method pressure on the machine is under complete control, without slip, drop or vibration and may be maintained indefinitely.

No More Crushed Type or Blurred Pages

Any desired pressure may be obtained without injury to type or illustrations. Under the Birotadruck process half tone illustrations are embossed and the matrice die sunk simultaneously with the moulding operation. The plate cast in the casting box carries a mechanical reproduced embossing, sinking the high lights and raising the deep tones on half tone photo engravings, thus securing the same effect on rotary printing presses as obtained by underlaying cuts and overlaying tympan on flat bed and offset presses.

No Change in Equipment

There are no changes necessary on presses, stereo or other equipment. The Birotadruck Matrice Press and Process takes the place of Matrice Rolling machines and adds refinements and features not heretofore available in matrice moulding.

Either wet or dry mats may be used with full success.

The Birotadruck Press and Process

is the recently perfected European newspaper picture printing process now being used by a number of Continental European Daily newspapers. By this hydraulic press and process clean, deep cut mats are produced in from thirty to forty seconds. The operation is simple and "fool proof" and automatic in control. The American Birotadruck Company has further perfected the original press and it is built to American standards in this country.

Installations have been made on the plants of the New York Times, New York Herald-Tribune, Boston Globe, Dallas News and machines are being built on orders from other metropolitan newspapers.

For sample of pages produced under actual working conditions and other information, address

AMERICAN BIROTADRUCK COMPANY, Inc.

Suite 1202

120 West 42nd St. New York City

STAFF MAY PURCHASE KANSAS CITY STAR

(*Continued from page* 43)

a phrase—of even more spiritual than material value. It was a big burden to lay down—a big one to take up and carry forward."

The interviewer added that Mrs. Kirkwood recalled that one of her father's favorite maxims had often puzzled her. He was in the habit of saying: "We must make the Star interesting to the streetcar driver's wife." Just why he had in mind this particular type, she never understood, but as she grew more familiar with his ideals in newspaper making she realized that he was always aiming to keep the Star on the plane of human appeal, and determined that it should not become in any sense a class newspaper.

With the death of Mrs. Nelson in 1921, Mrs. Kirkwood became sole trustee for the estate, and Mr. Kirkwood the active editor. She was anxious to get in as close touch with the newspaper as possible. A function which she established and maintained for several years was a Saturday night supper at her home. These were attended by the executive heads of the paper, and all its multifarious problems were discussed.

While she was absolutely loyal to her father's ideals, Mrs. Kirkwood felt that loyalty did not mean standing still; it meant progress. She was eager to develop the Star so that it could remain in the forefront of American newspapers.

The news and feature services of the paper were enormously expanded. New equipment was added. For a considerable time there had been discussion of the possibility of adding a magazine to the Sunday issue. As she considered the plan, the idea developed in her mind of doing an unusual thing that would be in keeping with what she conceived to be the ideals of her father. She would print a magazine that would be different from any other newspaper magazine. It would be an artistic publication of the highest class. Its cover page should not be the conventional bathing girl picture. It should be an adequate reproduction of one of the old masters.

"My father," she said, "left all he had to promote interest in art in Kansas City and the southwest. These cover pages will help educate people, especially the children and young people, to an understanding of the best there is in painting."

Her idea succeeded beyond her hopes. In homes and in schools in Kansas City and in all the territory in which the Star circulates the cover pages of the Sunday magazine are framed and hanging, an educational influence whose value cannot be estimated.

In all the fights for the better municipal government in Kansas City, Mrs. Kirkwood was anxious that the Star should do its part, as it had under her father. It continued independent, but not neutral, in politics.

In the city campaign of 1924, she was particularly interested in the meetings for the candidate the Star was opposing. She was eager to hear what the speakers had to say about the newspapers.

"You are so big, you are too conspicuous for my purpose," she said to her husband. "If we went together we would be recognized and things would be said at us, and I might have to hold you by the coat tails to keep you from rushing up to the platform and getting into a low row. Somebody else must go with me." And on two occasions somebody else did. They sat in the rear, and she was rather disappointed at the mildness of the attacks.

"We are giving hard knocks. I expect to take them in return," she said.

Mr. Kirkwood was the editor in active charge. But in every fight that he directed, whether for the navigation of the Missouri river, or for cleaning up Kansas City, he had the staunchest backing of Mrs. Kirkwood as trustee.

"This may cost the Star money," he would warn her at times.

"What of it?" she would reply. "The Star can get along without money, but it can't afford to lower its flag."

Mrs. Kirkwood was an exceedingly vivid personality. A short, slight woman she was, with a mobile face surmounted by a wealth of black hair. She had a keen sense of humor. Her conversation was full of quaint wit. Her extensive travels and her contact with interesting people all over the world had given a fund of information that was always at her service. Her talk was sparkling and never commonplace. She read extensively both in French and English.

The university trustees made this statement March 4 in the Star:

"The university trustees do not intend to interfere in the editorial policies of the Star as established by William R. Nelson and carried on by the present management.

"The Star is being operated on a profitable basis, producing a satisfactory income.

"We believe it is best to continue the present management with Irwin Kirkwood, editor, and A. F. Seested, manager, and we shall proceed to offer the newspaper properties for sale in due time in accordance with the terms of the will of W. R. Nelson.

"Wm. Volker, J. C. Nichols, Herbert V. Jones, University Trustee."

OLIVER JAYNES HEADS ARIZONA PRESS

Tucson Citizen General Manager to Lead Daily Association — Free Space Grafters Scored at Annual Meet

Oliver Jaynes, general manager of the *Tucson Citizen* was elected president of the Arizona Daily Newspaper Association at the annual meeting of the organization, held in Bisbee recently. Other officers are: Folsom Moore, *Bisbee Daily Review,* vice-president, and Ralph Ellinwood, *Tucson Arizona Daily Star,* secretary.

Following the election a business session was held, at which the association went on record as opposed to the publication of the names of minors in accounts of juvenile delinquency, except when the nature of the news compels their use.

It was decided to limit the amount of space used for publicity. It was the sense of the publishers' meeting that the press of Arizona has long suffered through the granting of free space to publicity schemes and hereafter publicity seekers must pay the regular advertising rates.

Advertising agencies operating within the state must comply with the rules and regulations of the American Association of Advertising Agencies before being accepted as regular advertising agencies in Arizona, the publishers decided. A committee of three will be named to pass upon all advertising agencies and investigate their financial resources.

NORTHWEST MEMBERS OF A. P. ORGANIZE

Frank L. Sefrit of Bellingham Herald Elected President at Spokane Meeting—Kent Cooper a Speaker

Washington and North Idaho Associated Press members formed an organization in Spokane at the Northwest Regional Conference, Thursday, Feb. 25, electing Frank L. Sefrit of the *Bellingham Herald,* president; G. R. Scott of the *Coeur D'Alene* (Idaho) *Press,* vice president; M. E. Barker, in charge of the Spokane bureau, secretary, and Frank S. Baker of the *Tacoma News Tribune and Ledger,* member of the advisory board of the A. P. Kent Cooper, general manager of the A. P. attended the meetings of the state and regional groups, which included Montana as well as Washington and North Idaho members. A banquet was given in honor of the 35 visiting members in the evening by W. H. Cowles, of the *Spokane Spokesman Review* who, as a director of the Associated Press, also presided at the formal sessions.

"Wars will end when the news goes straight and true to the people of all nations," Mr. Cooper said in speaking at the banquet. "There would have been no world war if the people of all the European nations had been able to receive their news straight and true."

Following the banquet Mr. Cooper spoke over station KHQ on "The Romance of News Collection and Dissemination."

Paul Cowles, Western superintendent of the Associated Press, was also among those at the meeting. Others attending included: R. W. Fisher and D. W. Ifft, editor and publisher respectively, of the *Walla Walla Union;* Tom Stout, *Lewistown* (Mont.) *Democrat News;* George A. Roberts, *Helena* (Mont.) *Record Herald;* J. G. Kelly, *Walla Walla Bulletin;* E. G. Leipheimer, *Anaconda* (Mont.) *Standard;* French T. Ferguson, *Missoula* (Mont.) *Missoulian;* Leon Shaw, *Billings* (Mont.) *Gazette;* J. H. Dickey, Jr., *Butte* (Mont.) *Post;* O. S. Warden, *Great Falls* (Mont.) *Tribune;* W. B. Jessup, *Bremerton* (Wash.) *News-Searchlight;* Mike Mingo, *Tacoma Ledger;* R. G. Linebarger, *Havre* (Mont.) *Promoter;* C. B. Welch, *Tacoma News Tribune;* Henry Rising, *Spokane Chronicle;* Malcolm Glendinning, *Spokane Spokesman Review;* George W. Dodds, Spokesman Review; W. H. Cowles, Paul Cowles, Kent Cooper, and George N. Lamphere, Moscow, Idaho.

Weston Independent Reelects Officers

The board of directors of the *Weston* (W. Va.) *Independent* have re-elected, R. Ad. Hall, editor, David B. Cook, business manager, and Bertha D. Batten, treasurer.

Do you know what percentage of errors are made in your Composing Room?

We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.

Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.

When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.

Matrix Contrast Corp.
33 W. 42d St., New York City

Buffalo, The Wonder City of America

Buffalo—A Profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo Homes
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y. **Lytton Bldg. Chicago, Ill.**

have you been following the remarkable growth of the Detroit Times

America's Complete Newspaper

New York Herald Tribune

The Dallas News

is carrying out in Texas a number of policies that are contributing materially to the progress of the State.

The same has been true for 40 years but never more strikingly true than now.

NOW is the time to sell Northern Ohio

—concentration, at ONE cost means a greater impression. Follow the National advertisers who use the Plain Dealer ALONE to do it.

The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell

J. B. Woodward 110 E. 42d St. New York
Woodward & Kelly 360 N. Mich. Ave. Chicago

CITY EDITOR SETTLES MAINE MILL STRIKE

M. J. Twomey of Biddeford Journal Successful as Peacemaker, Ending 3 Months' Shut-Down—Refuses Mayor's Job

Michael J. Twomey, city editor of the *Biddeford* (Me.) *Journal* and for 40 years an employe of that paper, is being credited with bringing about a peaceful settlement of the strike of workers in the mills of the Pepperell Manufacturing Company a week ago.



MICHAEL J. TWOMEY

This settlement by which 3,600 men and women returned to their labors after an idleness of nearly three months was effected, largely through his efforts, after Federal and State labor commissioners had failed to effect conciliation.

The task of peacemaker was a delicate one, but Twomey had the advantage of having been employed at one time in the mills and closely associated with both officials and workers. After several fruitless conferences had been held, and nearly everyone had despaired of bringing the two sides together, he proffered his services to the mill agent and the union executive committee as mediator.

He was successful, with much tact, in drawing out definite proposals upon which a settlement could be based and arranged for a final conference at which an agreement was signed.

Now, he is being accorded full credit for his services, and has been extended a vote of thanks by both the union representatives and the mill officials for bringing to an end one of the most serious labor situations that has ever existed in this city. The nomination for mayor was tendered to him but declined with thanks.

"It is enough for me," he said, "to know that the employes are again working."

FINED FOR HITTING REPORTER

Texas Highway Commissioner Pleads Guilty and Pays $16.75

(*By Telegraph to* EDITOR & PUBLISHER)

AUSTIN, Tex., March 3.—John Cage of Stephenville, Tex., state highway commissioner paid a fine of $16.75 for assault on Silliman Evans, staff correspondent of the *Ft. Worth Star-Telegram* in the lobby of an Austin hotel Tuesday night. Evans knocked to the stone floor of the hotel fell unconscious and was placed under the care of a physician and nurse.

Cage, it is said, approached Evans with the charge that Evans had done him dirt in an article about designation of a highway between Hico, Tex., and Cage's home town. Evans denied this charge before he was struck.

The Commissioner, charged with assault at Austin, later went 12 miles away to the village of Manchaca and pleaded guilty before a Justice of the Peace.

EVENING HERALD
Los Angeles, Calif.
Gained 7,505 Daily Average Circulation
Sworn Government Statement, Six Months ending Sept. 30, 1924, 174,280 Daily. Six months, Ending Sept. 30, 1925, 181,785 Daily. Increase in Daily Average Circulation, 7,505.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
W. Moloney, 604 Times Bldg., New York.
Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

NIGHTSTICK CENSORSHIP IN PASSAIC STRIKE

(*Continued from page* 42)

against what the police claim were 'faked picture situations.'

"I have no personal knowledge of any faking, but police have told me of photographers who asked strikers to attach bandages to their head for pictorial purposes.

"The tabloids have certainly overplayed the situation. An editorial in the Mirror, March 4, refers to 2,000 gas masks, an absurdity. A picture showing Police Chief Zober of Passaic is captioned 'general of the attack,' with 'his hand reaching in his pocket for a tear gas bomb.'

"Zober did not arrive at the scene of the rioting Wednesday until the excitement was over. It happened in Clifton, anyway. The tabloids statements are typical of the way they have handled the story.

"When the strikers paraded recently we counted the lines. Our count was 2,765. It was checked by another man. An Associated Press dispatch at the time approximated the paraders at 3,000; the tabloids estimated there were between 7,000 and 10,000.

"Strike leaders thereupon ordered our paper boycotted, charging we had wilfully underestimated the paraders.

"We have tried to print the news of both sides dispassionately. We could have obtained good will by favoring the strikers. We determined, however, to stick to facts."

Philip A. Payne, managing editor of the Mirror, said to EDITOR & PUBLISHER:

"If any editor or policeman makes the charge that any of my pictures were faked, I will immediately bring suit against him for criminal libel."

All New York dailies gave considerable space to the strike story. It was the lead story in the tabloids, and in all of them it was well illustrated, despite broken plates.

Payne of the Mirror, following a rule adopted last week, led his story off with two Bible quotations.

"He that oppresseth the poor reproacheth his Maker," from Proverbs, 14-31, and "He that oppresseth the poor to increase his riches, and he that giveth to the rich, shall surely come to want," were used.

Mayor Hague of Jersey City was quoted as saying the Clifton and Passaic police "committed a damnable outrage."

Twenty-five policemen, the Mirror stated, charged a building in which 15 cameramen had barricaded themselves.

"They burst in doors, overturned furniture and broke windows, seeking the men who had committed the crime of recording police brutality," the story continued.

"But most of them escaped. Only three were caught—and drubbed."

The Mirror was daring in its description of the general riot, during which, the story claimed, the strikers were beaten down and clubbed by alleged drunken cops. The story asserted the police were "leagued with paid thugs and gangsters."

"The saloons are wide open," the story ran. "Whisky is being sold at 10 and 15 cents a drink, and the hired sluggers of the mills are indulging freely."

Larry Froeber, Daily News photographer, was on a roof snapping the scene. When the police attacked, he with two comrades, went into a vacant office below. One of the men had a skeleton key and he opened the door and let his fellows in. Police saw the move and entered. But the cameramen had hidden their cameras in an old stove. Search was made.

"We are damned glad you have no cameras," said the police. "So you can't have any pictures."

Froeber took the cameras from the stove, and the pictures were soon on their way to the Daily News.

A News representative appealed to Gov. A. Harry Moore with a request for assurances against physical violence.

"I am powerless to extend protection to newspaper men working in the strike area unless such protection is specifically demanded by the peace officers of Passaic county," Gov. Moore said. "The sheriff of the county should protect the newspaper men," he added.

On March 4 the Passaic police commissioner issued a statement deploring the attack on the newspaper men.

William J. Coughlin, chief of police of Clifton, served notice he would not permit newspaper photographers to set off flashlights in the strike district. He said the flash explosions added to the disturbance and caused the attack of the night before.

The evening of March 4 passed quietly. Police were quiescent. Strikers caused no trouble.

Full publicity given to the outrage scotched disturbances, temporarily at least. The injuries sustained by the Mirror men, when the tabloid's armored car was struck and overturned, remained the only "hospital cases."

Schell City (Mo.) *News* has been sold to Charles Curtis, of Schell City.

Dominant and Respected Throughout
in the rich Louisville field
The Courier-Journal
THE LOUISVILLE TIMES
Represented Nationally by
The S. C. BECKWITH Special Agency

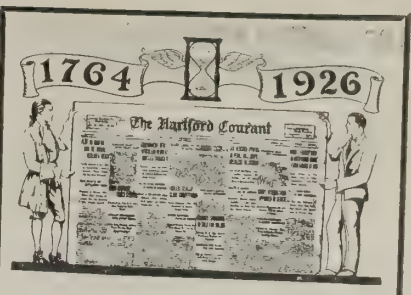
The Biggest Half of Baltimore

is covered by the combination of The Baltimore News and Baltimore American with a small factor of duplication and rapidly growing circulation. You can either buy these papers separately or in combination.

The News with a 13,145 net paid GAIN for December over the year previous and the American with 15,393 gain for the same period makes the News-American combination 29,038 circulation stronger over a year ago.

THE BALTIMORE NEWS
and
Baltimore American

PAYNE, BURNS & SMITH CO.,
Eastern Representative.
G. LOGAN PAYNE CO.,
Western Representative.



Imperial Serves Oldest Paper in the United States

IT is with a great deal of pride that Imperial counts among the users of the Plus Plan the Hartford Courant—from the standpoint of continuous publication—"the oldest paper in the United States."

One hundred sixty-two years of continuous publication is certainly a record to be proud of. It speaks well for the character of the publication and for the publishers.

The Plus Plan, too, has an old age feature, well worth mentioning. Type Metal served by the Imperial Plus Plan has the advantage of years of efficient, working life over metals not services by this economical plan.

We know of publications served by the Plus Plan that are using the same metal supply that they had when they first started this system six and seven years ago. The publishers tell us this metal is still giving wonderful results. We will be glad to give you the names of these publishers and have you write to them for the story of their results from using the Plus Plan.

Imperial METAL
Linotype—Monotype—Intertype
Stereotype
Elrod—Ludlow—Linograph—Thompson
Imperial Type Metal Co.
Philadelphia—Cleveland—New York—Chicago



UP AND DOWN READING EASIEST FOR EYES

Chinese Vertical Style of Typesetting Superior to English Horizontal Method Stanford University Professor Declares

Investigations indicating to his satisfaction that sentences and paragraphs set vertically are easier to read than type set as in American newspapers have been completed here by Prof. Walter R. Miles in the experimental psychology laboratories of Stanford University.



WALTER R. MILES

Professor Miles compared Chinese and English and compared two styles of Chinese—vertical and horizontal—before concluding that type set from top to bottom rather than from left to right on the page is easier on the eyes.

The recent tendency among publishers of newspapers and magazines in Chinese to set their characters across the page instead of down had confirmed the age-old thought that eye movements across rather than up-and-down caused less strain on the muscles. This, however, continues to be only a popular thought with no basis of truth, according to Professor Miles.

The basis on which he compared the two languages and the efficiency of "up-and-down and across" type was the per-minute rate of reading, the only criterion, perhaps, by which their relative efficiency may be judged.

Here vertical Chinese, thought and said to be the world's most difficult language, was read with much greater speed than English by students of the university who spoke both languages.

In discussing his experiments with a representative of EDITOR & PUBLISHER, Professor Miles said:

"In reading any language the eye pauses periodically, then shifts by 'jumping.' At each pause it encompasses one or more characters in the case of Chinese or one or more words, depending upon their length, in the case of English and the European languages.

"While we found students read some 30 words a minute faster when their eyes are trained on vertical type than when reading ordinarily-set English (as this is placed before you), I would not have anyone draw the conclusion that American newspapers should abandon their vertical columns and horizontal type in favor of lines running the full length of the page, with each succeeding letter set beneath its predecessor.

"In fact, while vertical appears to be read with more facility than horizontal, we found that Chinese in any position was easier for the students to read than English.

"The difficulty and strain on muscles of the eye while reading an American newspaper are not such that I would recommend that we change our present newspaper dress."

British Bill Aids Authors

A bill introduced in the British House of Lords aims to protect authors from actions for libel in respect of defamatory matter contained in a literary or dramatic work that purports to be a work of fiction. It would rule out proceedings for libelous, blasphemous, or obscene matter in literary, dramatic or artistic works, unless it is proved that the defendant intended to publish, or publish negligently, such matter concerning the plaintiff.

Daily Polling Wet-Dry Vote

The *Chicago Herald and Examiner* is conducting a referendum on the subject of prohibition. A ballot is printed daily and readers are asked to indicate one of four preferences: The Volstead act as is; local option; modification of Volstead act to permit 2¾ per cent beer; and modification to permit light wines and beer.

Tenth District Organ Launched

First issue of *Texas Advertising*, official publication of the Tenth District, Associated Advertising Clubs of the World, is off the press at Dallas. The magazine edited by Will S. Henson announced plans are being made for an attendance of 1,000 at the forthcoming Beaumont annual convention of the district organization, of which James P. Simpson, Dallas, is president.

WEEK'S AD TIPS

Ajax Advertising Agency, 20 Vesey street, New York. Now handling account of Wadsworth, Howland & Company, "Bay State Paints," Boston.

Aubrey & Moore, Inc., 210 East Ohio street, Chicago. Now placing the following accounts: Appleton Electric Company, Chicago; The Futurist Company, Chicago; Marathon Underwear Company, Chicago; Walton-Duplex Company, Chicago.

N. W. Ayer & Son, 308 Chestnut street, Philadelphia. Reported to be planning a New England newspaper campaign for Chase & Sanborn, "Seal Brand" tea and coffee, Boston.

Barton, Durstine & Osborn, Inc., 383 Madison avenue, New York. Reported to have secured account of the Mentholatum Company, medical, Buffalo, N. Y.

Blackett & Sample, Inc., 58 E. Washington street, Chicago. Reported to have secured account of the Remmers-Graham Company, "Lann Oil Complexion Soap," Cincinnati.

Buchen Company, 28 East Jackson Boulevard, Chicago. Has secured account of the Kalman Steel Company, Chicago, manufacturers of steel bars for concrete reinforcing, accessories, etc.

Carr & Columbia, Inc., 250 Madison avenue, New York. Now handling account of W. H. S. Lloyd Company, wall paper, New York.

Cleaveland A. Chandler & Co., 35 Congress street, Boston. Placing orders with newspapers in selected sections for Paul Case, mail order, Boston.

Clark Collard Company, 30 North Michigan avenue, Chicago. Now handling account of the R. G. Haskins Company, Chicago, manufacturers of portable electrical equipment.

Crossley & Failing, Inc., 304 Failing Building, Portland, Ore. Placing orders with newspapers generally for the Portland, Oregon, Chamber of Commerce.

Dorrance, Sullivan & Co., 130 West 42nd street, New York. Reported to have secured account of Yahr & Lange Drug Company, Milwaukee.

Erickson Company, 381 4th avenue, New York. Reported to have secured account of the Miller Rubber Company, Akron. Also reported to be placing orders with newspapers in selected sections for Van Slyke & Horton "Peter Schuyler" cigars, Albany, N. Y.

Federal Advertising Agency, 6 East 39th street, New York. Now handling account of the Alfred Smith Company, New York "Djer Kiss" perfume.

H. B. Green Company, Citizens National Bank Building, Baltimore. Reported to be placing orders with some Southern newspapers for the Gibbs Preserving Company, Baltimore.

Joseph Katz Company, Franklin street & Park avenue, Baltimore. Making 3,000-line contracts with newspapers in various sections for the Sealpax Company, underwear, Baltimore.

Ray D. Lillibridge, Inc., 8 West 40th street, New York. Placing orders with newspapers in various sections for the Servel Corporation Refrigerator, New York.

Lord & Thomas, 247 Park avenue, New York. Reported to have secured account of Northam Warren Corporation "Creme Elcaya" New York.

MacMartin Advertising Agency, Security Building, Minneapolis. Reported to have secured account of the Gillette Rubber Company, tires and tubes, Eau Claire, Wis.

Harry C. Michaels Company, 113 Lexington avenue, New York. Reported to have secured account of the Lionel Corporation, electric toy trains, New York. Has secured account of the Lionel Trading Company, perfume, New York.

Newell-Emmett Company, 120 West 32nd street, New York. Placing orders with newspapers for the American Chicle Company "Dentyne" chewing gum, Long Island City, N. Y., and the T. A. Snider Preserve Company, Chicago.

Irvin F. Paschall, Inc., McCormick Building, Chicago. Now handling account of the Ponce de Leon Springs, Florida.

Picard, Bradner & Brown, 16 West 46th street, New York. Placing order with some New Jersey newspapers for the Electrolux, Inc., vacuum cleaners, New York.

Frank Presbrey Company, 247 Park avenue, New York. Reported to be making up list of papers for the Equitable Life Assurance Society, yearly statement, New York. Placing orders with newspapers in selected sections for the Socony Burner Corporation, "Oil Burners," New York.

E. P. Remington Advertising Company, 1280 Main street, Buffalo. Has secured account of the Niagara Cotton Company, Lockport, N. Y., manufacturers of "Cress Quilted" cotton batting.

Robbins & Pearson Co., 390 E. Broad street, Columbus, Ohio. Has secured account of the Standard Register Company, Dayton.

Smith, Endicott Company, 141 Milk street, Boston. Placing account of Fiske & Company, Inc., Boston, manufacturers face brick.

Stack Advertising Agency, Heyworth Building, Chicago. Again placing orders with newspapers generally for the Northern Pacific R. R. Company, St. Paul.

Steddiford Pitt Company, 153 Court street, New Haven. Now handling account of the Poole Manufacturing Company, Westport, Conn.

Street & Finney, Inc., 40 West 40th street, New York. Placing orders with newspapers in selected sections for the Bay State Fishing Company, canned fish, Boston.

G. Lynn Sumner Agency, New York. Reported to have secured account of Amory, Browne & Company, "Gilbrac" ginghams, Boston.

J. Walter Thompson Company, 410 North Michigan avenue, Chicago. Placing orders with some Western newspapers for the Japanese Tea Growers.

Thwing & Herbert, Inc., 415 Lexington avenue, New York. Placing orders with newspapers in selected sections for G. & C. Merriam Company "Webster's Dictionary," Springfield, Mass.

United Advertising Agency, 339 5th avenue, New York. Now handling account of the American Dry Ginger Ale, Long Island City, N. Y.

James T. Wetherald, 110 Newbury street, Boston. Has secured account of the Comfort Powder Company, Boston, manufacturers of "Sykes Comfort" powder.

Frank B. White Company, 76 W. Monroe street, Chicago. Now handling account of the Smith Incubator Company, Cleveland, Ohio.

Young & Rubicam, Atlantic Building, Philadelphia. Making contracts with newspapers in various sections for the Larves Corporation, moth proofing machine, Brooklyn.

Regional Advertising
at
Regional Rates
in
The Christian Science Monitor
An International Daily Newspaper
Publishing SELECTED ADVERTISING
ATLANTIC, CENTRAL and PACIFIC Editions
Rates and Circulation Data Supplied on Request
ADVERTISING OFFICES
Boston, Philadelphia, Chicago, Cleveland, Detroit, New York, London, Paris, Florence, Kansas City, San Francisco, Los Angeles, Seattle, Portland
"Buy What You Can Use"

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.
Member A. B. C.
URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representatives:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

MICHIGAN
and the
BOOTH NEWSPAPERS
THE LEADING NEWSPAPER IN GRAND RAPIDS — THE ONLY DAILY IN SEVEN OTHER CITIES
The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News
National Advertising Representatives
I. A. KLEIN, 50 East 42nd St., New York City
J. E. LUTZ, Tower Building, Chicago, Ill.

Managing Editors and Advertising Managers—
See our 8-page Easter Supplement before Planning your Spring Fashion Edition
FAIRCHILD
Newspaper Services
8 East 13th St. New York

Always First
The New York Times in January and February this year published 4,932,366 agate lines of advertising, 707,688 lines more than in the corresponding months of last year and 1,878,122 lines in excess of the second New York newspaper.

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and New Rochelle and The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

The DES MOINES CAPITAL
Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.
It is the best Advertising buy in the mid-west
O'Mara & Ormsbee
Special Representatives
The DES MOINES CAPITAL
Lafayette Young
Publisher

WETS WIN IN DAILY'S PROHIBITION POLL

Denver Post Referendum Created High Interest and Drew 110,000 Votes —Wets Opposed Voting With Paid Space

Approximately 110,000 men and women cast their ballots for or against prohibition and for or against wine and beer in a Rocky Mountain referendum on prohibition conducted recently by the *Denver Post*.

Ballots were published in all editions of the Post for eight days beginning Feb. 12. No votes were counted except those on regular Denver Post ballots signed by the full name and address of the voter.

The referendum awakened intense interest. Both wets and drys heatedly argued the value of the referendum, the wets on the whole opposing and the drys favoring it. Anti-prohibition organizations called upon their members not to vote and even used paid advertising advising people against taking part in the referendum.

On the other hand churches put ballot boxes in their auditoriums and delivered the church vote to the offices of the Post.

The total vote polled in Denver was half as many ballots as is cast in that city for a presidential election. The state of Colorado polled 25 per cent of its normal vote of presidential election year.

The result of the referendum, announced as fast as a corps of tellers could count the vote, was: For Prohibition, 20,756; Against Prohibition, 79,700; For Wine and Beer, 83,356; Against Wine and Beer, 18,999—an overwhelmingly wet vote on both questions.

A movement is now on foot by the Denver Post to take the results of the Post referendum to Congress.

To insure fairness in the vote count, the Denver Post appointed as election judges Former Governor Oliver Shoup, Col. Patrick J. Hamrock, Mrs. Adrianna Hungerford of the Colorado W. C. T. U., Fred Farrar, Claude K. Boettcher and Spencer Penrose—all representative citizens of high standing in Colorado.

Ballots came in from all parts of Colorado and from every Rocky Mountain state.

Among the interesting facts brought out by the referendum was the heavy wet vote cast by women. Thirty-eight per cent of the total vote was cast by women and 75 per cent of all women voting marked their ballots wet, the count revealed. The woman vote was 37 per cent of the total wet vote and 40 per cent of the total dry vote.

Tuckahoe Weekly to Broadcast

The *Tuckahoe* (N. Y.) *Eastchester Citizen-Bulletin*, which is promoting a "Boost Tuckahoe Week" has arranged to broadcast a program by Tuckahoe talent over station WEBJ March 17. James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, who is village president of Tuckahoe will be a speaker. Maj. John E. Lovejoy is publisher of Citizen-Bulletin.

Nunns' Buy Pampas News

Dr. J. E. and C. L. Nunn, who a week ago purchased the *Panhandle* (Tex.) *Herald*, this week in association with Ivid M. Warren, of the *Amarillo* (Tex.) *News-Globe* staff, purchased the *Pampas* (Tex.) *News*, weekly, from Joe T. Smith, Sr., and his son. The sale marks the retirement of Mr. Smith from the Texas newspaper field where he is regarded as the dean of editors. He is 79 years old.

Editorial Page Religious Column

The *Chicago Tribune* announces that beginning next Sunday a series of religious subjects in one of the columns of its editorial page. The Rev. W. B. Norton, religious editor, will have charge of the series.

UNINFLUENCED DAILY IS RETAILER'S BEST BUY

(*Continued from page* 11)

in your city in the last ten years have extended their trading territories two, three and in some cases four times as a result of our state good-roads system. To the merchant and to the publisher, good roads are vital.

Consider the question of establishing new official holidays. At one time last winter there were seven bills pending before the Ohio Legislature, calling for the creation of new holidays. I need not point out that this is a matter of equal concern to the merchant and to the newspaper. Where the store is forced to close for a holiday the overhead continues and sales opportunities are lost which never can be recovered. The newspaper is affected even more vitally. Where the holiday occurs in mid-week, for example, the evening editions of the day preceding the holiday and the subsequent morning editions are practically dead. Your overhead likewise continues.

Consider the matter of property taxation. You operate your business in expensive downtown location. Your plant, your equipment, and your stocks of news print cannot be hidden from the assessor. Your books must be kept in the daily operation of your business so that they are easily accessible to the tax inquisitor should he seek to determine the value of your accounts receivable, which are taxed as credit. The merchant is exactly in the same position. He occupies even more expensive downtown property; his merchandise stocks cannot be concealed, and his books are always open. Both groups in this state for years have suffered tremendously through unfair taxation, while owners of billions of dollars of intangible wealth are escaping with little or no assessment. Owners and users of downtown real estate are discriminated against in Ohio as in no other modern commonwealth. It is about time that those of us who foot these unjust bills should get together and demand from our government some equalization of our increasing tax burdens.

There is no reason why the newspapers cannot during the next few years develop other special merchandise seasons or translate existing holiday periods more definitely into terms of merchandising. There is no reason why, for example, Mother's Day should not become a general merchandising event. Newspapers very easily could emphasize and intensify the gift-giving possibilities of our spring graduation season. It is quite within the range of possibility that newspapers and merchants could profitably co-operate in a publicity campaign which would greatly increase the volume of sales in connection with vacation preparations.

The newspaper publisher need have no fear that news column exploitation of these general events will relieve the advertiser of the necessity of buying space to promote his special merchandise offerings. It must be clear to anyone that if a newspaper in any community creates a merchandising interest in any given season or event, every intelligent merchant will hasten to identify his particular institution with these special possibilities through liberal use of display advertising.

I feel that completely effective co-operation between the publisher and the merchant must be developed through gradual steps. I believe that if, in any community, the newspaper publisher will carefully study the situation and will inaugurate any one of the devices I have mentioned, he will quickly and rapidly extend the degree of co-operation. It is a field which so vitally affects the future development of your newspaper property that it cannot be approached in a haphazard or incidental manner. It must be studied. Merchants must be educated to understand the publisher's aims and to appreciate the character of the service which you may offer.

If you get a breezy letter, maybe it came by airmail.—*Columbia Record.*

Local Happenings In INDIANA
Interest The Community

More serious attention is given to the newspapers than to any other medium of information or reader interest.

Advertisements receive greater attention from newspaper readers than is generally supposed. It is not hard to recall some occasion when an advertisement has produced results that bordered on the sensational. Such results are possible only when intense local interest is aroused. Local interest is aroused only through the daily newspapers.

Following the proper distribution of your merchandise in a given territory, it is well, in contemplating an effective sales promotion plan, to consider the contact of local dealer and consumer. They are both your prospects—both readers of the local paper—have mutual interest in your product.

No alert dealer would fail to carry merchandise for which consumer demand is to be created through the local newspapers.

When the local dealer carries your product it is news to the consumer.

Advertise to the Indiana folks through these home papers.

	Circulation	Rate for 5,000 lines
*Columbus Republican .....(E)	4,860	.03
†Connersville News-Examiner .....(E)	4,557	.025
†Decatur Democrat .....(E)	3,194	.025
*Fort Wayne Journal-Gazette .....(M)	34,198	.08
*Fort Wayne Journal-Gazette .....(S)	30,599	.08
*Fort Wayne News-Sentinel .....(E)	42,168	.10
*Gary Evening Post-Tribune .....(E)	15,019	.06
†Hammond Times .....(E)	17,127	.06
†Huntington Press .....(M & S)	3,836	.025
*Indianapolis News .....(E)	125,827	.25
*Lafayette Journal & Courier (M) 7,761 (E) 13,204	20,965	.06
†La Porte Herald-Argus .....(E)	6,560	.035
†Shelbyville Democrat .....(E)	4,012	.025
*South Bend News-Times.... (M) 9,634 (E) 15,671	25,305	.07
*South Bend News-Times .....(S)	23,249	.07
South Bend Tribune....(S) 19,735....(E)	20,697	.06
*Terre Haute Tribune .....(E&S)	22,784	.06

*A. B. C. Publishers' Statement, Oct. 1, 1925.

†Government Statement, Oct. 1, 1925.

FILM STAR WINS STEP IN LIBEL SUIT

Court of Appeals Reverses Lower Court's Dismissal of Doris Keane's $100,000 Suit Against New York Evening Graphic

Doris Keane, motion picture star, won her case in New York's highest court when the Court of Appeals in Albany Tuesday handed down a decision reversing the lower courts in dismissing her $100,000 libel action against the MacFadden Newspaper Publishing Corporation, publisher of the *New York Evening Graphic.*

Miss Keane has been the wife of Basil Sydney since 1918, and the alleged libel published, Dec. 15, 1924, stated that "according to rumor, she is 'Fatty' Arbuckle's latest lady love." It appeared on the first page of the paper with a photograph of Miss Keane. Another article in the same issue under a date line of Monterey, Cal., was to the effect that Miss Keane attended a barbecue given by Arbuckle and that no information could be obtained as to whether or not he was to marry her. For the purpose of showing the alleged libelous nature of the publications references were made in the complaint to Arbuckle's murder trials in California, the fact that thereafter his pictures were banned throughout the country because of his alleged notoriously bad reputation.

Justice Aaron J. Levy dismissed the complaint on the ground that the references to Miss Keane were not libelous *per se* without explanation and the allegation of special damages. Her counsel maintained that a false statement that a married woman was to marry a man of a notoriously bad reputation was libelous *per se* in holding her up to public ridicule, contempt, scorn, obloquy and shame.

Judge Frederick E. Crane, writing the majority opinion of the court said: "The court should take the defamatory publication in determining its characteristics and result in the same way that the reading public acquainted with the parties and the subject would take it." Judge Cuthbert W. Pound wrote a dissenting opinion with which Chief Judge Frank H. Hiscock concurred.

LAUNCHING SPELLING BEE

Twenty-seven Newspapers Tie-up with Louisville Courier-Journal Contest

The National Spelling Bee, sponsored by the *Louisville* (Ky.) *Courier-Journal* nationally and by 27 newspapers locally will be launched this month.

More than $20,000 in prize money is being offered on the various prize lists, and the local winners will be taken to Washington for the finals in June. These prizes will be $2,000 in gold of which $1,000 and a gold medal will go to the winner.

J. A. Humphreys, Jr., news promotion manager of the Courier-Journal is directing the contest. He first inaugurated the Spelling Bee last year, with 10 newspapers assisting.

The following newspapers are sponsoring local contests:

Atlantic City (N. J.) *Press-Union; Detroit News; Akron Beacon-Journal; Houston Chronicle; South Bend News-Times; Hartford Times; New Haven Register; Trenton Times; Charlotte Observer; St. Louis Times; Winston-Salem Sentinel; Scranton Republican; New Bedford Standard; Fall River Herald; New Britain Herald; Worcester Telegram-Gazette; Binghamton Press; Fort Worth Press; Memphis Press; Oklahoma City News; Erie* (Pa.) *Dispatch-Herald; Lancaster* (Pa.) *New Era; Reading* (Pa.) *Tribune; Wilmington* (Del.) *Every Evening; Rockford* (Ill.) *Republic; Des Moines Register and Tribune.*

SUNDAY EDITION LAUNCHED

Jacksonville (Fla.) Journal Venture Starts With 76 Pages

The *Jacksonville* (Fla.) *Journal* on Sunday, Feb. 28, launched its new Sunday edition, the initial issue carrying 76 pages. The paper is owned by John H. Perry, owner also of the *Pensacola Journal* and *Pensacola News,* and the *Reading* (Pa.) *Times.*

The new edition was a success, the publishers assert, and was well received. It carries a magazine feature section of local features, comics, and sections devoted to real estate, automobiles, state news and other activities.

H. W. Schaefer is editor of the Sunday department. He is assisted by Arthur J. Busch.

The Journal recently moved into its new home and held a "house warming" soon afterwards. Its new plant is one of the most modern newspaper establishments in the country. All equipment is new.

Duncan (Okla.) Banner Sold

The *Duncan* (Okla.) *Daily and Weekly Banner* have been sold to the Duncan Publishing Company, with B. L. Abernethy, formerly of the Associated Press, the new editor-manager. Ed J. Leeman, who formerly owned the property founded the Banner 20 years ago.

PREMIUM CONTEST SEEN ONE YEAR AFTER

(*Continued from page 7*)

considering my circulation wasn't going to be so considered by the A. B. C. I realized that there would be hundreds of names which would never be counted at all, as soon as a circulation man familiar with their system, pointed out to me just how they made their audits. So I was like the rabbit that climbed the tree, I had to do it. About then along came these contest people and I clutched at the opportunity and they did what I asked them to, they gave me the circulation to save my face on my A. B. C. audit.

And so, I say, if a publisher finds that he has to have circulation and have it in a hurry, I don't know of any way to get it on the books as quickly as through one of these bally-hoo contests. As to the character of the circulation, that is another story. The percentage of failure to obtain renewals, which seems large to me, is in itself an index to the character of that circulation. I don't believe that many of those who failed to renew paid much attention to the paper when it came. I'm just that proud of the Columbian to believe that no person in the community could read it for a year and then possibly get along without it. But it was quick circulation which I wanted, and I got just what I wanted and it would ill become me to find fault with the agency which performed the service. Nor am I going to find fault with them. They did in every respect more than they said they would do—in the manner of conducting that contest—and if I want to blame anyone I'll have to blame myself.

I don't believe I would ever put on another contest. I believe that the money spent for prizes, commissions and the other things, if spent in the course of a year in improving the newspaper, in consistent advertising through every possible medium and in careful solicitation in my community, would bring more new subscribers of the right kind than two such contests would bring. Then, too, there's a certain amount of woe to holding a contest and a fearful disruption of the entire office staff. These agency fellows will tell you that "you'll hardly know we're here," but that's quite the opposite of the actual facts. In fact the publisher will hardly know anything else during one of these contests and he'll find it almost impossible to attend to his usual duties. And there's another thing. I can't say just what it is, but there's something of a feeling of losing some of your self-respect in one of these. You can't just describe it, but you find yourself wondering what your associates think of you for resorting to such methods of business, and honorable though they may be, you don't just feel right about it all.

There's no such feeling about it in going after circulation through pepping up your sport page, giving more thought to your editorial column, improving the make-up of your paper and trying to improve the picture service you are giving your readers. Those things have quite the opposite effect on one's self-respect. It's such a clean, decent way to go after circulation. It may not get the results so quickly, but I'll venture that there'll be no 50 per cent drop off from subscribers who come in because the paper has been improved.

And so as I said, it was mighty sweet music to me to hear my circulation manager proposing as a means of getting more circulation, not some new premium, not some prize, but pepping up the sport page.

A. P. Vaughan Dies in Houston

A. P. Vaughan, for years in charge of the Houston bureau of the *Galveston* (Tex.) *News* and *Dallas News,* died three hours after he was struck by an automobile on the street of Houston, March 4. Vaughan leaves a widow and eight children.

Los Angeles Times

California's Great Newspaper

More news, reading matter and advertising than any other Pacific Coast newspaper.

Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 650,000 Daily World — Evening World readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

We're ready to build big Spring Real Estate and Automotive volume. Are you?

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors.
Packard Building Philadelphia

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6th Floor Occidental Bld
INDIANAPOLIS, IND.

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined.*

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

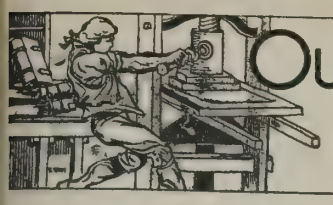
NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

Talk to the people of Montgomery County, Pennsylvania, through the paper of their choice

Norristown Times Herald

National Representative
Paul Block, Inc.
Philadelphia, New York, Chicago, Boston, Detroit.



Our Own World of Letters

By JAMES MELVIN LEE

THE column which F. P. A. conducts for the *New York World* is too well-known among newspaper men to require any description. It is famous not only for the work of its conductor but also for the work of its numerous contributors.

In "The Conning Tower Book" (Macy-Masius, publisher) F. P. A. himself has brought together a collection of the best verses contributed to his column during the past 20 years. While most of the selections are from his columns printed in the New York World, he has not hesitated to draw upon contributions printed in his column when he was on the *New York Tribune* and also on the *New York Evening Mail*.

A foreword is contributed by Mr. Adams. In it he speaks of his work as a column conductor as follows:

> It is a source of daily wonder, the columnist's morning mail. For it is the mail, more than anything else, that makes the columnist's job a delight, romantic adventure instead of an irksome duty. It is gambling, and gambling on velvet. There may be nothing in the mail that is worth slitting an envelope for; there may be anything from anybody from anywhere. Why the contributor contributes is what most theorists, especially most contributors, want to know. I know, for I too have lived in that Arcadia; I too have known what it was to get up at five o'clock in the morning (those were the days when a morning paper was a morning paper, and not a thing that you could buy on the street at nine in the evening) and wait for the paper to be delivered, to see whether I had made the column (B. L. T.'s, then was, in the *Chicago Tribune*). And I have accepted and thrown away many contributions. It is, first of all, vanity that makes the contributor send in, for no monetary reward, his material. Vanity, it is true, with many modifications and inflections; but still vanity. If the column is a proving ground, a tournament field, where the challenge is eternal, continuous. And when Morrie or Flaccus or Nickles or A. X. M. sees a paragraph or a poem in Monday's column, he can hardly wait until Tuesday's paper is published, that his own or paragraph, better, more adroit, wiser, thinner, or bitterer, may appear. A's ballade on Tuesday was well enough, but wait until B—and the rest of that crowd—sees my chant until Wednesday! C landed three times last week; I'll land five times this week.

In this foreword Mr. Adams lists a great advantage of newspaper publication. If a man sends a contribution to a newspaper he may see his work in type the next day, whereas if he sends it to the literary periodical he may have to wait from ten days to two years before it—and what is still more important, his friends—may see it. Incidentally, Mr. Adams also mentions the tricks that are played upon column conductors by professional writers who send good stuff under assumed names just to see whether the conductor knows good material when it comes through the mail. On this matter Mr. Adams adds:

> Never consciously have I printed anything that carried a big or a well-known name merely on that account; and never have I thrown out a professional writer's good (good in my opinion) stuff that was signed with another name or initials.

The book opens with "Ballade of Ink," by Ted Robinson, a w. k. newspaper man of Cleveland—also a column conductor. It is not so long but that it may be found for it in this connection:

> You are a genius, F. P. A.,
> And I, a mere columnar guy.
> You have your, what you might call, way—
> How in S. H. do *I* get by?
> I have a leave to stall and lie,
> And my untruths do please His Nibs
> The Editor—what boots it? Fie!
> I would I had your good contribs.
>
> I would that on the morrow-day,
> When I of fresh-caught wit am shy,
> Some, now, GaSook, like G. S. K.,
> Might score me with a well-placed fly.
> 'Tis dinner time—yet, though I try
> Full feverish for flights and fibs,
> I'm late for soup—nay, e'en for pie!
> I would *I* had your good contribs!
>
> Lay late, considering a lay:
> And so to breakfast on a dry
> Indifferent omelette, where I pray
> My wife with Mistress A. to vie,
> And do my stint: but she doth cry
> And say, poor wretch, e'en now her ribs
> Show, with the c. of l. so high.
> I would I had your good contribs!
>
> I've one whose stuff is far from dry,
> But I suspect the fellow cribs.
> Now you've gained me—but what gain I?
> I would I had your GOOD contribs!

The follow-up story is always rather pronounced in a newspaper column. Usually the first story is a quatrain to which first one contributor and then another adds his or her four lines. A good illustration may be found on page 20 headed "To Be Continued." The conclusion as given on page 22 follows:

> Said A. E. M. to F. P. A.:
> "Are these things going to run alway?"
> "No, this may be the last of them,"
> Said F. P. A. to
>
> A. E. M.

For the readers of this paper one of the best contributions is "A Copyreader's Dream of Fair Women" by Long John Silver (page 117). Its opening stanza is:

> I dreamed I read from off the city wire
> Legends of fair women, in deep wce
> Twanged on the hungry space-writer's brass lyre
> To cop some bootleg dough.

The remaining stanzas give the story in detail—with appropriate heads.

A glance at the contributors listed on the jacket reveals the names of many members of the working press. That fact may explain the newspaper flavor found throughout the volume. It is one safe bet that any review copy regardless to whom it may be addressed will be kept by the first reader—unless he is found out by the boss.

* * *

A COMPETITOR for EDITOR & PUBLISHER has appeared in Tokio, Japan. Number 1 bears the date of Jan. 31, 1926. A fairly accurate translation of the title is *Journal for the Scientific Study of Journalism.*

The contents of the first issue deal with the dualistic principle of journalism, the relations that should exist between the state and the press, a discussion of the new press laws in Italy, a description of the technical courses in journalism offered at German universities, and a survey of the influence of the radio on the press.

The editor of this technical trade paper of Japan is Dr. H. Ono. I am going to take the chance of speaking not only for myself but also for EDITOR & PUBLISHER in sending best wishes to the sister sheet in Japan.

* * *

CATHERINE BRODY has covered exceptionally well her assignment "Newspaper Girls" in the *American Mercury* for March. She finds that newspaper men do not make any distinction between borrowing from a man and from a woman, "except that a woman usually has less money to lend." On another matter she finds a sharp distinction drawn—when it comes to borrowing tobacco for the pipe or a cigarette from the case. On this point she says:

> Inside his shop, indeed, the most hardboiled newspaper man is still a knight in shining armor, self-appointed to save lovely woman from the perils of the news assignment, and if necessary, from herself. She may smoke anywhere else without any protest from him, but in the city room—mark the Unwritten Law—she may not smoke because it gives the place an indecent look! (except from the secret code of morals of the *New York World*). As a liberated woman, she may, in theory, go anywhere she wishes at any hour she wishes, but in the city room hearken to the humane policy of the *New York Times* as outlined by Mr. Carr Van Anda to a woman job-hunter: "It is the policy of this paper not to hire women for work which will keep them out late at night." Every city editor echoes him: "I can send a man anywhere, but there are places where a woman can't be sent, and stories that a woman can't cover."

Somewhat in detail she replies to Mr. Van Anda by relating some experiences of newspaper women. She gives a few of her own while on the street in the role of Inquiring Reporter. She believes that the spectacular papers and the picture papers employ women more readily than other types and that the former treat the women on their staffs, if anything better than the men. In her opinion there is only one bona fide woman reporter who is widely known and respected—Genevieve Forbes of the *Chicago Tribune*.

By way of conclusion she makes this somewhat startling observation:

> However, all is not lost. I notice with admiration that the girl reporters are changing their tactics. No more stunts to win the professional respect of the city editor! They are concentrating on their appearance and attacking his susceptibility as a male.

Wants Printing Time on Dailies

Delegate R. Lindsay Gordon, of Louisa, has introduced in the House of Delegates of the Virginia General Assembly a bill which would require all newspapers sold in Virginia to show the hour and date printed in plain type on the front page. The bill provides that the time of day, the day of the month and the year of printing shall be printed conspicuously at the top of the first page, in type not smaller than 8 point. The penalty for violation would be a fine of $10 for each separate offense.

Is Impartial Law Enforcement Possible?

GENERAL SMEDLEY D. BUTLER IN 30 DAILY ARTICLES TELLS THE INSIDE STORY OF HIS FIGHT IN PHILADELPHIA.

HIS EXPERIENCES REVEAL PROBLEMS OF CRIME AND VICE SUPPRESSION THAT EXIST IN ANY AMERICAN CITY.

THE BELL SYNDICATE, INC.
John N. Wheeler, Pres.
154 Nassau St. New York City

San Francisco Chronicle

has resumed our Smiles Comics, used 11 years ago

The International Syndicate
Baltimore, Md.

EDITORIAL RESEARCH REPORTS supply accurate information upon the major problems which call for frequent editorial comment.

The reports are for the *information and review* of editors and publishers *rather than for publication.*

They are in use by the leading American newspapers and magazines.

The cost of this service, based upon circulation, is compatible with every moderately liberal editorial expense budget.

EDITORIAL RESEARCH REPORTS
828—18th Street
Washington, D. C.

RADIO interest IS growing DAILY. Is the INTEREST in YOUR radio PAGE growing AT the same RATE? We have THE features THAT will bring YOU radio CIRCULATION.

AUDIO SERVICE
326 W. Madison St., Chicago

Consistent Builders of Circulation

We do not use just one outstanding success to show you as proof of our ability. Year in and year out, for twenty-two years, we have continued to make each and every campaign a success.

We have proven our methods.

MYERS'
Circulation Organization
415 E. Third St., Waterloo, Iowa

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation
LOUISVILLE KY

SPAULDING TELLS TASK OF SMALL DAILIES

First Aim Should Be to Give Full Measure of Service to Readers Shawnee Publisher Tells Oklahoma Press Group

The newspaper of today that is to be permanently successful must give its first thought to the subscriber, H. G. Spaulding, publisher of *Shawnee* (Okla.) *Morning News* told the Oklahoma Press Association at its recent meeting in Oklahoma City.



H. G. Spaulding

"It must give its full measure of news, entertainment and instruction from day to day. It must have character. It must adopt and follow a policy that will win the support and confidence of the people through its consistent championship of the cause of the public and the systematic and faithful detailing of the daily doings of its own people."

Discussing the up-building of a small town daily, Mr. Spaulding said in part:

"The newspaper that carries news and reading matter very largely to give an excuse for carrying a large volume of advertising is doomed to early decay, for no newspaper that is 80 per cent advertising can command the consistent support of the reading public and is therefore compelled to resort to bargain offers and premiums to sustain a showing of a subscription list, repeating these tactics year after year.

"It is of daily newspapers in cities of the 25,000 class or of less than 10,000 circulation of which I would speak.

"But what are the prime requisites of a newspaper which will interest the people and gain a foothold eventually that will result in automatically renewing a large part of its subscription list year after year and cause subscribers to pay by the year rather than from month to month as is very largely the case with many newspapers today?

"First of all, the small city paper must not despise the methods which have been so successful with many country weeklies. They must not get the idea that the piece of news that deserves a head or that carries a date line is more important than the local or community happenings. This has been one of the main points against many of the smaller dailies.

"Like the country weekly, the small daily must print all of the little inconsequential bits of news in its circulation zone. Perchance it seeks a large rural circulation it must have correspondents in every community and in most of the important school districts.

"Your daily newspaper to appeal to your body of readers must be well-rounded. It must have the news of the community and city. It must have the major happenings of the state and the big news of the country and the world. It is absolutely essential that editorial comment and interpretative discussion be had on the main developments at home and abroad and especially in the matter of public affairs. The editorial page should also have well selected editorial comment from other newspapers, a feature article of some sort printed daily and possibly an intriguing daily skit prepared for women readers especially, something that will possess both continuity and interest.

"I believe the time has come when the daily newspapers of Oklahoma should adopt a code of ethics or standard of practice. Here are three suggestions:

"1. No Christmas bargain subscription rates.

"2. No contests or premiums.

"3. Reduce publicity to the minimum."

Wood Heads Boxing Writers

Wilbur Wood, *New York Sun,* was elected president of the Boxing Writers Association of New York City, recently organized society designed to bring about co-operation between the writers and the sport field they cover, such as exists in organized baseball. Other offices are Ed Van Every, *New York Evening World,* vice-president; James Jennings, *New York Evening Graphic;* Homer Thorne, Associated Press, secretary; and Samuel Taub, *New York Morning Telegraph,* corresponding secretary. James P. Dawson, *New York Times,* presided at the new organization's first meeting.

Ad Club to Give Cups

The Advertising Club of St. Louis will make five awards for noteworthy work in advertising this year. Five loving cups will be awarded as follows:

"For the most noteworthy contribution to the welfare of the personnel of the club.

"For the most noteworthy contribution to the general stability of the club.

"For the most noteworthy contribution to the advancement of advertising.

"For the most noteworthy contribution to the A. A. C. of W.

"For the most noteworthy contribution to civic advancement."

John J. Johns is chairman of the awards committee.

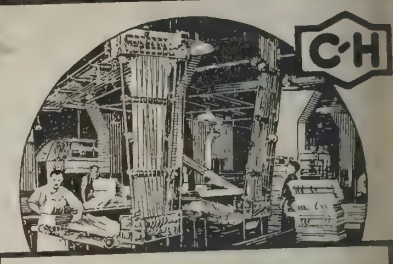
Supplies and Equipment

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON

Good Values in Rebuilt Equipment

No. 2 Miehle 2 rev. 4-roller Cylinder Press, bed size 35 x 50
Huber Hodgman 2 rev. Cylinder Press, bed size 46 x 66
15 x 21 Golding Art Jobber
14 x 22 John Thomson
No. 8 Linotype—almost new
Steel Galleys—single, double and triple column
Type Cabinets—Steel or Wood
Steel-top Form Tables
7 and 8-col. Casting Boxes
Send for current issue of "Hall Broadcaster"

THOMAS W. HALL COMPANY, Inc.
575 Washington Street
New York City



Newspaper Conveyors

speed up the movement of papers to delivery room—without fuss or waste. Used for years by hundreds of large and small publishers throughout the country. Write for details and typical installation views.

The Cutler-Hammer Mfg. Co.
Works: MILWAUKEE, WISCONSIN
New York, Chicago, Pittsburgh, Philadelphia, Cleveland, Cincinnati, Boston, Detroit, St. Louis, Buffalo, Milwaukee
San Francisco, Los Angeles, Seattle, H. B. Squires Co.
CUTLER-HAMMER

Wilke's METALS
THE HIGHEST STANDARD

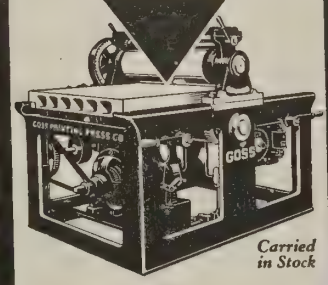
Write for Information Concerning

Wilke's Metal Insurance Plan

It Will Save You Money

Metals Refining Co.
Hammond, Indiana
Warehouses in Principal Cities

GOSS
STEREOTYPING MACHINERY



Carried in Stock

Some outstanding and exclusive features of The Goss *Combination Wet and Dry* Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

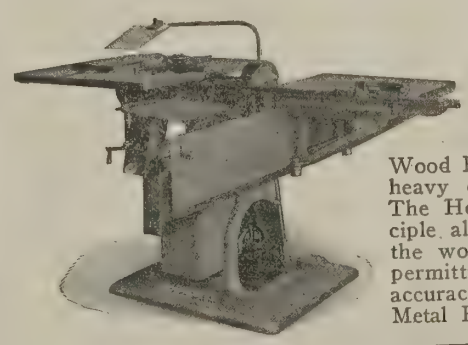
Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—A *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

Hoe Combined Saw Table and Mono-Rail Trimmer



This Machine combines the advantages of the Hoe Pedestal Saw Table and the Hoe Mono-Rail Trimmer.

The Trimmer is supplied with either Style "A" Cutter Head for trimming Wood Blocks or Style "B" for extra heavy cutting on Zinc or Copper. The Hoe Patented Mono-Rail principle allows the Operator to follow the work beyond the Cutter Head permitting more speed and greater accuracy in trimming Wood or Metal Blocks of varied sizes.

IF IT'S A HOE, IT'S THE BEST

R. HOE & CO., INC., 504 Grand Street, New York, N. Y.
7 So. Dearborn Street, CHICAGO, ILL. 7 Water Street, BOSTON, MASS.

Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co.
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

The Classified Department of EDITOR & PUBLISHER does more than sell white space. It gives to every advertiser a measure of attention that individualizes his problem to the people he wants to reach.

Employment—Equipment—Services

EDITOR & PUBLISHER
Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS
(Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE.

ADVERTISING

General Promotion

dvertising Promotion—If you want more usiness, communicate with the International ublications Service, Incorporated, Suite 1004, 841 Broadway, New York City.

Special Pages

pecial Feature Pages—Local display developed rom non-regular advertisers. Industrial, Build- ng, Church, Baby-Contest Pages, Special Edi- ons. Every account guaranteed. William E. ordan, Newspaper Revenue Builder, care Editor Publisher.

Mediums

gency, Advertiser, or individual, interested contracting for space in string of dailies and eeklies at much lower figure than regular tes. Address J. N. Vickers, Box 922, Dallas, exas.

USINESS OPPORTUNITIES

Brokers

aily—Some men are just as stingy in spend- g their money as women. Many of them are oking to steal something. Well here is a ance for some of you birds who are squeezing ur government bonds and holding on to your sh hoping to take it with you to your graves d use it in the other world. You remind me the Jew in my country who just before he ed asked the minister to see that a Radio was stalled in his casket when he passed away. e minister asked him what he wanted to do it for and the Jew replied: "When the dgment Day comes I want to tune in early d hear what is going on. If there are any ner lots offered for sale in heaven I want get one before that last partner of mine on th beats me to it."

I can sell you a daily paper, without opposi- n, city of 18,000 in Ohio which has industrial roll per month of around $1,000,000, cir- ation 1500 (should be 4500), Goss-Comet ess, two linotypes; inside of office will, the ner tells me, invoice better than $15,000, merly priced with me at $27,500—now priced sell quickly at $12,500 cash. Well you want know why these owners want to sell. The th is they have three other daily papers in o and have not been able to hire a manager o can make any money out of this property ough it is not losing any. True it is near rge city and true it has many foreigners as zens but any man with sense knows it is erpriced and that all this paper needs is a man to go and live there and co-operate with population in the right way. It is a chain spaper property and the people of the city which it is published want the paper to have itizen owner and you cannot blame them. in this ad which costs like hell I have tried ell you the blue points as well as the good ts, and if some of you hard-to-please and a-washa stingy men do not grab this daily so far as I am concerned you can go to devil.—Omar L. Gray, Sturgeon, Mo.

erable Weekly Papers and Job Plants oying exclusive fields and earning handsome lends on prices asked. Two in New Jersey; in Virginia; two in Pennsylvania; two in ida; one in North Carolina; one in Illinois. Shale, Times Building, New York.

portunity in Illinois county seat, town of ly ten thousand to merge two dailies at ain price and dominate field. $20,000 cash ssary. Ask for prop. 351x. The H. F. richs Agency, Litchfield, Ill.

Newspapers for Sale

Newspaper, well equipped, for sale in mountain city of 10,000; absolutely domi- its field; making guaranteed net cash profit 30 per cent on sale price; if you have 00.00 in actual cash for first payment, com- details and audit of books furnished, other- no information given. Address Box B-777, r & Publisher.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

March 20th to April 1st is the time to start our two pay china campaigns. Solicitors will secure from 7-10 orders daily, costing less than 25c. Write for plans today. Results are excellent. The Albright-China Co., Carrollton, Ohio.

Premiums

Excellent Pulling—Low Price premiums $0.40 to $0.95. City, country or mail use. China appeals when everything else fails. The Albright China Co., Carrollton, Ohio.
F. S. Two more china campaigns in Penna.

EDITORIAL

Syndicate Features

Jewish Daily Forward and United America are the new customers this week. Write for samples of a live, alert, up-to-date service. The Graphic Syndicate, 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

Copy Desk Man experienced, wanted by newspaper of fifty thousand circulation, two hours away from New York. Must be first class man. State full particulars, previous experience. B-784, Editor & Publisher.

Display Advertising Solicitor wanted. State salary and experience. Write Manager, Journal Herald, Albuquerque, New Mexico.

Editorial Cartoonist wanted by morning daily in city of 200,000, over night from New York. Salary based on previous experience and quality of work. Position permanent with opportunity for advancement. Applications confidential. B-779, Editor & Publisher.

Local Advertising Solicitor, and copy writer, experienced, wanted. Steady position for capable man. Apply B-783, Editor & Publisher.

Situations Wanted

Advertising Manager-Solicitor, 28, married, seeks connection with growing paper in city between 20,000 and 150,000 where marked ability as copy-writer, linage and good-will builder is needed. Hard work, keen competition no deterrent. Salary $60, but future prospects, living conditions first considerations. B-704, Editor & Publisher.

Advertising Man—Experienced on dailies; solicitor, ad writer, familiar with making layouts, etc., desires position with daily or magazine in South. Address B-795, Editor & Publisher.

Advertising Manager—Thoroughly experienced newspaper executive with an enviable record over sixteen years, wants connection with progressive paper in city over hundred thousand. Prefer second or third paper where possibilities are limited only by effort put forth. Successful organizer, leader and creator of business. Young, aggressive, married. Want permanent connection where record will be recognized. Write for full particulars. Address B-793, Editor & Publisher.

Advertising Manager—Classified Manager, now employed. Over 14 years' experience Metropolitan newspapers. Thoroughly experienced, seasoned go-getter; local display, publicity, national accounts, merchandising, etc. At present managing local daily of over 65,000. Best credentials. Address B-754, Editor & Publisher.

Assistant Auditor-Bookkeeper, experienced, with executive ability, now employed by large morning newspaper, desires connection offering opportunity for advancement. Address Box B-782, Editor & Publisher.

Business and Advertising Executive—Metropolitan and provincial experience. Owing to certain tentative future plans, would consider temporary engagement with Eastern paper desiring more efficiency and greater production of business. Salary and bonus or commission. Address Box 787, Editor & Publisher.

Cartoonist, Caricaturist, sketch artist, editorial cartoons, seeks connection with reliable newspaper, samples. B-785, Editor & Publisher.

Cartoonist, experienced in all newspaper art, desires change. B-753, Editor & Publisher.

Circulation Manager now employed, desires to make a change. 15 years' experience on morning, evening and Sunday publications. Thorough knowledge of all branches of circulation work. A 1 reference from present and former employers. B-757, Editor & Publisher.

Circulation Manager, capable of segregating opposition circulation and directing intelligent promotion against same. Trained executive. Correspondence or interview. Liberty March. Address B-794, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Circulation Manager, 14 years' successful experience, desires to make permanent connection with publisher desiring, clean, legitimate circulation. Thoroughly acquainted with independent carrier system and capable promotion man. Can produce business at minimum cost. 35 years old. Best of references. Address B-796, Editor & Publisher.

Circulation Manager of long experience, now located on a western daily of 50,000 circulation, wishes to make change. Understands thoroughly circulation promotion, office system, collections, etc. Present location nine years, with increase of seven hundred per cent in that time. Address, "Experienced Circulator," care Editor & Publisher.

Classified Manager, now employed, aged 25, married, 5 years successful record. No floater. Very familiar with Basil Smith System. For full particulars write or wire B-788, Editor & Publisher.

Classified Manager—Young man aged 30 years with AAA record and best of references desires position as classified manager on paper of 25,000 to 100,000 circulation. Six years' experience in both selling and managing, on large metropolitan daily. Plenty of good ideas for developing and ability to put them over in a profitable way. Employed at present. Will go anywhere. Interview invited. B-756, Editor & Publisher.

Classified Manager, of proven ability, desires connection with strong daily that is not getting maximum amount of classified. Familiar with all successful forms of permanent classified building. Nice gain shown in present position; now locking for larger paper in town of 100,000 to 200,000. Will work straight salary or salary and percentage of increase. Get in touch with me and forget your classified troubles. B-792, Editor & Publisher.

Composing Room Foreman and Superintendent desires position with publisher expecting unusually good results. Have recommendations showing reduction of costs in every instance. Fifteen years as executive in metropolitan and smaller papers; 37 years of age. Married. Union. Prefer arrangement of salary with opportunity to share in savings effected. B-687, Editor & Publisher.

Composing Room Foreman, married, 37 years old, wants permanent position only. Plenty of experience. Address B-769, Editor & Publisher.

Editor-Manager, high grade, 50. Experience includes hardest kind of problems. Open for connection. Size of city immaterial if field has possibilities. B-765, Editor & Publisher.

Editorial Writer, aged 46; widely experienced; tireless worker, trustworthy; record speaks for itself. Address B-791, Editor & Publisher.

Editorial—Wider field, preferably syndicate, wanted by accredited newspaper woman; 12 years' experience here and abroad. Features, news, special news expert. Possesses pluck, perseverance, personality. Through interviewing has large theatrical acquaintance. No reasonable proposition refused until merit is proved. Credentials given. Apt. 9D, 309 W. 86th St., N. Y. C. Schuyler 4868.

Feature and News Writer, exceptional, recognized in profession and a distinct asset. Newspaper looking for such a man should correspond with man of brilliant record and proven ability and capacity; also thoroughly capable at desk; married; 28; now employed East; opportunity under conditions making for progress and permanence primary aim. B-781, Editor & Publisher.

In Any Capacity—Young woman wants job on trade magazine, or daily or weekly paper. Two years experience reporting and office work. References. Will go anywhere. Address B-778, Editor & Publisher.

Manager—Clean record, covering many years. No matter how hard your proposition, can handle it. Have had actual working experience in every department and able to take full responsibility. Send for list of references and let others tell you what I can do for you. Now employed in city of 1,000,000. Address Box B-780, Editor & Publisher.

Managing Editor—New York newspaper man, with 16 years' experience on both metropolitan and smaller dailies wants to connect with paper of about 25,000 to 50,000 circulation as M. E. Several years experience as executive on New York daily. Know I can deliver the goods and help build paper with constructive ideas. Position must be permanent. Married, 35 years old. B-786, Editor & Publisher.

Newspaper Artist, layout man, seeks change. Handle camera, cartoons and all art work. Papers wanting one man, art department, take notice. Also expert advertising copy and layout man. Craig, 701 41st St., Des Moines, Iowa.

News Executive, splendid record of achievement; able director and expert writer; sound judgment; familiarity all problems; 29; married; ten years' experience large and small cities; now managing editor important New England daily 20,000; seeks permanent connection offering opportunity to show results. B-790, Editor & Publisher.

Publisher's Secretary — Educated, intelligent man, 26; varied experience as teacher, reporter, office worker, publisher's secretary. B-761, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Sports Editor and expert writer, age 24; six years experience; thoroughly trained in makeup and sport copy desk work; would like to connect with large paper, East or West; live wire, producer of great copy; now employed. B-739, Editor & Publisher.

Sports Writer, 23, live wire, desires connection. Thorough. College educated. B-789, Editor & Publisher.

MECHANICAL

Equipment for Sale

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner Fendler Branch, A. T. F. Co., New York City.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Equipment Wanted

Press—Wanted to purchase press 20 to 32 pages. Write B-776, Editor & Publisher.

Supplies

Green Newsprint—15 tons good quality rolls 35½ inch. Ready for immediate delivery from Camden, N. J. Make offer to Camden Courier, Camden, N. J.

WE ARE EQUAL TO YOUR PROBLEM:

To Buy a Newspaper,
To Sell a Newspaper,
To Appraise a Newspaper.

PALMER
DeWITT & PALMER

For Thirty Years the Recognized Leaders in
SALES—APPRAISALS
NEWSPAPER PROPERTIES
350 Madison Ave., New York

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of
PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

OVER TWENTY-FIVE YEARS we have conducted a service bureau for employers and position seekers in the Advertising-Publishing field. Our lists include men and women fitted for positions up to the highest responsibility in all departments of newspapers, class journals, advertising agencies and the publicity departments of mercantile and manufacturing concerns. Registration free. No charge to employers.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLERS

IT is not too early to get started on a column for the classified section entitled "Gifts for Easter" or "Special Easter Offers." This will allow many small advertisers to get their messages before the public at low cost.—V. G. Dawson, Halifax.

Here's an interesting advertisement recently run by the *Anaheim* (Cal.) *Bulletin*:

"WORDS OF A FEATHER—Service, Satisfaction, Results.

"The editor gathered the news—

"Our press associations telegraphed news—

"The reported brought in news—

"The linotype operators set the news—

"The proofreader corrected the errors—

"The advertising men gathered the ads—

"The ad men set the ads—

"The proofreader corrected the errors—

"The stereotyper cast the illustrations—

"The make-up men assembled it all—

"The bookkeeper made a record of it all—

"The pressmen printed 5,200 copies—

"The circulation manager counted them—

"18 carrier boys delivered them in town—

"7 automobile routes delivered them in the rural districts—

"That's what we sell you—that's what you buy when you advertise in the Anaheim Bulletin."—F. H. Williams, Santa Ana, Cal.

"THESE FIRMS WILL EQUIP YOUR OFFICE COMPLETE" read the line over a double truck in an Indiana newspaper. Space was sold for furniture, typewriters, adding machines, check protectors, electric fans, water coolers, etc., with each firm limited to one block.—B. A. T., Springfield, Ohio.

The *Los Angeles Examiner* has inaugurated a weekly page appearing every Saturday (dull advertising day) under the heading "The Arts of Living." Everything contributory to finer home life, from new books to landscape gardening, and from china for the dining table to new pictures for living room walls, is discussed on the editorial section of the page by well-known local authorities. Advertisements of the merchants interested in pushing the sale of these "finer things" support the page—admirably!—M. S. M., Denver.

Real human interest is embodied in the stunt carried on by a middle-west publication. Using a double truck with ads displayed lengthwise, the space was divided into 15 boxes, each containing a description of an ad to be written. The idea was based on the fact that these merchants wanted to know the public's opinion of a good ad. A prize was offered for the best ad written for each of the 15 advertisers.—George C. Marcley.

One newspaper in Texas in a medium-sized city, has been carrying a full-page every Saturday devoted only to automobile news. A very good line of ads. is carried on it, and it proves to be a very good money-maker. As it was begun, for two weeks contests were staged for letters telling of the best buys that auto owners ever made on accessories, etc. These letters were run for two Saturdays following the contests, and in this way a hitherto new idea was changed into a profitable scheme.—Barry Bishop.

DENVER COMPANY REORGANIZED

Victor Neuhaus Withdraws From Colorado Herald Pub. Enterprise

Reorganization of the Colorado Herald Publishing Company, Denver, publishers of several weeklies, semi-weeklies and dailies has resulted in several changes.

Victor Neuhaus, pioneer foreign language newspaper publisher of Denver, has retired and will travel abroad following the complete disposal of his interest in the business.

Frank J. Wolf, former general manager and part owner of the company is now president, with Fred T. Hartman, associated for the last year with the company, as secretary-treasurer. Hartman was formerly publicity director for several Western railroads and at one time was co-owner of the old Hartman-Sargent Advertising Agency, pioneer agency of Denver.

On the mechanical side of the *Colorado Herald* plant, Ira C. Gwinnup, for many years owner of his own newspaper in Colorado, is now foreman of the composing room, replacing George Branish, while John Matthews, Denver, replaces Ed Howell as foreman of the newspaper's press room.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

AFTER all the limerick contest always gets big response. A new one which advertises the features the newspaper has is in the nature of a series with separate prizes for limericks about each feature the paper carries, from press service to comic strips. The idea went over big here.—H. B. Sanderson, *Warren* (O.) *Tribune-Chronicle*.

The *Chicago Daily News* is publishing a daily column composed of short wire stories portraying a peculiar side of life under the box "This Queer World." Some of the stories are pathetic, some humorous, but all are interesting and about unusual people and things.—Charles E. Calkins, Chicago.

If you can get estimates of attendance and receipts of theaters and other amusement places in your city and strike a total of the amount spent annually for amusement, then compare it with the amount spent annually for education, an interesting story would result.—John H. A. Kelly, Norristown, Pa.

As a circulation promotion stunt, obtain silhouettes of outstanding people in your city. Publish a silhouette one night and the name of the person the next night. The *Halifax Evening Mail* did this and it proved a very popular feature.—V. G. Dawson, Halifax.

With spring comes the usual building activities. Keeping in close touch with local contractors will result in many real estate page features. Facts concerning new styles in homes, costs, volume of building, etc., can be obtained.—L. E. Buchart, Brooklyn.

What's the most photographed thing in your town? A San Antonio, Tex., paper worked up a good feature on the subject by interviewing film developers at the leading kodak shops. The story revealed that thousands of snap-shots of the historic Alamo, the cradle of Texas Independence, are made each month. The reactions of the developers to the constant sight of Alamo snap-shots were interesting, as were their comments on the more popular poses of persons when they are photographed.—Royal H. Roussel.

One of the most interesting straight-away feature stories I ever obtained was from several ministers on: "What is your opinion of hell?" I interviewed eight ministers on the subject, picking one from six different orthodox churches and two from more liberal churches. The opinions varied greatly, of course.—M. V. Briggs, *Duluth* (Minn.) *News Tribune*.

THOS. W. BRIGGS CO.

Columbian Mutual Tower
MEMPHIS, TENN.

CREATORS OF LOCAL DISPLAY FROM A NEW SOURCE

Our Business Review and many other feature pages now running in more than 80 leading American and Canadian newspapers. Write or wire for our representative.

"America's Own"
HELEN WILLS

Secure her articles on tennis; twice a week through

KING FEATURES SYNDICATE, Inc.
241 West 58th Street
New York City

SHORT STORIES DONE IN PICTURE STRIPS

Famous Stories By
POE, STEVENSON, DUMAS
CONAN DOYLE

To Run 10 Days
2 Weeks

Beautifully Drawn, Full of Action, Suspense and Thrills

Write for Rates

WHEELER - NICHOLSON, Inc.
373 4th Ave. New York City

WIRE NEWS

For Evening and Sunday Newspapers
International News Service
World Building, New York

H. G. WELLS
FIRST PUBLICATION
in the Newspapers
An Outline of the Arts
To Run Fifteen Weeks
Beginning March 21
In Sunday page or short daily installments
Profusely Illustrated
The McClure Newspaper Syndicate
373 Fourth Avenue, New York

Insurance Against Rising Feature Costs

Five pages of exclusive newspaper features, including Editorial, Women's, Sports, Comics, News Features and News Photos each day.

Serial fiction by Beatrice Burton, author of "The Flapper Wife," "Love Bound," etc.

Editors' Feature Service, Inc.
1819 Broadway, New York

BY UNITED PRESS

AROUND THE WORLD AROUND THE CLOCK

UNITED PRESS ASSOCIATIONS
World Building New York

Distribute in PENNSYLVANIA Then ADVERTISE

Consumer demand is determined by the requirements of a community, based on the living habits and social standards of the inhabitants. In an industrial territory, such as Pennsylvania, the demands are of sufficient variety to cover the scale of products, from the barest necessity to the greatest luxury.

A great industrial and agricultural center, Pennsylvania contains an army of well paid workers, with earning capacity sufficient to demand many varieties of merchandise beyond the necessities for creature comforts.

The Captains of Industry, their co-workers and social equals represent the greatest wealth of the nation.

Between these extremes are solid, substantial citizens, intelligent and industrious, the backbone of the Keystone State.

The Pennsylvania people live well, whatever their calling, and they read the daily newspapers. They patronize their local stores.

The local stores of Pennsylvania are well managed by discerning merchants who cater to the demands of their buying public.

Consumer demand that is created by advertising will bring people into the local stores. These merchants will not hesitate to meet this demand.

The newspaper is unquestionably the best medium for National Advertising. It offers the largest possible circulation for the amount of money spent.

The daily newspapers of Pennsylvania will supply territorial data and will cooperate in merchandising and sales promotion.

Use this list for results

	Circulation	2,500 lines	10,000 lines
*Allentown Call .....(M)	30,274	.10	.10
*Allentown Call .....(S)	21,285	.10	.10
†Beaver Falls Tribune .....(E)	6,183	.03	.03
Bethlehem Globe Times .....(E)	13,651	.06	.06
†Bloomsburg Press .....(M)	7,535	.04	.04
†Chester Times .....(E)	17,827	.06	.06
†Coatesville Record .....(E)	6,716	.04	.05
*Connellsville Courier .....(E)	5,801	.02	.02
*Easton Express .....(E)	23,668	.08	.08
*Erie Times .....(E)	28,026	.08	.08
*Greensburg Tribune Review...(EM)	11,673	.05	.05
†Hazleton Plain Speaker.....(E) †Hazleton Standard-Sentinel..(M)	19,721	.07	.06
*Mount Carmel Item .....(E)	4,343	.0285	.0285
*Oil City Derrick .....(M)	7,379	.04	.04
*Pottsville Republican and Morning Paper .....(EM)	15,857	.08	.07
†Scranton Times .....(E)	43,495	.12	.11
*Sharon Herald .....(E)	7,031	.0357	.0357
*Sunbury Daily Item .....(E)	4,958	.0285	.0215
*Washington Observer and Reporter .....(M&E)	16,861	.06	.06
†West Chester Local News.....(E)	11,720	.04	.04
†Wilkes-Barre Times-Leader .....(E)	24,841	.08	.06
†Williamsport Sun .....(E)	20,203	.07	.07
†York Dispatch .....(E)	19,197	.05	.05

*A. B. C. Publishers' Statement, Sept. 30, 1925.
†Government Statement, Sept. 30, 1925.

NINETY-SIX PER CENT. of The Sun's total circulation is concentrated in the New York market—the City and Suburban area which both National Advertisers and Local Stores want to cover when they advertise in New York newspapers. Through this highly concentrated circulation the advertiser's message in The Sun is assured maximum effectiveness.

AMONG THE BETTER CLASS people of this territory, The Sun has a larger home circulation than any other New York weekday newspaper.



THE SUN IS A HOME NEWSPAPER. It enables advertisers to reach all members of the family six days a week. It is read by intelligent, discriminating men and women who have confidence in The Sun as a newspaper and who respond readily to the advertisements which The Sun publishes.

ADVERTISING IN THE SUN is economical. The cost of reaching 1,000 people in the New York market is lower in The Sun than in any other New York newspaper which approaches The Sun in quality of circulation.

A Powerful Sales Producer *in the* World's Greatest Market

TO advertisers who are seeking increased sales for 1926, the New York market —with its population of nine and a half million consumers—offers larger opportunities than any other market in the world.

All indications point to an unusually profitable business year in this great market. There is employment for everyone. Bank savings are high. The construction of new buildings has broken all records. Retail sales have reached new heights.

There are more people with more money to spend in New York to-day than in any other market in the world.

Concerns merchandising products of good quality can develop the unparalleled sales opportunities in New York most effectively and most economically through the advertising columns of The Sun.

The large number of prominent advertisers, both National and Local, who are now selling their products in New York through The Sun, the tremendous volume of advertising which manufacturers and merchants place in The Sun year after year, and the exceptional gains in advertising which The Sun has made during the last year—all bear convincing testimony to the productiveness of advertising in The Sun.

The Department Stores of Manhattan—keen, experienced judges of the selling power of the various New York newspapers—advertise more in The Sun than in any other New York newspaper. Advertisers in all lines, who want to increase their sales in New York, can profitably follow the example of these Department Stores.

The Sun's superior ability to produce results for advertisers is based on its large high class and unusually responsive circulation, which is attributable in turn to the high character of The Sun as a newspaper.

The Sun

280 BROADWAY NEW YORK

BOSTON
Old South Building

WASHINGTON, D. C.
Munsey Building

CHICAGO
208 So. La Salle St.

SAN FRANCISCO
First National Bank Building

LOS ANGELES
Van Nuys Building

PARIS
49 Avenue de l'Opera

LONDON
40-43 Fleet St.

THIS ISSUE:—THREE-QUARTERS OF A BILLION DOLLARS IN NEWSPAPER ADVERTISING.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1926

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 58. No. 42 NEW YORK, MARCH 13, 1926 By Mail in Advance $4, U. S. A. $1.50, Canada; $5, Foreign 10¢ Per Copy

JOURNALISM LIBRARY
Not to be taken from this room

THE NEWS carried less lineage than any other New York newspaper



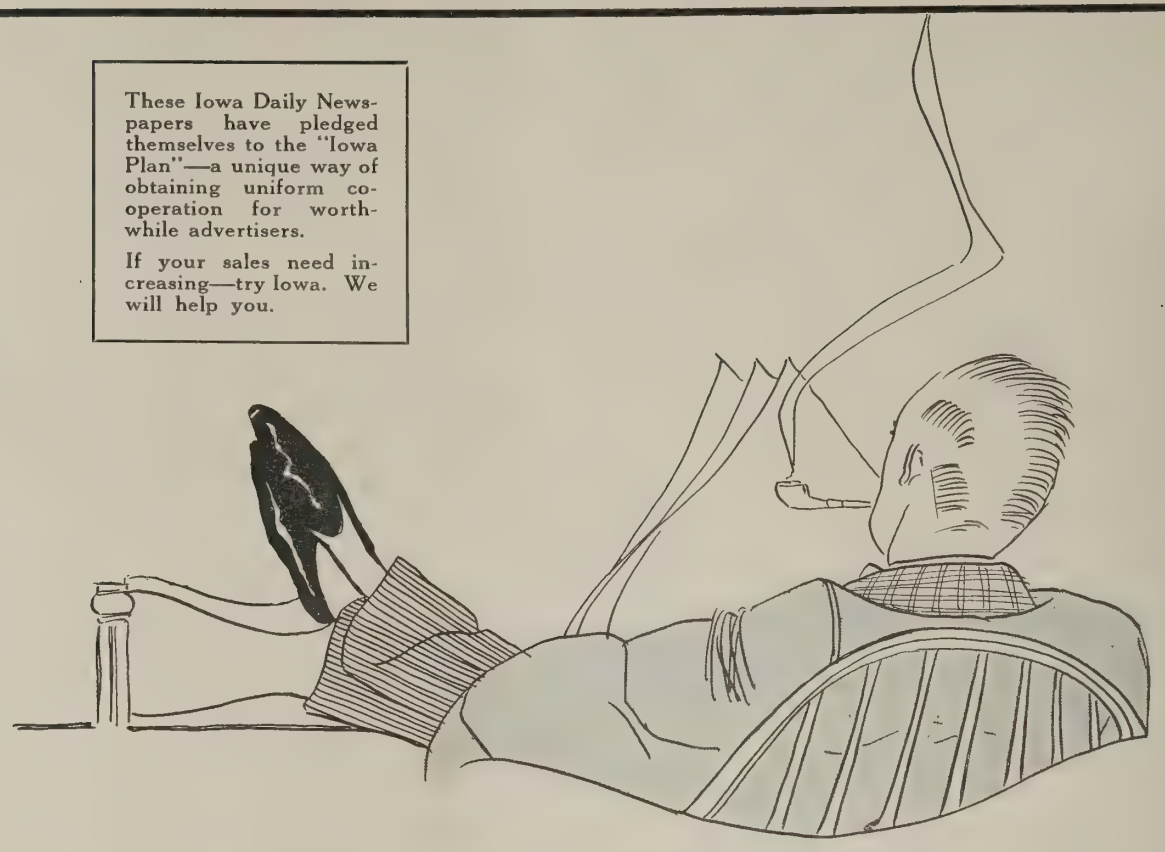
for the twelve months of 1925 . . .

NOT because we couldn't get more, but because we couldn't print more in our tabloid paper . . . Only 4.1% of all the advertising run in seventeen New York and Brooklyn newspapers in the twelve months of 1925 appeared in The News—6,832,472 lines of the 163,904,994 total! . . . THERE is no more significant fact to national advertisers in New York . . . than the exclusive limited presentation of the advertising message that this paper makes possible. The six million odd lines in The News were delivered to the largest daily circulation in America—delivered in a small package and in an assimilable form. . . . Every advertisement in The News had its chance to sell. . . . Every agate line on the small page came before the eyes of the whole News circulation—the largest daily circulation in America. . . . . Every issue was an advertising salvo instead of a daily barrage. . . . GETTING copy into a paper isn't advertising necessarily, but getting copy into a reader's eyes is!

THE NEWS
New York's Picture Newspaper
25 PARK PLACE, NEW YORK
Tribune Tower, Chicago

These Iowa Daily Newspapers have pledged themselves to the "Iowa Plan"—a unique way of obtaining uniform co-operation for worthwhile advertisers.

If your sales need increasing—try Iowa. We will help you.



Iowa people prefer Daily Newspapers

TO begin with, Iowa has a smaller percentage of illiteracy than any other state in the union.

And mark this well: Practically every family in Iowa—on the farms as well as in town and city—takes a daily Iowa newspaper. (550,000 Families in Iowa. These 28 Iowa dailies have combined circulation of 571,151.)

Altogether Iowans pay nearly three and a half million dollars yearly in subscriptions for these 28 Iowa daily and Sunday newspapers.

This exceeds the total amount they spend for any other two or three classes of publications combined.

Clearly then, the place for the advertiser who is selling in this state, or expects to do so, is in the daily Iowa newspapers.

For they are the media which Iowa's 2,400,000 intelligent people read and prefer.

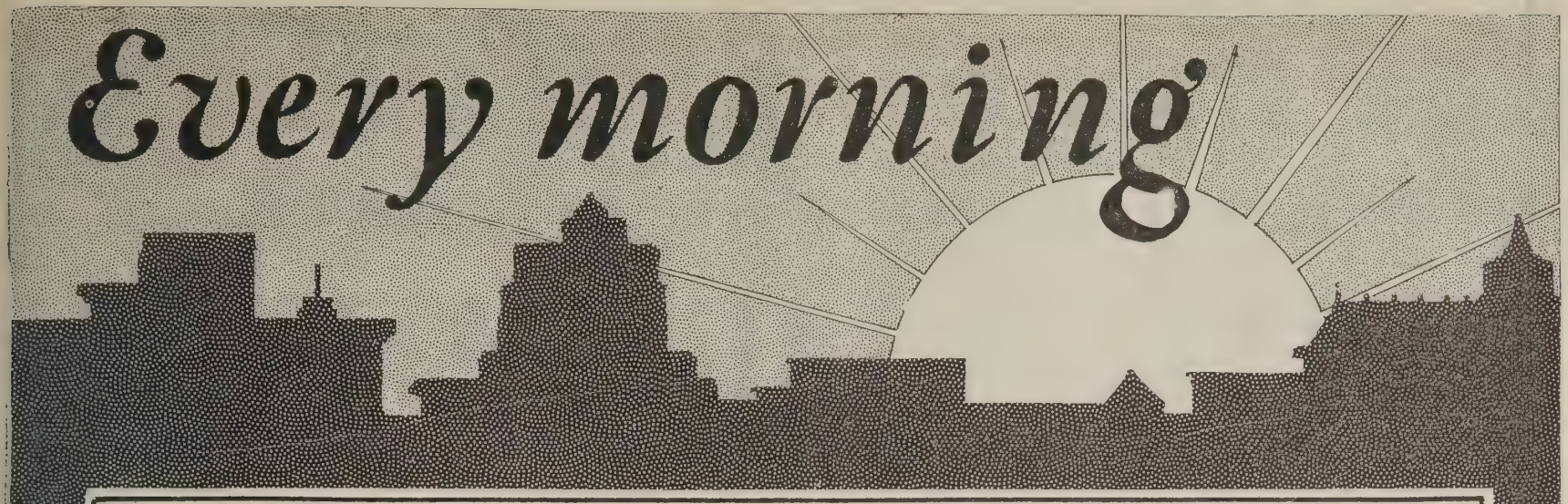
Place your own advertising in the daily Iowa newspapers and watch it begin to get the results you want!

The Iowa Daily Press Association

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY TAKES A DAILY NEWSPAPER



New York's Complete Newspaper

ALL the news of the day—international, national and local—is thoroughly covered by the New York Herald Tribune. It aims, with the aid of intelligent editing, to be complete without being verbose, and detailed without being ponderous.

ITS features are justly famous. Briggs' cartoons, the sports columns of Grantland Rice and W. O. McGeehan, its Sunday literary review, "BOOKS", edited by Stuart Sherman, its news of Finance, Society, Drama, Music, Art, Home Economics, Real Estate and Shipping, its daily page of news pictures, are among the Herald Tribune's well-known high lights.

FIRST TO LAST—*THE TRUTH*:
NEWS :: EDITORIALS :: ADVERTISEMENTS

New York Herald Tribune

Selling Automobiles pays in PHILADELPHIA

Federal Reserve figures for the Philadelphia district indicate that far fewer automobiles are purchased on the instalment plan than is popularly supposed.

Employment in the Philadelphia area is general and pay envelopes contain more than last year owing to increased output of the many different manufacturing plants in this district.

Where and when people have the cash is the place and time to advertise automobiles, and from every view of the business barometer, Philadelphia now is a good place.

DOMINATE PHILADELPHIA

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Net paid daily average for 1925:

524,662 Copies a Day

The circulation of The Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

NEW YORK
247 Park Avenue
(Park-Lexington Bldg.)

CHICAGO
Verree & Conklin, Inc.,
28 East Jackson Boulevard

DETROIT
C. L. Weaver, Verree & Conklin, Inc.
321 Lafayette Boulevard

SAN FRANCISCO
Thomas L. Emory, Verree & Conklin, Inc.
681 Market St.

(Copyright 1926—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 58 | NEW YORK, MARCH 13, 1926 | No. 42

In Year 227 National Advertisers Invested $70,000,000 in Newspaper Space

Estimates Compiled for 1925 by the A. N. P. A. Bureau Proves Impressive Leadership of Press Medium—Economics Influenced Trend to Papers, Thomson Finds

By PHILIP SCHUYLER

A GROUP of only 227 national advertisers invested $73,994,000 in newspapers space during 1925, according to estimates prepared by the Bureau of Advertising of the American Newspaper Publishers' Association and published herewith for the first time in the advertising trade press.



WILLIAM A. THOMSON

Of this incomplete group 17 had estimated appropriations last year of a million dollars or more. Led by the Ford Motor Car Company, Detroit, with $2,500,000, including dealer expenditures, the million-dollar advertisers are:

American Tobacco Company, $1,700,000; Bayer Company, makers of Aspirin, $1,000,000; Calumet Baking Powder Company, $1,275,000; Chevrolet Motors, $1,500,000, including dealer space; Dodge Brothers, Inc., $1,500,000; Kellogg Company, $1,500,000; Lever Brothers, $1,750,000; Liggett & Myers Tobacco Company, $1,750,000; Literary Digest, $1,150,000; P. Lorillard Company, $1,150,000; McFadden Publications, $1,100,000; Maytag Company, $1,000,000, including dealer space; Paige Detroit Motor Car Company, $1,100,000; Standard Oil Company of Indiana, $1,275,000; Studebaker Corporation, $2,000,000; William Wrigley, Jr. & Co., $1,250,000.

Newspaper advertising investments of this group of 17 totals $21,455,000, or more than one-third of the grand total of those listed. It will be noted five of the 17 are manufacturers of automobiles, three of tobacco manufacturers, and two represent the magazine field. Two magazine publishers invested $2,260,000 to attract readers and advertising matter to their media.

"An impressive picture of the leadership of newspapers as national advertising media" is the way William A. Thomson, director of the Bureau of Advertising, describes the list of 227 users of newspaper space and their 1925 expenditures.

Mr. Thomson, in an interview, analyzed the list and pointed out economic reasons for the increased use of newspaper advertising.

The constant discussion by economic experts outside the advertising field, such as Herbert Hoover, he pointed out, has occasioned a closer study of markets and buying power on the part of the advertiser. As a result, he said, the need for intensive consumer advertising, which the newspaper offers, has been increasingly disclosed.

"The modern advertiser," Mr. Thomson declared, "can no longer be satisfied with merely making a gesture toward national advertising, such as he might have done a few years ago—a flash in the magazines, or a flash on the billboards.

"A change in buying power has occurred, as indicated, for instance, in the increased business done on the installment plan. Seventy-five per cent of the automobiles bought in this country are purchased on the installment plan. There are nearly twice as many automobile owners as there are income tax payers.

"Magazine publishers frequently make the claim they reach the income tax payers. Even though this may be true, and it seems absurd, there is a potential market outside the income tax list which the national advertiser is bound to cover.

"Newspapers enjoy the unique position of reaching the income tax payers as well as the non-income tax payers. Vastly more important than the income tax payers is the large army of wage earners. This army looms in larger importance than ever before.

"After all, everybody who reads, reads a newspaper. That takes in everyone who buys.

"Ten years ago the newspapers doubtless represented some waste in volume of circulation. Today, because of the growth in buying power and the wider potential buying market, this waste in newspaper circulation has been reduced to a negligible amount.

"The modern advertiser is taking cognizance of this fact. He knows now it is more than ever worth while to go after the all inclusive buying power of the newspapers, because of the change in modern buying habits."

Mr. Thomson, discussing the list of 227 advertisers, emphasized the fact that the table does not mean the leaders in the use of newspaper space.

"Through a system with which we are experimenting this year," he said, "and by which we will receive monthly reports from all states and Canada concerning the national advertisers who have used newspaper columns, we expect to be able by the end of 1926 to estimate the expenditures of every prominent national newspaper advertiser.

"In the present list there are several points worthy of study. For one thing it represents the names of many advertisers which have become nationally known through newspaper copy. A great many are popularly supposed to be spending enormous sums in newspaper space, and yet when you see what they actually spent you cannot help but be more than ever impressed by the power of the newspaper medium. One sees a great number of popular products with comparatively modest appropriations.

"The newcomers on the list also represent an interesting study. A great many concerns which a few years ago were not generally known as newspaper advertisers now appear to be spending substantial sums of money in the daily and weekly newspaper press."

Mr. Thomson in conclusion declared himself pleased with the progress made by the bureau in compiling lists such as the one now published since the service was first begun in 1924.

"In the past," he declared, "our estimates have been regarded as being almost wholly accurate. We trust the same will prove true of this group of estimates."

The Bureau prefaces publication of the list in its current membership bulletin with the following:

"Starting in 1924, the Bureau undertook the big task of compiling this information owing to the insistent demands from many factors interested in advertising.

"Figures showing how much money various firms spent in magazine advertising had long been available each year.

"The Bureau believed that information of a similar nature covering the newspaper field was equally important and with this in view undertook an investigation of the 1923 expenditures with the result that in November, 1924, it was able to print 62 estimates running from $100,000 to $1,700,000.

"Last year we were able to offer 100 estimates of 1924 accounts running from $100,000 to $2,000,000.

"In the present compilation covering 1925 expenditures we have included certain expenditures from a minimum of $50,000 feeling that the work should be broadened in the direction of including firms spending less than $100,000, which was the former minimum considered.

"It will be noted that there are 44 advertisers included here who spent $50,000 or more but less than $100,000.

"It will also be noted that several firms whose advertising was estimated last year have not yet been included in the compilation. The Bureau expects to add most of these names later and to supplement the list from time to time as the estimates are completed."

LARGE USERS OF NEWSPAPER ADVERTISING

HEREWITH is presented a list of 227 national newspaper advertisers who invested $50,000 or more each in newspaper space during 1925, according to estimates prepared by the Bureau of Advertising of the American Newspaper Publishers' Association.

The list represents only a portion of the great army of national newspaper advertisers. In virtually every classification from the minimum of $50,000 to the maximum of $2,500,000 there are many advertisers whose expenditures have not yet been computed.

The Bureau's estimates follow:

Alberts Brothers Milling Co.	$ 65,000
All Year Club of Southern California	225,000
Aluminum Cooking Utensil Co.	250,000
American Cranberry Growers' Exchange	65,000
American Importers of Spanish Green Olives	200,000
American Lead Pencil Co.	110,000
American Leather Producers, Inc.	116,000
American Sugar Refining Co.	100,000
American Tobacco Co.	1,700,000
Andrea Inc., F. A. D.	125,000
Anheuser-Busch, Inc.	200,000
Anthracite Coal Operators	500,000
Armour & Co.	150,000
Armstrong Cork Co.	460,000
Associated Oil Co.	200,000
Atwater-Kent Company	*400,000
Auburn Automobile Co.	*200,000
Atchison, Topeka & Sante Fe R. R.	475,000
Aunt Jemima Mills Co.	75,000
Auto Strop Safety Razor Co.	500,000
Babbitt, Inc., B. T.	125,000
Baker & Co., Walter	150,000
Bayer Company	1,000,000
Barrett Company	150,000
Bauer & Black	125,000
Beech-Nut Packing Co.	60,000
Best Foods, Inc., The	100,000
Borden Sales Co.	285,000
Boyce-Veeder Co.	100,000
Brandes, C. & Co.	200,000
Brandenstein, M. J. Co.	200,000
Buick Motor Car Co.	920,000
Cadillac Motor Car Co.	500,000
Caldwell & Co.	50,000
Calumet Baking Powder Co.	1,275,000
California Fruit Growers' Exchange	250,000
California Prune and Apricot Growers	175,000
Canada Dry Ginger Ale, Inc.	500,000
Cantilever Co.	70,000
Carnation Milk Products Co.	75,000
Celotex Co.	190,000
Champion Spark Plug Co.	100,000
Cheek-Neal Coffee Co.	300,000
Chevrolet Motors	*1,500,000
Chicago, Burlington & Quincy R. R.	300,000
Clicquot Club Co.	500,000
Climalene Co.	120,000
Colgate & Co.	135,000
College Inn Food Products Co.	95,000
Columbia Phonograph Co.	150,000
Congoleum Co.	80,000
Conklin Pen Co.	50,000
Copper and Brass Research Association	70,000
Corn Products Refining Co.	200,000
Coty, Inc.	300,000
Crane Co.	100,000
Cunard Line	260,000
Cunningham, E. T., Inc.	100,000
Cycle Trades of America	90,000
Davis Motor Car Co., Geo. W.	75,000

(*Continued on page 4*)

ST. JOSEPH GAZETTE SOLD TO LEVAND

Former Casper (Wyo.) Herald Publisher Enters Missouri Field—Price Set at $125,000—Sam Day Named M. E.

The *St. Joseph* (Mo.) *Gazette* was sold March 5, for $125,000 to Max M. Levand, former owner of the *Casper* (Wyo.) *Herald* and *Salt Creek Journal* and one time manager of the *Kansas City Post*. Purchase was made from Francis Ford, president of the First Trust Company who had bid it in two weeks ago at a trustee's sale.



MAX LEVAND

"The Gazette will be conducted as an independent newspaper supporting those candidates best for the city," Mr. Levand told EDITOR & PUBLISHER. "It will be conducted along the lines of a people's newspaper."

Sam H. Day of the *Miami* (Fla.) *Herald* staff and formerly managing editor of the Casper Herald, has been named managing editor, and Homer Watkins, formerly circulation manager of the Herald, has been appointed circulation manager.

Many new features and a four-page Sunday comic will be added, Mr. Levand stated. He also said the Gazette will be moved into a new building within three months and equipped with much new machinery.

A charter was issued March 6, by Secretary of State Becker to the Gazette Publishing Company.

The company has a capital of $250,000, all paid up in money and property. It is divided into 2500 shares of $100 par value each and held as follows:

M. M. Levand, 2479; Frank M. Lowe of Kansas City, 20, and H. Roe Bartle of St. Joseph, 1.

The articles set out that the capital consists of $75,000, paid in cash and property as follows:

Plant and mechanical equipment, $85,000; good will, $40,000; franchise in Associated Press, lease on building and subscription list, $50,000.

Mr. Levand is 32 years old. For eight years he was general manager of the Kansas City Post prior to its purchase by Walter Dickey.

BUY-AT-HOME DRIVE URGED

Norristown, Pa., Merchants Group Seeking to Raise $500,000 Fund

Officers of the Norristown (Pa.) Merchants Association Inc., have started a general movement to increase buying at home, and, as part of its program, is calling on various business organizations throughout the country with a view to raising a $500,000 general promotion fund to advertise the project. The group conducted a successful local campaign to have the home-town dollar spent at home.

In announcing its plan to organizations totaling about 500,000 members, the association says that "in Norristown we have made effective use of advertising and the cooperation of the schools, banks and industries in our campaign. To mold public opinion throughout the United States by use of magazines and other agencies will require a large initial investment. Our immediate goal is $500,000.

"To insure proper use of the funds, we have decided that no moneys be spent before submitting the purpose of the expenditure to the participating members. The Montgomery Trust Company of Norristown, a member of the Federal Reserve System and one of our strongest institutions, is treasurer of this fund."

The announcement points out that the proposed campaign will have for its object not only bringing out how much better the home merchant can serve the consumer than outside agencies, but educating the public to the benefits of home shopping to the general community. Jacob Schorr is president of the association.

ELGIN DAILY BUYS BUILDING

Courier-News to Take Over City's Biggest Block for Home

The *Elgin* (Ill.) *Courier-News*, of which D. A. McKenzie is editor and publisher, has purchased the Spurling Building, largest business block in the city, and will take possession of it the first of next month.

The building will ultimately be remodeled as the new home of the newspaper. The exact date of occupancy has not yet been determined.

Plans have been suggested for remodeling the basement, first and second floors into modern newspaper offices. The third, fourth and fifth floors will not be used by the newspaper plant.

Crosswords Still Interest Readers

The *Madison* (Wis.) *Capital Times* recently decided interest in crossword puzzles had languished and dropped that feature. So many letters and telephone calls were received from subscribers that the puzzle was reinstated after three days' absence from the paper.

EAST AND MIDDLE WEST CIRCULATORS MEET

Ninth Annual Gathering of Interstate Association in Reading, Pa., March 16—Western Group Meeting in Tulsa, Okla., Same Date

Circulation managers in two different sections of the country will meet March 16 and 17, to discuss problems of the subscription side of the newspaper business. The Interstate Circulation Managers' Association is scheduled to hold its ninth annual convention in Reading, Pa., and the semi-annual meeting of the Mid-West Circulation Managers' Association will be held at Tulsa, Okla.

The latter association consists of members from newspapers in Colorado, Nebraska, Kansas, Missouri, Arkansas, and Oklahoma. E. E. Scott, *Tulsa World*, is chairman of the entertainment committee and J. V. Hollett, *Tulsa Tribune*, chairman of the program committee.

As announced this week by J. H. Kuntz, *Altoona* (Pa.) *Tribune*, the Interstate association members will be addressed by the following:

Murray C. Beck, *Lancaster* (Pa.) *New Era;* E. S. Dobson, *Brooklyn* (N. Y.) *Times;* John Foley, *Mt. Carmel* (Pa.) *Item;* C. H. Deininger, *Allentown* (Pa.) *Chronicle-News;* Oliver J. Keller, Lancaster New Era; Hugh O'Donnell, assistant business manager, *New York Times;* J. M. Annenberg, *Philadelphia Public Ledger;* Frank O. Williams, *Scranton* (Pa.) *Republican*, and Nelson S. Rounsley, *Harrisburg* (Pa.) *Telegraph.*

C. T. Buck, Scranton Republican, and association president will preside.

TROTSKY TURNS TO TEACHING

Accepts Professorship Offered by Moscow School of Journalism

Leon Trotsky has accepted a professorship offered by the Moscow School of Journalism, declaring he has found Soviet journalism lacking in "pep."

He will lecture on the following themes: Chief diseases of the press and their cures; newspaper information; publicity material; newspaper language and style; contact with the reader and study of the reader's interests; and training worker and peasant correspondents.

When in New York in 1917, Trotsky worked on the *Novy Mir*, Russian newspaper.

Dailies Ask A. B. C. Membership

The *Klamath Falls* (Ore.) *Evening Herald* and the *Klamath News* of that city have both applied for membership in the Audit Bureau of Circulation.

LARGE USERS OF NEWSPAPER ADVERTISING

(*Continued from page 3*)

DeForest Radio Co.	200,000
Devoe & Raynolds Co.	150,000
Dodge Bros., Inc.	*1,500,000
Doherty, H. L. & Co.	250,000
Douglas Pectin Corp.	300,000
Douglas Shoe Co., W. L.	100,000
Dubilier, R. & C. Co.	60,000
Duz Co., The	115,000
Eastman Kodak Co.	210,000
Edgecombe-Newham, Ltd.	60,000
Edison Electric Appliance Co.	50,000
Electric Household Utlities Corp.	200,000
Eureka Vacuum Cleaner Co.	200,000
Famous Players-Lasky Corp.	150,000
Fansteel Products Co.	180,000
Fleischmann Co.	450,000
Florence Stove Co.	75,000
Florida Citrus Exchange	75,000
Ford Motor Car Co.	*2,500,000
Forhan Company	550,000
Franklin Automobile Co.	*185,000
French Lick Springs Hotel Co.	175,000
Freshman Co., Chas.	220,000
Gardner Motor Co.	200,000
Garod Corp.	50,000
General Cigar Co.	850,000
General Electric Co.	75,000
General Motors Co. (Institutional)	300,000
General Petroleum Co.	150,000
Ghiradelli Co.	70,000
Gold Dust Corp.	93,000
Goodall Worsted Co.	110,000
Goodrich, B. F. Co.	750,000
Goodyear Tire & Rubber Co.	350,000
Gossard Co., H. W.	75,000
Greater Vancouver Publicity Bureau	50,000
Gulden, Chas, Inc.	75,000
Hart, Schaffner & Marx	650,000
Heinz Co., H. J.	600,000
Hecker H-O Company	150,000
Hewes & Potter	55,000
Heywood-Wakefield Co.	*130,000
Hills Brothers Company	200,000
Hollywood Resort & Industrial Board	750,000
Hood Tire & Rubber Co.	100,000
Hoover Company	50,000
Hopper & Co., Edna Wallace	400,000
Houbigant, Inc.	130,000
Hupp Motor Car Co.	625,000
Illinois Central R. R.	345,000
India Tea Growers	200,000
International Cement Corp.	125,000
International Magazines Corp.	275,000
International Mercantile Marine Co.	500,000
Interwoven Stocking Co.	90,000
Johns-Manville, Inc.	200,000
Jordan Motor Car Co.	500,000
Kayser & Co., Julius	300,000
Kellogg Company	1,500,000
Kelly-Springfield Tire Co.	160,000
Kolynos Co.	100,000
Kops Bros.	115,000
Kraft, J. L. & Bros.	200,000
Lambert Pharmacal Co.	550,000
Larvex Corp.	140,000
Lehn & Fink	130,000
Lever Bros. Co.	1,750,000
Library Bureau	100,000
Life Savers, Inc.	400,000
Liggett & Myers Tobacco Co.	1,750,000
Lipton, Thomas J.	250,000
Literary Digest	1,150,000
Lorillard P. Co.	1,150,000
McCall Company	100,000
McFadden Publications	1,100,000
Magnavox Co.	145,000
Marmola Co.	400,000
Marmon Motor Car Co.	280,000
Maytag Company	*1,000,000
Metropolitan Life Ins. Co.	140,000
Michelin Tire Co.	150,000
Miller Tire & Rubber Co.	100,000
Nash Motors Co.	500,000
National Carbon Co.	425,000
New York Central Lines	400,000
Nicholson File Co.	50,000
Normany Products Co.	60,000
Northern Pacific R. R.	170,000
Northwestern Yeast Co.	100,000
Olds Motor Works	*600,000
Onyx Hosiery, Inc.	65,000
Pacific States Electric Co.	100,000
Pacific Steamship Co.	135,000
Paige-Detroit Motor Car Co.	1,100,000
Palmolive Co.	700,000
Paraffine Companies, Inc.	95,000
Parker Pen Co.	230,000
Pathex, Inc.	110,000
Peerless Motor Car Co.	265,000
Pennsylvania Cement Co.	50,000
Pepsodent Co.	800,000
Perfection Stove Co.	100,000
Philadelphia Storage Battery Co.	175,000
Phoenix Hosiery Co.	75,000
Pierce-Arrow Motor Car Co.	385,000
Pillsbury Flour Mills Co.	150,000
Pompeian Laboratories	150,000
Pond's Extract	215,000
Portland Cement Assn.	350,000
Postum Cereal Co.	685,000
Potter Drug & Chemical Co. (Cuticura)	800,000
Procter & Gamble Co.	350,000
Quaker Oats Co.	500,000
Radio Corporation of America	500,000
Ralston Purina Co.	110,000
Reo Motor Car Co.	*575,000
Rickenbacker Motor Co.	700,000
Royal Baking Powder Co.	150,000
Royal Typewriter Co.	90,000
Sar-A-Lee Co.	50,000
Savage Arms Corp.	*60,000
Schilling & Co., A.	100,000
Scott & Bowne	175,000
Seaboard Air Line R. R. Co.	100,000
Sheaffer, W. A. Pen Co.	200,000
Shell Co. of California	100,000
Sherwin-Williams Co.	85,000
Shredded Wheat Co.	500,000
Silver King Mineral Water Co.	55,000
Simmons Co.	420,000
Sloane, W. & J.	180,000
Smith Co., Alfred H.	125,000
Socony Burner Co.	115,000
Sonora Phonograph Co.	50,000
Southern Cotton Oil Trading Co.	300,000
Southern Railway Co.	200,000
Squibb, E. R. & Son	350,000
Standard Oil Company of California	750,000
Standard Oil Company of Indiana	1,275,000
Standard Oil Company of New Jersey	350,000
Standard Sanitary Mfg. Co.	300,000
Stein, A. & Co.	100,000
Straus, S. W. Co.	350,000
Studebaker Corp.	2,000,000
Tao Tea Co.	100,000
Tide Water Oil Co.	125,000
Union Oil Co. of California	300,000
Union Pacific R. R.	500,000
U. S. Gypsum Co.	50,000
United States Rubber Co.	900,000
Vacuum Oil Co.	110,000
Van Ess Co.	90,000
Vick Chemical Co.	200,000
Vitamin Food Co.	60,000
Vivaudou, Inc.	250,000
Wahl Co.	250,000
Waitt & Bond	125,000
Warner Bros. Pictures	500,000
Westinghouse Electric & Mfg. Co.	500,000
White Co.	200,000
White Rock Mineral Springs	120,000
Willard Storage Battery Co.	130,000
Williams, J. B. Co.	50,000
Williams Oil-O-Matic Heating Corp.	200,000
Williamson Candy Co.	100,000
Winslow Boiler & Engineering Co.	125,000
Wrigley, William, Jr. & Co.	1,250,000

* Includes dealer advertising.

DEALEY BUYS DALLAS NEWS FOR $2,725,000

President and General Manager, with Sons, Acquires Controlling Interest in A. H. Belo & Co., Vesting Ownership in Men Who Have Built Organization—G. B. Dealey 52 Years in Newspaper Business

GEORGE B. DEALEY, president, has purchased control of A. H. Belo & Co., publishers of the *Dallas Morning News, Dallas Journal, Dallas Semi-Weekly Farm News* and the *Texas Almanac,* properties valued at $2,725,000. Associated with him in the transfer are his sons, Walter A. and Edward M., long members of the organization, the management of which has been in Mr. Dealey's hands since its establishment in 1885.

The transfer means reorganization of the company, with control in the hands of the active management, instead of, as formerly, held by the Belo family and descendants of men once connected with the firm.

Details of the deal, which concerns one of the most influential, stable and prosperous newspaper properties in the country, are contained in the following statement issued in Dallas this week:

"A plan for the reorganization of A. H. Belo & Co., Texas' oldest newspaper publishing company, was made public this week and will be put into operation in the near future. It has received the approval of more than the requisite stock of the company.

"This company now publishes the Dallas Morning News, the Dallas Journal, a six day afternoon newspaper, the Dallas Semi-Weekly Farm News, and the Texas Almanac. Until 1923, it published the *Galveston Daily News,* Texas' oldest newspaper, established in 1842.

"The Belo newspapers are institutions of the State of Texas and of the Southwest. The management has spent a lifetime in upholding the high ideals of these papers; and, in truth, the primary purpose of the reorganization is the continued and permanent maintenance of these ideals.

"George B. Dealey, now president of the company, and serving actively his fifty-second consecutive year, will hold a majority of the voting stock of the reorganized company. Mr. Dealey began as office boy in the Galveston News on Oct. 12, 1874; subsequently he served as foreman of the mailing department, then, in 1883-84 as special traveling agent, next as correspondent of the Galveston News at Dallas, then as manager of the Waco and Houston branch offices. In the summer of 1885 he was sent to Dallas to assist in the establishment of the Dallas News and he became its first business manager on Oct. 1, 1885. In 1906 he was elected vice-president and in 1919 he was made president. He has the title also of general manager, which title he has long held.

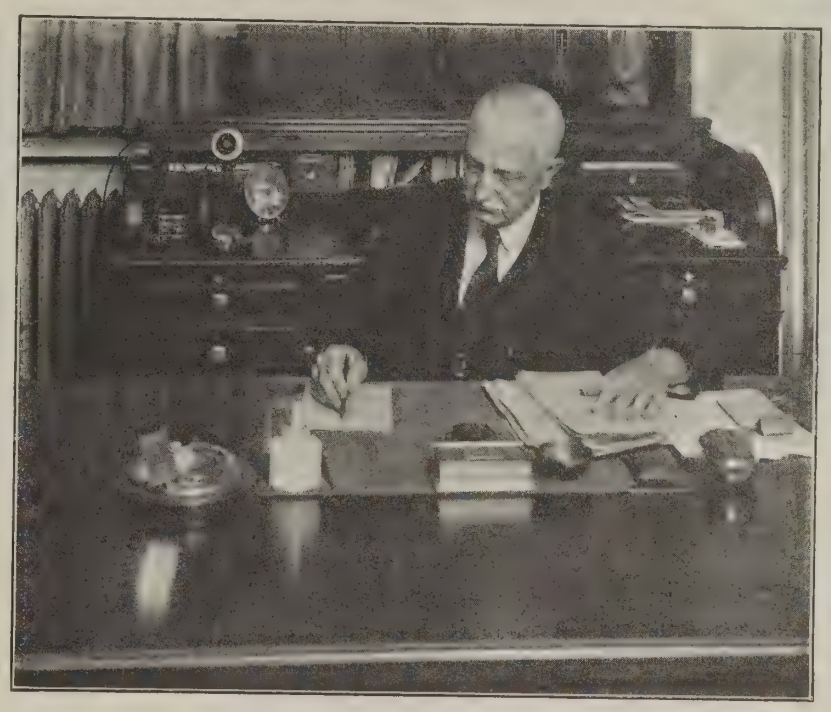
"His sons, Walter A. and Edward M., are closely associated in the management. They are the fifth generation of the family to devote themselves to newspaper work.

"Mr. Dealey is perhaps the best known publisher in the Southwest. He has for a great many years been a leader in civic and philanthropic affairs. He is the recognized father of the City Plan movement in Texas, being primarily responsible for its development in Dallas and for the employment of George E. Kessler by the city of Dallas in 1910.

"Mr. Dealey is a 33rd degree (Hon.) Scottish Rite Freemason, Knight Templar, a Shriner, and chairman of the Board of Trustees of the Westminster Presbyterian Church.

"Originally the stock of A. H. Belo & Co. was entirely owned by its management. Now, to the extent of perhaps four-fifths or more, it is owned by the widows, children and legal representatives of men once directly conected with the company. Substantially two-thirds of the stock of the present company is owned by members of the Belo family.

"This family now consists of Mrs. Charles Peabody of Cambridge, Mass., daughter of Col. A. H. Belo; her two daughters, Mrs. Le Grand Cannon, of New Haven, Conn., and Miss Caryl Peabody; her son, Alfred H. Belo Peabody, now a student at Yale; Mrs. A. H. Belo, Jr., of Dallas, the widow of A. H. Belo, Jr., the son and successor of Col. A. H. Belo, and her two daughters, Mrs. Allen T. Morrison, of Asheville, N. C., and Mrs. George Biddle, of Philadelphia.



George B. Dealey

"These and other holders of relatively large blocks of stock have come to the realization that a reorganization whereby the control of the company will be vested in those active in the management of the property, is for the best interests of the company. Accordingly, a plan of reorganization has been worked out and submitted to the stockholders to accomplish these results.

"A. H. Belo & Co., the corporation, dates back to 1881. Prior to that date it was a partnership. The capital stock, for many years, was $300,000. This was increased in 1921 to $1,500,000, by a stock dividend. The present value has been fixed in the reorganization at $2,725,000. Aiding in the determination of this value were Don C. Seitz, formerly of the *New York World,* now with the *Outlook,* S. P. Weston, newspaper engineer of New York, and James W. Brown, publisher of EDITOR & PUBLISHER.

"The plan contemplates the exchange of the stock of the present company for securities of the reorganized company. The voting stock will be held by Mr. Dealey and a few other members of the organization active in the management. Mr. Dealey will own the majority of this stock.

"Details of the financial plan and of the securities to be issued will be announced later.

"Owen D. Young, chairman of the Board of Directors of the General Electric Company, and Ennis Cargill, of Houston, acted as advisers for the Belo family and the management in the construction of the financial plan. Legal advisers of the Belo family were Baker, Botts, Parker and Garwood, of Houston, Tex.

George Waverley Briggs, trust officer and vice-president of the City National Bank of Dallas, acted as adviser for Mr. Dealey and his associates; legal advisers were Locke and Locke of Dallas. The City National Bank of Dallas is acting as depository.

Mr. Dealey began his service with this publishing concern on Oct. 12, 1874, at the age of 14 as office boy. Forty-five years later he was elected to the presidency of the institution after it had many times multiplied in plant, personnel and volume of business. His was a steady climb, not a meteoric flight. He went upward step by step, missing none; step by step, steadily. When he had gotten to the top, the employes staged a celebration. In responding to the felicitations of the occasion, Mr. Dealey said:

"My attainment to my present place is not so much due to any perfection in me as to the fact that I stuck to the job, and that is the advice that I would give to others. Always stick to the job."

Upon other occasions Mr. Dealey has referred to the fact that never since he has been connected with the Dallas News has he been offered a position with another paper.

"This," he has said, "I account an honor, for it has indicated a wide realization of the fact that I had a good job and was satisfied with it."

Mr. Dealey began his newspaper career with the Galveston Daily News, 32 years after that newspaper had been launched back in the days of the Texan Republic, and at a time when it was owned by the firm of Richardson, Belo & Co.

He stayed in that job of office boy, collector, etc., for some six years, during which time, to paraphrase Pinafore,

"He polished them up so spic and spang,
That they made him the ruler of the
whole she-bang."

That is to say, in those office boy days he laid the foundation for his rise to the top. The promotions began in 1880, when he was made foreman of the mailing department. Soon thereafter, in this position, he had the honor of explaining the workings of his department to former President U. S. Grant, who was on his trip around the world.

About the same time, young Dealey had an opportunity to render an unusual service, and he did it. Houston had laid a yellow fever quarantine against Galveston. The Galveston News' gateway to most of the state was through Houston, which it reached over the line of the old Galveston, Houston & Henderson Railroad.

With this gateway closed, the Galveston News was bottled up. But the cork was pulled in this way: The Gulf, Colorado & Santa Fe Railway was then under construction from Galveston northwestwardly, its end-of-track then being at Alvin, some 18 miles out. The News was sent out on that line to Alvin, from which point it was forwarded by wagon to rail connections a few miles outside the limits of Houston. That was the first time the Santa Fe carried the United States mails, and young Dealey, duly sworn in as a post-office employee, was in charge.

It was about this time that a big change had come in the affairs of the Galveston News. Colonel A. H. Belo in 1875 had acquired the interests of Willard Richardson in the property. In 1881, the business was incorporated under the title of A. H. Belo & Co.

It was not long until a change of larger import came, and for it Mr. Dealey went in training. This was the founding of the Dallas Morning News. That venture, without precedent was in contemplation as early as 1883. Mr. Dealey was sent all over northern Texas visiting nearly every town of consequence, to estimate the probable circulation of the Dallas News if started. This trip occupied several months. Then, successively he served as a regular traveling agent for the News, as agent and correspondent at Waco, and as head of the Houston bureau. Finally, in the Summer of 1884, he was located in Dallas as the business manager of the Dallas Morning News, which it had been determined to start on Oct. 1 of that year.

For a little more than 20 years he continued in that position of business manager, directing a very successful and steadily growing business. Early in 1906 he was elected to the office of vice-president and general manager of the corporation, and early in 1919 to the office of president. In March of 1922 the corporation sold the Galveston News to W. L. Moody, Jr., of Galveston, in order to concentrate attention upon its Dallas publications.

Mr. Dealey was born in Manchester, England, Sept. 18, 1859, and came to the United States with his parents in 1870. He had attended the primary schools in Liverpool, and in Galveston he attended the public schools and also a night school. Before entering the service of the News he had worked in a number of business houses in Galveston. He was married on April 9, 1884, to Olivia Allen, of Lexington, Mo. They have five children, three daughters and two sons.

THEY WANT TO COME HOME

Three "Lost" Correspondents Still Waiting to Report Arica Plebiscite

Harry Frantz, United Press staff correspondent, sent to Arica, Chile, to report the Tacna-Arica plebiscite, writes in a letter received this week by Karl A. Bickel, U. P. president, that he is the world's lost newspaper man, who wants very much to come home.

Also "lost" with Frantz are M. Cortesi, Associated Press, and Gerald Martin, *Chicago Tribune.* They have been marooned since last August, when they arrived in Chile expecting to return to this country within a month or two. Now the plebiscite is expected to take place in April. But it has been postponed so many times!

Arica, a town of about 3,000, lies in the heart of a 200 mile stretch of barren ground. Watching the listless tides of the Pacific, commenting on the heat, and visiting an occasional moving picture aboard the U. S. S. Denver, are the chief amusements offered the newspaper men, Frantz stated.

Fire Destroys Georgia Plant

The building and plant of the *Jesup* (Ga.) *Sentinel* was destroyed by fire March 2. Sam Kallenbaurgh is editor. The paper had everything in readiness to issue a 40-page edition.

BOSTON WRITER STRUCK BY CONGRESSMAN

Robert B. Choate Slapped by Rep. Upshaw After Latter Charges He Was Made Out "A Faker" In News Story

Robert B. Choate, Washington correspondent for the *Boston Herald,* was attacked in the lobby of the United States House of Representatives on Saturday, March 6, by Congressman William David Upshaw, of Atlanta, Georgia, after the Congressman demanded that the newspaper reporter repudiate his report in his newspaper of the Congressman's pro-prohibition address in the House on Thursday (March 4).

Choate was summoned from the House Press Gallery to the House lobby by the Congressman. Upshaw led Choate to the newspaper files kept for members of the House. He dug into the file of the Boston Herald. He pointed to this paragraph in Choate's story:

"By way of interpolation it should be explained that Representative Upshaw uses crutches. Whenever excited, as today in the House, he totally discards their use and runs about as well as any other man."

Upshaw told Choate he had written a "lie." Choate replied that any member of the House Press Gallery who observed Upshaw "in action" on Thursday certainly formed the impression that Upshaw could do without his crutches "in moments of excitement." Upshaw insisted he could not do without his crutches. He drew attention to the biographical sketch of himself printed in the latest issue of the Congressional Directory in which it is stated his spine was injured by a fall as a farm boy and he spent seven years in bed.

"You are making me out as a faker," shouted Upshaw at the end of ten minutes' heated conversation with Choate during which he failed to force the Boston newspaperman to agree that his story was "wrong."

"As long as you force me to say so, I do regard you as a faker," was Choate's response.

The Congressman released one of his crutches. He swung at Choate with one hand. He missed Choate's face and struck him across the head and behind one ear. Choate thrust his hands in his coat pockets and stood glaring at Upshaw.

Theodore Tiller, Washington correspondent for the *Atlanta Journal,* was seated nearby with other members of the Georgia delegation. The Georgians bore down upon Upshaw and hustled him away before he could strike Choate again.

Upshaw issued a statement later in which he apologized for "slapping" Choate and announced he would "pray" for him. He also declared he would waive "all Congressional immunity" in the matter.

Huge Switchboard for Denver Post

Installation of what is said to be the largest private branch telephone exchange in the west has just been completed at the *Denver Post* plant. The new exchange is a multiple-type "600 C" capable of handling 12,000 telephone calls a day. According to telephone company figures, an average of 4,000 and a maximum of 7,000 telephone calls a day are handled by the Post.

A. A. C. W. HITS FREE MAIL

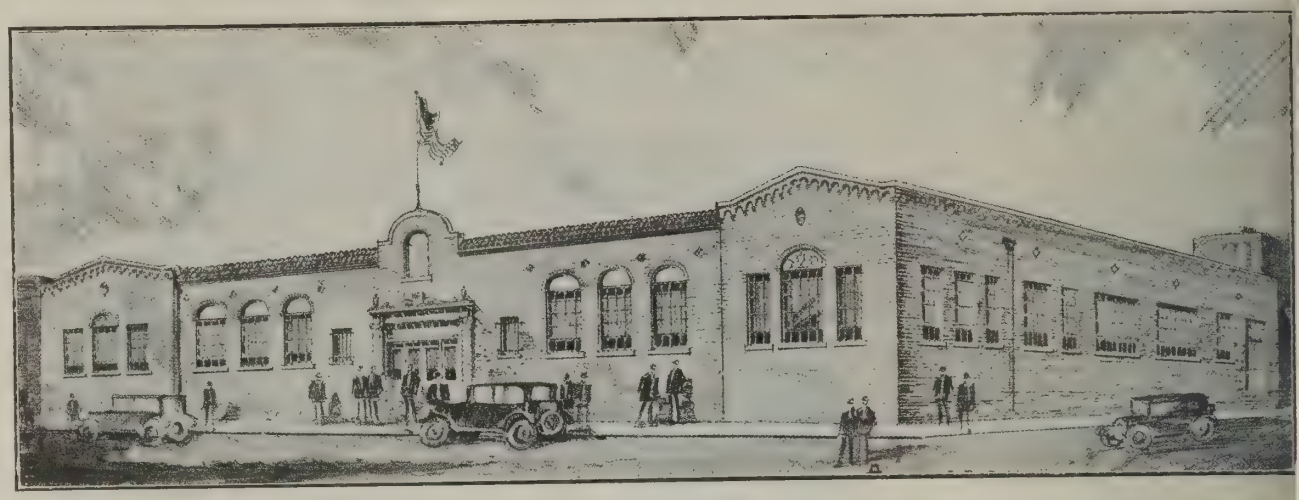
Advertising Clubs Want Government Departments to Pay

A resolution has been adopted by the Associated Advertising Clubs of the World, through its executive committee, asking that the free mailing privilege of Government departments be abolished.

The association believes that postal deficits are created by the expense of handling free, the mass of material sent out by departments and that mailing costs should be a part of the regular expenses of all departments. The resolution asks that mailing costs be paid out of the General Treasury instead of being carried by the Postal Department.

A copy of the resolution has been sent to the Joint Congressional Committee which now has under consideration revision of postal rates.

NEW $75,000 PLANT BEING BUILT FOR FT. WORTH PRESS



Above is an architect's drawing of the new home of the *Fort Worth* (Tex.) *Press,* now under construction, and which will be ready for occupancy by that newspaper May 1. The new plant will give the Press 11,000 square feet of floor space. The building will be of steel and concrete construction, with footings to carry two extra stories. Total cost will approximate $75,000, according to Ward C. Mayborn, general business manager for the Southwest group of Scripps-Howard Newspapers.

HOUSTON DAILY OPENS OFFICE SKYSCRAPER

Twenty-Two Story Downtown Building of Post-Dispatch Completed—Cost $2,000,000 And Will House Business Departments

R. S. Sterling, chairman of the board of the *Houston Post-Dispatch,* on Wednesday of last week formally opened the new 22-story $2,000,000 Post-Dispatch office building.

Commemorating the event the Post-Dispatch issued an edition of several sections, on the first page of one section of which appeared photographs of eleven executives and directors of the paper's business departments, which will be quartered in the new structure.

The new office building towers 315 feet above the street level. It has 160,470 feet of floor space and 519 offices. Sumptuous quarters have been provided on the 22nd floor for the Post-Dispatch's broadcasting station KPRC. The local U. S. Weather Bureau is located on the roof.

The building was completed in 11 months' time.

PENNY PAPER BACK

Brooklyn Standard Union Reduced From Two to One Cent

The *Brooklyn* (N. Y.) *Standard Union* on Monday of this week announced a reduction in price of from two cents to one cent daily, or seven days for seven cents. It is the first newspaper of greater New York to go to the penny price since the World War.

"The increase in circulation has justified the reduction," R. F. R. Huntsman, publisher, said to EDITOR & PUBLISHER on the third day of the new price. "The increase has been very considerable since the new price went into effect, far beyond our expectations.

"The Standard Union now selling for one cent is the same size as the former two-cent paper, and we are going to try to improve it."

Mr. Huntsman declined to make public the price at which the reduced paper was being sold to newsdealers and agents. The price cut was extensively advertised in all New York and Brooklyn newspapers during the week.

J. N. MACY BUYS SHARE IN TARRYTOWN NEWS

Publisher of Yonkers Statesman Now Vice-President of Wallace Odell's Daily—Latter to Spend Time in Travel

Wallace Odell this week announced that J. Noel Macy, publisher of the *Yonkers* (N. Y.) *Statesman* had purchased an interest in the *Tarrytown* (N. Y.) *Daily News* and would henceforth be identified with the paper as vice-president.

Mr. Macy is the son of V. Everett Macy, a well-known New York capitalist, who has devoted recent years of his life to such public causes as the state park system. The son became interested in the newspaper business at Yonkers. He worked for a time as a reporter on the Statesman, later purchasing the business.

The Tarrytown Daily News has been called the "largest small city newspaper in the United States." Tarrytown has a population of only 13,500 and the newspaper's circulation is 2,700, but an average of 16 pages are published daily and last year's linage totalled four millions. Mr. Odell established the paper as a weekly in 1897. It became an afternoon daily 15 years ago. Wallace Odell was formerly president of the National Editorial Association and has been active in newspaper organization work, both in the nation and New York state, for many years.

Mr. Odell said: "It is with a great deal of satisfaction that I am able to announce Mr. Macy as my associate on the News. He will relieve me of much of the work, giving me an opportunity to carry out some of my desires to travel. I remain as president of the newspaper company and, of course, the policy of the Daily News will continue as heretofore."

It is understood that the sale of the stock interest was made through Harwell & Cannon, brokers.

Montreal Gazette Editor Retires

Robert S. White, editor-in-chief of the *Montreal Gazette,* is retiring from active journalism. He will soon reach his 70th birthday. Announcement of Mr. White's forthcoming retirement was made at a recent dinner in Montreal. Paul Bilkey will direct the political policy of the Gazette.

Jarnagin Heads New Iowa Group

A new group, "United Newspapers of Iowa" was formed last week at a meeting in Cherokee, Ia., with W. C. Jarnagin of Storm Lake as chairman. The group will maintain an advertising office in Chicago for the purpose of soliciting national advertising.

Warren (Pa.) Tribune Reorganized

The *Warren* (Pa.) *Tribune,* formed two years ago, has been reorganized and funds have been provided assuring publication for at least three years, it is announced. E. D. Wetmore has been chosen president of the reorganized company, R. C. Chapel vice-president; F. C. Bogart, secretary, and Henry H. Bassett treasurer and managing director. W. T. Kelly has succeeded E. W. Stone as a director of the company.

WRONG DATE COSTLY

Three British Papers Pay £600 for Printing Incorrect Marriage Date

Three British newspapers were ordered to pay damages of £600 recently to a woman whose marriage date had been printed incorrectly.

A Mrs. Ethel L. Campbell filed suit for divorce against her husband in 1923. The couple were married June 8, 1907, and had three children, one born in 1909 and twins in 1915. The husband did not defend the divorce suit. Three newspapers, the *Hornsey Journal,* the *London Gazette* and the *North Middlesex Chronicle,* had printed a story from a local correspondent reciting some of the testimony before the Court. By mistake these stories stated that Mrs. Campbell was married June 18, 1917. The woman employed counsel to sue the newspapers for civil libel, alleging her reputation had been damaged among those who knew her, by the implication that she had lived with her husband 10 years before marrying him. As soon as the newspapers were notified by her counsel they printed a correction and an apology. The apology stated that the marriage took place on June 18, 1907, which, being ten days later than the actual date, did not satisfy the lady or her counsel.

A jury awarded the £600 verdict for Mrs. Campbell.

Holding "Ideal Home" Exhibition

Special cheap-fare rail excursions from all parts of England are run by the railway groups to the "Ideal Home Exhibition" run in London by the *London Daily Mail* during March. This exhibition which has been run every year for ten years, is organized entirely by the newspaper, and is one of the most successful exhibitions held in England. All the latest labor-saving devices for the home are on view, and several complete houses, beautifully furnished, are build inside the gigantic hall at the London Olympia, while masterpieces of the gardener's art, lawns, waterfalls, and so on, are laid out inside the building. The Mail advertises the Exhibition in large-space displays in all important newspapers.

ALMOST $750,000,000 IN 1925 NEWSPAPER ADS

Editor & Publisher's Annual Tabulation of Linage for More Than 1,000 Papers Indicates Total Far Surpassed Early Estimates—Leaders in Total, National, Local and Classified Listed

NEWSPAPER advertising volume in 1925 will exceed that of 1924 by at least eight per cent and probably by a greater margin, and the sum invested by advertisers in this—to many of them newly discovered—medium of sales production will approximate $700,000,000. It will not be surprising, in view of the figures for August which appear on another page, if the amount proves to be considerably greater.

Editor & Publisher for Sept. 19, '25.

REVISED estimates of the amount of money invested in newspaper advertising last year, based upon the complete returns of more than 1,000 daily and Sunday newspapers, place the figure at $736,000,000. This figure is based on statistics of approximately 34 per cent of the total linage of American newspapers in 1925, showing an increase of about 10 per cent over 1924 linage. As the increase in terms of dollars is calculated at $100,000,000, or about 15 per cent over the 1924 estimated figure, a third of the gain is apparently due to advertising rate advances.

The tables on subsequent pages of this issue present the linage of 208 morning papers, 595 evening papers and 236 Sunday issues in 539 cities in the United States, having a total population (at present estimates) of 39,427,000, or 34 per cent of the 115,000,000 now said to inhabit the United States. Also included are 14 morning, 32 evening and 4 Sunday newspapers of Canada, published in 28 cities.

Morning newspapers of the United States printed a total of 1,634,060,278 agate lines. Of this total, they reported the following sub-divisions: National, 276,412,933 lines; local, 962,181,168 lines; classified, 303,176,797 lines.

Evening newspapers showed a total volume of 3,191,438,371 lines, divided as follows:

National, 493,209,218 lines; local, 2,064,153,157 lines; classified, 437,829,066 lines.

In both cases, there is a discrepancy of about 6 per cent—somewhat less in the case of the morning papers—between the sum of these divisions and the totals stated above. This arises from the failure of a number of newspapers to segregate their linage into the standard classifications. Sunday linage is included in the totals stated as "morning" or as "evening," because most newspapers report Sunday figures combined with the daily totals. Metropolitan papers generally follow the more correct and practical plan of reporting the daily and Sunday volume separately, but the simpler method has many adherents in the smaller cities.

Canadian morning papers showed a total volume for the year of 103,111,981 lines, divided thus:

National, 27,811,007 lines; local, 55,292,499 lines; classified, 15,306,454 lines.

Evening papers of the Dominion reported a total linage of 180,231,483 lines, segregated into:

National, 50,843,606 lines; local, 100,866,478 lines; classified, 26,044,182 lines.

Returning to the United States press, the following list, ranked according to the population of city of publication, gives the figures on all of the leaders in all cities and all classifications. Only a handful of important papers are not listed, an omission not due to neglect by the compiling staff of EDITOR & PUBLISHER, but to the failure of these newspapers to answer several mail and telegraphic inquiries for the information.

The opposition which publishers frequently presented to publication of linage data a few years ago is found rarely now. The few publishers who refuse the data or give it grudgingly as a rule have figures which compare unfavorably with those of competitors. The old assertion that it was information which could be used unfairly in labor scale proceedings by union representatives is no longer heard.

On the other hand, one encounters evidence that publishers and other newspaper executives are recognizing the national linage statistics presented by EDITOR & PUBLISHER as an important part of the body of knowledge that the industry began to collect about its operations about a dozen years ago. The chief value of linage statistics to newspapers of the rank and file is that they picture the composite experience of many newspapers, from which conclusions can be drawn and applied with modifications to the individual newspaper unit. The application processes are as yet imperfectly understood by newspapers and their economic specialists, but early steps to make this application valuable have been undertaken and some of them will be outlined in an early issue of this publication.

One result of this study of composite figures by statisticians has been the discovery that during the past two years advertisers have delayed their summer curtailment of advertising to July and that they have resumed heavier schedules in August, also that the former dip in the first two months of the year is not nearly so pronounced as it was during the first years of collected statistics. The July "valley" in the charted curve was considerably deeper in 1924 and 1925 than in previous years. Newspaper publishers and advertising managers who met this condition in their own operations no doubt ascribed it to local causes, which, also without doubt, had their share in bringing it about. However, when the slump for the month is so general as to be reflected in a curve of the linage of more than 100 newspapers covering every large city in the country, the justifiable inference is that the causes are not purely local.

Again, with twelve years of partial statistics and perhaps five years of really representative figures, the records of newspapers in fields of every size and character, the statisticians are beginning to look for "cycles" of newspaper advertising similar to those which, some authorities maintain, characterize the movement of the stock markets.

One engineer believes that newspaper advertising runs in a seven year cycle and that at this writing the industry is entering upon—only entering upon, mind you—another great upward swing.—It is his theory that the newspapers have not published all the business that the charted curve called for and that until the final quarter of last year their monthly totals fell below the normal curve for the month. It is seven years since the 1919 post-armistice peak of advertising, and his seven year theory will either fall or gain strength by the events of the next ten months.

Another theory which has come back in the past few months is one entertained years ago by some of the rule-of-thumb empiricists of the newspaper business who quite often discovered the fundamentals without modern mathematics to aid them. It is that a given number of people making up a city's population should produce so many dollars and cents per annum for the newspapers published in their midst. Linage statistics for individual cities and for groups of cities are being used to ascertain whether this theory has any demonstrable basis.

All these are theories, one might say, airy things that the advertising solicitor and hustling publisher can't bother with—being too busy making a living for themselves and the theorists. They *are* theories. They may be true. They may be chimeras. If the latter, they can quickly be forgotten. If true, they can be of inestimable value to the business. If advertising does run more or less true to a cycle and that cycle can be platted on a chart, the publisher has a guide of immense value to his conduct for months ahead. The newspaper publishers, like the old Gloucester fishermen, as a rule carries sail up to the point of disaster. Retrenchment is not a regular newspaper policy even in times of trouble and when necessity forces it, the step is often taken too late or made too drastically for safety. The newspaper publisher is a born optimist, or less an enthusiastic convert to optimism, and pays little heed to warnings which mean storms to other business men. They don't apply to the newspaper business, he will tell you—newspapers keep going when all else stops, because newspaper advertising is even more essential in depressions than in booms. But, it is likely that he will heed conclusions drawn from his own operations and from those of his fellow publishers. With a boom indicated on the chart of his own affairs and confirmed by the charted experience of hundreds of others, the publisher could dispose his editorial budget to give the additional service that strengthens the paper with readers. He might place advantageous contracts for extra paper and other supplies and equipment. He might prepare a new rate card to take advantage of the increased demand for his advertising space. He might organize his advertising staff in advance to make the most of the impending prosperity. He might do all of these things in reverse, and a good many others, if the industry's map indicated that the time for depression was nigh. The idea, of course, is that he can do what should be done before the acute necessity for doing it swamps him. The newspaper mortality of the past seven years indicates that acute necessity has been fatal for many newspaper institutions.

The utility of linage statistics to the space-buyer is so apparent that it needs no demonstration. In fact, so apparent is it that linage figures have suffered from over-use by newspapers which use them as their principal selling argument. The ancient epigram that figures don't lie, but liars figure finds many supporters among space-buyers and among newspaper men themselves, outraged by the ingenious twisting of linage statistics. The newspaper men are especially stirred to wrath when competitor artfully aligns

EDITOR & PUBLISHER ANNUAL LINAGE TABULATION

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NEWSPAPERS IN CITIES OF MORE THAN 1,000,000 POPULATION

City	Paper	Published	Total Linage	National	Local	Classified
Brooklyn, N. Y.	*Eagle*	(es)	16,708,464	3,348,294	7,585,866	5,784,304
Brooklyn, N. Y.	*Standard Union*	(e)	6,365,280	1,570,574	3,141,834	1,652,872
	Sunday ed.	(s)	1,319,246	268,314	912,698	138,234
	Total	(es)	7,684,526	1,838,888	4,054,532	1,791,106
Brooklyn, N. Y.	*Times*	(e)	5,255,662	919,080	2,930,780	1,405,802
	Sunday ed.	(s)	911,400	203,082	603,646	104,672
	Total	(es)	6,167,062	1,122,162	3,534,426	1,510,474
Chicago	*American*	(e)	12,694,074	2,417,943	8,845,128	1,431,003
Chicago	*Daily News*	(e)	20,483,308	2,924,263	12,806,562	4,752,483
Chicago	Herald & Examiner	(m)	6,482,211	1,385,070	3,466,572	1,630,569
	Sunday ed.	(s)	5,697,366	1,294,467	3,927,111	475,788
	Total	(ms)	12,179,577	2,679,537	7,393,683	2,106,357
Chicago	*ournal*	(e)	4,483,849	843,926	3,458,162	181,761
Chicago	*Post*	(e)	5,689,395	952,137	4,212,108	525,150
Chicago	Tribune	(m)	19,054,209	3,671,421	9,385,038	5,997,750
	Sunday ed.	(s)	12,014,196	2,190,456	6,768,903	3,054,837
	Total	(ms)	31,069,405	5,861,877	16,154,941	9,052,587
Cleveland	*News*	(e)	10,102,500	1,900,200	7,071,600	1,130,700
	Sunday ed.	(s)	2,877,600	738,000	1,691,100	448,500
	Total	(es)	12,980,100	2,638,200	8,762,700	1,579,200
Cleveland	*Plain Dealer*	(ms)	18,816,104	4,821,927	8,648,680	5,345,497
Cleveland	*Press*	(e)	14,270,228	2,032,772	8,715,070	3,497,886
Detroit	Free Press	(m)	9,985,934	2,435,608	4,419,016	3,131,310
	Sunday ed.	(s)	6,622,140	1,384,026	3,497,060	1,741,054
	Total	(ms)	16,608,074	3,819,634	7,916,076	4,872,364
Detroit	*News*	(e)	24,518,704	3,068,422	16,440,340	5,009,942
	Sunday ed.	(s)	8,847,790	1,586,424	4,462,724	2,798,642
	Total	(es)	33,366,494	4,654,846	20,903,064	7,808,584
Detroit	*Times*	(e)	11,643,376	1,835,423	8,079,376	1,728,577
New York	American	(m)	5,293,274	1,121,836	2,442,760	1,728,678
	Sunday ed.	(s)	8,889,820	1,949,744	6,429,840	510,236
	Total	(ms)	14,183,094	3,071,580	8,872,600	2,238,914
New York	*Graphic*	(e)	2,186,676	246,292	1,646,420	293,964
	Sunday ed.	(s)	364,152	26,938	323,646	13,568
	Total	(es)	2,550,828	273,230	1,970,066	307,532
	(Sunday ed. started May 3, 1925; discontinued Sept. 1, 1925)					
New York	Herald Tribune	(m)	10,165,210	2,545,494	6,605,252	1,014,464
	Sunday ed.	(s)	6,360,614	1,844,198	3,940,920	575,496
	Total	(ms)	16,525,824	4,389,692	10,545,172	1,590,960
New York	*Journal*	(e)	15,057,218	2,774,910	12,194,142	88,166
New York	Mirror	(m)	3,926,302	528,590	3,396,404	1,308

(*Continued on page* 16)

classifications and figures under an all-inclusive head to prove a supremacy that is not his. This is an evil which is not so common now as in the past—probably due to the regular and careful publication of linage compilations. The assertions of the enthusiastic promotion man in paid space or direct-by-mail literature lose authority when they do not check, at least approximately, with the statistics published with no intent to sell any particular newspaper or newspapers.

Even the latter are not nearly so accurate or informative as they should be and will be when their more valuable uses are understood by newspaper men. Standards are gradually being evolved to eliminate unfair comparisons between competitors and to present true indications of the advertising patronage enjoyed by each of the newspapers in a field. For instance, very few organizations publishing morning, evening and Sunday newspapers from one plant now insist that only one total shall be stated for their linage, counting the business twice although it was sold only once. Less than half a dozen such totals appear in the current tabulation.

The morning-and-evening publishers as a rule submit totals for their morning and Sunday and for their evening issues separately; a few of them whose Sunday paper is a part of the evening establishment submit figures accordingly.

A new tendency which is as yet reflected only slightly in these tables appears in fields where a morning-evening-Sunday combination has as its principal competitor a strong evening and Sunday paper. Several of these combination publishers now group their Sunday paper with the evening issue, even though the Sunday paper bears the name and serial number of their morning paper. The ethics and the utility of this practice are equally doubtful.

Listed newspapers which led the country in total volume of linage follow:

Miami Herald (ms)	42,513,432
Detroit News (es)	33,366,494
Chicago Tribune (ms)	31,068,405
New York Times (ms)	28,200,444
Miami News (es)	27,039,000
Washington Star (es)	26,569,198
Los Angeles Times (ms)	25,909,058
St. Petersburg Times (ms)	25,159,568
St. Louis Post-Dispatch (es)	23,658,600
Pittsburgh Press (es)	23,597,392
Los Angeles Examiner (ms)	22,773,979
Tampa Tribune (ms)	21,650,678
Columbus Dispatch (es)	21,544,376
Philadelphia Bulletin (e)	20,764,008
Chicago News (e)	20,483,308
Newark News (e)	19,937,504
San Francisco Examiner (ms)	19,135,663
Cleveland Plain Dealer (ms)	18,816,104
Oakland Tribune (es)	18,849,726
Jacksonville Times-Union (ms)	18,094,144
New Orleans Times-Picayune (ms)	18,088,854
Indianapolis News (e)	17,897,667
Baltimore Sun (ms)	17,652,737
Milwaukee Journal (es)	17,539,375
New York World (ms)	17,237,924
Baltimore Sun (e)	17,133,866
Birmingham News (es)	16,972,872
Dayton News (es)	16,781,576
Brooklyn Eagle (es)	16,708,464
Detroit Free Press (ms)	16,608,074
New York Herald Tribune (ms)	16,525,824
St. Petersburg Independent (e)	15,987,741
Rochester Democrat & Chronicle (ms)	15,891,446
Kansas City Star (ms)	15,680.950
Toledo Blade (e)	15,539,337
Seattle Times (es)	15,391,280
Memphis Commercial Appeal (ms)	15,265,089
Philadelphia Public Ledger (e)	15,242,083
Boston Globe (ms)	15,171,022
Philadelphia Public Ledger (ms)	15,141,359
New York Journal (e)	15,027,218
Portland Oregonian (ms)	14,872,340
Minneapolis Tribune (ms)	14,847,855
Canton Repository (es)	14,804,067
Buffalo News (e)	14,721,381
New York Sun (e)	14,705,916
San Diego Union (ms)	14,569,212
Grand Rapids Press (e)	14,522,188
Scranton Times (e)	14,517,356
Boston Herald (ms)	14,486,955
Akron Beacon-Journal (es)	14,477,071
Minneapolis Journal (es)	14,412,684
St. Louis Globe-Democrat (ms)	14,345,379
Cleveland Press (e)	14,270,228
New York American (ms)	14,183,094
Cincinnati Times-Star (e)	14,177,908

LEADERS IN NATIONAL LINAGE
Morning and Sunday

New York Times	6,452,004
Chicago Tribune	5,861,877
Jacksonville Times-Union	5,626,712
Boston Herald	4,972,242
Cleveland Plain Dealer	4,821,927
New York Herald-Tribune	4,389,692
Philadelphia Public Ledger	4,304,092
St. Louis Globe-Democrat	3,995,796
Detroit Free Press	3,819,634
Los Angeles Times	3,587,878
Portland Oregonian	3,246,124
San Francisco Examiner	3,212,098

LEADERS IN LOCAL LINAGE
Morning and Sunday

Miami Herald	30,833,327
St. Petersburg Times	19,769,694
Chicago Tribune	16,154,941
New York Times	16,096,580
Tampa Tribune	14,788,956
Los Angeles Times	12,870,732
Los Angeles Examiner	11,935,070
Philadelphia Inquirer	11,889,130
Utica Press	11,332,524
New York Herald Tribune	10,545,172
New Orleans Times-Picayune	10,166,735
San Francisco Examiner	9,757,666

LEADERS IN CLASSIFIED LINAGE
Morning and Sunday

Los Angeles Times	9,450,448
Miami Herald	9,078,566
Chicago Tribune	9,052,587
Tampa Tribune	8,442,658
Los Angeles Examiner	8,327,547
New York World	7,326,398
Philadelphia Inquirer	7,109,100
Baltimore Sun	6,400,518
San Francisco Examiner	6,165,899
New York Times	5,831,860
Cleveland Plain Dealer	5,345,497
Portland Oregonian	4,933,586

LEADERS IN NATIONAL LINAGE
Evening and Sunday

Detroit News	4,654,846
Milwaukee Journal	4,083,124
St. Louis Post-Dispatch	3,904,600
Brooklyn Eagle	3,348,294
Washington Star	2,936,196
Seattle Times	2,932,162
Denver Post	2,905,475
Columbus Dispatch	2,873,286
Minneapolis Journal	2,843,976
Atlanta Journal	2,816,884
Pittsburgh Press	2,654,512
Cleveland News	2,638,200

LEADERS IN LOCAL LINAGE
Evening and Sunday

Miami News	22,358,751
Detroit News	20,903,064
Washington Star	18,219,245
Pittsburgh Press	15,823,962
St. Louis Post-Dispatch	14,947,520
Columbus Dispatch	14,545,186
Birmingham News	12,121,802
Buffalo Times	11,603,200
Dayton News	11,569,376
Oakland Tribune	11,495,708
Canton Repository	10,440,094
Milwaukee Journal	9,831,169

LEADERS IN CLASSIFIED LINAGE
Evening and Sunday

Detroit News	7,808,584
Brooklyn Eagle	5,784,304
Oakland Tribune	5,588,716
Washington Star	5,413,757
Pittsburgh Press	5,118,918
St. Louis Post-Dispatch	4,806,480
Columbus Dispatch	4,125,905
Seattle Times	3,968,418
Milwaukee Journal	3,625,082
Miami News	3,375,582
Dayton News	2,989,994
Denver Post	2,784,712

LEADERS IN NATIONAL LINAGE
Evening, Six Day

Newark, N. J. News	4,259,037
Philadelphia Bulletin	4,114,644
Boston Traveler	3,859,816
New York Sun	3,765,150
Philadelphia Public Ledger	3,447,341
Detroit News	3,068,422
Indianapolis News	3,033,000
Chicago Daily News	2,924,263
Milwaukee Journal	2,777,224
New York Journal	2,774,910
St. Louis Post-Dispatch	2,509,080
Chicago American	2,417,943

LEADERS IN LOCAL LINAGE
Evening, Six Day

Detroit News	16,440,340
St. Petersburg Independent	13,393,010
Washington Star	13,155,599
Chicago Daily News	12,806,562
New York Journal	12,194,142
Philadelphia Bulletin	12,180,168
Pittsburgh Press	11,591,944
Scranton Times	11,549,273
Indianapolis News	11,481,564
New York Sun	10,751,126
Newark News	10,743,559
Los Angeles Herald	10,695,370

LEADERS IN CLASSIFIED LINAGE
Evening, Six Day

Detroit News	5,009,942
Newark News	4,934,908
Chicago Daily News	4,752,483
Philadelphia Bulletin	4,469,196
Washington Star	4,270,234
Baltimore Sun	4,254,818
Buffalo News	3,751,410
Cleveland Press	3,497,886
Indianapolis News	3,383,103
Tampa Times	3,043,922
Pittsburgh Press	2,937,214
Kansas City Star	2,897,878

HOE DIRECTORS ELECT

Tillinghast Named V. P. and a Director —Ball, Masterson Promoted

Harold M. Tillinghast, secretary of R. Hoe & Co., Inc., was named vice-president and a director at a meeting of the board of directors in New York, March 9.

Harry V. Ball was also elected a vice-president and John M. Masterson was named secretary.

Mr. Tillinghast had been secretary of the company since 1920.

Glasmann Heads Western A. P. Group

A. L. Glasmann, co-publisher of the *Ogden* (Utah) *Standard-Examiner* was named president of the newly organized Utah-Idaho Members of the Associated Press at a meeting in Salt Lake City March 3. William Wallin of Pocatello was named vice-president and R. G. Smith, Salt Lake correspondent of the A. P., secretary. Mr. Glasmann was also named representative for the district on the A. P. Advisory Board. Kent Cooper, A. P. general manager, attended the organization meeting.

INVENTOR OF HALF-TONE PROCESS HONORED

Frederick E. Ives Presented With Gold Medal by United Typothetae in Recognition of His Many Inventions

Ernst F. Eilert, New York, president of the United Typothetæ of America on March 4, presented Frederick E. Ives with a gold medal in honor of his achievements in engraving processes, color photography and allied arts. The presentation was made in Philadelphia at the fourth annual graphic arts night in the Penn Athletic Club.

Preceding the awarding of the medal William T. Innes enumerated the many inventions credited to Mr. Ives, the three-color plate process, the half-tone plate now in use and which displaced the laborious and expensive wood cuts of 40 years ago; the intaglio process, the forerunner of the rotogravure process, the modern form of the binocular microscope, plastograms, by which motion pictures are made to assume roundness of form and the somewhat allied inventions—the chromescope, for reproducing the colors of nature by photographic process, and the parralex stereogram for giving relief to transparent photographic plates.

"His inventions," Mr. Innes said, "will rank among the greatest of all history."

Ives, a printer's apprentice as a boy in Litchfield, Conn., at the age of 21 was employed by Cornell University to establish a department devoted to photographic work and research. There he conceived the idea that later was developed into the half-tone printing plate now used generally all over the world.

In 1881 Ives went to Philadelphia to make half-tone plates commercially. The Government was his first customer and therefore the first purchaser of half-tone plates anywhere in the world.

AWARDED PRESS SCHOLARSHIP

L. Lee Starke Wins N. J. Press Association Award in Journalism

In the presence of Gov. A. Harry Moore, members of the New Jersey legislature and newspapermen in Trenton re-cently, L. Lee Starke, Rutgers student was awarded the New Jersey Press Association Scholarship in Journalism for 1926. The presentation was made by J. E. Lent, publisher of the *Passaic Daily News,* who as president of the Association last year was responsible for the founding of the course in journalism at Rutgers. Starke was selected by Prof. Allen Sinclair Will and members of the faculty as the most promising and deserving member of this year's class in journalism. He is a candidate for the degree of Bachelor of Letters at the commencement next June.

Starke is editor of the *Targum,* the undergraduate newspaper of Rutgers, and a member of the Student Council, the undergraduate governing body of the university. He is also president of the Inter-collegiate Newspaper Association of the Middle Atlantic States.

Starke is the correspondent at Rutgers of the *New York Times,* the *Brooklyn Daily Eagle* and the *Newark Evening News.* His home is at Saratoga Springs, N. Y.

Lord Rothermere Donates Park

Lord Rothermere, British newspaper magnate, proprietor of the *London Daily Mail, Daily Mirror, Sunday Pictorial* and other newspapers, and brother of the late Lord Northcliffe, has donated land of 14 acres in the heart of overcrowded South London as a public park. The gift which is valued at $775,000 is in memory of his mother, the late Mrs. Harmsworth.

Texas Paper Celebrates 20th Year

In celebration of the 20th anniversary of the *Fort Worth Star-Telegram* Amon G. Carter, president-publisher recently banqueted the Star-Telegram "family" of 350 officers and employes. The paper issued an anniversary edition

U. S. REPORTERS CHAT WITH LONDON VIA RADIO

Epochal Event Signalizing Achievement of Two-Way Transatlantic Wireless Telephony Attended by 22 News Writers in New York, March 7—Woman First to Speak to British Newspaper Group

By MABEL ABBOTT

MARCH 7, 1926, will go down in history as the date on which for the first time two-way transatlantic conversations by radio telephony were held by other persons than the telephone and wireless experts who have been experimenting with two-way transmission. But in the memories of the twenty-two American news writers who conducted the New York ends of the conversations, the date will be marked particularly as that on which they suddenly and bewilderedly found themselves exchanging shop-talk and jokes with twenty-three British news writers in London, as if their papers were in the same town, instead of being separated by 3,500 miles of ocean and more than that distance of tradition, custom and viewpoint.



MABEL ABBOTT

I know, because I was one of them.

The test, as the whole world now knows, was part of a continuing series of experiments being carried on by the American Telephone and Telegraph Company, the Radio Corporation of America, and the British General Post Office. The American Telephone and Telegraph Company, it is also pretty generally known, does the research work for the entire Bell system.

One-way radio telephone transmission had been achieved in 1915 by engineers of the Bell system, using the large antennae of the U. S. Navy Department at Arlington, Va. In that year they transmitted speech to listeners in the Eiffel Tower in Paris, and to the Hawaiian Islands. On Jan. 14, 1923, telephone officials talked continuously for two hours by wire and radio from New York City to a group of scientists and engineers in London; but this too was a one-way test.

In the test last week, the voices from America were carried from New York 70 miles over telephone wires to the radio transmitting station of the Radio Corporation at Rocky Point, Long Island; thence by radio 3,300 miles to a receiving station of the British General Post Office at Wroughton, England; and thence over telephone circuits 70 miles to London. The voices from England came over an entirely different path—70 miles by telephone wire to a radio sending station at Rugby, England, thence by radio 2,900 miles to a radio receiving station at Houlton, Me., and thence over telephone circuits 600 miles to New York City.

Practical difficulties make it impossible as yet, according to officials, to say when regular commercial transatlantic radio telephone service will be available. In last Sunday's test, however, it seemed to the reporters as if all difficulties had been overcome,—except the one tremendous difficulty of finding anything to say. Somehow, in our interest over the significance of the achievement which we were to be privileged to test, most of us had failed to grasp that we ourselves were to be thrust into the limelight as performers, and find ourselves reported as well as reporters.

Frankly, we floundered. We wanted to say something appropriate to the importance of the occasion, and we couldn't think of a thing but the weather, and the time of day, and, when the pressure grew desperate, Prohibition.

I had the honor—much appreciated but very embarrassing—of being the first speaker. I can claim to be the first person, other than the arranging experts, to talk across the Atlantic Ocean by two-way wireless telephony, and the first woman who ever did so.

We sat in a large room in the telephone company's big building at No. 24 Walker street. Chairs around the sides of the room, and tables in the center, were equipped with receivers to clamp on our ears. At the end of the room were two booths, one for the expert in charge of the conversation, and one for the eager but perspiring speaker of the moment, who spoke into an instrument which looked just like an ordinary telephone except for a queer transmitter.

J. Pollard of the *London Daily Chronicle* later described the room in the British General Post Office where they sat. "It is long and lofty and lit by electric light," he said. "In one corner there are a number of telephone engineers and a good deal of apparatuses. There are two rows of chairs and tables at which newspaper men and officials are taking notes." The British General Post Office is only a stones throw from St. Paul's.

I spoke first with Mr. D. R. Spendlove, of the London Press Association. He said "Good afternoon" and I said "Good morning." Both of us were right. It was nearly two in the afternoon for him, and not yet nine in the morning for me. I asked him what time it was, and he told me. I asked what kind of weather they were having in London, and he told me that. I asked if he heard me clearly, and he said "Very well indeed." I asked him what papers he represented, —which I already knew,—and he told me that. I asked if English reporters would send any message to American ones, and he said "Yes, very complimentary messages."

There was a pause. Then he asked me what time it was and I told him; what kind of weather it was, and I told him. He asked me something else, but I have forgotten what it was. Then our two minutes were up.

One after another the reporters stepped into the booth and did their best. It was hard going for a while. Later, it eased up as the Englishmen began to poke fun at the Americans for being late, and both sides began to realize that they were talking with fellow-craftsmen who were squirming just as uncomfortably as themselves in their novel position.

From my notes I collect the following scraps of epochmaking interchange of ideas. H. Harper of the *London Daily Mail,* called my attention to the fact that this was the 50th anniversary of the issuance of the Bell patents. He wondered how soon we would have regular transatlantic telephone service. I wondered whether, when we did, it would effect any revolution in the work of reporters. He wondered too. He said probably the next step would be transatlantic airship service, and said England had heard that the big new airship we were building would be used for that purpose. He said the weather was dull and cloudy in London. I asked if the London climate hadn't been slandered a little, and he said they were used to almost anything in the way of weather. Two minutes up.

E. J. Palmer of the *London Daily News* asked what effect I thought transatlantic wireless telephony would have on the relations between America and England. Didn't I think that people who knew each other best, like husband and wife, often quarreled most?

C. Fraser of the *London Daily Telegraph* asked one of the telephone officials if American reporters all went to church Sunday morning. F. V. Wright of the *Yorkshire Post* asked Alva Johnson of the *New York Times* if the Americans were late because they had been trying to read one of their Sunday papers.

By this time we were all enjoying ourselves. J. Pollard of the *London Daily Chronicle* discussed the French crisis with J. M. Abbott of the *Brooklyn Eagle.* This was one of the few subjects of serious current news referred to, and it was mentioned by several speakers. Several of the Englishmen asked concerning our recent Wall Street excitement. Mr. Pollard remarked that now that we could talk by wireless we probably soon would be able to see by wireless too.

Barrow Lyons, Associated Press, also predicted television, in his talk with P. D. Holt of the London Central News. Mr. Lyons transmitted a short news dispatch to J. G. Green, representing Reuter's.

J. A. Morris of the *Wall Street Journal* swapped jokes about the financial situation with William Underhill of the *London Financial News.* "How about rubber?" inquired Mr. Underhill. "We haven't heard much from Mr. Hoover lately."

It was at about this stage of the test that somebody in London opened a window, and to the ears of the reporters in New York came, soft and clear, the chiming of the bells of St. Paul's Cathedral.

"How do you feel about Countess Cathcart?" asked J. Walsh of the *New York Graphic* of J. Spence of the *Glasgow Herald.* "I am a young man of tender years," hedged Mr. Spence. "I think we had better go on to another subject."

Mr. Spence sent the greetings of his Scout troop to the Boy Scouts of America. He also professed much interest in the habits of the American species of reporter.

"Do you all gallop about in Fords?" he wanted to know.

H. F. Foulkes of the *Glasgow Record* told James Montague of the *New York Herald Tribune* he wanted to ask a serious question. "Are the women's skirts in America as short as you can see by the illustrations that they are in England?"

"Oh, shorter!" replied Mr. Montague.

"I'm coming over at once," declared Mr. Foulkes.

Miss Ethel Halsey of the Associated Press, after discovering that she was talking with M. N. Austin of *The Engineer,* exclaimed in surprise: "Oh, I thought I was to have a style expert, and you are only an engineer!"

I have not quoted any of the questions and comments about Prohibition, because they were as numerous as those about the weather. Whenever one of those awful pauses occurred, one side or the other asked how the weather was, or

(*Continued on page* 10)

TELEPHONES THAT SPEED VOICES ACROSS ATLANTIC



(Left)—American Telephone and Telegraph operators talking at Broadway offices with London newspaper men. (Centre)—Telephones equipped with microphone mouthpieces, used in test. (Right)—Operators at control board, keeping telephones adjusted.

JUDGE WHITE SILENT AS DAILIES PRINT TRIAL TESTIMONY HE BARRED

Full Reports of Bay St. Louis Murder Case Reaching Hancock County Despite Judicial Edict—U.P. and A.P. String Wires to Court House

NO CONTEMPT CHARGES YET

Bay St. Louis, Miss., March 11.—Newspaper men who had violated a court order instructing newspapers circulating in Hancock County to refrain from publishing testimony developed in the Favre trial have returned to their homes without contempt proceedings being instituted against them, as had been considered probable.

(*By Telegraph to* Editor & Publisher)

BAY ST. LOUIS, Miss., March 10.—The newspapers have violated Judge Walter A. White's edict barring publication of testimony at the murder trial of Jesse Favre "from papers having a circulation in Hancock county" and the judge has not yet decided what action he will take.

The trial opened Thursday, March 4, but testimony was not presented until Saturday. On Sunday several out-of-town newspapers carrying accounts of the trial appeared in this city, and full accounts of each day's testimony have been available since. The newspapers most widely circulated here are those published in New Orleans, 52 miles away.

Judge White told Editor & Publisher he did not quite know what he was going to do about the violations of his order. He indicated he would take no action until the present case is settled.

The Judge's order isued Feb. 27, barring printing of testimony from papers circulating in Hancock county has made the trial of such widespread interest that Associated Press and United Press leased wires have been installed in court house in this quaint Mississippi coast city for the first time in history.

The *New Orleans Item* attempted to obtain an injunction restraining Judge White from putting his order into effect from Chancellor V. A. Griffith of this district, but this was denied. The Chancellor stated that Judge White was of equal dignity and he did not feel free to interfere with his court.

At the opening of the trial Judge White summoned reporters into the court room and again made clear his initial statement to prevent publication of testimony.

The Judge said that he had given his ruling very careful consideration before making it, and that he had made the order for the purpose of requiring obedience to it. He based his authority on the inherent power of the court to prevent interference or obstruction of trials.

Reporters present at the trial are: Gordon Huff, *New Orleans Times-Picayune;* W. D. Robinson, *New Orleans States;* Frank Craigie, *Gulfport-Biloxi Daily Herald, New Orleans Item* and *Memphis Commercial Appeal;* Don Higgins, United Press and *New Orleans Morning Tribune*; Brian Bell, Associated Press, and Jack Bethea of Birmingham, of the Scripps-Howard newspapers.

The Judge inquired of each reporter how his story could be recognized. Answers in most cases were: "By bylines." The Judge delayed the opening of court by directing the court stenographer to copy his press ruling and give each reporter a copy.

For the first time in the annals of South Mississippi counties press wires were strung in a court house. The tax collector's office has a United Press wire and the county engineer's office an Associated Press wire. From these two wires news of the trial is distributed to the papers of the country.

The Judge treats correspondents cordially and they all like him.

Frank Craigie, veteran reporter of the Gulfport-Biloxi Herald, said: "The newspaper correspondents here fully understand Judge White's problem and we would be happy to find some solution of the difficulty which would not abridge what tradition has taught us was and is the inalienable freedom of the press, the nation's guarantee of which was written into the Constitution. We have been reading law for the past week, and we are resting on the same Constitution that the Judge is."

Favre, the defendant in the trial, is being tried on a charge of murder resulting from the deaths of J. A. McClemore and W. M. Mingee, Federal entomologists, slain on Feb. 18, near Picayune, Miss., while on a hunting expedition. The defendant is charged in this case with the murder of McClemore.

N. Y. TIMES NOW USING DRY MATS ONLY

Steam Tables Removed This Week and Direct Pressure Machines Installed After Test Begun in November Last Year

The *New York Times* this week determined to adopt the exclusive use of dry matrices in its stereotype department, after a test which was begun in November of last year. Steam tables were being removed on Wednesday and Thursday. One Birotadruck direct pressure machine has been installed and more have been ordered. "Certified" dry mats are being used.

The Times' experiment has been watched with considerable interest by newspapers in this country. At present in the large number of cases wet mats are the rule, despite the fact the Northcliffe press in England went on a dry mat basis exclusively as early as 1910.

Other Metropolitan newspapers which are now using dry mats exclusively include the *Philadelphia Bulletin* and the *Philadelphia Inquirer.*

After the three months' test, the Times reached the conclusion that more uniform printing results from a plate cast from a good dry mat than from a wet mat. Speed, facility of handling and comfort are mentioned as reasons for organizing on a dry mat basis.

The dry mat was first developed extensively in Germany 25 years ago. In that country it was early put to use by newspapers, which, however, were of small page size. It was long thought the dry mat would not be strong enough for a United States standard newspaper page although it was proving very practical for tabloids. When a mat was finally developed that could stand up for fifty or sixty casts, the Northcliffe press commenced to adopt it, and in 1910 the last steam table was removed from these papers.

JAILED FOR BRIBE ATTEMPT

Shamokin, Pa., Man Offered Ledger Employe $100 To Change Stock Total

Harry Yoder of Shamokin, Pa., was given a 60-day term in federal court at Scranton, Pa., this week because he tried to bribe a newspaper editor. Yoder, according to postal officials, in October of last year sent a letter to a member of the *Philadelphia Public Ledger* staff offering him $100 or $150 if he would see to it that the Ledger misquoted the total stock sales figures for Oct. 25.

The letter was turned over to postal authorities. It was then discovered that Yoder had purchased a lottery ticket and that if the Ledger had used the figures he sugested he would have won $500. When the prisoner was arraigned he entered a plea of guilty and was sentenced to 60 days in jail at Sunbury.

American-Mexican Wire Rates Cut

Senor Ortiz, Mexican Minister of Communications, and F. W. Phelan, American Telephone and Telegraph Company and Western Union on March 9, signed a contract in Mexico City for the reduction of cable and telegraph rates to the United States. The press will have a direct wire to New York City at half the present rates, according to a special dispatch to the *New York Times.*

MILLION LINE FEBRUARY GAIN IN N. Y.

NEW YORK CITY newspapers showed an advertising linage gain of more than 1,000,000 lines in February as compared with the same month a year ago. Total Volume for the month was 13,047,666 lines as against 11,858,168 for 1925.

The figures, compiled by the Statistical Department of the *New York Evening Post,* follow:

Pages 1926	Pages 1925		Percentage of total space	1926	1925	Gain	Loss
1,186	1,276	American	7.5	985,124	1,060,546	.....	75,422
1,372	1,150	Herald Tribune	10.2	1,335,360	1,120,588	214,772	.....
1,734	1,540	Times	16.6	2,165,836	1,954,332	211,504	.....
1,236	1,086	World	9.7	1,266,172	1,172,822	93,350	.....
832	680	*Mirror (Tabloid)	2.1	279,322	278,864	458	.....
1,248	1,068	News (Tabloid)	4.4	567,332	503,554	63,778	.....
1,040	804	*Evening Graphic	1.9	247,418	99,764	147,654	.....
1,072	1,102	*Evening Journal	9.1	1,189,692	1,170,106	19,586	.....
706	698	*Evening Post	3.0	388,400	366,112	22,288	.....
770	648	*Evening World	5.8	763,386	602,918	160,468	.....
962	820	*Sun	9.5	1,241,782	1,018,986	222,796	.....
586	540	*Telegram	3.6	465,846	545,916	.....	80,070
1,062	1,010	Brooklyn Eagle	9.2	1,194,380	1,140,874	53,506	.....
666	498	Brooklyn Times	4.1	532,808	315,338	217,470	.....
504	562	Standard Union	3.3	424,808	507,448	.....	82,640
14,976	13,482	Totals		13,047,666	11,858,168	1,189,498	.....

* No Sunday edition.

	1926	1925	1924	1923	1922	1921	1920
American	985,124	1,060,546	1,083,972	846,634	858,512	739,050	948,760
Herald	.....	.....	816,122	846,234	839,434	859,950	931,296
Herald Tribune	1,335,360	1,120,588	735,818	711,708	673,622	663,821	794,900
Times	2,165,836	1,954,332	1,884,882	1,708,832	1,681,244	1,493,692	1,889,444
World	1,266,172	1,172,822	1,191,426	1,328,096	1,139,150	1,042,940	1,536,668
Mirror (Tabloid)	279,322	278,864	.....	.....	.....	.....	.....
News (Tabloid)	567,332	503,554	425,512	315,086	237,392	130,658	†.....
Evening Graphic	247,418	99,764	.....	.....	.....	.....	.....
Evening Journal	1,189,692	1,170,106	1,081,750	878,548	843,536	708,444	684,126
Evening Mail	.....	.....	‡‡.....	442,228	407,514	446,822	426,162
Evening Post	388,400	366,112	308,948	257,938	297,564	474,447	359,164
Evening World	763,386	602,918	578,720	625,268	660,212	645,194	637,776
Globe	.....	.....	‡.....	617,882	499,044	506,364	623,402
Sun	1,241,782	1,018,986	998,754	698,932	661,878	580,848	637,608
Telegram	465,846	545,916	851,378	479,464	492,778	457,984	522,082
Brooklyn Eagle	1,194,380	1,140,874	1,184,908	1,097,118	1,018,942	849,000	1,027,212
Brooklyn Times	532,808	315,338	363,626	292,534	243,812	223,636	†.....
Standard Union	424,808	507,448	594,340	607,002	579,492	459,898	683,180
Totals	13,047,666	11,858,168	12,100,156	11,753,504	11,134,126	10,282,748	11,701,740

† Figures not recorded.
‡ Sun and Globe combined June 4, 1923; name changed to Sun March 10, 1924.
‡‡ Telegram and Mail combined January 28, 1924; name changed to Telegram May 18, 1925.

EDITOR AND STAFF ME SUMMONED TO COURT

Madison (Wis.) Capital Times Write Subpoenaed to Defend Paper's Editorials Alleged to Be in Contempt

William T. Evjue, editor and pu lisher; William Dawson, assistant ci editor, and Herman Lochner, police r porter, all of the *Madison* (Wis.) *Ca ital Times,* and Philip La Follette, Da county, Wis., district attorney, we subpoenaed to appear in circuit cou Friday, March 12, before a special cou commissioner to testify in a John D hearing which is the outgrowth of tw editorials, declared to be in contempt court, printed in the Capital Times r garding the murder of a Madison polic man.

Attorneys for Rudolph Jessner, a Je who has confessed to the slaying of t policeman on the grounds of persecuti by the police, recently claimed in cou that the editorials were in contempt court and intended to injure the defen ant's chance of a fair trial.

The first, printed the day after t murder, Feb. 4, termed the shooting wanton act, and the second, printed Fe 26, charged that defense attorneys we attempting to stir religious hatred Madison and Dane county, through er ployment of a private detective, so th they could obtain their client's relea by prejudicing prospective jurors. T hearing is intended to ascertain the tru of the charges cited in the second ed torial.

Dist. Atty. La Follette is the son the late Sen. Robert M. La Follette a brother of the present Wisconsin senat bearing the same name.

REPORTERS CHAT ACROSS BROAD ATLANTIC

(*Continued from page 9*)

whether he could get a drink if he car over.

The test lasted four hours, and by t time it ended, everybody wanted to tal Americans who took part were: J. Abbott, Brooklyn Eagle; Mabel Abbo Morning World; Barrow Lyons, Ass ciated Press; H. R. Ekins, United Pres J. A. Morris, Wall Street Journal; Al Johnson, New York Times; J. Wals New York Graphic; Dixie Maura, *Broo lyn Times;* James J. Montague, New Yo Herald Tribune; W. B. Hassett, Inte national News Service; Hugh Baill United Press; Ethel Halsey, Associat Press; J. H. Furay, United Press; A. Abrecht, Ullstein Press Service; W. H. Finch, Universal News Servic Arthur L. Mefford, *Daily Mirror;* Fra Cannon, New York City News Associ tion; John Hyatt, Jr., *New York Ame can;* M. D. McFarlane and W. P. Mo tague, Jr., P. & A. Photos; Ted Dalt *Daily News.*

At the London end were: D. R. Spen love, London Press Association; P. Holt, Central News; Owen Smith, E change Telegraph; J. G. Green, Reuter' J. Wilson, *London Times;* C. Fras *Daily Telegraph;* A. G. Walsh, Financ Times; J. Pollard, *Daily Chronicle;* Harper, *Daily Mail;* J. H. Watki *Daily Express;* William Underhill, F nancial News; E. J. Palmer, *Daily New* F. V. Wright, *Yorkshire Post;* J. Spen Glasgow Herald; J. S. Buist, *Dund Courier;* H. F. Foulkes, Glasgow Recor Charles Cooper, *Engineering;* G. Ferguson, *London Graphic;* M. N. Au tin, Engineer; H. Baxter, *Daily Heral* Mr. Holding, *Electrician;* Mr. McKenz *Westminster Gazette;* D. M. War *Morning Post.*

Benesch St. Louis Times M. E.

Aaron G. Benesch has been promot to be managing editor of the *St. Lo Times,* and Samuel X. Hurst, poli reporter for that paper for a number years, has been made city editor.

STATE CERTIFICATES FOR NEWSPAPER MEN ADVOCATED BY ILLINOIS PRESS

Endorse Plan By Resolution at Chicago Meeting—Group's Committee on Education to Draw Up Qualifications and Standards—Aiming at "Professional Status"

A DEFINITE step to put the journalist on a professional par with medical and legal men was taken at the mid-winter meeting of the Illinois State Press Association at the Hotel Sherman, Chicago, March 5 and 6.

A resolution was adopted "that the Illinois Press Association endorse the issuance of professional certificates to practicing newspapermen under conditions to be determined by the committee on education of the Illinois Press Association."

Lawrence W. Murphy, of the school of journalism of the University of Illinois, chairman of the committee on education of the Illinois group, introduced the resolutions in the course of a paper on the subject.

While it has not yet been definitely determined on what basis the certificate will be issued and whether it is planned to have the state recognize such certificate, Mr. Murphy said:

"In general the committee plans to recognize five years' experience as a professional education for the present membership and a combination of experience and schooling as the basis for recognizing the young men and women now seeking professional standing.

"This plan would make the Illinois Press Association the certificate and credential issuing body for the members of the profession in Illinois. The certificates would have the same value to journalism and the public that a medical certificate has to a doctor and his patients."

Edward A. Cogley of the *Maywood* (Ill.) *Herald* moved that the committee on education include a representative of a weekly, a daily and a member of the faculty of the school of journalism of the state university, provided two members do not come from the same county. This was adopted. Definite action is expected at the annual meeting of the association next autumn.

"The purpose of the licensing plan is to preserve all the good features of the licensing system without sacrificing freedom of the press or placing the press in the hands of politicians," Mr. Murphy, originator of the idea told EDITOR & PUBLISHER. "The committee will at all times be accountable to the Illinois Press Association under the present arrangement. The plan has no direct connection with membership in the Association and membership is not to be considered in the application of the plan. The measure does not restrict freedom of the press as persons can be active in journalism without seeking the professional certificate.

"Through the plan the Association hopes to lend stability and dignity to the profession, to eliminate the beginners who are not serious in their intention of entering the profession, and to reduce the turnover in editorial staff workers which is the cause of trouble, expense and errors."

Members of the Committee on Education are W. F. Hardy, *Decatur Herald;* T. B. Potter, *Marshall Herald;* Mr. Murphy, University of Illinois.

President William J. Smith, of the *Waukegan Sun,* opened the meeting. Mayor William E. Dever gave an address of welcome in which he made an attack on the Better Government Association of Chicago for asking a senate inquiry into Chicago's administration, the uniform body having charged collusion between Chicago officials and the criminal and bootlegging element.

Joseph Page, of Jerseyville, responded to Mayor Dever's address. H. L. Williamson, editor of the *United States Publisher,* Springfield, secretary of the association, read his report. Harvey T. Hill, secretary of the Illinois Chamber of Commerce, spoke on "The Chamber of Commerce and Its Relation to the Newspapers." Eugene L'Hote, Milford, talked on "Building Up Community Interest Through the Newspaper." John H. Volp, Blue Island, took for his subject "Should the United States Government Continue to Print Return Envelopes and Thereby Remain a Competitor of the Job Printer?"

At the banquet Friday evening, Frederick Snyder of the special commissioner for the Press Congress of the World, spoke on the plans of the Congress for the meeting in Geneva, Switzerland, Sept. 14-18. He gave a short outline of the itinerary that will be followed and gave a brief report on the expenses of the trip. Several members of the Illinois Press Association group have already signified their intention of going he declared. State's attorney Robert Crowe, of Cook County, spoke on "Crime and the Newspaper's Part in Helping Handle It."

At the Saturday session, Frank P. Glass, former managing director, *St. Louis Star,* and member of the executive committee, Press Congress of the World, spoke on "Newspapers As I Saw Them In Foreign Lands." Aaron N. Sick, general manager of Building Publications, Waukegan, on "The Publication of Magazines."

H. J. Kable of Mount Morris led a discussion on adding to income by soliciting the printing of house organs. A. T. Spivey, of the *East St. Louis Journal,* spoke on "How May the Editor of a Country Weekly or a Small Daily Find Subjects for Original Editorials." H. U. Bailey of the *Princeton Republican,* on "The International Press Foundation —What It Is."

Congressman William E. Hull of Peoria addressed the meeting on "The Deep Waterway." W. H. Gharrity, *Savannah Times Journal* on "Building A Circulation;" Frank Lee of the *Aurora Beacon-News* on "How To Build Up Your Classified Page." C. R. Denson of the *Minonk News-Dispatch,* led a discussion on "Building Circulation."

The association accepted the invitation of EDITOR & PUBLISHER to use its Chicago office, 30 North Dearborn street, for a Chicago headquarters.

The following committees were appointed:

Resolutions: Hal W. Trovillion, *Herrin News;* John H. Volp, *Blue Island Sun-Standard;* S. P. Preston, *Gillespie News.*

Organization: H. U. Bailey, *Princeton Durea County Republican;* James McClure, *Carlinville Democrat;* C. R. Denson, *Minonk Dispatch.*

Entertainment: Harry B. Potter, *Marshall Herald;* E. B. Taber, *Earville Leader;* Norris Good, *Virden Recorder.*

Publicity, M. F. Walsh, *Harvard Herald & Independent;* John M. Sheets, *Oblong Oracle.*

Memorial: M. F. Walsh, *Harvard Herald;* G. D. Scott, *Wyoming Post-Herald;* Charles Mead, *Geneva Republican.*

CHICAGO NEWS CHANGES STYLE

Column Widths Cut from 13½ to 12½ Ems—Two Page 1 Banners

The *Chicago Daily News* has changed its makeup, cutting its column widths from 13½ ems to 12½ ems and cutting off six ems of white space at the edge of the paper. The editorial page, formerly eight columns, 13½ ems to the column, is now made up in seven columns, the two editorial columns and Keith Preston's "Hit or Miss" column, getting the extra space.

This is the most important of a number of changes since Walter Strong took control. Under Victor F. Lawson's regime two banners were forbidden. Now almost daily in the News, there is an eight column line and a seven column line, with the lines breaking into the story, another change.

The news columns on the front page are double leaded and on the inside pages are also leaded.

BROWN HEADS NEBRASKA PRESS

Friend Publisher Honored at Hastings Meet—Cups Awarded

W. A. Brown, publisher of the *Friend* (Neb.) *Telegram* was elected president of the Nebraska Press Association to succeed J. G. Alden of the *York Republican* at the recent annual meeting held in Hastings. H. D. Leggett of Ord was named vice-president, Ole Buck of Harvard, secretary and Frank O. Edgecombe of the *Geneva* (Neb.) *Signal* treasurer. Mr. Edgecombe is also president of the National Editorial Association.



W. A. BROWN

Prize cup awards of the Association for 1925, announced at the opening session were:

Best all around newspaper (Association sweepstakes)—*York Republican,* first; *Hartington News,* second; *Geneva Signal,* third.

Best school department—Hartington News, first; *Harvard Courier,* second; *North Bend Eagle,* third.

Best front page—*Aurora Republican.* (No other award.)

Best editorial page—York Republican, first; Geneva Signal, second; *Nebraska City Daily Press,* third.

Community service—Hartington News and *Wayne Herald* tied for first place; Geneva Signal, second; *Wahoo Wasp,* third.

More than 200 guests attended the annual banquet.

Kirksville, Mo., Daily Launched

The *Kirksville* (Mo.) *Daily Journal* made its initial appearance March 1. F. R. Moose is the editor, having bought the Journal, a weekly, last September, and later combining it with the Brashear plant as the *Journal-News,* until Jan. 1. He then launched plans for his daily.

FOREST WEEK APRIL 18-24

Dates Set by President Coolidge in Official Proclamation

The week of April 18-24 was designated American Forest Week in a proclamation issued by President Coolidge and made public March 6.

The Canadian Government has set apart the same week for the same purpose, and this, President Coolidge declared in his proclamation, "is an added reason why our citizens should give careful thought to a matter so important to both countries."

Although warning that "too long have we, as a nation, consumed our forest wealth without adequate provision for its wise utilization and renewal," the President noted that a "gratifying change is taking place in the attitude of our industries, our land owners and the American people toward our forests."

State News Leads in Poll

State news is the most interesting material in the *Manchester* (N. H.) *Union and Leader,* readers of that paper indicated in replies to a questionnaire recently circulated among 1,000 subscribers. Ninety per cent said they read this feature regularly while less than one per cent said they never read it at all. Next to state news was small town news. Seventy-four per cent declared they read the editorials.

Hearst Papers Take Prohibition Poll

Hearst newspapers are conducting a poll on the prohibition issue. Vote is being taken for the existing law; against existing law; for beer and wine; and against beer and wine.

N. Y. NEWSPAPERS PROBE STRIKE CLUBBINGS

Investigations Under Way by News, Mirror, World and Graphic, Pending Possible Legal Action—Police Cleared by One Inquiry

Investigations were being made this week by the *New York Daily News,* the *New York Mirror, New York World,* and *New York Evening Graphic,* pending possible legal action to be taken as the result of the Clifton, N. J., strike riot March 3, during which staff reporters and photographers were clubbed by police and valuable cameras smashed.

The News is proceeding independently of the other papers, with the case in the hands of MacDonald Dewitt, New York attorney. It is understood the three other dailies may later join forces in appointing one attorney to represent them in possible court proceedings. In this event, Keats Speed, managing editor of the *New York Sun,* informed EDITOR & PUBLISHER, his newspaper might also become a complainant in the case.

Mr. Dewitt said he was still conducting investigations in Clifton and Passaic, when questioned Thursday.

"It seems, so far as I have gone now, that the smashing of cameras was done by the Clifton police and not by the Passaic police," he said.

The scene of the hostilities according to statements made by reporters of the *Mirror,* was near Dayton and Highland Avenues, the latter being the dividing between the towns of Clifton and Passaic. Clifton police were keeping order on one side of the street and Passaic police on the other.

Col. Vickers, former Hudson County, N. J. district attorney, has been retained by Mr. Dewitt as associate in the News case.

Harry Warnecke, News photographer, was badly beaten by police and his camera demolished.

Isaac D. White, head of the Bureau of Accuracy and Fair Play of the New York World, has obtained statements from Evening and Morning World men in the melée, and is conducting further inquiry in the strike territory.

Joseph Costa, Jr., World photographer, declares in his affidavit that he saw the attack on Warnecke of the News, and, reaching the conclusion "to resist was the height of folly," gave up his camera and saw it smashed to bits.

William Warnecke, elder brother of the News' photographer, states he saw his brother's camera smashed, and his brother surrounded by police. He was unable, he said, to obtain the names of the policemen.

Reporters submitting statements to Mr. White were Godfrey Irwin and B. D. Gallager, Evening World, and C. B. Allen, Morning World. They assert they were in the jam, saw the clubbing and camera breaking, but stated they were unable to identify anybody.

The office of William DeFord, Hearst attorney, has received statements from six reporters and photographers of the Daily Mirror.

O. J. Bauman, Mirror photographer, asserts he can identify the policeman who, he said, picked him out, ran directly into him holding his club in both hands, knocked him down and smashed his camera.

Thomas Flanagan of the Mirror told attorneys he was struck across the back with a policeman's club and painfully injured. His camera was knocked from his hands and wrecked.

Occupants of the Mirror armored car which was wrecked in collision with a large truck said they had no proof the smash was a result of the hostility toward the photographers.

During the week there have been no further disturbances in the strike district. Police have been friendly to newspaper men and have not attacked strikers.

The Botany Worsted Mills, largest affected by the strike, started an advertising campaign in local newspapers, explaining their position.



TRAIL BLAZERS OF ADVERTISING

The Old Booming-Voiced Auctioneer

by Chalmers L. Pancoast

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Chapter XXXIII
Schemes I Have Worked

(Continued from last week.)

In just the same way had I, and other boys, boosted the sale of Arbuckle coffee, years before, when we were collecting those old travel cards.

The sugar cookie box lid collecting race started the ball rolling, and was a good introduction for the second scheme, which was known as "The Sugar Cookie Boy Coloring Contest."

A young artist who was pioneering around with me, trying to get a toe-hold start in the advertising art business, Russ Legge, who has his own business in Detroit now, helped out on the scheme.

He made six sketches, each a different pose, of a little Dutch baker boy, dressed in big pantaloons, a full waist with large collar and cuffs and flowing tie.

Each picture was merely an outline, and each baker lad held a large sugar cookie in his hand.

Certain letters were drawn on each cookie, so that when the six cards of the Dutch boys were placed together the letters would spell out the words:

"Busy Bee Sugar Cookie."

Beginning with No. 1 the cards were placed in the boxes of cookies, one kind each week for six weeks.

The coloring contest began with a half-page newspaper advertisement, in which the six Sugar Cookie Boys appeared at the top in their proper positions, numbered from one to six. On each side boxes of sugar cookies were shown, and the names of the grocers appeared as in former advertisements.

In bold black-face type were the words, "Prize Coloring Contest for Children." Then followed a brief outline of the contest and the list of prizes. Every boy and girl who desired to enter the contest was asked to buy a box of sugar cookies and read the full detaills of the contest, as given on the back of a card which would be found in every box of Busy Bee Sugar Cookies. On one side of the card was printed a picture of one of the six Sugar Cookie Boys, and on the other side were the rules and conditions of the coloring contest, which were as follows:

SUGAR COOKIE BOY COLORING CONTEST.

Beginning April 23, for six weeks, every box of Busy Bee Sugar Cookies will contain one of the six Sugar Cookie Boys. A new card will appear each week. When you have the complete set paste them according to the numbers on a piece of heavy paper or cardboard, not over 8 inches wide by 24 inches long.

Color the boys, cookies and letters with water colors or crayons, as you like, and bring the full set to our office, 44 North Front Street, on Saturday, June 2, any time between 9 o'clock in the morning and 4 o'clock in the afternoon. No pictures will be received before that time.

You can submit as many sets as you like, but each set must be complete, and each must have your name, age and street number written on it plainly. Where there are several children in the family all may compete.

The successful pictures will be exhibited in our store window and the names of the winners and those receiving honorable mention will be printed in our newspaper advertisements.

The following prizes will be given for the best work in each of the three classes: Class A, for children under 7 years of age; Class B, for children between 7 and 10 years; Class C, for children between 10 and 14 years.

First Prize in each Class, $5 in Gold.

Second Prize in each Class, $2.50 in Gold.

Third Prize in each Class, $1 in Silver.

Fourth Prize in each Class, 75c box of bonbons.

Fifth to tenth Prizes in each Class, Honorable Mention.

A committee of three artists will judge the work and award the prizes. The coloring effect, neatness of arrangement, and the cleanliness of the work will determine the winners.

Suggestions.

You can begin coloring the pictures as you receive them, or wait until you have the entire set. It may be well to color several sets. each different, and enter them all in the contest. If you need a certain picture and cannot get it at your grocer's, you may exchange one of the other pictures for the one you need at our store, 43 North High Street.

No pictures will be returned.

At the beginning of each week a large advertisement was inserted in the newspapers, in which appeared a picture of the Sugar Cookie Boy that was to be placed in every box of sugar cookies that week.

On the rest of the days during the week, plain, straight sugar cookie arguments were featured in all the advertisements. Attention was constantly called to the contest in a note at the foot of the advertisement.

Beginning with the first week there was a decided increase in the number of boxes sold, which indicated the children were getting busy with paints and crayons.

The returns were much larger than expected and the originality and real artistic ability of the contestants of the various classes into which they were divided was a surprise to the judges.

After the prizes had been awarded and the names of the winners published in the newspapers, an invitation was sent to every child who had submitted a picture, to be present at a reception which was arranged to be held in the banquet room of the Busy Bee Company. Ice cream, cake and fruits were served to all contest participants and their mothers, or whoever accompanied the little ones.

The details of this old time stunt are given to show how thoroughly we went into prize contests in the early days.

Since the Sugar Cookie Coloring Contest I have and carried out many unique schemes, but nothing has ever equalled the interest arousing merits, and actual sales making qualities, of this colorful Dutch Boy Contest.

Chapter XXXIV
The Old Booming-Voiced Auctioneer

THE first night school I ever attended was one in picturesque profanity. It was free and exciting. It was held on the side-walk in front of a store where a free auction was taking place. A gang of small-town mischievous boys was having a lot of fun creating a disturbance, and deviling an old booming-voiced auctioneer, just to get chased and cussed. His fluency in cussing was equalled only by his fluency in auctioning off goods.

It was great fun getting the old fellow sore and being told where to go, and then not going. The boys kept raising a racket, bellowing in at the door, and shouting smart-cracks just because the old orator got so mad and cussed so beautifully. Anyway it was just small-town stuff, kidding an old toper everyone liked.

It was a liberal education in profanity. Perhaps too liberal and penetrating. This auctioneer knew more vicious sounding words and cuss phrases than I have ever heard since—even in the railroad yards and in print shops.

His name was Levi. He had been a pack peddler, and he had a roaring voice. In this village I don't remember such a thing as a policeman, and the constable never bothered the boys with their pranks. Levi had to protect himself with his voice and his cussing. After a time he made peace with the boys, by permitting them to come in and attend the auction, if they would keep quiet. This restored order, and the night school was transferred from the sidewalk to another night school inside the store where we were treated to the fastest and finest flow of oratory possible to be had in those days. Spongy-brained town boys learned a lot from the old auction shows.

The auctioneer was an old-time trail-blazer in word-of-mouth, gibble-gabble advertising, who will live long in the memories of those who were fortunate enough to live in country villages where auctions were great events. Some folks even came down town in their Sunday-go-to-meeting clothes.

He was the voice of the village. His loud-speaking, wise-cracking, word-booming, hand-clapping held this audience of villagers spell-bound. He gave mouth to high-sounding, high-handled selling phrases.

Out in front of the defunct clothing and general store, or the racket store where he was enthroned, was the display advertising in the form of a red flag on which was painted "Auction Today." There were not as many hocus-pocus tricks about auction as there was about an Indian Medicine Show.

I have made as much as 25 cents a day passing glaring hand-bills from door to door announcing, in the wildest kind of language, this spectacular event. There was plenty of hokum put on in big type in the hand-bills. But the red flag waving in front of the store, and the flaming red type of the hand-bills was not enough to startle the crowds.

When the auction started another bellowing-voiced man (usually a local loafer) was hired to walk up and down on the sidewalk in front of the store, ringing a dinner bell and shouting, "Auction—Auction—Auction" and so on ad infinitum.

An auction was supposed to dominate every other thing on Main Street. It did and more. The idea back of all this loud advertising was to get people excited and fill the store to overflowing—the more people the higher would go the spirited bidding.

Today the bell-ringing and yelling is not considered genteel advertising. But the red flag is still doing duty at the same old stand. Last winter in Atlantic City I counted a dozen red flags along the famous Board Walk calling attention to the auctions going on within.

But in the old days the glaring hand-bills, the bell-ringing and shouting were only in keeping with the methods and gift of gab of the old auctioneer performing on the inside.

In most small towns he was a well known local character, usually a Jack out of office. In every political campaign he was "out stumping for the grand old party"—at a price.

Then, even as today, the human voice was the most powerful means of swaying the public. Words flowed from the auctioneer like greased lightning.

As a type the old auctioneer was a heavy, shaggy appearing individual with a bright, smiling eye and a loud, carrying voice. It was a voice that carrie conviction. It never broke or becam husky. He must have originated that o phrase "to shoot off one's mouth."

He knew the power of the voice convince and persuade. Not a line ha he ever read of voice training. He ha never taken lessons in voice culture. H had a natural gift-of-gab and he lived talk, and had to talk to live. He talke loudly and boastingly about the goods had to sell.

Can't you hear him now?—"Well, folk step right up, crowd in a little close See this marvelous piece of merchandis Direct from Paris. New Yorkers wou fight to get it, but it costs too much ship it back to the wholesale house. W would rather sell it right here, friends.

"Now, folks, what am I bid? Do hear a dollar? Well—who'll give n two—two—two—two?

"What's the matter with your eye Can't you see it's worth ten dollars, if i worth a nickel? I got one. There's man who knows values! Two he say Now, gimme three—three—gimme thr —gimme three! First, second, last call (Down comes a mallet with a bang "My friend over here gets it for tw dollars. He'll never get another barga like that if he lives to be as old as Jona or was it Methusaleh."

He had a sing-song voice. He talke with his whole body. He brought in play his eyes, his head, he waved h arms, clapped his hands—but he so goods, and got many, many times mo than they were worth.

He knew all the tricks of pushing prices. He heard things people nev said. "I hear a fellow over there say knocked that watch down to Bill Jone because he was a friend of mine. We here's another at the same price, wh wants it? Don't all speak at once. N one can ever say I don't treat everybo alike."

In those days the auctioneer was actor. He always had a big audienc There were no movies, no radio, no aut for joy-riding over fine country roac The only competition was the 10, 20 a 30 cent shows, but they came so seldo Usually the auctioneer took the town storm and unloaded stores of merchandis that could never have been sold by a other method.

The desire for a bargain, something f almost nothing, is the strongest weakne in the human make-up. The auction w a gamble, it was the next best thing a "good dicker." It was more excitin than horse-trading or any local event.

When an auction was held in a villag the country folks drove in for mil around. It was usually held on Mark Day, when the town was full of count people. An auction was a big and thr ling event in their monotonous lives.

At the time the noisy auction was vogue, the booming voiced auctione who was clever at repartee, who had t brass, the gall, the nerve and the fro could get by with the most outlandi statements.

He was admired, looked up to and he in awe for his ability to command atte tion through a voice that nothing cou drown out or subdue. Even a gang devilish boys, shouting in at the door, d not stop the auctioneer, it only made more exciting and thrilling. As a hig falutin, bombastic salesman of pep a ginger he will live long in the memory a trail-blazer of skill.

NEXT WEEK
CHRONICLES OF SMALL BEER

In Automotive Advertising The News Is Detroit's Leader

ONE automobile for every five persons—practically equivalent to one for every family—that is the condition in Detroit. Small wonder then that the automotive advertisers use more space in the News than in any other Detroit paper. For the News city circulation is almost an exact parallel of the number of automobiles registered in Detroit.

Among the great passenger car advertisers who used more space in the News in 1925 than in any other Detroit Paper, are the following:

	Lines		Lines
Buick	74,242	Reo	24,136
Hudson & Essex	64,498	Cadillac	24,066
Chevrolet	48,104	Cleveland	12,474
Studebaker	79,758	Star	12,180
Dodge	49,630	Chandler	12,222
Nash	29,750	Lincoln	9,408
Willys-Overland	41,258	Elcar	2,226
Ford	29,344	Kissell	10,584
		Stearns-Knight	966

In total automotive advertising the News carried the splendid volume during 1925 of 1,472,744 lines, a lead of 299,684 lines over the second medium.

The Detroit News

DETROIT'S *HOME* NEWSPAPER

New York Office
I. A. KLEIN, 50 E. 42nd St.

Chicago Office
J. E. LUTZ 1110 Tower Bldg.

SOME SNAPSHOTS OF NEW AND NOVEL USES OF NEWSPAPER ADVERTISING

"Driverless" Buick Car Being Featured in Birmingham—Sears, Roebuck Use Rotogravure—Hudson-Essex Advertising "At Your Door" Prices

By HAMMOND EDWARD FRANKLIN

A "DRIVERLESS" Buick car appeared on the streets of Birmingham the other day. It started its trip just at the noon hour when crowds were thronging and continued until three p. m.

The same morning newspaper advertising invited the public to be on watch for the unique sight. The copy explained that Johnny Hines, the moving picture star, has driven a Buick and used Firestone cords. It was signed by the Birmingham dealer.

This stunt is being staged in many leading cities. It sets tongues wagging.

Getting the right type of men is a problem with many concerns.

The J. C. Penney Company, Inc., large chain of department stores is now utilizing run-of-paper display to uncover possible human material. The company takes 6½ inches on three columns to outline just what it wants in detail and the opportunity.

Hand-lettered copy with a sub-head, "Wanted: men who can grow into a partnership" has been worked out with much care. A booklet, "The next 10 years" is sent on request.

Space is allowed for the insertion of the name of the company representative, hotel and date he will be in town to talk with prospects.

A Sears, Roebuck & Co. advertisement without a price! And in newspaper rotogravure!

A full page and a 1,000-line advertisement in December proved satisfactory to the company's new retail department store, located several miles out of the center of Kansas City, that this form of advertising will be continued.

The new store, according to P. F. Park, the advertising manager, is carrying a higher grade line than mail order departments of the company. It wanted to make an appeal to the type of people who do not hesitate to pay the best prices for merchandise.

Rotogravure was decided upon to carry the personality and magnitude of the store quickly to everybody in that territory. A general view of the front and many interior pictures were published. The art and layout were designed to interest the substantial citizen rather than the bargain hunter. No prices were mentioned.

This is credited with having a positive influence on the drawing of thousands of people from as far away as 100 miles to visit the store. Many of the cars were parked in the company's free parking station.

The store has decided to use rotogravure in the future for its highest class merchandise.

Is Friday "fish day"? Not in Milwaukee.

Small-space copy in the Journal tempts the public to try Gorton's Ready-to-fry Codfish Cakes or Gorton's Salad Fish on Wednesday at the Milwaukee Athletic Club, Plankinton Hotel, Aberdeen Hotel, California Coffee Shop, Campbell's Lunch and Plankinton Arcade Cafeteria.

In Chattanooga, Tenn., the Squibb drug stores are offering a gift box containing Fitch's Lemon Cleansing Cream, Tonique Superbe, Shampoo, La Foma and Lilac Royal Toilet Water free to the first women who call and buy any Fitch product.

Mail order testimonial advertising is being tried out by Lever Brothers as a result of shifting their Rinso account to a large New York mail order agency.

Halftones of women using the product are accompanied with localized testimonials which give the street and address of some local woman who apparently sponsors the copy.

"It's shredded Wheat time in Blankville," says a small advertisement in a Michigan city. Now is your chance to



Essex's Smart Copy

---

buy your favorite whole wheat food, Shredded Wheat at a special customer-attracting price and get free one package of Biscuit and one Shopping Bag with every two-box purchase of Shredded Wheat. This is an unusual offer and will not last long."

This gives the salesmen an excellent oportunity to get in larger stocks and more window displays.

Regular display space is being used by the Yellow Cab Company to talk to prospective drivers over the shoulder of the public.

Good-natured men who smile a lot, who are sensible and reliable, who have families, and who will rended real service, are specified. Such are given an invitation to apply to the company's employment office.

A bread concern in an eastern city has made a deal with the local electric utility for a premium drive, in which the bread company through liberal space is to give for a limited period a cash saving of $1.25 on a nationally known electric toaster ordinarily sold for $9.25.

Any consumer may save five wrappers of the bread or cake and take them to any office of the utility with $8 cash and get the toaster. Further, service customers of the utility are permitted to obtain the toaster, if preferred, by handing in the wrappers and paying $1 down, the balance over a period.

The head of a smiling man puffing on a Blackstone cigar in seven different positions in one advertisement makes the latest half page in the new Waitt & Bond schedule out of the ordinary.

Under each placement of the same head is recorded a selling point. Sunday papers are given a large part of the copy, which is being extended to new territories.

Complete sets of silverware now may be bought for one dollar down and the balance of one dollar a week under a new "thrift plan" being offered by a number of stores in connection with a silver national advertiser.

Several department stores now are handling, displaying and advertising nationally known makes of automobiles.

The announcement through full pages across the country of "A. Y. D." (at your door) prices on Hudson and Essex cars last month marks a departure which probably will be followed in time by other motor car makers.

"The price you pay to drive away," including equipment, freight and war tax, is given in such bold, black type that the consumer knows exactly what to figure on.

Many another trade custom, which is continued only because it has always been done, could be banished with similar purchase of bold newspaper space.

An opportunity for the public to "trade in" old fixtures and receive a 25 per cent allowance on Riddle Fitments, thereby giving the public a bargain and retiring the antiquated fixtures, is being offered by Riddle in connection with electrical dealers. Specific fixtures with specific prices are shown.

U.P. Filing to Java Daily

The United Press on March 1 inaugurated the first American news service to be transmitted direct to the Dutch East Indies when *De Locomotief*, Dutch newspaper of Batavia, Java, began receiving daily service from the U. P. Miles W. Vaughn, Far Eastern manager of the U. P., is directing the service. Other new U. P. foreign clients are: *El Sol*, morning newspaper in Lima, Peru; *Tarapaca*, of Iquique, Chile; and *La Nation* of Barranquilla, Colombia.

COURT PHOTOS BARRED IN ENGLAND

Parliament Passes Measure Restricting Making of Pictures Or Sketches Without Consent of Presiding Judge

By HUGH J. HARLEY

New restrictions concerning the making of photographs or sketches in British Court rooms are likely to affect the supply of news pictures from the British Isles. Parliament has passed and the King has approved the new Criminal Justice Act prohibiting the making of pictures of any kind in Court without permission of the Judge. The Act applies equally to the publication of such a picture or sketch. The fine is £50.

The passage of the clause was featured by efforts to prevent the publication of pictures of persons on trial or witnesses against them in the Courts under any circumstances and was marked by a sharp debate revealing a very strong sentiment against the manufacture of new crimes and offenses by Parliament.

The Newspapers Proprietors Association made an effort to limit the prohibition against taking photographs in or around the courts to places not a part of the highway, on the ground that an effort should be made specifically to define this new offense. They failed.

New Sunday Paper in Florida

The *Winter Haven* (Fla.) *Chief* has started printing a Sunday edition, using the Associated Press report.

Serving a State

Now~ early distribution throughout Florida with a "Bulldog"

Steaming out of Jacksonville every night, with shrill whistles and clanging bells, the big trains of the South are on their way. Back in the baggage cars, stacked up ready to be thrown off at all points down the line, are bundles of newspapers—the "Bulldog" edition of the Florida Times-Union.

Delivered to homes and offices—on sale at news-stands throughout the state seven or eight hours ahead of previous schedule, the Florida Times-Union now reaches its readers hundreds of miles from Jacksonville in time to influence their buying for the day.

Already the first choice of advertisers in Florida by reason of its supremacy in city and state circulation, the Times-Union now adds earlier distribution to its complete coverage.

The Florida Times-Union
~JACKSONVILLE~

CIRCULATION
Daily 53,000
Sunday 70,000

Los Angeles Examiner
CHARACTER QUALITY AMERICA FIRST! ENTERPRISE ACCURACY
AN AMERICAN PAPER FOR THE AMERICAN PEOPLE — THE GREAT NEWSPAPER OF THE GREAT SOUTHWEST
VOL. XXIII—NO. 80 — LOS ANGELES, MONDAY, MARCH 1, 1926 — Official Forecast—Fair — PRICE FIVE CENTS

BRITISH CABINET FACES LEAGUE CRISIS
DRYS ATTACK AL SMITH AND RITCHIE

Today

K. C. Star for Sale About Big Business Does It Worry You? A Puzzled Countess

By Arthur Brisbane

COLONEL NELSON'S daughter is dead and now under the terms of Nelson's will the Kansas City Star that he created must be sold.

When Nelson was alive and in place, under the management of his son-in-law and his daughter, Mr and Mrs. Kirkwood, you could not have bought an editorial column in the Kansas City Star, to change its policy on a public question, for a million dollars.

Now the entire paper, including the editorial page, is for sale.

THE Star is powerful over several states. Some big railroad, grain, banking and packing combination might think it worth while "to take it in." The trouble is that a newspaper "taken in" by high finance is apt to take sick and die. High finance selects as editor, "one of our kind," and that kind can't run a newspaper. The question would bother Nelson if he were here. He was a good American and would not like the power he created to get into the wrong hands.

This writer remembers Nelson as he came up from his basement pressroom in his shirt sleeves to interview "the young Eastern capitalist building a seven-story brick 'skyscraper' at the corner of Seventh and Delaware, and another on Ninth street, near Wyandotte."

Nelson didn't dream that he was building a newspaper destined to be worth millions of dollars. Everything that Nelson had, newspapers, money, stocks, lands, now that his wife and only daughter are dead, goes to Kansas City, where he got his start. Nelson was a good American, courageous, honest and grateful. Therefore he was able to build a powerful newspaper.

DOES the growth of big business worry you?

Consider the automobile business, which is certainly BIG.

Five hundred different kinds of automobiles have disappeared from the market within twenty-five years.

In 1923 eighty-six different makes of cars were shown in the National Automobile Show. In 1923, sixty-six makes; only fifty-seven in 1924, and in the last show only fifty.

What have been the results of concentrating the automobile business in fewer hands?

Detroit automobile makers at this moment employ 60,000 more men, at high wages, than they did in the same week last year.

The output of cars is steadily increasing, prices are lower than ever. Ford, the biggest maker, and perhaps the richest man in the world, sells more cars than all other automobile makers put together, and sells at the lowest prices.

Business must be big, and big business should be encouraged by the Government, watched and controlled by the people.

If they haven't brains enough for that, they wouldn't have enough to control little business.

A BEWILDERED woman is the Countess Catheart.

Because she had eloped with the Earl of Craven, not her husband, she was locked up at Ellis Island and he was allowed to come in. "Why," she asked, "do you stop me?" The answer came, you stop me?" The answer came, "We cannot endure immorality in this proud country."

She got in eventually, edified by high morality no doubt, and was invited to a New York wild party, where the story goes, to a mixed crowd of men and women she beheld a nude dancing actress taking a bath in champagne filled with [illegible]

WHEN the British Lady Spencer came to America years ago, with her distinguished husband, and visited the old Waldorf, she was amazed by everything, especially by ten or twelve little dishes of vegetables around her dinner plate. She rolled her eyes to heaven and [illegible]

The giver of New York's wild party, by the way, denies that the young lady bathed in the champagne. He says the bath tub was only full of ginger ale.

Invitations to the party, however, one of which this writer has seen, quite plainly that everything would be supplied in abundance. The stretchers, which is finding the [illegible] makes that an enjoyable time for all had been planned.

MODIFICATION MOVE BLAMED ON GOVERNORS

Methodist Church Board Scores 'Lawless' New York and Baltimore in Scathing Report

JOHNSON SURVEY HIT

Prohibition Inquiry by House Favored; Wets Wary; Foresee 'Whitewash' From Committee

By Arthur Hachten
Staff Correspondent Universal Service

WASHINGTON, Feb. 28.—Full responsibility for the nationwide agitation for modification of the prohibition regime was heaped on "lawless" New York and Baltimore by officials of the Board of Temperance, Prohibition and Public Morals of the Methodist Episcopal Church in a statement issued tonight.

Governors Smith of New York and Ritchie of Maryland were named as the leaders of a prohibition "nullification program" in the attack by Bishop James Cannon Jr., the Rev. Thomas H. Lewis, Bishop William F. McDowell, Dr Clarence True Wilson and Bishop W. M. Bell.

ADD FUEL TO WAR

"Coming on the eve of a meeting tomorrow of the House committee on alcoholic liquor traffic, at which plans will be made for a survey of prohibition results, the drys' attack added fuel to the raging warfare in Congress over Volstead[illegible]

The church is in favor of the projected inquiry. It believes funds should be appropriated for an investigation. Wets in Congress are wary of the work of the committee, reasoning it is overwhelmingly dry. They foresee a "whitewash" for prohibition.

Emphatic repudiation of the so-called Johnson report, issued by the Research Department of the Federal Council of Churches of Christ in America, was made in the Drys' statement.

Attention was called to the disapproval of findings by the Johnson investigators by the administrative committee of the Church Council

'LAWLESS NEW YORK'

Of the Johnson investigators the Methodist-Episcopal Board said

"They were dominated and apparently overwhelmed by the influence and conditions prevailing in the lawless 'New York' section of the country. [illegible] disgrace to [illegible] conditions [illegible] enforcement of Gov. Smith's prohibition enforcement law was repealed because vulgarity and indecency are exploited on the stage in the theaters.

"Lawlessness is rampant there. Liquor resorts and [illegible] flourish openly, [illegible] [illegible] [illegible]

EDITOR & PUBLISHER ANNUAL LINAGE TABULATION

(*Continued from page 7*)

City	Paper	Published	Total Linage	National	Local	Classified
New York	News (tab.)	(m)	4,542,272	1,384,404	3,080,648	*77,220
	Sunday ed	(s)	2,290,200	368,164	1,904,600	*17,436
	Total	(ms)	6,832,472	1,752,568	4,985,248	*94,656
	(*Classified discontinued May 15, 1925)					
New York	*Post*	(e)	5,059,968	1,313,206	3,474,658	272,104
New York	*Sun*	(e)	14,705,916	3,765,150	10,751,126	189,640
New York	*Telegram*	(e)	6,655,486	747,852	3,021,402	2,886,232
New York	Times	(m)	16,914,730	3,241,230	10,265,704	3,407,796
	Sunday ed.	(s)	11,285,714	3,030,774	5,830,876	2,424,064
	Total	(ms)	28,200,444	6,272,004	16,096,580	5,831,860
New York	World	(m)	9,780,620	1,536,038	2,871,052	5,373,530
	Sunday ed.	(s)	7,456,442	1,259,432	4,244,142	1,952,868
	Total	(ms)	17,237,062	2,795,470	7,115,194	7,326,398
New York	*World*	(e)	8,921,428	1,650,816	7,219,140	51,472
Philadelphia	*Bulletin*	(e)	20,764,008	4,114,644	12,180,168	4,469,196
Philadelphia	Inquirer	(ms)	21,460,500	2,462,270	11,889,130	7,109,100
Philadelphia	*News* (tab.)	(e)	1,756,894	46,095	1,322,816	387,983
Philadelphia	Public Ledger	(ms)	15,141,359	4,304,092	7,346,710	3,490,557
	Evening ed.	(e)	15,242,083	3,447,341	9,031,385	2,763,357
Philadelphia	Record	(m)	6,439,115	841,345	4,392,945	1,204,825
	Sunday ed.	(s)	2,843,590	295,090	1,474,275	1,074,225
	Total	(ms)	9,282,705	1,136,435	5,867,220	2,279,050

NEWSPAPERS IN CITIES OF 750,000 TO 999,999 POPULATION

Baltimore	*Post*	(e)	3,153,166	316,869	2,327,347	508,950
Baltimore	Sun	(m)	8,918,449	2,314,905	2,031,962	4,571,582
	Sun	(e)	17,133,866	2,298,894	10,580,154	4,254,818
	Sunday ed.	(s)	8,734,288	788,700	6,116,652	1,828,936
	Total Morn.	(ms)	17,652,737	3,103,605	8,148,614	6,400,518
Los Angeles	Examiner	(m)	13,297,834	1,546,888	5,534,361	6,216,585
	Sunday ed.	(s)	9,476,145	964,474	6,400,709	2,110,962
	Total	(ms)	22,773,979	2,511,362	11,935,070	8,327,547
Los Angeles	*Express*	(e)	9,399,516	1,588,136	6,561,954	1,259,426
Los Angeles	*Herald*	(e)	16,591,498	2,383,808	10,695,370	3,512,320
Los Angeles	Illustrated News (tab)	(ms)	3,213,385	358,967	2,130,597	723,821
Los Angeles	*Record*	(e)	4,974,186	453,124	4,241,524	279,538
Los Angeles	Times	(m)	15,585,794	2,053,030	6,731,522	6,801,242
	Sunday ed.	(s)	10,323,264	1,534,848	6,139,210	2,649,206
	Total	(ms)	25,909,058	3,587,878	12,870,732	9,450,448
Pittsburgh	Gazette-Times	(m)	5,416,054	1,471,848	2,625,980	1,318,226
	Chronicle Telegraph	(e)	11,700,276	2,131,808	8,729,308	839,160
	Gazette-Times	(s)	4,314,506	868,406	2,550,632	895,468
Pittsburgh	Post	(m)	5,490,016	1,361,542	2,995,832	1,132,642
	Sunday ed.	(s)	4,032,980	918,050	2,375,842	739,088
	Total	(ms)	9,522,996	2,279,592	5,371,674	1,871,730
Pittsburgh	*Press*	(e)	16,507,932	1,978,774	11,591,944	2,937,214
	Sunday ed.	(s)	7,089,460	675,738	4,232,018	2,181,704
	Total	(es)	23,597,392	2,654,512	15,823,962	5,118,918
Pittsburgh	*Sun*	(e)	8,989,414	1,080,436	7,153,846	755,132
St. Louis	Globe-Democrat	(m)	9,348,324	2,816,940	4,774,476	1,756,908
	Sunday ed.	(s)	4,997,055	1,178,856	2,281,110	1,537,089
	Total	(ms)	14,345,379	3,995,796	7,055,586	3,293,997
St. Louis	*Post-Dispatch*	(e)	15,120,280	2,509,080	10,432,800	2,178,400
	Sunday ed.	(m)	8,538,320	1,395,520	4,514,720	2,628,080
	Total	(ms)	23,658,600	3,904,600	14,947,520	4,806,480
St. Louis	*Star*	(e)	7,355,709	1,103,731	5,313,966	928,138
St. Louis	*Times*	(e)	3,969,000	621,300	2,955,000	361,500

NEWSPAPERS IN CITIES OF 500,000 TO 749,999 POPULATION

Boston	Advertiser (tab.)	(m)	1,758,356	252,900	905,313	600,144
	Sunday ed.	(s)	3,129,186	1,087,659	1,416,062	625,465
	Total	(ms)	4,887,542	1,340,559	2,321,374	1,225,609
Boston	*American*	(e)	4,764,521	1,201,988	2,867,969	694,564
Boston	*Christian Science Monitor*	(e)	5,776,436	.....	.....	.....
Boston	Globe	(me)	8,578,690	2,120,611	4,421,113	2,036,966
	Sunday ed.	(s)	6,592,332	1,048,309	3,030,637	2,513,486
	Total	(mes)	15,171,022	3,168,920	7,451,750	4,550,452
Boston	Herald	(m)	10,286,053	3,716,329	4,416,578	2,153,146
	Sunday ed.	(s)	4,200,902	1,255,913	1,590,681	1,354,308
	Total	(ms)	14,486,955	4,972,242	6,007,259	3,507,454
	Traveler	(e)	11,349,358	3,859,816	5,568,495	1,921,047
Boston	*Transcript*	(e)	7,271,706	2,308,664	2,221,886	2,741,156
Buffalo, N. Y.	Courier	(m)	3,973,895	1,195,820	2,334,147	370,892
	Sunday ed.	(s)	3,900,859	916,556	2,429,945	627,394
	Total	(ms)	7,874,754	2,112,356	4,764,092	998,286
Buffalo, N. Y.	Express	(m)	3,801,470	962,238	2,360,101	479,131
	Sunday ed.	(s)	2,049,107	501,038	1,451,493	96,576
	Total	(ms)	5,850,577	1,463,276	3,811,594	575,707
Buffalo, N. Y.	*News*	(e)	14,721,381	2,906,770	8,063,201	3,751,410
Buffalo, N. Y.	*Star* (tab.)	(e)	1,500,825	381,132	1,020,876	98,817
Buffalo, N. Y.	*Times*	(e)	10,161,004	1,271,508	8,889,496	.....
	Sunday ed.	(s)	2,896,138	182,434	2,713,704	.....
	Total	(es)	13,057,142	1,453,942	11,603,200	.....
Cincinnati, O.	*Post*	(e)	8,576,386	1,279,922	5,103,448	2,193,016
Cincinnati, O.	*Times-Star*	(e)	14,177,908	2,386,433	9,764,153	2,027,322
Kansas City	*Star*	(m)	9,434,171	1,745,792	4,843,041	2,845,338
	Sunday ed.	(s)	6,246,779	811,806	3,902,803	1,532,170
	Total morn.	(ms)	15,680,950	2,557,598	8,745,844	4,377,508
	Star	(e)	11,547,440	1,758,641	6,890,921	2,897,878
Milwaukee	*Journal*	(e)	12,766,440	2,777,224	7,540,630	2,448,586
	Sunday ed.	(s)	4,772,935	1,305,900	2,290,539	1,176,496
	Total	(es)	17,539,375	4,083,124	9,831,169	3,625,082
Newark, N. J.	*News*	(e)	19,937,504	4,259,037	10,743,559	4,934,908
San Francisco	*Bulletin*	(e)	6,668,019	1,112,132	4,189,283	1,366,604
San Francisco	*Call-Post*	(e)	9,334,345	1,814,301	6,460,560	1,059,484
San Francisco	*Chronicle*	(ms)	10,998,095	2,053,352	6,209,350	2,735,390
San Francisco	Examiner	(ms)	19,135,663	3,212,098	9,757,666	6,165,899
San Francisco	Illustrated Herald	(m)	1,656,816	196,014	1,009,512	451,290
San Francisco	*News*	(e)	7,192,483	742,068	5,298,533	1,151,884

NEWSPAPERS IN CITIES OF 400,000 TO 499,999 POPULATION

Minneapolis	*Journal*	(e)	11,022,033	2,122,038	7,221,282	1,678,713
	Sunday ed.	(s)	3,390,651	721,938	1,796,979	871,734
	Total	(es)	14,412,684	2,843,976	9,018,261	2,550,447
Minneapolis	*Star*	(e)	5,193,675	815,369	3,862,957	515,349
Minneapolis	Tribune	(me)	10,827,596	1,930,102	6,550,610	2,346,884
	Sunday ed.	(s)	4,020,259	1,095,450	1,854,600	1,070,209
	Total	(mes)	14,847,855	3,025,552	8,405,210	3,417,093
New Orleans, La.	*States*	(e)	6,414,377	693,417	4,942,804	778,156
	Sunday ed.	(s)	2,678,288	273,277	1,917,770	487,241
	Total	(es)	9,092,665	966,694	6,860,574	1,265,397
New Orleans	Times-Picayune	(m)	11,518,296	1,813,813	6,816,959	2,887,524
	Sunday ed.	(s)	6,570,558	958,962	3,349,776	958,962
	Total	(ms)	18,088,854	2,772,775	10,166,735	3,846,486
Washington	Herald	(ms)	5,386,753	1,494,638	2,725,645	1,166,470
Washington	Post	(m)	5,614,378	1,127,946	3,284,853	1,201,579
	Sunday ed.	(s)	4,830,499	738,833	3,787,542	304,124
	Total	(ms)	10,444,877	1,866,779	7,072,395	1,505,603
Washington, D. C.	*Star*	(e)	19,624,946	2,199,113	13,155,599	4,270,234
	Sunday ed.	(s)	6,944,252	737,083	5,063,646	1,143,523
	Total	(es)	26,569,198	2,936,196	18,219,245	5,413,757
Washington	*Times*	(e)	8,361,264	1,420,645	5,955,356	985,263

NEWSPAPERS IN CITIES OF 300,000 TO 399,999 POPULATION

Indianapolis	*News*	(e)	17,897,667	3,033,000	11,481,564	3,383,103
Indianapolis	Star	(m)	7,416,495	1,428,564	3,850,254	2,137,677
	Sunday ed.	(s)	6,047,028*	1,059,499	3,748,884	1,020,870
	Total	(ms)	13,463,523	2,488,063	7,599,138	3,158,550
	(*Sunday total inc. 217,772 Gravure Display)					
Indianapolis	*Times*	(e)	6,001,225	599,703	4,663,861	737,661
Jersey City	*Jersey Journal*	(e)	7,802,216	1,850,567	4,552,549	1,399,100
Oakland	*Post Enquirer*	(e)	8,952,972	451,360	6,304,830	1,392,982
Oakland	*Tribune*	(es)	18,849,726	1,765,302	11,495,708	5,588,716
Providence, R. I.	*Bulletin*	(e)	13,373,497	2,220,038	8,698,379	2,455,080
Providence, R. I.	Journal	(m)	6,163,072	1,007,794	2,678,370	2,476,908
	Sunday ed.	(s)	4,076,350	1,010,521	2,479,255	586,574
	Total	(ms)	10,239,422	2,018,315	5,157,625	3,063,482
Providence, R. I.	*News*	(e)	5,020,363	913,655	3,444,539	662,169
Rochester, N. Y.	Democrat & Chronicle	(ms)	15,891,446	1,872,913	7,861,871	6,156,762
Rochester, N. Y.	Herald	(ms)	6,231,374	443,898	4,605,174	1,182,302

(*Continued on page 18*)

For Results in Advertising
Turn to the Ludlow!

Here is a test of your advertising—do you take pride in your composition?

Clean, well laid out advertisements, with headings in distinctive full-width faces please your advertisers—make their advertisements easier to read, more attractive and more effective.

Of course this all means more business for you.

The Ludlow produces these faces as you want them in any size from 6 to 60 point cast on slugs. It is this ability that has made the Ludlow the choice of America's foremost newspapers.

To know what the Ludlow is doing in these newspapers is to appreciate what the Ludlow will do for you. We will show you on request.



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
New York: 63 Park Row
Boston: 261 Franklin Street

LUDLOW QUALITY COMPOSITION



San Diego Sun, *Alone*

The San Diego Sun has city circulation sufficient to reach *seven* out of every *ten* families in San Diego.

The Sun, *alone*, provides ample coverage of San Diego at reasonable cost.

The Sun leads in volume of paid advertising from San Diego merchants in the daily field and leads the other evening newspaper in *total* circulation, in *city* circulation and in *home-delivered* circulation.

Through The Sun you may reach the really worth-while San Diego homes—the people of means, standing and influence.

The San Diego Sun

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, INC.

New York · Chicago · Cleveland · Cincinnati · San Francisco · Los Angeles · Seattle

EDITOR & PUBLISHER ANNUAL LINAGE TABULATION

(*Continued from page* 16)

City	Paper	Published	Total Linage	National	Local	Classified
Rochester, N. Y.	*Journal*	(e)	4,332,468	395,288	3,581,268	355,912
	Sunday ed.	(s)	1,568,380	310,846	1,140,576	116,958
	Total	(es)	5,900,848	706,134	4,721,844	472,970
Rochester, N. Y.	*Times-Union*	(e)	12,603,216*	2,033,232	9,248,442	1,282,527
	(*Total includes 39,015 lines Legal)					
Seattle	Post-Intelligencer	(ms)	9,036,958	2,658,488	4,553,458	1,825,012
Seattle	*Star*	(e)	7,062,510	1,301,706	4,819,038	941,766
Seattle	*Times*	(e)	10,638,010	2,065,267	6,234,071	2,338,672
	Sunday ed.	(s)	4,753,270	866,895	2,256,629	1,629,746
	Total	(es)	15,391,280	2,932,162	8,490,700	3,968,418
Seattle	*Union-Record*	(e)	1,518,970	149,498	1,157,772	211,700

NEWSPAPERS IN CITIES OF 250,000 TO 299,999 POPULATION

Atlanta	*Journal*	(e)	9,911,832	1,939,952	6,481,384	1,490,496
	Sunday ed.	(m)	3,977,498	876,932	2,275,308	825,258
	Total	(es)	13,889,330	2,816,884	8,756,692	2,315,754
Birmingham, Ala.	*News*	(es)	16,972,872	2,849,826	12,121,802	2,001,244
Birmingham, Ala.	*Post*	(e)	4,988,578	482,692	4,154,528	351,358
Columbus, O.	*Citizen*	(e)	10,357,634	1,097,950	7,607,404	1,652,280
Columbus, O.	*Dispatch*	(es)	21,544,376	2,873,286	14,545,185	4,125,905
Columbus, O.	State Journal	(ms)	7,557,410	738,423	5,412,837	1,406,150
Denver	*Express*	(e)	2,833,162	269,003	2,224,404	339,755
Denver	*Post*	(es)	10,011,288*	1,900,668	6,671,028	1,417,752
	Sunday ed.	(s)	5,058,620*	1,004,808	2,685,396	1,366,960
	Total	(es)	15,069,908*	2,905,475	9,356,424	2,784,712
	(* Total includes Legal, 21,840 lines Daily; 1,456 lines Sunday)					
Denver	Rocky Mt. News	(m)	4,329,808	780,108	2,503,452	1,001,420
	Times	(e)	5,618,592	880,544	2,714,432	1,069,320
	Sunday ed.	(s)	2,845,360	533,456	1,684,592	617,932
	Total morn	(ms)	7,275,168	1,313,564	4,187,044	1,619,352
Louisville, Ky.	Courier-Journal	(m)	7,126,738	1,564,649	3,642,517	1,919,572
	Sunday ed.	(s)	6,415,738	851,283	4,788,397	776,058
	Total morn	(ms)	13,542,476	2,415,932	8,430,914	2,695,630
	Times	(e)	11,099,401	1,601,883	7,587,458	1,910,060
Louisville, Ky.	*Herald-Post*	(m)	3,646,875	619,789	2,029,919	997,167
	Herald-Post	(e)	5,333,410	707,575	3,638,042	987,793
	Sunday ed.	(s)	4,419,912	410,003	3,618,597	391,312
Portland, Ore.	*News*	(e)	5,396,160	769,580	4,128,208	498,372
Portland, Ore.	*Journal*	(e)	8,753,500	1,260,700	5,482,652	2,010,148
	Sunday ed.	(s)	3,265,752	435,820	1,832,390	997,542
	Total	(es)	12,019,252	1,696,520	7,315,042	2,007,690
Portland, Ore.	Oregonian	(m)	9,612,022	2,176,090	4,240,726	3,195,206
	Sunday ed.	(s)	5,260,318	1,070,034	2,451,904	1,738,380
	Total	(ms)	14,872,340	3,246,124	6,692,630	4,933,586
Portland, Ore.	*Telegram*	(e)	6,465,928	894,656	4,571,518	999,754
St. Paul	*Dispatch*	(e)	9,634,072	2,023,154	6,089,090	1,521,828
	Pioneer Press	(m)	6,955,634	2,031,680	3,394,496	1,529,458
	Sunday ed.	(s)	2,986,872	842,226	1,452,458	692,188
	Total morn	(ms)	9,942,506	2,873,906	4,846,954	2,221,646
St. Paul	*News*	(e)	6,891,206	1,131,158	5,011,678	748,370
	Sunday ed.	(s)	1,588,384	189,686	1,073,702	324,996
	Total	(es)	8,479,590	1,320,844	6,085,380	1,073,366
Toledo	*Blade*	(e)	15,539,337	2,588,147	10,536,162	2,415,028
Toledo	*News-Bee*	(e)	9,401,895	962,703	6,280,946	2,158,246
Toledo	Times	(m)	3,342,200	216,720	2,386,608	720,872
	Sunday ed.	(s)	5,294,906	228,460	4,554,774	511,672
	Total	(ms)	8,637,106	445,180	6,941,382	1,232,544

NEWSPAPERS IN CITIES OF 200,000 TO 249,999 POPULATION

Akron, O.	*Beacon Journal*	(e)	14,477,071	2,228,232	9,674,688	2,574,151
Akron, O.	*Times-Press*	(e)	7,978,530	606,578	5,648,356	1,723,596
	Sunday ed.*	(s)	2,305,618	129,262	1,618,918	557,438
	Total	(es)	10,284,148	735,840	7,267,264	2,281,034
	(*Sunday figures April to December.)					
Memphis, Tenn.	Commercial Appeal	(m)	10,114,566	2,066,953	6,155,674	1,891,939
	Sunday ed.	(s)	5,150,523	823,592	3,351,656	975,275
	Total	(ms)	15,265,089	2,890,545	9,507,330	2,867,214
Memphis, Tenn.	*Press*	(e)	5,948,432	554,092	4,609,080	785,260
New Haven	Journal-Courier	(m)	7,203,157	1,162,011	5,463,105	578,041
Norfolk, Va.	*Ledger-Dispatch*	(e)	9,445,352	1,649,172	6,674,794	1,121,386
Norfolk, Va.	Virginian-Pilot	(m)	4,662,526	727,869	3,448,842	485,815
	Sunday ed.	(s)	4,309,043	558,880	3,523,360	226,803
	Total	(ms)	8,971,569	1,286,749	6,972,202	712,618
Omaha, Neb.	*Bee*	(mes)	5,533,513	1,405,424	3,526,789	601,300
Omaha, Neb.	World-Herald	(me)	7,629,440	1,543,038	4,409,496	1,676,906
	Sunday ed.	(s)	3,836,098	776,118	1,959,482	1,100,498
	Total	(mes)	11,465,538	2,319,156	6,368,978	2,777,404
San Antonio, Tex.	Express & *Eve. News*	(mes)	17,692,535	3,444,075	8,776,306	5,472,154
San Antonio, Tex.	*Light*	(e)	7,344,456	963,998	5,086,998	1,293,460
	Sunday ed.	(s)	4,357,738	730,632	2,779,490	847,616
	Total	(es)	11,702,194	1,694,630	7,866,488	2,141,076

NEWSPAPERS IN CITIES OF 150,000 TO 199,999 POPULATION

City	Paper	Published	Total Linage	National	Local	Classified
Bridgeport	*Post*	(e)	6,934,480	1,703,447	4,345,590	885,443
	Sunday ed.	(s)	1,299,558	243,276	868,919	187,363
	Total Post	(es)	8,234,038	1,946,723	5,214,509	1,072,806
	Telegram	(m)	6,908,831	1,688,309	4,377,593	842,929
Dayton, Ohio	Journal	(m)	4,304,020	701,736	2,567,870	1,034,390
	Sunday ed.	(s)	3,926,398	363,888	2,943,416	619,094
	Total Morn	(ms)	8,230,418	1,065,624	5,511,286	1,653,484
	Herald	(e)	10,378,942	980,546	7,928,956	1,469,440
Dayton, Ohio	*News*	(e)	12,472,726	1,810,354	8,441,762	2,220,610
	Sunday ed.	(s)	4,308,850	411,852	3,127,614	769,384
	Total	(es)	16,781,576	2,222,206	11,569,376	2,989,994
Grand Rapids	*Press*	(e)	14,522,188	2,173,626	10,329,340	2,049,222
Hartford	Courant	(m)	6,838,019	1,252,312	4,514,575	1,071,132
	Sunday ed.	(s)	4,363,016	987,437	3,001,232	374,347
	Total	(ms)	11,201,035	2,239,749	7,515,807	1,445,479
Hartford	*Times*	(e)	13,601,540	2,126,044	10,386,609	1,088,887
Richmond, Va.	*News-Leader*	(e)	12,174,582	2,053,534	7,998,732	2,122,316
Richmond, Va.	Times-Dispatch	(m)	6,156,906	780,416	4,143,510	1,232,980
	Sunday ed.	(s)	4,600,344	541,758	3,576,888	481,698
	Total	(ms)	10,757,250	1,322,174	7,720,398	1,714,678
Scranton, Pa.	*Times*	(e)	14,517,356	2,056,025	11,549,273	912,058
Syracuse, N. Y.	*Journal*	(e)	6,866,349	964,656	4,988,858	912,835
	Sunday American	(s)	1,421,049*	151,095	590,373	174,307
	(*Total includes 505,274 Lines American Weekly)					
Worcester, Mass.	*Post*	(e)	5,083,113*	693,931	3,566,094	589,204
	(*Total includes 233,884 lines Display Classified)					
Worcester, Mass.	Telegram-*Gazette*	(me)	15,551,127	4,061,718	9,001,912	2,487,497
	Sunday ed.	(s)	2,937,488	612,216	1,739,421	585,851
Youngstown, O.	*Vindicator*	(e)	10,410,507	1,389,224	7,343,088	1,678,195
	Sunday ed.	(s)	2,371,500	513,869	1,392,056	465,575
	Total	(es)	12,782,007	1,903,093	8,735,144	2,143,770

NEWSPAPERS IN CITIES OF 100,000 TO 149,999 POPULATION

Albany, N. Y.	*News*	(e)	6,522,107	726,936	4,321,072	1,335,754
Albany, N. Y.	Knickerbocker Press	(m)	5,520,564	1,258,670	4,261,894	.....
	Sunday ed.	(s)	3,088,302	550,340	2,537,962	.....
	Total	(ms)	8,608,866	1,809,010	6,799,856	1,694,546
Camden, N. J.	*Courier*	(e)	12,423,473	1,266,506	9,666,394	1,490,573
	Post-Telegram	(m)	6,258,642	534,256	4,719,873	1,004,513

(*Continued on page* 20)

The INDIANAPOLIS NEWS

By a unique system of direct private motor delivery The Indianapolis News is delivered to rural and town subscribers as far as sixty miles away at the same time it is delivered to city subscribers. No other evening newspaper equals this intensive coverage of its suburban and country radius.

Dan A. Carroll, 110 E. 42nd, NEW YORK
J. E. Lutz, Tower Bldg., CHICAGO

Frank T. Carroll, *Advertising Director*

386,284

(Circulation, Average Daily and Sunday, For Year 1925)

Highest Circulation in a year in the history of

The New York Times

The New York Times, strictly a newspaper, has assembled this unprecedentedly large group of readers of the highest quality solely because of its enterprise and accuracy in gathering the news.

The advertising volume of The New York Times in 1925, a total of 28,200,444 lines, also constituted a record; and the margin by which The Times led the second New York newspaper, 10,963,382 lines, established a third record.

In January and February this year The New York Times published 4,932,366 agate lines of advertising, 707,688 lines more than in the corresponding months of last year and 1,878,122 lines in excess of the second New York newspaper.

Advertisements submitted for publication in The New York Times are subject to censorship. Thousands are declined as fraudulent, misleading or questionable.

	CIRCULATION Average Net Paid Daily and Sunday	ADVERTISING Agate Lines		CIRCULATION Average Net Paid Daily and Sunday	ADVERTISING Agate Lines
1912	211,242	8,844,866	1919	365,600	19,682,562
1913	233,763	9,327,927	1920	346,659	23,447,395
1914	265,055	9,164,927	1921	356,580	21,652,613
1915	318,378	9,682,562	1922	363,559	24,142,222
1916	340,403	11,552,496	1923	367,378	24,101,226
1917	354,503	12,509,587	1924	384,136	26,283,924
1918	372,415	13,518,255	1925	386,294	28,200,444

** * * I have been a daily reader of The New York Times for nearly forty years. I have had steadfast and increasing pride, as an American citizen, in its dignity, its splendid enterprise, its high-mindedness, its fine vision of its function as a great teacher of the people. * * Edwin A. Alderman, President, University of Virginia, Charlottesville.*

EDITOR & PUBLISHER ANNUAL LINAGE TABULATION

(*Continued from page* 18)

City	Paper	Published	Total Linage	National	Local	Classified
Canton, O.	*Repository*	(e)	11,295,248	1,378,793	7,983,692	1,932,763
	Sunday ed.	(s)	3,508,819	478,178	2,456,402	574,239
	Total	(es)	14,804,067	1,856,971	10,440,094	2,507,002
Des Moines	*Capital*	(e)	6,391,055	1,141,895	4,695,351	553,809
	Sunday ed.	(s)	568,936	60,529	351,110	157,297
	Total	(es)	7,959,991	1,202,424	5,046,461	711,106
Des Moines	Register	(m)	4,231,890	1,788,413	1,093,767	1,349,710
	Tribune-News	(e)	8,792,297*	1,956,614	5,318,148	1,370,325
	Sunday ed.	(s)	3,138,881	962,703	1,525,556	650,622
	Total Morn	(ms)	7,370,771	2,751,116	2,619,323	2,000,332
	(*Evening Total includes 147,210 lines Delinquent Tax List)					
Duluth, Minn.	*Herald*	(e)	9,123,303	1,821,330	5,920,929	1,381,044
Duluth, Minn.	News-Tribune	(ms)	6,681,227	460,551	4,948,475	1,272,201
Elizabeth, N. J.	*Journal*	(e)	11,725,168	1,630,272	8,060,318	2,034,578
El Paso, Tex.	*Herald*	(e)	5,630,151	1,541,377	3,221,887	866,887
El Paso, Tex.	*Post*	(e)	1,289,171	94,690	1,028,322	166,159
El Paso, Tex.	Times	(ms)	4,537,350	777,191	2,831,351	928,808
Erie, Pa.	*Dispatch-Herald*	(e)	7,182,679	994,336	5,110,440	1,077,903
	Sunday ed	(s)	2,489,235	416,334	1,671,704	401,197
	Total	(es)	9,671,914	1,410,670	6,782,144	1,479,100
Erie, Pa.	*Times*	(e)	8,149,879	1,344,840	5,439,564	1,365,475
Fall River, Mass.	*Herald*	(e)	6,444,854	1,281,665	4,864,304	298,885
Flint, Mich.	*Journal*	(e)	13,331,381	1,613,227	10,408,965	1,309,189
Jacksonville	Times-Union	(ms)	18,094,144	5,626,712	8,577,896	3,888,920
Kansas City	*Kansan*	(es)	5,502,924	1,214,262	2,910,089	1,196,132
Knoxville, Tenn.	*News*	(e)	4,161,188	261,590	3,342,528	557,070
Knoxville, Tenn.	*Sentinel*	(es)	8,528,779	1,339,198	5,738,481	1,451,100
Long Beach, Cal.	*Press-Telegram*	(es)	10,828,930	1,624,154	6,459,614	2,672,992
Lowell, Mass.	Courier-Citizen & *Leader*	(me)	6,129,620	757,092	4,582,431	790,097
Lynn, Mass.	*Telegram News*	(e)	5,417,202	714,140	3,769,136	933,926
	Sunday ed.	(s)	1,007,818	164,066	541,926	301,826
	Total	(es)	6,425,020	878,206	4,311,062	1,235,852
Nashville, Tenn.	Tennessean	(mes)	8,209,656	1,207,010	5,766,348	1,236,298
New Bedford, Mass.	Mercury & *Standard*	(me)	5,962,628	1,202,698	4,213,174	546,756
	Sunday ed.	(s)	1,520,554	292,264	1,091,342	136,948
	Total	(mes)	7,483,182	1,494,962	5,304,516	683,704
Oklahoma City	*News*	(e)	5,400,528	712,488	3,823,456	864,584
Oklahoma City	Oklahoman	(m)	6,359,192	1,565,634	3,017,196	1,776,362
	Times	(e)	8,005,382	1,743,042	4,501,854	1,760,486
	Oklahoman	(s)	2,446,030	842,240	1,930,026	673,746
	Total	(mes)	16,810,604	4,150,916	8,449,076	4,210,612
Passaic, N. J.	*Herald*	(e)	7,111,304	1,084,848	5,169,412	857,044
Passaic, N. J.	*News*	(e)	7,214,312	1,228,996	5,058,029	927,287
Paterson, N. J.	Call	(m)	8,878,971	1,218,953	6,225,217	1,434,801
Paterson, N. J.	*News*	(e)	8,978,624	799,831	7,088,167	1,090,626
Paterson, N. J.	*Press-Guardian*	(e)	8,652,203	1,041,529	6,249,365	1,361,309
	Sunday ed.	(s)	1,936,480	413,440	1,273,762	249,278
	Total	(es)	10,588,683	1,454,969	7,523,127	1,610,587
Reading, Pa.	*Eagle*	(es)	11,630,696	2,404,080	7,381,598	1,845,018
Reading, Pa.	*Tribune*	(e)	4,655,560	301,406	3,804,738	549,416
Salt Lake City, Utah	*Deseret News*	(e)	4,678,786	947,282	3,035,760	695,744
Salt Lake City, Utah	Tribune	(m)	6,827,744	1,475,362	3,587,290	1,765,092
	Sunday ed.	(s)	3,890,572	740,600	2,552,158	597,814
	Total	(ms)	10,718,316	2,215,962	6,139,448	2,362,906
San Diego, Cal.	*Sun*	(e)	10,344,446	996,184	7,573,314	1,774,976
San Diego, Cal.	Union	(ms)	14,569,212	2,198,112	8,637,566	3,733,534
	Tribune	(e)	11,820,606	1,947,232	8,494,668	1,378,706
South Bend, Ind.	*Tribune*	(e)	8,506,172	1,315,423	6,009,689	1,181,060
	Sunday ed.	(s)	1,969,130	351,288	1,335,570	282,272
	Total	(es)	10,475,302	1,666,711	7,345,259	1,463,332
South Bend, Ind.	News-Times	(ms)	9,846,960	1,258,891	7,043,883	1,544,186
	News-Times	(e)	7,657,886	862,402	5,585,059	1,210,425
Spokane, Wash.	Spokesman-Review	(m)	5,637,951	1,155,627	2,655,774	1,826,550
	Sunday ed.	(s)	3,186,216	861,597	1,805,166	519,453
	Total	(ms)	8,824,167	2,017,224	4,460,940	2,346,003
	Chronicle	(e)	10,140,174	1,326,699	7,095,924	1,717,551
Springfield, Mass.	Republican	(m)	5,987,170	1,822,086	2,738,106	1,426,978
	Sunday ed.	(s)	1,628,844	452,424	857,304	319,116
	Total Morn	(ms)	7,616,014	2,274,510	3,595,410	1,746,094
	News	(e)	6,395,088	1,202,390	3,969,924	1,222,774
Springfield, Mass.	Union	(m)	7,141,490	1,540,065	3,828,458	1,772,967
	Sunday ed.	(s)	1,739,560	116,076	1,166,197	457,287
	Total Morn.	(ms)	8,881,050	1,656,141	4,994,655	2,230,254
	Union	(e)	7,284,112	1,537,314	3,932,302	1,814,496
Staten Island, N. Y.	*Advance*	(e)	6,234,615	461,034	4,574,011	1,273,570
Tacoma, Wash.	Ledger	(ms)	5,972,792	939,050	3,485,552	1,548,190
Tacoma, Wash.	*News-Tribune*	(e)	9,327,288*	1,694,056	5,561,234	2,008,104
	(*Total includes 63,994 lines Readers)					
Trenton, N. J.	*Times*	(es)	13,087,479	2,085,260	8,974,342	2,027,877
Tulsa, Okla.	*Tribune*	(es)	9,365,664	1,092,210	6,766,008	.....
Tulsa, Okla.	World	(m)	10,293,024	1,925,196	6,513,864	1,853,964
Utica, N. Y.	Press	(m)	12,348,042	1,015,518	11,332,524	.....
Utica, N. Y.	*Observer-Dispatch*	(e)	10,268,118	1,684,730	7,484,458	1,098,930
	Sunday ed.	(s)	1,515,374	111,426	1,216,222	187,726
	Total	(es)	11,783,482	1,796,156	8,700,680	1,286,656
Waterbury, Conn.	*Democrat*	(e)	6,138,719	385,594	5,028,418	724,707
Waterbury, Conn.	Republican	(m)	6,918,057	1,253,206	4,624,055	1,040,796
	Sunday ed.	(s)	2,106,742	348,598	1,518,204	239,940
	Total Morn	(ms)	9,024,799	1,601,804	6,142,259	1,280,736
	American	(e)	8,417,768	1,529,730	5,808,833	1,079,205
Wilmington, Del.	Sunday Star	(s)	2,298,069	.....	.....	.....

NEWSPAPERS IN CITIES OF 75,000 TO 99,999 POPULATION

City	Paper	Published	Total Linage	National	Local	Classified
Allentown, Pa.	Call	(m)	9,280,278	1,655,682	6,322,862	1,290,968
	Sunday ed.	(s)	1,064,532	146,020	734,188	195,090
	Total	(ms)	10,344,810	1,801,702	7,057,050	1,486,058
Allentown, Pa.	*Chronicle & News*	(e)	7,542,339*	430,626	6,321,995	683,550
	(*Total includes 53,920 lines Readers; 52,248 lines Legal)					
Altoona, Pa.	*Mirror*	(e)	11,270,602	1,316,700	8,666,756	1,287,146
Altoona, Pa.	Tribune	(m)	5,371,201	481,005	3,824,947	1,065,249
Chattanooga, Tenn.	*News*	(e)	7,784,047	1,445,277	5,471,622	867,148
Evansville	Courier & Journal	(mes)	13,882,315	2,837,975	9,291,867	1,752,473
Evansville	*Press*	(e)	7,863,506	877,338	6,059,536	898,002
	Sunday ed.	(s)	1,602,272	19,474	1,415,708	167,048
	Total	(es)	9,465,778	896,812	7,475,344	1,065,050
Fort Wayne, Ind.	Journal-Gazette	(m)	7,411,670	641,690	4,699,702	2,070,278
	Sunday ed.	(s)	3,721,466	508,690	2,439,486	773,290
	Total	(ms)	11,133,136	1,150,380	7,139,188	2,843,468
Fort Wayne, Ind.	*News-Sentinel*	(e)	11,248,636	1,761,816	7,705,362	1,781,458

(*Continued on page* 22)

813,456 Lines

OF

TRAVEL-RESORT ADVERTISING

Were carried by

The MIAMI HERALD

IN 1925

This is a gain over the Herald's own record of the previous year of

316,960 LINES—63 PER CENT

The second Miami paper carried in 1925, a total of 445,088 lines.

THE HERALD'S LEAD WAS 368,468 LINES—71 PER CENT

The Miami Herald

"Florida's Most Important Newspaper"

FRANK B. SHUTTS, *Publisher*

Buffalo the Wonder City of America

Now going on—

Buffalo Pure Food Show

Under the Auspices of the

Retail Grocers of Buffalo

and

THE BUFFALO EVENING NEWS

The retail grocers of Buffalo have again sought and received the co-operation of the Buffalo Evening News in presenting their annual Pure Food Show. An average of twenty thousand people are in daily attendance — all readers of Buffalo's great home newspaper, the Buffalo Evening News.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

A.B.C. Sept.30,1925 128,502

EDWARD H. BUTLER, *Editor and Publisher*

Present Average 141,018

National Representatives

KELLY-SMITH COMPANY

Marbridge Building New York City | Waterman Building Boston, Mass. | Atlantic Building Philadelphia, Pa. | Tribune Tower Chicago, Ill.

EDITOR & PUBLISHER ANNUAL LINAGE TABULATION

(Continued from page 20)

City	Paper	Published	Total Linage	National	Local	Classified
Gary, Ind.	*Post-Tribune*	(e)	8,381,701	933,634	6,238,693	1,209,374
Harrisburg, Pa.	*Telegraph*	(e)	5,822,939	1,272,831	3,780,231	769,877
Lansing, Mich.	*State Journal*	(e)	10,140,494	1,826,142	6,851,240	1,463,112
Little Rock	*Democrat*	(e)	5,555,326	662,494	4,083,954	808,878
	Sunday ed.	(s)	1,890,630	251,062	1,431,444	208,124
	Total	(es)	7,445,956	913,556	5,515,398	1,017,002
Miami	Herald	(m)	31,387,594	1,887,123	22,467,515	7,032,956
	Sunday ed.	(s)	11,125,842	714,420	8,365,812	2,045,610
	Total	(ms)	42,513,432	2,601,543	30,833,327	9,078,566
Miami	*News*	(es)	27,039,000	1,304,667	22,358,751	3,375,582
Moline, Ill.	*Dispatch*	(e)	7,244,958	931,392	5,729,430	584,136
Pawtucket, R. I.	*Times*	(e)	9,691,918	1,278,090	7,541,834	871,994
Sacramento, Cal.	*Bee*	(e)	13,623,512	1,375,654	9,699,886	2,547,972
St. Joseph, Mo.	*News-Press*	(e)	6,203,526	1,625,778	3,837,750	739,998
St. Petersburg	*Independent*	(e)	15,987,741	799,491	13,393,010	1,805,240
St. Petersburg	Times	(m)	18,865,969	537,334	14,286,104	4,042,531
	Sunday ed.	(s)	6,293,599	251,146	5,483,590	558,863
	Total	(ms)	25,159,568	788,480	19,769,694	4,601,394
Savannah	*Press*	(e)	5,060,923	804,568	3,885,387	370,968
Schenectady, N. Y.	Gazette	(m)	10,304,058	1,340,234	7,343,812	1,483,384
Schenectady, N. Y.	*Union-Star*	(e)	7,686,780	1,000,841	5,843,683	944,256
Sioux City, Ia.	*Tribune*	(e)	5,305,692	1,344,896	3,309,859	650,937
Sioux City, Ia.	Journal	(me)	4,058,908	1,262,310	2,148,188	648,410
	Sunday ed.	(s)	2,192,750	409,570	1,507,506	275,674
	Total	(mes)	6,251,658	1,671,880	3,656,694	924,084
Tampa	*Times*	(e)	14,652,904*	954,632	10,478,902	3,043,922
Tampa	Tribune	(m)	13,695,290	1,446,858	8,572,382	3,624,124
	Sunday ed.	(s)	7,955,388	538,566	6,216,574	4,818,534
	Total	(ms)	21,650,678	1,985,424	14,788,956	8,442,658
Troy, N. Y.	Record	(me)	6,565,074	1,438,508	4,406,673	719,893
Troy, N. Y.	*Times*	(e)	5,068,045	807,840	3,687,065	573,140
Union City, N. J.	Hudson Dispatch	(m)	5,290,621*	4,416,206	.....	639,691
	(*Total includes 234,,724 lines Legal)					
Wichita, Kan.	Eagle	(ms)	8,717,876	1,693,301	4,854,827	2,169,748
Wilkes-Barre, Pa.	*News*	(e)	6,933,108	912,604	5,865,864	154,640
Wilkes-Barre, Pa.	*Times-Leader*	(e)	11,997,510	1,382,754	9,925,872	688,884

NEWSPAPERS IN CITIES OF 50,000 TO 74,999 POPULATION

Atlantic City, N. J.	Press-*Union*	(me)	9,935,197	1,420,913	6,322,959	2,191,365
Augusta, Ga.	Chronicle	(ms)	3,941,056	718,550	2,808,176	414,330
Bay City, Mich.	*Times-Tribune*	(e)	6,169,282	1,127,658	4,619,762	421,862
	Sunday ed.	(s)	1,442,266	143,528	1,210,944	87,794
	Total	(es)	7,611,548	1,271,186	5,830,706	509,656
Berkeley, Cal.	*Gazette*	(e)	5,666,374	452,550	3,563,938	1,649,886
Binghamton, N. Y.	*Press*	(e)	11,031,852	1,774,747	7,606,303	1,650,802
Binghamton, N. Y.	Sun	(m)	4,599,378	363,818	3,778,656	456,904
Brockton, Mass.	*Enterprise*	(e)	4,831,190	948,892	2,947,294	935,004
Brockton	*Times*	(e)	4,075,854	276,458	2,880,458	917,938
Cedar Rapids, Ia.	*Gazette*	(e)	6,789,118	1,419,544	4,774,336	581,028
Cedar Rapids, Ia.	*Republican*	(e)	2,611,529	513,147	1,901,738	196,644
	Sunday ed.	(s)	1,230,955	207,611	931,795	91,549
	Total	(es)	3,842,484	720,788	2,833,533	288,193
Charleston, W. Va.	Gazette	(m)	5,649,945	1,058,211	3,740,443	691,362
	Sunday ed.	(s)	2,242,359	421,078	1,636,082	177,492
	Total	(ms)	7,892,304*	1,479,289	5,376,525	868,854
	(*Total includes 167,650 lines Legal)					
Charleston, S. C.	*Post*	(e)	4,863,068	1,162,784	3,337,320	362,964
Charlotte, N. C.	Observer	(ms)	11,635,162	2,102,508	8,112,944	1,419,712
Chester, Pa.	*Times*	(e)	5,462,866	886,482	4,015,695	560,679
Columbia, S. C.	State	(m)	3,468,192	1,103,928	2,047,108	317,156
	Sunday ed.	(s)	2,029,188	558,838	1,241,968	228,382
	Total	(ms)	5,497,380	1,662,766	3,289,076	545,538
Columbus, Ga.	Enquirer-Sun	(ms)	3,707,014	399,560	2,785,685	521,769
Columbus, Ga.	*Ledger*	(e)	3,636,060	768,278	2,446,754	422,028
	Sunday ed.	(s)	1,584,139	226,879	1,221,252	136,008
	Total	(es)	5,221,199	995,157	3,667,976	558,036
Davenport, Ia.	*Democrat & Leader*	(e)	5,055,316	558,414	4,151,672	345,170
	Sunday ed.	(s)	1,716,050	226,688	1,293,936	195,426
	Total	(es)	6,771,366	785,102	5,445,608	540,596
Davenport, Ia.	*Times*	(e)	9,065,448	1,447,390	6,742,344	875,714
Decatur, Ill.	*Herald*	(ms)	7,336,952	817,138	5,403,348	1,016,466
Easton, Pa.	*Express*	(e)	8,713,810	1,408,106	6,348,356	957,348
Easton, Pa.	*Free Press*	(e)	6,615,292	988,566	5,081,110	545,616
Evanston, Ill.	*News-Index*	(e)	5,645,360	217,952	4,950,210	477,198
Fresno, Cal.	*Bee*	(es)	6,509,874	595,952	4,437,818	1,476,104
Fresno	Republican	(ms)	7,876,876	1,828,848	4,515,028	1,515,374
Haverhill, Mass.	Sunday Record	(s)	1,108,052	58,240	945,252	14,560
Honolulu, T.H.	Advertiser	(ms)	5,889,025	867,188	4,263,359	758,478
Honolulu, T.H.	*Star-Bulletin*	(e)	5,598,715	1,175,832	3,843,899	165,424
Huntington, W. Va.	*Advertiser*	(es)	8,774,118	872,560	6,473,527	1,473,527

(Continued on page 24)

Analyzing an Eminent Situation—

To gain the leading position as an advertising medium among ALL the six day newspapers in the United States indicates more than mere volume of circulation.

While admittedly enjoying the greatest circulation in the State of New Jersey, the NEWARK EVENING NEWS has achieved National Leadership in Advertising because of its wholesome character as a newspaper and because of its influence IN THE HOMES of the thinking and buying public.

The Advertising Classifications in which it leads ALL newspapers in the United States (as the verified 1925 record shows) is a true index of this fact.

Let us analyze:

FIRST in Classified Advertising
proves its intensive reader interest;

FIRST in Automobile Advertising
proves the purchasing power of its readers;

FIRST in Food Advertising
proves its influence in the HOME;

FIRST in National Advertising
proves that its power is very generally recognized outside its own territory.

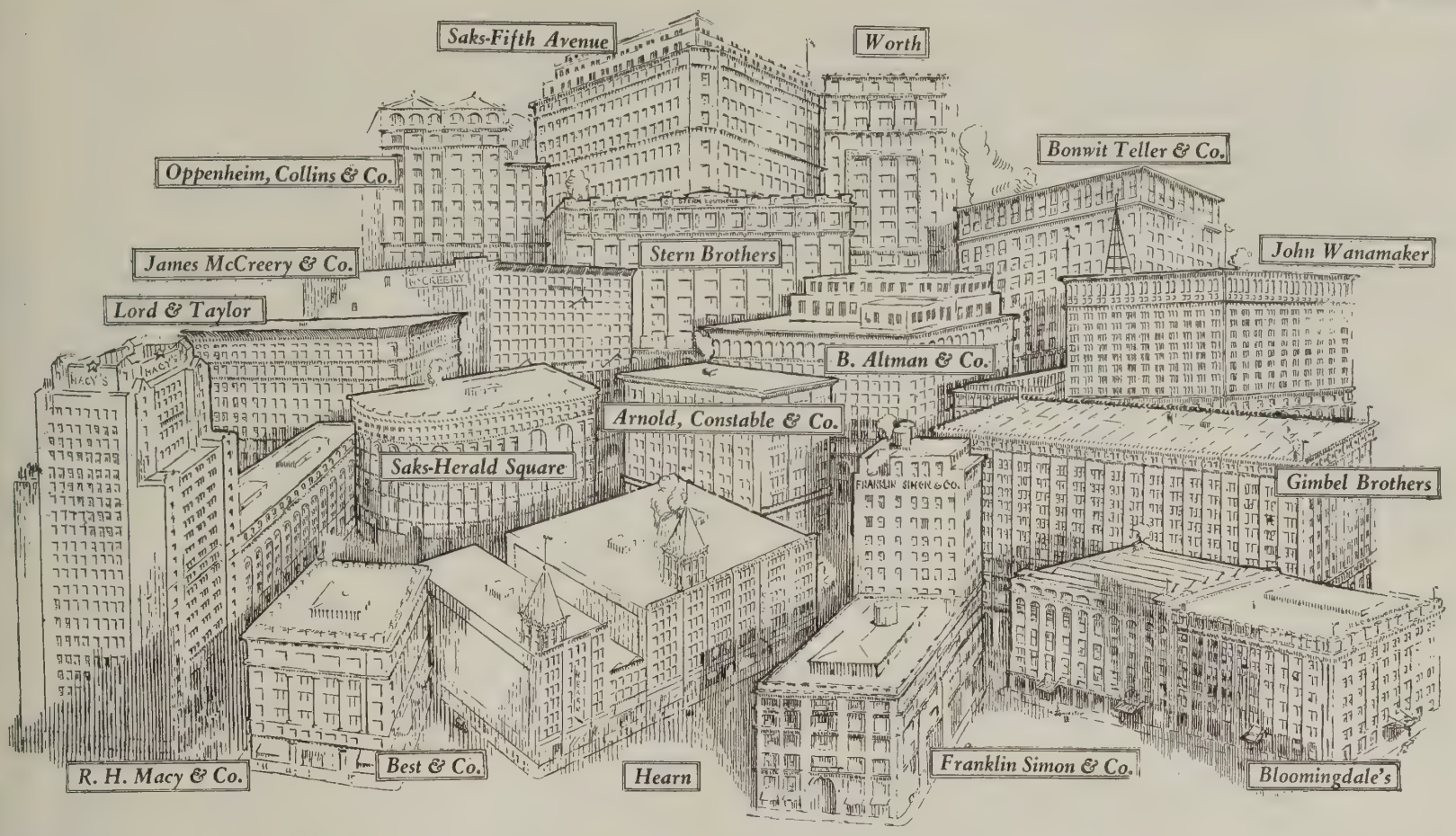
Advertising science has developed to the point where advertisers analyze their markets and carefully choose their mediums. The result is seen in the remarkable record of achievement shown above.

Newark Evening News

Always Reaches Home

EUGENE W. FARRELL, Business and Advertising Mgr.
215-221 Market Street, Newark, New Jersey

O'MARA & ORMSBEE, Inc.
General Advertising Representatives
New York — Chicago — Detroit — San Francisco



What Kind of People Are WORLD* Readers?

A Cross-Section of the New Yorkers Who Make These Big Stores Possible

*THE WORLD
Morning—Sunday
THE EVENING WORLD

THE above group of department stores represent, collectively, the most important body of merchants in America. They did a gross business last year of approximately $370,000,000. It has been estimated that they invested upward of $10,000,000 for advertising space in the eleven leading newspapers of the city, or from $7.00 to $8.00 per annum for every family in Greater New York.

Advertising with these merchants long since ceased to be a matter of guesswork. It is one of the most scientifically worked out phases of their business; because merchandise is of variable value, whereas advertising is a fixed-priced commodity, and the problem is not how it can be made to produce results *to-day*, by reason of prevailing conditions, but how it can be made *to pay* consistently 365 days a year.

Every dollar expended in newspaper space by a department store is expected to produce concrete results in sales within forty-eight hours. No item of investment (or expenditure, if you will) is more closely watched than the advertising budget of the big store. It is usually the owner's direct responsibility.

These seventeen stores, influenced solely by the experience of many years, placed 22.5% of *all* their advertising in 1925 in THE WORLD and THE EVENING WORLD.

Out of a total of 29,000,000 lines of space, WORLD SERVICE received 6,571,000 lines. Assuming the laborer to be worthy of his hire, it is logical to suppose that America's foremost group of merchants held THE WORLD and THE EVENING WORLD responsible for 22.5% of their total sales of $370,000,000, or $84,000,000—an impressive return for any two papers to produce as part of their year's work, especially when we consider that this sum is divided among only seventeen stores.

This statement conveys an important message to two classes of advertisers:

A—The smaller local merchant, to whom the precept of the larger advertiser, based on patiently tried-out experience, is the only dependable guidepost to which he can reliably look for intelligent direction; and

B—The national advertiser, who can never hope to have the intimate knowledge of the New York market possessed by the local merchants, and who must look to these very merchants for precedent in entering this market.

This information goes one step further, however. The group above is made up of stores catering to every class of buyer in New York—both extremes of purchasing power are represented, and, as between classes, there is no violent fluctuation in the percentage of total lineage represented by WORLD space.

It would seem, therefore, that a cross-section of the great mass of customers who make these big stores possible is a true picture of the typical reader of THE WORLD and THE EVENING WORLD—the average, well-to-do, prosperous New Yorker, the very backbone of all the city's vast commerce.

PULITZER BUILDING
NEW YORK

The World

NEW YORK

TRIBUNE TOWER
CHICAGO

EDITOR & PUBLISHER ANNUAL LINAGE TABULATION

(*Continued from page 22*)

City	Paper	Published	Total Linage	National	Local	Classified
Huntington, W. Va.	Herald-Dispatch	(ms)	8,465,042	980,547	5,996,238	1,488,257
Jackson, Mich.	*Citizen-Patriot*	(e)	6,549,487	1,107,048	4,754,232	688,207
	Sunday ed.	(s)	2,056,408	176,568	1,667,453	212,387
	Total	(es)	8,605,895	1,283,616	6,421,685	900,594
Johnstown, Pa.	*Tribune*	(e)	11,240,754	1,247,078	8,966,104	1,027,572
Kalamazoo	*Gazette*	(e)	7,861,896	1,394,761	5,654,577	812,558
	Sunday ed.	(s)	2,159,965	235,987	1,629,321	294,657
	Total	(es)	10,021,861	1,630,748	7,283,898	1,107,215
Lancaster, Pa.	Intelligencer & News-Journal	(me)	6,319,832	1,228,725	3,997,211	1,093,896
	Sunday ed.	(s)	1,149,406	79,852	834,830	234,724
	Total	(mes)	7,469,238	1,308,577	4,832,041	1,328,620
Montgomery	Advertiser	(m)	3,055,062	1,000,814	1,814,414	239,834
	Sunday ed.	(s)	2,289,942	547,628	1,493,002	249,312
	Total	(ms)	5,345,004	1,548,442	3,307,416	489,146
Montgomery	*Journal*	(e)	3,769,276	1,078,126	2,410,492	280,658
Pasadena, Cal.	*Star-News*	(e)	12,152,987	947,649	8,141,525	2,811,186
Pensacola, Fla.	Journal	(me)	3,814,972	824,008	2,262,652	655,802
Pensacola, Fla.	*News*	(e)	2,221,632	694,810	1,041,586	357,224
Portsmouth, Va.	*Star*	(e)	2,993,611	345,513	2,477,318	170,780
	Sunday ed.	(s)	1,677,279	76,527	1,564,405	36,347
	Total	(es)	4,670,890	422,040	4,041,723	207,127
Racine, Wis.	*Journal-News*	(e)	6,431,628	1,219,008	4,513,124	699,496
Racine, Wis.	*Times-Call*	(e)	4,936,634	611,114	3,759,182	576,338
Roanoke, Va.	Times	(m)	3,806,810	943,404	2,637,404	226,002
	Sunday ed.	(s)	2,634,352	242,564	2,193,814	197,974
	Total	(ms)	6,441,162	1,185,968	4,831,218	323,976
	World-News	(e)	6,618,682	1,055,558	4,949,392	613,732
Saginaw, Mich.	*News-Courier*	(e)	10,991,940	1,518,510	8,388,996	1,084,434
Shreveport, La.	*Journal*	(e)	6,291,310	618,692	4,953,466	719,152
Springfield, Mo.	*Leader*	(es)	7,589,652	1,360,240	5,278,686	950,726
Springfield, O.	*News*	(e)	7,059,776	1,243,522	5,340,538	475,716
	Sunday ed.	(s)	2,124,330	195,804	1,769,166	159,360
	Total	(es)	9,184,106	1,439,326	7,109,704	635,076
Terre Haute	Star	(ms)	7,654,743	1,292,808	5,424,157	937,778
Terre Haute	*Tribune*	(e)	7,090,919	.....	.....	.....
	Sunday ed.	(s)	2,479,859	.....	.....	.....
	Total	(es)	9,570,778	1,304,801	7,448,178	817,799
Topeka, Kan.	Capital	(m)	5,312,160	1,261,470	2,724,071	1,146,789
	Sunday ed.	(s)	2,384,445	403,655	1,531,236	412,118
	Total	(ms)	7,696,605	1,665,125	4,255,307	1,558,907
Topeka, Kan.	*State Journal*	(e)	5,004,052	692,664	3,819,900	691,488
Wheeling, W. Va.	Intelligencer	(m)	5,111,727	918,879	4,030,020	162,828
Wheeling, W. Va.	*News*	(e)	7,650,712	1,203,739	5,983,485	463,488
	Sunday ed.	(s)	3,656,243	334,765	3,164,091	157,387
	Total	(es)	11,306,955	1,538,504	9,147,576	620,875
Wheeling, W. Va.	Register	(m)	4,961,026	465,066	4,105,346	390,614
	Sunday ed.	(s)	3,568,922	112,000	3,263,512	193,410
	Total	(ms)	8,629,948	577,066	7,368,858	584,024
Wheeling, W. Va.	*Telegraph*	(e)	5,543,021	86,659	5,436,310	20,052
Wichita Falls, Tex.	Record-News	(m)	5,470,654	455,084	3,796,842	1,218,728
Wichita Falls, Tex.	*Times*	(es)	8,438,934	1,270,892	7,168,042*	.....
	(*Local includes classified)					
Winston-Salem	*Sentinel*	(e)	7,272,678	1,343,426	5,504,310	424,942

NEWSPAPERS IN CITIES OF 25,000 TO 49,999 POPULATION

Alameda	*Times-Star*	(e)	2,837,540	329,000	2,112,600	394,940
Alliance, O.	*Review*	(e)	8,720,707	1,102,158	7,118,657	449,892
Amsterdam, N. Y.	*Recorder & Democrat*	(e)	4,762,776	705,152	3,749,960	307,664
Anderson, Ind.	*Bulletin*	(e)	4,151,294	655,746	3,354,442	141,106
Anderson, Ind.	Herald	(m)	4,837,058	869,865	3,239,704	727,489
Ann Arbor, Mich.	*Times-News*	(e)	6,235,614	838,726	4,953,452	443,436
Asheville, N. C.	Citizen	(ms)	10,511,672	1,219,456	7,782,306	1,509,914
Asheville, N. C.	*Times*	(es)	8,555,904	397,180	6,854,036	1,304,688
Ashtabula, O.	*Star-Beacon*	(e)	5,994,317	718,060	5,110,994	165,263
Auburn, N. Y.	*Citizen*	(e)	3,739,718	772,226	2,693,488	274,004
Aurora, Ill.	*Beacon-News*	(es)	9,599,230*	1,259,864	6,763,904	1,248,604
	(*Total includes 326,858 lines Miscellaneous)					
Austin, Tex.	American	(m)	2,875,362	736,722	1,619,154	461,286
	Statesman	(e)	2,195,494	644,350	1,012,102	539,042
	Sunday ed.	(s)	1,565,886	291,284	1,001,630	258,972
	Total Morn.	(ms)	4,441,248	1,028,006	2,620,784	710,258
Bangor, Me.	News	(m)	5,408,872	971,586	3,653,160	784,126
Baton Rouge, La.	*State Times*	(e)	6,468,882	760,872	4,791,024	418,950
Battle Creek	*Enquirer-News*	(e)	8,575,798	1,275,946	5,482,204	1,817,648
Battle Creek	*Moon-Journal*	(e)	6,684,556	623,562	5,293,845	767,149
Bellingham, Wash.	*American*	(e)	2,101,512	.....	.....	.....
Bellingham, Wash.	*Herald*	(e)	4,989,202	1,113,490	3,413,908	461,804
Bellingham, Wash.	Reveille	(ms)	1,669,948	415,576	1,198,176	56,196
Belleville, Ill.	*Advocate*	(e)	3,748,920	488,796	3,050,222	209,902
Beloit, Wis.	*News*	(e)	5,213,250	905,408	3,774,582	533,260
Bloomington, Ill.	*Bulletin*	(e)	3,390,244	301,977	2,847,154	241,113
Bloomington, Ill.	Pantagraph	(m)	7,215,219	1,272,882	5,453,749	4,491,588
Burlington, Ia.	*Gazette*	(e)	3,712,996	943,509	2,769,487	329,658
Burlington, Vt.	Free Press	(m)	6,386,162	1,228,270	4,720,601	437,291
Butte, Mont.	*Post*	(e)	3,324,768	539,622	2,274,832	510,314
Casper, Wyo.	*Herald-Tribune*	(mes)	3,835,580	794,458	2,758,056	283,066
Champaign, Ill.	*News-Gazette*	(e)	5,788,048	804,944	4,400,788	582,316
Chelsea, Mass.	*Record*	(e)	2,499,553	.....	.....	.....
Clarksburg, W. Va.	Exponent	(ms)	4,109,588	505,316	3,191,540	410,732
Cumberland, Md.	*Times*	(e)	6,209,795	797,904	5,234,329	177,562
Danville, Ill.	*Commercial-News*	(e)	3,028,424	568,750	2,459,674	.....
Danville, Va.	Register	(m)	3,012,744	704,305	2,088,282	220,157
	Sunday ed.	(s)	1,302,784	80,710	1,169,756	62,762
	Total Morn	(ms)	4,315,528	785,015	3,258,038	282,919
	Bee	(e)	3,358,208	700,728	2,327,229	230,251
Dubuque, Ia.	*Times-Journal*	(e)	2,926,177	466,696	2,214,346	245,135
	Sunday ed.	(s)	1,051,100	111,211	833,732	106,157
	Total	(es)	3,977,277	577,907	3,048,078	351,292
Dubuque, Ia.	*Telegraph-Herald*	(es)	5,402,600	1,133,384	3,675,014	423,108
Durham, N. C.	Herald	(ms)	6,178,289	980,798	5,118,372	71,119
Elgin, Ill.	*Courier*	(e)	6,705,022*	928,262	4,400,342	867,490
	(*Total includes 508,928 lines Miscellaneous)					
Elkhart, Ind.	*Truth*	(e)	4,908,610	873,642	3,407,628	627,340
Everett, Wash.	*Herald*	(e)	6,233,211	1,032,595	4,502,321	698,295
Fitchburg, Mass.	*Sentinel*	(e)	6,092,856	267,934	5,163,620	661,304
Flushing, N. Y.	*Journal*	(e)	4,235,000*	550,000	1,600,000	2,000,000
	(*Total includes 50,000 lines Radio; 35,000 lines Legal)					
Fond du Lac, Wis.	*Commonwealth*	(e)	3,617,712	563,822	2,876,230	177,660
Fond du Lac, Wis.	*Reporter*	(e)	3,812,275	724,591	2,696,096	391,588
Fort Smith	S. W. American and *Times-Record*	(mes)	5,164,922	1,346,730	3,360,644	457,548
Greensboro, N. C.	News	(ms)	9,300,062	1,678,052	6,985,180	636,830
Greenville, S. C.	News	(ms)	6,898,516	1,464,096	4,696,635	737,789
Gloversville, N. Y.	*Leader-Republican*	(e)	4,207,798	551,064	2,269,348	520,086
Hagerstown, Md.	Herald	(m)	3,892,700	856,240	2,422,742	613,718
	Mail	(e)	3,945,158	821,100	2,626,470	497,588
Hamilton, O.	*Journal*	(e)	4,218,984	955,360	2,791,362	472,262
Hutchinson, Kan.	Herald	(ms)	3,284,890	984,856	1,660,344	669,690
	News	(e)	5,176,150	1,016,960	3,484,180	675,010
Joliet	*Herald-News*	(e)	10,348,542*	1,263,588	7,290,114	1,351,756
	(*Total includes 444,080 lines Miscellaneous)					

(*Continued on page 26*)

and the reason?

Simple As A-B-C

First in the six-day field in cities of 50,000 to 75,000 population you find The Johnstown Tribune with a record of more than 11,000,000 lines of advertising during 1925.

Faithfully gathering the News that's fit for publication and conservatively placing it before the public, year after year, has brought to The Tribune that reader confidence so earnestly sought by every good newspaper.

The result is a circulation coverage of its Trade Territory that is seldom equaled and nowhere excelled—

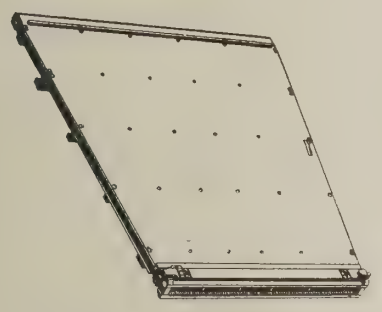
and advertisers are taking advantage

[In Johnstown—a leading Pennsylvania Industrial Center—and surrounding territory The Tribune is the Big Home Newspaper that practically everybody reads.]

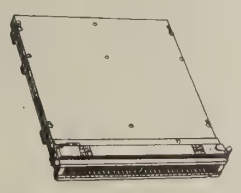
February Net Paid 32,468 Daily

The Linotype can be Equipped with Various Combinations of

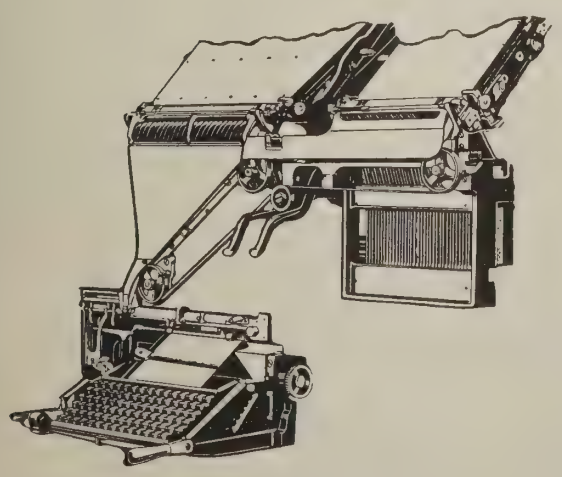
INTERCHANGEABLE MAGAZINE UNITS



THIS IS A STANDARD
INTERCHANGEABLE LINOTYPE
MAIN MAGAZINE



THIS IS A STANDARD
INTERCHANGEABLE LINOTYPE
AUXILIARY MAGAZINE



ALL MAGAZINES
(BOTH MAIN AND AUXILIARY)
OPERATED BY
A SINGLE POWER-DRIVEN KEYBOARD

A Linotype exactly adapted to every composing-room requirement:

SINGLE OR MULTIPLE
DISTRIBUTION

ONE, TWO OR THREE
MAIN MAGAZINES

WITH OR WITHOUT
AUXILIARY MAGAZINES

30 OR 42 PICAS,
MAXIMUM MEASURE

The Linotype Company will be glad to arrange for an analysis of your composing-room and will assist your plant executives in working out an equipment and layout suited to your product and working conditions. This service is free; it does not place you under any obligation to make the changes which may be suggested and it will probably enable you to effect considerable savings in time and in production costs.

Ask the nearest Agency for further particulars

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

SAN FRANCISCO CHICAGO NEW ORLEANS *Brooklyn, New York* CANADIAN LINOTYPE LTD., TORONTO

Representatives in the Principal Cities of the World

530.26.9.7

COMPOSED ENTIRELY ON THE LINOTYPE IN THE BODONI SERIES, EXCEPT FOR HAND-SET TITLE LINES

EDITOR & PUBLISHER ANNUAL LINAGE TABULATION

(*Continued from page 24*)

City	Paper	Published	Total Linage	National	Local	Classified
Joplin, Mo.	Globe	(m)	3,497,779	884,828	2,140,752	472,199
	Sunday ed.	(s)	1,809,207	296,902	1,251,835	260,470
	Total Morn	(ms)	5,306,986	1,181,730	3,392,587	732,669
	News-Herald	(e)	3,841,845	1,143,030	2,062,669	636,146
Kenosha, Wis.	*News*	(e)	6,996,990*	1,066,604	4,651,136	1,224,020
	(*Total includes 55,230 lines Readers)					
Key West	*Citizen*	(e)	2,353,012	525,970	1,774,626	52,416
Kokomo, Ind.	Dispatch	(ms)	3,809,524	468,000	3,140,324	200,000
Kokomo, Ind.	*Tribune*	(e)	5,376,462	969,346	4,075,008	332,108
LaCrosse, Wis.	*Tribune & Leader-Press*	(e)	3,799,782	943,194	2,447,228	262,552
	Sunday ed	(s)	1,142,386	151,886	911,988	69,720
	Total	(es)	4,942,168	1,095,070	3,359,216	332,272
Lafayette, Ind.	Journal & Courier	(me)	5,280,072	976,920	3,675,994	627,158
Lewiston, Me.	*Journal*	(e)	2,968,252	600,250	2,064,608	303,394
Lewiston, Me.	Sun	(m)	4,133,892	1,015,056	2,867,984	250,852
Lexington, Ky.	*Leader*	(es)	7,133,616	1,001,294	5,553,114	579,208
Lexington, Ky.	Herald	(m)	3,673,222	425,278	2,846,396	401,548
	Sunday ed	(s)	1,869,308	212,254	1,516,298	140,756
	Total	(ms)	5,542,530	637,532	4,362,694	542,304
Madison, Wis.	*Capital Times*	(e)	5,982,050	661,822	5,253,360	66,668
Madison, Wis.	*State Journal*	(es)	7,917,042	1,318,534	5,275,718	1,322,790
Marion, Ind.	*Chronicle*	(e)	4,660,810	807,205	3,332,839	520,766
Marion, Ind.	Leader-Tribune	(m)	8,187,458	509,446	3,289,454	438,858
Middletown, O.	Journal	(es)	3,882,900	472,682	2,875,292	534,926
Middletown, O.	*News-Signal*	(e)	4,332,612	538,762	3,853,850	.....
Monroe, La.	*News-Star*	(e)	3,606,498	630,924	2,558,584	416,990
Morgantown, W. Va.	*Post*	(e)	3,202,570	363,454	2,567,474	271,642
Muncie, Ind.	Star	(m)	5,306,980	1,159,130	3,404,002	743,848
	Sunday ed	(s)	1,618,498	212,618	1,110,270	295,610
	Total	(ms)	6,925,478	1,371,748	4,514,272	1,039,458
New London	*Day*	(e)	4,436,992	1,147,664	2,698,318	591,010
Norristown, Pa.	*Register*	(e)	2,428,266	116,648	2,084,280	227,338
Norristown, Pa.	*Times-Herald*	(e)	5,144,915	611,842	3,896,015	637,058
North Adams	*Transcript*	(e)	3,970,190	731,892	2,693,978	544,320
Norwich, Conn.	Bulletin	(m)	2,981,986	.....	.....	.....
Ottumwa, Ia.	*Courier*	(e)	5,239,892	806,652	4,087,160	346,080
Paducah, Ky.	News-Democrat	(ms)	4,465,062	561,918	3,564,134	339,010
Paducah, Ky.	*Sun*	(e)	5,468,442	806,652	4,133,276	528,514
Perth Amboy, N. J.	*News*	(e)	6,357,134	798,882	4,952,248	606,004
Petersburg, Va.	*Progress-Index*	(e)	3,350,116	627,690	2,539,852	182,574
	Sunday ed.	(s)	958,258	94,682	827,848	35,728
	Total	(es)	4,308,374	722,372	3,367,700	218,302
Phoenix	Republican	(m)	5,923,288	966,406	3,357,060	1,442,560
	Sunday ed	(s)	2,311,176	411,068	1,438,024	442,470
	Total	(ms)	8,234,464	1,377,574	4,795,084	1,885,030
Port Arthur, Tex.	*News*	(e)	3,501,506	62,348	2,960,652	478,506
Port Huron, Mich.	*Times-Herald*	(e)	6,259,666	927,430	5,090,645	241,591
Portsmouth, O.	Sun	(ms)	4,829,440	1,074,150	3,025,848	729,442
	Times	(e)	6,646,696	823,480	5,143,362	679,854
Pueblo	Chieftain	(ms)	6,278,702*	912,000	4,149,048	1,032,596
	(*Total includes legal, 50,140 lines; Readers, 134,918 lines)					
Richmond, Ind.	*Palladium*	(e)	4,222,092	830,368	2,845,500	546,224
	Item	(m)	2,522,968	427,476	1,646,134	449,358
	Sunday ed	(s)	1,294,356	132,335	1,042,062	120,064
	Total	(ms)	3,817,324	559,811	2,688,196	569,422
Riverside, Cal.	*Press*	(e)	5,195,106	1,005,648	3,220,448	969,010
Rome, N. Y.	*Sentinel*	(e)	2,833,732	497,420	1,838,938	497,374
Salem, Mass.	*News*	(e)	4,907,150	927,504	3,979,646	.....
San Bernardino	Sun	(ms)	7,299,460*	1,766,898	4,238,080	829,794
	Telegram	(e)	3,362,756*	1,144,122	1,597,232	509,068
	(*Total includes Legal 464,688 lines Sun; 122,304 lines Telegram)					
San Jose	Mercury-Herald	(ms)	12,430,992	1,662,990	9,069,956	1,698,046
Santa Ana, Cal.	*Register*	(e)	7,755,370	1,050,014	5,058,746	1,359,428
Santa Barbara	Press	(m)	5,390,308	475,048	3,579,450	*1,335,810
	(*Classified includes 318,000 lines Legal)					
Santa Monica	*Outlook*	(e)	6,059,830	489,636	4,457,544	1,112,650
Sheboygan, Wis.	*Press*	(e)	4,995,192	1,122,548	3,566,002	306,642
Sioux Falls, S. D.	*Argus-Leader*	(e)	4,952,596	1,252,060	3,201,254	499,282
So. Norwalk, Conn.	*Sentinel*	(e)	3,587,640	228,766	2,991,716	372,406
Stamford, Conn.	*Advocate*	(e)	7,539,798	981,820	5,331,214	1,226,764
Stockton, Cal.	Independent	(m)	2,489,914	261,100	1,849,288	379,526
	Sunday edit	(s)	1,142,022	62,720	980,742	98,560
	Total	(ms)	3,631,936	323,820	2,820,030	478,086
Stockton	*Record*	(e)	7,668,192	1,417,542	5,212,942	1,037,708
Superior, Wis.	*Telegram*	(e)	5,056,562	1,115,100	3,457,608	483,854
Taunton, Mass.	*Gazette*	(e)	4,703,421	982,444	3,475,842	245,135
Tucson	Arizona Star	(ms)	3,666,292	513,408	2,240,008	712,880
Tucson, Ariz.	*Citizen*	(e)	3,846,248	772,940	2,334,766	738,542
Waltham, Mass.	*News-Tribune*	(e)	3,880,674	335,258	3,312,638	232,778
Waterloo	*Courier*	(e)	6,130,040	1,291,486	4,135,432	703,122
Waterloo, Ia.	Tribune	(ms)	4,366,445	441,280	3,647,756	277,409
Watertown, N. Y.	*Times*	(e)	3,900,540	889,385	2,588,019	423,136
Watertown, N. Y.	*Standard*	(e)	3,575,572	354,438	2,658,670	562,464

(*Continued on page 28*)

During December and January

The Syracuse Herald

Published over

46%

Of all display advertising run in the three Syracuse, N. Y., newspapers.

The Post Standard slightly more than 28% and The Journal slightly less than 26%.

Comparative Advertising Lineages of Syracuse, N. Y., Newspapers for December and January

	HERALD Lines	POST-STANDARD Lines	JOURNAL Lines
Total Display Adver.	1,823,927	1,114,099	1,019,851

Included in the above

	HERALD Lines	POST-STANDARD Lines	JOURNAL Lines
Automobile Advertising	121,170	85,162	70,238
Food Advertising	85,652	39,410	61,831
Dept. Stores	421,071	211,498	25,088
Men's Wear	125,860	69,314	99,834
Women's Wear	148,274	52,318	83,916
Radio	76,118	67,207	36,337
Rotogravure	36,491	11,536	.....

Syracuse, N. Y., Herald

National Representatives

PRUDDEN, KING & PRUDDEN, Inc.

270 Madison Ave., New York — Globe Building, Boston — Steger Building, Chicago

507 Montgomery St., San Francisco, California — Leary Building, Seattle, Washington — Chamber of Commerce Bldg., Los Angeles, California

Figures That Tell a Convincing Story



Here is a detailed statement of the advertising figures in Washington, D. C., for the year 1925 — showing again the Star's overwhelming supremacy in this field — and with a total linage that ranks Washington as the fifth city, and the Star as the fifth newspaper in the United States in volume of advertising carried.

Comparative Statement of Advertising in Washington, D. C., For 1925

	TOTAL LINES PAID ADVERTISING		
DAILY	DISPLAY	CLASSIFIED	TOTAL
EVENING STAR	15,354,712	4,270,234	19,624,946
MORNING POST	4,270,299	1,321,544	5,591,843
EVENING TIMES	7,226,633	1,125,718	8,352,351
MORNING HERALD	2,103,234	1,075,171	3,178,405
EVENING NEWS	1,582,359	359,386	1,941,745
SUNDAY			
STAR	5,800,729	1,143,523	6,944,252
POST	4,417,609	386,605	4,804,214
WASHINGTON HERALD.	1,872,213	277,380	2,149,593
AGGREGATE			
WASHINGTON STAR ...	21,155,441	5,413,757	26,569,198
WASHINGTON POST	8,687,908	1,708,149	10,396,057
WASHINGTON TIMES ...	7,226,633	1,125,718	8,352,351
WASHINGTON HERALD.	3,975,447	1,352,551	5,327,998
WASHINGTON NEWS....	1,582,359	359,386	1,941,745

NOTE—News not published Labor Day, Thanksgiving and Christmas, 1925

An analysis of the figures is interesting for it shows how in every department of advertising—Display and Classified—the Star leads the field.

For instance—

In Display advertising the Star carried 21,155,441 lines—while the four other papers together printed only 21,472,347 lines. The Star's lead over the second paper was 12,467,533 lines.

In Classified advertising the Star carried 5,413,757 lines—while the four other papers together only printed 4,545,804 lines. The Star's lead over the second was 3,705,608 lines.

Thus the Star carried within 316,906 lines as much Display advertising as all the other Washington papers combined; and 867,949 MORE lines of Classified advertising than all the other Washington newspapers combined. Or a total of 551,047 lines MORE ADVERTISING OF ALL KINDS THAN ALL THE OTHER PAPERS COMBINED. This, too, in the face of much advertising which the Star declined as not admissible to its columns.

Certainly here is the proof of the value of advertising in Washington and the Star's commanding supremacy in its field.

The Evening Star.
WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE
Dan A. Carroll
110 E. 42nd Street

CHICAGO OFFICE
J. E. Lutz
Tower Building

EDITOR & PUBLISHER ANNUAL LINAGE TABULATION

(*Continued from page 26*)

City	Paper	Published	Total Linage	National	Local	Classified
Waukegan, Ill.	*News*	(e)	4,383,883	539,147	3,189,088	655,648
Waukegan, Ill.	*Sun*	(e)	4,540,270	632,366	3,366,790	541,114
White Plains, N. Y.	*Reporter*	(e)	6,176,198	.....	5,444,740	731,458
Wilkes-Barre, Pa.	Record	(m)	13,601,763*	1,131,305	10,208,044	1,852,466
	(*Total includes 409,948 lines Suburban)					
Williamsport, Pa.	*Gazette & Bulletin*	(e)	2,573,536	526,218	1,961,638	85,680
Williamsport, Pa.	*Sun*	(e)	6,502,608	1,115,996	5,386,612	*.....
	(*Classified included in local)					
Woonsocket, R. I.	*Call*	(e)	4,756,290	784,812	3,664,234	307,244
York, Pa.	*Dispatch*	(e)	10,157,910	1,261,980	7,785,414	1,110,516
York, Pa.	Gazette & Daily	(m)	6,096,944	451,430	5,083,540	*561,974
	(*Classified includes readers)					
Zanesville, O.	Times Recorder	(m)	5,868,114	1,108,870	4,039,084	720,160
	Signal	(e)	5,868,114	1,108,870	4,039,084	720,160
	Sunday ed.	(s)	2,003,046	150,033	1,702,283	150,730

NEWSPAPERS IN CITIES OF 20,000 TO 24,999 POPULATION

City	Paper	Publisher	Total Linage	National	Local	Classified
Alton, Ill.	*Telegraph*	(e)	4,885,776	663,950	3,573,402	569,506
Amarillo, Tex.	News	(m)	3,428,000	728,000	2,200,000	500,000
	Globe	(e)	1,658,000	40,000	1,250,000	368,000
	News-Globe	(s)	1,165,000	15,000	750,000	400,000
Appleton, Wis.	*Post-Crescent*	(e)	6,064,394	886,676	4,629,800	547,918
Attleboro, Mass.	*Sun*	(e)	4,557,392	416,920	3,811,458	329,014
Bakersfield	*Californian*	(e)	4,849,054	1,285,634	2,957,724	605,696
Biloxi & Gulfport	*Herald*	(e)	2,968,840	607,292	2,083,536	607,292
Boise	Idaho Statesman	(ms)	4,404,594	1,192,038	2,575,888	633,668
Butler, Pa.	*Eagle*	(e)	5,238,338	974,344	3,630,130	633,864
Concord, N. H.	*Monitor*	(e)	3,525,354	.....	.....	.....
Corning, N. Y.	*Leader*	(e)	3,264,296	595,238	2,417,394	251,664
Danbury	*News*	(e)	7,713,877	1,319,115	5,845,280	549,482
East Liverpool, O.	*Review-Tribune*	(e)	5,094,726	912,058	3,900,568	282,100
Eau Claire, Wis.	*Leader & Telegram*	(me)	3,941,448	949,494	2,634,436	357,518
Elyria, O.	*Chronicle-Telegram*	(e)	5,381,390	646,884	4,202,184	532,322
Fairmont, W. Va.	Times	(ms)	4,758,964	400,526	3,922,596	435,842
Freeport	*Journal-Standard*	(e)	4,599,420	818,524	3,407,768	373,128
Great Falls, Mont.	*Leader*	(e)	1,855,812	242,690	1,381,968	231,154
Great Falls, Mont.	Tribune	(ms)	5,675,005	1,056,902	4,251,541	366,562
Greensburg, Pa.	Review	(m)	5,491,346	479,613	4,397,511	614,222
	Tribune	(e)	5,287,730	479,613	4,193,895	614,222
High Point, N. C.	*Enterprise*	(es)	4,500,034	399,028	3,803,268	297,738
Homestead, Pa.	*Messenger*	(e)	3,058,440	427,980	2,366,252	264,208
Janesville, Wis.	*Gazette*	(e)	5,080,796	906,206	3,651,690	522,900
Lakeland, Fla.	*Ledger*	(es)	8,600,116	.....	.....	.....
Lakeland, Fla.	Star-Telegram*	(me)	7,230,174	5,625,102	1,605,072	.....
	Sunday ed.	(s)	2,690,478	2,400,972	289,506	.....
	Total	(mes)	9,920,652	8,026,074	1,894,578	.....
	(*Note—Includes Evening edition, Jan.-May, display, 387,954 lines; classified 34,454 lines.)					
La Salle, Ill.	*Tribune*	(e)	2,656,220	410,046	2,123,366	122,808
Lebanon, Pa.	*News & Times*	(e)	3,831,436	877,674	2,551,626	402,136
Mason City, Ia.	*Globe*	(e)	5,826,030	991,578	4,578,938	255,514
Meridian, Miss.	*Star*	(e)	6,397,608	1,124,494	5,034,988	238,126
Middletown	*Press*	(e)	4,769,912	638,960	3,701,544	429,408
Newcastle, Ind.	*Courier*	(e)	3,166,912	.....	.....	.....
Oil City, Pa.	Derrick	(m)	5,914,416	1,222,291	4,548,747	143,478
Olean, N. Y.	*Herald*	(e)	3,162,824	220,640	2,981,664	653,632
Olean, N. Y.	*Times*	(e)	4,739,980	600,040	3,583,132	556,808
Owensboro, Ky.	Messenger	(ms)	4,186,401	776,118	3,259,817	150,466
Parkersburg, W. Va.	News	(m)	3,123,162	255,794	2,433,060	330,302
	Sunday ed	(s)	1,389,472	204,134	1,105,118	80,220
	Total	(ms)	4,512,632	459,928	3,538,178	410,522
Pomona	Bulletin	(ms)	3,795,232	354,270	2,809,240	631,722
Pottsville, Pa.	Morning Paper	(m)	2,587,956	983,990	1,596,238	7,728
	Republican	(e)	4,525,192	932,442	3,298,022	294,728
Sandusky, O.	*Star-Journal*	(e)	4,626,191	713,213	3,345,063	567,915
Sharon, Pa.	*Herald*	(e)	5,556,474	769,552	4,099,942	686,980
Sharon, Pa.	*News-Telegraph*	(e)	5,605,096	499,534	4,180,512	925,050

NEWSPAPERS IN CITIES OF 15,000 TO 19,999 POPULATION

City	Paper	Published	Total Linage	National	Local	Classified
Aberdeen, S. D.	American & *News*	(me)	618,735	154,684	464,052	41,907
	Sunday ed	(s)	206,245	51,561	154,683	27,938
	Total	(mes)	824,980	206,245	618,735	69,845
Aberdeen, Wash.	*World*	(e)	5,109,132	897,386	3,556,546	655,200
Albuquerque, N. M.	*State Tribune*	(e)	2,266,894	440,566	1,444,044	382,284
Alexandria, Va.	*Gazette*	(e)	2,773,426	388,279	2,191,008	194,139
Anderson, S. C.	*Mail*	(e)	2,729,011	485,123	2,034,814	209,074
Asbury Park, N. J.	*Press*	(e)	7,505,148	521,388	5,473,678	1,510,082
	Sunday ed	(s)	660,560	11,802	397,768	251,020
	Total	(es)	8,165,708	533,190	5,871,446	1,761,102
Atchison	*Globe*	(e)	4,550,000	1,000,000	2,800,000	750,000
	Sunday ed	(s)	530,685	260,000	125,685	145,000
	Total	(es)	5,080,685	1,260,000	2,925,685	895,000
Augusta, Me.	Kennebec Journal	(m)	3,240,244	900,746	1,952,426	387,072
Bartlesville, Okla.	Examiner	(ms)	3,430,644	358,652	2,693,572	378,420
Batavia, N. Y.	*News*	(e)	4,016,000	616,000	3,400,000*	.....
	(*Local includes classified)					
Biddeford, Me.	*Journal*	(e)	2,041,200	581,378	1,282,834	176,988
Billings, Mont.	Gazette	(mes)	3,640,070	1,352,636	1,536,264	751,170
Blackwell, Okla.	Tribune & *News*	(m)	2,021,958	216,588	1,657,366	158,004
	Sunday ed	(s)	790,846	73,962	671,254	35,630
	Total	(mes)	2,812,804	290,550	2,328,620	193,634
Bowling Green, Ky.	*Park City News*	(e)	3,472,000	868,000	2,421,720	182,280
Bowling Green.	*Times-Journal*	(e)	1,287,934	.....	.....	.....
Bradford, Pa.	Era	(m)	3,994,620	599,193	3,167,577	227,850
Cairo, Ill.	*Citizen*	(e)	2,002,140	513,758	1,307,166	139,216
Carbondale, Pa.	*Leader*	(e)	2,739,951	425,503	2,314,448	*.....
	(*Local includes classified)					
Centralia, Ill.	*Sentinel*	(e)	2,689,372	507,472	2,018,044	163,856

(*Continued on page 42*)

An Unfailing Gauge for Medium and Buying Power

1,853,264 LINES

From 5 Stores

In a 35,000 Town

There are five department stores serving Bloomington and its trading territory who backed their belief in the pulling power of The Daily Pantagraph and the ability of the people of this rich section to purchase the merchandise offered, by using 1,853,264 lines of advertising in this paper alone, in 1925. This is an average of 370,653 lines or 26,475 inches for each store, a record unequalled by any paper in Illinois outside of Chicago.

A Per Capita Wealth of $5,071.39 and Complete Coverage by Daily Pantagraph Bring Profitable Returns to Its Advertisers.

1925—Daily Pantagraph (6 days).....7,218,219 Lines
206 Lines Per Capita (Population 35,000)

1925—Chicago Daily News (6 days).....20,483,308 Lines
7 Lines Per Capita (Population 2,701,000)

The Daily Pantagraph.

Published Every Morning Except Sunday at Bloomington, Ill.

REPRESENTATIVES—

CHAS. H. EDDY CO., 247 Park Ave., New York City; 294 Washington St., Boston. J. H. GRIFFIN, Room 840, 140 S. Dearborn St., Chicago. P. A. FOLSOM, Chemical Bldg., St. Louis, Mo.
Member A. B. C., A. N. P. A., Associated Press

PERSONAL

JOSEPHUS DANIELS, editor and publisher of the *Raleigh News and Observer,* was proposed as Democratic candidate for President by Representative W. D. Upshaw, Georgia, speaking at a prohibition field day in Raleigh, March 7.

N. W. Reay, publisher of the *St. Paul Daily News,* has returned from a month's trip to San Francisco, Los Angeles, Phoenix, Ariz., and other Pacific coast points.

Casper Yost, editor of the *St. Louis Globe-Democrat* was recently elected president of the Missouri Society of the Sons of the American Revolution.

E. J. Archibald, executive editor of the *Montreal Star,* addressed the Montreal Publicity Association on March 3, on "The Newspaper and the Public."

Howard Kahn, editor of the *St. Paul Daily News,* addressed the Midway Business Men's Luncheon Club, March 3, on "Sidelights on Publishing a Daily Newspaper."

F. A. Miller, president of the *South Bend* (Ind.) *Tribune,* was a visitor in New York this week.

Dr. Jose Ignacio Rivero, Director of the *Diario de la Marina* of Havana, Cuba, arrived in New York on Wednesday aboard the S. S. Majestic. Dr. Rivero has completed a European tour.

Tomas Gabriel Duque, editor and publisher of the *Panama Star & Herald,* and one of the vice-presidents of the Press Congress of the World, has just been elected general manager of the Panama National Bank.

Thomas J. Blain, publisher of the *Portchester* (N. Y.) *Item,* and Mrs. Blain, have left for a stay at Hot Springs, Ark.

F. A. Merriam, president of Westchester Newspapers, Inc., and Mrs. Merriam returned from Daytona, Fla., March 1.

IN THE BUSINESS OFFICE

E. DENISON, business manager and James Warriney, mechanical superintendent of the *Sydney* (Australia) *Evening News,* inspected the new press room and plant of the *Buffalo Evening News* recently.

Porter Carruthers, assistant business manager, *New York Herald Tribune* has just returned from a ten day cruise to Havana.

J. Mora Boyle, secretary and advertising director of the *New York Daily Mirror* and Francis J. Crowell, of Chicago, western representative of the Mirror, were visitors in Kansas City last week.

Marion C. Shipley, of the advertising department, *Kansas City Star,* has been made advertising manager of the United Dairy Products Company, Kansas City. He formerly was advertising manager of the *Dodge City* (Kan.) *Globe.*

J. Landis Wilson, vice-president and advertising manager of the *Albuquerque Herald* has resigned. O. M. Horton, formerly with the Gruehl Advertising Agency of Albuquerque has been appointed advertising manager.

C. Ames, for the past 14 years connected with the *Columbus Ohio State Journal,* has resigned to join advertising department of the *Cleveland News.*

Don Higgins, formerly with the *Albuquerque* (N. M.) *Morning Journal* is now an advertising solicitor for the *New Mexico State Tribune.*

Elden W. Ostrom has resigned as circulation manager of the *Olean* (N. Y.) *Herald.*

Ralph J. Paul has resigned as deputy county clerk at Columbus, O., to join the circulation department of the *Ohio State Journal.*

F. O. McCurry, former advertising manager with the Cappel furniture chain stores of central Ohio, has joined the *Cincinnati Herald* promotion staff.

W. F. Anderson, circulation manager of the *Provo* (Utah) *Evening Herald* and Mrs. Anderson are the parents of a daughter.

Milton Flodman has joined the advertising department of the *Ellensburg* (Wash.) *Evening Record.*

W. W. Hawkins, general business director; W. G. Chandler, general business manager of the central group, and G. B. Parker, general editorial executive of the Scripps-Howard newspapers, visited Terre Haute and the *Terre Haute Post,* Scripps-Howard newspaper, recently.

IN THE EDITORIAL ROOMS

H. V. KALTENBORN, associate editor of the *Brooklyn Daily Eagle* recently lectured at Holy Cross College on, "The Press—Prophet or Profiteer."

Charles J. V. Murphy, at one time with the New York bureau of the Associated Press and recently of the *New York Sun* staff, has resigned from the Sun to become advertising manager for the Fred F. French Companies, New York.

George A. Hough, managing editor of the *New Bedford* (Mass.) *Standard,* and chairman of the New England Association of A. P. members, has cabled his arrival in Sydney, Australia. With Mrs. Hough, he is on an extended vacation.

Frank C. Harper, formerly editorial writer on the *Pittsburgh Press,* has joined the editorial staff of the *Pittsburgh Chronicle Telegraph,* writing a daily column of short editorial comment under the heading "Just Now."

Frank Roche, of the *New York Herald Tribune* staff, has taken a leave of absence for several months to go to California.

Hector Charlesworth, assistant managing editor of the *Toronto Saturday Night,* and author of "Candid Chronicles," addressed the Canadian Club at luncheon on March 4, at the Belmont Hotel, in New York.

Bernard K. Sandwell, recently professor of English in Queen's University, Kingston, Ont., has been appointed editor *Financial Times,* Montreal, a paper of which he was assistant editor some years ago.

William Fort, who covers the Federal building for the *Chicago Daily News,* has returned to work after an illness of ten days.

Edwin Holman, former managing editor of the *Winston-Salem Journal,* has joined the staff of the *Charlotte* (N. C.) *Observer.*

Leland Stowe, who left the *New York Herald Tribune* some time ago to work for Pathé News, has returned to the staff of the Herald Tribune as a reporter.

Edward G. Williams, former managing editor of the *Erie* (Pa.) *Dispatch,* is recovering following an operation.

W. J. Kennedy of the *New York Evening World* copy desk is recovering from an operation at Concourse Sanitarium, New York.

Harvey H. Black, editor, and R. B. Verner, associate editor, *Montreal Financial Times,* have resigned to become associated with The Financial Publishing Company of Canada, operating *Financial Counsel* and *Financial Diary.*

Henry Kraft, telegraph editor of the *Worcester* (Mass.) *Gazette,* was tendered a farewell party by his associates previous to his departure from Worcester to assume his new duties as bureau manager

(*Continued on page* 34)

FOLKS WORTH KNOWING

ELMER E. CONRATH, editor and publisher of the *Cuba* (N. Y.) *Patriot and Free Press* is one of the most widely known weekly newspaper publishers in the Empire State. His recent election to the presidency of the New York State Press Association comes as a fitting tribute to his efforts as a champion of the newspaper industry.



ELMER E. CONRATH

Of late, Editor Conrath has gained nation-wide prominence through the active part he has taken in opposing government competition in the printing of stamped envelopes. At the hearing held recently in Washington, the Cuba publisher attended as a representative of the National Editorial Association for the purpose of presenting the side of the country printers in their controversy with the Post Office Department over the printing of corner cards on envelopes.

The new president of the New York Press Association started his career as a farm hand and amateur printer. At various times he has held the position of cook in a lumber camp, carpenter, teacher, and later a full-fledged printer, from which position he went into the reportorial field and for 18 years was at the editorial desk of the *Johnstown* (Pa.) *Daily Tribune.*

Previous to purchasing the Cuba Patriot and Free Press, Mr. Conrath was for three years editor-and-chief of the *Johnstown Daily Leader.* Since taking over the editorship of the Patriot and Free Press, he has established it as one of New York's livest weeklies.

A Feature Service—and Something More!

CENTRAL PRESS does not feel that its whole duty towards its clients is discharged when the daily package of news mats, cartoons and features is placed in the mails.

Last week a West Virginia paper wrote that it desired three mats each of five prominent persons of the state, and could we supply them? We could. Cuts of all five were in our morgue. Three sets of mats were struck off and mailed to this paper within an hour after the request was received. There was no charge. This was a part of our regular service.

A Pennsylvania paper sent in an *S O S* call for a cut of a Canadian college professor who was shortly to visit its town on an important mission. Among the 150,000 pictures in our morgue was a photo of this man. We made and mailed the desired cut on the day the request was received. There was a charge of $1.50 for etching the cut.

A California paper, wishing to brush up its state morgue, wrote for mats of eight prominent Californians. They were supplied at once. No charge.

A large Florida daily which has its own engraving plant finds itself at the height of the season unable to handle all its engraving. CENTRAL PRESS is taking care of the overflow more cheaply and satisfactorily than could any plant nearer by.

News mats and features of varying degrees of quality may be had from many sources. But the additional service CENTRAL PRESS constantly renders its clients—often without charge—is as unique as it is invaluable.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Editor and Manager



MARY ROBERTS RINEHART

"America's Most Popular Woman Writer"

Her Great Serial, Mesmeric In Its Absorbing Power,

THE RED LAMP

Mystery and Love
Action and Suspense

Will Be Released on and after April 4

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager,
150 Nassau Street, New York City

(*Continued from page* 33)

for the International News Service in Harrisburg, Pa.

Thomas Philipps has joined the staff of the *Worcester* (Mass.) *Telegram.*

Mary O'Keefe formerly of the *Springfield* (Mass.) *Republican* is now on the woman's page of the *Worcester* (Mass.) *Telegram.*

Victor Baxter has been made telegraph editor of the *Worcester* (Mass.) *Gazette.*

Joseph Keblinsky has joined the staff of the *Worcester* (Mass.) *Telegram* as an assistant sports editor.

Norman H. Trenholme of the *Jefferson City* (Mo.) *Daily Post* staff has resigned to join Ginn & Co., publishers of school textbooks, Boston.

Jack Densham, feature writer for the *San Francisco Call,* is now doing publicity work.

T. M. Mannix, formerly city hall reporter, *Albuquerque State Tribune* has joined the *Pomona* (Cal.) *Bulletin.* He is succeeded by Bert Bliss, formerly with the *Albuquerque Morning Journal.*

William H. Zerbe, staff photographer, *New York Herald Tribune* is giving a series of demonstrations and lectures, and conducting classes in photography at the Brooklyn Institute of Arts and Sciences.

E. E. Fisher, late editor of the *American Legionaire,* has rejoined the *St. Paul Dispatch* staff as rewrite man.

Ben Feldman, police reporter for the *Chicago Tribune,* is ill in Alexian Brothers hospital.

A. L. Feinstone, formerly with the Kent Press Service at St. Louis, has joined the editorial staff of the *East St. Louis* (Ill.) *Daily Journal.*

E. H. Shaffe, managing editor of the *Albuquerque State Tribune,* and Mrs. Shaffer are parents of a son.

Kenneth Chappell, graduate of the industrial journalism department, Kansas State Agricultural College, is city editor of the *Manhattan* (Kan.) *Mercury.*

Edward J. Walsh, former reporter on the *Buffalo Enquirer* has been elected vice-president of the bond house of J. W. Cryer & Co., of Buffalo. He is 23 years old.

William S. Moon has resigned from the *Peoria* (Ill.) *Daily Record* to start a community weekly newspaper, the *South Side News.*

Wallace A. Brennan has resigned as secretary of the Dunkirk, N. Y., Chamber of Commerce to become associate editor of the *Observer* of that city.

H. C. Herby for seven years city editor of the *Albuquerque Morning Journal* has resigned.

HOLDING NEW POSTS

JOHN DRURY, from City News Bureau to *Chicago Daily News* staff, vice Walter Wright, resigned.

George Fitzpatrick, from *Erie* (Pa.) *Times-Herald* to Santa Fe correspondent, *Albuquerque State Tribune.*

WITH THE SPECIALS

E. M. BURKE, INC., publishers' representative, New York, has been appointed to represent the *New York Morning Telegraph* in the national field west of Pittsburgh and Buffalo, and for the *Dallas Dispatch* east and west.

S. G. Lindenstein Inc., publishers' representatives, announces the admission, as a full partner, of Frederic A. Kimball, who has been elected a director and treasurer of the Company.

MARRIED

NORWOOD C. BIZZELL, of the *New Bern* (N. C.) *Sun Journal* staff, to Miss Margaret Edmundson of Goldsboro recently.

Frank Hohensinner, of the editorial staff, *Tacoma* (Wash.) *Times,* to Miss Alice Larkin of Spokane.

NEW PLANTS AND EQUIPMENT

OCALA (Fla.) TIMES is installing a new Hoe press.

Clinton (Ia.) *Herald* recently completed the enlargement and remodelling of its plant. Business and professional men were entertained at a dinner celebrating the event.

Pressroom of the *Chicago Herald and Examiner* is prepared for the installation of a new Hoe double-sextuple press, arranged as an octuple quad press with ink pumps.

The new home of the *Titusville* (Fla.) *Star-Advocate* is expected to be completed May 1. A new Duplex Model "A" press has been purchased. Other new equipment includes a Miller unit and a complete new outfit of job and newspaper type.

First half of the 15 cylinder universal-unit multi-color press of the *Cleveland News* has been shipped from the New York Works of R. Hoe & Co., Inc.

Huntington Park (Cal.) *Signal,* pioneer daily, has taken a lease on the adjoining building to its present location, which will give the newspaper double its former office space.

Recent shipments of presses from the New York Works and the Dunellen Works of R. Hoe & Co., Inc., include six straight-pattern superspeed units with ink pumps and two folders for the *Cleveland News;* three Z-pattern superspeed units with ink pumps and one folder for the *Philadelphia Bulletin* and four Z-pattern superspeed units with ink pumps and one folder for the *Philadelphia Inquirer.*

ON THE MECHANICAL SIDE

JESSIE J. RICKEY, foreman of the plant of the *Owego* (N. Y.) *Times,* who has been in ill health for some time, is confined to the Packer hospital, Sayre, Pa.

H. Eugene Glenn, foreman of the *Salt Lake City Telegram's* composing room, and Mrs. Glenn are parents of a boy.

SPECIAL EDITIONS

SHAWNEE (Okla.) MORNING NEWS, Spring Fashion edition, Feb. 18.

Medford (Mass.) *Mercury,* Automobile and Business Show Number, Feb. 19.

Pittsburgh Gazette-Times, Automotive section, Feb. 21.

La Grande (Ore.) *Evening Observer,* automotive edition, Feb. 27.

Edmonton (Alta.) *Journal,* 32 page section dealing with oil development in Alberta, Feb. 20.

Pittsburg (Kan.) *Sun,* 100-page edition celebrating 50th anniversary of founding of city.

Boston Sunday Post, 108-page Boston auto show edition, March 7.

Quincy (Mass.) *Patriot Ledger,* spring automobile edition, March 4, 16 pages.

Boston Sunday Herald, 132-page Boston auto show edition, March 7.

Aberdeen (Wash.) *World,* special edition containing a 36-page rotogravure section, March 10.

New Rochelle (N. Y.) *Standard-Star,* 96-page Greater New Rochelle edition, March 6.

Mount Vernon (N. Y.) *Daily Argus,* 60-page Realty & Building edition.

CHANGES OF OWNERSHIP

H. T. ALLEN, publisher of the *Colfax* (Wash.) *Commoner,* has purchased the *Pomeroy* (Wash.) *East Washingtonian,* from Peter, Ray, and Hugh McClung. He has leased the Commoner to his son-in-law, Howard Barrows, and the office foreman, Don Davisson.

E. T. Hodges has purchased the *Sweet Springs* (Mo.) *Herald* of S. C. Neal.

St. Helens (Ore.) *Mist,* published semi-weekly for the past ten years by S. C. Morton, has been sold by him to Ira B. Hyde, a copy editor on the *Portland Oregonian,* and George B. Borton, Oregon representative of the Mergenthaler Company.

Black River Falls (Wis.) *Badger State Banner,* published since 1858, has just been purchased by Merlin Hull, publisher of the *Jackson* (Wis.) *County Journal,* and will be consolidated with the latter weekly under the combined name of *Journal-Banner.*

F. P. Monteith, editor of the *Fairfield* (Wash.) *Standard,* sold his plant recently to J. C. Martens of Spokane.

Irl E. Larrimore is now sole owner of the *Mason* (Tex.) *News,* having purchased the half interest of Mrs. Gladys E. Loring, assistant editor.

Ted Gardner, of the *Garden City* (Kan.) *Telegram,* has purchased the *Montezuma* (Kan.) *Press.*

SCHOOLS

EIGHT newspaper workers of whom five are editorial executives in Milwaukee, will deliver shop-talk lectures to journalism students at the University of Wisconsin during the next few weeks, according to Prof. W. G. Bleyer, director. They are: Marvin M. Creager, managing editor, *Milwaukee Journal;* Waldo R. Arnold, news editor, *Milwaukee Journal;* Douglas Swigett, chief editorial writer, *Milwaukee Journal;* John G. Baker, state editor, *Milwaukee Journal;* Miss Iva McDonald, feature writer, *Milwaukee Journal;* Miss Jane Pine, former associate editor of *Hygeia,* Chicago; Bruce R. McCoy, editor, *Sparta Herald;* and Miss Isadora Coward, associate editor, *Lodi Enterprise.*

Formal resignation of Prof. Nelson Antrim Crawford as director of the department of journalism, Kansas State Agricultural College, Manhattan, Kan., effective June 30, has been announced. Prof. Crawford some time ago was named director of publicity for the department of agriculture.

FLASHES

IF biologists are right in their assertio that there is not a perfect man to day on the face of the globe, a lot o personal opinions here and there wi have to be altered.—*Detroit News.*

And now they announce a sardin merger in Maine. Just how can yo merge a sardine any more?—*Bosto Christian Science Monitor.*

Speaking of the movement of yout from the farm to town, we believe should be limited strictly—to abou thirty-five miles an hour, say.—*Dallo News.*

French outbid Americans for part o the Russian crown jewels. This is sad blow to our nation's bandits.— *Wichita Eagle.*

Just for our own interest and satisfa tion, we'd like to get a Florida man an a California man together in Honolu on one of these fine salubrious morning —*Honolulu Star-Bulletin.*

What France seems to need is a coloni policy that doesn't operate by pulling trigger.—*Hagerstown Herald.*

It's an even break. If Prohibition is effective, neither is home brew.—*Nor Adams Herald.*

Rudolph Valentino and Pola Neg ought to get the same press agent to pr vent embarrassing contradictions.—*Ne York Evening World.*

CONFERENCE ON CHURCH ADVERTISING PLANNED IN JUNE

Of special interest to Religious Editors:

The Church Advertising Department of the National Advertising Commission will hold conference sessions at Philadelphia in connection with the international convention of the Associated Advertising Clubs of the World, June 19-24, 1926.

The program will be of exceptional interest to pastors and business men interested in church progress.

Religious editors of newspapers will have a real opportunity to serve and be served at these conferences. Make your plans now to attend them.

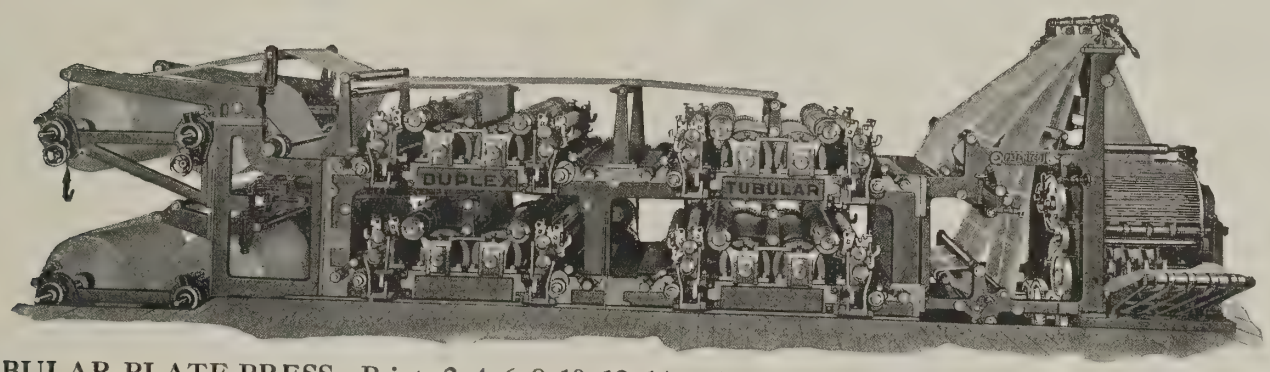
Church Advertising Department

ASSOCIATED ADVERTISING CLUBS

383 Madison Avenue,

New York, N. Y.

A FEW REASONS
WHY THEY BUY
THE DUPLEX "TUBULAR"



TUBULAR PLATE PRESS—Prints 2, 4, 6, 8, 10, 12, 14 or 16 pages at 30,000 per hour from one set of plates

1. Prints **all page combinations**—impossible on presses carrying two plates around the cylinder.
2. *All* products delivered **at full speed**—impossible on presses carrying two plates around the cylinder.
3. Only one set of stereotype plates are cast—two sets are required for other styles of presses.
4. Built on the unit system—any number of extra printing **units may be added at any time.**
5. May at slight expense be adapted to **multiple color supplement work**, thus saving the heavy expense of a special color press.
6. Paper flows through **in a straight line.** No angle bars turning the paper are required as was the case with styles developed earlier and now generally superseded.
7. The Duplex "Tubular" has been built and brought to its present state of perfection by its originators.
8. During the past 15 years, and by ***reason of the advantages*** above and ***others, the "Tubular" has supplanted every other type of machine in its field.*** OUR CUSTOMERS WRITE OUR ADS.

Visit our works at any time and see a dozen or more of these presses in various stages of assembly and under test on our erection floor.

THE DUPLEX PRINTING PRESS COMPANY

WORKS AND MAIN OFFICES

BATTLE CREEK, MICHIGAN

NEW YORK **CHICAGO** **SAN FRANCISCO** **ALL FOREIGN COUNTRIES**

H. H. CHANDLER

Pioneer Ad Man and Publisher Dies in Chicago

Hannibal H. Chandler, pioneer Chicago advertising man and publisher, died last week at the age of 81. He came to Chicago in 1865 and entered the employ of the old *Chicago Times,* of which his brother, Henry B. Chandler, was one of the publishers. Later he established the firm of H. O. Chandler & Co., which subsequently became Chandler, Lord & Co., the forerunner of the present-day Lord & Thomas.

In 1878 he established the *Chicago Grocer, Chicago Medical Review* and the *Western Druggist.* In 1883 he purchased the *Farmer's Review* which he published until his retirement in 1909.

Mr. Chandler is survived by his widow and two sons, Edwin W. Chandler chief auditor of the Audit Bureau of Circulations and H. H. J. Chandler, formerly with the Frank A. Munsey Company, and three daughters.

WILLIAM McK. BARBOUR

Advertising Manager of Minneapolis Tribune Dies of Heart Attack

William McK. Barbour, manager of advertising for the *Minneapolis Tribune,* died March 2, at his home in Minneapolis of apoplexy after a long illness.

Mr. Barbour was 61 years old, and was widely known throughout the country among advertising men and newspaper publishers.

It was as owner and publisher of the *Colorado Springs* (Col.) *Gazette,* that Mr. Barbour first entered the newspaper business. He continued as publisher for more than 10 years when he accepted the managership of advertising for the *Minneapolis Journal* in 1908. He became manager of advertising for the Minneapolis Tribune four years later, and after serving four years resigned to organize his own advertising agency in Los Angeles.

From Los Angeles, Mr. Barbour went to New York City where he was the advertising manager of the *New York Globe,* until its publication was discontinued in 1923, when it was merged with the *Sun.*

He then returned to the Minneapolis Tribune, as manager of advertising, but soon after his health began to fail.

He is survived by his widow, a daughter, one sister and three brothers.

Mrs. Mary Frances Runde

Mrs. Mary Frances Runde, wife of Fred J. Runde, vice-president and general manger of the *Fourth Estate,* died March 10, in Yonkers, after an illness of several years. Mrs. Runde was born in New York and was married on June 27, 1914. She was an artist and was well known as a designer of fashion plates. Besides her husband, she is survived by two sons.

Railroad Finance Expert Dies

Charles Remington, 49, for the last five years an expert on railroad finance on the *Wall Street Journal,* died in New York March 7. He started newspaper work 30 years ago on the *Brooklyn Eagle,* then prospected for a while in California before returning to journalism. He worked on the *San Francisco Chronicle* and other Western newspapers.

ROBERT K. THOMSON

Former Financial Editor, Cincinnati Times-Star, Dies In Alliance, O.

Many newspaper men attended the funeral Tuesday of Robert K. Thomson, former financial editor of the *Cincinnati Times-Star,* city editor of the *Commercial Tribune* and the official war correspondent with the sixth U. S. Infantry of Ft. Thomas at San Juan Hill in the Spanish American War in 1898.

Mr. Thomson dropped dead Sunday at Alliance, O., while conducting a financial drive for the Alliance College. The body was brought to Cincinnati for burial.

More than 30 years ago Thomson began his newspaper career on the Commercial Tribune. When the Spanish-American War was declared, he accompanied Ohio troops to Cuba, as a war correspondent. He was one of the few newspaper men who witnessed the battle of San Juan Hill.

At the close of the war Thomson joined the *Cincinnati Enquirer.* Later he joined the staff of the Times-Star and then returned to the Commercial as city editor.

During the World War Thomson did publicity work for the Red Cross in New York, and managed a number of publicity campaigns following the war.

FRANCIS A. RICHARDS

Former Washington Correspondent for Baltimore Sun Dead at 88

Francis A. Richards, 88, for 35 years representative of the *Baltimore Sun* until his voluntary retirement a few years ago, died in Washington, March 6.

He was born in Baltimore on Jan. 10, 1838. Graduating from the Baltimore City College, then a high school, he entered the office of the *Baltimore Republican and Argus.* He became managing editor at the age of 23. In 1865 he entered the Washington bureau of the *Baltimore Sun.*

At various periods Mr. Richardson had represented the *Boston Post,* the *New York Tribune,* the *New Orleans Times-Picayune,* the *Atlanta Herald,* and the *Savannah News.* In 1871 he wrote a historical work on his native city. In 1890 he became a member of the Board of Directors of the *Washington Star.* He married in 1861 Miss Margaret Howard. He was a charter member of the Gridiron Club.

Garde, Philadelphia Editor, Dead

C. Pierre Garde, 47, editor of the Camden, N. J. edition of the *Philadelphia Inquirer,* died suddenly March 8. With the exception of a year or so, during which he was connected with Hearst newspapers in New York and Chicago, Mr. Garde had been on the staff of the Inquirer as reporter, city editor and night editor.

Obituary

JOHN C. STEPHENSON, 73, editor of the *Skaneateles* (N. Y.) *Free Press,* died this week in Skaneateles. He was formerly night city editor of the *Auburn Morning News.*

MRS. MINNIE D. LYNCH, wife of Andrew Lynch, exchange editor of the *Chicago Evening Post,* died last week.

MRS. FANNIE F. REID, owner of the *Dallas City* (Ill.) *Review* died last week in Galesburg after a brief illness. She had been associated with her husband since 1887 in publication of the paper, continuing it when Mr. Reid died in 1911.

LUTHER L. ORWIG, 82, editor of the *Northwest News,* died at his home in Napoleon, O., this week. He had been in the newspaper business in that city 54 years.

WILLIAM BLACKBURN, formerly in the composing room of the *Boston,* (Mass.) *Transcript,* died at his home in Plymouth last week.

MISS MOLLIE LANNAN, business manager of the Star Publishing Company of Lincoln, Ill., died March 5 following an operation. She had been with the Star for 11 years and had been identified with newspaper work for 28 years.

HENRY E. BARLOW, 80, for many years engaged in newspaper work in Columbus, and at Xenia, Ohio, died in Columbus, March 4. He was associated with the *Columbus Dispatch* for more than 20 years.

CLAYTON B. BUELL, editor of the *Elmira* (N. Y.) *Telegram* in Cortland, N. Y., and for several years engaged in newspaper work in Washington and later editor of the *Cortland News* and *Buell's Saturday Review,* died March 4, after a few days illness in the Cortland hospital.

CHARLES LINCOLN PINCKARD, 65, of the mechanical force, *New York Herald Tribune,* died March 2, at his home in Brooklyn, from blood poisoning.

BEN J. COPE, 34, former newspaper reporter and feature writer for several syndicates, died recently in Santa Fe, N. M. where he had gone for his health last October. Cope had worked on newspapers in Denver, St. Louis, Chicago, Atlanta, Ga., Fort Worth, Tex. and Santa Fe, N. M.

MRS. AMINE K. FAYE, 77, widow of the late Charles M. Faye, founder of the *Aurora* (Ill.) *Daily News* and later managing editor of the *Chicago Daily News,* died Feb. 27 in her home in Aurora. Prior to her marriage in 1883 to Mr. Faye she was a compositor in the *Aurora Beacon* office.

RUTHVEN HAYWOOD NEEHAN, 84, died recently at San Antonio, where in former years he was connected with the circulation and mailing departments of the *Express.*

JOSEPH DANNENBERG, editor and owner of the *Film Daily,* died in New York Wednesday following an operation. He was well known in the moving picture industry, and before entering that field had served on the old *Baltimore World* and later as New York correspondent for a group of papers. Later he joined the Fairchild Publications.

MRS. CORA E. FASSETT, wife of Frederick G. Fassett, of the *Boston Transcript* editorial staff, died recently at her home in West Medford, Mass.

EDWARD D. CHAFFEE, for many years engaged in the publishing business in New England, died in Providence recently. He founded the *American Horse Breeder,* and served for many years with J. A. & R. A. Reid, general publishers, and the F. S. Blanchard Company, Worcester.

OVER

$307,000.00

in subscription prepayments taken in during the World's greatest circulation campaign, just completed for

THE CLEVELAND PLAIN DEALER

BY

HOLLISTER'S

Circulation Organization

Wire or Write Us Now

Care of LOUISVILLE (Ky.) HERALD-POST

248,251

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

February, 1926

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of February, 1926, was 189,712.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

MAJOR HOOPLE SAYS:



BY COURTESY OF N.E.A. SERVICE INC. CLEVELAND, OHIO.

"Egad, boys I sure picked a winner when I OK'd Certified Dry Mats.

"I'm just tickled pink, the color of the mats, to know that my appearance will be just so every day—all of the time."

The NEA Service, Inc. uses Certifieds exclusively. The same reasons that impelled them to use our mats will appeal to you just as much.

It costs you nothing to get acquainted, and NOW is a good time.

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue New York, N. Y.

for wet mat printing with DRY MAT facility — use Certifieds

MADE IN THE U. S. A.

The New York Times Has Installed Its 50th Standardized Intertype



EIGHT years ago, The New York Times made its first installation of Standardized Intertype Composing Machines. From time to time others were added, and on March 1st, 1926, four more Standardized Intertypes were ordered.

The Times now has fifty Intertypes in daily use and each of them standardized and fully interchangeable.

Repeat orders are the best proof of satisfaction. You cannot get real standardization unless you buy an Intertype. No standardized Intertype has ever become obsolete.

Have You Seen This New Dress?

THE TIMES came out recently in a new dress which promptly met with the approval of its readers. THE TIMES was probably the first newspaper to publish the opinions of registered optometrists testifying to the legibility of its columns. The matrices for this face were designed for them by Intertype and are now available to all users of slug-casting machines. Yes, they are cut with WIDE TEETH—hang straight and drop straight.

May we send you specimens of this new face?

Standardized INTERTYPE TRADE MARK

INTERTYPE CORPORATION

1440-A Broadway, New York

Chicago, Memphis, San Francisco, Los Angeles, Boston, London

COMPOSED ON THE INTERTYPE IN CLOISTER OLDSTYLE AND CLOISTER BOLD

MAIL THIS COUPON TODAY!

INTERTYPE CORPORATION, 1440-A BROADWAY, N. Y.

- ☐ Send Intertype "Mixer" Booklet
- ☐ Send Specimen The New York Times Dress.
- ☐ Send Booklet Profit-Making Intertype Features

Name .....

Firm .....

Address .....

ASSOCIATIONS

CANADIAN WEEKLY NEWSPAPERS' ASSOCIATION will hold its annual convention in Quebec City, June 16, 17 and 18, according to arrangement made at a meeting of the directors held in Winnipeg, Feb. 26. Invitations to hold 1927 convention in London, Ont., and Banff, Alta. were received but decision was left in abeyance.

BOSTON (MASS.) PRESS PHOTOGRAPHERS ASSOCIATION held its regular meeting and election of officers at the Hotel Avery last week. The officers elected were: President, James A. Jones of the *Herald;* first vice-president, James Callahan of the *Globe;* second vice-president, Thomas O'Connor of the Globe; treasurer, Morris Fineberg of the *Post;* assistant treasurer, Robson Nelson of the *Advertiser;* secretary, George S. Woodruff of the International Newsreel, and assistant secretary, Donald Robinson of the Advertiser.

SAN FRANCISCO (CAL.) PRESS CLUB will hold its Twenty Year After midnight frolic, commemorative of the stirring events following the earthquake of 1906, Saturday, April 17. This event is annual and is held as closely as possible to the historical date of April 18.

PRESS ASSOCIATION NOTES

D. E. FRANCIS, correspondent of the Associated Press at Wichita, Kan., has been named correspondent at Phoenix, Ariz. He is succeeded by Charles A. Grumich, Jefferson City, Mo.

Glenn Brill, editor of the *Sedalia* (Mo.) *Capital,* has resigned to join the Associated Press in Chicago, effective March 15. Brill was graduated last year from the Missouri School of Journalism.

E. C. Derr, has been promoted from assistant manager to manager of the United Press, Chicago, vice J. T. Kolbert, who has resigned to enter business. Max Buckingham of St. Louis is the new assistant manager.

Elmer Walzer has succeeded Todd Wright as editor of the United Press financial service. Wright resigned to engage in promotion work on a campaign to raise funds to send wounded war veterans to France next year to attend the American Legion Convention in Paris. Walzer has been in the New York bureau of the U. P. for some time. He joined the news agency from the staff of the *Rochester* (N. Y.) *Times-Union.*

J. H. Hearst has been transferred from the Fort Worth bureau of the International News Service to the Des Moines bureau. He has been succeeded in Fort Worth by E. J. Studhatter.

Henry Farrell, sports editor of the United Press, is now making a tour of the Florida baseball camps, and reporting other sporting events occuring in that state.

Miles Vaughn, far eastern manager of the United Press, returned to Tokio this week, following a trip he started last December to appoint correspondents for the U. P. far eastern news report. Correspondents were appointed in Shanghai, Manila, Singapore, Penang, Batavia, and Samarang. C. S. Hirsch has been named Shangai U. P. correspondent, succeeding Burt Kuhn, who died recently. Vaughn represented the U. P. at Kuhn's funeral.

Joseph K. Smith of New York City and H. Price Crowe of St. Louis are recent additions to the foreign department of the United Press in New York.

How Arctic News Will Be Handled

Commander Richard E. Byrd, leader of one of the many Arctic exploration ventures scheduled for this summer, announced this week news of his expedition would be handled largely through the amateur stations of the American Radio Relay League, which would forward them to addresses. Exact schedules of these announcements would be made later, he said. Exclusive rights to the Byrd story have been obtained by the *New York Times* in association with the *St. Louis Post-Dispatch,* and will be syndicated by Current News Features.

WITH THE GENERAL ADVERTISERS

Griner Hotels, Inc., Plan Extensive Use of Newspapers in Ad Drive—Virginia Chamber of Commerce Campaign Reaps Results—Willys-Knight Reaches 25,000,000 Through Papers

PLANS for the extensive use of daily and weekly newspapers throughout the United States in an advertising campaign to be launched within the next few months by Griner Hotels, Inc., for the promotion of its Dixie chain of hotels in Florida, Georgia and other southern states has been announced by D. G. Tinsley, director of advertising for the Griner corporation.

According to Mr. Tinsley, although all classes of mediums are expected to be used, the bulk of the promotion copy outside of hotel trade publications, will be placed in newspapers. Mr. Tinsley stated that present plans contemplate the use of space not only in newspapers circulating in the territory of particular links in the hotel chain. for advertising such individual units but also national advertising in a selected list of large dailies throughout the country of the entire Dixie chain, special attention being given to those papers which maintain travel and resort sections.

All advertising copy in the Griner campaign will be handled direct with the various newspapers by the central advertising office in Jacksonville, of which he is the head, Mr. Tinsley stated.

Mr. Tinsley has worked on many Southern dailies. Prior to going with the Griner corporation, he was for more than a year city editor of the *Jacksonville Journal* and before that assistant city editor of the *Florida Times-Union.* Before coming to Florida he was on the editorial staffs of the *Birmingham Age-Herald,* the *Birmingham News* and other papers and for several years was with the International News Service, having served as assistant bureau manager of that organization's Atlanta office and as bureau manager for over a year of its Kansas City office, having charge of the states of Missouri, Kansas, Texas and Oklahoma. Later he was with the I. N. S. in Chicago and also on the editorial staff of the *Chicago Herald-Examiner.*

Funds subscribed are given on a three-year contract basis by the organizations, assuring the continuance of the work for at least this period. Under the plan worked out by the State Chamber much money will be raised for advertising which has never been diverted to this channel before.

The first campaign placed by the Department of Publicity was spent 100 per cent in the newspapers and the general policy of the future, except where donors specify other mediums, will be to use the newspaper press in preference to other media.

More than 1,000 daily newspapers are to be used by the Willys-Knight company this year, according to a recent announcement of one of the officials of the company. Advertisements will be placed in papers ranging from leading metropolitan journals to small papers in county seats. More than 25,000,000 people are expected to be reached through the campaign. The 1926 campaign is said to be far in excess of the previous large advertising campaigns carried on by the company through the national press.

Forty-one Southern newspapers and about the same number on the Pacific Coast comprise the list being used in the campaign started this year by the American Chicle Company, Long Island City, N. Y., promoting "Dentyne" chewing gum. Robert Hersey, assistant advertising manager, informed EDITOR & PUBLISHER this week. The account is handled by the Newell-Emmett Company New York.

"This product was first advertised in the newspapers on the Pacific Coast last year," Mr. Hersey said. "Very satisfactory gains resulted, which we attribute very largely to the newspaper schedule."

W. O. Rutherford, vice-president in charge of sales, B. F. Goodrich Rubber Company, Akron, O., announced March 1 that L. A. McQueen, advertising manager will become assistant general manager, in charge of all sales, tire division Mr. McQueen will also continue general supervision over all advertising.

J. Henry Nortridge, president of the North Ridge Brush Company, Inc., announces the appointment as sales manager of Charles Bennett, formerly with the Dependable Wholesalers, Inc., New York Mr. Bennett has had fifteen years' experience in advertising and selling in Eastern, Central and Western states.

Net income of Robert Reis & Co. for 1925 amounted to $348,752, all of which was carried forward to the surplus account. In connection with the declaration of a preferred dividend of 1¾ per cent for the first quarter of 1926, Arthur M. Reis, the President, said that the earned surplus of the company was now over $870,000. In 1925, according to the report, 1,700 new accounts were opened.



95 Per Cent Coverage

at one cost in

St. Augustine, Florida

"The Cradle of American History"



Substantial Features About St. Augustine

Oldest City in America.
Most Exclusive Resort City on Atlantic Coast.
Main Offices Florida East Coast Ry.
$100,000,000 in New Developments.
Over Thirty Hotels.
Hundreds of Beautiful Residences.
Many Apartment Houses.
Exceptional Stores and Markets.
High-Class Amusement Houses.
Abundant Pure Water Supply.
Churches of All Denominations.
Excellent Public Schools.
Two Fine Hospitals.
Modern Sewerage System.
Surf and Still-Water Bathing.
Two Famous Golf Courses.
Miles of Paved Streets.
Magnificent Scenic Drives.
Home of The St. Augustine Record, published evenings and Sunday morning, giving 95 per cent coverage of homes in the city.

THE Chamber of Commerce and the City Government place the number of families in St. Augustine at 3,753.

In arriving at the number of families in St. Augustine, the Chamber of Commerce estimated the homes and apartments at 3,371. Many of these are occupied by two families.

The average paid daily and Sunday CITY CIRCULATION of the St. Augustine Record has now reached 3,232.

This means the St. Augustine Record is read by 3,232 out of 3,753 families in St. Augustine, or by 86 per cent of the families, and in

95 Per Cent of the Homes of the City

Advertising rates are based on circulation, and there is NO SUBSTITUTE FOR CIRCULATION.

"Of and for St. Augustine since 1894"

St. Augustine Record

Evening and Sunday

HERBERT FELKEL, *Vice-Pres. and Editor* J. H. TURNER, *Advertising Manager*

ROBERT E. WARD, Inc., National Advertising Representatives

501 Fifth Avenue, NEW YORK 5 S. Wabash Avenue, CHICAGO

WHAT'S WHAT IN THE FEATURE FIELD

375 Newspapers Taking NEA Service, Inc., Prohibition Poll—Star Newspaper Service Reporting Gold Rush—Syndicate Association to Meet April 17

MORE than 375 newspapers are taking a poll of the prohibition law, under the auspices of NEA Service, Inc. The newspapers on the list are claimed to embrace a territory with a population of more than 35,000,000.

The ballot seeks votes either in favor, repeal, or modification of the Prohibition Amendment.

The *New York World*, the Manhattan daily of the group, began the poll this week, with the ballots being printed Wednesday, Thursday and Friday. A string of 145 newspapers previously started their local poll. The territory covered by these newspapers has a population of 15,103,812. The combined circulation is 2,736,193, and by Tuesday evening they had received 300,000 ballots.

The *Toronto Star* obtained first stories exclusively on the rush to the Red Lake gold district. They sent a staff man, E. Paul Reading, to Red Lake by dog team, and his first dispatch was sent out in the same way. More dispatches followed. They are being distributed in the United States and Canada by the Star Newspaper Service, the syndicate department of the Toronto Star, in co-operation with the North American Newspaper Alliance.

Until this week there was no way of reaching the Red Lake field except by dog team. On March 3, however, a second Toronto Star correspondent, W. J. Scott, made the first aerial trip to the new gold field with J. V. Elliott, who is establishing air mail, freight, and passenger route.

E. Paul Reading has had 15 years' newspaper experience, including five years in China with Reuters. He was with the Strathcona Horse in the war and was wounded.

The Association of Newspaper Syndicates will hold a meeting in New York April 17, H. H. McClure, secretary, announced this week. David Lawrence, president of Current News Features, Inc., is association president. The group was organized last August for "common protection and promotion." Then George Matthew Adams, head of the George Matthew Adams Service, Inc., New York, was named vice-president, and Thomas W. Gerber, United Features Syndicate, treasurer. Mr. Gerber has since left the syndicate field to return to the sales staff of the United Press.

Another syndicate meeting scheduled for next month in New York is that of Associated Newspapers, which will hold its regular annual sessions at the Waldorf Astoria, April 22. It is a membership feature organization, claiming now about 45 newspaper members. W. O. Taylor, *Boston Globe*, is vice-president and acting president. A successor is to be chosen to the late Victor F. Lawson, *Chicago Daily News* publisher, who was president and one of the founders. W. L. McLean, *Philadelphia Bulletin*, is secretary-treasurer, and H. H. McClure, manager.

William Jennings Bryan earned $1,342.86 royalties from the Republic Syndicate, New York, according to an appraisal of the estate filed in the Miami, Fla., county court, March 5.

A series of 10 weekly cartoons entitled "Charleston Charlie," and signed by "Willmarth & Hays," is a new feature added to the regular mat copy of the Electricaster Service, Inc., Omaha, Neb. Another new contributor is Miss May Wilmoth, New York, writing a "Kiddie Korner."

"Living Inventions" is the title of a new Science Service daily feature written by Gaylord Johnson, author of the "Star People" and the "Sky Movies." The articles are illustrated with one-column pen and ink drawings by Mr. Johnson.

Charles E. Brown, formerly with the McClure Newspaper Syndicate, Wheeler Syndicate, Bell Syndicate and Readers' Syndicate, is now connected with the Cosmos Newspaper Syndicate, Inc., as assistant general manager.

John Dille, president of the National Newspaper Service, Chicago, has announced a new serial by Idah McGlone Gibson, entitled "The Love Trap."

Hallie Jenkins has been appointed middle western sales representative of Science Service, Inc., with headquarters at 1016 Central Avenue, Kansas City, Mo. She was on the staffs of the *Kansas City Kansan* and the *Emporia Gazette*.

Three new artists, J. Griffin, D. W. Duncan, J. Navoni, have signed contracts with Wheeler-Nicholson, Inc., and are working on three new features to be announced later.

Herbert Corey has returned from a trip to Europe and has resumed his "Manhattan Days and Nights," a daily New York life column written for Associated Newspapers. While on the Continent he wrote a series of travel articles.

"Why the Weather," Science Service feature explaining the weather and its causes, is now being mailed daily from Washington instead of weekly. Dr. Charles F. Brooks, professor of meteorology at Clark University, Worcester, Mass., the author, is spending three weeks at the headquarters of the U. S. Weather Bureau in Washington in co-operative research upon weather prediction.

Dr. Arthur Dean, author of "Your Boy and Your Girl," a feature issued by the National Newspaper Service, Chicago, has just completed a lecture tour for the Booth papers in Michigan.

The first radio program service by telegraph has been established by Audio Service, Chicago, as part of its service. Bulletins on late programs are being sent without extra charge to subscribers. Among the recent programs "covered" in this manner were the Congressional Wet vs. Dry debates, the broadcasting of the Moscow Musical Art Studio, the Associated Collegiate Glee Club concert and "The Miracle."

H. I. Phillips, writer of "The Once Over" and "The Sun Dial" columns, returned to New York this week from a three weeks' trip to Florida and Cuba. His work is handled by Associated Newspapers.

Andrew C. Miller, of Toronto, head of the Miller Newspaper Syndicate in Toronto, with Mrs. Miller, was a recent visitor to Richmond and were the guests of Frank D. Woodworth, telegraph editor of the *Times-Dispatch*, and Mrs. Woodworth. Mr. Miller is a veteran of the Boer War, having served with the Canadian troops in Lord Strathcona's Horse in South Africa.

Florida ought to remember that if she didn't lure rich Americans to her shores they would have to go to France and Italy and help pay back the money we lent in war time.—*New York Herald Tribune*.

ADDRESSES WANTED

Paul Newman

M. H. Barton

ADVERTISING AGENCY AFFAIRS

Sir Charles Higham to Arrive in New York April 5—Edmund D. Wood, Elected President Cole-MacDonald-Wood—Capehart-Carey Corporation Opens New England Branch

SIR CHARLES HIGHAM, head of Charles F. Higham Limited, London advertising agency, with Gerald Kingsley, chairman of the India Tea Association, will arrive in this country about April 5 on the S. S. *Leviathan*. Soon after his arrival he will be entertained by the Advertising Club of New York, and the Poor Richard Club of Philadelphia, according to present plans.

Sir Charles' engagements follow: Brooklyn Chamber of Commerce luncheon speech, April 9; Washington, April 11-12-13; Advertising Club of Baltimore speech, April 14; New York, April 14-18; Cleveland, April 19; Pittsburgh Advertising Club speech, April 20. He will also visit Detroit and Cincinnati.

"The increase in the sale of British Teas in the United States is about fourfold over what it was when I first started my newspaper campaign in your country, and further the whole of the results of this campaign have come from newspaper advertising," Sir Charles stated.

Edmund D. Wood, vice-president of Cole-MacDonald-Wood, Inc., Detroit advertising agency, has been elected president of the company. Prior to the formation of the agency, Mr. Wood served for 15 years as a sales and advertising executive in the automotive industry and also national advertising agencies.

Arthur W. Ramsdell, for the past two years director of research and an account executive with the Campbell-Ewald Company, has joined the agency as vice-president and general manager. Another addition to the Cole-MacDonald-Wood forces is Lee Thompson, assistant advertising manager of the Truscon Steel Company, Youngstown, O., and formerly advertising manager of the Larrowe Milling Company of Detroit.

F. H. Clark, has rejoined the Botsford-Constantine Company as art director. He will have his headquarters in Portland. He has been drawing advertisement illustrations in Chicago.

The Capehart-Carey Corporation of New York has opened a New England branch at 120 Boylston street, Boston. Messrs. Paul H. Hines and Victor B. Klefbeck will have charge of this office, both of whom are well-known in newspaper work. Hines has served as reporter and news editor on the *Boston Post*, *Boston Herald* and the *Lincoln* (Neb.) *Daily Star*. Klefbeck has been on the *Boston Traveler*, *Boston Herald* and *Boston American*.

The Herbert B. Carpenter Advertising Agency, Dallas, has been changed to the Carpenter-Rogers Company, advertising, merchandising and business counselors. President Carpenter of the firm announced H. A. Rogers as a member. Rogers for several years has been sales and advertising manager of the Davis Hat Company, and previously was with the Southwestern Advertising Agency. Carpenter-Rogers Company has offices at 513-17 Santa Fe building.

COOLIDGE IS GUEST OF NEWS WRITERS

White House Correspondents Association Gives Dinner In Honor of Chief Executive—Nevin Succeeds Durno as President

President Coolidge was the principal guest of honor at the annual banquet of the White House Correspondents' Association at the Mayflower Hotel, March 5. The cloture rule was in force throughout the evening and the only exception to this was in the case of the President.

The Executive had been informed previous to his remarks that the now famous White House spokesman was not invited and that there was to be no report of what he said. As a result the President talked freely and intimately.

George E. Durno of the International News Service, the retiring president of the association, opened the dinner, after which he turned the gavel over to John Edwin Nevin of the *Washington Post*, newly elected president. The entertainment presented during the evening was directed by J. Russell Young of the *Evening Star*, as ringmaster, assisted by Kirk Miller of the *Times*.

The real feature of the entertainment program was a brief skit, in which the White House spokesman played the leading role, and which concluded with a song rendered by George H. O'Connor accompanied by Matt Horne at the piano and a specially written song, which expressed the correspondents' hope that the President again would establish the Summer White House at Swampscott, Mass.

Other prominent guests present were Postmaster General New, Secretary of Commerce Hoover, Nicholas Longworth, Speaker of the House; Frank W. Stearns of Boston, Representative Sol Bloom of New York, Everett Sanders, secretary to the President; John H. Bartlett, First Assistant Postmaster General; Edward T. Clark, personal secretary to the President; Rudolph Forster, executive officer of the White House; F. Stewart Crawford, chief clerk of the White House; Capt. Adolphus Andrews, commander of the presidential yacht Mayflower; Maj. James F. Coupal, the President's personal physician, and Comdr. Joel T. Boone, medical officer of the yacht Mayflower.

Others present were officers, members and guests of the association.

Editors, Journalism Instructors

Secrets of Newspaper Reporting

By BEN J. COPE

Will help any staff or class. A manual of *what to do.*

Send for sample copy gratis.

302 Haas-Howell Building ATLANTA, GA.



The new three-story and basement plant of The Pittsburgh Press now being erected will stand on footings designed to carry five additional floors also of 38,400 square feet each. The pressroom is to be on the first floor. Provision has been made for future installations which eventually will consist of three rows of 16 presses each, or a total battery of 48 units. A complete account of this new plant appears on page 18 of the Editor & Publisher for February 20, 1926.

28

Goss High Speed Low Construction Press Units

with 7 pairs of Goss Folders

Also

Goss 10-cylinder Multi-Color Press

for the

PITTSBURGH PRESS

FOR more than a quarter of a century, THE PITTSBURGH PRESS has used Goss Presses. The fact is a significant one that, when it came to selecting presses for their new 2000,000 plant, the choice was unanimously Goss.

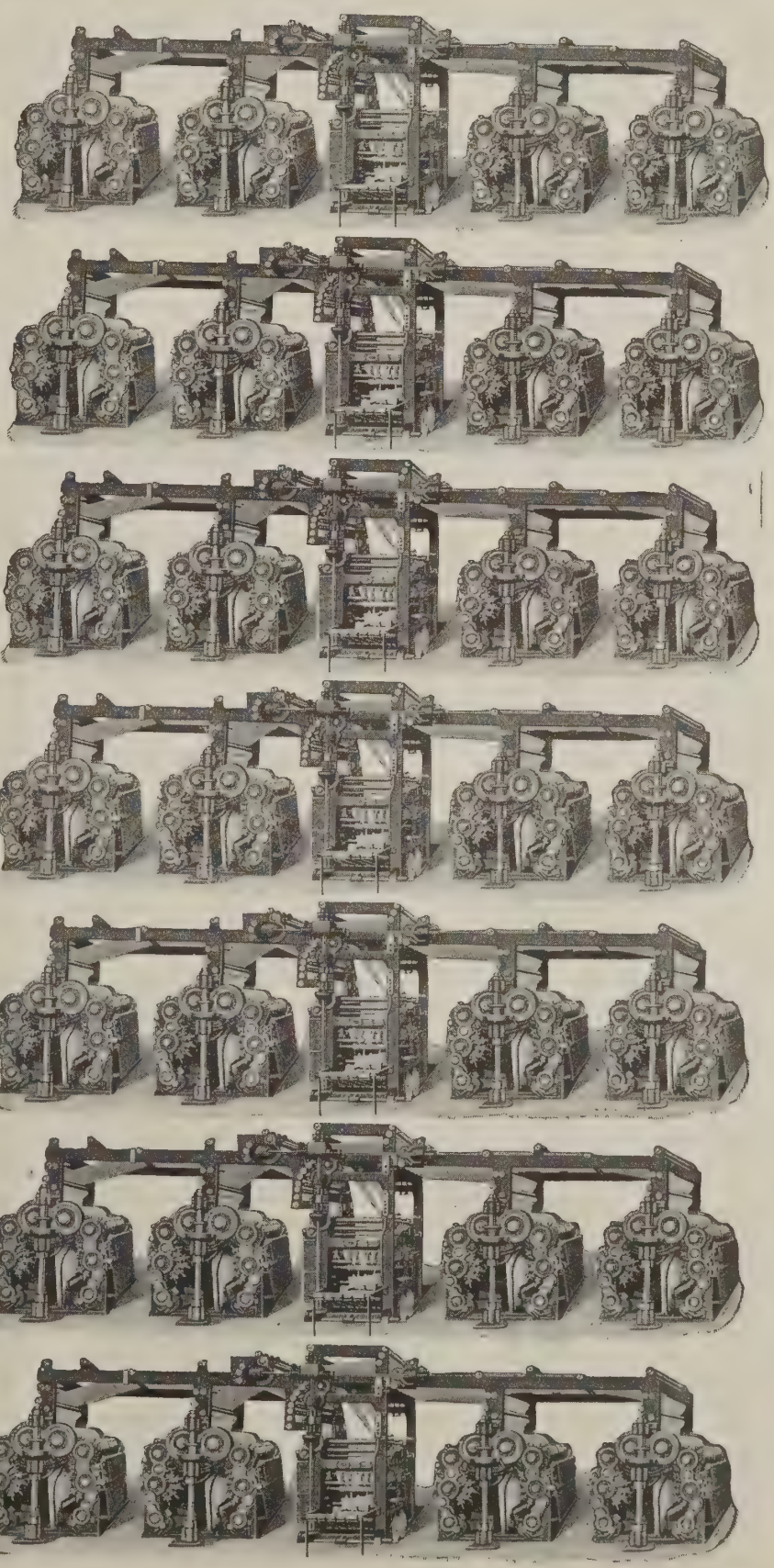
The PRESS has honored Goss with one of the world's largest orders for newspaper presses. In return, the PRESS is to have the world's finest press equipment, to produce hourly 157,000 papers of 64 pages each printed, folded, counted and delivered to the mail room in any desired number of sections.

Goss Presses are the choice of successful publishers everywhere. Write for catalog and further particulars.

THE GOSS PRINTING PRESS CO. · CHICAGO

The Goss Printing Press Company of England, Ltd., London
Messrs. Edwards Dunlop Company, Ltd., Sydney, Sole Australian Agent

GOSS STRAIGHT LINE GOSS HIGH SPEED



EDITOR & PUBLISHER ANNUAL LINAGE TABULATION

(*Continued from page 28*)

City	Paper	Published	Total Linage	National	Local	Classified
Cheyenne, Wyo.	*State Tribune-Leader*	(e)	1,853,054	580,580	1,089,774	182,700
	Sunday ed	(s)	646,674	214,774	373,660	58,240
	Total	(es)	2,499,728	795,354	1,463,434	240,940
Connellsville, Pa.	*Courier*	(e)	4,299,190	654,108	3,346,266	298,816
Enid, Okla.	Eagle & *News*	(me)	5,525,492	1,305,682	2,993,410	*1,226,400
	(*Classified includes legal)					
Eugene, Ore.	Register	(ms)	4,384,724	690,810	3,038,896	655,018
Eureka, Cal.	Humboldt Times	(ms)	4,753,238	773,766	2,897,552	1,081,920
Fort Collins	*Express-Courier*	(e)	2,177,060*	286,374	1,566,306	238,808
	Sunday ed	(s)	931,616*	176,374	644,644	67,326
	Total	(es)	3,108,676*	466,748	2,210,950	305,634
	(*Total includes Legal, 86,072 lines daily; 23,268 lines Sunday)					
Gardner, Mass.	*News*	(e)	4,312,804	446,208	3,610,236	256,360
Grand Forks, N. D.	Herald	(mes)	3,049,849	865,168	2,000,838	183,843
Hibbing, Minn.	*Tribune*	(e)	2,680,234	168,000	2,302,234	210,000
Ironwood, Mich.	*Globe*	(e)	3,296,300	412,300	2,800,000	84,000
Marietta, O.	*Times*	(e)	2,456,538	510,062	1,614,718	331,758
	Sunday ed	(s)	605,570	152,698	395,738	57,134
	Total	(es)	3,062,108	662,760	2,010,456	388,892
Massillon, O.	*Independent*	(e)	6,516,459	704,304	5,368,789	443,366
Meadville, Pa.	Tribune-Republican	(me)	4,529,146	628,488	3,753,456	147,182
Michigan City	*News*	(e)	2,976,204	490,168	2,172,464	313,572
Michigan City	*Dispatch*	(e)	1,954,358	184,128	1,600,424	169,806
Modesto	News-Herald	(mes)	4,855,438*	694,148	3,047,856	851,832
	(*Total includes 237,356 lines legal)					
Mount Carmel, Pa.	*Item*	(e)	2,151,432	511,311	1,543,346	96,780
Muscatine, Ia.	*Journal & News-Tribune*	(e)	3,319,088	669,900	2,459,530	189,658
Newburyport, Mass.	*News*	(e)	3,147,360	549,472	2,597,888*	.....
	(*Local includes classified)					
Parsons, Kan.	*Sun*	(e)	3,158,148	567,294	2,412,816	178,038
Pittsburg, Kan.	*Headlight*	(e)	4,091,094	681,450	3,142,566	267,078
Pocatello, Idaho.	*Tribune*	(e)	2,842,980	505,344	1,676,696	660,940
	Sunday ed	(s)	915,502	145,600	672,546	97,356
	Total	(es)	3,758,482	650,944	2,349,242	758,296
Ponca City, Okla.	*News*	(es)	3,011,368	313,502	2,352,220	345,646
Rutland, Vt.	*Herald*	(m)	4,302,448	919,388	3,252,020	131,040
St. Cloud	*Journal-Press*	(e)	2,069,466	336,672	1,514,352	218,442
St. Cloud, Minn.	*Times*	(e)	1,927,156	460,488	1,316,560	150,108
Salina, Kan.	*Journal*	(e)	4,113,230	777,028	3,010,840	325,362
Salisbury, N. C.	*Post*	(es)	3,481,913	840,308	2,053,366	624,239
Southbridge, Mass.	*News*	(e)	1,488,190	281,900	1,098,840	107,450
Suffolk, Va.	*News*	(e)	826,302	281,651	560,651	84,000
Sunbury, Pa.	*Item*	(e)	2,675,464	580,972	1,912,628	181,874
Uniontown, Pa.	Herald	(m)	7,043,400	.....	.....	.....
	Genius	(e)	5,235,720	.....	.....	.....
Walla Walla, Wash.	*Bulletin*	(e)	3,257,576	782,726	2,165,940	308,910
	Sunday ed	(s)	1,071,938	226,086	784,574	61,278
	Total	(es)	4,329,514	1,008,812	2,950,514	370,188
	Herald	(m)	2,915,706	412,174	2,142,154	310,674
Yakima, Wash.	Sunday ed	(s)	1,525,584	379,078	973,910	172,606
	Total	(ms)	4,441,290	791,252	3,116,064	483,280
Yakima, Wash.	*Republic*	(e)	4,894,624	895,160	3,433,808	516,726

NEWSPAPERS IN CITIES OF 10,000 TO 14,999 POPULATION

Adrian, Mich.	*Telegram*	(e)	3,923,220	742,944	2,662,590	527,636
Albany, Ga.	*Herald*	(e)	4,065,726	736,792	2,959,236	369,698
Alpena, Mich.	*News*	(e)	3,120,824	438,732	2,367,260	314,832
Ardmore, Okla.	Press	(m)	2,054,262	.....	.....	.....
Arkansas City, Kan.	*Traveler*	(e)	3,628,870	419,790	3,027,192	181,888
Ashland, Ky.	*Independent*	(es)	4,899,998	600,726	3,842,942	456,330
Astoria, Ore.	*Budget*	(e)	6,084,764	418,488	1,987,874	636,020
Beaver Falls, Pa.	*Tribune*	(e)	4,673,046	552,790	3,766,966	353,280
Boone, Ia.	*New-Republican*	(e)	2,204,692	431,354	1,692,390	80,948
Bristow, Okla.	*Record*	(e)	1,036,282	185,417	780,361	70,504
Cambridge, O.	*Jeffersonian*	(e)	2,198,779	555,170	1,415,917	227,692
Canton, Ill.	*Ledger*	(e)	1,863,015	452,963	1,284,871	125,181
Carthage, Mo.	*Press*	(e)	2,169,048	.....	.....	.....
Charlottesville, Va.	*Progress*	(e)	3,818,482	556,762	3,105,228	156,492
Coffeyville, Kan.	*Journal*	(e)	2,990,352	610,730	2,065,868	313,754
Columbia, Mo.	*Missourian*	(e)	2,105,464	308,224	1,699,872	97,368
Columbia, Mo.	*Tribune*	(e)	2,609,202	387,982	1,977,836	223,384
Corpus Christi, Tex.	Caller	(ms)	3,033,175	640,001	1,767,854	625,320
Cortland, N. Y.	*Standard*	(e)	3,412,668	528,500	2,599,128	285,040
De Land, Fla.	*News*	(e)	3,418,210	854,552	2,538,021	25,637
Dover, O.	*Reporter*	(e)	3,026,420	467,250	2,254,854	304,316
Emporia, Kan.	*Gazette*	(e)	4,347,658	.....	.....	.....
Escanaba, Mich.	Press	(ms)	3,205,216	.....	.....	.....
Ft. Madison, Ia.	*Democrat*	(e)	2,941,535	525,075	2,377,279	39,181
Glendale, Cal.	*News*	(e)	5,788,524	4,405,758		1,382,766
Grand Islands, Neb.	*Independent*	(e)	3,706,962	737,072	.....	.....
Hastings, Neb.	*Tribune*	(e)	2,474,598	745,010	1,479,380	250,[illegible]
Huntington, Ind.	Press	(ms)	3,320,474	302,400	2,763,726	254,[illegible]
Huron, S. D.	*Huronite*	(e)	2,481,598	446,866	2,034,732	140,[illegible]
Independence, Mo.	*Examiner*	(e)	2,770,712	229,180	2,032,380	509,[illegible]
Iowa City	*Press-Citizen*	(e)	2,899,414	641,074	2,028,992	229,[illegible]
Keene, N. H.	*Sentinel*	(e)	4,113,004	605,920	3,307,290	199,[illegible]
Kinston, N. C.	*Free Press*	(e)	2,196,922	347,130	1,768,480	81,[illegible]
Lawrence, Kan.	*Journal-World*	(e)	3,650,836	668,346	2,982,490*	.....
	(*Local includes classified)					
Long Branch, N. J.	*Record*	(e)	5,182,268	802,217	3,672,417	707,[illegible]
Longview, Wash.	*News*	(e)	2,371,503	274,593	2,096,910	300,[illegible]
McAlester, Okla.	*News-Capital*	(e)	2,537,343	494,107	1,811,916	231,[illegible]
Marinette, Wis.	*Eagle-Star*	(e)	2,561,313	462,350	2,039,212	59,[illegible]
Marquette, Mich.	Mining Journal	(m)	3,919,272	648,746	3,031,924	238,[illegible]
Martins Ferry, O.	*Times*	(e)	3,640,000	767,084	2,656,812	216,[illegible]
Moberly, Mo.	*Monitor-Index*	(e)	2,263,548	545,650	1,514,954	202,[illegible]
Morristown, N. J.	*Record*	(e)	4,048,030	726,838	3,051,594	269,[illegible]
Mt. Clemens, Mich.	*Leader*	(e)	2,598,974	.....	.....	.....
New Kensington, Pa.	*Dispatch*	(e)	4,867,000	240,014	4,117,366	509,[illegible]
New Philadelphia, O.	*Times*	(e)	2,854,600	469,854	2,121,826	262,[illegible]
Norfolk, Neb.	*News*	(e)	2,496,130	594,468	1,618,106	283,[illegible]
Olympia, Wash.	Olympian	(ms)	1,484,896	160,202	1,091,216	233,[illegible]
Olympia, Wash.	*Recorder*	(e)	2,197,580	477,274	1,529,150	191,[illegible]
Oneonta, N. Y.	Star	(m)	2,915,336	530,898	2,154,544	229,[illegible]
Ottawa, Kan.	*Herald*	(e)	3,546,400	509,222	3,037,178*	.....
	(*Local includes classified)					
Owosso, Mich.	*Argus-Press*	(e)	4,122,043	723,800	3,237,836	160,[illegible]
Painesville, O.	*Telegraph*	(e)	3,378,176	378,350	2,769,872	229,[illegible]
Palo Alto	*Times*	(e)	3,991,610	340,578	3,109,988	541,[illegible]
Plattsburgh, N. Y.	*Republican*	(m)	1,734,120	553,400	1,180,720	.....
Port Jervis, N.Y.	*Union-Gazette*	(e)	2,108,680	.....	.....	.....
Reno, Nev.	*Gazette*	(e)	3,614,128	921,116	2,395,512	297,[illegible]
Reno, Nev.	State Journal	(m)	2,095,716	784,126	1,021,538	290,[illegible]
	Sunday ed.	(s)	797,048	196,434	540,536	60,[illegible]
	Total	(ms)	2,892,764	980,560	1,562,174	350,[illegible]
Rome, Ga.	*News-Tribune*	(e)	1,897,462	452,144	1,279,866	165,[illegible]
	Sunday ed.	(s)	974,246	103,418	819,644	51,[illegible]
	Total	(es)	2,871,708	555,562	2,099,510	216,[illegible]
San Angelo, Tex.	*Standard*	(es)	4,346,398	535,710	3,534,622	276,[illegible]
San Pedro, Cal.	*Pilot*	(e)	3,468,052	459,648	2,613,562	394,[illegible]

(*Continued on page 44*)

The DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

A

2,000,000

line gain in 1925

Local advertising gained 1,301,174

National advertising gained 338,632

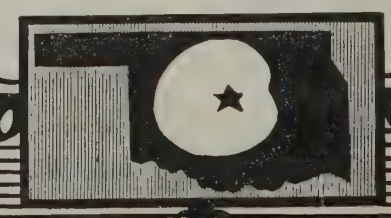
Classified advertising gained 407,498

TOTAL—17,796,604 lines.

ONE ECONOMICAL COMBINATION RATE

Represented by E. KATZ Special Advertising Agency

New York Chicago Kansas City Detroit Atlanta San Francisco



16,608,074
Lines of Advertising During 1925

—1,837,080 more lines than in 1924

DURING the last decade, the advertising volume of The Detroit Free Press has more than doubled—its circulation has nearly trebled.

A little over one decade ago, The Free Press erected its own ten-story building in the heart of downtown Detroit which was deemed sufficient to care for growth over at least a quarter century. In 1925 it occupied a splendid new block-long structure on Lafayette Boulevard, Detroit, erected at a cost exceeding $6,000,000.

These notes on progress clearly bespeak the ever-renewed confidence of the people and the merchants of Detroit, as well as the advertisers of the nation in one of America's oldest newspapers—The Detroit Free Press—the only morning paper in a city of 1,500,000.

LEADERSHIP
in buying power classifications

During 1925, in all those classifications denoting purchasing ability, The Free Press led all other Detroit newspapers in the volume of advertising carried. These classifications with the advertising lineage carried are shown below.

	lines
Motor Cars	815,036
Books and Publishers	401,341
Builders and Supplies	408,844
Financial	1,248,002
Office Supplies	95,885
Railroads and Travel	165,401
Real Estate	1,220,417
Resorts	61,494
Steamships	239,213

Starts the Day in DETROIT

The Detroit Free Press

VERREE & CONKLIN, INC., National Representatives

New York Chicago Detroit San Francisco

EDITOR & PUBLISHER ANNUAL LINAGE TABULATION

(*Continued from page 42*)

City	Paper	Published	Total Linage	National	Local	Classified
Sapulpa, Okla.	Times	(ms)	2,998,039	267,159	2,621,129	109,751
Sheridan, Wyo.	*Post-Enterprise*	(e)	1,416,128	348,782	1,067,346	.....
	Sunday ed.	(s)	770,462	143,080	627,382	.....
	Total	(es)	2,186,690	491,862	1,694,728	82,996
Staunton, Va.	*Leader* & News Leader	(mes)	2,643,160	529,888	2,113,272	.....
Stevens Point, Wis.	*Journal*	(e)	2,475,862	480,000	1,909,222	86,640
Waterville, Me.	Sentinel	(m)	2,822,064	796,866	1,702,456	322,742
Waukesha, Wis.	*Freeman*	(e)	1,444,030	330,932	1,113,098	.....
Webster, Mass.	*Times*	(e)	1,470,987	168,251	1,218,231	84,504
Wenatchee, Wash.	*World*	(e)	4,233,194	914,221	2,596,440	722,533
West Chester, Pa.	*News*	(e)	3,327,530	801,339	1,656,466	869,725
Winfield, Kan.	*Courier & Free Press*	(e)	3,415,888	324,086	2,831,402	260,400
Xenia, O.	Gazette-Republican	(me)	2,153,562	520,198	1,518,858	114,506

NEWSPAPERS IN CITIES OF 5,000 TO 9,999 POPULATION

Abilene, Kan.	*Reflector*	(e)	1,921,920	.....	.....	.....
Ada, Okla.	*News*	(e)	1,390,414	221,774	1,032,102	146,538
	Sunday ed.	(s)	597,080	113,456	452,284	31,346
	Total	(es)	1,987,494	335,230	1,484,386	177,884
Albany, Ore.	*Democrat-Herald*	(e)	2,089,335	459,046	1,564,542	65,749
Albion, Mich.	*Recorder*	(e)	2,284,520	333,438	1,782,254	59,136
Alva, Okla.	*Review-Courier*	(e)	854,000	251,300	602,700	150,000
Ames, Iowa	*Tribune*	(e)	1,719,676	214,316	1,354,580	150,780
Belvidere, Ill.	*Republican*	(e)	2,347,464	285,950	1,832,586	228,928
Bend, Ore.	*Bulletin*	(e)	2,173,864	344,820	1,654,864	174,874
Bismarck, N. D.	*Tribune*	(e)	2,304,438	612,654	1,513,092	178,892
Bozeman, Mont.	Chronicle	(m)	2,117,922	279,372	1,685,670	152,880
Brawley, Cal.	*News*	(e)	2,165,494	.....	.....	.....
Brattleboro, Vt.	*Reformer*	(e)	3,279,626	656,936	2,622,690	.....
Brenham, Tex.	*Banner-Press*	(e)	1,304,758	.....	.....	.....
Canandaigua, N. Y.	*Messenger*	(e)	2,064,328	252,574	1,511,818	299,936
Cedar Falls, Ia.	*Record*	(e)	1,035,288	315,630	684,432	35,126
Centerville, Ia.	*Iowegian & Citizen*	(e)	2,563,692	544,206	1,869,000	150,486
Centralia, Wash.	*Chronicle*	(e)	2,959,667	579,618	2,173,164	206,885
Cheboygan, Mich.	*Tribune*	(e)	1,907,663	377,451	1,551,180	19,032
Claremont, N. H.	*Eagle*	(e)	2,025,803	175,056	1,760,244	90,503
Clarksville, Tenn.	*Leaf-Chronicle*	(e)	2,007,705	285,012	1,596,735	125,958
Clearwater, Fla.	*Sun*	(e)	7,005,908	340,368	6,228,726	289,282
Clifton Forge, Va.	*Review*	(e)	1,258,236	213,906	970,228	74,102
Colton, Cal.	*Courier*	(e)	1,611,449	523,721	966,869	120,858
Commerce, Tex.	*Journal*	(e)	1,567,520	131,460	1,358,420	77,640
Concord, N. C.	*Tribune*	(e)	2,770,376	.....	.....	.....
Conneaut, O.	*News-Herald*	(e)	2,317,370	356,748	1,770,622	190,000
Cordele, Ga.	*Dispatch*	(e)	2,184,000	.....	.....	.....
Corry, Pa.	*Journal*	(e)	2,610,678	264,950	2,173,248	172,480
Corvallis, Ore.	*Gazette-Times*	(e)	2,082,640	403,368	1,331,064	348,208
Crookston, Minn.	*Times*	(e)	1,164,394	308,798	695,800	159,796
Covington, Va.	*Virginian*	(e)	1,660,120	360,000	1,157,824	142,296
Delaware, O.	*Gazette*	(e)	3,067,736	.....	.....	.....
Dodge City, Kan.	*Globe*	(e)	2,030,336	363,237	1,338,911	328,188
Dowagiac, Mich.	*News*	(e)	1,675,900	442,918	1,118,544	114,338
East Palestine, Ohio	*Leader*	(e)	930,000	100,000	800,000	30,000
Edwardsville	*Intelligencer*	(e)	1,019,970	175,700	844,270	.....
El Centro, Cal.	*Imperial Valley Press*	(e)	2,009,252	462,965	1,343,679	202,608
Elizabeth City, N. C.	*Advance*	(e)	1,606,878	.....	.....	.....
Fostoria, O.	*Review*	(e)	2,070,642	.....	.....	.....
Franklin, Pa.	*News-Herald*	(e)	5,469,528	630,250	4,720,338	128,940
Fremont, Neb.	*Tribune*	(e)	2,779,847	484,526	2,020,767	274,554
Fulton, Mo.	*Gazette*	(e)	1,026,816	110,110	916,706	.....
Gallipolis, O.	*Tribune*	(e)	1,946,109	206,976	1,704,624	34,496
Greenville, Mich.	*Independent Daily News*	(e)	1,359,764	166,208	1,193,556	45,640
Griffin, Ga.	*News*	(e)	2,823,206	388,000	2,435,206	.....
Hancock	*Copper Journal*	(e)	2,306,350	210,154	1,908,676	187,520
Hanford, Cal.	Journal	(ms)	1,865,962	249 494	1,516,468	151,900
Harrisonburg, Va.	News-Record	(m)	2,743,244	523,334	2,108,162	111,748
Hartford City, Ind.	*News*	(e)	1,484,770	212,499	1,181,782	90,489
Henderson, N. C.	*Dispatch*	(e)	1,764,187	201,838	1,481,539	80,180
Iola, Kan.	*Register*	(e)	2,032,324	381,572	1,434,944	215,908
Ionia, Mich.	*Sentinel-Standard*	(e)	1,994,436	462,490	1,422,652	109,284
Iron Mountain, Mich.	*News*	(e)	4,412,282	531,650	3,832,336	48,296
Jamestown, N. D.	*Sun*	(e)	2,103,197	372,993	1,730,204	.....
Kendallville, Ind.	*News-Sun*	(e)	1,809,764	331,420	1,312,192	166,152
Kirksville, Mo.	*Express & News*	(es)	1,672,424	299,488	1,114,216	258,720
Kittanning, Pa.	*Simpson's Leader-Times*	(e)	2,620,234	.....	.....	.....
Klamath Falls, Ore.	*Herald*	(e)	2,323,230	438,582	1,640,193	235,4
La Grande, Ore.	*Observer*	(e)	2,882,292*	431,830	2,316,342	81,6
	(*Total includes 52,934 lines legal)					
Lebanon, Ind.	*Reporter*	(e)	3,351,418	919,212	2,418,347	13,9
Lewistown, Mont.	Democrat-News	(ms)	3,001,762	1,030,048	1,596,978	374,5
Livingston, Mont.	Enterprise	(ms)	2,116,562	327,600	1,701,602	87,3
Ludington, Mich.	*News*	(e)	1,403,604	314,048	986,446	103,1
	Sunday ed.	(s)	536,606	97,342	402,388	36,5
	Total	(es)	1,940,210	411,490	1,388,834	139,5
Madisonville, Ky.	*Messenger*	(e)	1,519,168	396,592	965,328	157,3
Mandan, N. D.	*Pioneer*	(e)	1,263,717	235,681	1,009,128	18,3
Manistee, Mich.	*News-Advocate*	(e)	1,907,059	450,590	1,376,123	80,5
Marysville, Cal.	*Democrat*	(e)	2,277,620	455,979	1,821,651	.....
Medford, Ore.	*Mail-Tribune*	(e)	2,948,182	572,106	2,214,058	142,8
	Sunday Sun	(s)	760,052	239,488	512,048	8,6
	Total	(es)	3,708,234	811,694	2,726,106	150,4
Mexico, Mo.	*Ledger*	(e)	1,396,576	25,000	1,305,846	65,0
Miami, Okla.	*News-Record*	(es)	2,101,131	528,657	1,513,960	58,4
Milton, Pa.	*Standard*	(e)	1,426,914	.....	.....	.....
Mitchell, S. D.	*Republican*	(e)	3,475,262	645,764	1,993,432	836,6
Monroe, Wis.	*Times*	(e)	1,664,509	255,437	1,360,688	48,4
Mt. Vernon, Wash.	*Herald*	(e)	1,358,000	336,000	784,000	238,0
Moultrie, Ga.	*Observer*	(e)	3,018,288	211,463	2,807,825	496,1
Newton, Ia.	*News*	(e)	2,779,686	319,634	2,328,382	131,0
Newton, Kan.	*Kansan-Republican*	(e)	2,404,682	244,762	2,038,610	121,0
Niles, Mich.	*Star*	(e)	2,471,462	416,430	1,791,636	263,6
Oelwein, Ia.	*Register*	(e)	1,388,946	402,178	945,140	41,8
Orange, Cal.	*News*	(e)	2,633,400	210,000	2,108,400	315,0
Oregon City, Ore.	Enterprise	(ms)	1,576,302	202,496	1,090,264	283,2
Petaluma, Cal.	*Argus*	(e)	4,240,800	.....	.....	108,0
Petoskey, Mich.	*News*	(e)	2,005,318	559,699	1,205,964	139,5
Port Angeles, Wash.	*News*	(e)	2,391,200	222,148	1,599,052	570,0
Porterville, Cal.	*Recorder*	(e)	2,538,016	336,742	1,982,092	119,2
Pratt, Kan.	*Tribune*	(e)	1,047,396	124,330	901,432	21,4
Princeton, Ind.	*Democrat*	(e)	2,402,400	655,200	1,528,800	218,0
Rhinelander, Wis.	*News*	(e)	1,890,344	404,376	1,438,850	47,8
Rock Hill, S. C.	*Herald*	(e)	2,338,000	266,728	1,979,922	91,0
Rushville, Ind.	*Republican*	(e)	2,320,206	271,306	1,922,060	126,0

(*Continued on page 46*)

INTERNATIONAL PAPER CO.

Executive and Main Sales Offices

100 EAST FORTY-SECOND STREET
NEW YORK

(Pershing Square Building)

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THE GREAT ARCTIC HIGHWAY

To the Editors of America:

Whatever news reports you are arranging to carry on the many expeditions into the Arctic this spring, you will want Stefansson's great feature series on THE GREAT ARCTIC HIGHWAY.

This series of six page articles will explain, in a dramatic way, the possible results that can come from this wonderful year of exploration through the air, on the sea, and over the ice. Whether there are eight expeditions or ten, the real background for all of them will be this powerful series by Stefansson, the greatest living explorer-writer. His books on the North are translated into nearly all modern languages and everywhere accepted as authorities.

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Each article will be very fully illustrated by new and unusual pictures and maps. The material will be sent either as mats or in the form of typewritten manuscript, with photographic prints for your own set-up and make-up.

The date of release will depend on news developments from the expeditions that go to the Arctic, but orders and options can be placed immediately by telegraph collect.

Reserve Your Territory! Wire Your Option!

COSMOS NEWSPAPER SYNDICATE INC.

Covering the World

NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY

Herbert S. Houston
President and Editor-in-Chief

Myles F. Lasker
Vice-President and General Manager

EDITOR & PUBLISHER ANNUAL LINAGE TABULATION

(*Continued from page* 44)

City	Paper	Published	Total Linage	National	Local	Classified
Santa Paula	*Chronicle*	(e)	840,000	210,000	450,000	180,000
Santa Rosa	Press-Democrat	(ms)	4,836,580*	858,522	3,108,728	693,770
	(*Total includes 175,560 lines Legal)					
Shelbyville, Ind.	*Democrat*	(e)	4,539,616	493,223	3,925,522	120,871
Shenandoah	*World*	(e)	1,585,122	.....	.....	.....
South St. Paul	*Reporter*	(e)	894,278	106,280	743,954	44,044
Statesville, N. C.	*Daily*	(e)	1,390,200	.....	.....	.....
The Dalles, Ore.	*Chronicle*	(e)	1,984,206	380,338	1,279,824	324,044
Twin Falls, Idaho	News	(m)	1,763,692	473,578	1,067,178	222,936
Ventura, Cal.	*Free Press*	(e)	1,774,374	618,141	956,117	200,116
Vernon, Tex.	*Record*	(e)	3,167,400	45,600	3,090,600	31,200
Visalia, Cal.	*Delta*	(e)	2,154,348	337,316	1,817,032	18,720
Warsaw, Ind.	*Times*	(e)	1,801,390	656,990	942,420	201,980
Warsaw, Ind.	*Union*	(e)	1,141,974	203,340	851,834	86,800
Washington, Ind.	*Herald*	(e)	4,241,966	222,906	4,011,294	7,766
Washington C. H.	Herald	(me)	2,052,792	409,528	1,516,620	126,644
Watsonville, Cal.	Register	(m)	3,099,264	377,608	2,117,430	604,226
Webster City, Ia.	*Freeman-Journal*	(e)	1,906,128	181,552	1,824,576*	.....
	(*Local includes Classified)					
Westerly, R. I.	*Sun*	(e)	2,545,952	399,070	1,985,900	160,982
	Sunday ed.	(s)	503,576	92,522	362,298	42,756
	Total	(es)	3,049,528	491,592	2,348,198	203,738
Wilmington, O.	*News-Journal*	(e)	1,893,990	284,312	1,494,724	114,954
Winchester, Va.	*Star*	(e)	3,589,116	433,132	2,809,214	346,770
Yoakum, Tex.	Herald	(m)	2,024,600	273,300	1,698,800	52,500
York, Neb.	*News-Times*	(e)	1,126,000	375,400	750,600	.....

NEWSPAPERS IN CITIES OF LESS THAN 5,000 POPULATION

Alexandria, Ind.	*Times-Tribune*	(e)	1,934,400	400,000	1,422,800	111,600
Beaver, Pa.	*Times*	(e)	3,969,280	292,950	3,398,612	277,718
Berlin, Wis.	*Journal*	(e)	1,045,561	334,040	683,130	28,391
Boonville, Mo.	*Central Missourian*	(e)	972,367	183,008	751,232	38,127
Burlington, Kan.	*Republican*	(e)	1,632,498*	253,104	1,185,228	117,595
	(*Total includes 76,571 lines Legal)					
Concordia, Kan.	*Blade-Empire*	(e)	1,239,315	.....	.....	.....
Cuero, Tex.	*Record*	(es)	2,036,235	222,768	1,688,374	125,093
Geneva, O.	*Free Press*	(e)	1,695,780	140,000	1,498,000	57,780
Great Bend, Kan.	*Tribune*	(e)	1,843,618	410,640	1,386,506	46,472
Gettysburg, Pa.	*Times*	(e)	3,874,568	585,770	3,040,104	248,694
Marshall, Mich.	*Chronicle*	(e)	2,510,872	504,504	1,851,136	155,232
Maryville, Mo.	*Democrat-Forum & Tribune*	(e)	2,422,278	302,456	2,108,342	11,480
Oxnard, Cal.	*Courier*	(e)	1,109,568	395,892	691,784	21,892
Santa Maria	*Times*	(e)	1,959,580	241,850	1,615,796	101,934
Taft	*Midway Driller*	(e)	1,813,261	653,650	1,096,368	63,243
Vinton, Ia.	*Cedar Valley Times*	(e)	1,505,000	515,000	895,000	95,000
Welch, W. Va.	*News*	(e)	1,864,082	326,094	1,492,008	45,980

NEWSPAPERS OF THE DOMINION OF CANADA

Brandon, Man.	*Sun*	(e)	3,340,162	883,834	2,282,728	173,600
Calgary, Alta.	Albertan	(m)	4,043,991	785,995	1,870,554	1,387,442
Calgary, Alta.	*Herald*	(e)	8,770,295	2,398,308	4,917,649	1,454,338
Charlettetown, P. E. I.	Guardian	(m)	2,815,142	1,085,064	1,667,582	62,496
Chatham, Ont.	*News*	(e)	3,930,486	1,177,638	2,584,456	168,392
Edmonton, Alta.	*Journal*	(e)	8,776,506	2,178,442	5,297,550	1,300,514
Ft. William, Ont.	*Times-Journal*	(e)	4,596,452	1,192,170	3,032,778	371,504
Guelph, Ont.	*Mercury*	(e)	3,734,640	989,822	2,446,325	298,493
Kitchener, Ont.	*Record*	(e)	4,793,670	1,210,888	3,124,240	458,542
Kingston, Ont.	*British Whig*	(e)	1,348,720	1,025,796	.....	322,924
Kingston, Ont.	*Standard*	(e)	5,188,122	1,306,549	3,454,676	426,897
Lethbridge, Alta.	*Herald*	(e)	3,245,958	1,011,285	1,969,131	265,542
London, Ont.	Advertiser	(me)	7,886,032	3,300,150	3,448,875	1,137,007
Montreal, Que.	Gazette	(m)	7,197,119	2,733,830	4,160,692	302,597
Montreal, Que.	*La Patrie*	(e)	5,475,000	3,200,000	1,700,000	575,000
Montreal, Que.	*Star*	(e)	12,555,916	3,304,160	7,035,921	2,215,835
Moose Jaw, Sask.	*Times*	(e)	2,653,801	994,455	1,334,956	324,390
Ottawa, Ont.	Citizen	(me)	6,891,937	1,766,305	4,044,332	1,081,302
Ottawa, Ont.	*Le Droit*	(e)	2,222,777	684,069	1,273,642	265,066
Ottawa, Ont.	Journal	(me)	6,939,767	2,294,927	4,116,152	528,688
Port Arthur, Ont.	*News-Chronicle*	(e)	3,192,803	1,015,271	1,705,037	392,495
Prince Albert, Sask.	*Herald*	(e)	2,009,925	784,349	1,057,440	168,136
Portage la Prairie, Man.	*Graphic*	(e)	2,073,792	338,072	1,735,216	.....
Regina, Sask.	Leader-Post	(me)	5,849,498	2,266,318	2,540,651	1,042,529
Sault Ste. Marie, Ont.	*Star*	(e)	2,681,124	968,688	1,521,436	191,100
St. Catharines, Ont.	*Standard*	(e)	4,634,185	1,290,434	3,017,132	326,619
St. Thomas, Ont.	*Times-Journal*	(e)	3,828,491	1,173,965	2,403,117	251,409
Saskatoon, Sask.	*Star*-Phoenix	(me)	6,356,888	2,128,362	3,310,158	918,368
Sydney, N. S.	Post	(me)	2,145,814	.....	.....	.....
Toronto, Ont.	Mail & Empire	(m)	5,495,584	2,037,639	2,836,650	621,295
Toronto, Ont.	*Telegram*	(e)	14,145,169	1,893,447	7,947,989	4,313,733
Toronto, Ont.	*Star*	(es)	14,185,180	2,418,360	8,215,760	3,552,060
Vancouver, B. C.	Province	(m)	11,272,293	2,781,478	6,139,001	2,351,814
	Sunday ed.	(s)	1,646,175	176,666	1,093,861	375,648
	Total	(ms)	12,918,468	2,958,144	7,232,862	2,727,462
Vancouver, B. C.	Sun	(me)	6,957,930	1,277,318	4,503,758	1,176,854
	Sunday ed.	(s)	2,138,038	542,052	1,309,602	286,384
	Total	(mes)	9,095,968	1,819,370	5,813,360	1,463,238
Victoria, B. C.	Colonist	(ms)	7,123,914	1,579,592	4,204,266	547,909
Victoria, B. C.	*Times*	(e)	5,338,555	1,130,752	3,659,894	547,909
Winnipeg, Man.	Free Press	(m)	10,465,827	3,055,311	4,716,542	2,693,974
	Free Press Evg. Bulletin	(e)	11,060,202	3,064,549	5,257,819	2,737,834
Woodstock, Ont.	*Sentinel-Review*	(e)	3,259,686	1,141,224	1,927,660	190,802

URGES IMPARTIAL REPORTING

Chicago News Man Tells Student "to Know Nothing and Write Facts"

Taking issue with the common quip that "a newspaper man should know everything," Fred A. Chappel, assistant managing editor of the *Chicago Daily News* told a lecture audience of embryo newspaper men and women at the Medill School of Journalism, of Northwestern University, Chicago, that "the first thing a newspaper man ought to know is nothing."

Speaking on the subject "What a Newspaper Man Ought to Know," Mr. Chappel said "the newspaper man's mind should at all times be a 'tabula rasa,' a virgin page on which the flux and flow of events may be recorded unmixed with prejudices, presuppositions and misconceptions.

"The newspaper man, must, like a philosopher, aim to see life clearly and see it whole and only by suppressing the individualistic viewpoint, with its tendency to error and confusion, can he become the dispassionate recorder of the day's history in its endless and vexing ramifications.

"The newspaper man must first be a historian and a historian does not make his facts. It is not his business to anticipate them. He may evaluate and classify them, but only after the event when the potential has become the actual.

"As a newspaper man he must keep clear of prophesy."

Capehart-Carey Corporation

If your business is worth advertising Let us advertise it. If your business is not worth advertising. Advertise it for sale.

GENERAL ADVERTISING AGENTS

Advertising and Publishing agents have done more to advance civilization and commerce than any other class of men. The written and illustrated truth is the only true foundation for lasting success and will ever be the forerunner of commercial and social advancement.

We have good advertising ideas all the Time.—Extraordinary advertising ideas most of the Time.—Sell our best advertising ideas part of the Time—and we can work out the right idea any Time.

Capehart-Carey Corporation

22nd floor TIMES BUILDING, New York City
6th floor WALKER BUILDING, Boston, Mass.

CONSUMER DEMAND IN

THE SOUTH

IS EVER INCREASING

The shifting of a substantial population southward was inevitable. The lure of speculation in the extreme South played a minor part in the general drift to a land that had been experiencing an extraordinary industrial development for more than a generation and, while creating another important merchandising territory, in no way minimized the untold opportunities for prosperity.

Industries have merely scratched the surface and in the not distant future the South will be the greatest industrial center in the world.

For every acre under the plow in every part of the South, there are many acres uncultivated. Two to four crops are produced instead of one as in the North, and forests replenish themselves two or three times as rapidly. Stock grazes outdoors the entire year.

The economic opportunities of the South are vast.

This territory of great purchasing power and still greater promise presents to the manufacturer a rich market for the distribution of his product.

The daily newspapers of the South offer you market information and merchandising cooperation.

Use these Newspapers for National Advertising

ALABAMA	Circulation	2,500 Lines	10,000 Lines
**Mobile News-Item (E)	11,663	.05	.05
**Mobile Register (M)	20,544	.08	.07
**Mobile Register (S)	32,421	.025	.036
FLORIDA			
*Daytona Daily News (ES)	4,036	.035	.035
**Florida Times-Union (M) 42,376 (S)	54,610	.12(S.15)	.12(S.15)
††Lakeland Ledger (E)	4,283	.03	.03
**Miami Herald (M)	31,714	.09	.09
**Miami Herald (S)	40,347	.10	.10
**Orlando Reporter-Star (E)	5,124	.035	.035
**Orlando Sentinel (M&S)	6,172	.05	.05
**Pensacola News and Journal (EM)	8,689	.06	.06
†St. Petersburg Independent (E)	10,087	.055	.055
**Tampa Times (E)	19,228	.06	.06
**Tampa Tribune (M) 28,249 (S)	43,968	.09(.11S)	.09(.11S)
**West Palm Beach Post (M)	8,638	.06	.06
GEORGIA			
**Augusta Herald (E)	14,561	.05	.05
**Augusta Herald (S)	14,420	.05	.05
**Macon Telegraph (M)	26,753	.08	.08
**Macon Telegraph (S)	27,165	.08	.08
**Savannah Morning News (M), 21,015. (S)	22,204	.06(.07S)	.06(.07S)
KENTUCKY			
**Lexington Leader (E)	18,171	.06	.06
**Lexington Leader (S)	18,506	.06	.06
**Paducah Sun (E)	9,353	.04	.04

NORTH CAROLINA	Circulation	2,500 Lines	10,000 Lines
††Greensboro Daily News (M)	25,968	.08	.07
††Greensboro Daily News (S)	31,422	.08	.08
††Raleigh News and Observer (M)	31,460	.07	.07
††Raleigh News and Observer (S)	35,258	.07	.07
††Winston-Salem Journal (M)	12,357	.05	.05
††Winston-Salem Journal (S)	12,607	.05	.05
**Winston-Salem Sentinel (E)	16,132	.06	.06
SOUTH CAROLINA			
**Columbia State (M)	23,663	.07	.07
**Columbia State (S)	24,838	.07	.07
**Greenville News (M)	21,704	.075	.07
**Spartanburg Journal (E)	4,172	.05	.05
**Spartanburg Herald (M) 7,252 (S)	9,939		
TENNESSEE			
**Chattanooga Times (M)	30,203	.10	.10
**Chattanooga Times (S)	30,230	.10	.10
**Memphis Commercial Appeal (M)	99,989	.18	.18
**Memphis Commercial Appeal (S)	126,063	.21	.21
**Nashville Banner (E)	51,750	.11	.11
**Nashville Banner (S)	54,748	.12	.12
VIRGINIA			
**Danville Register and Bee (M&E)	12,644	.05	.05
**Danville Register (Sunday)	8,300		
**Newport News Times-Herald (E)	7,791	.05	.05
**Newport News Daily Press (S&M)	5,708		
**Roanoke Times & World News (M&E)	25,658	.07	.07
**Roanoke Times (S)	16,672	.06	.06
**Staunton News-Leader (M), Leader (E)	6,541	.035	.035

** A. B. C. Statement, September 30, 1925.
†† Government Statement, September 30, 1925.
† Government Statement, March 31, 1925.

SCHOOL STARTS COURSE IN PRESS AGENTRY

Instructor Pittman to Show Medill Students How to Write "Favorable" Propaganda — Public Relations Experts to Lecture

Following the announcement that the Medill School of Journalism of the Northwestern University had established a new course in "Public Relations," EDITOR & PUBLISHER requested Alfred Pittman, newly appointed instructor, to outline the work of the enterprise.

Following is his statement:

"The course is a recognition of the importance of business organizations and institutions of all sorts of their relations with the public at large, and it is devoted to the study of these relationships and the means of improving them.

"Everyone can recall businesses which have suffered from unfavorable attitudes on the part of the public and which have profited by changes in these attitudes. How have these changes come about, how is friendliness on the part of the public towards institutions of various types developed and maintained—that is what we shall consider.

"Obviously institutional advertising must come into the course and advertising of other kinds in some measure, for advertising certainly has been instrumental in bringing good will for institutions of many kinds. Changes of policy on the part of the institution have often been effective towards the same end—changes of policy towards employees, towards customers, towards the public at large; and the consideration of policies that make for a friendly public will take up a good deal of our time.

"Certainly the giving out of information about the institution which under earlier conditions might have been withheld, but which is interesting to the public and useful in the way of bringing mutual understanding form a proper part of such a course. Attention will be given to the preparation of such material not only for newspapers but for the other agencies through which it might be given out. It will be made very plain in the course that nothing could be more useless than trying to get articles into newspapers that the editors do not want in them or that the public does not want to read. The aim of the course is not so much to turn out finished, professional public relations men as to enable the students wherever they may find themselves in business to be more useful to both the business and the public by some understanding of the interaction between the two."

According to the official bulletin issued by the school to announce the class, the following statements are made: "The course is designed to assist those who may take up publicity or public relations work as a profession and those who may have need of skill in this kind of work in other positions. The case method is followed throughout the course. A public relations problem from actual experience is stated at one session, and at the next the methods used in meeting it, and the results obtained, are described. Students are regarded as public relations counsel and required to prepare between sessions recommendations for meeting these problems, and these are compared with the methods actually used. Sound and unsound methods are clearly distinguished. A number of men well known in the public relations field address the class during the course."

Michigan Daily Enlarging Plant

The *Port Huron* (Mich.) *Times-Herald* is remodelling its plant and will add a second story covering the whole of the present structure to house the editorial department and composing room. The new floor will contain 8,400 feet of floor space. The business office will take over the space vacated by the editorial department. Increased business necessitated the building expansion.

LETTERS FROM OUR READERS

Mats Improperly Protected

To EDITOR & PUBLISHER: I believe it will be greatly to the interest of national advertisers, advertising agencies, and the publishing fraternity in general, if I offer the suggestion that mats be mailed properly protected with cardboard of some substance. Since the first of the year, we have received only one mat from an advertising agency that has not been at least cracked and, as a rule, they are generally so badly damaged in the mails that it is impossible to make good casts from them.

This is particularly true in the cases of the large mats running to five-column size, but even the small ones do not seem to be immune from rough handling. As this letter is being written, I have before me a five-column mat on which the protecting cardboard was not nearly as heavy as the mat itself. As a result there are several cracks across the face of the mat, a corner is missing and an important price figure is obliterated.

Until such time as the mailers of these mats properly protect them with heavy cardboard on both sides, they must expect poor results. This experience is not confined to this paper as publishers elsewhere tell the same story, and I am writing this for mutual benefit.

GARDNER E. CAMPBELL
Advertising Manager, *Wakefield* (Mass.) *Daily Item.*

Square Deal to Florida

To EDITOR & PUBLISHER—My hat is off and up to Florida Survey Number of EDITOR & PUBLISHER. You have, in fact, brought to the printed page the living, moving, progressing Florida. And that is a positive achievement.

I recently returned from Florida myself and this Special Survey Number comes as a log book of my own experiences and impressions; for, to my great satisfaction, I discover that your views of Florida's present and future are, in nearly every particular, identical with my own. And, as if to confirm our common views, I read an interview in the *New York Sun* yesterday with Col. Peter O. Knight of Tampa, which supports them in all essential details. As you know, there can be cited no higher authority than Col. Knight, for he bears the same relation to Florida's development that Æneas bore to the Trojan war: "all of which I saw and part of which I was."

Yours for giving Florida a square deal,
HERBERT S. HOUSTON.

An Aid to Better Understanding

To EDITOR & PUBLISHER: I think you have done a very useful thing in running the series on journalism schools, and I am sure through their publication the editors of the country will have a better understanding and appreciation of the work that is being done in the colleges and universities.

RALPH L. CROSMAN,
Department of Journalism,
University of Colorado,
Boulder, Col.

Florida's Potentialities

To EDITOR & PUBLISHER: Permit me to express my enthusiastic appreciation as a great lover of Florida of the superb way in which you have handled your review of the state under the head of "Florida Rediscovered."

I have been living in Florida in the winter season for 12 or 15 years. I have been studying Florida for 40 years. But I am still constantly finding new and unique things on which the future progress and prosperity of the state are founded. It is a remarkable state; so remarkable that comparatively few even of the people of Florida themselves seem to have fully grasped its tremendous potentialities. At last the country at large is waking up to what Florida is and what it is to be.

To some extent the sub-division or town lot speculative feature has been carried too far. I have not in any way whatever been identified with it, not having bought in all the excitement of the last five or six years a single lot, except that on which my house is built and the adjoining lot, bought for the purpose of protecting my house lot from undesirable business development. I have seen others make fortunes, but I concluded years ago, and stuck to it, that my job was publishing the *Manufacturers Record* and not indulging in outside operations of any kind. I can, therefore, view the situation possibly with a greater degree of unselfish interest than a very large proportion of people who in one way or another are interested in Florida real estate activities.

Your splendid statement is bound to attract attention throughout the country, and I trust that it will do as much good to the EDITOR & PUBLISHER as it will inevitably do to the State of Florida.

Sincerely yours,
RICHARD H. EDMONDS,
Editor Manufacturers Record.

Conservative and Fair

To EDITOR & PUBLISHER: I feel it my duty, and it is a great pleasure, to express to you my appreciation and gratitude as a loyal and working Floridian for your splendid number of EDITOR & PUBLISHER devoted to Florida and Florida journalism. Your estimate of the State, its activities and resources is conservative and fair and its treatment is brilliant. The story of newspapers and newspaper workers, as you say, is as thrilling as is the story of Florida's marvelous development. The State and the newspaper men owe to you a lasting debt of gratitude.

I want to thank you, too, for your treatment of the International Press Foundation. I fully realize the difficulty of analyzing and grasping this great dream and of—if possible—pulling it down to concrete fact and action, and I tremble at the task and the responsibility wished onto me as Chairman of the Board of Directors. All I can hope for is a fair deal and at least a withholding of judgment until we can work it out to a business-like conclusion. My first job is making sure of possession and the real underlying purpose; my second to determine the possibility of success. I am sure you will sympathize with me in this unselfish labor.

For your kindly and too generous remarks about myself and *The Independent* I could not feel other than prideful gratitude.

Lew B. Brown, Editor and Publisher, St. Petersburgh, Fla., Independent.

Florida Survey Appreciated

To EDITOR & PUBLISHER: The Florida Development Edition of EDITOR & PUBLISHER presents one of the most comprehensive surveys of Uncle Sam's big toe it has been my good fortune to peruse. It is striking because it is sound in its presentation of facts. It has more than kept faith with Florida and it has kept faith with its readers, scattered to the far corners of our nation.

It appeals to me as something of far more importance than merely a sectional edition of a great newspaper trade publication. It is an encyclopedia and ready reference that should be of untold value to every advertising executive in the world. In brief, it is in keeping with the high standard set by EDITOR & PUBLISHER in the 20 years that I have known it in connection with newspaper work.

You and your entire organization are to be commended on a work so carefully planned and so thoroughly executed.

Cordially,
E. G. DENHAM,
Editor, *Haines City* (Fla.) *Daily Herald.*

PRESS VIEWS SOUGHT

Pennsylvania Democratic Papers Assist in Forming Party Policies

John N. Bigelow, chairman of the Pennsylvania State Democracy, has asked Democratic newspapers in the state to send representatives to a meeting of the state council to be held in Philadelphia March 13, to assist in forming party policies.

"I shall ask and solicit their views on all questions that arise," Mr. Bigelow said. "The journalistic point of view is always worthy of serious consideration and the influence of the press most powerful."

New Missouri Publishing Company

The Missouri Press Publishing Company has incorporated for $50,000 to do a general publishing business with headquarters in the New York Life building in Kansas City, Mo. The company also will publish the *Missouri State Journal*. E. D. Wilson is president.

Sergent Joins El Paso Dailies

Paul O. Sergent has joined the *El Paso* (Tex.) *Herald* and the *El Paso Times* as assistant general manager and director of advertising for the two papers. Mr. Sergent's 21 years of newspaper experience began on the *Grand Rapids Press* and covers employment in executive capacities with the *Baltimore News*, *New York Herald* and *Louisville Herald-Post.*

"THE MARRIAGE MEDDLER"

By Hazel Deyo Batchelor

A Serial Solving the Mother-in-Law Problem



Complete in a Nine Weeks' Run of 54 800-Word Installments for Release Every Week Day

For Terms and Sample Chapters Wire

LEDGER SYNDICATE

INDEPENDENCE SQ. PHILADELPHIA,

ONE OF A SERIES

Letters That Speak for Themselves!

THE CONCORD DAILY MONITOR
CONCORD, N. H.

"We have been subscribers to your service for about one year and want to say a word in praise of it. No longer are we bothered with any requests for checking copies, and the relief from this nuisance is well worth the cost of the service. Collections on foreign accounts are speedier and the work of our bookkeepers greatly reduced. We would be glad to recommend your service to any publisher."

Yours very truly,
THE CONCORD DAILY MONITOR
James M. Langley.

The Advertising CHECKING BUREAU Inc.

538 So. Clark St. CHICAGO — 79 Madison Avenue NEW YORK

PUBLISHERS AGAIN DENIED PART IN RAILWAY MAIL PAY HEARINGS

New Application to Be Made Party to Case Filed With Interstate Commerce Commission Monday

WASHINGTON, March 11.—An order was issued Wednesday by the Interstate Commerce Commission denying application of the American Newspaper Publishers Association on behalf of 500 daily newspapers the right to intervene in the Railway Mail Pay proceeding. No reason for the denial was given in the official order.

There is now pending before the commission the petition of the American Publishers Conference representing several national associations of newspapers and magazine publishers, for the right to participate in the proceedings which involve possibilities of increases in second-class rates. The brief of the American Publishers Conference differs in several respects from that of the American Newspaper Publishers Association. According to the letter of transmittal, the petition of the conference is confined to the issues in the proceeding, namely, questions presented by the carriers regarding the reasonableness of Railway Mail Pay Rates.

The American Newspaper Publishers Association petition asked the right to put before the Commission evidence which would show the practices of the Postal Department regarding the transportation and distribution of the mail, particularly fourth class matter, requiring the carriers to furnish more expensive service than is regarded as necessary, resulting in excessive cost to the carriers, the Post Office Department and the public.

The American Publishers' Conference now in their brief that the publishers and other mail users are the real parties in interest for the reason that the compensation paid by the Post Office Department to the railroads is paid from postage collected from publishers and other mail users and that Congress, when it empowered the Interstate Commerce Commission by the act of July 28, 1916, to fix railway mail pay rates, did not intend to deny the right and privilege of publishers to present evidence and argument in opposition to increases in railway mail pay rates.

To show that Congress did not so intend, numerous citations are made from hearings before the Committees of Congress considering the question of railway mail pay rates, at which hearings publishers were permitted to appear in opposition to increases in railroad transportation on the theory that there was a direct connection between postage rates and railway mail pay rates and that any increases in the railway mail pay rates would result in increases in postage rates on second class mail matter.

In answer to the argument of railroads that the Postmaster General is the only necessary or proper party to represent the interest of mail shippers, the American Publishers' Conference called attention to the fact that the Postmaster General in his capacity as executive head of the postal establishment represents equally all interests, and that he does not represent mail shippers any more than he represents the rail carriers. They cite as an example the recent express case as illustrating this principle. In the express rate case before the Commission a short time ago the railroads desired additional compensation from the express company for carrying express. The express company did not represent the express shippers before the Commission, but all express shippers were made parties and had an opportunity to submit evidence and cross-examine the railroad witnesses. The publishers are asking this same privilege from the Interstate Commerce Commission that the express shippers had when the railroads desired greater compensation for carrying express.

The application for reconsideration is signed by A. C. Pearson, national chairman, and the following organizations are represented by the American Publishers' Conference: National Editorial Association, representing 12,000 small daily and weekly newspapers; Southern Newspaper Publishers' Association with 300 daily newspapers; Agricultural Publishers' Association, representing 100 farm papers; Associated Business Papers, Inc., representing 400 business and industrial papers, and the National Publishers, representing 300 national magazines.

A. N. P. A. PLANS MEET

Directors of Publisher Group Arrange April Events

Directors of the American Newspaper Publishers' Association in New York March 11 made tentative plans for the annual convention at the Waldorf Astoria Hotel April 19-24.

A golf tournament is set for April 19-20 over the Westchester-Biltmore course. Sessions will be held April 21-23. Roy C. Holliss, *New York Daily News,* is chairman of the golf committee.

Kelly Heads Midwest Ad Men

Eugene Kelly, business manager of the *Sioux City* (Ia.) *Tribune,* was elected president of the Midwest Newspaper Advertising Managers Association to succeed A. L. Shuman of the *Ft. Worth Star-Telegram* at the recent annual meeting held in Kansas City. Forrest Geneva, advertising manager of the *Des Moines Register,* was named vice-president and Charles Nicholson of the *Hutchinson* (Kan.) *News* secretary. The next convention will be held in Kansas City in August.

Vancouver Veteran On Vacation

Bernard McEvoy, dean of Canadian newspaper men, has left Vancouver, B. C., to go to Pasadena, Cal. He is 84 years of age but still an active member of the *Vancouver Daily Province* staff. He contributes an editorial a day and conducts a weekly column called "Street Corners." Mr. McEvoy began his newspaper career on the *Birmingham* (England) *News.* When a young man he emigrated to Canada and was on the staff of the *Toronto Mail and Empire* 14 years. A son, Reginald McEvoy, is on the *Toronto Telegram* staff.

Bathurst Mills Expansion Program

The Bathurst Company, Ltd., Bathurst, N. B., will not only double capacity of present newsprint mill by installing a second 65-ton machine but will build new mill adjoining to accommodate two 100-ton machine, thus increasing capacity to 330 tons it is stated. The enlargement calls for new power development on Nepisiguit River and erection of a new ground wood pulp mill with 200-ton capacity. Total capital investment in expansion will be $5,000,000.

Staff Changes on Jamaica Daily

Ellis Emmons Reed, managing editor of the *Jamaica* (N. Y.) *Long Island Daily Press,* has reorganized his executive staff, naming Walter S. Funnell as news editor. Henry Margolies, formerly assistant city editor is now city editor and Charles Stephens of the reportorial staff has been made assistant city editor. Eleanor Ball has been added to the staff as school editor. T. Jay Murphy, formerly of the *Bridgeport Post,* remains as sports editor and Sid Garvey has been retained as assistant sports editor. Almyra Whittaker will remain as society editor.

Trade Mark FLEXIDEAL Reg. U S Pat. Off

THE IMPORTED DRY MAT
OF SUPERIOR QUALITY

Write for Free Samples

FLEXIDEAL COMPANY, Inc.
15 WILLIAM STREET NEW YORK CITY

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KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

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Quality can only be shown by comparison with a standard. Compare Flexitype with any standard mat and then write us for samples and particulars

BROOKS PAPER CO.
SECURITY BLDG. ST. LOUIS

ENGRAVING SCHOOL IS STARTED IN CHICAGO

Founded By Local A. N. P. A. Publishers—Six Months' Course offered for $150—C. L. Clayton Instructor

The Newspaper Photo-Engravers School, Inc., has been opened at 179 North Michigan avenue, under the direction of C. L. Clayton, a practical photo-engraver with many years' experience in the practice and teaching of the trade.

The course is to last for six months. Each student will pay tuition of $150. The school is endowed by the Chicago Local, American Newspaper Publishers' Association. The tuition is charged the student on the thought that unless a man pays for a thing he is apt to judge it less valuable.

By reason of the increased demand for photo-engravers because of the modern trend in newspapers, there is a shortage that must be met. Because no apprentices are taken in the newspapers' photo-engraving rooms, it was necessary to start a school to train young men, it was stated.

The school had 100 applicants, but as only 20 can be accommodated, the best material was selected.

The requirements are that the applicant be 18 years or over and that he have completed at least the grammar grades. The course will be divided equally between theory and practice and the plan is to turn out a man who at least knows the fundamentals of the business. It is thought that positions will be obtained readily, once a pupil has taken the six month's training.

The Chicago school is the second of its kind in the country, the other being located in Ithaca, N. Y., and supported by New York City publishers.

"RED TERROR" IS FICTION

So Declares Walter Duranty, Moscow Correspondent, New York Times

Fear of "police spies and Red Terror," played up in sensational journals, is newspaper fiction, according to Walter Duranty, Moscow correspondent, of the *New York Times*, who states that newspaper men in Russia most fear the landlord or grocer, because the cost of living is frightfully high. Mr. Duranty recently returned to this country on a visit.

It is difficult to get accurate and full information in Moscow, Mr. Duranty said, because of the constant change of personnel in the various governmental bureaus, which tends to make officials "quite unwilling to accept responsibility."

Mr. Duranty gave this description of a day's routine:

"One reads the six morning papers and calls at the Foreign Office in the morning, chats with callers during the afternoon and between 5 and 7 o'clock writes his dispatch. Occasionally one entertains friends at dinner, which is invariably followed by interesting discussions on the political and economical situation. Sometimes the day's routine includes a conference with the Foreign Minister. These conferences are similar to those held in Washington on Tuesday mornings. Statements are issued in the forms of Government bulletins, and individuals are rarely quoted."

During one day Mr. Duranty often speaks French, English, German and "ungrammatical Russian." More German is spoken than any other language at the Government offices, French and English tying for second place.

El Paso Post Has Carrier Paper

The *El Paso* (Tex.) *Post* on March 10, issued Vol. 1 No. 1 of the Junior Post, published "now and then" for its carriers and agents. Louis Swift is circulation manager. The Junior editorial policy is announced in the slogan "Not the lack of time, but the lack of energy to improve your time will keep you from making a successful carrier."

FIGHT CLEAN BOOKS BILL

New York Publishers Move on Legislators at Albany March 16

New York newspaper publishers, book publishers, and authors will assemble in Albany, March 16, to oppose the so-called clean books bill, Frederick W. Hume announced this week. The bill was introduced by Senator Martin J. Kennedy, and will be given a legislative committee hearing next Tuesday.

Representatives of the Allied Printing Trades Council and the Authors' League, Mr. Hume declared, as well as several individual authors and dramatists, will appear against the bill.

Mr. Hume said that the Kennedy bill was identical in principle and practically identical in substance with a bill introduced in 1923, 1924 and 1925, which failed of passage. He said that William A. DeFord had been retained as chief counsel for the hearing by opponents of the measure.

Assemblyman Alexander H. Garnjost, Republican, Westchester, introduced the bill in the Lower House.

Mayor Withdraws Police Cards

Mayor Frank X. Schwab of Buffalo has decided to cancel a long established custom of giving accredited newspaper men fire line and police passes. Instead, the mayor is going to issue at a cost of $5 each gold badges which will obtain these privileges. Any "reputable citizen" may obtain one of the badges.

Tabloid Readers Taught Manners

Male readers of the *New York Daily Mirror* are being taught manners and dress by Craig Biddle, Jr., young society man, who conducts a daily question and answer column under the heading "The Right Thing."

Re-election of Lynch Forecast

Re-election of James M. Lynch of Syracuse, N. Y., as president of the International Typographical Union by a larger majority than in 1924 is indicated in primary returns received at union headquarters, Indianapolis, it was announced Wednesday. The regular election will be held May 26. Endorsements of 436 local unions for the presidential nomination were received by Lynch, against 215 for Charles P. Howard of Chicago, former president. The voting indicated the re-election of the entire ticket of the "administration party."

Herald Tribune Circulators to Dine

The annual beeksteak dinner of the *New York Herald-Tribune* circulation department for members of the department and the city, county and suburban wholesale distributors will be held March 23 at Janssen's Hofbrau House. The committee in charge is headed by J. J. Gillen, chairman, and L. W. Schmidt, treasurer. Other members are L. Levy, J. Aarons, H. Hecht, Max Rockman, Charles Lowe and John Lange. Claude Sandkam, circulation manager, is honorary chairman.

WEEK'S AD TIPS

Beringer and Meyers, 22 West Munroe street, Chicago. Sending out copy to towns in Ohio on F. L. McWethy of Marshall, Michigan. This campaign will start at once.

Brandt Advertising Company, 431 North Michigan avenue, Chicago. Have taken over the account of Stillman Company (Freckle Cream) of Aurora, Ill. Planning to take on additional territory for Curtis Candy Company, Chicago.

Brennan-Phelps Company, 209 South State street, Chicago. Sending out contracts to a small list of papers in the middle west on Sar-A-Lee Company, Cleveland. Preparing a list on Kraft Cheese (J. L. Kraft and Bros.)

Nelson, Chesman & Co., 500 North Dearborn street, Chicago. Sending out copy to a small group of papers on Lauber & Lauber.

Conover-Mooney Advertising Agency, 111 West Munroe street, Chicago. Sending out renewals on the Cudahy Packing Company, Chicago.

Critchfield & Co., 14 East Jackson boulevard, Chicago. Preparing list on O'Cedar Mop Corp., Chicago.

Charles Daniel Frey Company, 30 North Michigan avenue, Chicago. Will have plans ready soon on Simmons Bed Company of Chicago.

Henri, Hurst & McDonald, 58 East Washington street, Chicago. Sending out copy on the Marquette Cement Company of Chicago.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Now handling accounts of Louis Roessel & Company, Inc., silk manufacturers, New York and Jane Rae Dresses, Inc., Superior Garment Company, makers of Women's "Superior" coats, New York City.

Kling-Gibson Company, 310 South Michigan avenue, Chicago. Said to be planning for some newspaper advertising on Iron Mountain Company. (Zero Zone Refrigerator.)

W. D. McAdams Company, 360 North Michigan avenue, Chicago. Placing copy for the advertising of Mothers' Oats.

H. K. McCann, 6 North Michigan avenue Chicago. Planning a list of newspapers on Cleveland Metal Products Company.

Mason, Warner & Co., 360 North Michigan avenue, Chicago. Sending out schedules to a few middle west newspapers on Manitowoc Silver Fox Farm of Manitowoc, Wisconsin.

Mitchell-Faust Advertising Company, 7 South Dearborn street, Chicago. Sending out copy on Armour and Company to a group of Western towns.

Carroll Dean Murphy, 111 West Munroe street, Chicago. Sending out a test campaign in a few middlewest cities on Kremko, a soft drink.

Potts-Turnbull Company, 6 North Michigan avenue, Chicago. Placing copy on renewals for the Portland Cement Association, Chicago.

Fred M. Randall Company, Book Building, Detroit. Now handling account for the Mors Chain Company, Detroit.

Fred M. Randall Company, 6 North Michigan avenue, Chicago. Sending out copy to a few papers in the northwest on Del Mais Corn, Minnesota Valley Canning Company, LeSueur, Minn.

W. C. Reinhold, 326 West Madison street, Chicago. Sending out orders to an extensive list of newspapers on Peruna Corp., Eatonic Company, and Make Man Tablets Company.

Roberts and MacAvinche, 30 North Dearborn street, Chicago. Placing a few orders to newspapers on Bremer-Tully Company (Radio).

Stewart-Davis Advertising Company, 4[illegible] North Michigan avenue, Chicago. Sending out copy for William Wrigley and Company, Chicago.

Touzalin Advertising Agency, 7 South Dearborn street, Chicago. Making plans for the season's advertising on the Chicago, Duluth Georgian Bay.

Williams and Cunningham, 6 North Michigan avenue, Chicago. Planning advertising campaigns for the Buckeye Aluminum Company, Wooster, Ohio and also Peter Pan Cosmetic, Cincinnati, Ohio.

You Know
It's
The Beacon Journal
In Akron, Ohio

No one disputes that fact. But do

You Know

that business is booming in Akron—that the factories are working three shifts—that every one is buying what they want, as well as what they need. Money is plentiful—business is good.

Run Your Campaign in a Live Paper, in a Live City.

Greater Merchandising Service offered, than any other Milwaukee paper.

THE MILWAUKEE LEADER

"Unawed by influence and Unbribed by Gain"

Advertising Representatives

FRALICK & BATES

Chicago, New York, Atlanta, Los Angeles

A SINGLE ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their respective fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page ..... $280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page ..... 82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

Editor & Publisher
1700 Times Building
Broadway at 42d St.
New York, N. Y.
Telephones:
3053 - 3054 - 3055 - 3056
Cable Address: EDPUB, NEW YORK

Advertising World
14 King Street
Covent Garden, W. C. 2
London, England
Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON



Our Own World of Letters

By JAMES MELVIN LEE

IN *The New Republic* for March 3, is "The Confessions of a Shirt-Stuffer." As the material most commonly employed to stuff shirts is news print this article ought to have considerable interest for every newspaper publisher.

The opening paragraph of the article does indicate one tendency which frequently shows itself in the press:

> We are in the midst of an orgy of undressing—material and spiritual. People everywhere are doing it. The disappointed washwoman, crossed in hopeless love, sighs out her tragedy to the readers of True Stories. The great ones of the earth bare their lives for the syndicates. But all are peeling off their garments and standing in the market place in their naked souls.

Here is the specific problem of the shirt-stuffer:

> When I took hold of Bunkus, he was just a large mass of perspiring flesh in a silk shirt. It was my business to remove the original crude contents of that shirt, treat them as one treats the contents of a stuffed tomato, add seasoning, salt and spices, and return them unobserved to the shirt. I had to extract the hog-slaughter from the Bunkus waistcoat and re-stuff it with a combination of statesman, orator, humorist, philanthropist and industrial saint.

The trick was turned and the shirt was stuffed only through the co-operation of newspaper publicity.

Of course the picture is overdrawn, but there is no use in denying that in some instances the press has been prostituted along the lines outlined in this article. The publicity here, as elsewhere, will doubtless bring about a cure of press paresis. Constant criticism of the press is bound to make the newspaper reader more critical of column contents. EDITOR & PUBLISHER, it may be remarked, is doing what it can and speaks in no uncertain terms about the worthless bunk that is often creeps into American newspapers. But the big kick has got to come from newspaper readers.

* * *

THE sudden death of Mrs. Laura Nelson Kirkwood in Baltimore has afforded the editor of *The Nation* an opportunity to print an editorial in his issue of March 10 in which the *Kansas City Star* and the *Kansas City Times* are said to have lost much of their prestige since Colonel Nelson's death. Such assertions in my opinion ought not to be made without a bill of details. Praise may be general but condemnation should be specific. In the same way any one who remarked that The Nation has lost much of its prestige since Oswald Garrison Vilard became its editor ought to be called upon to list the particular ways in which this prestige had been lost.

* * *

WHEN "Deadlines," that great newspaper classic in the field of fiction, it appeared from the pen of Henry Justin Smith, whose name will ever be associated with the *Chicago Daily News*, I gave the volume a fairly comprehensive review in this department. But a review of "Deadlines" in *Vechernaya* of Moscow even went the book one better as a piece of fiction. It shows "the crazy, terrible work carried by the American papermen."

A pirated translation of "Deadlines" is now being sold throughout Russia. In fact, it is being used by the Trotsky government through its Educational Bureau as a social document revealing the "domination of America by the Capitalistic press."

In a letter of protest to S. S. Raietsky of Moscow, one of the translators, Mr. Smith says:

> I appreciate your reference to "Deadlines" as "an artistic, bright document," but I am bound to object to the use of the book—especially when I gave no authority for any use of it at all—as bolshevist propaganda.
>
> You write that "Deadlines" "for the first time, perhaps, shows the professional tragedy of a journalist who is compelled to sacrifice his brain, his talent and his creative temperament to this horrible machine which is the capitalist press of our day."
>
> You write of "this monster apparatus which is used by the bourgeoisie (in America) as the strongest weapon of its class domination. The capitalistic newspaper helps not only to enslave those on whose backs is held the horrible pyramid of contemporary society, but also those who are forced to make this newspaper: the newspaper proletariat. About this proletariat speaks Henry Smith."
>
> My dear Mr. Raietsky, I protest that I never "spoke" about anything so terrible as a proletariat. I "spoke" only about some interesting people.
>
> You write that our crowd of newspaper men are in an "intellectual, financial, cultural and professional servitude, groaning under the oppression," etc.
>
> Mr. Raietsky! what bunk! To write such things, at a time when city editors are really groaning under an avalanche of youngsters determined to climb into the dreadful business! And where do you get that "servitude"? Anybody can quit whenever he likes. And I have seen people weep real tears because they had to quit.
>
> You write that I have "uncovered the horrors of the contemporary newspaper fabric!" I protest that the horrors in "Deadlines" are as scarce as the rubles I ought to be receiving at the present time from the soviet government.
>
> All of which leaves me no less grateful for a brilliant and difficult job of translation.

These remarks by Mr. Smith are certainly illuminating. How much publicity they will be given in Russia remains to be seen.

TO A
NEWSPAPER EXPERT
WITH 160,000 DOLLARS

is offered an opportunity to acquire in Germany a first-class extendable technical paper—A-1 advertising medium, 20th year, 20,000 subscribers. Interested persons receive details through Bücherrevisor Rud. Täuber in Leipzig, at present Bad Aibling (Bavaria).

first! in OHIO

3,344,004 Lines

Dispatch advertising record for January and February, 1926, exceeding other Columbus newspapers combined by 411,747 lines. In 1925 the Dispatch published 21,544,376 lines exceeding second largest Ohio newspaper by 2,648,383 lines.

NET PAID CIRCULATION

CITY	54,651
SUBURBAN	26,637
COUNTRY	22,238
Total Circulation	103,526

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

Key



To the Wests richest market... Southern California and her 2,600,000 prosperous people.

Los Angeles Examiner
More than 385,000 Sunday
More than 165,000 Daily

NEWSPAPERS IN
ILLINOIS
MOVE THE GOODS

Various methods of National Advertising are employed to stock the dealers, but it takes the newspaper to move the goods.

With the product of the manufacturer on the dealer's shelf, salesmanship has only begun.

If the selling is left entirely to the retailer the cost will likely be too high to make it worth his while to carry the merchandise, for the most important part of the sales appeal is in advertising and the message must be brought directly to the consuming public—the customers of your dealer.

This makes the final distribution of the goods a purely local matter and, since the selling and buying are both local, the logical medium for the delivery of the manufactured product is the local daily newspaper.

It is good practice to advertise the names of the dealers.

Use These Illinois Daily Papers

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News .....(E)	18,075	.06	.06
††Chicago Herald & Examiner.... (M)	349,209	.55	.55
††Chicago Herald & Examiner ....(S)	1,050,373	1.10	1.10
Chicago Daily Journal .....(E)	123,293	.26	.24
*Evanston News Index .....(E)	6,608	.04	.04
*Freeport Journal-Standard .....(E)	9,053	.045	.045
*Joliet Herald News .....(E)	18,924	.06	.06
*La Salle Tribune .....(E)	3,629	.025	.025
*Mattoon Journal Gazette .....(E)	5,470	.03	.03
*Moline Dispatch .....(E)	11,193	.045	.045
*Monmouth Daily Review Atlas....(E)	5,162	.035	.035
*Ottawa Republican Times .....(E)	5,420	.03	.03
*Peoria Star .....(S) 23,021..(E)	30,269	.075	.06
†Rock Island Argus .....(E)	11,248	.045	.045

*A. B. C. Statement, September 30, 1925
†Government Statement, March 31, 1925
††Government Statement, September 30, 1925

FROM STICKING TYPE TO RIVIERA VILLA IS STORY OF SIR POMEROY BURTON

Compositor on Brooklyn Citizen Became Managing Editor of New York World, Then Won Wealth and Title in Britain as Lord Northcliffe Aide

By PHILIP SCHUYLER

SIR POMEROY BURTON, a suave, well-dressed, gray haired British-American millionaire, sat last Saturday morning in his stateroom, 18 on B deck of the S.S. Lapland, about to cast off on a cruise through southern seas. After a brief visit to this country, divided between New York and Florida, he was returning to Villa Arethuse, his home on the Riviera which he had purchased two years ago from Prince Danilo of Montenegro.

A little more than 40 years ago, "Roy" Burton, as his friends then called him, was sticking type in the composing room of the *Brooklyn Citizen*. In 1884 he abruptly announced he was through with his composing stick, hurled it clattering down on the stone where he was working, and left to dig out an editorial position for himself on the *Brooklyn Eagle*.

From that date on he traveled steadily upwards in the newspaper business. He won wealth and his title in England, where he was for 15 years managing director of the Harmsworth publications in Britain and France, now owned by Lord Rothermere, brother of the famed Northcliffe.

On March 6, just before he sailed for his Riviera home, Sir Pomeroy told this writer he was at present thoroughly enjoying retirement from active newspaper work, but made it clear that as far as business was concerned, and money making, he hadn't yet stopped progressing.

Sir Pomeroy would talk of anything but his former business. His words were of electrical combines, backed by billions. He was a financier enjoying the excitements of amassing more wealth and the pleasures and interests money can bring. His was not a spirit of braggadocio, admitted; but of confidence, surely—bank-book confidence. He was a man of importance. Ship news photographers were asking permission to take his picture; he refused. His valet was straightening out his luggage while he talked, and a lady's maid busied herself preparing for Lady Burton's comfort during the voyage. A secretary brought in last minute letters to be signed and mailed before the steamship sailed away.

"I'm thoroughly enjoying my leisure," he said. "I have no dull moments. I am as full of interest now as when I was in the thick of the fray.

"No, I won't give you my opinion of American newspapers, except to say that newspaper properties here seem to be thriving greatly.

"I came back to the United States this time on a combination pleasure and business trip. I have financial interests here. In England I am particularly interested at present in electrical development, and



Sir Pomeroy Burton

I wanted to study the system of large scale cheap distribution of electricity here.

"One sight I witnessed that I enjoyed very much was the recent spectacular Wall street demonstration. We have no such interesting fireworks abroad."

Sir Pomeroy was born 60 years ago near Youngstown, O. When about 12 years old he became a printing apprentice on small newspapers in the Buckeye state. He was 18 when he decided he had gone as far as he could in the mechanical side of newspaper making and joined the Brooklyn Eagle staff. His first editorial position was that of fraternal editor. He chafed at the reins of this routine job and finally succeeded in getting himself assigned as Eagle correspondent at the National Guard Camp at Peekskill, N. Y. There he began to show the ability as a writer he had inherited from his mother, an author of local Ohio fame.

As the result of superlative work at the camp, Sir Pomeroy was promoted to assistant city editor of the Eagle on his return to Brooklyn. His next step was to head of the city desk. Then his work came to the attention of the elder Joseph Pulitzer, who made him city editor of the *New York World*.

When Lord Northcliffe made his first visit to the United States 20 years ago, Burton had risen to the position of managing editor of the World, and had left that newspaper to go over to the Hearst service. Lord Northcliffe, then Sir Alfred Harmsworth, said he wanted an editor who could vie with Ralph Blumenfeld, former Milwaukee newspaper man, who had became his greatest rival as editor of the *London Daily Express*.

"I'll loan you Burton," William Randolph Hearst said. Northcliffe accepted, but forgot to repay the loan.

On the *London Daily Mail*, Northcliffe's chief paper, the young American newspaper man soon became a dominant figure. After five years abroad he was made managing director of Associated Newspapers, Ltd., the Northcliffe chain of daily newspapers, weeklies and magazines.

By 1914, Sir Pomeroy had demonstrated a Midas touch in everything he handled. Then, aside from Lord Northcliffe's personal holdings, he owned all except an insignificant number of shares in the Daily Mail. When Sir Harold Harmsworth retired from the Daily Mail, Sir Pomeroy purchased his holdings. Soon afterward he purchased the Kennedy Jones shares, which gave him a position second only to Lord Northcliffe himself in importance.

Sir Pomeroy was knighted by King George in 1923 for services he performed during the war and immediately after peace was signed. Just before the United States declared war in 1917, he visited this country and for three months toured the Eastern and Middlewestern states, investigating conditions for his London newspaper and arousing interest in the Allied cause. He constantly fought against wartime censorship, demanding full publicity for the people on all information not of definite use to the enemy. He was a keen student of the labor situation in England, and in 1919 directed a big publicity drive in an effort to check the spread of labor unrest then developing throughout the industrial world.

Two years ago he resigned as managing director, but retains today the position of chairman of the board of directors of the Rothermere press.

Student Editors in Convention

Editors of school newspapers and magazines are meeting at Columbia University in New York Friday and Saturday of this week.

have
you been
following the
remarkable
growth
of the
Detroit Times

From the Linotype Mailbag

MODEL 26

"has improved the appearance of the advertising matter"

"Regarding the Model 26 Linotype purchased from you this past summer, we have congratulated ourselves frequently that we made the purchase, as it has helped us materially in setting advertising matter in our publications and also for commercial work. The thing that pleases me most is that I do not hear the foreman answer the question as to why it took so long to set a job; that his foundry type was all tied up and that the cases were empty. Furthermore, we are not wearing out our type used in publication work and, needless to say, the Model 26 has improved the appearance of the advertising matter appearing in publications printed by us."

The Live Stock Press
Chicago, Ill.



ONE-PAPER HOMES

Usually, when a family takes only one newspaper, that one is the EVENING paper.

In

Charleston, West Virginia there are

5,464 HOMES

where the only paper is

THE DAILY MAIL

National Representative

The Devine-MacQuoid Co., Inc.
New York Pittsburgh Chicago

So long as Newspapers are judged by the character and value of their contents—and let us pray that they *always* will be so judged—so long will The News be accepted as "Supreme in Texas."

Circulation — business volume—these are mere physical assets, and The News is amply endowed with both.

But the Newspaper itself is the thing!

The
DALLAS
MORNING
NEWS

Regional Advertising
at
Regional Rates
in
The Christian Science Monitor

An International Daily Newspaper
Publishing SELECTED ADVERTISING

ATLANTIC, CENTRAL and PACIFIC Editions

Rates and Circulation Data Supplied on Request

ADVERTISING OFFICES

Boston, Philadelphia, Chicago, Cleveland, Detroit, New York, London, Paris, Florence, Kansas City, San Francisco, Los Angeles, Seattle, Portland

"Buy What You Can Use"

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.

Member A. B. C.

URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representatives:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

The
DES MOINES
CAPITAL

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best Advertising buy in the mid-west

O'Mara & Ormsbee
Special Representatives

The
DES MOINES
CAPITAL
Lafayette Young
Publisher

SAN FRANCISCO BULLETIN NOW PRINTING FROM NEW SIX-STORY PLANT



HE last word in modernity as a newspaper plant, the new home of the *Francisco Bulletin*, was ready for upancy Sunday, March 7.

f class A construction throughout, steel and concrete building at 812 sion street, just west of Fourth, is stories in height. It has a modified nic front and is one of the most nctive buildings in the downtown dis-

n moving into its new home, the letin appeared in new dress, its type s and makeup generally reflecting latest evolutions in newspaper print-

ghter, more readable type faces and absence of large, startling headlines two of the changes in the new dress. w machinery has been installed in lant. Already a new press has been ready for greater production. The osing room has new linotype ma-s and many new type faces in its . Every department of the Bulletin een given the advantages of the most rn equipment and working appli-

ns for the changed appearance of the Bulletin in its new home have been under way since the paper was taken over by its new owners in 1924.

Before new equipment was ordered, Eastern representatives of manufacturing companies were called to San Francisco for consultations. Heads of the various departments of the Bulletin were also sent East to make a survey of newspaper plants, study production methods and confer with typographical specialists.

EVENING HERALD
Los Angeles, Calif.
ed 7,505 Daily Average Circulation
orn Government Statement, Six Months ng Sept. 30, 1924, 174,280 Daily. Six hs, Ending Sept. 30, 1925, 181,785 Daily. ase in Daily Average Circulation, 7,505.
COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
. Moloney, 604 Times Bldg., New York. ogan Payne Co., 401 Tower Bldg., 6 -th Michigan Ave., Chicago. . Norris Hill, 710 Hearst Bldg., San ncisco, Calif.



Vanderbilt Announces Farm Tabloid

Cornelius Vanderbilt, Jr., announced at Miami this week the publication on March 10, of a weekly tabloid magazine devoted exclusively to Southern farming. The new magazine will be published every Wednesday by the Vanderbilt Farmer. The subscription price is $1.00 a year.

KENDALL BILL TABLED IN COMMITTEE

Both Sides Agree On Move When Majority Refuses to Vote It Out Without Material Amendments—No Further Action Likely

(*By Telegraph to* EDITOR & PUBLISHER)

WASHINGTON, March 11.—Immediate prospect of favorable action on the Kendall Bill to restrict the printing and sale of stamped envelopes with complete "Corner Cards" by the Post Office Department vanished this week when the house Post Office Committee tabled the measure by unanimous agreement between its proponents and opponents.

When a majority of the Committee refused to vote the bill out unless it was amended materially, its supporters decided to permit it to rest in Committee without having it voted either up or down.

The National Editorial Association which backed the bill will probably seek further action later, although it is not believed that the legislation has any chance of becoming a law at this session of Congress.

Fire Damages Milford Plant

Fire causing damages estimated at a $10,000 loss occurred last week at the plant of the *Milford* (Mass.) *Daily News*. Started in a pile of newspapers in the stereotype room, the flames so damaged the editorial and business offices that it was necessary to have the afternoon editions printed at the plant of the *Framingham News*.

Sunday Edition for Hilo, Hawaii

The *Hilo* (Hawaii) *Tribune* has added a Sunday edition. It is a member of the Associated Press.

The Biggest Half of Baltimore

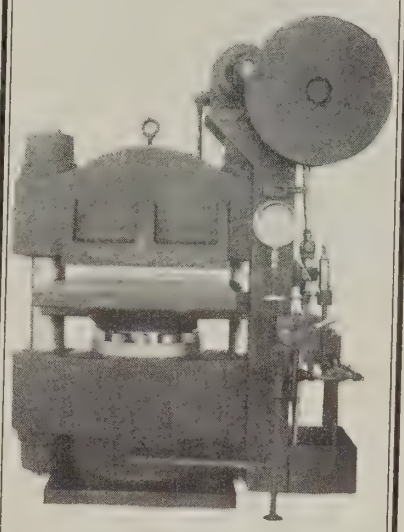
is covered by the combination of The Baltimore News and Baltimore American with a small factor of duplication and rapidly growing circulation. You can either buy these papers separately or in combination.

The News with a 13,145 net paid GAIN for December over the year previous and the American with 15,393 gain for the same period makes the News-American combination 29,038 circulation stronger over a year ago.

THE BALTIMORE NEWS
and
Baltimore American

PAYNE, BURNS & SMITH CO.,
Eastern Representative.
G. LOGAN PAYNE CO.,
Western Representative.

BIROTADRUCK
(Bi-rota-druck)
Hydraulic Matrice Press and Process



Direct Pressure Matrice Die Embossing

The American Birotadruck matrice press and process is a hydraulic direct pressure matrice moulding press and process—definite in all its functions moulding a perfect die cut and embossed mat ready for the casting box without loss of time.

No More Crushed Type or Blurred Pages

Any desired pressure may be obtained without injury to type or illustrations. Under the Birotadruck process half tone illustrations are embossed and the matrice die sunk simultaneously with the moulding operation.

There are no changes necessary on presses, stereo or other equipment. The Birotadruck Matrice Press and Process takes the place of Matrice Rolling machines and adds refinements and features not heretofore available.

Either wet or dry mats may be used with full success.

Installations have been made on the plants of the New York Times, New York Herald-Tribune, Boston Globe, Dallas News and machines are being built on orders from other metropolitan newspapers.

For sample of pages produced under actual working conditions and other information, address

AMERICAN BIROTADRUCK COMPANY, Inc.
Suite 1202
120 West 42nd St.
NEW YORK CITY

CHARLES M. LINCOLN WITH N. Y. TIMES

Former New York Herald M. E. Will Take Charge of Syndication—Has Had Long Newspaper Career—Was Nine Years With World

Charles M. Lincoln, former managing editor of the *New York Herald,* this week became a member of the *New York Times'* staff, after a year and a half vacation from active newspaper work. His appointment was made by Adolph S. Ochs, publisher, who informed EDITOR & PUBLISHER, Mr. Lincoln would pay particular attention to the syndication of matter for the Times.



CHARLES M. LINCOLN

The Times however, has no intention of starting a regular newspaper syndicate, Mr. Ochs said, but explained that with increasing frequency stories arise, which require some syndication to finance their coverage. At present the Times is syndicating three Artic expeditions in co-operation with Current News Features, Inc.

Mr. Lincoln himself declined to discuss the nature of his new newspaper duties.

In accepting his present position, Mr. Lincoln is returning to the Times staff. From 1907 to 1910, he was Sunday editor of that newspaper.

Mr. Lincoln first came to New York from the *Philadelphia Press,* where he was associated for four years, part of the time as managing editor. There he attracted the attention of the younger James Gordon Bennett, who brought him to the Herald staff in 1896. For 12 years he was respectively city editor, news editor, and Sunday editor of the old Herald. Then, after his Sunday editorship of the Times, he was named managing editor of the *New York World,* following Caleb A. Van Ham in that executive position. He remained managing editor of the World for nine years, before resigning to return to the Herald as executive editor in 1920.

A native of Bath, Me., Mr. Lincoln began his newspaper career on the old *New Haven Palladium.*

Ex-Gov. Allen Heads Cruising College

Ex-Governor Henry J. Allen, proprietor of the *Wichita* (Kan.) *Beacon,* will head the faculty in charge of journalism on the "floating college" which sails for a cruise next October, the University Travel Association, announced in New York this week. Mr. Allen will also write a history of the cruise. The "floating college" will spend eight months visiting 30 foreign countries.

NEWSPAPER MAKERS AT WORK

—By PHILIP SCHUYLER—



"Local news is our chief interest"—S. D. Jones

SAMUEL D. JONES, manager of the *Waco* (Tex.) *News-Tribune,* a Fentress-Marsh newspaper, is temporarily in charge of the *New York Morning Telegraph,* which is now being managed under Fentress-Marsh supervision. C. E. Marsh, who was previously in charge, has returned to Texas, expecting to come back to New York, April 1. His partner, E. S. Fentress is scheduled to come to New York in April also to assist in directing the New York daily.

Mr. Jones arrived in New York, Feb. 28. It is his first visit to Manhattan. He has been manager of the Waco News-Tribune for the past 12 years, and was appointed manager of that paper in 1921. Prior to going to Waco he was with the *Fort Worth Record,* where he had his first newspaper experience. He started in the circulation department of the Record and was assistant general manager when he resigned to go to Waco. He declined to discuss affairs of the New York Telegraph.

Since 1917, when the News-Tribune became one of the Fentress-Marsh chain, circulation has doubled, according to Mr. Jones.

This circulation boost, accomplished without use of premiums or prize contests, is a story of local concentration and worth consideration. The News-Tribune, in common with many another small town daily in the shadow of nearby big city competition, must rely primarily on complete and careful local coverage to bring readers to the fold. Within a radius of 50 miles, Mr. Jones is threatened by metropolitan circulation in the North from Forth Worth and Dallas, and in the South from Houston and San Antonio.

"We are, because we must be, strictly a local town," Mr. Jones explained. "Local news is our chief interest. We boil it down and carry lots of it. We stay in our own back yard and plug.

"Texas newspapers are everywhere very much under-rated, I believe. Yet they all take care of their respective fields in a very capable manner. We rarely stick our nose into the bloody side of things, to be sure. Texas is still a growing state, and the newspapers by getting behind constructive and progressive movements are helping very materially to build it up."

Mr. Jones told of the successful culmination of a fight waged by his newspaper for the city management form of government in Waco.

"For three years we fought for i he said, "and it was finally carried. Th politicians got busy and put it up to t people for another vote, seeking to r vive the old form. On the first of t year, however, the motion of the r actionaries was defeated by an ov whelming majority, proving conclusiv the public power of our paper."

Mr. Jones will return to Waco in Ap upon the arrival of Mr. Marsh in N York.

Mr. Fentress and Mr. Marsh own newspapers in Texas. Last month th took over management of the Morni Telegraph, denying to EDITOR & PU LISHER that they had any financial terest in the property. E. R. Thomas, owner and publisher, is in ill health a at present is in Florida.

MICHIGAN

and the

BOOTH NEWSPAPERS

THE LEADING NEWSPAPER IN GRAND RAPIDS — THE ONLY DAILY IN SEVEN OTHER CITIES

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN — 50 East 42nd St. New York City
J. E. LUTZ — Tower Building Chicago, Ill.

CONFIDENCE

The great volume of advertising carried by The New York Sun, and the consistent gains in all classes of advertising for the past eight months are due to the fact that readers of The Sun have confidence in its advertisements as well as in its news and editorials.

The Sun
280 Broadway New York

Positively!

the only logical newspaper to cover Montgomery county, Pennylvania, is the

Norristown Times Herald

National Representative
Paul Block, Inc.
Philadelphia, New York, Chicago, Boston, Detroit.

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
QUALITY NAME SERVICE FAME
CLINE WESTINGHOUSE

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

Rockford Register Gazette

Rockford, Ill.

Ask them about it.

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

Do you know what percentage of errors are made in your Composing Room?

We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.

Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.

When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.

Matrix Contrast Corp.
33 W. 42d St., New York City

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men —it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO EMPLOYERS.

Dominant and Respected in the rich **Louisville** field

The Courier-Journal
THE LOUISVILLE TIMES

Represented Nationally by
The S. C. BECKWITH Special A

NEW SHADING MEDIUM ELIMINATES BEN DAY

Transparent Sheets Placed On Ad Copy or Photographs Make Ben Day Effects—Invented by Benjamin Hutchinson

A method, claimed to do away completely with smudgy advertising copy and considerable saving of time and expense



Stipple on Line Drawing

The Ben Day, this week reached a quantity production basis in New York where it is handled by Bourges Service, Inc. It is called the Hutchinson Artists Shading Medium, and was invented by Benjamin Hutchinson and originally handled from the Pacific Coast.

Briefly this medium consists of transparent "shading sheets" of special colored celluloid with photographically the characters of a "Ben Day" nature on them. These sheets are placed over the advertising copy or photograph to be treated or shaded before engraved. The opaque characters are quickly and easily removable from any portion desired by rubbing with a pointed stick or wood stub. Where left, the character of the shading sheet will combine photographically with the under-detail of the copy. No machine is required. The shading sheets may be obtained in 84 different patterns.

The process was originally made by hand. Now machine manufacture has been perfected and the plant has a capacity of 10,000 sheets a day. The sheets measure 9 x 12 inches. Bourges Service, of which Albert R. Bourges is president, is sole manufacturer and distributor.

"This is not a transfer method, but shading sheets that you can put on your copy and see the complete effect before making a plate," Mr. Bourges explained. "The copy is in no way affected when the sheet is removed. Color or tint effects may be obtained free from all detail of the copy by photographing separately."

Mr. Bourges is a veteran engraver, and a member of the photo-engraver's union. For 12 years he conducted his own office as consulting photo-engraver.

London Daily Awarding Scholarships

Scholarships and other awards to children totalling $25,000 figure in a scheme launched by the *London Daily Graphic*, tabloid newspaper, which has as its aim giving facilities for children to obtain higher education. Much interest has been created in England by the scholarship awards, which are by examination. Parents of successful scholars receive a free London holiday at the expense of the Graphic.

CHICAGO HONORS EUGENE FIELD

Ceremonies Mark Removal of Poet's Ashes To New Shrine

The ashes of Eugene Field, the "poet of happy childhood," were reinterred with simple ceremonies Sunday in the churchyard of the Church of the Holy Comforter, at Kenilworth, Ill.

More than 1,000 religious dignitaries, newspaper men, authors, poets, civic leaders and children stood in the churchyard in a swirling snow storm while the casket was lowered to its final resting place.

Judge Jesse Holdom, an intimate of Field's, delivered the principal address in which he declared Field the "most charitable and lovable character" he had ever known.

In conclusion, Judge Holdom read "Little Boy Blue," that begins "The little toy dog is covered with dust," one of the best known of Field's poems.

Among the honorary pall bearers were Mayor William E. Dever; President Walter Dill Scott of Northwestern university; President Max Mason of the University of Chicago; James Stephens, Irish author; Judge Charles G. Allen of St. Louis; Charles H. Dennis, editor of the *Chicago Daily News* and author of "Eugene Field's Creative Years"; Henry B. Fuller, Clarence A. Hough and Walter M. Hill, authors; Mayor Charles H. Bartlett of Evanston; Congressman Henry R. Rathbone; and W. C. Dunlap, former mayor of Cleveland Heights, O.

When Field died in 1895, he was conducting the "Sharps and Flats" column of the *Chicago Daily News*. He had formerly done newspaper work in St. Louis, Kansas City and other mid-western cities.

BRITISH AD MAN HERE TO SELL CEYLON

Douglas E. Shaw Representing 3 Ceylon Papers Tells of Rubber Boom Prosperity—Formerly Commercial Editor

Douglas E. Shaw, general manager of the London office of the *Ceylon Observer*, the *Ceylon Daily News*, and *The Dinamina*, is in New York on behalf of the group of newspapers he represents, and to outline the American sales opportunities of Ceylon, now rapidly becoming Westernized. He arrived in New York by the Berengaria on March 2, and will remain in the United States until the end of this month.



Douglas E. Shaw

"My object in visiting the United States," said Mr. Shaw, "is to urge American advertisers to take advantage of the opportunities presented by the remarkable economic progress of Ceylon. As a result of this progress, which has been accelerated by the present boom in the tea and rubber industries, Ceylon now takes a prominent position among the markets of the Orient. She is less overshadowed by her great neighbor, India, and exporters on both sides of the Atlantic are taking an increasing interest in this prosperous island. Its total trade with the United States approximates $34,000,000.

"The Ceylonese public includes a community of extremely wealthy people, as well as a vast body of peasant farmers whose comparatively high purchasing power constitutes a most important factor in trade. The population of the island is roughly 5,000,000. The standard of life of the educated classes is high, and embraces all the features of modern civilization. Manufactured goods and luxuries of all kinds find a demand not only from the 10,000 European residents but from the much larger public of prosperous Ceylonese. American cars and trucks are being imported at an average rate of 40 per week."

Mr. Shaw spent more than five years in Ceylon, starting as a tea planter. He was then engaged by one of the leading merchant houses of Colombo, thereby gaining an experience of trade and agriculture which enabled him to take the position of commercial editor of the Ceylon Observer. Three years ago he was sent to reorganize the London office, which has developed considerably owing to the amalgamation of the Observer with the Daily News and the Dinamina to form a publishing house on the most up-to-date lines. His office is located at 180 Fleet street.

TAMPA MORNING TRIBUNE
"So. Florida's Greatest Newspaper"
Established 1894
CIRCULATION
SUNDAY..59,202 DAILY..34,321
In addition to complete coverage in Florida's industrial and commercial city, the Tribune covers 190 cities and towns in twenty-four South Florida counties—the heart of the most rapidly growing and wealthiest section of Florida. This territory includes the rich industrial citrus, phosphate and truck-raising district of the State.
The Tribune stands TWELFTH among the newspapers of the United States in volume of advertising printed during the year 1925—21,650,678 lines.
Only one New York newspaper and only one Chicago newspaper printed more advertising in 1925 than the Tampa Tribune
The S. C. Beckwith Special Agency
National Representatives

1925 WAS RECORD BREAKING YEAR IN BEAUMONT TRADE TERRITORY
Our industrial plants filled more orders, our ports showed increase in shipping, our retail merchants had the best trade since 1920. The Beaumont Trade Territory is in a prosperous condition. This territory is covered only by
THE BEAUMONT ENTERPRISE
and
THE BEAUMONT JOURNAL
"Ask Beckwith — He knows!"

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined*.
THE PITTSBURGH PRESS
A Scripps-Howard Newspaper
Member of the A. B. C.

Now is the time to sell Northern Ohio
—concentration, at ONE cost means a greater impression. Follow the National advertisers who use the Plain Dealer ALONE to do it.
The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it
J. B. Woodward 110 E. 42d St. New York
Woodward & Kelly 360 N. Mich. Ave. Chicago

Buffalo, The Wonder City of America
Buffalo—A Profitable Market for Advertisers
Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the
BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo Homes
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

GRAVURE SECTIONS PRINTED
SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK
Standard Gravure Corporation
LOUISVILLE KY

Tem-Tribune
RNING-EVENING-SUNDAY
COMPLETE COVERAGE
at one cost
5,000 circulation—20c a line week-days
ver New Orleans At ONE Cost

MARQUETTE "U" SEEKS TO ENCOURAGE INITIATIVE AMONG ITS STUDENTS

Freshmen Spend Considerable Time in Laboratory to Test Fitness for Newspaper Work—Practical Experience Offered on Milwaukee Dailies

By J. L. O'SULLIVAN

Director, College of Journalism, Marquette University

COURSES in the College of Journalism at Marquette University are designed to give students a knowledge of background and cultural subjects; to show them how this knowledge may be applied to practical journalistic work and to teach them the fundamentals of writing, editing and newspaper management. Full development of individuality and initiative is encouraged and fostered.



J. L. O'SULLIVAN

Marquette seeks to give the student a broad knowledge of History, Economics, Sociology, a foreign language, as well as of English and professional Journalism subjects.

Taming the freshmen presents the most difficult problem.

The first year, no instruction in professional journalism subjects is given. However, the freshman English course is designed to teach a clear, forceful and entertaining style, by a close study of words, sentence structure, paragraph topics and extended composition, with rules for emphasis, coherence and unity as applied to newspaper requirements. It is the aim to train the freshman in accurate observation, pithy and graphic expression. The freshman also makes a study of the leading newspapers of the country for the purpose of gaining an idea of their characteristics.

Considerable time is spent by the freshman in the "laboratory," fitted up as an editorial room, so that he may gain an idea of the way such an office is conducted. Here he learns typewriting and terms in general use in journalism from contact with upper classmen.

The remainder of the freshman course is made up of history, a foreign language, public speaking and an elective of a science, economics or some other such branch that will fit into his future course of study.

Such a curriculum permits the student to have sufficient knowledge of journalism to determine whether or not he desires to follow his studies; enables the faculty to decide whether the student has the necessary qualifications and finally gives a knowledge of subjects which may be applied to work in later years.

Fundamentals of news writing and reporting are taught during the sophomore year, coupled with a continuation of history, English, foreign language and of the science, economics or whatever the student may have started the first year.

The theory is given in lectures and discussions in the class room; the practical in assignments given for work on the student paper and on the Milwaukee papers. In the editorial room of the *Marquette Tribune,* the upper classmen are the editors and hold the executive positions while the reporting is done by the sophomores. During the sophomore year, the students also cover news for the Milwaukee papers, taking their assignments direct from the editors and reporting back to them. All of the work for the Marquette Tribune as well as the other student publications while done under close faculty supervision is under the control of students of the College of Journalism.

Following the course in reporting and news writing, copy reading is taken up. Along with the work in the class room, the students work on the copy desk of the publications, read proof and perform other such duties under actual publishing conditions. The other professional subjects are taught during the junior and senior years. The junior studies history of journalism for a semester, followed by journalism ethics. He also takes mechanical journalism for one semester. The Marquette College of Journalism has a printing equipment work $50,000 which is at the disposal of the students. All of the University printing, including publications and catalogues, is done by the Marquette Press. Students during the semester of mechanical journalism, spend considerable time in the printing shop to learn under actual working conditions, type, make-up and the mechanical side of the work. A course in newspaper management, where the class room lectures and discussions are supplemented by actual management experience on the college publications, is also given during the junior year. The junior continues his foreign language, history, English and in addition takes logic and psychology.

During the senior year, editorial writing is required for one semester. The only other required journalism study during the senior year is a course "Editorial Co-ordination" in which the student makes a study of the history and recent developments and tendencies of law, medicine, dentistry, engineering, nursing, and other professions, taught on the campus, so that he may be able to at least know some of the authorities, traditions and hopes of the other callings.

The senior has usually made up his mind about what he will do after he leaves the University, and he may choose from courses in advertising, the country newspaper, critical writing, feature writing, trade journalism, publicity and news agencies during his final year.

Along with each of these courses, students do practical work. They edit community newspapers, giving the editor a vacation and there has never been a case where Marquette sent students out to edit a county paper that the editor didn't admit that they put out a better paper than he did. They write stories for the United Press and the Associated Press. They work for several of the many trade journals in Milwaukee, some making an average of $25 a week from articles turned in to these publications, while they are attending school. Feature stories throughout the city are covered and written for publications. Some are printed, and some are not, but the students get the experience, if not the checks. The senior also studies general ethics and continues his foreign language and English.

During the entire four years of study, the students attend weekly meetings of the Marquette Press Club. All students of journalism are members. These meetings, presided over and conducted by the students, with faculty members present, are designed to allow an opportunity for free discussion of various phases of journalism which might not be touched upon in class work. Problems, and tendencies are taken up and the discussion is guided to build ever higher ideals in the minds of the future journalists. Usually some executive or other worker from a Milwaukee newspaper or other publication is present at these meetings to present ideas on the subject under discussion from the most practical point of view.

With such a course, Marquette has found through 16 years' experience in journalism instruction that the average student is able to go out into the world and reflect credit upon himself and his Alma Mater.

J. L. O'Sullivan, author of this article, 11th in a series interpreting the work of journalism schools to editors of the nation, is himself a Marquette alumnus, being graduated with the first journalism class in 1914. *After a year with the Milwaukee Sentinel, he joined the United Press as Wisconsin manager. Later he was transferred to New York as manager of the U. P. local office. In* 1920 *he was appointed manager of the U. P. Central division, with headquarters in Chicago, subquently taking over the same work the southwest with Kansas City his off He left the U. P. in* 1924 *for his pres work.*

Hines Promoted on S. F. Bulletin

William Hines, lately managing edi of the *San Francisco Bulletin,* has b made general manager of the paper.

Weeklies Buy Harness Gazette

Following the death of T. J. Mow editor of the *Harness Gazette* at Ro N. Y., the publication has been sold his son, T. Clayton Mowry, to the C. Ryder Publishing Company of Cobles N. Y., which will continue the pa The company also publishes the *Cob kill, Times* and *Cherry Valley Gaze* weekly newspapers.

For the spring motoring rush we s gest, "Drive slowly or you may be dri slowly."—*Columbia Record.*

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

We're ready to build big Spring Real Estate and Automotive volume. Are you?

THE BASIL L. SMITH SYSTEM, Inc
International Classified Advertising Counsellors.
Packard Building Philadelphia

fashions
Daily and Sunday Features of Many Types and All Sizes
FAIRCHILD
Newspaper Services
8 East 13th St. New York

America's most select Circulation
The Palm Beach Times
FRANK P. FILDES PUBLISHER

The Morning Telegraph
Is the giant influence on the Turf, in Society, Music, Theatre, Motion Picture and Finance, having the largest circulation of any Daily in the United States at a ten-cent Price.
Circulated in every State in the Union and the principal capitals of Europe. An exclusive market for its advertisers.
The Morning Telegraph
50th St. & 8th Ave., N. Y. City

Peoria
The Try-Out City
THE PEORIA JOURNAL Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

O IDLENESS FOR "SPECIALS" COVERING LEAGUE OF NATIONS AT GENEVA

ust Keep in Close Touch With Politics of Virtually Every Country to Write Accurately—Good Facilities for Press

ENEVA, Feb. 23.—Special correspon- dent in Geneva is not a job of idle- s and pleasure by the great silvery e of Switzerland. On the contrary, it erhaps one of the most exacting jobs a special in the whole of Europe. importance of Geneva is hard to ge from afar, one has to go there to an idea of the varied nature of the ial's task.

nstead of following the politics of one ntry, the special at Geneva has to fol- the international politics of almost the countries of Europe. A dozen es a day he meets representatives of powers and small powers, and he has e more than ordinarily familiar with outstanding questions interesting the ntry of each. As soon as a big ques- comes up, it is not the argument of side which he has to follow and re-, but the arguments of both sides, to nothing about what the representa- s of neighboring States have to say he same question.

he desk of every special working in eva is daily piled with reports and rs from all parts of Europe, treaties, ngs of special commissions, statistics ade, information on boundaries, arbi- on arguments, as well as a mass of espondence from all sorts of sects and es. Everything has its importance, every paper has to be read through care.

is with a digest of all these docu- s in his head that the special begins laily task. At the League headquar- there is a very fine section set aside he press. In a large room a dozen ortably sized tables, not desks, are ved for members of the press, and regular correspondent has a large for his mail, big enough to take letters, which can be dropped into rough a wide slit at the top. This s a roomy locker, big enough for a vriter. The names of the journalists ese lockers are of men from all cor- of the earth, North and South Amer- Japan, and every part of Europe. n the writer visited the press sec- of the League all the lockers were e except No. 13. Are newspaper superstitious? By now even No. 13 have a tenant, for the newspaper are growing rapidly in numbers.

the press room there is a large no- board, and all announcements are on it before being given out. In vay every press man can know the latest by referring to the board. opposite the press room, across a corridor, is the telegraph office, and by are spacious telephone booths. oom being on the ground floor, ac- s easy.

y as is the press section now, it is to be busier still when Germany into the League. With the thor- ess which characterizes our former es, they mean to do the League for is worth. Already there are four nent German correspondents in Ge- devoting their attention to the labors e League, and when the entry of ny takes place this number will be sed probably to twelve or more.

From the history of American news- paper men who have been sent to Geneva to follow the League activities, one might almost make a forecast of the inevitable entry of America into the League.

Joseph E. Sharkey represents the As- sociated Press in Geneva and is a well- known figure.

Robert Neville is in Geneva for the *New York Times,* Albin Johnson for the *New York World,* E. Percy Noel for the *Philadelphia Public Ledger,* and Henry Wood for the United Press. It is un- derstood that they will shortly be joined by other permanent American correspon- dents, for it is becoming daily more and more realized that the League of Nations needs a special man's full time if it is to be properly covered.

Other countries have fully recognized the importance of the League as a news center. *Buenos Aires La Nacion* has sent Honorio Roigt there. La Nacion was the first Latin American newspaper to send a permanent correspondent to Geneva. Even a small country like Holland has two permanent correspondents, Czecho- slovakia one. Of course, when the League is in session all the big news in- terests send men specially to Geneva.

Increase of competition has come with increase of work, and news through dele- gates is much sought after. It is here that the permanent man has a great ad- vantage over specials sent to Geneva only during a session of the League. The per- manent man is known, and delegates know just what they can say to him, whereas with the strange correspondent they are often silent.

Space for newspaper men in the room where the Council of the League meets is already growing very limited, and their accommodation is one of the pressing problems. Each correspondent has his allotted seat.

Prints 176-Page Edition

The *Colorado Springs* (Col.) *Gazette-Telegraph* last Sunday issued its annual edition carrying 176 pages. The issue was claimed to be the largest ever pub- lished between the Pacific Coast and the Missouri river. More than 28 tons of newsprint were used. Preparation of the edition took nine weeks' time.

China Press Sued for $57,000

An action for alleged arrears in salary amounting to $42,000 and approximately $15,000 damages for default in payment, has been filed in the U. S. Court for China recently by H. C. Norman, against the *Shanghai China Press,* Amer- ican morning paper, with whom he was formerly employed as advertisement man- ager.

EDITOR & PUBLISHER CALENDAR

March 16—Inter-State Circulation Managers' Assn., ninth annual meeting, Reading, Pa.

March 16-17—Mid-West Circulation Managers' Assn., semi-annual con- vention, Tulsa, Okla.

April 5-6—Insurance Advertising Men of the Pacific Coast, first meeting under auspices Insurance Advertising Conference, Los An- geles.

April 7-13—First Pan-American Congress of Journalists, Wash- ington, D. C.

April 7-9—Direct Mail Advertising Assn., convention, Los Angeles, Cal.

April 9—Mid-Tennessee Press Assn., meeting, Nashville, Tenn.

April 9-10—Panhandle Press Assn., convention, Amarillo, Tex.

April 12-14—Fourth District A. A. C. W., annual convention, Or- lando, Fla.

April 17—Association of Newspa- per Syndicates, meeting, New York City.

April 18-24—Forest Week.

April 19-24—Associated Press, an- nual meeting of members, Wal- dorf-Astoria Hotel, New York.

April 19-24—American Newspaper Publishers' Assn., annual conven- tion, Waldorf-Astoria Hotel, New York.

A. P. Speakers Over Radio

Executives and editors of the Associ- ated Press went on the air in various cities of the country March 8, telling how A.P. news is gathered and distri- buted. Stations used were WJZ, New York; WMAQ, Chicago; WSB, At- lanta; KPO, San Francisco; KOA, Denver, and WDAF, Kansas City, with numerous local stations picking up the talks and rebroadcasting them.

Teaching Journalism by Radio

On March 9, Station WBZ, Boston, be- gan a radio broadcast course on journal- ism, with Edward E. Whiting, *Boston Herald,* lecturer. Consisting of a series of eight weekly lectures, the course will give instructions in reporting, make-up work and social department work. The writing of editorials, headlines and feature stories will be emphasized. Manuscripts sent in by enrolled students will be criti- cized by the instructor and returned with corrections and suggestions.

Insurance Against Rising Feature Costs

Five pages of exclusive newspaper features, includ- ing Editorial, Women's, Sports, Comics, News Fea- tures and News Photos each day.

Serial fiction by Beatrice Burton, author of "The Flapper Wife," "Love Bound," etc.

Editors' Feature Service, Inc.
1819 Broadway, New York

SHORT STORIES DONE IN PICTURE STRIPS

Famous Stories By
POE, STEVENSON, DUMAS
CONAN DOYLE

To Run 10 Days
2 Weeks

Beautifully Drawn, Full of Action, Suspense and Thrills

Write for Rates

WHEELER - NICHOLSON, Inc.
373 4th Ave. New York City

RADIO interest IS growing DAILY. Is the INTEREST in YOUR radio PAGE growing AT the same RATE? We have THE features THAT will bring YOU radio CIRCULATION.

AUDIO SERVICE
326 W. Madison St., Chicago

Better Mats and Stereos
FOR NATIONAL ADVERTISERS
(Our work is backed by 26 years' experience)
International Syndicate
Baltimore, Md.

Consistent Builders of Circulation

We do not use just one outstanding success to show you as proof of our ability. Year in and year out, for twenty-two years, we have continued to make each and every campaign a success.

We have proven our methods.

MYERS'
Circulation Organization
415 E. Third St., Waterloo, Iowa

THE FIRST TIME!
A HAROLD BELL WRIGHT novel has been released for newspaper publication

"THE WINNING OF BARBARA WORTH"

BY THE WORLD'S BEST SELLER—

This story abounds in dramatic incident and compelling situations

THE BELL SYNDICATE, INC.
John N. Wheeler, Pres.
154 Nassau St. New York City

MARKET NEWS *Plus* **TABLES**

An unusual financial service that places emphasis on the news that influences the course of security and com- modity prices.

COMPLETE OR IN PART BY LEASED WIRE

CENTRAL NEWS of America
ESTABLISHED 1914
42 New St., New York City

WEEKLY PAPERS MUST MODERNIZE TO LIVE

Encroachment of City Dailies Can Be Met with Enlivened News and Make-Up Bridgman Tells Wisconsin Press

A rapidly changing world, bringing the commercial disintegration of the rural town and, in consequence, an extension of the trade radii of the large cities far beyond their suburban limits, has made the metropolitan newspaper far more powerful and prosperous than it ever has been before.



JOHN A. KUYPERS

Such was the picture of the broadening market for the big city newspaper and the narrowing market for the country weekly painted by W. H. Bridgman, editor of the *Stanley* (Wis.) *Republican,* in an address at the recent annual convention in Milwaukee of the Wisconsin Press Association.

The convention, held for three days, closed with the re-election of the following officers: John A. Kuypers, editor, *De Pere Journal Democrat,* president; Merlin Hull, editor, *Black River Falls Journal,* vice-president, and Louis H. Zimmerman, editor, *Burlington Standard Democrat,* secretary-treasurer.

The *Spring Valley Sun,* with Charles Lowater, editor, was awarded first prize in class 1 of the community service contest held in 1925 by the Association, to determine the weeklies which performed the outstanding service to their communities.

The Burlington Standard Democrat, of which Louis H. Zimmerman is editor, was awarded first prize in class 2 for "giving effective support to a variety of commendable objects." The *Algoma Record Herald,* Harry H. Haideman, editor, was awarded second prize.

For promoting effectively a single important project, honorable mention was given to the *Waupaca County Post,* D. F. Burnham, editor, and to the *Waterloo Courier,* J. Lewis White, editor.

To save the country weekly from the strong competition of the city daily, it must modernize both its makeup and enliven its news, declared Mr. Bridgman, at the meeting.

"My opinion is that we will sink or swim with the old home town and our chief concern at this time should be in getting her righted and sailing on an even keel," he added.

The editors were guests of the *Milwaukee Journal* and *Milwaukee Sentinel* during their stay here.

Blames Movies for Paper's Suspension

Roy Jarnigan, for the last year publisher of the *Linn Grove* (Ia.) *Independent,* which has been issued from the plant of the *Peterson Patriot,* last week discontinued the Independent. In announcing the suspension he said that the people of the community were evidently more interested in movies than in a newspaper and had failed to support his venture.

PRAISES "YELLOW PRESS"

British Student Says It Is More Human Than Class Press of Britain

"The legitimate type of 'yellow press' had done more to crystallize the imagination of the American people and to lead the foreigner to an interest and early understanding of America than has probably any other agency."

That is the conclusion of John Greierson, of the University of Glasgow, who has spent a year in the United States in a study of newspapers, and who is now at the University of Wisconsin under a social science research fellowship.

Mr. Greierson has made an intensive analysis of the methods used by American newspapers to appeal to readers' interests. Comparing the so-called "yellow press" with the class press of England, Mr. Greierson finds the former far more attractive and more in accord with the wants of its readers.

"The biggest mistake of the British press is its failure to recognize the value of comics and sports news and of what the American press calls the 'human interest' story," declared Mr. Greierson.

"The yellow press is much more human than the conservative. Papers here appeal largely to a public trained in the vaudeville and the movies, and under such conditions there is no place for editorial prudishness and false modesty."

Anderson Named S. F. Chronicle M. E.

Karl Anderson, for many years political editor of the *San Francisco Chronicle* and then assistant managing editor, has been given the full title of managing editor.

Classified

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS (Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line insertion as earned by frequency of inser Special rates quoted for 13, 26 and 52 inserti The Editor & Publisher reserves the righ classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE.

ADVERTISING

General Promotion

Advertising Promotion—If you want t business, communicate with the Internati Publications Service, Incorporated, Suite 1 1841 Broadway, New York City.

Special Pages

Special Feature Pages—Local display devel from non-regular advertisers. Industrial, B ing, Church, Baby-Contest Pages, Special tions. Every account guaranteed. Williar Jordan, Newspaper Revenue Builder, care E & Publisher.

(Continued on following page)

Supplies and Equipment

Rebuilt GOSS & HOE PRESS BARGAINS

ALL TYPES

SEND for LIST

THE GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON

SERVICE

Write to the classified department of Editor & Publisher if you want to buy or sell Used Equipment.

Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co.
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

C-H

Printing Press Control

"The Safest System in the World"

For Large and Small Plants

Consult Our Nearest Office

The Cutler-Hammer Mfg. Co.
MILWAUKEE, WISCONSIN
New York Cincinnati Milwaukee
Chicago Boston Cleveland
Pittsburgh Detroit Buffalo
Philadelphia St. Louis
H. B. SQUIRES CO.—Los Angeles, San Francisco, Seattle.

CUTLER-HAMMER

USED NEWSPAPERPRESSES

Scott 16, 24 and 32-Page Presses

GOSS 24 and 28-page presses good for black or color work.

HOE Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.

DUPLEX Flat Bed Press—Prints 4, 6 or 8 pages. Also Duplex-Quadruple Stereotype Press, Metropolitan Pattern.

POTTER—16 page stereotype press with stereotype machinery. Very good and very cheap press.

Available For Early Delivery.

WALTER SCOTT & COMPANY
Main Office & Factory - - - - Plainfield, N. J.
New York Office - - Brokaw Bldg., 1457 Broadway
Chicago Office - - - - - - - Monadnock Block

Modern
Composing Room Furniture

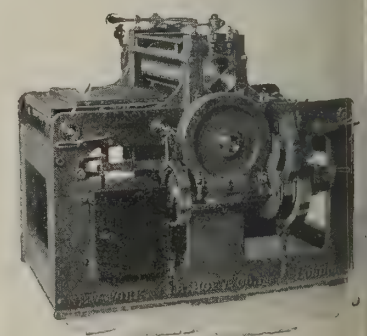
as made by us will speed up production and reduce costs—A *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO
TWO RIVERS, WIS.

HOE New-Design Heavy-Duty Matrix Roller

Built especially for heavy-duty work from the best grade of materials. Heavy supporting Frames are cast in one piece and secured by two substantial crossbar castings. Bed, with five second travel in one direction for wet mats and twenty second travel for dry mats, accommodates the largest single and double-page chases in ordinary use.



Designed Especially for Dry Mats

R. HOE & CO., INC.
7 South Dearborn Street
CHICAGO, ILL.

504-520 Grand St., New York Ci
also at
DUNELLEN, N. J.

7 Water Stree
BOSTON, MA

Employment—Equipment—Services

USINESS OPPORTUNITIES

Brokers

sive Daily in Illinois, county seat town),000. Needs good management. $35,- easy terms. Prop. 7021x. The H. F. chs Agency, Litchfield, Ill.

Daily in Southern city of 18,000, growing Old established paper but run down. ed cheap. Good opportunity for man with)0 capable of rebuilding business. In- Prop. 1347x. The H. F. Henrichs y, Litchfield, Ill.

Desirable Weekly and Job Plant, exclus- eld New Jersey, splendid equipment, good ition, earning handsome dividends. Initial nt $10,000 without real estate, or $15,000 real estate. J. B. Shale, Times Building, York.

Newspapers for Sale

Newspaper, well equipped, for sale in ountain city of 10,000; absolutely domi- ts field; making guaranteed net cash profit 0 per cent on sale price; if you have 0.00 in actual cash for first payment, com- etails and audit of books furnished, other- information given. Address Box B-777, & Publisher.

Newspapers Wanted

Young Men of established newspaper and one young man of business capacity join a publisher who will sell his news- gradually to capable men. State terms. Editor & Publisher.

ay $25,000 down on suitable daily in states. Negotiations confidential. The Henrichs Agency, Litchfield, Ill.

CIRCULATION

Promotion

tion—When quick, additional circulation e becomes necessary, remember that our years in this one line of endeavor proof against experimenting. Write or Pacific Coast Circulation Service, Bell Cincinnati, Ohio.

ion Builders—Blair & Austin, 1504 Cen- ., Reading, Penn. Originators of Sales- Club Campaigns.

ders, Daily Average per solicitor from ggested circulation promotion canvas, ina on a two pay plan. Total cost less c. order. Investigate without delay. ight China Co., Carrollton, Ohio.

EDITORIAL

Syndicate Features

Ledger and Polish Telegram are the omers this week. Write for samples of lert, up-to-date service. The Graphic e, 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

Cartoonist wanted by morning daily f 200,000, over night from New York. sed on previous experience and quality Position permanent with opportunity uncement. Applications confidential. ditor & Publisher.

dvertising Solicitor, and **copy writer,** ed, wanted. Steady position for capable ply B-783, Editor & Publisher.

Editor in 70,000 town night's ride York. Must be competent judge of feature values, also possessing tact. cording to qualifications. Outline in religious, fraternal and social affili- send samples of make-up and edi- address B-807, Editor & Publisher.

Advertising Salesman. Must be first writer, layout man and salesman. n preferred. Write giving full par- s to salary, age and references. ddress Box 1234, Editor & Publisher.

A large and representative Printing any has an opening for a sales- erably—but not necessarily—one with in some kindred line. Write giving lars with regard to age, experience desired. B-803, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Man with circulation experience opportunity. Age 40, Hustler. good. Available immediately. B- & Publisher.

Manager-Solicitor, 28, married, rection with growing paper in city),000 and 150,000 where marked a copy-writer, linage and good-will needed. Hard work, keen competi- terrent. Salary $60, but future ving conditions first considerations. or & Publisher.

EMPLOYMENT

Situations Wanted

Advertising Manager—I want to hear from a publisher who needs a soliciting advertising manager. My experience and energy will be valuable to him. B-818, Editor & Publisher.

Advertising Man—Experienced on dailies; so licitor, ad writer, familiar with making lay- outs, etc., desires position with daily or maga- zine in South. Address B-795, Editor & Pub- lisher.

Advertising Manager—Thoroughly experienced newspaper executive with an enviable record over sixteen years, wants connection with progressive paper in city over hundred thousand. Prefer second or third paper where possibilities are limited only by effort put forth. Successful organizer, leader and creator of business. Young, aggressive, married. Want permanent connection where record will be recognized. Write for full particulars. Address B-793, Editor & Publisher.

Advertising Manager—Classified Manager, now employed. Over 14 years' experience Metro- politan newspapers. Thoroughly experienced, seasoned go-getter; local display, publicity, national accounts, merchandising, etc. At pres- ent managing local daily of over 65,000. Best credentials. Address B-754, Editor & Publisher.

Assistant City Editor of newspaper of 200,000 circulation wishes to join a publisher who will sell his newspaper gradually to capable man. Have make-up, copy-reading, executive and reportorial experience. 25 years old. Another young man of established editorial ability and another young man of business ability also available. State terms. B-798, Editor & Publisher.

Business Manager—Who can use a real busi- ness manager with unusual experience and abil- ity? One whose connections have been so thor- oughly involved in all departments of newspaper publishing that he can truthfully say he actually "knows what it is all about". This man is now employed, not obliged to change, but has sub- stantial reason for seeking new permanent con- nection. His experience has been in daily and Sunday field with circulation 50,000 to 100,000. He prefers to settle in East, Southeast or East of Chicago. Address B-810, Editor & Publisher.

Business and Advertising Executive—Metro- politan and provincial experience. Owing to certain tentative future plans, would consider temporary engagement with Eastern paper desiring more efficiency and greater production of business. Salary and bonus or commission. Address Box 787, Editor & Publisher.

Cartoonist, Caricaturist, sketch artist, editorial cartoons, seeks connection with reliable news- paper, samples. B-785, Editor & Publisher.

Circulation Manager now employed, desires to make a change. 15 years' experience on morning, evening and Sunday publications. Thorough knowledge of all branches of circula- tion work. A 1 reference from present and former employers. B-757, Editor & Publisher.

Circulation Manager, capable of segregating opposition circulation and directing intelligent promotion against same. Trained executive. Correspondence or interview. Liberty March. Address B-794, Editor & Publisher.

Circulation Man—Like to connect with a small daily. Not an office man. Understand the building of new agencies and handling of canvassers. Several years' experience. Good reference. B-805, Editor & Publisher.

Circulation Manager, 14 years' successful ex- perience, desires to make permanent connec- tion with publisher desiring, clean, legitimate circulation. Thoroughly acquainted with in- dependent carrier system and capable promo- tion man. Can produce business at minimum cost. 35 years old. Best of references. Ad- dress B-796, Editor & Publisher.

Circulation—This man is looking for a perma- nent connection with mid-western daily where, upon proof of ability, he will be given charge of its circulation. Experience: 7 years of sell- ing which includes 2 years as manager of sales and advertising, and 2 years in newspaper cir- culation as solicitor, handling campaigns and contests. Age 27. Reference from each em- ployer. Not a dark chapter in my life. Address B-819, Editor & Publisher.

City Editor—Author, writer, journalist. Broad experience. Excellent references. To connect with live paper, journal, magazine. Any sound proposition, anywhere, considered. Lawrence E. Buchart, 233 Ryerson St., Brooklyn, N. Y.

City Editor—Capable young man, experienced in all departments of news handling; educated; one year in state; wants place on growing Florida daily. Now on staff of large daily. B-816, Editor & Publisher.

Classified Manager—Young man aged 30 years with AAA record and best of references desires position as classified manager on paper of 25,000 to 100,000 circulation. Six years' ex- perience in both selling and managing, on large metropolitan daily. Plenty of good ideas for developing and ability to put them over in a profitable way. Employed at present. Will go anywhere. Interview invited. B-756, Editor & Publisher.

EMPLOYMENT

Situations Wanted

City Editor—At present New York City execu- tive. Alert, resourceful, intelligent. Know wants of readers in large and small cities. For details—Write B-812, Editor & Publisher.

Classified Advertising Manager wants oppor- tunity on paper with larger field for develop- ment. Thoroughly experienced in selling, train- ing clerks, telephone operators and salesmen. Knows detail work and bookkeeping systems. A clean-cut, hard worker, who is competent to take charge of department on large newspaper. Has ability to secure co-operation. Age 28. Neat appearing, college education. Agressive. Best references. B-814, Editor & Publisher.

Composing Room Foreman—High-class execu- tive with ability to produce unusual results by practical as well as efficiency methods. Con- versant with problems of all departments. Fine recommendations showing exceptional results from former connections will be submitted to those interested. B-811, Editor & Publisher.

Composing Room Foreman, married, 37 years old, wants permanent position only. Plenty of experience. Address B-769, Editor & Publisher.

Editorial Executive, twenty-five years' experi- ence; now open for position. Thoroughly ex- perienced in co-ordination, mechanical circula- tion and editorial departments. Brilliant writer with ideas. Fifteen years in last position. Employers say "Cannot recommend him too highly for any editorial position." B-801, Editor & Publisher.

Experienced Newspaperman, tiring of daily grind after long years of service with small and large papers, on which he has held high positions, one of which he now occupies, wants to buy interest in small daily or good weekly, or would purchase outright if proposition is at- tractive. Security of investment, congenial association and agreeable living conditions first requisite. All replies confidential. B-797, Edi- tor & Publisher.

In Any Capacity—Young woman wants job on trade magazine, or daily or weekly paper. Two years experience reporting and office work. References. Will go anywhere. Address B-778, Editor & Publisher.

Managing Editor—Capable, reliable, newspaper man with splendid training and experience, seeks permanent connection on evening paper. Age 32, married. Now managing editor of Florida paper. B-802, Editor & Publisher.

Managing Editor—New York newspaper man, with 16 years' experience on both metropolitan and smaller dailies wants to connect with paper of about 25,000 to 50,000 circulation as M. E. Several years experience as executive on New York daily. Know I can deliver the goods and help build paper with constructive ideas. Position must be permanent. Married, 35 years old. B-786, Editor & Publisher.

Managing Editor—Seasoned, wide experience on under dogs in successful building up stages, cities up to 400,000. Resourceful executive, fine organizer and trainer. Open for proposition. B-815, Editor & Publisher.

Manager—Able to handle business systemati- cally, supplying daily reports and monthly balance sheets showing condition both as to present date and month but also by compari- son with previous year. Build advertising, in- crease circulation, properly operate mechani- cal departments, take full responsibility of newsroom, writing editorials and getting out good paper, if necessary. Economical, re- duce expenses to minimum without demoraliz- ing departments or reducing quality of paper. Successful record covering many years on large and small papers. Now employed in large city. Address B-804, care Editor & Publisher.

News Editor—Twenty years' experience; last ten as managing editor of one of Ohio's best newspapers. Seek place where hard work, ability and conscientious effort will insure permanency. B-806, Editor & Publisher.

Newspaper Publisher, with many years' suc- cessful experience on medium and large papers, desires to connect with newspaper as publisher, general or business manager. Salary with par- ticipating interest or will invest reasonable amount in right property. Highest references as to ability and integrity. Write in confidence, giving full details to Box B-813, Editor & Publisher.

Newspaper Executive with clean record of achievement as editor and publisher on first paper in city of 75,000, desires similar posi- tion or assistant to publisher on larger paper. Know all angles of newspaper publishing, but especially valuable on business side in account- ing, circulation, display and classified. Per- sonal reasons for change; available immediately. Address B-771, Editor & Publisher.

Production Manager capable of assuming re- sponsibility of all mechanical departments and operations, with record of exceptional results, desires connection where efficiency methods as well as 20 years' practical experience can be applied to mutual advantage, and where pub- lisher will share benefits with manager. B-688, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Sports Editor and expert writer, age 24; six years experience; thoroughly trained in makeup and sport copy desk work; would like to con- nect with large paper, East or West; live wire, producer of great copy; now employed. B-739, Editor & Publisher.

MECHANICAL

Composing Room Service

Business Managers will save 40% of their ma- chine operators' time on ad-composition by in- stalling my "ad-mark-up" system. It will pay for itself first month. Price $25. Frank Jacobs, 107 Duane Street, New York City.

Equipment for Sale

Flat Casting Box, Wesel make, 8 col. size, automatic locking, casts any thickness up to type high. This is duplicate equipment, prac- tically unused, and not needed. B-800, Editor & Publisher.

For Sale or Exchange—Large Scott cylinder press, model 8 linotype, Sidney folder; each with A.C. motor. Reason, consolidation. Will accept valuable real estate, good securities or guaranteed preferred stock. Martin B. Trainor, Greenville, Ohio.

Printers', Bookbinders' Outfitters—Modern cut- cost equipment, also rebuilt machinery. Con- ner Fendler Branch, A. T. F. Co., New York City.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Equipment Wanted

Press—Wanted to purchase press 20 to 32 pages. Write B-776, Editor & Publisher.

Second Hand Potter Proof Press, 17x25, wanted, Must be in good condition and priced right. Address Lewistown Democrat-News, Lewistown, Montana.

Small Engraving Plant, second-hand, one in condition to turn out satisfactory work, yet re- quiring the services of only one man. Address B-817. Editor & Publisher.

Evening Newspaper

in New England city of 150,000 population. Mak- ing profits. Can be largely improved. Price $200,000, $50,000 cash, balance on terms.

PALMER, De WITT & PALMER

Newspaper Properties

350 Madison Ave., NEW YORK

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON

Times Bldg. New York

WE CONNECT THE WIRES

OVER TWENTY-FIVE YEARS we have conducted a service bureau for employers and position seekers in the Advertising-Publish- ing field. Our lists include men and women fitted for positions up to the highest responsibility in all departments of newspapers, class journals, advertising agencies and the publicity departments of mer- cantile and manufacturing con- cerns. Registration free. No charge to employers.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLERS

PREPARE for April showers with galoshes, umbrellas and raincoats. Ads for this approaching season may be obtained from the retail haberdashery and clothing stores, as well as the umbrella repairers.—C. M. L.


THE THORN-A-GRAM

Publishers W. H. Thorne & Co. Ltd. SAINT JOHN, N. B. Issued Weekly

THORNE'S WEEKLY PRICE BULLETIN

New Policy Adopted by Old Established Hardware House

Citizens advised to take advantage of this big new feature and to read this each week.

Foreword

PAINT DEPT. Athenia

SILVERWARE DEPT.

SPORTING DEPT. Special Price $1.00

HOUSEHOLD DEPT.

POULTRY SUPPLIES

HARDWARE DEPT. Yale Padlock

TOOL DEPT.

TOY DEPT. 50c

W. H. THORNE & CO., Ltd.

The "A-Gram" idea (described below) as used by one newspaper

An idea to induce regular advertisers to use more space, which means more revenue that would be steady and also one which means no more than the first call to put it over, is the use of the words "A-GRAM" attached to the firm's name, for instance, Thorn-A-Gram. The ad is laid out as though it was another paper within the daily issue, and the firm's name appearing as the publisher. It could also be made for a full page ad from non-advertisers published weekly under the heading "Blankvilla AGram."—G. S. P.

Not every town can have an automobile show this spring, but any newspaper can hold one in its columns. Furthermore, it can give such a special section real value to its advertisers by making it different from the all too common hodge-podge of advertisements and "write-ups." The method is simple: Run advertisements as usual, but replace the cut and dried manufacturers' "publicity" by well written detailed descriptions of the various cars, accompanied, where possible, by illustrations. The technical data for the descriptions can be obtained from the specifications that are a part of every car catalogue and local dealers usually can supply the illustrations. In addition, run very brief biographical sketches of the dealers, accompanied by photographs of the men and of their places of business. With a few attractive heads and embellishments, obtainable from any good advertising cut service, and some live miscellaneous stuff pertaining to automobiles, a readable section—and one that will be read—can be gotten together with little more effort than is often expended on the stereotyped "automobile section." —T. A. H.

A large cake making concern of Boston had a full page ad running in the Boston papers for several days. The center of the page was devoted entirely to the concern itself, its products, etc. In boxes surrounding the story were advertisements of the companies which supplied them with flour, extracts, machinery, trucks, etc. C. E. Pellissier, Boston, Mass.

PRAISES PRESENT DAY PAPERS

V. V. McNitt Says Modern Journalism Better Than That of Greeley's Day

Modern journalism, characterized by many critics as "commercialized," is a vast improvement over the old political journalism of 50 years ago, V. V. McNitt, editor of *McNaught's Monthly*, and president of McNaught's Syndicate, told students of the department of journalism of the University of Michigan last week.

McNitt was in Ann Arbor as one of the speakers at the fifth annual convention of the Michigan Interscholastic Press Association, for which more than 250 high school editors of the state assembled.

"The advertising influence we hear so much about," he asserted, "is much less real and certainly far less pernicious, than the literal subsidizing of newspapers by political parties that took place in the days of Horace Greeley."

The convention was conducted under the combined auspices of the journalism department of the University of Michigan and the Michigan chapter of Sigma Delta Chi, national professional journalism fraternity.

Lee A. White, of the *Detroit News* was another newspaper speaker.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

A GOOD many attics, when cleaned up, reveal some real treasures in antiques. Some of the best are old newspapers which contain interesting stories about folks prominent 50 and 75 years ago. Dig up one or two and invite the readers to join in the hunt. It will prove a good, live feature for a few weeks.—A. C. R., Superior, Wis.

Get a series of interviews with prominent Trust Company officials as to the importance of making a will, information for widows on investing funds, how a Trust Company can assist individuals and corporations. The *Davenport* (Ia.) *Democrat* ran such a series each Sunday, and it was widely read.—L. G. D.

City editors of small dailies or weeklies in communities where meetings are so few and far between as to make the keeping of an assignment book a discouraging proposition may find the use of a large calendar pad more satisfactory. When, for days at a time, the assignment book shows nothing, the negligent editor-reporter may fail to look at it and thus miss the occasional item he has jotted down for a far future date. The calendar that is torn off, day by day, will remedy this possibility.—E. D. S., Albuquerque, N. M.

The *Jeffersonville* (Ind.) *Evening News* is running a series of letters from local residents on "Why It Pays to Buy at Home." For each letter published the News pays one dollar. The letters are run under two column head, in box, top of page one and have created a lot of interest. As Jeffersonville merchants in close competition with Louisville sto this is especially good publicity for local shop keeper. Any small town wh has big city competition will find thi good will builder for their advertis department, as well as from a reader terest point of view.—F. V. McCord.

If a man wills it so he can insure h self against almost any type of known. Insurance of today covers ab every field of endeavor. Here is ma rial for a feature story. Look up the rious types of insurance, some of the usual cases, dancers who insure their l musicians their fingers, baseball cl their star players; in fact, there are end of interesting cases.—C. E. Pelliss Boston, Mass.

The New York Herald Tribune is p ing $10 a week for the best suggest from a member of the editorial staff a picture for the daily picture pag C. O.

The World's Greatest Newspaper Feature Service

Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

4 page ready-print color comics.

Write for samples and rates

NEA SERVICE INC. 1200 W. 3RD. STREET, CLEVELAND, OHIO

THOS. W. BRIGGS CO.

Columbian Mutual Tower

MEMPHIS, TENN.

CREATORS OF LOCAL DISPLAY FROM A NEW SOURCE

Our Business Review and many other feature pages now running in more than 80 leading American and Canadian newspapers. Write or wire for our representative.

H. G. WELLS

FIRST PUBLICATION in the Newspapers

An Outline of the Arts

To Run Fifteen Weeks Beginning March 21

In Sunday page or short daily installments

Profusely Illustrated

The McClure Newspaper Syndicate

373 Fourth Avenue, New York

COMPLETE WIRE REPORTS FOR EVENING AND SUNDAY PAPERS

International News Service

"Get It FIRST but First Get It RIGHT"

63 Park Row
NEW YORK CITY

"America's Own"

HELEN WILLS

Secure her articles on tennis; twice a week through

KING FEATURES SYNDICATE, Inc.

241 West 58th Street
New York City

BY UNITED PRESS

AROUND THE WORLD AROUND THE CLOCK

UNITED PRESS ASSOCIATIONS
World Building New York

THE WELFARE COMMITTEE of the INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

Added Purchasing Power in New York State Creates a Substantial Market

Experts of the New York State Motor Vehicle Bureau estimate that the number of cars registered by next Summer will have reached 1,900,000, an increase of 250,000 over last year's total. They also report that new cars in the neighboring States, which contribute heavily to the Summer tourist traffic in New York will approximate 300,000.

In 1925 the registration in this State was approximately 14 per cent greater than in 1924, and statisticians are led to believe that if the present rate of increase is maintained New York in seven or eight years will have twice the number of cars it now boasts.

This indication of extraordinary motor travel presents a purchasing power that makes a substantial addition to the indicated local wealth in any given section of the Empire State.

New York is the Mecca of countless thousands of motoring tourists—it is likewise the Mecca of local dealers.

Stock the dealers with your merchandise, then advertise the distribution in the daily newspapers.

These New York newspapers will help move your goods.

		Circulation	2,500 Lines	10,000 Lines
*Albany Evening News	(E)	30,060	.08	.08
*Albany Knickerbocker Press	(M)	32,864	.10	.10
*Albany Knickerbocker Press	(S)	56,014	.14	.14
*Amsterdam Recorder-Democrat	(E)	7,603	.04	.04
†Auburn Citizen	(E)	6,214	.045	.035
*Brooklyn Daily Eagle	(E)	70,623	.23	.22
*Brooklyn Daily Eagle	(S)	79,652	.22	.22
*Buffalo Star and Enquirer	(E)	30,134	.13	.09
*Buffalo Courier	(M)	58,083	.17	.13
*Buffalo Courier	(S)	104,303	.27	.22
*Buffalo Evening News	(E)	128,455	.25	.25
*Buffalo Evening Times	(E)	98,824	.21	.21
*Buffalo Sunday Times	(S)	100,016	.21	.21
*Buffalo Express	(M)	50,796	.14	.12
*Buffalo Express	(S)	57,682	.18	.14
*Corning Evening Leader	(E)	9,148	.055	.05
*Elmira Star-Gazette Advertiser	(E&M)	33,500	.11	.11
*Freeport Daily Review	(E)	6,394	.05	.05
†Geneva Daily Times	(E)	5,527	.04	.04
*Gloversville Leader Republican	(E)	6,939	.035	.035
*Ithaca Journal-News	(E)	7,473	.05	.05
*Jamestown Morning Post	(M)	11,636	.04	.035
*Middletown Times-Press	(E)	6,792	.04	.04
*Mount Vernon Daily Argus	(E)	9,871	.05	.05
*Newburgh Daily News	(E)	11,842	.06	.06
*New Rochelle Standard-Star	(E)	8,108	.04	.04
*The Sun, New York	(E)	254,189	...	.56
*New York Times	(M)	350,406	.80	.784
*New York Times	(S)	572,815	.95	.931
*New York Herald-Tribune	(M)	281,672	.6435	.624
*New York Herald-Tribune	(S)	321,889	.693	.672
*New York World	(M)	309,386	.595	.58
*New York World	(S)	542,386	.595	.58
*New York Evening World	(E)	311,450	.595	.58
*Niagara Falls Gazette	(E)	20,385	.06	.06
*Port Chester Item	(E)	4,760	.03	.03
*Poughkeepsie Star and Enterprise	(E)	12,429	.06	.06
†Rochester Times-Union	(E)	67,974	.21	.20
*Syracuse Journal	(E)	62,000	.14	.14
*Troy Record	(M&E)	22,427	.06	.06
*Watertown Times	(E)	16,216	.07	.07

* A. B. C. Statement, Sept. 30, 1925.
† Government Statement, Sept. 30, 1925.

Sunday Dinner *Talk*

WHEN you check over the exclusive stories in your Sunday newspaper, has this thought ever occurred to you:

"It isn't the number of words that pour over my copy desk on Saturday night that count. It is the number of big outstanding stories that make dinner-table conversation on Sunday."

The exclusive dispatch that tells the story from a fresh angle, with a personal touch, is the story that makes the best "mouth-to-ear" advertising.

Every Sunday dispatch of the Consolidated Press is a "talk-about" story. Each story presents a new angle of a topic that is "in the news" or presents its latest interpretive development.

You will find these distinctive dispatches in the one dominant newspaper in papers of metropolitan size down to those of 10,000 or less in circulation because it isn't the *number of words* that pour over the copy desk that counts, but the *number of stories that reach the reader* and become a part of his daily conversation.

Our Friday Night Leased Wire Service for Sunday morning papers presents the news behind the news in its most attractive form;—the *"talk-about"* story.

For details write or wire to

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Third Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Bulletin Building	19 Rue d'Antin

THIS ISSUE:—ANNUAL CLASSIFIED LINAGE TABULATION.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1926

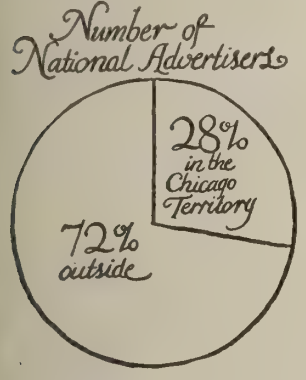
SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

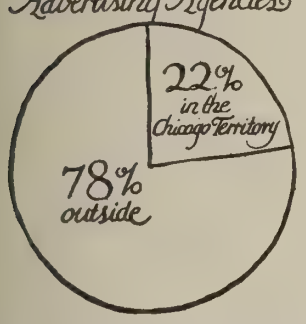
Vol. 58. No. 44 NEW YORK, MARCH 27, 1926 By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign 10c Per Copy

JOURNALISM LIBRARY
Not to be taken from this room

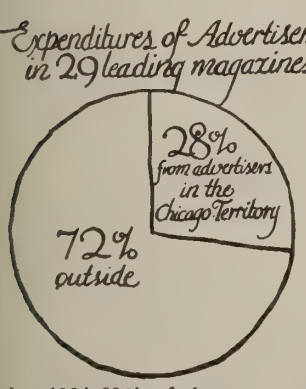
The charts below represent three graphic reasons why publishers seeking to increase their National Advertising revenues should use The Chicago Tribune.



In the territory covered by The Tribune (Zone 7) are to be found 28% of advertisers doing a national business.



22% of the total number of advertising agencies are to be found in The Chicago Territory.

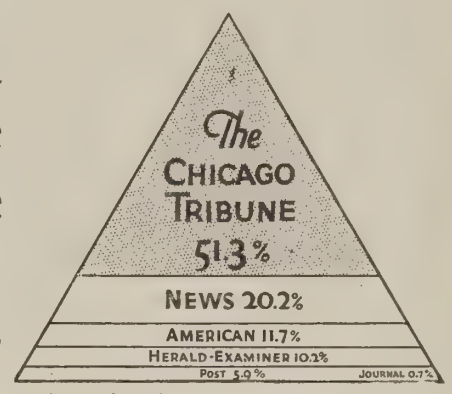


During 1924 28% of the money spent by National Advertisers in 29 leading magazines came from advertisers located in The Chicago Territory.

Not only in Chicago but in more than 1,000 other communities throughout Illinois, Indiana, Iowa, Michigan and Wisconsin, The Chicago Tribune is read every morning by an overwhelming majority of the manufacturers, bankers, lawyers, executives and business men generally.

How publishers bought space in Chicago newspapers during 1925

IT is to be expected that a manufacturer knows the most about the product he sells. Publishers are credited with exercising judgment when choosing mediums in which to advertise their own publications.



Proportion of space used by publishers in Chicago newspapers during 1925

In 1925, the overwhelming choice of publishers was The Chicago Tribune.

39 publishers used a total of 1,442,840 agate lines of advertising space in Chicago newspapers in 1925. Over half, 741,011 lines, were placed in The Tribune. 18 of the 39 used more space in The Tribune than in all the other Chicago newspapers combined.

This extraordinary tribute to the worth of Tribune space comes from a class of space buyers unusually well qualified to judge media.

The Chicago Tribune
The World's Greatest Newspaper

Circulation: 725,000 Daily, 1,117,000 Sunday

The First Woman Unveiled in Turkey



Halidé Edib Hanum, who led the way for freeing her sex from polygamy, has written the story of her life. It marks the climax of a struggle against the tyrannies of a thousand years.

For sheer drama the narrative surpasses any biography of recent times

By arrangement with the Century Company we offer the unique memoirs as a newspaper serial before book publication.

No tale of the Arabian Nights is more fascinating than this first revelation by the beautiful woman who left a harem to attend college, fought as a soldier in the Turkish Army, and held a portfolio in the first revolutionary cabinet after Sultans ceased to rule the Ottoman Empire.

The series of more than 60,000 words will be released April 25, to continue Sunday and daily for four weeks; or it may be used in weekly chapters for a period of several months

No reader can fail to be thrilled by Halidé Edib Hanum's disclosures of the harem and her tragic adventures on the way to freedom from polygamy

D. P. SYNDICATE

GARDEN CITY

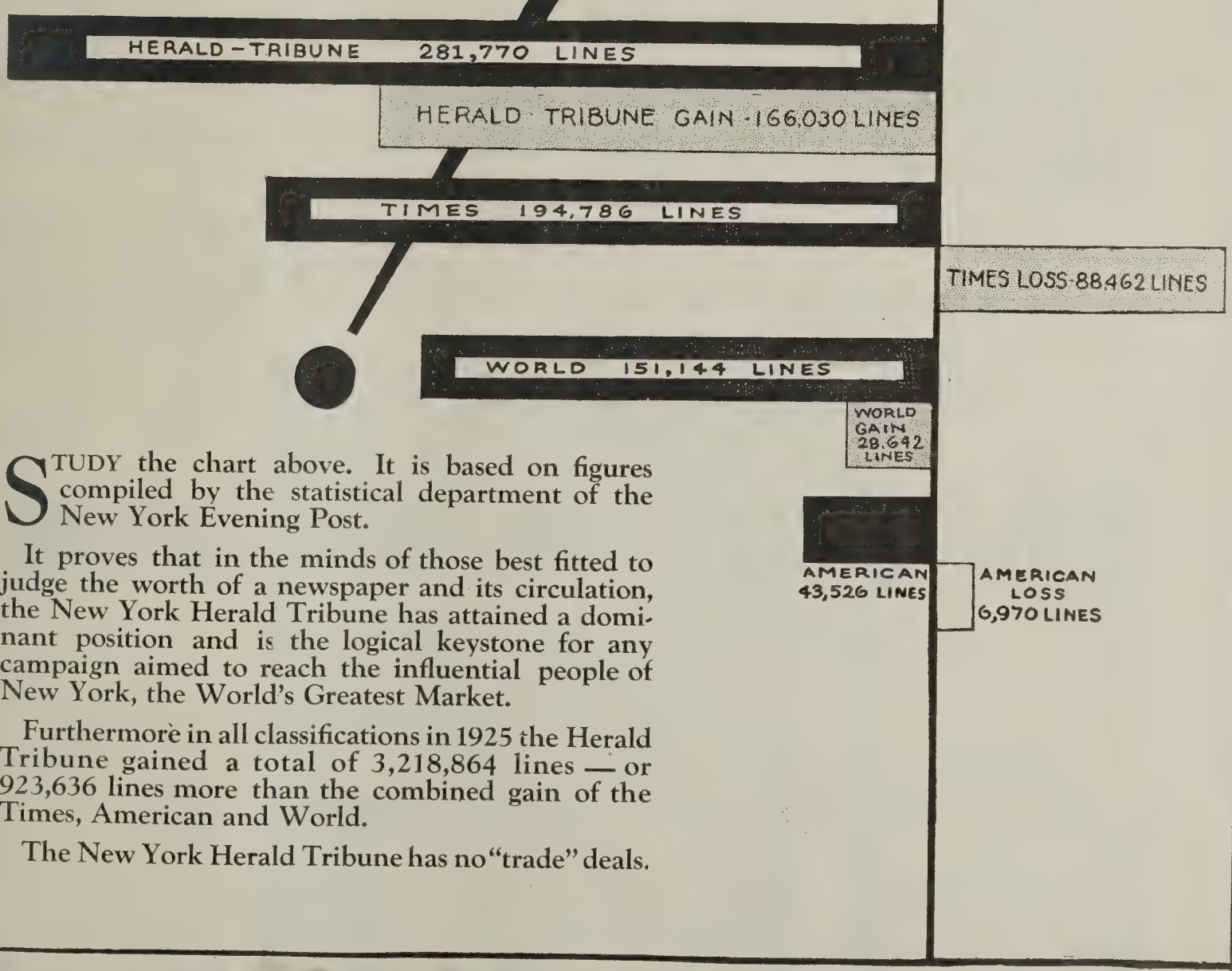
N. Y.

Up to the time this announcement is being written, Halidé Edib Hanum's memoirs have been offered to no newspaper, as we received the text only a few days ago

Here's proof

The Judgment of Experts

In 1925, the great newspapers of the United States did more advertising in the Herald Tribune than in any other New York newspaper



STUDY the chart above. It is based on figures compiled by the statistical department of the New York Evening Post.

It proves that in the minds of those best fitted to judge the worth of a newspaper and its circulation, the New York Herald Tribune has attained a dominant position and is the logical keystone for any campaign aimed to reach the influential people of New York, the World's Greatest Market.

Furthermore in all classifications in 1925 the Herald Tribune gained a total of 3,218,864 lines — or 923,636 lines more than the combined gain of the Times, American and World.

The New York Herald Tribune has no "trade" deals.

New York Herald Tribune

FIRST TO LAST — *THE TRUTH:* NEWS ~ EDITORIALS ~ ADVERTISEMENTS

CHICAGO Woodward & Kelly 360 N. Michigan Ave. ~ DETROIT Woodward & Kelly Fine Arts Building ~ SAN FRANCISCO Thomas Emory 618 Market Place

The Sesqui-Centennial will be celebrated in

PHILADELPHIA

The eyes of the nation will be turned toward Philadelphia on the occasion of the celebration of the Sesqui-Centennial of the Independence of the United States.

Millions of Americans will visit the Birthplace of Liberty this summer and fall.

It is safe to predict that retailers in all lines will be kept busy supplying the wants of those who come here.

Advertising plans of America's national advertisers will need to take Philadelphia and the opportunities it offers into careful account.

DOMINATE PHILADELPHIA

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Net paid daily average for 1925:

524,662 Copies a Day

The circulation of The Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

NEW YORK
247 Park Avenue
(Park-Lexington Building)

CHICAGO
Verree & Conklin, Inc.
28 East Jackson Boulevard

DETROIT
C. L. Weaver, Verree & Conklin, Inc.
321 Lafayette Boulevard

SAN FRANCISCO
Thomas L. Emory, Verree & Conklin, Inc.
681 Market Street.

(Copyright 1926—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 58 NEW YORK, MARCH 27, 1926 No. 44

Fine New Newspaper Plants Inadequate Under Stress Of Rapid Delivery

Chicago Tribune Announces $1,000,000 Addition to New Tower—Other Plants Outgrown in Amazingly Short Time—Speedy Service to Readers Underlying Cause

THE *Chicago Tribune* has announced plans for a newspaper plant to be erected north of Tribune Tower at Michigan boulevard and Tribune square.

"The building now in immediate contemplation," says the Tribune, "will mark the first step in a series of construction operations which when completed will cover Tribune Square with a great newspaper plant and office building 220 x 300 feet, the whole blending architecturally with the beauty of the mother structure, the tower."

The building to be constructed as soon as wreckers have finished tearing down the old garage building will cost $1,000,000, and will consist of three basements and a pressroom floor, the temporary roof to be level with the upper Michigan avenue driveway. It will be 118 by 132 feet. Foundations will go to bedrock, being planned to support the future structure.

Twenty new press units have been planned for the new building, making eighty in all. This will give a capacity of 1,000,000 Tribunes daily, as compared, according to the Tribune, with "the practical limit capacity at present of 730,000 daily copies."

The Sunday Tribune, it was said, will be increased from present capacity of 1,250,000 to 1,400,000.

Plans have been perfected for 170 press units when the building program is complete. This will give a daily capacity of 1,600,000 daily and 2,200,000 Sunday.

Newspaper owners throughout the country are facing the same situation that has compelled the *Chicago Tribune* to proceed with the erection of a $1,000,000 addition to its plant which five years ago was considered adequate for the expansion of at least a decade. In cities of 50,000 population as well as those centres of a million or more people, the demands of advertisers for large space and the necessity of giving complete and unbelievably speedy service to readers have placed unendurable burdens upon plants hailed as magnificent a few months or years before.

One can recall, without much effort, a number of newspaper homes looked upon as "permanent" for the next generation when they were erected, yet entirely inadequate to the publisher's needs within the brief span of five years. The *Detroit News* plant 10 years ago was considered the zenith of newspaper planning, architecturally and from the standpoint of operations. It has been outgrown several times by the lusty strides of the News. The *New York Herald Tribune*, *Cleveland Plain Dealer*, the *Cleveland News*, the *Des Moines Register-Tribune*, the *Buffalo News*—all of these and a host of others are occupying new buildings or adding adjacent space to the hard-pressed existing plants at the present time.

Of course, no newspaper publisher or any other business man planning for the future in 1916 could have foreseen the activity of the past seven years. The poorest of these post-armistice years passed far beyond any predictions that might have been made for it a decade ago. Circulations have increased tremendously since the war whetted public interest in news columns. Advertising now presses the columns of many newspapers beyond the limits of safety. Delivery facilities which laid the evening paper on the subscriber's porch before the evening meal ten, or even five years ago, are not able to meet the exigencies of the present. The morning paper which presents the complete story of last night's hockey match or prize fight or the play-review, to the reader in a thirty-mile distant suburb has the call over the competitor with only a bulletin.

All of these demands on the newspaper plant have been intensified and again intensified in recent years. Twenty years ago, the movie played a small part in the entertainment of the public. Today it takes one night a week at least from the stay-at-home periods of many families. The automobile was an attribute only of the wealthy 15 years ago; today it is as integral a part of the home equipment as the kitchen table. It calls for its share of the day's leisure period. Five years ago, the radio was unknown except to a few; today the rider on a New York or Chicago elevated railroad sees far more aerials than he does chimneys.

The newspaper editor of 1926, facing this competition against his highly perishable product—news—is organized to meet it and overcome it. His telegraph news is received by machines. A certain quota of his space is apportioned to features which require little rehandling in the office. Additional composing room equipment enables him to put out more editions and to put them out earlier—and additional composing room equipment requires additional floor space.

Sharing the new composing room machinery with the editor, in fact getting more time and attention than the editor gets, is the overwhelming volume of local advertising, all of which is original composition. The composing rooms are taxed to the limit in time and space, and an added handicap which did not exist in 1916 is the definitely limited period of labor by mechanical employes. So many hours must be worked per day, now as then, but now these hours must be worked between certain stated points on the clock.

Great as this pressure is in the upstairs departments, it is multiplied many times when the pressroom and delivery staffs go into action. Many metropolitan publishers, having in mind one or more of the conditions mentioned above, demand of their forces that the paper be delivered to the last subscriber an hour after it comes from the folder.

Press room units have been multiplied, doubled, tripled, and quadrupled in some offices to shorten the gap between the editorial deadline and the delivery of the paper to the suburban home. Truck fleets have been assigned by some papers to the task of making delivery to the subscriber's doorstep. Postal service cost has become prohibitively high, according to some publishers, and for many it is far too slow for modern conditions.

Presses need floor-space near the ground. Delivery departments and truck areas must facilitate a fast start. They cannot be located on a spare floor ten stories from the ground.

Thus publishers who thought their floor space of 1920 afforded plenty of room for expansion now find themselves with space to spare, but not where it is most urgently needed. Offices with 50 per cent more advertising linage and 30 per cent more circulation than when the plant was constructed may find that they can handle the additional job with a 10 per cent increase in editorial working space, 20 per cent more composing room facilities and additional stereotpying equipment that can be housed without inconvenience. The shoe pinches hard, as a rule, when it comes to doubling press equipment or providing loading accommodations for several additional motor trucks.

This question of new plants and additional facilities is probably receiving more attention from publishers now than any other aspect of their business. Not so long ago pride of achievement, desire to erect a monument to their business ability, a secondary desire to profit a little by shrewd buying of real estate.



Model of *Chicago Tribune* Tower as it will appear with million dollar addition.

or a wish to put it over on the "other fellow" in magnificence and amplitude of equipment often worked confusion in the building plans of publishers. It was often forgotten that the making of a newspaper is a manufacturing enterprise and that convenience of handling raw materials and of getting the finished product into the hands of the consumer as quickly as possible were primary considerations.

That, unfortunately, is still true in many citable cases, but more and more publishers are coming to look upon their operations in their genuine aspects and to submerge the wish for personal glorification through architecture. That is not to be taken to mean that the ideal newspaper plant should be a barn or a bare shoe-box structure of brick, concrete, and steel. It does mean, however, that beauty of structure is to be considered after the manufacturing needs have been served. That these ends can be co-ordinated is witnessed by a number of buildings erected in recent years.

With speed of production and speed of distribution as the prime requisites of modern publishing, newspaper publishers are studying plant sites in their cities to find a location which will supply these needs at the smallest capital charge. Favorite sites are those convenient to railroad rights-of-way, where a siding exists or can be obtained without too much difficulty. The basic raw product of the newspaper operation is newsprint paper, costing 30 per cent of the publisher's budget, bulky and costly to handle and subject to damage if tossed about between freight car and pressroom. A railroad siding in or adjacent to the plant eliminates this source of waste and also cuts handling charges to a minimum. Also to be considered is the fact that property near a railroad line is ordinarily not in the high-priced zone of any city, even though it be not far distant from the business centre.

Another factor considered in locating the plant is the history of the city's growth and the direction it has taken. This information is not always easy to obtain, but it is ascertainable and usually definite. The best practice today locates the plant not in or at, but just out of the busy commercial district, at a point which should be reached by expanding business within six to 10 years.

Convenient routes between the plant and the post office or railroad stations are also of first importance in locating the building, both for morning and for evening newspapers. The latter especially are now taking note of the volume and direction of flow of traffic between their delivery doors and the focal points of distribution. Sometimes removal to a site across the street or around the corner has saved several minutes per truck delivery and thereby several thousand dollars annually by sending trucks directly to their destination rather than by circuitous routes or against the body of heavy traffic.

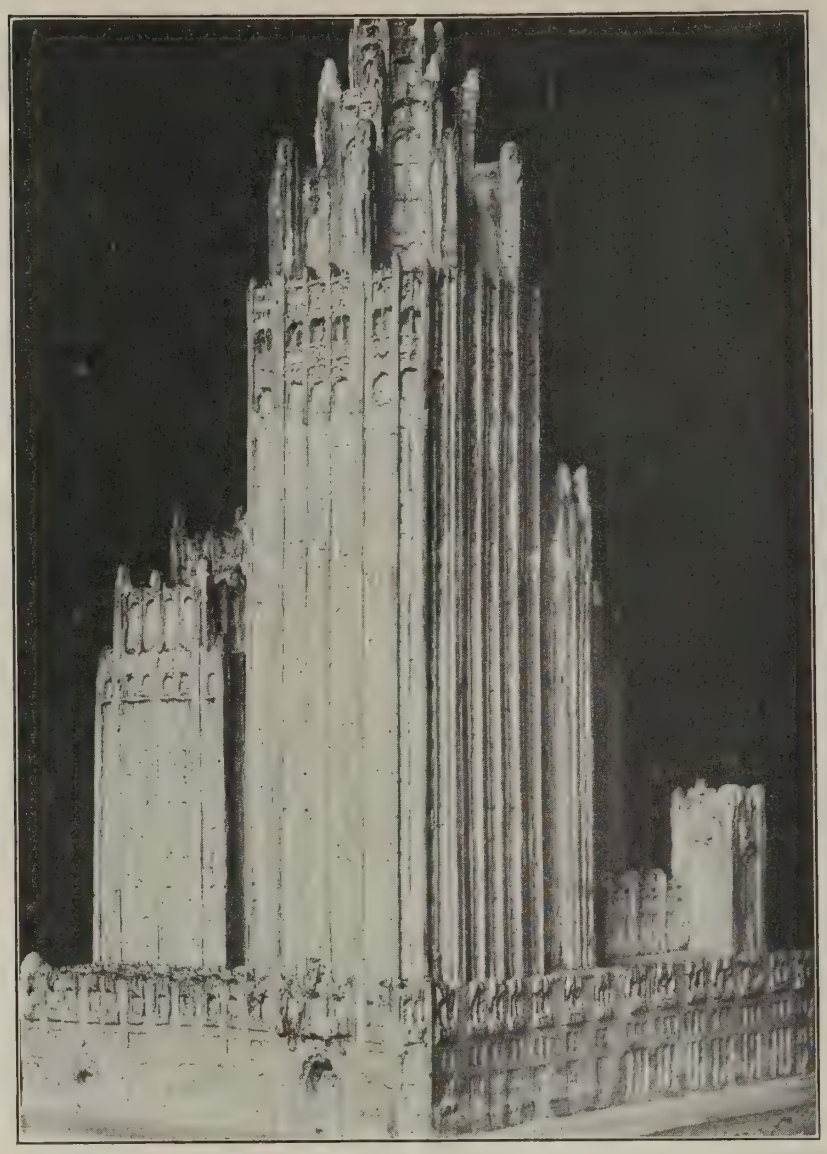
No newspaper editor or circulation man needs to think for more than a second about the value to his work of an additional 10 or 20 minutes leeway on each edition. To both it means a better, a more salable product, and while circulation produces no direct profit to the newspaper, the prestige that follows getting the news out first and getting it completely, should soon be reflected in the advertising columns.

The desired leeway exists, but it is seldom available for the editor or the distributor. It exists in the form of minutes wasted in back-tracking work over areas already traversed, turning unnecessary corners and making needless flights through conveyors. Publishers appreciate this, as has been noted in the many news stories of new newspaper plants that have appeared in EDITOR & PUBLISHER in recent months. "Straight-line production" is a phrase that appears in most plant descriptions now, and it is a fact that most newspaper publishers who have sought this end have achieved it to a remarkable degree. Plant sites have been selected with this in mind, as well as convenient receipt of raw material and dispatch of finished product.

Architects have informed publishers that a room with a 12 foot ceiling can be lighted to a maximum depth of 45 feet from windows on one side. With opposite walls fronting on two open streets, the room can be lighted to the extent of 90 feet. But a building erected on a plot 150 by 150 feet requires a light-well for proper illumination and the location of the light-well must be carefully considered with reference to minimum interference with the straight movement of the manufacturing processes. A light-well cannot be overlooked even when adjoining property now vacant permits direct illumination. Adjacent property in a location judiciously selected by the publisher will probably not remain vacant during the entire term of the newspaper plant's usefulness. Provision must be made, therefore, for removal of some floor space to build a light-well if the owner next door decides to build.

Provision is also being made in most modern buildings for future expansion by utilization of space already part of

(*Continued on page 47*)



***Chicago Tribune* Tower as it now appears.**

N. Y. DAILY NEWS PLANS BROOKLYN PLANT

Will Handle Stereotyping, Printing and Delivery of Borough Edition—Other Auxiliary Plants Planned

Construction will start in a few days on a Brooklyn building for the *New York Daily News,* the first of several auxiliary printing plants from which the tabloid paper's great circulation can be economically and quickly distributed. The plot is 110 feet deep, has 293 feet frontage on Pacific street, between Carlton and 6th aves., and contains 32,230 square feet. The plant will be of sufficient capacity to print the Brooklyn circulation of the News, with ample space for expansion, according to J. W. Barnhart, business manager.

The large circulation of the News has presented a big production problem to its publishers, which has been solved in a manner somewhat different from conventional newspaper practice. The usual policy is to house all activities so far as possible in one central plant, but in the case of the News the production is so great that this solution is not practicable. The editorial departments, general offices, and those mechanical departments such as photo-engraving, type-setting, etc., whose finished product is the newspaper page, will continue to be housed centrally.

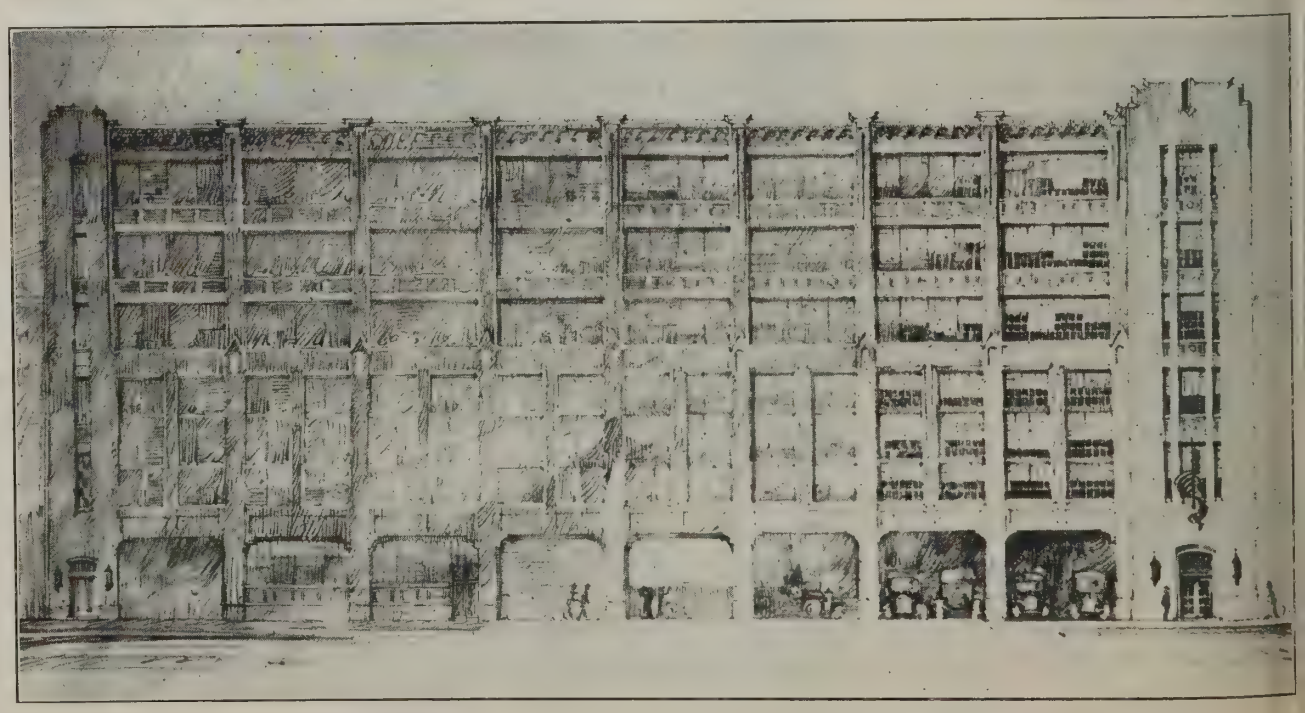
In this plant molds will be made of each page, and these molds will be dispatched to auxiliary printing plants, where stereotype plates will be cast and the papers printed. These auxiliary plants will be placed in carefully chosen localities, with a view to reducing the time required to deliver the printed papers to the newsdealers.

The News building in Brooklyn was designed by Lockwood, Greene & Co., Inc., who also designed the plant of the *New York Herald Tribune.* The initial installation in the press room will consist of 25 8-page Goss unit-type presses, with reels underneath, arranged in two rows—one of 15 and the other of 10.

The initial foundry installation will consist of 2 double Junior autoplates and 2 Autoshavers.

The mail room will be on the ground floor, on a level with the floor of the delivery trucks, to facilitate loading. Presses will be installed on the second floor, and the stereotyping foundry on the floor above the presses.

The upper floors will be used for paper storage. Space is reserved at one end of the basement and ground floor for a garage, to take care of the trucks used in Brooklyn.



Architect's drawing of *New York Daily News,* Brooklyn branch plant.

JOURNALISM ENTERING NEW EPOCH OF SERVICE

Principles of Research and Education to Mark Future Press Progress, Walter Strong Tells Students—Says Profession Must Absorb Spirit of the Universities

A VISION of a new age for newspapers in which they will stand more eminently than ever before as educational and research institutions was presented by Walter A. Strong, publisher of the *Chicago Daily News* in an address to graduating students of Chicago University at the recent spring convocation.

Journalism even now is entering the new age of greater service to the public, and in its progress the profession must take on more and more the spirit of the university, he said, to seek with free mind and unquenchable zeal for the facts of life, to place in the hands of man that greatest equipment for his own control—knowledge of himself, his past and his inner nature.

In his talk, which was titled "Newspapers and the New Age" Mr. Strong said in part:

"If there is a higher education so there is also a higher journalism. Both are founded upon principles of enlightenment and leadership; both have an ethical mission in that high sense of a search for truth.

"It is important to remember that 75 per cent of the people who can read, read nothing but newspapers and the remaining 25 per cent devote to their newspapers a very little percentage of the time given to reading of any kind. With such figures in view one may better comprehend the great responsibility placed upon the press.

"It can create or destroy, almost at will, not merely individuals but institutions. The press can start wars—though it may find it more difficult to stop them. In every community the more powerful newspapers become pocket guides to the public conscience—friends of the people.

"With this potential power at hand what a solemn necessity there is that they be true friends.

"Having become a gigantic commercial institution, in which many millions are invested, and at the same time an influence in millions of lives, the American press is still in the throes of re-establishing itself in accord with new conditions. Operating in a new age, glistening with new methods of communication and characterized by salient social changes, puzzling even to sociologists, the newspapers are working toward some goal almost too dim to be discerned. Yet concerning such a goal one may indulge in a few speculations. It is difficult to define American newspapers or to generalize about them; difficult to state facts.

"A newspaper, after all, is like the nervous system, in which are registered the myriad contacts with life and human action. It is then as difficult to study the functions of a newspaper as to study the chemistry of thought processes.

"It may therefore be maintained that a fourth epoch is about to be entered upon, or may alreday have been, by the American press. The pioneering days ended years ago. The day of 'personal journalism' is passing. The period of acquiring great mechanical agencies, of establishing bases, will give way—or is already doing so—to a fourth great era, in which one may be optimistic enough to think that the newspapers will take their true place as a social, intellectual, educative force. Certainly, publications which have become so essential, and among some classes, so exclusively employed, for absorbing information, entertainment and even moral principles, must erect new structures of greater durability and value, upon the more temporary frameworks of the era of experiment.

"Having captured the public, the newspapers as a body must now recognize an immense responsibility to the captives. I trust it is not too fantastic to compare this responsibility to that of the invaders and conquerors of new continents. The captors owe to the captives an education at the very least.



Walter A. Strong

"Now many of the leading newspapers in this epoch of great circulation have already recognized such a responsibility. The best of them, I believe, divide their conception of duty toward the public into perhaps three points:

"(1) Information, (2) guidance, (3) entertainment.

"Information first and foremost. Despite the disproportion assigned by some kinds of papers to other departments, the high average of the American press stands fast upon principles of information, impartially and fully presented.

"Permit me to make at this point an unequivocal statement in defense of American journalism. I will not debate it. In my opinion it is not debatable.

"Having demonstrated the fact that personal journalism serving an ulterior motive cannot succeed in this new age and having established their independence on a sound commercial basis, the great majority of newspapers in the United States are serving the people conscientiously and uninfluenced and unafraid of the financial loss so often given by their critics as the reason for so-called subsidized editorial policies or news statements of facts with which the critic does not agree.

"I say it is a great tribute to the development of American journalism that we have more honest newspapers today by far than existed even 15 years ago. If you desire to compare this situation with 30 and 40 years ago you have only to refer to the files of the then current issues of great metropolitan dailies to be shocked into the realization that journalism today has a more creditable position among those influences that contribute to the advancement of culture and the public conscience.

"A newspaper may be wrong in its judgment but it must be sincere. The majority of American newspapers are sincere—far less cynical than their critics, although their opportunities for criticism are unlimited.

"I am not afraid, in this exposed position, to make this statement, by way of illustration, in answer to the criticism often advanced by many intelligent and good people—'Crime News—Why do the newspapers print the stuff?'

"A newspaper man, if he has a high conception of his duty to the public as a "searcher after the truth," must take the unalterable position that the fact of crime is a part of the phenomena of our human relations in the experimental laboratory of life, and in this laboratory there has resulted an ever increasing accumulation of higher standards.

"I need not develop further the information duty of a newspaper. It is the best understood principle in modern journalism and runs back to the inalienable rights established in the doctrine of free speech established in the constitution.

"Guidance second—I recently heard six presidents of universities speak at the same dinner and without exception give testimony to the partial if not total failure of the present university program in the modern education system.

"It was very entertaining—even amusing—but hopeful. The realization of the inadequacy of our medium or system is a good beginning. I presume, therefore, I should begin my attempt to analyze the guidance principles of a newspaper with a confession of inadequacy.

"At best newspapers are structures exhibiting all the failings of human nature. The intellectual public endows a newspaper with superhuman powers of influence. That class thinks of a newspaper in terms of its own likes and dislikes, not regarding the many varieties of opinion of taste, up or down the scale.

"But it is the duty of a newspaper to interpret, to clarify public events and lead the public conscience in terms that can be understood by the mass mind. A study of the departments of a newspaper such as those on health, schools, social movements, politics, religion, in a hundred better class American newspapers, would reveal an astounding amount of matter distinctly of educational guidance, rather than of news or entertainment value.

"Yet with all that even a moderate account may credit to newspapers in being educational mediums, there is opportunity to enter upon a new stage of service to society. It is in this that newspapers need to absorb something of what is called the university spirit. If I understand the university spirit of today it is to seek, with free mind and unquenchable zeal, for the facts of life; to place in the hands of mankind that greatest equipment for his own control; knowledge of himself, his past and his inner nature.

"In a sense, newspapers are already research institutions, working with as much zeal and honesty as the scientist, but under different conditions and confronted inevitably and constantly by 'deadlines.' It is a task whose very difficulty thrills some of us. We must approximate results comparable with those obtained by men of far greater leisure and freedom from interruption.

"I believe that there is growing among newspaper men of the more earnest nature a zeal to build upon the great achievement of the past, saner and more scientific journals in the new age. Whether or not this growing sincerity and sense of duty will result in modifying the frenzy which has sometimes attended the business of daily journalism, one cannot speculate. Perhaps the wheels cannot be turned back. Perhaps we cannot slow down. But at least so far as modern conditions admit, amid conditions of competition entirely normal in such an age as this, we may make a more determined effort to understand, and perhaps in some degree to adopt, the careful, methodical and sane custom and viewpoints of the scientists."

FILDES BUYS KEY WEST CALL

Miami and Palm Beach Publisher Adds Morning Daily to String

Sale of a controlling interest in the Key West Publishing Company, publishers of the *Key West* (Fla.) *Morning Call*, to F. P. Fildes, publisher of the *Miami Tribune* and the *Palm Beach Times* has been announced.

Mr. Fildes said publication of the Key West Morning Call will be continued.

E. H. Dutcher president of the Key West Publishing Company and an operator in real estate, will devote his entire time to real estate operations. R. J. Brown was secretary-treasurer.

COOLIDGE TO GREET PAN-AMERICAN EDITORS AT WASHINGTON MEET

Month's Tour of Country to Follow Capital Conference April 7-13—Many Entertainments and Ceremonies Planned

PRESIDENT COOLIDGE will welcome the delegates to the first formal session of the Pan-American Congress of Journalists on April 8, which will be attended by publishers and editors from leading newspapers in every country in South and Central America, Mexico and the West Indies, many of whom already are on the way to Washington. It is expected to be one of the most important newspaper meetings ever held in the Western hemisphere and to have far-reaching influences in molding public opinion in Latin-American countries. Twenty American republics outside the United States will be represented. Acceptances have been received from 130 Latin-American journalists.

The Congress will be in session from April 7 to 13, and following it the journalists will be taken on a tour of the eastern and central sections of the United States, lasting a month. From Washington the party will swing into Virginia, visiting historic and other points of interest, thence go to Annapolis, Baltimore, Philadelphia and New York, where they will remain three days and be entertained by the press associations and publishers of that city, as well as by the Pan-American Society and other organizations.

From New York the editors will be taken as guests of the automotive industry of the United States on a trip carrying them as far West as Chicago. The itinerary will include West Point, Schenectady, Utica, Syracuse, Rochester, Niagara Falls, Buffalo, Erie, Cleveland, Toledo, Detroit, Chicago, Akron and Pittsburgh.

A special committee appointed by the Pan American Union will go to New York City to greet the delegates arriving on incoming steamers. The United States Government has arranged to extend to them the freedom of customs, as "distinguished foreign visitors," the delegates including the directing heads of over 100 daily papers. The Commissioners of the District of Columbia will present them with a "golden key" carrying with it the freedom of the city. The Spanish word for welcome—"Bienvenida"—will be written in the sky from an airplane on the opening day of the Congress.

The national capital will be specially decorated for the occasion, the Government buildings, Pennsylvania Avenue from the White House to the Capitol, and many business houses flying the flags of the Latin-American republics. On April 7, the day of their arrival, they will visit the Capitol, meet Speaker Longworth and attend a session of the Senate. Thence they will proceed to the Government Printing Office—for a luncheon given by Public Printer Carter.

On their visit to the Library of Congress the delegates will be shown a special exhibit of early and important documents bearing on the relations between the United States and other American republics arranged by the Librarian, Herbert Putnam. Then will follow a visit to the Lincoln Memorial and the Potomac for an aerial exhibit during which the flags of 21 American republics will be dropped by 21 airplanes.

The preliminary session of the Congress will be held on the evening of April 7, in the Hall of the Americas of the Pan-American Union building, where all the business meetings of the assembly will take place. Addresses of welcome will be made by the chairman of the Governing Board of the Pan-American Union, Secretary of State Kellogg; and by the vice-chairman, Hon. Francisco Sanchez Latour, minister of Guatemala, with a response by one of the Latin-American delegates. The election of a permanent chairman of the Congress also will take place.

"The Press and International Relations" will be the subject of discussion at the first formal session. The topic will be treated from the standpoint of the press as a medium of fostering closer relations between the American republics, through the selection of news so as to give a clearer picture of the national life of the peoples of America, through increasing space devoted to economic and financial development, and to cultural and artistic progress on the American continent. A luncheon at the New Willard by the publishers of the *Washington Star* will follow.

At four o'clock in the afternoon the delegates will be guests of the National Press Club at the laying of the corner-stone of the eleven-story National Press Building, at the corner of Fourteenth and F Streets, one block from the United States Treasury. President Coolidge will participate in this ceremony. A formal greeting and entertainment in honor of the delegates by the National Press Club will follow in Keith's Theatre, and after this a reception and buffet supper in the Club's quarters will be held. The United States Marine Band will play during the corner-stone laying ceremonies, with the United States Army Band and orchestra furnishing the musical features at the entertainment and reception.

Other events arranged for the editors during their stay in Washington include a reception at the White House by the President and Mrs. Coolidge; a luncheon by Secretary Hoover at the bureau of standards, to be followed by a visit through the bureau where a special exhibit is to be staged for the benefit of the visitors; a visit to Arlington National Cemetery and the tomb of the unknown soldier; a cavalry drill at Fort Myer; a dinner by the Chamber of Commerce of the United States at the headquarters of the organization; a luncheon by the United Press Association; a trip to Mount Vernon; a reception and ball at the Mayflower by the Southern Society of Washington; a banquet at the New Willard by the Carnegie Endowment for International Peace; and a luncheon at the Mayflower by John L. Merrill, president of the All America Cables Company.

Vice-President Dawes will address the Congress at the morning session on the last day of the Congress. This will be followed by the planting of a tree in the gardens of the Pan-American Union to commemorate the inter-American gathering of journalists; and Secretary of the Treasury Mellon will give a luncheon in their honor. A reception at the Pan-American Union that evening by the Secretary of State and Mrs. Kellogg will bring the Congress formally to a close. The Latin-American delegates will then be taken on a trip around the country which will get them back to New York about May 10.

In addition to the topics already mentioned, other subjects which will be discussed at the First Pan-American Congress of Journalists will be the following:

Newspaper ethics: the influence of journalism on international relations and the internal affairs of nations, bearing in mind the necessity of reconciling the liberty of the press with the highest conception of the ethics of journalism;

Gathering and dissemination of news, including the cost of such service and the transmission of news by cable, by wireless and by mail; rates, limitations, facilities, etc., of these various methods;

Advertising: consideration and study of questions relating to newspaper advertising; and the distribution, interchange and influence of advertising on journalism;

Newspaper organization in its various angles; Schools of journalism: and Association of Journalists: the organization of a Pan-American Association of Journalists.

EDITOR & PUBLISHER CALENDAR

March 31—Associated Advertising Clubs of the World, Executive Committee, meeting, New York.
March 31—National Better Business Bureau, directors' meeting, New York.
April 1-3—Florida Press Assn., annual convention, Altamonte Springs, Fla.
April 2—Oklahoma Press Assn., Group 2, meeting, Kingfisher, Okla.
April 5-6—Insurance Advertising Men of Pacific Coast, under auspices of Insurance Advertising Conference, Los Angeles, Cal.
April 6-10—American Association of Advertising Agencies, directors' meeting, New York.
April 7-13—First Pan-American Congress of Journalists, Washington, D. C.
April 7-9—Direct Mail Advertising Assn., annual convention, Los Angeles, Cal.
April 9—Mid-Tennessee Press Assn., annual meeting, Nashville, Tenn.
April 9-10—Panhandle Press Assn., annual convention, Amarillo, Tex.
April 10—Central Press Assn., annual convention, Syracuse, N. Y.
April 12-14—Fourth District, A. A. C. W., annual convention, Orlando, Fla.
April 13-14—New York Circulation Managers Assn., annual convention, Elmira, N. Y.
April 17—Assn. of Newspaper Syndicates, meeting, New York.
April 18-24—Forest Week.
April 19-24—Associated Press, annual meeting, Waldorf-Astoria Hotel, New York.
April 19-24—American Newspaper Publishers Assn., annual convention, New York.
April 20-21—National Advertising Commission, annual convention, Cincinnati.

SECRETARY OF STATE NAMED A. P. SPEAKER

Hon. Frank Kellogg to Address Annual Luncheon in New York April 20—Jorge Mitre, Buenos Aires La Nacion, to Speak

Secretary of State Kellogg, will address the Associated Press luncheon this year on April 20, at the Waldorf-Astoria Hotel, New York, Kent Cooper, general manager, announced this week.



JORGE MITRE

The affair this year will stress Latin-American relations. A large delegation of Associated Press members in South and Central America have notified Frank B. Noyes, A. P. president, that they will attend the annual meeting.

An officer of the A. P. will open the dinner with a brief message of greeting to these members in Spanish, and a response will be made by Jorge Mitre, publisher of the *Buenos Aires La Nacion.*

Arrangements for the luncheon were made by Adolph S. Ochs, publisher of the *New York Times*, Melville Stone, A. P. secretary, and Mr. Noyes.

Mr. Mitre arrived in this country from Paris on March 26. He has just concluded an inspection tour of La Nacion's European offices. He has been director of La Nacion for more than 15 years.

NEW YORK READY FOR PAN-PRESS EDITORS

Tentative Entertainment Program Announced for Week April 19-24 by Merchants Association—To Inspect Newspaper Plants

The New York Merchants Association this week announced tentative plans for the entertainment of 71 editors and publishers from Central and South America, expected in New York the week of April 19-24, following the first Pan-American Press Conference in Washington, April 7-13.

The Commodore Hotel will be headquarters for the delegates, and on Monday, April 19, an informal reception and dinner will be held at that hotel.

At 10:30 on April 20 they will be received by Mayor Walker at the City Hall; at 11:30 inspect the broadcasting studio of the Radio Corporation of America; at noon visit the New York Stock Exchange; at 1 o'clock attend the annual luncheon of the Associated Press; and during the afternoon be taken on sightseeing trips about the city.

In the evening of April 20 the delegates will be honor guests at a banquet to be given by New York newspaper publishers at the Park Lane Hotel.

The following day, April 21, will begin with an inspection of the rotogravure plant of the *New York Times*, after which the visitors will be the luncheon guests of Adolph S. Ochs, publisher, in the Times Annex. At 3 o'clock they will attend a special session of the annual convention of the American Newspaper Publishers' Convention. In the evening, following a theater party, they will visit the plant of the *New York Herald-Tribune.*

The morning of April 22 will be left free. At luncheon they will be entertained by the Pan-American Society of New York at India House, and in the afternoon will be guests on a trip over New York harbor. The general reception committee will be hosts at a dinner that evening at the Biltmore Hotel.

The entire party will leave New York, Friday, by motor buses for Detroit, making several stops en route.

Lincoln Cromwell, first vice-president of the Merchants' Association, is chairman of the general reception committee.

KNOWLTON TO CINCINNATI

Miami Tribune M. E. Named to Succeed Wade Mountfortt

Vernon B. Knowlton, managing editor of the *Miami* (Fla.) *Tribune* for more than a year, has been named managing editor of the *Cincinnati Commercial Tribune* to succeed Capt. Wade H. Mountfortt, who recently announced his resignation. Knowlton will take up his new duties April 1.

Knowlton was born in England and served his newspaper apprenticeship in London. He worked on up-to-date New York papers before joining the *Miami Tribune.*

A farewell dinner was to be given Saturday night to Capt. Mountfortt and Nait Grute, retiring news editor of the *Commercial Tribune*, at the Hotel Gibson with Harry A. Kenny, business reporter, as chairman of the arrangement committee. Harry W. Brown, president, will serve as toastmaster, and the retiring editors will each be presented with a traveling bag.

Mountfortt and Grute will leave April 1 for New York.

New Texas Daily Planned

The *Tyler* (Tex.) *American*, weekly, will become a morning daily, April 1, according to announcement by the Cooper Printing Company, publishers of the *American* and the *Lindale* (Tex.) *News*. The owners and editor of the new daily are Tom P. Cooper and Ray B. Cooper of Lindale.

WANT-AD RECORDS OF 365 DAILY NEWSPAPERS FOR 1925

KEY—* Gain; † Loss; [1] Chamber of Commerce or other local authority; Audit Bureau of Circulations figure; U. S. Census Estimate as of July 1, 1925; [5] State Census, 1925. [3] Outline type. M—Morning; E—Evening; S—Sunday.

City and Paper	Issued	1925 Classified Advertising in Agate Lines	Gain or Loss Against 1924	Per Cent Gain or Loss Number Advertisements	Number of Advertisements in 1925	Gain or Loss in Number of Advertisements	Per Cent Gain or Loss Number Advertisements	Average Number Lines Per Advertisements	Estimated Population—U. S. Census, A. B. C. or Local Chamber of Comm'ce	Average Number Lines Per Capita	Average Number Advertisements Per Capita	Largest Type Permitted in Classified Columns	Can Column Rules Be Broken?	Does Linage Figure Include Rules, Heads, Etc.?	Are Cuts Permitted in Classified Columns?
ldeford (Me.) Journal	E	176,988	28,154†	13.7†	.....	.....	....	....	25,000	....	....	6	No	Yes	No
xi (Miss.) Herald	E	278,012	64,624*	23.0*	.....	.....	....	....	23,000	11	....	10	No	Yes	No
mingham (Ala.) News	ES	2,001,244	175,686*	8.*	203,271	1,222*	....	9	237,693[1]	8	1	5½	No	Yes	No
midji (Minn.) Pioneer	E	175,280	18,028†	10.0†	12,520	1,183†	9.5†	5	9,000	19.5	1.4	8	No	No	No
Bomington (Ill.) Pantagraph	M	491,638	1,516*	....	127,193	2,114*	1.6*	3.8	35,000	14	3.6	5½	No	No	No
Bomington (Ill.) Bulletin	E	241,112	20,992*	9.0*	44,414	2,762*	6.6*	5.4	33,868	7	1.2	6	Yes	Yes	Yes
Bne (Ia.) News-Republican	E	80,948	4,900†	5.7†	.....	.....	....	....	14,254	5	....	8	Yes	No	No
Bckton (Mass.) Enterprise	E	935,004	13,188*	1.4*	.....	.....	....	....	65,343	13	....	..	...	...	...
Bwnsville (Pa.) Telegraph	E	179,284	22,008*	14.0*	35,855	4,399*	14.*	5	10,000	17.9	3.6	18	Yes	No	No
Bfalo (N. Y.) Express	MS	594,762	140,236*	26.0*	59,847	8,277*	14.*	9	538,000	1	.1	12	No	Yes	No
Blington (Ia.) Gazette	E	329,658	14,420*	4.0*	61,897	.....	....	5.3	26,000	12.6	2.3	14	No	Yes	No
Blington (Vt.) Free Press	M	437,291	33,939*	7.7*	.....	.....	....	....	25,000	17	....	10	No	Yes	No
Bden (N. J.) Courier	E	1,552,974	332,875*	27.2*	205,441	5,386†	2.†	7.5	130,000	11.9	1.5	5½	Yes	No	No
Bbridge (O.) Jeffersonian	E	228,696	36,742*	19.*	.....	.....	....	....	13,000	17.6	....	24	No	Yes	No
Bton (Ill.) Ledger	E	125,181	.....	10.0†	.....	.....	....	....	12,000	10	....	8	No	No	No
Bton (O.) Repository	ES	2,507,002	142,206*	5.67*	196,271	14,923*	7.6*	12.6	106,260	23.5	1.84	48[3]	Yes	Yes	Yes
Boondale (Pa.) Leader	E	252,000	51,400*	20.0*	.....	.....	....	....	19,950	....	....	12	No	No	No
Bar Rapids (Ia.) Gazette	E	625,772	44,744†	7.0†	.....	.....	....	....	51,041	11.9	....	5½	No	Yes	No
Btreville (Ia.) Iowegian Citizen	E	150,486	9,590†	6.6†	.....	.....	....	....	8,611	17.5	....	12	No	No	Yes
Btralia (Ill.) Sentinel	E	163,856	79,240†	67.4†	22,687	12,394†	64.7†	7	15,200	11	1.5	24	Les	No	No
Bmpaign (Ill.) News-Gazette	E	582,316	10,094*	2.*	.....	.....	....	....	37,000	1.5	....	8	No	Yes	No
Bttanooga (Tenn.) News	E	924,113	139,995*	17.8*	115,514	17,499*	17.8*	8	131,832	14	.9	10	No	Yes	No
Bster (Pa.) Times	E	584,226	53,585*	10.0*	.....	.....	....	....	66,741	8.7	....	6	No	Yes	No
Byenne (Wyo.) State Tribune-Leader	ES	240,940	.....	...	80,313	.....	....	3	17,000	14	5	36	No	No	No
Bago Daily News	E	4,752,483	268,599*	5.0*	1,001,628	72,182*	7.*	4.7	2,970,185[2]	....	....	24[3]	No	Yes	No
Bago Herald & Examiner	MS	2,106,357	241,089†	10.0†	309,827	43,972†	12.†	6.79	2,970,185	.7	....	24[3]	No	Yes	No
Bago Journal	E	672,852	.....	28.†	.....	.....	....	....	2,970,185	....	....	72[3]	No	Yes	No
Bago Tribune	MS	8,574,008	612,430*	7.8*	1,440,034	54,466*	3.9*	5.9	2,970,185	2.9	.49	24	Yes	No	Yes
Bene (Kan.) Reflector	E	79,180	.....	6.5*	13,196	1,071*	7.*	6	5,240[1]	36	2.5	8	No	No	No
Can (Mich.) Telegram	E	517,636	25,881*	5.0*	41,825	1,873*	5.*	12	13,250[1]	39	3	10	No	No	No
Bn (O.) Beacon-Journal	E	2,529,413	389,590*	18.2*	250,490	12,592*	5.3*	10	220,000[1]	11	1.14	6	No	Yes	No
Bny (Ga.) Herald	E	369,698	6,202†	1.6†	.....	.....	....	....	16,717	....	....	10	Yes	No	No
Bny (N. Y.) Times-Union	F	1,239,432	141,398*	11.5*	220,000	.....	....	6	125,000[1]	....	4.9	14	No	Yes	No
Bon (N. Y.) Recorder	F	59,136	15,461*	34.0*	.....	.....	....	....	9,000[1]	....	6.5	8	Yes	No	No
Bltown (Pa.) Call	M	1,436,058	109,828*	8.0*	151,600	9,650*	7.*	10	87,329[2]	17	1.7	5½	No	Yes	No
Brs (Ia.) Tribune	E	150,780	130†	....	.....	.....	....	....	9,317[1]	15	....	14	No	No	No
Brterdam (N. Y.) Recorder	E	1,263,712	13,780*	5.0*	38,064	552*	2.*	33	35,263[4]	7	1.1	6	No	Yes	No
Brson (S. C.) Independent	E	16,800	3,500*	26.0*	.....	.....	....	....	20,000[1]	....	....	12	No	No	No
Brson (S. C.) Mail	E	209,074	1,317†	....	.....	.....	....	....	20,000[1]	10	....	14	No	Yes	No
Beton (Wis.) Post-Crescent	E	547,316	75,950*	16.0*	51,933	3,222*	6.*	10.5*	22,000[1]	25	2.36	7	No	Yes	No
Bnore (Okla.) Ardmoreite	E	244,958	68,138*	27.0*	.....	.....	....	....	20,000[5]	12	....	18	No	Yes	Yes
Bnsas City (Kan.) Traveler	E	182,888	.....	23.0*	38,976	.....	23.*	3	16,000[1]	11	2.43	24	No	No	Yes
Bry Park (N. J.) Press	ES	736,414	85,316†	10.3†	125,703	7,363†	5.5†	6	14,000	53	8.9	5½	No	No	No
Band (Ky.) Independent	E	456,330	.....	....	30,320	.....	....	15	25,000	18	1.2	8	No	Yes	No
Bison (Kan.) Globe	E	1,400,000	240,000*	12.5*	75,000	8,000*	9.2*	3	16,956	12	14.1	18	No	Yes	No
Blta (Ga.) Constitution	MS	1,799,798	7,470*	.41*	199,516	1,450*	.7*	9	253,000[1]	7	.7	5½	No	No	No
Blista (Ga.) Chronicle	MS	414,330	77,112*	22.8*	.....	.....	....	.....	65,000	6	....	24	Yes	No	Yes
Blista (Me.) Kennebec Journal	M	388,234	31,136*	8.7*	48,318	803*	.2*	44	14,114[3]	27	3.4	6	No	Yes	No
Bra (Ill.) Beacon-News	ES	1,241,604	25,358*	2.0*	27,765	.....	....	7	43,000	29	64	24	Yes	Yes	No
Bmore Sun	MS	6,400,518	274,956*	4.0*	887,562	13,319†	1.†	.....	796,296	8	1.1	72	No	Yes	No
Bmore Post	E	508,950	174,019*	50.*	.....	.....	....	....	796,296	....	....	72	No	Yes	No
Besville (Okla.) Examiner	MS	378,420	27,860*	7.9*	.....	.....	....	....	18,334[2]	20	....	14	Yes	No	Yes
Bvia (N. Y.) News	E	317,058	7,084†	2.0†	22,647	506†	3.†	14	16,000	19	1.3	6	Yes	Yes	No
Be Creek (Mich.) Enquirer-News	ES	1,817,648	301,042*	19.8*	.....	.....	....	....	42,000[1]	43	....	18[3]	No	No	No
Be Creek (Mich.) Moon-Journal	E	1,043,017	31,524*	3.0*	62,206	10,943*	21.*	16	42,000[1]	24	1.4	6	No	Yes	No
City (Mich.) Times-Tribune	ES	509,656	47,992†	9.†	55,230	2,449*	4.*	9	51,000	10	1.06	12	Yes	Yes	Yes
nne (N. J.) Times	E	575,568	20,167*	3.*	83,240	1,617†	1.†	4	85,000	7	.9	6	No	Yes	No
ger (Pa.) Times	E	277,718	20,328*	7.89*	25,247	1,848*	7.5*	11	4,200	60	6	18	No	No	No
lville (Ill.) Advocate	E	209,902	92,344*	78.0*	26,312	8,069*	44.*	8	30,000[1]	7	.9	6	No	Yes	No
tehem (Pa.) Globe-Times	E	608,076	17,486*	3.0*	43,434	3,305†	7.†	16	62,947[1]	9	.7	6	No	Yes	No
nnati (O.) Enquirer	MS	3,584,476	293,650*	8.9*	404,820	58,565*	16.*	9	560,281[2]	6.5	.7	48	No	No	Yes
nnati (O.) Post	E	2,193,016	332,920*	15.*	336,523	25,729*	8.*	7	560,281	3.9	.6	36	Yes	Yes	Yes
eland (O.) Plain Dealer	MS	5,345,497	284,321*	5.3*	1,001,019	41,787*	4.*	5.3	948,198[1]	5.6	1	72[3]	Yes	Yes	Yes
eland (O.) Press	E	3,492,552	352,604*	11.2*	707,986	59,616*	9.2*	5	948,198	3.2	.7	72	Yes	Yes	Yes
eland (O.) Times	MS	395,054	116,491*	40.0*	.....	.....	....	....	948,198	.4	....	72	Yes	Yes	Yes
on (Ia.) Advertiser	E	243,698	34,436*	16.0*	.....	.....	....	....	24,151	10	....	8	Yes	No	Yes
lnbus (Ga.) Ledger	E	558,030	41,278*	7.9*	.....	.....	....	....	50,000	11	....	14	No	No	No
lnbus (O.) State Journal	MS	1,390,500	186,500†	11.8†	112,308	9,770†	8.†	11	279,836[5]	5	.4	10	No	Yes	Yes
lnbus (O.) Dispatch	ES	4,125,905	105,410†	2.3†	503,544	4,194*	.8*	8.15	279,836	14.7	1.79	48	Yes	No	Yes
scton (O.) Tribune & Times-Age	FS	462,308	9,352†	2.†	.....	.....	....	....	12,000[5]	39	....	12	Yes	Yes	Yes
nil Bluffs (Ia.) Nonpareil	E	652,106	17,206†	2.5†	65,018	3,520†	5.1†	10	39,768[1]	16	1.6	7	No	Yes	No
gton (Ky.) Post	ES	462,770	90,482*	24.3*	53,712	10,885*	25.4*	8.6	57,121[1]	8.1	.94	48	No	Yes	No
ls (Tex.) Dispatch	E	635,068	17,612*	2.8*	.....	.....	....	....	232,000[2]	2.7	....	48	Yes	No	Yes
dury (Conn.) News	E	549,482	36,295†	6.5†	.....	.....	....	....	25,000	21.9	....	7	Yes	No	Yes
nlle (Va.) Bee	E	230,251	20,999*	10.*	38,375	.....	....	6	21,520	11	1.7	12	No	Yes	No
nlle (Va.) Register	MS	220,157	10,925*	5.*	36,693	.....	....	6	21,520	10	1.5	12	No	No	No
nport (Ia.) Times	F	875,714	1,526*	.18*	101,880	5,749*	5.6*	8.1	60,000	14.6	1.7	48[3]	No	No	No
vn (Ohio) News	ES	2,990,092	319,570*	12.0*	301,238	25,170*	9.*	9.9	183,276	16	1.5	18	Yes	Yes	Yes
nr (Colo.) Post	ES	2,755,004	197,848*	7.78*	572,750	33,464*	6.2*	4.8	311,000[1]	8.8	1.8	6	Yes	Yes	No
sMoines (Ia.) Register	MS	2,002,332	38,050*	1.9*	335,008	180*	....	5.9	150,698[5]	13.2	2.2	30[3]	No	Yes	No
st Free Press	MS	4,872,322	670,964*	16.*	660,684	76,916*	13.*	7.3	1,362,000	3.5	.5	36	No	Yes	No
st News	ES	7,808,584	701,526*	9.8*	1,486,173	128,316*	9.4*	5.2	1,362,000	5.7	1	5½	No	Yes	No
st Times	ES	2,065,100	556,648*	37.*	249,404	63,388*	33.*	9	1,362,000	1.5	.18	48	No	No	No
d City (Kan.) Globe	E	117,205	61,575*	111.*	35,161	13,762*	64.*	3	6,539[1]	18	5	12	No	Yes	No
r (O.) Reporter	E	304,316	12,374*	4.2*	20,000	.....	....	.....	.....	....	....	...	No	No	No
nue (Ia.) Telegraph Herald	ES	423,108	34,132*	.08*	.....	.....	....	....	42,811[5]	10	....	6	No	No	Yes
nue (Ia.) Times Journal	ES	702,584	132,746*	25.*	.....	.....	....	....	42,811[1]	18	....	24[3]	No	No	No
n (Minn.) News Tribune	MS	1,272,201	362,684*	21.*	130,130	12,723*	10.*	9	115,000	11	1.12	24	No	No	No
t (Pa.) Express	E	957,348	42,840*	.046*	86,145	9,705*	.1016	11	65,000	14.7	1.01	6	No	No	Yes
t Liverpool (O.) Review Tribune	E	282,100	26,236†	1.†	38,750	.....	....	7	25,000	10	1.5	18	Yes	Yes	No
t St. Louis (Ill.) Daily Journal	ES	892,920	58,254*	7.*	107,242	10,105*	10.4*	8	80,000	11	1.4	18	Yes	No	Yes
n (Ill.) Courier News	E	867,510	165,270†	19.†	86,313	13,760*	16.*	10	33,384	26	2.5	18	No	No	No
eth (N. J.) Journal	E	1,181,817	97,435*	9.*	179,856	15,165*	8.*	7	110,000[1]	11	1.5	6	No	No	No
e Pa.) Daily Times	E	1,365,475	172,417*	14.4*	179,969	39,342*	28.*	7	131,620[1]	3.3	1.3	14	No	No	No
rt (Wash.) Daily Herald	E	701,923	257,549*	58.*	.....	.....	....	....	38,000[1]	18	....	7	No	No	Yes
iver (Mass.) Herald	E	298,885	.....	....	.....	.....	....	....	130,000	....	....	10	No	No	No
rg (Mass.) Sentinel	E	330,550	21,784	7.	.....	.....	....	....	43,609	7	....	8	No	No	Yes
du Lac (Wis.) Daily Commonwealth	E	167,660	9,656*	6.*	.....	.....	....	....	28,000	5.9	....	12	Yes	Yes	Yes
du Lac (Wis.) Reporter	E	391,588	31,103*	8.*	.....	.....	....	....	28,000	....	....	..	No	Yes	No
ollins (Colo.) Express Courier	ES	306,068	3,972*	1.*	.....	.....	....	....	16,095	19	....	8	No	No	Yes
Vayne (Ind.) News Sentinel	E	1,781,458	134,398†	7.†	.....	.....	....	....	103,000[4]	17	....	6	No	No	No
Vorth (Tex.) Press	E	589,904	421,428*	241.*	.....	.....	....	....	154,000	3.9	....	10	No	Yes	No
Vorth (Tex.) Star Telegram	ES	1,355,836	38,072*	2.*	173,132	6,047*	4.*	7.8*	154,000	8.9	1.1	12[3]	No	No	No
(O.) Free Press	E	57,780	5,000*	9.5*	.....	.....	....	....	3,600	16	....	14	No	Yes	No
Ind.) Post Tribune	E	1,209,374	447,084*	61.*	.....	114,345	31.	10.5	85,000[1]	14.2	1.3	5½	No	No	No
ville (N. Y.) Leader Rep	E	520,086	18,986*	.0379*	59,304	600†	.01†	3.39	35,000	14.06	1.6	6	No	No	No
ro (N. C.) News	MS	225,786	.....	....	6,582	.....	....	6	15,223	15	.4	14[3]	No	Yes	No
Island (Neb.) Independent	E	266,868†	6,132†	2.†	.....	.....	....	....	15,000[1]	15	....	8	No	No	No
Rapids (Mich.) Press	E	2,049,222	327,068*	18.8*	289,471	43,498	17.6	7	153,887	13.3	1.84	5½	No	No	Yes
Fall (Mont.) Tribune	MS	366,562	4,592†	1.2†	.....	.....	....	....	28,141[5]	12	....	72	Yes	No	Yes
d (Conn.) Times	E	1,088,887	54,889*	5.3	.....	.....	....	....	164,148	6	....	10	Yes	Yes	No
on (O.) Evening Journal	E	472,262	90,622†	16.†	45,593	11,033†	19.5	10	47,600	9.9	9.6	9	No	No	No
nburg (Va.) News Record	M	111,748	.....	....	.....	.....	....	....	6,000	18	....	8	No	No	Yes
es (Neb.) Daily Tribune	E	230,174	.....	17.2	.....	.....	....	....	13,000	18	....	6	No	Yes	No
oint (N. C.) Enterprise	ES	297,738	18,424*	15.66	.....	.....	....	....	27,000	11	....	10	No	No	No
ill (Mass.) Gazette	E	468,608	59,479*	14.*	61,782	533	.008*	7	50,000	9	.1	6	No	No	Yes
le (Mich.) Daily News	E	333,732	156,758*	88.5*	53,832	28,632	113.6	....	5,476	9	8	6	No	No	Yes
n (Texas) Chronicle	FS	2,791,880	47,642*	2.*	393,415	1,119	7.1	....	225,000[1]	12	....	18	Yes	No	Yes
n (Tex.) Press	E	780,990	271,768	34.8	.....	.....	....	....	225,000	3.4	....	48	Yes	Yes	No
gton (W. Va.) Herald Dispatch	MS	1,585,836	163,590	10.	124,461	7,102*	5.2	12.7	90,000	17.6	1.38	6	No	No	Yes
bson (Kan.) News	E	693,000	59,254*	9.35*	.....	.....	....	....	28,000	25	....	4	No	No	Yes

WANT-AD RECORDS OF 365 DAILY NEWSPAPERS FOR 1925

KEY—* Gain; † Loss; [1] Chamber of Commerce or other local authority; [2] Audit Bureau of Circulations figure; [4] U. S. Census Estimate as of July 1, 1925; [3] State Census, 1925. [3] Outline type. M—Morning; E—Evening; S—Sunday.

City and Paper	Issued	1925 Classified Advertising in Agate Lines	Gain or Loss Against 1924	Per Cent Gain or Loss Against 1924	Number of Advertisements in 1925	Gain or Loss in Number of Advertisements	Per Cent Gain or Loss Number Advertisements	Average Number Lines Per Advertisement	Estimated Population—U. S. Census, A. B. C. or Local Chamber of Comm'ce	Average Number Lines Per Capita	Average Number Advertisements Per Capita	Largest Type Permitted in Classified Columns	Can Column Rules Be Broken?	Does Linage Figure Include Rules, Heads, Etc.?
Independence (Mo.) Examiner	E	507,752	49,518*	10.*	55,949	4,373	8.	9	12,500	40	4	18	Yes	Yes
Indianapolis (Ind.) News	E	3,383,103	18,444†	½ of 1†	531,641	15,538	3.	6.3	363,467[1]	9.06	1.46	30	No	Yes
Ionia (Mich.) Sentinel Standard	E	1,092,298	26,904*	24.	.....	.....	.....	.....	8,500	12	....	12	No	No
Iron Mountain (Mich.) News	E	33,462	75,275*	77.*	.....	.....	.....	.....	8,251	16	....	..	No	No
Ironwood (Mich.) Globe	E	170 000	39.000*	30.	.....	.....	.....	.....	18.000[1]	9	....	10	No	No
Ithaca (N. Y.) Journal News	E	510,048	71,050*	16.*	69.295	4,264	6.2	7.36	18,948[4]	26.97	3.65	6	..	No
Jacksonville (Fla.) Fla. Times Union	MS	3,900,372	1,788,092*	84.*	286,134	40,418	16.	13	135,866	28	2	24	No	No
Jamestown (N. Y.) Morning Post	M	925,505	213,118*	30.*	116,116	18,576	19.*	8	45,000	20	2.5	7	No	No
Jersey City (N. J.) Journal	E	1,199,459	86,585†	....	.....	.....	.....	.....	300.000	3	....	6	No	No
Johnstown (Pa.) Tribune	E	1,027,572	193,102	226.	.....	.....	.....	.....	75.743	1.1	....	24	No	No
Joliet (Ill.) Herald News	ES	1.351,756	196,322*	17.*	33,857	.....	.....	40	55,000	24	.61	12	Yes	No
Kalamazoo (Mich.) Gazette	ES	1,151,976	93,408*	8.*	167,782	7,636	5.	7	55,000	21	3	10	No	No
Keene (N. H.) Sentinel	E	199,794	27,454*	15.*	.....	.....	.....	...	13,000	15	....	6	No	Yes
Kendallville (Ind.) News-Sun	E	166,152	18,928*	7.7	.....	.....	.....	...	6,000	27.8	....	10	No	...
Kenosha (Wis.) Evening News	E	1,171,604	159,474*	15.7*	109,138	7,948	.078*	19.7	52,000[4]	22	2	6	No	No
Klamath Fall (Ore.) Evening Herald	ES	332,984	.....	....	.....	3	....	....	10.000	33	....	8	No	No
Knoxville (Tenn.) News	E	557.070	84,875*	15.2*	.....	.....	.....	.....	119.904[2]	4.64	....	..	Yes	Yes
Knoxville (Tenn.) Sentinel	ES	1,451,100	51,856†	....	.....	.....	.....	.....	119.904[2]	12	....	10	Yes	No
Kokoma (Ind.) Dispatch	MS	287,420	5,558*	42.*	.....	.....	.....	.....	32,000	9	....	24	No	Yes
La Crosse (Wis.) Tribune & Leader Press	ES	342,272	14,294*	4.5*	.....	.....	.....	.....	34.000	10	....	12	No	No
Lancaster (Pa.) New Era	E	1,254,274	65,562*	5.*	110,780	1,809†	2.†	11	58.000	21.6	1.9	6	No	Yes
Lebanon (Pa.) News & Times	E	402.136	15.414*	....	.....	.....	.....	4	27,723[1]	....	1	..	Yes	Yes
Lewiston (Mon.) Democrat News	MS	374,736	127.002	33.*	93,684	34,251	36	4	9.200	40	10	14[3]	Yes	No
Lexington (Ky.) Leader	M	579,208	45.710†	.075†	71,810	3,339	4.*	8	49.841	11.64	....	18	Yes	No
Lima (O.) Lima News	ES	1,451,878	.....	....	.....	.....	.....	14	52.000	27	....	12	No	Yes
Lincoln (Neb.) Lincoln Star	ES	1,008,476	Loss †	1.†	.....	.....	....	....	63,722	15	....	5	No	No
Lincoln (Ill.) Courier	E	.....	.....	....	.....	.....	....	...	12.800	....	....	7	No	Yes
Little Rock (Ark.) Democrat	ES	893,032	55.552†	6.3*	93,253	12.3*	9.5	....	100,000	9	1	36	No	No
Long Island (N. Y.) Daily Star	E	1,036,311	60.165*	6.	184,467	.....	.....	....	.....	....	....	..	No	No
Longview (Wash.) Daily News	E	300,131	1.2,688	.58	29,639	18,054	.60	10.5	10,818[1]	28	2.6	14	No	No
Los Angeles (Cal.) Examiner	MS	8,327,636	489,326†	5.45	1,567,680	28,150†	1.76	5.31	1,211,333[1]	6.87	1.29	72	No	No
Los Angeles (Cal.) Times	MS	9,450,488	815,448†	7.94†	1,735,918	31,193†	1.77†	5.44	1,100,000[1]	8.59	1.58	5	No	No
Los Angeles (Cal.) Record	E	279,538	.....	40.	.....	.....	....	5	1.211.333[1]	4	....	72	Yes	Yes
Louisville (Ky.) Courier Journal	MS	2,694,631	92,869	3.6	317,003	2,482	.8	8.5	305,000†	8.08	1.04	24	No	No
Lubbock (Tex.) Avalanche	MS	412,450	.....	....	43,070	7,283*	6.	9	15.500	27	3	10	No	No
Macon (Ga.) Telegraph	M	954,226	165,648*	21.*	94,465	165,648	21	10.11	65,000	14.7	1.5	5	No	No
Marietta (O.) Times	ES	388,892	84 710†	17.†	31,747	2,726†	.7†	11	16.500	23	....	8	No	No
Marion (Ind.) Chronicle	E	444.402	96,285	21.7	42,793	5,645	13.2	10.4	26,000	17	1.7	8	No	No
Marion (Ind.) Leader Tribune	MS	439.869	82.929*	23.29*	.....	.....	....	....	26,000	14	....	8	No	Yes
Marquette (Mich.) Daily Mining Journal	M	238,502	94,484*	65.5*	.....	.....	....	....	.....	....	....	18	No	No
Massillon (O.) Independent	E	443,464	7.896	....	.....	.....	....	....	26,000	17	....	..	Yes	Yes
Memphis (Tenn.) Commercial Appeal	M	2,867,214	.....	5.	262,160	.....	1.	11	,90.000	15	1.5	5	No	No
Memphis (Tenn.) Press	E	785.260	168,126*	27.	96,689	7,762*	9.	8	190.000	41	4.8	14	Yes	Yes
Meridian (Miss.) Star	ES	336,410	16.354*	....	.....	.....	....	....	30,000	11	....	12	No	No
Miami (Fla.) Daily News	ES	3,602,872	1,982,680	122.*	222,089	70.617	46.6	11.7	125,000[1]	28	1.8	10	No	No
Miami (Fla.) Herald	MS	9,078,566	5,626,558	162.*	674,738	311,418	85.	13.5	250.000[1]	36	....	10	No	No
Michigan City (Ind.) News	E	.....	.....	...	22,398	3,543	19.	....	27,000	....	....	6	No	No
Middletown (Conn.) Press	E	429,394	46,697*	12.*	.....	.....	.....	.....	25,000	17	....	12	No	No
Milwaukee (Wis.) Journal	ES	3,625,052	110,381*	3.14	751,728	35,592	4.97	4.82	509,192	7.11	1.47	20	Yes	Yes
Milwaukee (Wis.) Wisconsin News	E	1,411,283	709,252	101.	.....	.....	.....	.....	598,589	2.36	....	14	Yes	Yes
Minneapolis (Minn.) Journal	ES	2,559 447	9.660†	.004†	463,470	15,904	.034	5½	425,000[4]	6	1	24	No	No
Mitchell (N. D.) Republican	E	836,066	.....	....	.....	.....	.....	.....	10,300	73	....	18	No	No
Montgomery (Ala.) Advertiser	MS	489,146	14,922*	3.	45,332	89	.2	10.8	56,000	8.7	.8	10	No	No
Morristown (N. J.) Jerseyman	E	158,550	21,833	12.†	.....	.....	.....	.....	17,000	9.3	....	6	No	No
Moscow (Ida.) Star Mirror	E	320	.....	12.	.....	.....	.....	.....	6,000	....	....	8	No	No
Mt. Vernon (N. Y.) Argus	E	689.948	66,402*	10.*	121,156	105,924	14.	5	50.382	13	2	12	No	No
Mt. Vernon (Wash.) Daily Herald	E	238,000	60,000*	34.*	.....	.....	.....	.....	4,500	2	....	..	No	Yes
Muncie (Ind.) Star	MS	1,039,458	43,736†	4.	103,794	6,311	5¾	10	4,200	25	2½	36	Yes	Yes
Pomona (Cal.) Bulletin	MS	631,722	107,198*	17.*	.....	.....	.....	.....	22.000[1]	29	....	36[3]	No	Yes
Nashville (Tenn.) Banner	ES	1.153,306	150.696†	11.5†	107,052	14,871‡	12.2†	10	120,000	9.5	.9	5½	No	Yes
Newark (N. J.) News	E	4,934,908	267,376*	5.4*	.....	.....	.....	.....	466.339	10	....	5½	No	Yes
New Britain (Ct.) Herald	E	550,000	50,000*	10.*	109,600	7,000*	6.*	5	70,000	8	1.5	5½	No	No
Newburgh (N. Y.) News	E	447,264	42,048*	9.4*	71,191	6,640*	9.*	6	30,300[5]	15	2.5	6	No	Yes
New London (Ct.) Day	E	591.010	.....	....	.....	.....	.....	.....	29.000[1]	20	....	6	No	No
New Orleans (La.) States	ES	1,265,397	211.220*	16.*	81,729	8,307*	10.1*	5	425.491[1]	3	.19	..	Yes	Yes
New Orleans (La.) Times-Picayune	MS	5,149,344	669.815*	15.*	552,187	9,044*	1.6*	9	425.491[1]	12	1.3	..	...	No
New Rochelle (N. Y.) Standard-Star	E	618.100	.....	....	99,661	.....	.....	6	47,000	14	6	12	No	Yes
New York American	MS	4.191,376	26.301†	6.†	375,899	17,505*	4.9*	11.2	6,556,723[5]	.7	.06	5½	No	Yes
New York Herald Tribune	MS	1,590,960	224,638*	16.*	.....	.....	.....	.....	6,556.723[5]	.2	....	5½	No	No
New York Telegram	E	2,301,530	203,898†	8.1†	643,529	68,374†	9.4†	4	6,556.723[5]	.3	.1	5½	No	No
New York World	MS	9,378,320	592.200*	6.*	1,897,788	96,749*	5.*	5	6,556,723	1.4	.3	..	Yes	No
New Philadelphia (O.) Times	E	262.934	36,624*	14.*	.....	.....	.....	.....	12,000	22	....	48	Yes	No
Niagara Falls (N. Y.) Gazette	E	821,403	72,607*	9.7*	116,270	19,055*	19.6*	7.06	67,348	12.2	1.72	5½	No	No
Norristown (Pa.) Times-Herald	E	637,058	12,909*	2.*	.....	.....	.....	.....	38,700	16	....	6½	No	No
North Adams (Mass.) Transcript	E	555,114	27.788*	5.2*	49,961	5,927*	13.4*	11	23,500[2]	23.6	2.1	8	No	Yes
Oakland (Cal.) Tribune	ES	5,588,716	585,088*	11.*	641,296	20,000*	3.*	8	389,800	14.3	1.6	72	Yes	Yes
Oil City (Pa.) Derrick	M	143,478	3,529*	2.5*	28,696	706*	2.5*	....	23.934[3]	6	1	5½	No	No
Oklahoma City Oklahoman	MS	2,281,071	233.181*	11.4*	358,089	3,791†	1.†	6.36	140,000[1]	16.2	2.55	72	Yes	Yes
Olean (N. Y.) Times	E	517.804	58.542*	11.2*	37,948	1,596*	4.2*	10	24,000	1.5	1.6	6	No	No
Oregon City (Ore.) Enterprise	MS	283,542	38,178*	15.*	94,514	12,726*	15.*	3	6.750	42	14	8	No	Yes
Paducah (Ky.) Sun	E	528.514	739,608*	35.*	.....	.....	....	....	28,800	17	....	24	No	No
Pasadena (Cal.) Star-News	E	2,811,186	.....	....	.....	.....	.....	.....	70,000	40	....	12	Yes	Yes
Passaic (N. J.) Daily News	E	927,287	136 305*	17.*	122,603	12,740*	12.*	7.5	74.481	12.4	1.6	6	No	No
Paterson (N. J.) Call	M	1,434 801	54,900*	4.*	.....	.....	.....	.....	149,000	9	....	..	No	...
Paterson (N. J.) Press-Guardian	ES	1,610,587	35.519*	2.*	117,866	844*	....	13	149.000	11	.8	6	No	Yes
Pawtuckét (R. I.) Times	E	865,942	26,362†	2.8†	130,858	7,645†	4.9†	6.5	70,000	12.3	1.86	10	No	No
Peekskill (N. Y.) Star	E	236,390	52.942*	30.*	59,098	13,236*	30.*	4	17.993[5]	13	.65	10	No	No
Peoria (Ill.) Journal-Transcript	ES	1,753.976	28.070*	1.6*	196,397	5,099*	2.6*	8.9	100,000	17.5	1.9	6	No	Yes
Perth Amboy (N. J.) News	E	606,060	111,796*	28.*	121,006	8,743*	8.*	5	48,658	12	2.5	..	No	No
Petoskey (Mich.) News	E	139.655	.....	....	.....	.....	....	....	.....	....	....	..	..	....
Ponca City (Okla.) City News	ES	345.646	.....	....	.....	.....	.....	....	16,000[1]	21.6	....	24	Yes	Yes
Port Angeles (Wash.) Evening News	E	.....	.....	....	.....	.....	....	....	10,193	....	....	8	No	No
Portland (Ore.) Portland News	E	498,372	53.592	12.	49,863	11.976	31.6	10	328,000	1.5	.015	48	Yes	No
Portland (Ore.) Journal	ES	2,772.263	153,192†	....	.....	.....	....	....	400.000	7	....	12	No	No
Portsmouth (N. H.) Herald	E	252,080	.....	....	84,026	.....	3.	....	14,871	1	....	8	Yes	Yes
Princeton (Ind.) Democrat	E	218,400	12,300*	....	.....	.....	.....	.....	11,078	1.6	....	2.4	No	No
Providence (R. I.) News	E	662.169	120,095*	22.1*	220,723	40,032*	22.1*	3	267,918	2⅔	....	5	Yes	No
Pueblo (Colo.) Star-Journal	ES	926.345	39,067*	4.3*	185,269	7,814*	4.3*	5	65,000[1]	14¼	2¾	..	Yes	No
Pueblo (Colo.) Chieftain	MS	985.267	.....	....	.....	.....	.....	....	65,000[1]	....	....	60	Yes	Yes
Quincy (Ill.) Whig Journal	ES	433,044	11,522†	3.6†	56,782	823†	1.5†	....	41,000	9	.7	14	No	Yes
Reading (Pa.) Tribune	S	549,316	11,478*	....	.....	.....	.....	....	112.707[1]	5	....	5	No	No
Redlands (Cal.) Daily Facts	E	.....	.....	....	45,841	5,252*	13.*	....	14,680	....	....	6	No	No
Richmond (Ind.) Item	MS	569.422	115,486*	.254	.....	.....	.....	.....	30,000[1]	18	....	18	Yes	Yes
Riverside (Cal.) Daily Press	E	969,010	.....	....	.....	.....	....	....	30.000	32	.	14	No	Yes
Rockford (Ill.) Register Gazette	E	1,570,156	259,742*	20.*	88,616	1,002†	1.†	21	76,000	17½	1⅙	24	Yes	No
Rockford (Ill.) Morning Star	M	1,263,990	7,980*	.2*	.....	.....	.....	.....	76,000	....	....	24	Yes	Yes
Rushville (Ind.) Daily Republican	E	126,840	24,570*	....	.....	.....	.....	.....	5,959	21	....	10	No	Yes
Saginaw (Mich.) News Courier	ES	977,288	145.184*	17.4*	124,495	2,390*	1.9*	7.8	72,000	13	....	5	No	No
St. Cloud (Minn.) Journal Press	E	3,710	1,008*	27.*	530	386*	25.*	7	22,000	.168	.024	8	No	No
St. Johnsbury (Vt.) Caledonian Record	E	100 541	4,944*	....	.....	.....	.....	5	.....	....	....	8	No	No
St. Joseph (Mich.) Herald Press	E	207,044	40,528*	24.5	22,722	.....	.....	4	10,100	2.04	2	12	No	No
St. Joseph (Mo.) News Press	E	739,998	62.342*	9.	115,497	3,085*	2.*	6	79,000[1]	9	1.4	48	Yes	Yes
St. Louis (Mo.) Globe Democrat	MS	3,293,997	39,549	.012	476,193	8,713*	.018*	6.92	821,523	4.01	.58	30	Yes	Yes
St. Petersburg (Fla.) Evening Independent	E	1,805,240	636.674*	54.*	.....	.....	.....	.....	45,000	4.11	....	20	No	No
St. Petersburg (Fla.) Times	MS	4.349.292	3,199,807*	264.*	.....	.....	.....	.....	50,000	86	....	38	No	No
Salem (Ore.) Capital Journal	E	400.964	83.876*	....	63,852	6,499*	9.5	....	22.000	18	3	8	No	No
Salisbury (N. C.) Post	E	529,858	148,946*	....	43,007	20,000*	....	12	22,000	2.4	....	8	No	No
Salt Lake City (Utah) Tribune	MS	2,362,906	208,390*	9.7*	415,474	36,072*	9.6*	5.7	118.110	20	3.6	5½	No	No
San Bernardino (Cal.) Sun	MS	915,530	96,642*	11.8*	127,908	8,943*	7.5*	7.7	32.023	30.7	3.99	10	No	No
San Diego (Cal.) Sun	E	1,774,416	45,878*	.026*	191,478	8,811*	.048*	9	130.000	13	1.½	60	Yes	No
San Diego (Cal.) Evening Tribune	E	1,378 706	24,962*	....	.....	.....	....	....	126,231[2]	....	....	5	No	No
San Diego (Cal.) Union	MS	3.733,534	191,212*	....	.....	.....	....	....	126,231[2]	29	....	5	No	No

WANT-AD RECORDS OF 365 DAILY NEWSPAPERS FOR 1925

KEY—* Gain; † Loss; [1] Chamber of Commerce or other local authority; [2] Audit Bureau of Circulations figure; [4] U. S. Census Estimate as of July 1, 1925; [5] State Census, 1925. [3] Outline type. M—Morning; E—Evening; S—Sunday.

City and Paper	Issued	1925 Classified Advertising in Agate Lines	Gain* or Loss† Against 1924	Per Cent Gain or Loss Against 1924	Number of Advertisements in 1925	Gain* or Loss† in Number of Advertisements	Per Cent Gain or Loss Number Advertisements	Average Number Lines Per Advertisements	Estimated Population— U. S. Census, A. B. C. or Local Chamber of Commerce	Average Number Lines Per Capita	Average Number Per Capita	Largest Type Permitted in Classified Columns	Can Column Rules Be Broken?	Does Linage Figure Include Rules, Heads, Etc.?	Are Cuts Permitted in Classified Columns?
San Francisco (Cal.) Chronicle	MS	2,519,497	208,754*	9.*	412,598	20,335*	.5	6.*	548,284	44	59	30	Yes	No	No
San Francisco (Cal.) Examiner	MS	6,165,899	103,639*	1.6*	988,943	45,532*	4.6	6*	548,284	11	1.79	30	Yes	No	Yes
San Francisco (Cal.) News	E	1,151,882	.....	....	177,192	56,692*	20.*	6.5*	548,284	2.1	....	72	Yes	Yes	No
San José (Cal.) Mercury Herald	MS	1,698,046	116,396*	6.85*	.....	.....	....	....	60,000	28.3	....	..	No	No	Yes
San Pedro (Cal.) Daily Pilot	ES	459,648	214,648†	.32†	43,025	18,439†	.30	10.7	45,000[1]	10.2	.956	14	No	No	Yes
Santa Ana (Col.) Evening Register	E	1,359,428	240,968*	25.5*	.....	.....	....	....	31,000[1]	43.8	....	18	Yes	No	Yes
Santa Rosa (Cal.) Press Democrat	M	693,770	.....	25.	44,759	25.*	25.*	12	15,500[1]	44.72	2.9	14	No	No	Yes
Santa Rosa (Cal.) Republican	E	524,160	17,120*	....	.....	.....	....	....	15,500[1]	33	....	10	No	No	Yes
Schnectady (N. Y.) Gazette	M	1,483,384	69,846*	4.9	230,063	18,668*	8.8	6.5	100,000	14.8	2.3	10	No	Yes	No
Scranton (Pa.) Times	E	912,051	10,276*	....	143,681	1,496*	....	6	150,000	6.08	....	5	No	No	No
Sharon (Pa.) News-Telegraph	E	878,276	346,192*	60.*	41,014	9,212*	30.*	21	25,000	21	2	36	Yes	Yes	Yes
Shelbyville (Ind.) Democrat	E	120,871	11,978*	11.*	.....	.....	....	....	11,000	11	....	12	No	Yes	No
Sheridan (Wyo.) Post Enterprise	E	82,996	22,714*	2.14*	13,832	.....	....	4	11,000[2]	7	....	18	No	No	No
Shreveport (La.) Journal	E	146,708	.....	75.	.....	.....	....	....	70,000	2.09	....	14	Yes	Yes	Yes
Sioux Falls (S. D.) Argus Leader	E	499,232	.....	9.*	.....	.....	....	....	32,000[4]	16	....	30	No	No	No
South Bend (Ind.) Tribune	ES	1,463,332	99,393*	.072*	143,312	3,890*	.055*	10.2	100,000[1]	14.6	1.43	5	Yes	No	Yes
So. Norwalk (Conn.) Sentinel	E	372,406	380,190†	2.	62,068	.....	.016	6	34,000	9	2.16	7	No	No	No
South St. Paul (Minn.) Daily Reporter	E	44,044	2,688*	6.*	.....	.....	....	....	8,000	6.26	....	30	No	No	No
South Bend (Ind.) New Times	ES	1,577,912	233,128*	....	125,780	.....	....	....	100,000	15	....	6	Yes	No	Yes
Southbridge (Mass.) News	E	117,500	15,400*	13.*	12,476	1,943	16.	9	15,735	8	1	10	...	Yes	Yes
Spokane (Wash.) Spokesman Review	MS	2,359,392	.....	....	373,472	.....	2.80	6	120,000	18	3	5.5	No	No	No
Springfield (Ill.) State Register	ES	1,299,956	238,798*	18.*	176,568	6,205*	35.½*	7	70,000	8	20	..	No	Yes	Yes
Staten Island (N. Y.) Advance	E	1,314,254	272 200*	26.*	162,666	20,453	14.3	8.08	135,000	9.7	1.2	5	No	No	Yes
Stockton (Cal.) Stockton Record	E	1,037,708	103,992†	9.†	.....	.....	....	....	55,000[1]	19	....	7	No	No	Yes
Suffolk (Va.) News	E	328,650	.....	....	3,286	.....	42.	10	17,653	18	4	14	No	No	No
Sunbury (Pa.) Item	E	181,874	19,796*	10.*	.....	.....	....	5	18,000[1]	11	....	6	No	No	No
Syracuse (N. Y.) Journal	E	912,828	.....	.....	.....	.....	....	....	193,182[5]	3	....	36	Yes	Yes	No
Syracuse (N. Y.) Post Standard	MS	1,626,254	58,898*	4.*	198,197	.....	....	8	185,000[2]	9	.07	10	Yes	Yes	No
Tacoma (Wash.) News Tribune	MS	2,008,104	162,736*	.008*	.....	.....	....	....	110,000	18	....	12	Yes	No	Yes
Terre Haute (Ind.) Star	MS	937,778	80,052*	9.1	.....	.....	...	....	70,000[2]	13.3	....	5	Yes	Yes	No
Terre Haute (Ind.) Tribune	ES	890,540	48,384*	5.4*	.....	.....	....	....	70,000[2]	12	....	..	Yes	Yes	Yes
Toledo (O.) Blade	E	2,415,028	147,084*	6.5*	372,166	28,517*	8.3*	6.5	283,000	8.9	1.3	12	No	No	Yes
Topeka (Kan.) Daily Capitol	MS	1,558,907	88,676*	6.3*	222,307	1,354*	.6*	7	55,000	28-1/3	4	36[3]	Yes	No	Yes
Toledo (O.) News Bee	E	2,158,226	238,882*	11.5*	324,724	6,169*	1.8	6	291,000	7	1.1	48	Yes	Yes	Yes
Trenton (N. J.) Times	ES	1,868,800	39,127*	.0213*	243,031	23,632	....	7†	132,010	14	2	36	No	No	No
Troy (N. Y.) Record	M	521,609	92,499*	21.	94,345	526†	.0055	5	76,000	6	7	24	No	No	No
Waco (Texas) News Tribune	MS	939,372	11,928*	....	.....	.....	....	4	57,210[2]	16	....	14	Yes	Yes	No
Washington (D. C.) Star	ES	5,413,757	162,685*	3.1*	.....	.....	....	....	497,906[4]	10.8	....	10	Yes	Yes	No
Washington (D. C.) Post	MS	1,505,703	224,523*	....	.....	.....	....	....	497,906[4]	3	....	36	Yes	Yes	...
Washington Court House (O.) Herald	M	126,644	.....	....	.....	.....	....	15	7,962[4]	15	....	12	Yes	Yes	Yes
Watsonville (Cal.) Register	M	477,470	118,174*	30.*	.....	.....	....	5	7,100[1]	67	....	8	No	No	Yes
Waterloo (Ia.) Evening Courier	E	703,122	134,974*	19.02*	67,225	5,071*	9.02*	2	36,000	19½	2	12	No	Yes	No
Waterloo (Ia.) Tribune	M	277,409	17,163†	.061†	42,668	2,650*	.045*	6.5	36,771[4]	7.54	1.16	18	Yes	Yes	No
Waterbury (Conn.) Republican	M	1,237,020	13,692†	1.1†	159,094	7,053†	4.4†	7.7	116,366	10.6	1.3	5	No	Yes	No
Watertown (N. Y.) Standard	E	562,464	118,160*	26.6*	.....	.....	....	....	31,285[2]	11	....	48	Yes	Yes	No
Waterville (Me.) Sentinel	M	322,742	58,248†	.018†	31,324	425†	....	12	15,000	21.5	2	12	No	No	No
Waukegan (Ill.) Sun	E	448,098	48,608†	9.75†	38,787	2,938†	8.2†	11.5	26,000	2	....	8	Yes	No	No
Wichita (Kans.) Beacon	ES	1,358,700	191,926†	14.†	166,312	2,771†	....	8.16	96,000	14.15	1.73	42	Yes	No	No
Wichita (Kans.) Eagle	ME	2,220,225	24,871†	1.1†	400,268	9,232*	.024*	5.5	96,000	23	4.2	36	Yes	Yes	Yes
Wilkes Barre (Pa.) Record	M	1,852,466	.....	....	.....	.....	....	....	76,951	24	....	12	Yes	No	Yes
Wilmington (O.) News Journal	E	114,954	33,152*	71.*	.....	.....	....	5	5,400	22.1	....	..	...	Yes	No
Wisconsin Rapids (Wis.) Tribune	E	26,273	359†	....	.....	.....	....	4	9,000	2.91	....	..	...	No	No
Worcester (Mass.) Evening Post	E	820,817	16,993*	2.11*	98,156	5,956*	6.45*	8.34	190,757[5]	4.30	.51	5½	Yes	Yes	No
Yakina (Wash.) Morning Herald	MS	482,000	131,912*	38.*	55,558	15,224*	38*	9	24,000[1]	20	2	6	No	Yes	No
Yonkers (N. Y.) Herald	E	1,031,968	.....	....	123,489	15,817*	14*	....	115,000	8	1†	18	Yes	Yes	No
York (Pa.) Dispatch	E	1,135,332	4,106*	4.*	110,482	6,487*	1.	3.5	50,000	22	20	60	No	No	Yes
Ypsilanti (Mich.) Press	E	1,347,702	.....	....	.....	.....	....	5	10,433	128	....	6	No	No	No

RECORDS RECEIVED TOO LATE FOR PROPER CLASSIFICATION

Fort Madison (Iowa) Democrat	E	39,181	29,531*	7.4*	.....	.....	....	....	13,500	3	8	10	Yes	No	Yes
Houston (Tex.) Post Dispatch	MS	2,034,662	232,932	12.9	250,690	13,803	5.8	8	212,000	9.5	1.2	30	Yes	Yes	No
Pittsburgh (Pa.) Gazette Times	MS	1,826,202	70,868*	....	138,900	3,563*	....	....	700,000	2.6	....	30	Yes	Yes	Yes
Philadelphia (Pa.) Public Ledger	MS	3,490,557	216,035*	6.6*	243,543	64,276†	20.8†	14	2,000,000	1.5	8	..	Yes	Yes	Yes
Phoenix (Ariz.) Gazette	E	789,012	20,646*	2.7*	.....	.....	....	....	45,000	1.07	....	14	No	No	No
Phoenix (Ariz.) Republican	MS	1,885,030	77,462*	4.3*	235,981	31,701*	15.5*	7.9	45,000	41.8	5.24	14	No	Yes	No
Dallas (Tex.) Morning News	MS	3,079,743	214,489*	6.8*	408,108	32,587*	7.9*	7.5	264,534	11.6	1.5	12	No	No	No
Fresno (Cal.) Republican	MS	1,339,677	50,068†	3.6†	231,353	15,159†	6.1†	5.7	65,000	20	3.5	24	No	Yes	No
Honolulu Advertiser	MS	649,284	92,148*	12.43*	.....	.....	....	6	100,000	6	....	24	Yes	Yes	No
Oklahoma City (Okla.) News	E	849,606	50,696*	5.967*	90,540	13,510†	14.9†	63	.....	....	....	..	Yes	Yes	Yes
Pittsburgh (Pa.) Press	ES	5,118,918	28,112†	.02†	605,209	13,419*	.2*	8	631,563	8	1	60	Yes	Yes	Yes
‡Santa Monica (Cal.) Outlook	ES	1,083,334	73,017†	6.26	116,023	2,181*	1.92*	9.3	40,000	27†	3	18	Yes	Yes	No
Sharon (Pa.) Herald	E	686,980	177,954*	35.*	41,048	9,095*	28.*	16	25,000[2]	27.	1.6	8	Yes	Yes	Yes

‡ Sunday classified section started July 19, 1925.

NEWSPAPERS SHOWING TOTALS FOR 12 OR 13 ISSUES A WEEK

Aberdeen (S. Dak.) American News	MES	68,490	7,932*	12.*	.....	.....	....	5	17,000	4	....	6	No	Yes	No
Albany (N. Y.) Knickerbocker Press News	MES	3,030,300	454,580*	15.*	529,729	58,942*	11.4*	6	125,000	25	4.2	10	No	Yes	No
Boston (Mass.) Globe	MES	4,550,452	187,859*	4.4*	572,334	38,189*	7.2*	8	1,808,845	2.5	32	..	Yes	No	Yes
Evansville (Ind.) Courier Journal	MES	898,500	187,608*	27.*	108,340	20,748*	24.*	8.3	95,000	9.5	1	5	No	Yes	No
Grand Forks (N. Dak.) Herald	MES	183,843	32,882*	22.*	.....	.....	....	....	18,000	10	....	24	No	No	No
Joplin (Mo.) Globe Herald	MES	1,368,815	138,800*	11.*	173,985	1,307*	.9*	8	33,500	81	5	36	Yes	Yes	Yes
Kansas City (Mo.) Star	MES	7,275,386	20,862†	.28†	1,554,435	48,294†	.03†	4.6	431,000	16.8	3.6	30	No	No	No
Lancaster (Pa.) New Journal and Intel	MES	1,093,896	113,025*	11.5*	97,237	1,246*	1.3*	10	58,000[2]	18.9	1.7	6	No	Yes	No
Lancaster (Pa.) Sunday News	S	234,724	64,618*	38.0*	17,919	1,600*	9.8*	13	58,000[2]	18.9	.3	6	No	Yes	No
Lincoln (Neb.) Journal	MES	1,040,312	25,211*	2.*	.....	.....	....	....	71,650	14	....	5	No	Yes	No
Manchester (N. H.) Union Leader	MES	643,202	72,933*	12.*	91,789	1,154†	1.2†	7	78,000	8	1.4	5	No	Yes	No
New Bedford (Mass.) Standard Mercury	MES	683,704	12,802†	.018†	94,901	13,453†	12.†	7	122,000	5.6	.77	6	No	Yes	No
Omaha (Neb.) World Herald	MES	2,777,404	97,832*	.035*	415,746	7,891*	1.8*	6-6/10	211,668[4]	13.1	1.9	5	No	Yes	No
Roanoke (Va.) Times	MES	423,976	25,224*	6.05*	.....	.....	....	....	60,000	7	....	12	No	Yes	No
St. Paul (Minn.) Pioneer Press	MES	2,218,930	141,092*	6.35*	414,641	28,905*	6.96*	5.37	281,000[2]	7.90	1.48	36	No	Yes	No
Worcester (Mass.) Telegram Gazette	MES	3,073,384	110,298†	.034†	533,679	12,272†	.022†	5.7	197,144	12	....	..	Yes	Yes	Yes

RECORDS OF CANADIAN NEWSPAPERS

Calgary (Albt.) Calgary Albertan	M	1,514,718	203,440*	16.*	.....	.....	....	16	70,000	4	....	18	No	No	Yes
Calgary (Albt.) Herald	E	1,454,338	64,166*	4.6*	193,628	.....	....	7.5	77,690	18.7	2.5	18	No	No	Yes
Fort William (Ont.) Times Journal	E	371,504	74,790†	20.†	.....	.....	....	....	22,339	3.03	....	12	No	No	Yes
Guelph (Ont.) Mercury	E	298,493	1,826†	½†	.....	.....	....	8[3]	19,219	15	....	7	No	No	Yes
Kingston (Ont.) Standard	E	441,964	.....	....	.....	.....	....	....	23,000	10.5	....	6	No	Yes	Yes
Lethbridge (Albt.) Herald	E	246,349	11,373*	4.96*	.....	.....	....	....	11,055	20.7	....	30	No	No	Yes
Montreal (Que.) La Pressé	E	2,074,610	68,015*	3.38*	829,844	27,208*	3.3*	2.5	1,028,000	2.01	.89	9	No	No	Yes
Niagara Falls (Ont.) Review	E	292,381	50,120†	17.†	30,000	.....	....	7	17,380	11	....	6	No	No	Yes
Ottawa (Ont.) Citizen	ME	1,081,302	285,138†	21.†	228,463	62,790†	21.†	5	118,697	9	2	6	No	No	Yes
Ottawa (Ont.) Le Droit	E	296,894	139,640*	89.*	.....	.....	....	....	107,843	2.5	....	18	No	No	Yes
Port Arthur (Ont.) News Chronicle	E	392,495	9,340*	2.1*	37,825	.....	....	....	17,386	23	2.2	8	No	No	Yes
Toronto (Ont.) Globe	M	1,113,483	54,946*	5.2*	146,381	8,406*	6.09*	7.9	745,236	1.5	.195	18	No	No	No
Toronto (Ont.) Telegram	E	4,313,733	91,435†	2.1†	.....	.....	....	....	542,187[2]	7.9	....	5⅞[3]	No	No	Yes
Toronto (Ont.) Daily Star	ES	2,331,280	87,290†	3.†	362,911	41,590†	11.†	6.5	542,187[2]	4.2	.60	20	No	No	Yes
Victoria (B. C.) Colonist	M	1,340,056	1,314,852*	1.88*	.....	.....	....	....	34,000	3.95	....	6	No	No	Yes
Victoria (B. C.) Times	E	547,909	.....†	2.8†	.....	.....	....	....	34,000	13	....	..	No	No	Yes
Winnipeg (Man.) Free Press	ME	2,737,834	47,624†	1.7†	.....	.....	....	....	212,000	12.9	....	36	No	No	Yes
Vancouver (B. C.) Sun	MES	1,463,238	283,906*	24.*	.....	.....	....	....	250,000	5.8	....	6	...	No	Yes

TO LAY CORNERSTONE OF NATIONAL PRESS BUILDING, APRIL 8

President Coolidge to Be Chief Speaker at Washington Ceremonies With Sweinhart in Charge of Program—Structure to Cost $9,000,000

WITH President Coolidge as chief spokesman, and in the presence of a notable gathering of leading newspapermen of both the North and South American nations, the cornerstone of the new National Press Building will be laid at four o'clock on the afternoon of Thursday, April 8.

Henry L. Sweinhart, former president of the National Press Club, is chairman of the committee in charge of the elaborate program being arranged for the occasion. Mr. Sweinhart was one of a group of club members who engineered the successful drive for the new structure which, at a cost of $9,000,000, will arise at the southeast corner of Fourteenth and F streets, Northwest, as a monument to American journalism.

The program will be opened with a concert by the famous United States Marine Band. A Metropolitan Opera star, probably Miss Frances Peralta, will sing. Invocation will be by Bishop Shahan, rector of Catholic University.

Ulric Bell, president of the National Press Club, and Washington correspondent for the *Louisville Courier-Journal,* will be master of ceremonies. He will introduce the President and other speakers who are to include outstanding newspaper publishers and editors including those attending the Pan-American Congress of Journalists. John Hays Hammond, president of the National Press Club Building Corporation, and James William Bryan, who put over the plans for the new building, will occupy places of honor. Rt. Rev. James E. Freeman, Episcopal Bishop of Washington, will pronounce benediction.

A short time before the corner-stone laying an impressive ceremony will be held in the present headquarters of the National Press Club, in the Albee Building, when a copper box will become the receptable of a number of articles commemorative of the occasion. The copper box will be sealed within the corner-stone.

Into the copper box will go issues of Washington newspapers of Sunday, April 4, the latest copy of the Congressional Record, a roster of the members of the National Press Club, a history of the first press club formed in Washington during Civil War days, a copy of the constitution and by-laws of the National Press Club, a photograph of the old Ebbitt House hotel, as it appeared on the site of the new club building in 1865, a photograph of old "newspaper row" which is swallowed up by the new building, a copy of the Congressional Directory especially bound by the Government Printing Office for the occasion, and a silver dollar of the current year.

It is an interesting fact that just 100 years before the date of the laying of the cornerstone, John Randolph of Roanoke, Va., and Henry Clay left the old Ebbitt House to take part in their famous duel, brought about as a result of a challenge on the part of Randolph because Clay denounced the Virginian and even went so far as to declare that his forebears took grave responsibility upon themselves for bringing into the world such a man. The crowning insult was when Clay compared Randolph to a dead mackerel, that "shone and stank." It was in this duel that Randolph, with Clay's ammunition exhausted, refused to kill Clay as he could have with ease, but wasted his shot and shook hands with the brilliant orator instead.

The sealing committee consists of Mr. Sweinhart, George H. Carter, Public Printer of the United States, Charles P. Keyser, Washington correspondent of the *St. Louis Globe-Democrat,* and Carl D. Ruth, Washington correspondent of the *Cleveland News.*

The cornerstone laying committee includes all living former presidents of the National Press Club—Arthur J. Dodge, Frederic J. Haskin, Oswald F. Schuette, Frank B. Lord, Theodore Tiller, Grafton S. Wilcox, Earl Godwin, Mark L. Goodwin, Avery C. Marks, Jr., Robert B. Armstrong, Carter Field, and Henry L. Sweinhart, the present Board of Governors of the club, including Ulric Bell, president of the club, A. H. Kirchhofer, W. H. Atkins, Edgar Markham, Raymond Clapper, George F. Authier, George E. Durno, Emmet Dougherty, Franklin L. Fisher, Dan E. O'Connell, and Francis Stephenson; in addition the committee includes Kirke L. Simpson, Charles Michelson, John D. Erwin, Theodore Joslin, Walker Buel, Arthur S. Henning, Paul Wooton, Charles P. Keyser, Leo J. McClatchy, M. H. McIntyre, Ashmun N. Brown, Leo R. Sack, Carl Ruth, John C. Atchison, James P. Hornaday, Lewis Wood, Frederic William Wile, and H. O. Bishop, all Washington newspapermen; Felix Mahony, a Washington artist, Gene Buck, the composer, Harvey D. Jacob, general counsel of the building corporation, James D. Preston and William J. Donaldson, superintendents of the press galleries at the Capitol, James William Bryan, general manager of the National Press Building Corporation and the man responsible for the whole idea now being carried out, Frank B. Noyes, president of the Associated Press, Edward B. McLean, owner and editor of the *Washington Post,* G. Logan Payne, advertising and newspaper man, Franklin Adams, Counsellor of the Pan-American Union, George H. Carter, Public Printer, John Hays Hammond, John Joy Edson, Washington capitalist and treasurer of the National Press Building Corporation, and Jack S. Connelly, Washington representative of the Moving Picture Producers and Distributors of America.

PALATKA (FLA.) NEWS SOLD

Codrington and Mahaffy in New Firm —Many Improvements Planned

Purchase of the plant and good will of the *Palatka* (Fla.) *Daily News* from M. M. Vickers and Calvert L. Estill by the Palatka Publishing Company has been announced.

Officers of the company are: Clayton C. Codrington, president; M. M. Vickers, vice-president; Calvert L. Estill, secretary; R. B. Mahaffey, treasurer.

H. D. Harkreader is editor of the Palatka News, with Calvert L. Estill as associate editor. R. B. Mahaffey is business manager.

A full leased wire will be installed, additional equipment bought and the operating force enlarged, it was stated.

Change of the headquarters of the Southern Publicity Company from La Grange, Ga., to Palatka, Fla., was announced with notice of the sale. R. B. Mahaffey, president, and H. D. Harkreader, managing editor of the Publicity Company are now connected with the News.

The company specializes in special editions.

STEVICK SUSPENDS TWO DAILIES

Buyer of 3 Texarkana Papers Leaves Morning Paper in Field

D. W. Stevick, who recently purchased the three newspapers in Texarkana, Ark.—the *Daily Texarkanian, Texarkana Journal* and the morning *Four States Press*—has suspended both of the evening papers and changed the name of the Four States Press to the *Texarkana Gazette.*

Mr. Stevick stated that for the present he and his organization, a portion of which he brought from his *Champaign* (Ill.) *News-Gazette,* will concentrate on the morning paper, and that later when the city grows he will resume publication of an evening paper.

5,000 Visit Remodelled Plant

More than 5,000 Dane county, Wis., men and women visited the plant of the *Madison* (Wis.) *State Journal* on the occasion of the formal opening Saturday March 20, of its new addition and remodeled building. A 64-page edition was published.

Hines Named General Manager

Will M. Hines, managing editor of the *San Francisco Bulletin,* has been named general manager by Charles S. Stanton, publisher. He will continue to act as managing editor.

Parade Opens Used Car Sales

The *Los Angeles* (Cal.) *Examiner* recently opened its semi-annual used car sale with a huge parade in which more than 100 automobile dealers participated.

New England Alliance Meets

New England Newspaper Alliance held its March meeting at Boston, March 16. President Charles H. Hastings of the *Lynn* (Mass.) *Item,* will entertain the members in that city at the June meeting.



Excavation for the new $9,000,000 National Press Building which will rise on the site of the old Ebbitt House, famous Washington hostelry, scene in its day of many important political gatherings, and a rendezvous of newspaper men. In the background is the New Willard Hotel, scene of the famous Gridiron Club banquets.

GANNETT AGAIN ASKS A. P. MEMBERSHIP

To Seek Election of Rochester Times-Union Over Protest of Journal & Post-Express—A. P. Directors Approve

Frank E. Gannett, president of the Gannett Newspapers, has again filed application for Associated Press membership for the *Rochester Times-Union,* EDITOR & PUBLISHER was informed this week.

A protest right is held by the *Rochester Journal & Post-Express,* Hearst newspaper, and a vote will be taken on the issue by the entire A. P. membership at the annual meeting in New York, April 19-24. A vote of 80 per cent of the membership represented at the annual meeting is required to override the protest.

In a letter sent out by Kent Cooper, A. P. general manager on March 18, members were notified that the board of directors of the A. P. will unanimously recommend Mr. Gannett's election. It is the first time in A. P. history that the directorate has taken such a step.

"The protest right of the Rochester Journal and Post-Express, a newspaper owned by Mr. William Randolph Hearst, prevents the Board from electing Mr. Gannett," Mr. Cooper's letter reads.

"As trustees for the entire membership in all matters affecting the welfare of the association, the board, I am instructed to say, unanimously recommends that if you do not expect to attend the annual meeting personally you send your proxy either to an individual member of the board or to some member of the Associated Press who will vote it favorably on Mr. Gannett's application."

William A. Deford, general counsel of the Hearst Corporations, told EDITOR & PUBLISHER he could not discuss the matter pending a meeting of the Hearst Executive Council, scheduled to be held the latter part of this week.

The Times-Union two years ago applied for membership and lost in the subsequent membership vote, following a determined fight carried on by the Hearst newspaper in the protest territory. At that time it was decided that applications for membership must be filed with the A. P. 60 days before the annual meeting, and the members in the protest territory be informed at the same time. That procedure, according to Jackson S. Elliott, assistant general manager of the A. P., was followed in this instance.

COAST DAILY LAUNCHES WEEKLY

San Bernardino Sun Also Remodels Plant and Adds Press

The *San Bernardino* (Cal.) *Sun* has moved its composing room and editorial rooms to the second floor, while the advertising department has been given larger space and a new press has been added to the plant's equipment.

Coincident with these changes is the launching by the Sun Company of a weekly paper, *El Sol de San Bernardino,* circulating among the Spanish-speaking people in the district. Robert Isaias is editor and manager of the new paper, which is issued on Fridays.

Milt Standish, formerly director of advertising, has been appointed assistant business manager of the Sun publications.

A "Letters Back Home" Edition

The *Gastonia* (N. C.) *Daily Gazette* issued a 24-page "Letters Back Home" edition, March 13, seven pages being filled with letters from Gastonites now living in other sections of the country. James W. Atkins, editor of the Gazette, is president of the North Carolina Press Association.

Poff Named Concord Publisher

Charles A. Poff, formerly of the *Worceter* (Mass.) *Telegram-Gazette* advertising department, has become publisher of the *Concord* (N. H.) *Evening Telegram,* succeeding Lawrence J. Moynihan, who founded the paper last fall.

WHY JUMP INTO THE "HASTY CONCLUSION FIRE"?

Reportorial Snap Judgments Frequently Result in Libel Suits—Dangers of Mistakes in Photographs—"Accuracy First" Essential to Newspaper Protection

By PHILIP SCHUYLER

An edition's deadline is approaching. The reporter or picture editor is positive he is right. There is no time for complete verification.

Much better, however, to leave out the story than run a chance of incurring a $50,000 libel suit, a member of the Hearst legal staff advises.

Assigned by William A. DeFord, general counsel of the Hearst Corporations, to study the causes of libel suits, Carl Helm, our lawyer-informant, this week continues his enlightening discussion of libel law, in this the second of a series of articles obtained by EDITOR & PUBLISHER.

THERE was a Marian Brown, a Marion Brown and a Mr. and Mrs. Green. Mrs. Green decided to divorce her husband and named Marian Brown as co-respondent.

Some time before another Mr. Green had presided at a New York convention and as part of the entertainment for delegates, had engaged Marion Brown, a chorus girl, to dance and sing. He had seemed particularly anxious to get newspaper publicity for Marion.

"Aha! Now I know why," said a reporter for a New York newspaper, when the Green divorce suit came into the news. "So she was his sweetheart, eh."

And he dug into the files and got out the pretty entertainer's picture and it was played up in the paper as representing the "co-respondent" in the Green divorce action.

But, unfortunately, it was a different Mr. and Mrs. Green and Mr. Green's alleged sweetheart spelled her Christian name "Marian" with an "a" instead of an "o." The chorus girl saw the picture, retired from the stage, went back to her home town, and brought suit against the New York newspaper for $250,000 damages. On advice of her attorney, she did even more. Several picture syndicates had picked up her photograph, after the first error had been made, and had sent it out to clients over the libellous caption. Scores of newspapers were named defendants in libel actions, and thus good and sufficient reasons were given for the following rule as presented in "Look Out for Libel!" a vestpocket size memorandum, issued by order of the executive council of the Hearst Corporations:

"If a libellous article is printed of one person and it carries with it the photograph of another person as the person concerning whom it is written, the article may be held to be a libel of the person whose photograph is printed, if the jury should find that the public would understand the accompanying photograph to be that of the person to whom the article referred.

"A photograph should not be printed as the photograph of a person of whom a libellous story is printed, without careful verification. It would be much better not to use a photograph at all than to use an unverified photograph."

It seems an easy rule to remember, but my informant, Carl Helm, assigned by William A. DeFord, chief of the Hearst legal department, to study the causes of libel suits, tells me it is frequently broken. Reporters, enthusiastic, anxious to "make good" in the eyes of their editors, jump into the "hasty conclusion fire," and the pungent smoke of a libel suit curls upwards.

"Pictures are always dangerous," Mr. Helm said. "It may be hard to prove malice on the part of a newspaper in court, but it must be remembered that juries penalize negligence and recklessness.

"Verdicts in libel cases are, in theory of law, commensurate to the injury done to the reputation, feelings or business of the person libelled, but juries also may return verdicts irrespective of actual damage done, to penalize a newspaper for gross negligence, carelessness or recklessness in the publication of libellous matter."

Another recent case illustrates this point.

Edwin G. Batterson (this is not his real name) a Princeton graduate, got himself into one of these "love tangles" which frequently make newspaper stories.

A New York newspaper sent one of its hack reporters to Princeton to dig up some background, and, if possible, get a picture of the man concerned, who despised publicity and was successfully evading the cameramen.

The reporter made a round of Princeton photographers, and, in the files of one came across the name "E. F. Batterson." He was doubtful of that middle initial. The photographer, however, anxious to pick up an extra $5, pointed out that the college classes corresponded, and insisted the initial must have been the mistake of his filing clerk. The reporter brought the picture back. His editor trusted him and the picture was published.

In the libel suit that followed the attorney for the newspaper was able to prove that the complainant, Edward F. Batterson, had not been materially damaged by publication of his picture in connection with the Edwin G. Batterson "love tangle" story. It was shown that he had, in fact, been promoted from assistant manager to manager of the concern by which he was employed, since libel action had been started, and further, it was shown, that since publication of the alleged damaging picture he had become a member of several very exclusive clubs to which he had not previously belonged.

Nevertheless, a verdict of $10,000 was returned against the newspaper. The jury explained that this sum represented $2,500 for compensatory damages and $7,500 for the carelessness and recklessness of the reporter and editor concerned in publishing the wrong picture.

"Hasty conclusions on the part of reporters are thus seen to be decidedly expensive, and yet they continue," Mr. Helm declared. "A reporter, assigned to a story requiring considerable investigation will report back to his editor after a hard and almost fruitless day. From a few scattered scraps of fact he has drawn his own conclusions, and proceeds to 'talk big' to his editor, in order to make his story stand up for publication.

"'Go to it,' his editor says. And, under such circumstances, it is very possible a libel suit lies in wait around the corner.

"Victor Watson, Hearst editor, asked once to define his ideal of a reporter, drew the following word picture:

"'He is a man of clear discernment with the ability so often lacking in men to understand the difference between facts and conclusions. He can write.

"'I always feel that when he makes a statement to me, it is an exact exposition of the true facts as they will be found in any resultant litigation.

"'He combines qualities of not allowing himself to be fooled and not desiring to fool his associates.

"'He has an unusual personality which enables him to win confidences quickly and without misrepresentation on his part to induce people to tell him the truth.'

"This is the type of man who would appeal to any newspaper editor. He is not the sort who jumps into the hasty conclusion fire, but rather he would be inclined to follow the apt slogan devised by Dean Walter Williams of the School of Journalism of the University of Missouri, which reads:

"'When in doubt, leave it out.'"

Because the title "editor" is appended to a man's name, proof usually that he has had long experience as reporter on the newspaper firing line, it does not follow that he is immune from making too hasty conclusions.

Mr. Helm, supplying the facts forming the basis for this series, tells me editors frequently walk the dangerous libel plank through their own fault.

"Why that's been printed before, it's all right," they say to the lawyer, who calls their attention to the fact that a story they want to print is libellous. Or they say, "All the papers in town are carrying it, why shouldn't we?"

Mr. Helm, however, calls attention to the fact that a newspaper that publishes a report furnished by a news association, or a story lifted from another newspaper, is just as responsible for the publication of that report as if the news item originated with the newspaper itself. If such reports have a dangerous quality they should be verified before use.

Under the heading "Fair Play Through Verification," the Hearst libel booklet states:

"The newspaper should interview the person to whom a libellous story relates, if possible, so that they may in that way obtain verification of the story, or at least show such a sense of fair play as would mitigate the effect of an erroneous publication."

And then continues:

"Counter statements made by a person concerning whom a story is written, should be printed as they are given, assuming that they do not libel another, for the deletion of a statement may be construed to indicate malice upon the part of the publisher.

"Juries may infer actual malice on the part of a newspaper in the publication of a story, which a reporter writes and turns in, in a spirit of exaggeration or wanton and reckless disregard of the truth and especially where the means of ascertaining the truth are readily available.

"Where, before suit is brought, it is ascertained that a libellous and false publication has been made a retraction should immediately be published. The retraction should unreservedly withdraw all imputations and express regret for having made them.

"It should not be grudgingly or ambiguously made, but should be full and frank, though it need not be abject. A guarded half-hearted apology will only injure the newspaper's position.

"The newspaper is not bound to insert an apology dictated by the complaining party, but it must be such as an impartial person would consider reasonably satisfactory—such a correction as any honorable person would make of an unintentional mistake.

"The retraction should be published in as conspicuous a place and manner as the article complained of.

"In most jurisdictions, a retraction published even after suit is commenced may be introduced in mitigation of damages.

A refusal to retract the defamatory statement is admissible to show actual malice, and in many jurisdictions will afford a basis for punitive damages, in addition to compensatory damages.

"Safety first, or accuracy first, are essential to the protection of the newspaper against liability for libellous publications. The effort to give ascertained facts a sensational character, unwarranted by those facts, often leads to the publication of libellous matter.

"It is not only important that an article containing matter which is libellous if untrue, should be known by the reporter to be true; but it is also important that he should know that it is provably true. *A libellous story unprovably true is as dangerous as a story that is false.*

"It is up to a newspaper in defending a libel action, to prove that the article is true. It is not enough for the reporter to know that it could be shown to be true if he could get the proofs, but he ought to know (or should have good reason to believe) that the proofs would be available if action is brought."

Next week this series will be continued with an answer to the question: "When are statements privileged?"

THE CITY EDITOR

By Charles Nicholls Webb

He's a crab!
But such a crab!
Life to him is red and yellow;
Never drab.
"Put some color in the tale;
Get the facts and make 'em wail;
Get some pictures; boosts our sale,"
Says McNab.
"Use your head," says Bill McNab,
"Make the words say what they mean;
Never make a razor stab
Never call a princess, 'Queen,'
If there's feeling make it throb;
If there's pathos, make it sob;
If you want to hold your job,
Use your bean."
He's a crab!
But such a crab!
Life to him is gold and purple;
Never drab.
Never try to call his bluff,
Or you'll find the going rough;
Praise your work? "Oh, fair enough,"
Says McNab.

LAWRENCE SAYS COPY DESK WEAKEST LINK IN MODERN NEWSPAPER

Copy Reader Makes or Breaks Paper, Says Washington Writer, But Low Pay Bars Out Competent Recruits— Discusses His U. S. Daily

THE two weak spots in American newspaper offices today are the copy desk and the editorial sanctum, David Lawrence, editor of the *United States Daily* and president of the Consolidated Press Association, told the Alumni Association of the Pulitzer School of Journalism, Friday evening, March 19. He laid this weakness to the poor pay of copy readers and editorial writers.



DAVID LAWRENCE

"It is unfortunate but true," he declared, "that the copy desk is the weakest link in the whole chain of newspaper production. It isn't realized that the copy desk is the center of the whole scheme of things. When copy is handed to a reader he becomes for the time the editor of the paper, and the copy reader makes or breaks the paper. Yet I know that sometimes a newspaper will spend $100,000 to get copy and then let some low salaried man handle it."

With this exception, Mr. Lawrence asserted, the modern newspaper is more efficient than it ever has been before.

"The newspapers of America are better than those of any other country, not excepting Great Britain," he said. "I believe that the newspapers of this country render greater service to their communities than any other unit in those communities."

Speaking of his new national newspaper, the United States Daily, Mr. Lawrence declared that its purpose was to bridge the gap of ignorance between the people and the government of the United States, and to reach the people indirectly through the key group of persons, such as editorial writers, who desire serious and accurate information on governmental activities, furnished without bias. The contention that selection of the news to go into the new paper involved the expression of opinion was unfounded, he said, because "we intend to print everything that the government does that we can get our hands on, and we will increase the size of the paper rather than leave anything out."

In the United States Daily, the speaker said, the editors are reversing some of the well-known rules of newspaper making.

"Our first page is not made up of the most sensational items," he continued. "The test is not sensationalism but importance to the greatest number of people, although we have not yet achieved an efficient working out of this formula. Our first page will contain the items of greatest importance, our second page those of next importance, and so on until we reach the back page, which will be devoted to items of interest to special groups."

Mr. Lawrence stressed the value of training in schools of journalism as a preparation for other fields of work as well as for the profession of journalism itself. He looks forward to the inclusion of courses in journalism in the curriculum of every university within the next ten years.

"I think we will witness a time," he went on, "when people who have no intention of going into newspaper work will take courses in journalism. I think that the whole scheme of it will prove valuable in many lines of work. Many stay in journalism only a few years, frequently going on to important executive positions in the business world. It is because newspaper work demands versatility of mind, quickness of thought, and a general education, which make one a preferred person in business. Journalism, a term regarded a few years ago as academic, has become a most practical one."

In discussing the important place held by newspapers in America today, Mr. Lawrence said:

"We must measure the amount of service a newspaper renders to its community by comparing it with any other commercial institution, and by seeing whether any other institution does as much for the public as the newspaper does. I believe we are doing a remarkably good job in our American newspapers.

"Of course there are defects, but I have read many criticisms which I think are unwarranted. I think we can put our finger on the two defects in the American newspaper of today when we take a look at the copy desk and the editorial sanctum. If there is the need for reform of the American newspaper, it is on the copy desk. Most of the mistakes are due to incompetent copy desk men.

"I think that the publishers are beginning to realize this. They say that they need good copy readers. One difficulty is that good copy readers are even more scarce than good workers in any other line. Another thing that makes it difficult to fill the copy desk with good men is that there are many promotions. If a man distinguishes himself on the copy desk the chances are he will be advanced to the head of the desk and then to an editorship in a short time.

"And if we examine the editorial staffs on modern newspapers, we once in a while find that the foreman of the composing room is getting more money than the chief editorial writer. There must be a recognition of the work of the editorial writer if we are to have good newspapers. We have heard a good deal about the decline of the editorial page. I think one reason for this is the fact that the compensation of the editorial writer is not adequate. I have never found men good enough to write editorials at the present pay.

"Those are the only two things about the modern newspaper that if I had my way I would change. I think we have just as good men on the staffs today as the men who used to write column stories, in spite of the criticisms of the methods and the speed of getting news. The ingredients and the brain power are there.

"We must admit that the newspapers now are excercising a different kind of influence from what they did 15 or 20 years ago. They have less influence on partisan thought. The kind of influence they have now is that which starts with the dissemination of accurate and colorful information. Newspapers are better on foreign news than they used to be. I can remember when one and a half columns on foreign news was a great deal to print. They are better on financial news. In some cases double the space is given to financial news to what was given a few years ago. They are better on sporting news; they are beginning to understand the human relations in sports. They are getting better in their treatment of amateur sports and are looking with critical eyes on the professionals."

To illustrate the possibilities of newspaper service to the public, Mr. Lawrence cited the case of a young man just out of college who inherited a paper in a city that had fallen down in its rivalry with a nearby city. The young man did not like the idea of having newspapers come in from other cities into his own, and he set about aggressively to build up his paper. Today his circulation has increased remarkably and his profits are over a million dollars a year. Recently that city raised $10,000,000 for a university in ten days, a feat impossible a few years previously.

"All through the United States," Mr. Lawrence declared, "there seem to me to be two classes of newspapers, and in many cities you can pick them out. Call them A and B. A is a paper of substance which believes in merchandising a product of news plus some entertainment; B is 80 per cent entertainment and 20 per cent news. I think that the largest profits are being made by the papers that believe in substance."

GIRL'S 44 LIBEL SUITS SETTLED OUT OF COURT

Her Picture Used in Connection With Divorce Suits Basis of Actions —Picture Services Involved

Forty-four suits started against newspapers and picture syndicates by Alyce McCormick, formerly of Ziegfeld Follies, charging libel because of the alleged wrongful use of her picture in connection with a divorce suit story, were settled out of court in Chicago March 19. The amount of the settlement was not made known.

Attorneys for the defendants united in attempting to effect the settlement. They were William A. Deford, general counsel of the Hearst Corporations; MacDonald Dewitt, representing P. & A. Photos, and Newton D. Baker, former Secretary of War, for NEA Service, Inc.

On Nov. 30, 1925, Emma A. Miller filed a petition for divorce in the Court of Common Pleas at Franklin, Pa., against her husband Charles Miller, former Brigadier General in the Pennsylvania National Guard. She named as co-respondent an Alice McCormack.

The story so came over the wires, but a member of the staff of the New York Mirror, jumped at the conclusion that the co-respondent was Alyce McCormick, who had been connected with a show in which one Miller, who runs an antique shop on Madison avenue, New York, had had some connection. From the newspaper files the reporter got Miss Alyce McCormick's picture and it was published Dec. 1 in connection with the Miller divorce suit.

The picture was also sent out to clients by the defendant picture syndicates.

Nathan Cook, of Cleveland, attorney for Alyce McCormick, made the following statement to EDITOR & PUBLISHER, in response to a telegraphic inquiry from EDITOR & PUBLISHER:

"On about Dec. 2, 1925, Pacific and Atlantic Photos, International Newsreel and Newspaper Enterprise Association sent stories and photos of Alyce McCormick to all their clients in the United States announcing that Alyce McCormick, prize winning beauty and known as Miss Nebraska, who was then a member of the Follies, had been named co-respondent in a divorce suit filed in Oil City, Pa., by the wife of an eighty-three-year-old millionaire named Charles Miller. The story was untrue and thus consequently was libelous per se. The Follies were in Cleveland the week Miss McCormick retained me to represent her.

"After failure of settlement on negotiations with the attorneys representing newspapers and news service agencies, forty-four law suits were actually started and many more had been prepared for filing.

"At this point a legal representative of the *Omaha Bee*, one of the newspapers publishing the libel, came on the scene with the results that settlements for all newspapers and news agencies were had. It was a settlement dictated personally by Miss McCormick at Chicago last Friday and after which all suits then filed were dismissed and a stipulation made that no future suits would be started.

"Alyce McCormick suits against the newspapers of the United States is a closed incident, satisfied, settled and dismissed."

Defense attorneys declined to discuss the case when questioned by EDITOR & PUBLISHER.

HIGHER TAX ASKED ON U. S. PUBLICATIONS

Agitation by Canadian Publishers Viewed As Unwise by Dr. Finley of New York Times

TORONTO, March 25.—While deputations continue to invade Ottawa, seeking the imposition of a tariff against United States periodicals, people are discussing with interest the opinion of Dr. John Finley, associate editor of the *New York Times*, who while in Toronto renewing his acquaintance with Lord and Lady Allenby recently, was persuaded to comment on the situation. He expressed the belief that to endeavor to check by means of a tariff, the free flow into Canada of United States publications, would be to set up an artificial barrier against the interchange of ideas between the people of these two countries.

He believed that it would be both unwise and impracticable to try to stem the "intellectual commerce" which was developing and would continue to develop between Canada and the United States, despite any unnatural obstacles which might be set up.

In giving this opinion, Dr. Finley said that, when Canada finds it necessary to ban certain publications because they contain reading matter offensive to the institutions of the British Empire, or because they pander to a perverted taste for salaciousness, the action of the dominion cannot be criticised.

Any attempt, however, to kill or handicap the free entry into Canada of United States newspapers and magazines beyond reproach on moral or patriotic grounds, is, in the opinion of Dr. Finley, to take up the broom of Mrs. Partington and fight against a natural and irresistible process.

"Why attempt to hinder these contacts?" Dr. Finley asked, when he understood that the objects of the present agitation were to discourage by means of taxation, the free circulation of the printed word between Canada and the United States.

The tariff proposal at present being considered is for the imposition of a tax of 10 cents a pound against United States publications.

The last deputation to bring the matter to the attention of the government represented the Magazine Publishers Association of Canada. In presenting their case they pointed out that a total of 40,000,000 copies of United States magazines enter Canada annually while week-end newspapers numbering 15,000,000 are distributed in the dominion each year. They declared that the 10-cents-a-pound tariff proposed would supplement the 15 cent tariff which is now imposed against all advertising matter entering the country other than in publications. Not only were Canadian publications suffering acutely but Canadian manufacturers were being materially injured by cut-throat competition from United States manufacturers whose products could be advertised free of cost. A conservative estimate placed the possible revenue which would accrue to Canada from such a tariff at $5,000,000.

Another Paper Goes 8 Columns

The *Jamestown* (N. Y.) *Post*, has become an eight column newspaper, using standard columns and smaller heads on its news items.

Lancaster, Pa., Veteran Dies

Robert Blair Risk, 78, for 25 years editor of the old *Lancaster* (Pa.) *Examiner*, and one of the best known newspapermen in Pennsylvania, died March 20 in Lancaster from pneumonia. Mr. Risk was known as "Bob Risk, Sage of the Buck" and since his retirement ten years ago had contributed steadily to the *Lancaster New Era, News-Journal* and *Sunday News*. As a young man he studied law and was admitted to the bar, but gave up the legal profession for newspaper work.

NEWSPAPERS USED FOR SPRING STYLE COPY

Julius Kayser & Co. Turns to Exclusive Use of Dailies in General Campaign Advertising Three Products—"We Are Stealing Thunder from the Retailers," Advertising Manager Explains

By GRACE WALTON
Advertising Manager of Julius Kayser & Co.

For more than three years, Miss Grace Walton, has directed the advertising of Julius Kayser & Co., makers of silk gloves, hosiery, and underwear. She has made it her business to study local markets carefully, and for this purpose last December completed a Coast to Coast trip visiting big cities and working behind retail store counters to study the buying habits of the public.

She herewith submits her contribution as first of a new series of articles written by advertisers for EDITOR & PUBLISHER *on the subject:*

"Why I make newspapers the backbone of my advertising campaign."

IE sequel can now be written to the story of an advertiser's transcontinl trip to meet Mr. and Mrs. Coner, with a view to learning the public ce of the best advertising media.

made the trip, as previously reported EDITOR & PUBLISHER, and now I am y to announce that newspapers are g used exclusively in our spring style paign which began this month and is ntinue through April.

or the spring campaign 56 newspapers being used in leading cities of the try. The newspaper which carried most department store advertising in city was selected. The campaign n with full page space and to continue a week using six full columns.

he copy differs from that usually oyed by national advertisers in that designed to follow in appearance the tral run of large retail store advertiseis in local dailies, and also in that one column of the six carries editorialadvertising under a box head and d by Sarah Van Rensselaer.

is is the first time any manufacturer dvertised three different lines of merdise together in single copy in retail at. In several instances I have n of manufacturers promoting more one product similarly in one adverent, but it has been part of a straight tutional campaign.

wspapers are the best media for copy. In the magazines it becomes ly an institutional proposition. In newspapers, by using display copy, the editorial column as part of the space, the advertiser is not only g style merchandise, but is building will as well.

A little more than three years ago, I first came to Julius Kayser & Co., irm was using largely rotogravure he magazines. In the last year we come to devote 75 per cent of the we purchase to black and white e daily newspapers. We invest $300,000 a year now in this one m.

Vy do I make newspapers the backof my advertising?

you judge a horse by the way it s feet? Yes, I would say you can know anything about horses. Can dge advertising by the results you ? Yes, I would say you can if you anything about advertising.

m experience and knowledge I have to find an infallible and correct hd for a manufacturer to measure in a and cents the results obtained from avertising campaign—whether it be ines, billboards, or newspapers.

n have all the records, all of the s, all of the methods in the world—is impossible for me to go to these s, point to a town and say, "I spent dollars during the spring season had a 25 per cent increase."

advertising manager knows that a percentage is due to salesmen's t to general conditions, to the merce, to the advertising—what pro is due to each is an unknown ty.

f this being a fact, I have stopped ng my head against that brick wall n going after results in another tn—results that can pretty well be .

ask myself the following question, a types of advertising pull the most tnd successful results?" There is der—that's out of the question for nfacturer—there is coupon advertisnich is again an impossible undergor a house dealing direct through e iler—then there is retail advertisle by the retailer in daily newss—and newspapers only. This we word for word and space for it we can jolly well try to follow in his footprints instead of running down a crossroad.

Looking at the situation through one pair of eyes instead of two—since it is boiled down to one problem instead of two—it is easy to see that the retailer's object is to advertise to the consumer to sell merchandise—and by the same token that is our object as long as we persist in spending the main portion of our advertising appropriation in mediums which go direct into the hands of the consumer.



Six full columns, one of which simulates news, tell newspaper readers the Kayser story.

Advertising to the retailer is no uncertain quantity. He knows exactly how much he spends and how much he gets in return. His city and its surounding territory are his only problems. It is up to him to study them, analyze them, and comb them in order to increase his sales to the very highest possible percentage. He must know the population as it is divided in wealth—he must know the mediums which reach the different classes—he must know the appeal that will hit the mark. These are his problems and he knows them—or ought to—inside out.

As an advertising manager for a manufacturer, sitting in New York holding the reins of not one city but one hundred cities, I find it impossible to analyze the situation as carefully or in as detailed a fashion. What can be done, however, is to steal as much thunder from the retailer of each city as possible.

And so, for the first time, we brought out an advertising campaign illustrating and pushing three lines at the same time in the same manner as the retailer would—making style the center spoke. This campaign is appearing in newspapers throughout the country where retailers who advertise Kayser products place their advertising—because they place it in the papers that will bring results. Now, if I can get direct results for those that are selling our merchandise I am doing all that can be expected—and the campaign can be termed a huge success.

Another reason why we are advertising three different lines in retail fashion in newspaper space is to bring our style merchandise before the consumer under one name in the medium that brings the quickest results. We feel we can take this stand now after 47 years of institutional advertising.

This institutional advertising was placed in magazines as well as in newspaper black and white and rotogravure. Our merchandise is right and therefore our many years of advertising have paid satisfactory dividends. You can advertise until you are black in the face, and if your product is not right, it will just be a poor investment.

Our background of business building is behind us. Now we want to talk style, and style is news. There is, we know, a real reader demand for this sort of news, and to supply that demand we are turning to the logical medium—the newspaper. And we agree with the editors that the sort of style news we want to print should appear in retail store fashion in the advertising columns, in attractive layout and with informative and instructive text.

People do answer the newspaper advertisements. There is no question about that.

Women, of course, are always seeking to be informed on the new styles and they look for authentic style news in the newspapers both in the advertising and in the news columns. We want to put style news in paid space.



We want to put style news into paid space.

—GRACE WALTON.

DAVIS RE-ELECTED DIRECTOR

Munsey Veteran Also Appointed to Executive Board of Company

Robert H. Davis, who completes the twenty-third anniversary of his association with the editorial department of The Frank A. Munsey Company in May, has been re-elected a director. He has also been appointed to the Executive Board, which will function under William T. Dewart, president of the various Munsey organizations.

Mr. Davis, who was making a world tour when the news of Mr. Munsey's death recalled him from Cairo, will return to Egypt with Mrs. Davis early in the fall and complete his sabbatical year, visiting points of interest on the Continent and the British Isles.

The "Bob Davis Recalls" column which Mr. Davis started in the *New York Sun* a few weeks ago will be supplied with copy from abroad at regular intervals, together with a series of personal observations on European conditons, that are to appear first in the Sun.

Herald Tribune Circulators Dine

The circulation department of the *New York Herald Tribune* held its annual beefsteak dinner last week at Jansen's Hofbrau. The speakers included State Senator Herman Koppleman; James McKernan, assistant circulation manager of the *World;* Max Rudensey, wholesale dealer, of Montclair, N. J.; Howard Davis, business manager of the Herald Tribune; Claude H. Sandkam, circulation manager, and Ralph E. Renaud, assistant managing editor.

Two New Dailies in Florida

The *Ocala* (Fla.) *Central Florida Times* started publication as a morning newspaper this week. It is an Associated Press Member. H. L. Brittan is the publisher. The *Pulaski* (Fla.) *Southwest Times,* of which Paul Cline is publisher, re-entered the daily field with an A. P. membership, after publishing for the past several years as a weekly.

Identifies "Stick-Up" Men

Joseph Schabo, an employe of the *Buffalo* (N. Y.) *Courier,* was among the witnesses called upon to identify several alleged hold-up men arrested in New York this week with a recent robbery and murder in Buffalo.



TRAIL BLAZERS OF ADVERTISING

The Matrimonial Bureau

by Chalmers L. Pancoast

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Chapter XXXVII
The Matrimonial Bureau

AT one time Matrimonial Bureau Want Ads occupied a conspicuous place in the newspaper columns. Even newspapers were published exploiting exclusively this branch of American industry.

The most popular form of the matrimonial publicity was the introducing society. Ads such as this appeared:

"Select Introducing Society—Ladies and Gentlemen with matrimonial intentions put in correspondence with each other; three two cent stamps for information and descriptive blank."

When the stamps were received the following letter together with blanks to be filled out were mailed to the applicant if a man. If a woman it was changed to meet the occasion:

"My dear sir:

"You would marry in a minute if you met the dearest, sweetest girl in the world, wouldn't you? Well, if you only knew how quickly and easily we can select an ideal companion for you, we are sure you would not hesitate securing our help at once.

"Do you know that thousands of people go through life miserable and lonely, simply because they have never had an opportunity of finding their ideal? You certainly cannot afford to jeopardize your life's happiness by neglecting this golden opportunity.

"We guarantee to find your ideal. If you are not satisfied the first time, we'll try again and again until you are satisfied. Don't delay. Delays in affairs of the heart are dangerous.

"Now, all we ask of you is to answer the following questions. Please give us the facts just as they exist and it will aid us very much.

"What is your age, weight, height, color of eyes, hair, religion, occupation, nationality and general appearance? Do you use tobacco, are you healthy, are you accomplished in music? What resources have you? Add any further information that you think will assist me in selecting a suitable companion for you. Then describe briefly the kind of a girl you desire to meet, or in other words, describe your ideal. Your name and address will be detached from the paper on which you answer the above questions and your identity will be kept a secret until we have your permission to introduce you to some person whose description suits you. A two-dollar bill should be enclosed with description to defray expenses."

Stories were spread around among advertising men of the fabulous fortunes that were being made out of the matrimonial game.

Agencies thrived in all large cities and ads of various kinds, featuring charming girls with fortunes, or rich, old, dying men. Some of the most unusual lures were hung out to catch the heart hungry.

It was an age when advertising was used to persuade men and women that they should not make their selection of life partners alone.

These matrimonial ads told them that their judgment was bad; that they did not even know their own minds and tastes.

Here were advertising cupids who would give help and guidance in selecting compatible and suitable life partners. Only through advertising was to be found the safe and sure way of meeting the ideal love mate.

Facts and statistics were offered relating to the wonderful opportunities for reliable and respectable people who were searching for life companions.

Through the advertising matrimonial agency it was possible for a man to meet a woman who possessed all the qualifications he most admired; and the particular woman who preferred this particular man to any other in the whole wide world.

Marvelous were the powers of advertising. Glaring publicity alone could obtain soul-mates and affinities.

From the way this kind of advertising grew until Uncle Sam stopped it along in 1900, it seemed that there really was a growing demand for a service in selecting a mate.

Many people answered these ads out of curiosity; others just to strike up a harmless flirtation and have some fun out of it. Others went into it seriously, hoping to meet worthy people who were sincere in their matrimonial intentions.

The old "Personal Ads" with the great luring line of "Matrimonial Intentions" have disappeared from leading newspapers. But for many years the Want-Ad Columns of newspapers administered to the desires and demands of those matrimonially inclined.

No doubt this kind of advertising widened the matrimonial field, and led to much trouble and many disappointments. No greater conceit was ever exhibited than the advertiser who announced that he could choose a husband or wife by mail and bring harmony into the home.

The most trouble was caused by those who, when filling in the blanks describing themselves, lied most outrageously. Earnest men who actually desired to become acquainted with marriagable women were fooled and vicitimized. Thus matrimonial advertising became known as a fake and a fraud.

Silly school girls and irresponsible people, made extravagant claims about themselves and their possessions.

Wealthy widows and widowers were the bait held out in many ads to catch those who were out to marry money. And it was astonishing how many years the old gag worked and the thousands that fell for it.

But the problem of properly mating people was too big for advertising to solve.

One matrimonial agent, taking the business seriously, sought to make his services valuable by requiring a bond, or large deposit of money. This meant that both the prospective bride and groom were compelled to furnish a bond, signed by people of means, assuring good faith on both sides.

This bond further provided that the man would always provide well for his ad-wife; would always conduct himself towards her as a gentlemen, and fail in nothing by which she might be made unhappy. The wife had to agree vice versa.

I never learned what happened to this advertiser. He was too good to last.

I have never collected any data to show whether there were more or less marriages, greater or fewer happy homes, during the reign of the Advertising Matrimonial Agent.

CHAPTER XXXVIII
Outlaws, Frauds, Crooks, Swindlers

ADVERTISING is a business which crooks have thrived on. There never has been a profession or business in which frauds could be perpetrated so easily as in advertising.

Advertising has covered a multitude of crooked games, and yet for the reason that it is publicity it has revealed the swindlers and cast them out or destroyed them.

It would take volumes to tell about the frauds, swindlers and crooked games that have been promoted by means of the greatest power in business—Advertising.

When I look back over the years and see those lurid pictures of old, I wonder how they have thrived.

There were the flourishing advertising quack doctors, painless dentists, fake oil stock and mining stock promoters, and what not?

The printed word was overworked to hoodwink, delude and cheat the public.

It is not my purpose to go into the detail regarding operations of the big fake promoters, but to tell something about the lowest order of advertising swindlers.

They were the petty buccaneers who worked fake advertising schemes through the want-ad columns of newspapers.

In many large cities there operated at one time a class of petty crooks, swindlers and fakers who attempted to eke out a half-way existence through the "Want Ad" columns.

These crooks were smooth operators who usually placed blind advertisements designed as traps for purchasers and investors, and those seeking employment, or looking for opportunities for advancement.

The majority of questionable schemes were found under the classification of "Help Wanted" and "Personal." It was here that those out of employment looked for situations, and they were usually susceptible to the glittering offers of the want ad fakers.

The schemes that were worked called for cleverness and ingenuity. Some of these schemes involved careful plotting, a wide knowledge of human nature, and a clear head on the part of the crook.

The cleverest crook in this class I ever heard of was a smooth schemer who placed a blind want ad in a large city newspaper for a doorman for an exclusive club. There was nothing suspicious about the advertisement as it was worded just as were dozens of others. The men who answered the advertisement were asked to call at a certain hotel on a certain day and at a certain hour. Each man at a different time, and during the interview he was told that he could have the position if he would pay $18 for a uniform. If he did not have the money, he was told to come back the next day at a certain hour. In this way the applicants did not meet each other. When a man turned over his $18 he was given an order on a large department store for a uniform, which he was to obtain two days later.

When the ten applicants, who had each paid the schemer $18 presented their orders at the department store, they were told that the store knew nothing about any uniforms that were to be delivered. The duped applicants made a rush for the hotel, but the crook had flown. The matter was turned over to the police, but they could get no trace of the swindler. Several of the applicants had borrowed the $18 and to all ten its loss meant a hardship to them or their families.

A great many men and women have been swindled by want ad crooks who advertised for salesmen, and offered the applicants positions paying high salaries, providing the applicants deposited $100 or $200 as security. Then the crooks disappeared and were seldom or never located.

Confidence games were operated in nearly every line of business, but not all escaped. A young lady cashier at a movie theatre captured a glib faker. She had ambitions. She wanted to become a part of the celluloid dreamland she saw eve day—to be made love to, to wear pret gowns, to ride in automobiles and to ha wonderful adventures.

While in this enraptured frame of mi she was an easy victim for a faker w advertised that he would find positio for girls who wanted to become mo actresses.

The girl was to pay him $100 to obt the position for her. However, mother decided the man was a fraud a called up the movie company he was s posed to represent. They told her th had never heard of him.

The girl made up her mind to capt this crook. She paid him the money a she was told that she would have to p for him. He suggested that she disr and drape herself to pose as Kiplin "Vampire Lady." The girl retired, tensibly to pose, but instead she t phoned the police. While the faker w waiting the police arrived and he w arrested.

In one large city, a smooth crook r the "Lost and Found" column regula Where a residence address was given connection with the lost article, swindler would call and tell the lady the house that he had seen the adv tisement offering a reward for the article.

"Have you got it?" she would ask pectantly.

"No," he would answer, "but brother, who lives at Blanksville (a n by town) has it. I'd go down and ge for you but I haven't any money."

Then the woman usually gave him amount of the fare to the nearby to which would be a dollar or two. result was the man never came back his reward and the lady who lost the ticle was out the carfare she advanced.

Another kind of a want ad crook erated in a dozen cities. He was kn as "The Tape Measure Man." He the want ad columns for illegitimate poses. An innocent looking ad, someth like this usually appeared:—

"WANTED: Young lady—Reg Features, pose for advertising. R Room 476—180 Main Street, 3 to 5, M day."

A young lady who answered an ad tisement of this kind went to a detec bureau and registered a complaint of man's actions toward her. She said answered the advertisement in good f but she resisted when the man mad improper proposal to her.

When the girl complained, detec rushed to the office and found fifteen waiting in an outer office. The detec found a sheet of paper containing measurement notations, and the " Measure Man" was arrested and cha with assault and battery.

Another master of sharp practice vertised himself as, "the lady sudd called abroad and forced to sacrifice beautiful furniture." He was also, unhealthy gentlemen ordered to De contents of eight room flat for sale, ch He was, "the discouraged widow gcii boarding, take parlor suite at own pr All these parts he played in the cour his regular business of selling furnitu

He worked the game for years, finally another "con" man dazzled with word pictures of the busy, h workers engaged in taking gold by bucketful from a "Lucky Gold M The furniture faker bought so muc the fake mining stock, he was forced bankruptcy, and the whole story of one "con" man trimmed another trir came out in the newspapers.

(To be continued next week)

DAILY TOOK GUESSWORK FROM MARKET SURVEY

Milwaukee Journal Obtained Bona Fide, Carefully Checked Figures on Sales of Advertised Goods by Offering Filled Shopping Bags Valued at $3 to Housewives Who Returned Questionnaires in Person

By W. J. DAMM,
Merchandising & Research Bureau, Milwaukee Journal

THERE is nothing new in the compilation by newspapers of market surveys, purporting to give information manufacturers, dealers, advertising agencies, and others, on the use and possible demand for their products in a localized market. A considerable number of metropolitan newspapers have made such compilations for a period of years. Nearly all of these surveys, however, have been based on dealers' estimates of consumer demand, or on checks of dealer stocks, and neither those who promote such inquiries nor those who are supposed to base advertising and sales campaigns on the findings, have any too great confidence in the results obtained.

It was dissatisfaction with the guesswork involved in basing its reports and surveys of the market upon interviews with retailers and jobbers, which led the *Milwaukee Journal* in 1922 to seek out some better method of ascertaining the facts.

Who should be the information source? The dealer? Dealers' estimates are only as reliable as the dealer's ability to guess right. The jobber? Jobbers' data, even though taken from records, show sales for the total territory merchandised by them. The consumer? No one could give more accurate information on the products he used or didn't use than the consumer; but how to get enough consumers to answer a question? The telephone was not thought of, for if a housewife were called to the phone she might possibly answer one, two, or three questions, and then bang would go the receiver. Even if she were ever so willing to give replies to a long list of interrogations, there would be questions she could not answer properly without a preliminary inquiry of her own.

Cost also had to be considered. After much consideration of the problem, a plan was decided upon which, if it produced "true survey" recognized as authorative, would, it was believed, justify the expenditure of $18,000 which the Journal appropriated for the purpose. This first survey included only package goods sold in grocery stores, the total questions numbering approximately 50. The 1926 questionnaire contained 382 questions requiring upward of an hour to answer.

The general plan for its compilation was founded upon two basic and accepted principles. The first of these is a principle accepted by the United States government and all insurance statisticians, namely, that where 3 per cent returns are secured in answer to any questionnaire submitted to any industry, community, or other group from which information is sought, any percentage resulting from compilation of these returns may be applied as representing the entire industry, community or group—and that when so applied the resulting statistics represent the most nearly correct approximations obtainable for the entire industry, community, or group.

The second principle, which has been established in original experiments, is that when a representative number of names are taken from each of the pages of the city directory, analysis of these names shows that the number in each of the various classes and groups, such as poor, medium, wealthy, etc., is in the same ratio to the total names selected as the total of these various classes and groups is to the total population.

With these principles to guide it, the Journal's merchandising bureau prepared and printed a carefully worded questionnaire, and picked to receive it in excess of 10,000 names at random from the Milwaukee city directory, as a cross-section of the community's buying habits.

This questionnaire, like all the succeeding questionnaires sent to the housewives, made a plain statement of the Journal's purpose, and then offered to "buy" an hour of the housewife's time, for which the paper agreed to pay $3.00. Payment was not made in cash, however, but in full size and sample packages of advertised products valued at the amount indicated, and contained in a shopping bag.

It was required that the questionnaire be honestly and completely answered, returned in person to the Merchandising & Research Bureau, and be checked by a member of the department before the shopping bag was delivered.

From the beginning, Greater Milwaukee housewives responded. The first year's returns showed 30 per cent of all questionnaires mailed were answered and returned. The check of the returned questionnaires showed that the various groups of poor, medium, wealthy, etc., were in direct proportion to the total population in each group. While this may at first seem extraordinary, human nature must be taken into account, as well as the fact that during the time the questionnaires were out, considerable news publicity was used in an attempt to educate all classes to answer the questionnaire. That all classes do answer it has been proved by other publishers who have investigated this method of analysis, as well as by several manufacturers who have taken the time to check the returned questionnaires for their own satisfaction.

Knowing what percentage of returns to expect, as determined by the first and succeeding years, it is comparatively simple to know at the present time the approximate number of questionnaires to mail out. As a result of news publicity and word of mouth advertising, more than 2,500 telephone calls are received each year from persons who did not receive a questionnaire and who want one. Complying with such requests, while it would save much time and expense, would throw off the cross section obtained by the voluntarily returned questionnaires, and therefore such calls have to be unsatisfied.

The principal data compiled from the returned questionnaires is outlined in the following paragraphs. Naturally, because the Milwaukee Journal compiles a survey of this kind each year, as the years go on greater compilations are possible; and manufacturers have available at the present time a six-year record which, compared with advertising and merchandising activities, gives a comprehensive analysis of results.

The first group of figures obtained from returned questionnaires is that which shows the number and percentage of Greater Milwaukee families divided into two groups, users and non-users. These figures are compiled for each of the principal commodities, such as coffee, tea, automobiles, radios, etc.

Having the questionnaires divided into two groups, users and non-users, the user questionnaires are sorted into those using each of the individual brands of each commodity.

Having the total number of families in Greater Milwaukee using each commodity, it is comparatively simple to determine the percentage and number using each individual brand. Included in this commodity data, as for instance in coffee, figures are presented showing the number of families using each brand, such as Silver Buckle, Webb, etc. This information having been obtained, a comparison with previous years shows the fluctuations which, when contrasted with advertising and merchandising activities, indicates the results obtained.

Dealer distribution is also shown in these consumer analyses, and is the result of careful store inventory check-up made by trained investigators. Not less than 10 per cent of the stores in any given line are called on. Such a check-up is not based on dealer interviews, but is gotten by the investigator who obtains permission from the retailer to spend the necessary time in the store for a personal inventory check-up. These check-ups last anywhere from two to four hours each, and are made at the same time the questionnaires are being answered by the housewives.

Per capita consumption as compiled in the surveys is the average consumption of persons who are really users of a product, and not a consumption based upon taking an estimated total consumption and dividing it by the total population.

Per capita consumption figured on the basis of actual users gives the manufacturer a correct idea as to how much a family uses of his line of products, and not an arbitrary figure such as is obtained when the total population is divided into estimated consumption. Per capita consumption figured from total population presents a distorted estimate of market volume. It is not fair in that it accepts a per capita volume and estimated market volume on the assumption that the whole market population is using the product. The Milwaukee Journal method of compilation considers the actual per capita use as reported from 4000 representative families, and market volume totals are based on actual users of the product, not total market population. It is readily understood that thousands of families do not use, and have not been educated to use, particular lines of products. When per capita consumption is figured to include these, a certain amount of each product is credited to families that do not use it at all, and, therefore, the average amount used by average users appears less than it really is. We believe that the average manufacturer wants to know how much the families who are using his product use in a given period of time.

Volume figures are also presented in these analyses. They are gotten by taking the per family consumption and multiplying it by the total number of families using a given commodity. The figures shown are presented only as approximations. Common sense tells us that conditions are constantly changing; that a number of families who are package coffee users part of the year, may have gone to bulk coffee because of price changes, and that families may be influenced to the use of new products, due to merchandising and advertising during the year. The only way in which absolutely correct volume figures could ever be compiled would be to base answers to the questionnaires on an actual year's consumption, which is, of course, just as much a fallacy as asking the retailer to approximate his yearly sales.

The cost of getting the Journal's consumption analyses is not as great as might be expected. The contents of the shopping bags are furnished by manufacturers merchandising and advertising in the Milwaukee market. They realize the great value of having a sample or full sized package go to 4000 housewives in the name of the Milwaukee Journal. It offers them an ideal method of sampling. The housewife is doing something to obtained the goods, and for this reason has a far greater respect for what she receives than she would if it were left at her door, or given to her at some store demonstration. Even the bag could be obtained in this way, but the Journal believes that the advertising value obtained from 4000 of these bags imprinted with its advertisement fully justifies the monetary expense involved.

The biggest item of cost is clerical help. Checking the questionnaires as they are received is done by permanent members of the Merchandising & Research Department, who are thoroughly familiar with past analyses, brands under each commodity classification, and so forth.

SAN ANGELO (TEX.) STANDARD OCCUPIES NEW $50,000 HOME



THE *San Angelo* (Tex.) *Standard* has moved into its new fireproof home and on May 4 will celebrate its forty-second year with a formal house warming to which the people of the 15 West Texas counties which it serves will be invited to not only inspect the plant but to see it in full operation.

At this time a stained glass window portraying J. G. Murphy, the pioneer printer and editor who established the Standard on May 4, 1884, will be unveiled by his daughter, Miss May Murphy. Mr. Murphy sold the paper in 1920 to Houston Harte.

The building, which is two stories and basement is built entirely of brick, concrete, steel and composition stone. It is situated on an inside corner on the principal street of the city and a half block from the center of the city. It cost $50,000.

The business office, advertising, circulation and classified departments occupy the first 40 feet of the ground floor. Editorial offices are upstairs.

STRANGE CONTRASTS IN PRESS LAWS OF VARIOUS NATIONS

British Foreign Office Compiles Large Volume of Foreign Statutes as Result of Recent British Agitation for Drastic Regulation

By HUGH J. HARLEY

ONE of the most interesting compilations concerning the publishing business in many years has been issued by the British Foreign Office as a result of recent agitation for the imposition of drastic legislation regulating matter in the newspapers and periodicals of the United Kingdom. It is a weighty volume entitled "The Press Laws of Foreign Countries," edited by Montague Sherman and O. T. Raynor and is published by His Majesty's Stationery Office at the price of 15 shillings net. The Foreign Office undertook the assembling of laws regulating the Press of foreign countries more than a year ago by requesting that its consular and diplomatic agents obtain full and exact information and in making public the result has expressed the hope that it may be of general use to journalists rather than to lawyers only. The book was reviewed recently by the *London Times*.

It is likely that limited requests for copies of this publication from newspaper publishers and editors in the United States would be complied with, providing that an allowance is made in the payment draft for the cost of postage. The volume is quite bulky.

The general laws regulating the press parallel each other quite closely in most countries, their main objects being: to defend the ruling power from such attacks as are likely to bring it into peril or contempt; to provide the individual with a weapon against libel; and to prevent the diffusion of articles or pictures "against honor and chastity" as the Persian law very neatly declares. The publication of inaccurate news is often considered as an offense but not in all countries.

The book reveals that there is similarity in the principles dealing with the formalities of newspaper production such as registration, but when the editing of these papers is approached there are distinct national differences of treatment. Many countries insist that the editor shall be native born and some very strictly provide for special personal qualifications —an inspiration at least toward the safe and authoritative use of the newspaper as a great agency for public welfare or injury. Japan, for example, excludes from office "persons incompetent or quasi-incompetent to manage their own affairs." Greece requires that its editors must have studied ancient Greek and orders also that they shall be "physically capable"—which may or not mean what you think.

The suggestion has been made that it might be a means of assuring that editors shall be handy with their fists and the "choice of weapons" which made the old time journalism of Mark Twain's stories and an earlier generation what the insurance companies would call a "hazardous occupation."

The editor has to shoulder a share of responsibility for all that is published in his paper in all countries where regulations exist, but some permit him to shift the onus to a great extent to the author of an objectionable article. Russia has erected a unique editorial council named the Gosizdat which must pass on every manuscript before it is set up in type. The presumption is that this State Publishing Department can libel neither the citizens nor itself, being a part of the sovereign power.

There is an amazing amount of ingenuity shown in old world and new world legislation devising penalties for editorial indiscretions, or "neglect" as it is termed in the Balkan regions. Mere fines and imprisonment form the substantial punishments, of course, but Guatemala combines the two by providing imprisonment from six months to a year commutable wholly or in part at the rate of from two reals to five pesos a day, the scale being adjusted to the pecuniary ability of the culprit. Italy provides for confiscation of the newspaper; Greece condemns the editor to temporary or final dismissal; Persia orders him to pay a fine with a "religious guarantee" the nature of which is not explained. Peru has had a refined sort of torture in store for errant writers since 1823 under the law which provides that:

"The authors or publishers of printed publications described as obscene or repugnant to good morals shall be liable to a fine equivalent to the value of 1,500 copies at the selling price, and if they are unable to pay the amount in question, they shall be required during the period of four months to inter corpses in the cemetery."

The offense known in England and the United States as contempt of Court can be committed in other countries under strange definitions. China explicitly prohibits it as "any statement which tends to excite the public to plead in an unauthorized manner for criminals or for the accused in a criminal case, or to injure the accused in a criminal case." Brazil has taken a flyer in advanced legislation by prohibiting the publication or advertisement of "quack" medicines which are not approved by the Director General of Public Health.

The laws against political offenses or charges against officials provide some queer material. Some are capable of broad interpretation. In Italy, for example, there is a prohibition against the publication of adherence to "another form of government." This is not the day of Mussolini or his followers, but dates to a period nearer the time of Mazzini, Garibaldi and Cavour. Colombia directs that newspapers and other periodicals must state their "political color" and provides:

"When charges are made against a public official, especially in matters of handling of public moneys, and when in accordance with the present law he shall have justified his behavior, the journalist must state whether the charges made have or have not been satisfactorily answered. This statement must appear in the next issue of the periodical under the penalty of a fine of from 50 to 100 pesos. If the statement is made in the sense that in the opinion of the journalist the charges are not answered, or if the official is not satisfied, the journalist may bring an accusation against the official within ten days of the presentation of the official's justification, under penalty of a fine equal to that above mentioned. If, after making the accusations, the journalist is unable to prove the charges or charges made, he shall be liable to a fine of from 100 to 500 pesos."

Special precautions are taken in some countries against divulging the country's commercial negotiations. There are heavy penalties in Sweden, for instance, for publishing a contract concluded with the Waterfalls Board for the supply of electric power.

The dead are protected against libel, slander, and insult in a number of countries; Finland punishes the offense against such a law with six months' imprisonment or a fine. The legal obligations on newspapers to print conspicuous corrections of wrong statements is widespread and is in force from Finland to Haiti, in large nations and small. In most cases it is provided that the correction shall occupy as much space as the original misstatement.

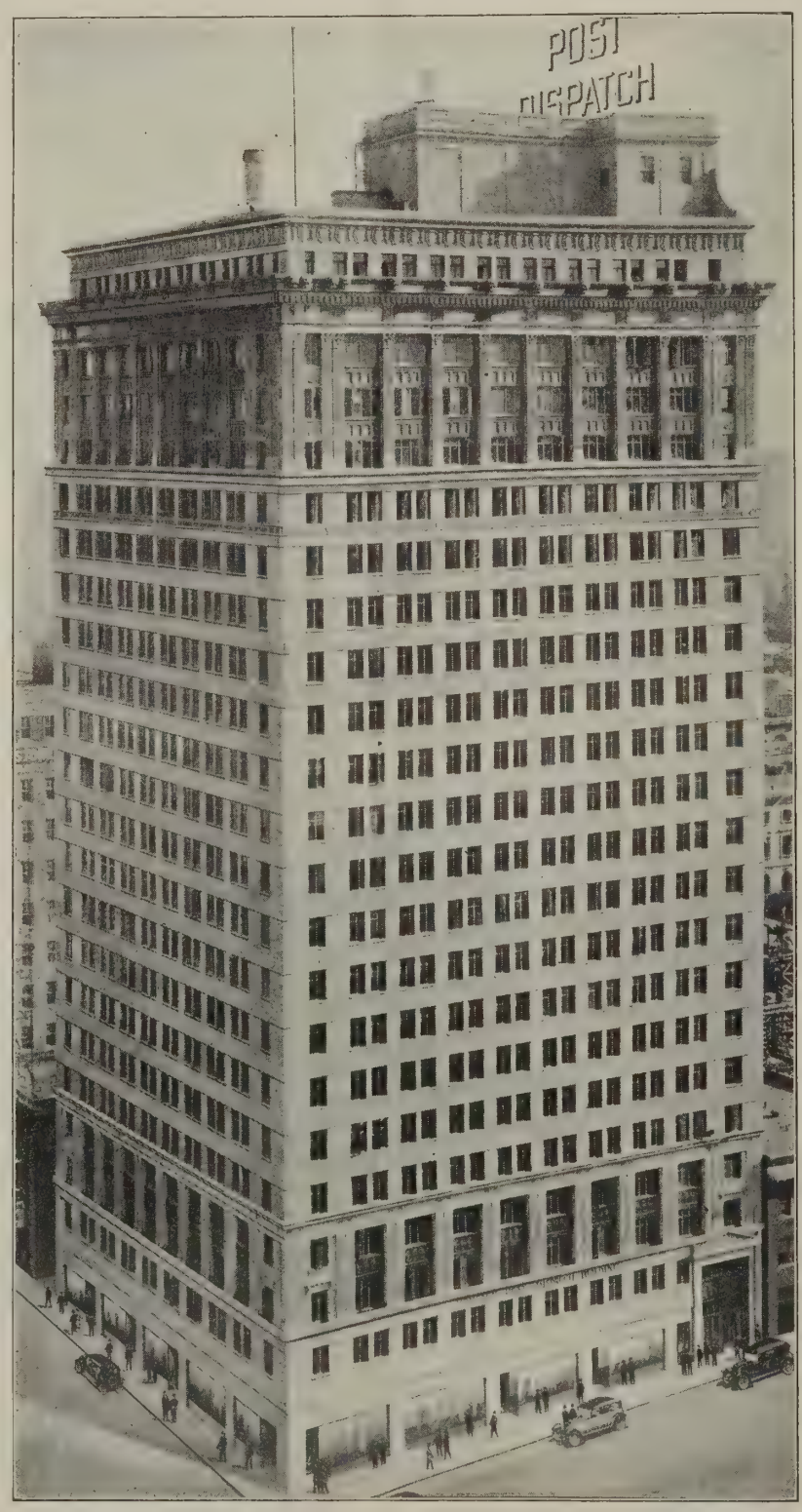
Roumania protects the editor to some extent by declaring that the correction need not be more than twice the length of the original article and in the Kingdom of the Serbs, Croats and Slovenes it "must be of great length and consist of the whole column of the paper or of an article twice the length of the article which gave rise to it." There is a requirement, however, that the article of correction prepared presumably by the injured party "must be drawn up in proper form."

The Portuguese require that where an article is published which might be construed as detrimental to any person, "the person may notify the author or editor as the case may be, and ask whether it was intended to refer to him. If the author or editor states that it was not intended for the person in question he shall not be sued."

Appeals for the collection of funds to defray fines and costs imposed as penalties, or acknowledgment of receipt of contributions is prohibited in France, Germany and other countries. Hungary provides legislation regulating the economic relation between the publisher and his salaried staff. The law states that "the time for which notice can be given, unless the parties be jointly agreed upon a longer period, is fixed for the responsible editor at one year; for the sub-editor and collaborators employed in important work as well as for all collaborators on the permanent staff who have been employed for more than five years, at six months and for all other employes, at three months."

The countries which are listed as having no press laws include the rather incongruous group of Abyssinia, Argentina, Mexico and the United States. In this country it is said there are neither Federal or State Laws dealing specifically with the press (though recent legislation have shown designs in that direction). The issues which might arise are covered by the common law concerning civil and criminal libel, slander, and the use of the mails, being similar to British practice

HOUSTON DAILY'S SKYSCRAPER



Handsome 22-story downtown office building of the *Houston Post-Dispatch* recently completed. The classified and national advertising departments of the paper occupy the lobby and the second floor, while KPRC, the daily's broadcasting station is housed on the 22nd floor. The rest of the building is devoted to office space. R. S. Sterling is chairman of the board and publisher of the Post-Dispatch.

The Classified Leadership Of the Detroit News

Is An Index to Its Effectiveness in Every Other Type of Advertising

IN its own field, The Detroit News has for years been the recognized classified advertising medium, carrying regularly more of this type of advertising than all other Detroit newspapers combined.

During 1925 The News printed 1,486,173 separate classified advertisements, 825,000 more than the next medium and led also overwhelmingly in classified linage with 7,808,584 lines published — a lead of 2,936,262 lines over any other newspaper.

Classified advertising depending neither on type display, art or position for compelling attention is one of the best measures of advertising effectiveness available.

Since classified advertising must make direct returns without these aids the medium itself and the interest readers have in it must do all the work.

In Detroit that medium is The News which now has a week day circulation of more than 320,000 and a Sunday circulation of more than 350,000, covering its territory more thoroughly than any other newspaper in any other city of Detroit's size or larger.

That the classified leadership of The News is a capable barometer of advertising effectiveness is substantially established by the enormous total advertising volume of The Detroit News during 1925 in all classifications which exceeded 33,600,000 lines, leading all other large metropolitan newspapers.

How The Detroit News Leads In Classified Advertising in Detroit

Detroit News Number of Ads -	1,486,173
Second Medium Number of Ads -	661,044
News Lead - - - - - - -	825,126

The News' lead of 2,936,262 lines in volume of classified advertising was made despite the fact that it sells no white space and allows no type larger than agate in these columns.

Greatest Gain in Number of Want Ads of Any Newspaper in America During 1925

The Detroit News

Detroit's HOME Newspaper

1926 SEEN AS GREATEST ADVERTISING YEAR FOR NEWSPAPERS

R. S. Kellogg of News Print Bureau and James O'Shaughnessy of Four A's Cite Facts and Figures for Bullish Prediction

NEWSPAPERS of the United States entered spring this year in the healthiest and most prosperous condition since the war. All available current figures, charts and graphs indicate without quibble that the press of the nation stands in an enviable position.

One authority for this optimistic diagnosis is Royal S. Kellogg, secretary of the News Print Service Bureau, who is in closest possible touch with the paper situation, always a reliable index of publisher prosperity. Another is James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, an organization handling the accounts of approximately 5,000 different advertisers.

Both base their bullish predictions partially on the fact that last year there was an increase of 7 per cent in the advertising placed in all media over 1924. But both point to more current proofs of a fair weather springtime in the publishing field.

Mr. O'Shaughnessy predicted more advertising in newspapers this year than last, paying splendid tribute to the power of this particular medium.

Mr. Kellogg, in addition to watching the newsprint market, which he pronounces in unusually fine condition, prepares for bureau members each month a graphic summary of business conditions. Charts for the first two months of this year now ready furnish indications of a spring upswing.

"We haven't entered any boom period," he said. "There has been just enough recession in business to forestall any such unhealthy or abnormal state of affairs."

The charts show that the total liabilities in business failures in the United States for the first two months of 1926 were 54 per cent less than in 1924, and 7 per cent less than last year.

The value of merchandise imports of the United States was 28 per cent higher for the two months than two years ago and 20 per cent higher than 1925. American commodity prices stand 5 per cent less than last year.

Other index percentages show production of pig iron to have been 2 per cent more during January and February this year than 1924 and 6 per cent less than last year. Unfilled steel tonnage is 14 per cent less than it was in January and February of 1925.

More paper is being produced today than ever before in the history of this continent, Mr. Kellogg pointed out. The United States mills made 11 per cent more newsprint in the first two months of 1926 than in the same period in 1925 and the Canadians mills made 16 per cent more than in the first two months of 1925. The combined production of the United States and Canadian mills in the first two months of this year was 13 per cent more than last. Production in the United States in February amounted to 129,622 tons and shipments 128,635 tons. Production in Canada amounted to 135,663 tons and shipments to 135,505 tons.

A sign of present healthy newspaper conditions is the fact that so far the mills are finding a ready market for this increased supply of newsprint, according to Mr. Kellogg.

A chart issued this month by the News Print Service Bureau shows that the advertising linage in newspapers for the two months of this year was 8 per cent more than it was in 1925 in the corresponding period and 7 per cent more than in 1924.

The bureau also keeps up to date a chart showing the average number of pages printed each month, covering 65 newspapers in 23 cities with a circulation daily of 12,974,000 copies and Sunday of 11,825,000 copies.

During February these Sunday papers averaged 111 pages each week, compared with 108 pages in 1925. The dailies ran an average of 29 pages against 28 during the same month last year.

Mr. O'Shaughnessy asserted he was in possession of figures warranting the safe prediction that 1926 would be the "biggest year for advertising in history."

"Advertising operations," he said in an interview, "have reached such a degree of stabilization that no extravagant figures are needed in support of the prediction that this year will show a substantial increase over last.

"We have a built up advertising business to deal with today. It is not a speculative volume nor an adventurous volume. It is volume which stands on the record of past performances.

"Newspapers get more than the magazines of increased business. That has held true substantially for three years now. And I do not say it didn't previously also.

"Advertising space in the newspapers is a better buy today than it ever was before. The newspaper publishers have improved their product remarkably.

"Advertising agencies buy space more scientifically than they ever did before. There is less money lost on the purchase of newspaper space by intelligent advertisers in the course of a year than is lost in any other staple commodity in which money is invested. That's how sound newspaper space is to the advertiser today.

"People generally fail to realize the tremendous revolution that has taken place in the newspaper business of the United States in the last few years. There has been an improvement of every essential element of the newspaper that concerns the public, which is summed up in the improved net worth of the individual newspaper property."

Mr. O'Shaughnessy was asked if advertising would ever reach a saturation point.

"That expression 'saturation point' is a misnomer as far as advertising is concerned," he replied. "Advertising will never reach a saturation point, or in other words not until the human mind has turned into pure mineral matter. People steadily increase in vision as the growth and refinements of civilization continue.

"And also, it must be remembered, that there are still many millions of dollars annually employed in promotion efforts for which advertising may be economically substituted."

JUDGE POSTPONES HEARING

Madison Daily's Fight to Print Court Proceedings Delayed

Action on the petition of the *Madison* (Wis.) *Capital Times* to have dissolved an injunction against it from printing any of the evidence given at a recent court hearing in Madison was indefinitely postponed Friday by Judge A. C. Hoppmann, of the Dane county circuit court, the same judge who issued the original injunction.

The issues raised by the application of the Capital Times Company and William T. Evjue, editor, in the plea for a dissolution of the injunction "are too far reaching and of too great public interest to be decided without full deliberation," Judge Hoppmann declared in his statement postponing action.

The petition was a step in a legal battle of the newspaper to end judicial secrecy in Wisconsin as exemplified in private court proceedings and measures to prohibit a newspaper from publishing testimony of court cases. It followed the demand of attorneys for the slayer of a Madison policeman to have the editor of the Capital Times cited for contempt on the ground that editorials he had written excited prejudice against the slayer.

COAST GROUP DEFINES AGENCY STANDARDS

Southern California Editors to Establish an Approved Agency List to Protect Member Papers

In line with its policy of protecting member papers the Southern California Editorial Association, through a committee, has been working out a plan to guard against southern California publishers being the victims of unscrupulous advertising agencies, and in this work the association has been rendered the fullest support by the California Advertising Service Association.

Several preliminary meetings have been held by the committee appointed to work out the details of the plan to protect the publishers and from these has come the recommendation that some method be developed by which recognition and credit service on agencies be employed, patterned after the American Newspaper Publishers Association, and the Southern Newspaper Publishers Association.

It is purposed to draw up a definite set of standards for the advertising agencies, and that such agencies meeting these standards be recognized by the Southern California Editorial Association. A list of these agencies would be prepared and sent to all member papers for ready reference.

The basis for agency recognition, as recommended by the committee, is as follows:

First: That all of the present agencies that have been in business for at least two years and have given satisfactory service to the publishers, and whose financial statement is satisfactory to the association, be given immediate recognition as a matter of form.

Second: That future agencies be required to conform to the following standards:

a—Maintain an office separate and distinct from an advertising department of advertiser.

b—to have at least two active accounts with commissions grossing at least $3,000 per year.

c—To have been in business at least two years handling at least two accounts on a contractor fee basis. If on fee basis fee to be at least 15 per cent of gross billing.

d—To have had at least four years' experience in the advertising profession. If the applicant is a college graduate and has taken work in college along business and advertising lines, this should be sufficient to make a deduction of two years from the experience requirement.

e—To be able to furnish three references in the advertising profession. These references to profess a knowledge of honesty, thrift and capability.

f—That applicant shall agree to maintain card rates.

g—To be able to submit to the Southern California Editorial Association a statement of assets and liabilities showing current assets 2½ times current liabilities.

h—That satisfactory proof of all above requisites be supplied to the Southern California Editorial Association.



Florida
CONSISTENTLY "WHITE"
~ DURING 1925 ~

A MONTH to month study of the business map published by the United States Chamber of Commerce shows that Florida was the only state in the Union to keep free from black or shaded marks during 1925.

Business and economic conditions are exceptionally good. Conservative capital is being attracted to the State from New York, Chicago and other financial centers, indicating the confidence of Northern bankers in Florida's future.

And reaching to every corner of the state, on sale at all news-stands, is the

The Florida Times-Union
~ JACKSONVILLE ~

Largest City and State Circulation

Daily 53,000
Sunday 70,000

Mr. Newspaper Publisher

WHAT portion of the money appropriated for advertising by local firms—manufacturers, industrial plants, jobbers, wholesalers and others in your city is being spent in your newspaper?

Think of the amount being spent locally for other forms of advertising that would produce greater results in your newspaper.

Why be contented to see this business remain a total loss when it would be a great asset in establishing a new lineage record for your newspaper?

Let this organization with years of careful study and a personnel of experienced representatives show you how to place this potential business in your paper.

We can secure this business without additional cost to you.

Briggs' Proven Feature Pages Will Solve Your Problem.

Thomas W. Briggs Co.

HOME OFFICE - COLUMBIAN MUTUAL TOWER
MEMPHIS, TENN.

MOSES COMMITTEE TO RESUME HEARINGS ON POSTAL RATES MARCH 30

Permanent Non-Partisan Commission to Take Charge Gains Favor in Congress—Action Unlikely at This Session

By BART CAMPBELL

WASHINGTON, D. C., March 25.—Hearings will be resumed March 30 by the Joint Congressional Postal Commission created by Congress to investigate postal conditions and plan a permanent postal rate structure.

Every opportunity will be afforded all of those interested in the postal situation to be heard again, Senator George H. Moses, chairman of the commission, told EDITOR & PUBLISHER.

Mr. Moses replied briefly this week to the demand of the American Newspaper Publishers' Association and other organizations for immediate action upon postal rates. He called the commission together to review the situation. It was decided that spokesmen for the newspaper and other interests should again be given a day in court. After further testimony is taken the commission will endeavor to agree upon an early program.

The commission is hopelessly divided as to how revision of postal rates may be approached so as to insure favorable action by a majority of the Senate and House. The idea that postal rates should be placed in sole charge of a permanent, non-partisan, non-Congressional commission, similar to the I. C. C., is unquestionably gaining ground in Congress.

Whether the present drive to secure postal legislation at this session will succeed is problematical. The opinion is prevalent in some Congressional quarters that the whole subject will be thrown into the next session. Representatives of the publishing interests are expected to continue to oppose further delay, if only by reminding certain Senators and Congressmen that as candidates for re-election this year it would be poor politics for them to side-step the postal issue.

A great deal may depend, however, upon the outcome of the hearings scheduled to begin on Tuesday, March 30.

BLOOM PROMOTED

N. Y. Mirror Circulation Manager Also Directing American Sales

A change in the Hearst organization this week placed Ben W. Bloom in charge of circulation of both the *New York American* and the *Daily Mirror*. Mr. Bloom came to New York about four years ago as manager of circulation for the *American*. Last June he was transferred to the *Daily Mirror*.

Al G. Williams, circulation director of the *San Francisco Examiner*, who has been temporarily in charge of circulation for the *American* for the past six months, has returned to San Francisco. Bloom now makes his headquarters at the *American*. He was formerly with the *Chicago American* and later with the *Chicago Tribune*.

Mr. Williams' friends and associates in New York gave him a farewell dinner at the Waldorf-Astoria Thursday night and presented him with a watch.

THREE COPS ARRESTED FOR PASSAIC ATTACK

Charged With Atrocious Assault by McEvilly, Daily News Cameraman Who Was Badly Beaten in March 18 Riot

Three Passaic policemen, arrested on charges of atrocious assault and battery on Martin J. McEvilly, staff photographer of the *New York Daily News*, were arraigned before Police Judge William B. Davidson of Passaic, on March 22 and, waiving examination, were released on their own recognizance for a Grand Jury hearing March 29.



MARTIN MCEVILLY

The trio arrested were John Van Hoven, Tunis Van Gulick, and Michael Wynne.

Harry H. Van Aken, of Van Aken & Dewitt, counsel for the Daily News, was in court with McEvilly and witnesses prepared to give testimony.

Last Thursday, March 18, McEvilly had been set upon by three policemen during a Passaic strike riot, had been badly beaten, and his camera was smashed.

On the following day Mr. Van Aken obtained three John Doe warrants and with McEvilly and witnesses went to where the strikers were on parade and picked out Van Gulick, Van Hoven, and Wynne by their shield numbers.

After their arraignment Monday, Mr. Van Aken visited Abram Preiskel, Passaic's commisioner of public safety, reminding him he had promised to suspend any policeman who raised a hand against New York reporters or photographers.

"Have you suspended these three policemen arrested today?" he asked.

"No," Preiskel replied.

"Are you going to?" the lawyer persisted.

"Not until it is proved to me that they were guilty," Preiskel said.

Mr. Van Aken then demanded their suspension, stating it was the duty of police to protect newspaper men when they were properly and peacefully performing their duties. He also demanded that the News be reimbursed for its smashed cameras.

"Give me a couple of days to think it over," replied the commissioner.

"Passaic police trampled on the First Amendment of our Constitution, guaranteeing freedom of the press," Mr. Van Aken declared in a subsequent interview with EDITOR & PUBLISHER. "Our forefathers in their wisdom saw that this guarantee was necessary. It has always been looked upon as one of the most essential clauses in our Bill of Rights.

"It is the particularly serious duty of police officers to protect newspaper men from violence, when performing their regular duties peacefully and exercising a right guaranteed them under the Constitution."

Last Friday Passaic police began issuing special police cards to all cameramen and newspaper men, promising them complete protection in the future.

When attacked on March 18, McEvilly was asked to show his credentials and complied. Noting he represented a New York picture paper the policemen chased him into a field where they smashed his camera.

In a resolution requesting an investigation of the textile workers' strike by the Senate Committee on Manufacturers, introduced March 20, Senator LaFollette, Republican, said:

"Thousands of American citizens are being denied their rights under the Constitution of the United States of public assemblage, free speech and free press in that scores of brutal assaults have been and are being made on peaceable citizens including workers in the mills, representatives of newspapers, and local merchants and business men.

"Public officials are in the employ of mill owners, and public peace officers are arbitrarily refusing to enforce the ordinances of cities and statutes of the State for the protection of its citizens."

The reporters are in constant fear.

PUBLISHERS GET NEW I. C. C. RULING

Order Denying A. N. P. A. Permissi To Intervene in Railway Mail Pay Hearings Vacated—Approval Expected

The Interstate Commerce Commissi this week issued an order by Division vacating the order entered on March denying the petition of the Americ Newspaper Publishers Association to i tervene in the railway mail pay hearing

L. B. Palmer, manager of the A. N. A. A. told EDITOR & PUBLISHER the acti paves the way for participation in t hearings, although official permission h not yet been granted.

"If the Commission had no intention allow the A. N. P. A. to intervene the would have been no reason for rescindi the order," he declared.

"The A. N. P. A. hopes and expec the order approving its petition to inte vene will be issued."

TO "DISCOVER WEST POLE"

King Features Syndicate Affair Ap 20 to Be Called "Polar-Lark"

Guests to the annual dinner and ente tainment given newspaper publishers du ing April convention week in New Yo by King Features Syndicate, Inc., will th year attempt to "discover the West Pole M. Koenigsberg, president and gener manager, announced this week.

As usual, the entertainment program being kept secret, but the date is a nounced as April 20, the place as t Friars' Club, and the time 7:30 p. m. 3:30 a. m.

The fact that eight polar expeditio are preparing for arctic discoveries no influenced this year's entertainment title.

Previous parties were called "Lollypo Lark" and "Mud Lark."

A Serial Throbbing With Love Interest

"RED ASHES" *By* **MARGARET PEDLER**



The Latest Novel of This Popular Author

Serialized Into 43 Daily 2-Column Installments— Now Ready for Release

LEDGER SYNDICATE

INDEPENDENCE SQ. PHILADELPHIA, PA.

The **INDIANAPOLIS NEWS**

Advertisers bought more space in the six issues a week of The Indianapolis News in 1925 than they did in the twelve issues a week of both other Indianapolis daily newspapers combined. Proof — written in advertisers' dollars — of the supreme result-power of The News!

Dan A. Carroll, 110 E. 42nd, NEW YORK

J. E. Lutz, Tower Bldg., CHICAGO

Frank T. Carroll, *Advertising Director*

1,747,630
VOTES

326 Papers Participated

That tells the story of the nation-wide prohibition referendum, the most comprehensive and thorough straw vote ever conducted.

It received the greatest sustained front-page play ever accorded a story of that type.

It was originated and supervised by

NEA Service

ALERT CARRIERS CAN ADD OUT-OF-TOWN READERS WITHOUT PREMIUM OFFERS

Proper Handling of Boys by Traveling Representative Biggest Factor, Says Circulator—Suggests Frequent Letters to Non-Readers

By SIDNEY D. LONG

Circulation Manager, Wichita Eagle

TO get the carriers in outside towns to get subscriptions without prizes and premiums is, after all, the real circulation manager's duty.



S. D. Long

In order to carry out this task, it is first necessary to have the right kind of carriers—in fact the best possible carriers. If it is a one carrier town, the traveling agent should use the utmost care in selecting the carrier.

The procuring of new carriers dates back farther than the telegraphed resignation of the carrier who has had the route and the rushing in of a traveling representative hurriedly to procure somebody to take the route, fearing that he will not be able to deliver the papers. Upon each visit in the town the traveling representative should get acquainted with other boys in the town; should talk up the route business among influential folks who might know boys. One of the unhappy features in outside towns in reference to newspaper delivering is the fact that very few people in the town realize the importance of newspaper delivering to boys who want to earn their way through school.

Every town has its ambitious boys. Every town has its boys who wish they would have a newspaper route. The traveling representative visiting these towns should mingle with the boys, get acquainted with them and find boys who want a route, talk to men who are interested in boys and who would keep their eye on a boy or two who might want a route. None of this is done to undermine the boy who has the route. It is done to make his route more valuable and the newspaper business in that town more sought after and more valuable. Every carrier should have a substitute who knows his route thoroughly and who wants the route when he quits. If there is a substitute waiting for the route and there are other boys in the town interested in having a route to earn their way through school, your regular carrier feels a greater importance in his own route and will listen more to the urgency of the circulation department in giving good service and building up his route.

When the representative is in town, have him go out with the boy and help him make his delinquent collections and impress upon the folks who are delinquent in their payments that this boy has to pay his bill whether they pay him or not and all the money they fail to pay him is lost by the boy. If the boy is falling down in his collections, stay in the town with him long enough to find out what is the trouble and then don't condemn, but help the boy. He is your representative. He is your hope in that town.

The same thing is true in reference to procuring new subscribers. Never allow your traveling representative to get into the attitude of procuring poor subscribers for a carrier. I think a lot of the traveling representatives should be fired rather than the carriers. The traveling representative is a man and should have deep enough respect for the office at least never to get a poor subscriber or bad list of subscribers for a boy carrier in an outside town.

The representative should get hold of the boy after school and take him with him on his soliciting trip about the town. It will help the boy to listen to the traveling representative solicit for new subscribers; it will teach him how to get new subscribers and it will teach him the value of new subscribers after he gets them. The party at the door will be impressed by the fact that the boy is with the traveling representative and that this boy wants the subscribers and needs the subscribers to earn his way through school.

A list should be procured of the non-subscribers in the outside towns. A letter should be prepared by the boy through the assistance of the traveling representative and that letter arranged in the newspaper office by mimeograph, etc. and signed by the boy and mailed out to the non-subscribers in the town. Three of these a month are very valuable.

Before the traveling representative leaves town, he should telephone nearly everybody who has a phone and tell them that he is calling them on account of this boy who has the route and that in order to help him build up the route that he, the representative, wants them to take the paper. Incidentally, of course, he will tell them the value of the newspaper.

Don't forget that your local tie-up is the boy and never forget to use the good reputation of your boy carrier in soliciting.

One of the stumbling blocks in the outside town with the carrier is the fact that he is allowed to get behind with his bill and then the traveling representative is sent there to raise a row with the boy. This is bad business. Stick with the boy and build him up so that he will be successful in his collections and in his solicitations and he will not get to the stage that he owes a bill but that he is always at the stage of paying his bill and being a good solicitor. This is entirely up to the traveling representative who is in the field and of course to the circulation manager who is the director over all. The circulation manager should keep in close touch with the boys in the outside towns. He should write them not less than once a month a friendly letter, perhaps at times putting phrases in that are kind but firm. Many a boy has fallen down in an outside town through the lack of having somebody to look to and to please when he gets a new subscriber or two, or when he sends in an increase.

In the above I have used as the example the outside town with the one carrier. The principle is the same where you have the agent and he has a number of boys under him. The agent should be constantly worked with as I have described with the boy above. His route will be built up. It will become more valuable.

The routes in the outside towns can be run and built up without prizes or premiums. It perhaps is not the quickest or flashiest way but can be done and the results are substantial.

CAMERAMAN OUTWITS CROWD

Slips Plates to a Boy and Gives Blanks to Belligerent Foes

After a spirited battle in the Senate chamber of the Virginia legislature, March 10, Mitchell Elkins, cameraman for the *Richmond Times-Dispatch* saved two flashlight plates showing Senator Alfred C. Smith surrounded by friends just after the Senate in night session had voted to expel him from that body.

As the vote to expel was announced Elkins let off his flashes. He was immediately surrounded by an angry crowd of Smith supporters who demanded the plates. Elkins fought his way to a stairs, and in the excitement was able to slip the plates to a boy who had been stationed there. The latter rushed them to the newspaper. Elkins then "surrendered" two plates, both blanks, to the belligerent Smith supporters, and they were promptly smashed.

The Smith expulsion fight has been big news in Virginia and the vote March 10, was the climax of the story.

Elkins is a former *New York Mirror* photographer. Arrangements for covering the story were made by Ernest Pollard, managing editor of the Times-Dispatch.

EVOLUTION LIBEL CASE

North Carolina Minister Brings Su Against Raleigh Times Co.

A suit for $25,000 was filed in Superi Court this week by Dr. J. R. Pentuf Baptist minister, against The Times Pul lishing Company of Raleigh, N. C., Joh A. Park, publisher, and Oscar Coffi editor, charging publication of an "i jurious" article.

The complaint charged that the artic appeared in *The Times* on February 2 last, and "was injurious to Dr. Pentu as an individual and an educator," being set forth that the paper referre to the minister as an "ignorant ign ramus." He alleges that it also calle him "unmannerly" and "discourteous when appearing before a committee di cussing the Poole evolution bill at th last session of the General Assembly.

He asserts that the article said he ha to be "suppressed" by Chairman Conn of the committee.

Mental anguish to his family and hi self as well as affecting his livelihoo were charged.

Anthony Named Ad Manager

Mitchell J. Anthony, who has bee connected with the advertising depar ment of the *Pasadena* (Cal.) *Evenin Post,* has been advanced to advertisin manager.

Coast Paper Occupies New Home

Banning (Cal.) *Record,* owned by Car Barkow and Harvey Johnson, has bee moved into a new and larger plant.

CONFERENCES at the NEWSPAPER CONVENTIONS

During the fourth week in April, I will be at the Waldorf-Astoria, New York City.

C. B. HOLLISTER, General Manager

HOLLISTER'S Circulation Organization

Wire or Write Us Now Care of LOUISVILLE (Ky.) HERALD-POST

Key



To the Wests richest market... Southern California and her 2,600,000 prosperous people.

Los Angeles Examiner

More than 385,000 Sunday

More than 165,000 Daily

FLAPPER FANNY says



"Drudgery just takes the joy out of life."

Quite correct, and applicable to stereotype foundries where the pasting fuss and steam table nuisance still persist.

Certified Dry Mat Cold stereotyping does away with both nuisances, and improves working conditions for the stereotyper, while it saves money for the publisher.

Let us tell you how others have taken the drudgery out of their stereotyping. There's no obligation on your part.

CERTIFIED DRY MAT CORPORATION

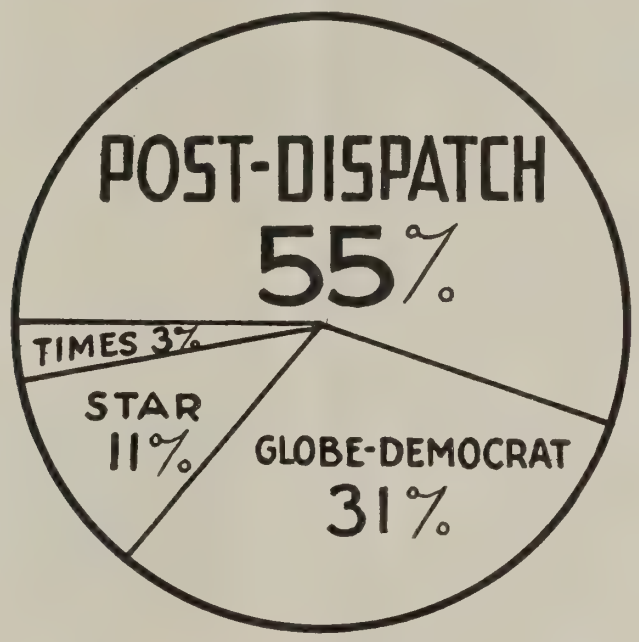
340 Madison Avenue New York, N. Y.

for wet mat printing with DRY MAT facility — use Certifieds

MADE IN THE U. S. A.

The Post-Dispatch Holds Want-Ad Supremacy in St. Louis

The True Index of a Newspaper's Value as an Advertising Medium and Its Popularity in Its Home City Invariably Is Its Volume of Want Advertising.



This chart illustrates the proportion of want-ad advertising carried by each of the St. Louis newspapers during 1925. Each division within the circle shows the percentage of the total published by each newspaper.

For almost a quarter of a century, year after year, without exception, the Post-Dispatch has been the people's popular classified advertising medium in St. Louis.

The Post-Dispatch has no single competitor in classified lineage comparisons in its field. . .The supremacy of the Post-Dispatch is based upon comparisons with the second, third and fourth newspapers combined!

In the count of separate advertisements, the same one-to-three comparisons are necessary—the Post-Dispatch excess over the three others during 1925 having been almost a quarter of a million individual classified advertisements.

Measured by the infallible classified standard, the medium of surest results in St. Louis is the Post-Dispatch.

The Sunday Post-Dispatch has over 100,000 more paid circulation than the only other St. Louis Sunday newspaper.

The Daily Post-Dispatch has over 38,000 more City Circulation than the morning newspaper — over 27,000 more than both other evening newspapers combined.

ST. LOUIS POST-DISPATCH

ST. LOUIS' ONE BIG NEWSPAPER

NEW YORK
Murray Hill Building

DETROIT
Book Building

CHICAGO
Tribune Tower

KANSAS CITY
Coca Cola Building

SAN FRANCISCO
564 Market Street

LOS ANGELES
Title Insurance Building

SEATTLE
Terminal Sales Building

MOTOR ADVERTISING IN NEWSPAPERS WILL CONTINUE HEAVY

Competition Keener Than Ever, for Summer Sales as Show Season Ends and Larger Space Copy Figures in Many Schedules

DETROIT, March 22.—With the end of the motor show season, the men in the factories are beginning to figure out production schedules for the next few months and assemble the loose ends. Few people realize the endless lot of work that is piled up during the show season—between January 1 and March 15. With exhibitions in all the larger cities, cars and chassis must be routed from the Atlantic to the Pacific and sometimes back again, then to the Canadian border and again to the Gulf of Mexico. For the sales department there is a great deal of correspondence. Thousands of miles are traveled by factory executives. Advertising departments are swamped.

It was with a sigh of relief that the factory heads saw St. Patrick's day nearing. It meant a celebration all their own. That date meant the Boston show was over, and not another big show in sight. Boston officially ends the season.

Today on the desks of sales managers in every automobile plant in Detroit—and undoubtedly in plants in other cities—there are enough orders to keep the factories at 100 per cent production for another two months at the least. But it is not the orders for April delivery that mean anything. What the officials want to see is a steady stream of orders going into the summer and beyond.

Shows in the Middle West and beyond produced more orders than in 1925, but New England this year did not as an entirety pour out a lavish stream of paper signed on the dotted line. There were various shows in that territory ending with Boston, but sales were not very large.

One of the big factory men here received a report that while some cars in the Boston show that exceeded last year's sales by 80, 90, and 100 per cent, many others fell off as much as 50 per cent. That leveled the average. Because there was a falling off in February in New England, due to storms, dealers had expected the show to produce a larger amount of sales than usual. Its failure to do so puzzles the factory men. Generally, New England is considered a barometer. When it begins to slow down, it is understood to mean that conditions are a bit warped and the wave of inaction will reach the Middle West in about three months and the Pacific Coast six months later.

Checking up on their expenditures, factory officials find that generally for the first three months of 1926, they have doubled their advertising appropriations, due to going heavy in show cities. And the big schedules are not exhausted yet. There is such keen competition going on that a message on some one point that might turn minds toward certain cars is hurried into the newspapers for quick results. It is necessary. The copy is large enough to get prominence—full pages are no longer a six months' wonder in advertising departments.

There is little doubt in the minds of the manufacturers that the big newspaper campaigns have been largely responsible for the heavy wave of buying which swept the country in January and February. There was a certain enthusiasm as a result of the shows. Just how lasting it will be remains to be seen. Manufacturers are now checking up on Pittsburgh where no big show was held this year in one building, the dealers having "show week" in their salesrooms. If this was effective and more economical than a show week at a big building with all its ramifications such as luncheons, dinners, etc., it may have an effect on shows in other cities.

Some of the older men in the industry who go back to the days when political campaigns meant shouldering a torchlight and wearing a colorful costume are watching the shaping up of the Congressional battle this Fall. To some of them it does not look any too cheerful—that is those who are backers of the present administration. If the World Court opponents succeed in catapulting a few Senators out of their seats, so that the administration loses control to a coalition, it will not please motor makers who have irons in the Wall street fire. They are wondering also if the recent shaking-down of the financial stock tree is a barometer of cloudy Fall conditions. Last year's great motor earnings sent the stocks to new high prices, but many of the executives are sobered down now and are beginning to be ready to shift their feet from accelerator to brakes.

They are watching each other's financial statements for the first quarter to get the true bearing on conditions. Has the big volume of production meant greater earnings? Or did it involve shrinkages? One glance to these men will tell them what they want to know. Whatever happens, stocks of cars must not be allowed to pile up either here or in the warehouses much after the middle of April. To move them every means must be resorted to and that means advertising. In strategic points there are today many cars stored, held by factories which would not overload the dealers, and awaiting the Spring demand. Other factories have been sending specified allotments each month to dealers. They are getting down to regular percentages now. The Willys-Overland Company, for example, expects its dealers to sell seven per cent of the cars in each specified territory. Studebaker figures that in its own class some 21 per cent of the sales should be theirs. Others are working out similar plans. Dealer organizations are being changed where men or firms refuse to sign up for allotted amounts.

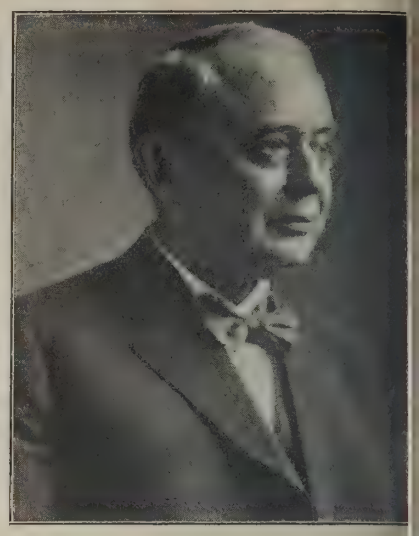
There is a surge of optimism floating about Detroit today. It augurs well, of course; but underneath is a current of conservatism—not pessimism—which will leaven it. That is needed. The slump a few years ago is still too vivid to be forgotten. The motor factories today can slow down after the first six months, and go along so that earnings based on both 1925 and 1926 would show a good profit so large were the totals a year ago. It was this large surplus in 1925 that encouraged the expansion in advertising for 1926. Schedules will run pretty true to form until Summer, and it may be necessary to inject extra supplementary schedules in between then and Fall to keep cars moving into the hands of purchasers. Whatever curtailing is done after July 1 should not affect advertising in the newspapers to any great extent.

Their first three months' totals have been correspondingly large, keeping pace with motor car output.

The picture of late Summer and Fall sales can be sketched in another six or eight weeks. It will all revolve around the stock of used cars. Unless the dealers move at least 60 to 75 per cent of them without suffering a loss there will be a stopper in the neck of the new car bottle.

As a rule when a man is generous to a fault, it's his own fault he's generous to.—*Little Rock Arkansas Gazette*

70 YEARS WITH PAPER



A REMARKABLE anniversary was celebrated by the *Rome* (N. Y.) *Sentinel* last week when on Wednesday the paper paid tribute to Augustus C. Kessinger, publisher, on the 70th year of his connection with the paper.

Mr. Kessinger, now 84, joined the Sentinel in 1856 as printer's devil and in 1864 became part owner of the newspaper.

He has been at his office every day and has allowed himself no let-up in the daily routine

Trade Mark **FLEXIDEAL** Reg. U S Pat. Off

THE IMPORTED DRY MAT OF SUPERIOR QUALITY

Write for Free Samples

FLEXIDEAL COMPANY, Inc.

15 WILLIAM STREET NEW YORK CITY

FIRST IN OHIO

21,544,376 LINES OF PAID ADVERTISING IN 1925

A New High Mark for the Columbus Dispatch

1925—Recorded the greatest year in the history of this newspaper. The increase over 1924 totaled 716,655 lines. The Dispatch led all other Columbus newspapers *combined* by 3,680,065 lines.

First in Ohio

Year after year The Dispatch maintains its leadership over all other Ohio newspapers, publishing 2,648,383 lines more than the second largest newspaper during the past year.

Greatest Circulation

It is quite natural that The Dispatch should have the public confidence and the greatest number of readers. Its daily circulation of 103,526 exceeds the second Columbus newspaper by many thousands.

Dispatch published over 54% of the total Advertising carried by Columbus newspapers.

DETAILED RECORD

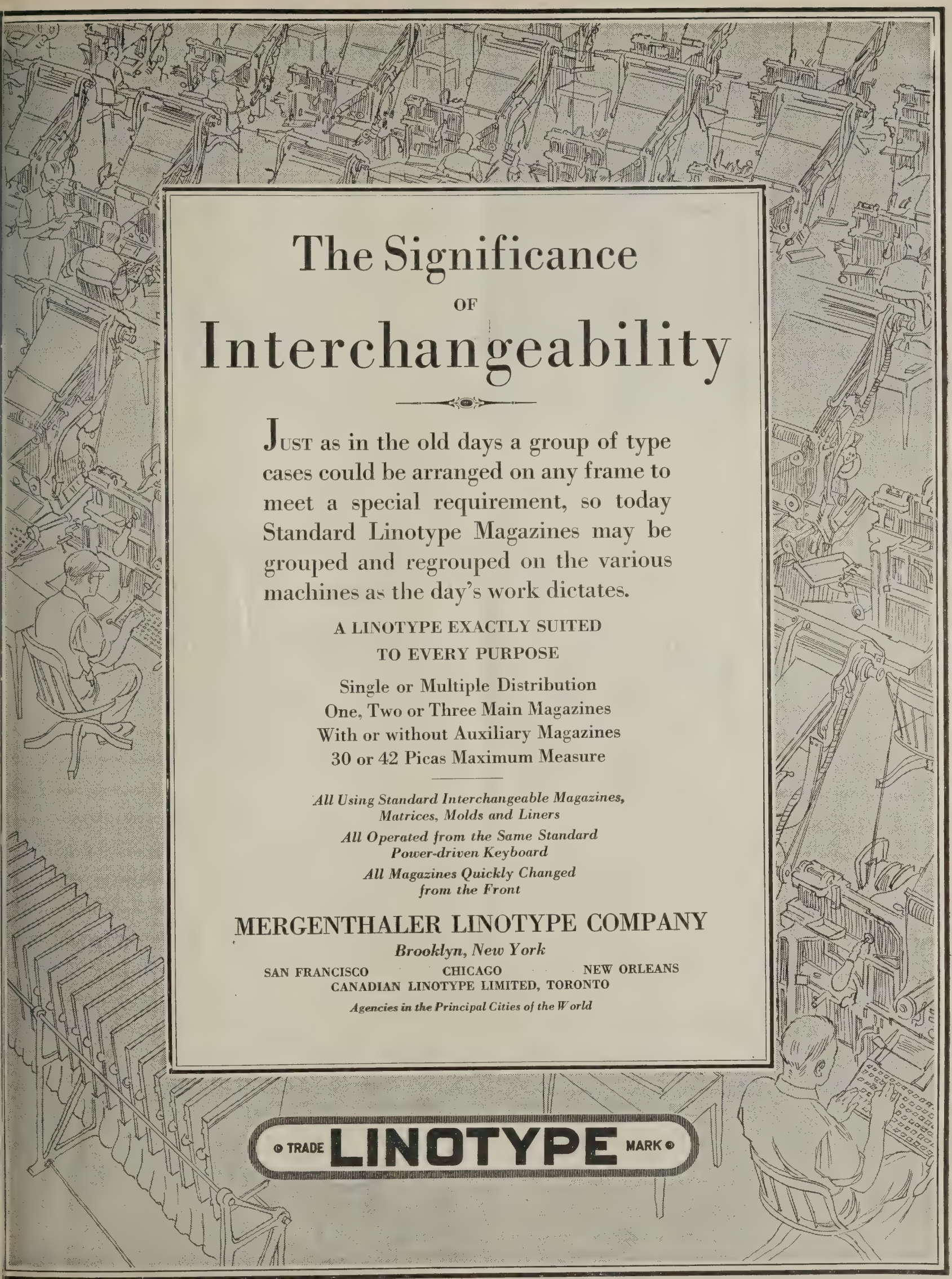
The following Local, National and Classified advertising figures clearly show the outstanding leadership of Ohio's Greatest Home Daily.

LOCAL ADVERTISING	
DISPATCH	14,545,185
Citizen	7,560,480
Journal	5,412,427
NATIONAL ADVERTISING	
DISPATCH	2,873,286
Citizen	1,135,626
Journal	738,423
CLASSIFIED ADVERTISING	
DISPATCH	4,125,905
Citizen	1,611,205
Journal	1,406,150
TOTAL ADVERTISING	
DISPATCH	21,544,376
Citizen	10,307,311
Journal	7,557,000
Grand Total	39,408,687

The Dispatch is maintaining this leadership by an even wider margin for the first quarter of 1925.

Columbus Dispatch

OHIO'S GREATEST HOME DAILY



The Significance OF Interchangeability

JUST as in the old days a group of type cases could be arranged on any frame to meet a special requirement, so today Standard Linotype Magazines may be grouped and regrouped on the various machines as the day's work dictates.

A LINOTYPE EXACTLY SUITED TO EVERY PURPOSE

Single or Multiple Distribution
One, Two or Three Main Magazines
With or without Auxiliary Magazines
30 or 42 Picas Maximum Measure

All Using Standard Interchangeable Magazines, Matrices, Molds and Liners

All Operated from the Same Standard Power-driven Keyboard

All Magazines Quickly Changed from the Front

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

© TRADE **LINOTYPE** MARK ©

Composed on the LINOTYPE *in Bodoni except for hand-set title-line*

520.25.12-F

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



"Classified Guarantees Circulation."—R. A. Henderson

CLASSIFIED advertising was this week called a newspaper's best builder and retainer of circulation by R. A. Henderson, London business representative of the *Sydney* (Australia) *Morning Herald,* who is visiting New York.

The Morning Herald, Mr. Henderson said in an interview with EDITOR & PUBLISHER, devotes an average of 70 per cent of its daily space to classified advertisments, strictly regulated, and has found the practice pays big dividends, despite the fact it is sold at a rate 25 per cent less than display copy.

"We carry display advertising, of course," Mr. Henderson said, "but we really prefer classified, because we believe the latter guarantees us steady circulation. in the 96 years the Herald has been publishing, we have educated our readers to look for their advertising news in our carefully classified columns. A reader interest and reader confidence has thus been created with the result that this type of advertisement is now being used in Sydney by department stores, drug stores, drapery shops, hotels and many other advertisers who in most cities use larger copy.

"We will not accept display copy under 12 inches double column and in multiples of this size. It is our rule also not to print display advertisements on the same page as classified, to prevent the latter from being overshadowed.

"What has been the result? Our paper has kept its net sales steady. Our circulation never swings sharply up or down as I understand newspaper circulations in this country frequently do.

"Our experience has been that our paper is often purchased for its classified advertising. This is particularly true because of the advertising news printed in paid classified space of fashions, of births, marriages, and deaths.

"There is a saying in Sydney that a person is not born unless a statement of the fact is published in a Herald classified advertisement, he is not married unless his friends are informed through the classified columns, and he certainly is not dead, unless a classified advertisement records it."

Mr. Henderson said the secret of classified success lay in the building up of real reader confidence through strict censorship, the availability of classified agents, and careful and consistent classification of the various advertisements.

"We have a very strict censorship rule in force to protect our readers against misleading classified ads," he asserted. "We refuse to accept mail order advertisements until we are satisfied that the goods advertised are absolutely all right. We also will not advertise any cure-alls. In a 'business for sale' item, for instance, if there is any shadow of doubt in regard to it, we submit our copy to the police for investigation. In the case of a drug advertisement, we purchase a sample of the product, and send it to the government health department for analysis. If the health department reports unfavorably, we refuse to publish the advertisement in our columns."

Of utmost importance in the handling of classified copy, Mr. Henderson believes, is the practice of using the same pages daily for the same classifications. Thus each day page one of the Herald is filled solidly with shipping classified advertisements; page two invariably carries fashion copy exclusively; amusement advertisements will always be found on page three, positions vacant and situations vacant are on the last and next to last pages; and marriages, deaths, and births are consistently placed opposite the leader page.

"A reader can turn to what he wants in our paper blindfolded," Mr. Henderson said.

The availability of classified agents is also a necessary point in building up and maintaining classified custom, according to Mr. Henderson.

"In addition to the usual telephone facilities, the agents who sell our paper also accept classified advertisements, for which they are paid a commission. The entire territory served by the Herald is divided up into small blocks, the franchises to which are owned to Herald agents. These agents, while owning the franchises, may be replaced by our management if their work proves unsatisfactory.

"We keep in constant touch with them and they with us. They are instructed to mail in their classified copy if there is time, but otherwise, in order to make an edition, to use the telegraph."

The Herald, Mr. Henderson said, is now building a new plant, which when completed, will stand among the leaders of the world. It was started three years ago and is still in the process of construction. Before work began the general manager spent a year traveling in various countries seeking out all details of newspaper building, to incorporate them into the Herald's plant.

Mr. Henderson started as a "cadet journalist" for the Sydney Herald 11 years ago, and subsequently became what is called there "government roundsman," corresponding to political editorship in this country. In May 1923, he transferred to the business side of the paper, and, after a visit to this country, took over control of the Herald's London office.

The world has been moving along at such a rapid pace that few women now worry over the small boy who plays marbles for keeps.—*Indianapolis Star.*

REPORTER AND COP CLASH

Former Loses Case and Another Pays $10 for Obstructing Firemen

Dissatisfaction of London, Ont., newspapermen with certain officials and members of the police department culminated in a clash at an early morning fire recently. In the two police court actions which followed, Norman A. Campbell, night reporter of the *Advertiser* was fined $10 for obstructing firemen, while Constable Glidden was dismissed on a charge of common assault, laid by Emmet E. Kelleher, assistant night editor of the Advertiser.

While deploring the lack of harmony between reporters and the police, an editorial in the Advertiser championed the actions of the two members of the staff involved in the fracas.

Campbell went inside the fire lines at the blaze to converse with Chief Aitken when he was arrested by P. C. Glidden, who claimed the reporter had been warned to keep back.

After Campbell's arrest, Kelleher, and Charles March, night reporter of the Free Press, went to police headquarters. Kelleher's charge that he was violently ejected from the station was corroborated by March on the witness stand.

Magistrate A. H. M. Graydon, who tried the obstruction case, declined to act in the assault case, Deputy Magistrate Gladman rendering the decision in favor of the policeman. In the opinion of the court, Kelleher had not used the best of judgment in going to police headquarters after Campbell's arrest.

State Official to Scan Ads

Wisconsin is to employ a special inves tigator of fraudulent advertising to se that the state's law, passed at the la legislative session providing a penalty fo false advertising, is enforced. Civ service examinations for the position ar to be held April 17. The duty of en forcing the law has thus far been in th hands of the treasury agent.

Winston-Salem Journal to Build

The *Winston-Salem* (N. C.) *Journa* has announced that plans are being draw for a new building of colonial desig four or five stories high. It will b located on Marshall street, near Fourt and is expected to occupy 5,000 squar feet of space. Harold Macklin, archi tect, has been studying newspaper plant in the East.

L. A. Examiner Writers' Frolic

Members of the editorial staff of th *Los Angeles Examiner* held their annu banquet and frolic Saturday, March 2 at the Hollywood Writers' Club. Mov celebrities furnished entertainment.

A special newspaper printed for th occasion was distributed.

New Little Falls Plant

Little Falls (Minn.) *Daily Transcri* is putting up a building which it expec to occupy by June 1.

The popular idea nowadays of the te rible hardships of American pioneers i that they had to start their automobile with cranks.—*Louisville Times.*

Los Angeles Circulation Test

Local Los Angeles advertisers forever keep in mind that home-delivered circulation counts double. They know that the city, due to its swift growth, contains an extremely large percentage of newcomers, and that these new arrivals exert no shopping influence on the community whatever. Unaccustomed to the climate and fearful of purchasing things unsuited to local needs, they invariably consult with permanently-located friends, or, in the case of small purchases, buy whatever the dealer hands out.

Los Angeles is thus a market where home-dwellers decide for everybody, hence the necessity of "selling" this group. To ascertain the home-delivered coverage of local papers, business firms conduct frequent tests, not that there ever is a doubt as to which paper will rank first, since Los Angeles Times' leadership is overwhelming, but mediums supplementary to The Times may vary with the season, conditions, or politics.

In the most recent test, conducted during February, 1926, the Delco Light Company mailed out 400 return postals to people who had purchased their FRIGIDAIRES. The names of all six Los Angeles newspapers were printed, and customers asked to check those received at their homes. Out of the 129 households responding, 86% were subscribers of Los Angeles Times. The complete tabulation showed—

Number of Copies of Each Los Angeles Newspaper Delivered at the Homes of 129 Frigidaire Customers

Los Angeles Times	111
First afternoon paper	40
Second afternoon paper	36
Second morning paper	29
Third morning paper	11
Third afternoon paper	2

Los Angeles Times leads in home-delivered circulation in Los Angeles, in California, and on the entire Pacific Coast.

Los Angeles Times

Eastern Representative

WILLIAMS, LAWRENCE & CRESMER CO.

225 Fifth Ave., New York 360 N. Michigan Blvd., Chicago

Rate:

"up" 2 cents

Circulation:

"up" 21,000!

On March 15, 1926, the national advertising rate of The Toledo News-Bee advanced 2c a line. During the period the former rate was in effect, the paid circulation of The News-Bee increased more than 21,000—thirty-one per cent. The present circulation of The News-Bee exceeds 91,000.

The Toledo News-Bee

A Scripps-Howard Newspaper

National Representatives: Allied Newspapers, Inc.

MIDWEST CIRCULATION MEN AT THEIR TULSA MEETING



Members of the Midwest Circulation Managers Association met last week in Tulsa, and their proceedings were noted in EDITOR & PUBLISHER last week. Those in the above picture top row (left to right) are: E. E. Scott, Tulsa; R. M. Duston, Little Rock, Ark.; Walt Reynolds, Fremont, Neb.; Lloyd Smith, Kansas City; Harold Hough, Fort Worth; M. W. Florer, Dallas; J. S. Parks, Fort Smith, Ark.; Sidney D. Long, Wichita, Kan.; DeForest Steele, Pueblo, Colo.; J. V. Hollett, Tulsa; K. A. Ward, Dallas; Will Scott, Fort Scott, Kan. In the bottom row (left to right) are: L. J. Hoffmann, St. Louis; Frank A. Bernatt, Pittsburg, Kan.; Herbert Peters, Muskogee; Glen Hough, Oklahoma City; A. K. Kilgore, Oklahoma City; Fred Seacrest, Lincoln, Neb.; S. T. McDonald, Hutchinson, Kan.; G. C. Gardner, Fort Smith, Ark.; G. P. Delaney, Moberly, Mo.; M. R. Hueber, Tulsa.

THESE IDEAS APPEALED TO RETAIL ADVERTISERS—AND THEY WORKED

"Diagram" Ads Used as Guides Through Department Store—Denver Merchant Started Automobile Controversy in His Copy

By PHILIP FRANCIS NOWLAN

THE Frank & Seder store in Detroit has had a great deal of success with the "diagram advertisement" in staging a special sale. The idea is a very simple one. It consists primarily of giving the floor plan of the store in the advertisement, with the locations of the various counters and the classes and sizes of merchandise the customer will find at each. There are three distinct advantages. The diagram gives the advertisement an unusual appearance and therefore attracts more than normal attention. It creates good will among consumers, who appreciate a common-sense and unusual arrangement for their convenience. It lessens confusion at the sale itself, making the task of directing customers to the proper counter a less burdensome one, and so speeding up the work that a given number of salespeople can wait on a larger number of patrons with less effort.

Officials of the store declare that the plan in some instances has made it possible to take care of twice as many customers in a given time as otherwise. They have noted that a surprisingly large number of women who come into the store actually have clipped these diagrams from the store's advertisement and use them as guides.

With big cards over the counters themselves, duplicating the information given in the diagram, it has been found that customers will wait on themselves to a large extent, and 40 salespeople, for instance, can sell more than 1,000 knit dresses or sweaters in a day.

Several stores in Clearfield, Pa., joined in the purchase of a page of advertising, with it staging a contest for youngsters on the basis that one of the best ways to attract the attention of parents is through the interests of their children.

The point of the plan was the award of prizes to the children who got out their boxes of paints and brushes and made the best jobs of coloring the illustrations in the advertisements.

The fundamental idea is not restricted to a contest in coloring advertisements. A puzzle interest of almost any sort could be substituted, or the old "tried and true" plan of an essay contest based on something in the advertisements. Nor is the idea one that necessarily would have to be applied by a number of stories in co-operation.

Innumerable variations of the scheme suggest themselves as you think of it.

Here's a thought to put in your tickler file until election rolls around. Broadly it is the opportunity for the retail merchant to attract some attention to his store by tying it up in some way with the election or with one or both of the opposing candidates without actually injecting himself or his store into politics. It is essentially a light-hearted idea. Form a little committee and wait upon one or both of the candidates with a gift of a hat, or a suit of clothes, or whatever the store may be selling, with the store's compliments. Then mention the incident in an ad, giving a detailed description of the merchandise. Or some chatter about the political situation, preferably but not necessarily illustrated with a humorous drawing, will in itself make an attention-compelling introduction to merchandise announcements. Such stores as Weber & Heilbroner's, Lord & Taylor's, Dobbs, and Ovington's in New York made good use of this sort of thing during the last Democratic national convention.

When a merchant is remodeling his store front, with consequent loss of window publicity, he should counterbalance this temporary loss by increased newspaper publicity. It was on this theory that the Fair Store, in Lexington, Ky., heavily increased its advertising space and also took occasion in its advertising to explain to the public just why it was remodeling its front; and staged a "remodeling sale."

The Kline ready-to-wear shop in Detroit considers that the most profitable advertising money it ever spent was $300 in prizes for the best letters from women telling why shopping at the store was a "profitable pleasure." More than 1,000 women replied in three days, giving the store ammunition for advertising copy that lasted a long time.

There is no question but that one of the best ways for a store to attract the attention of consumers is to ask them a question. When the Owl Drug Company in Los Angeles advertised prizes for the best opinions on bobbed hair, it received 14,626 replies. Incidentally the vote stood 10,255 to 4,371 for the "bobs."

And here's a snappier idea for those great open spaces of the West, where men are men, and speak more from the face out, reclining less on dignity.

Frederick W. Jefferay runs a clothing store in Denver. He figured he needed a new automobile, and that he might just as well "start something" in the process of selecting it. So he just mentioned the desire right along with his talks about clothing in his newspaper advertising, challenging the automobile agencies to tell him why he should buy what each had to offer. Most of them accepted the challenge in their own advertisements, which they addressed to him. There was a lot of good-nature "kidding," and Jefferay strung it out a long as he could. The publicity obtaine through this debate, carried on in ac vertising space, benefited the automobil agencies as well as Jefferay. It gav the public many a chuckle—and it cer tainly didn't hurt the sale of newspape space.

Brooklyn registered last year 25,052 new passenger cars.

Among all the evening newspapers in Greater New York, the Standard Union stood third for the years 1923, 1924 and 1925 in the amount carried in automobile display advertising.

R. J. R. Hunsiman
President

LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPER

The Duplex Tubular

Product — Economy — Flexibility — Service

"Our Customers Write Our Ads."

Chicago, Ill., JOURNAL OF COMMERCE
SAYS—
"The DUPLEX TUBULAR has more than come up to our expectations and the representations made for it."

Jeannette, Pa., NEWS-DISPATCH
SAYS—
"Our new DUPLEX TUBULAR press is everything you told us it would be and more."

Lawrence, Mass., SUN
SAYS—
"Our DUPLEX TUBULAR runs like a first-class well regulated automobile."

Fullerton, Cal., TRIBUNE
SAYS—
"The DUPLEX TUBULAR is no doubt the most economical rotary press in the United States today."

Miami, Fla., TAB
SAYS—
"The DUPLEX TUBULAR is the best press for tabloid publications in existence today."

Wichita Falls, Tex., TIMES
SAYS—
"The DUPLEX TUBULAR has flexibility, speed, and economy of operation. It meets our needs fully."

Chicago, Ill., NAT'L PTG. AND PUB. CO.
SAYS—
"We are for the TUBULAR because the TUBULAR is a money maker for us."

Sherbrooke, Que., RECORD
SAYS—
"We are pleased with the simplicity and low cost of operation of our TUBULAR."

Janesville, Wis., GAZETTE
SAYS—
"The flexibility of the DUPLEX TUBULAR appeals to us. Its economy of operation is another feature and its speed on all runs is the same."

Rome, N. Y., SENTINEL
SAYS—
"The DUPLEX TUBULAR runs like a greyhound."

Ironton, Ohio, REGISTER
SAYS—
"We feel that our DUPLEX TUBULAR has been largely responsible for our increase in business, as well as in circulation."

Los Angeles, Cal., ILLUSTRATED NEWS
SAYS—
"The DUPLEX TUBULAR turns out its work very easily and at extremely low cost."

Sedalia, Mo., DEMOCRAT
SAYS—
"The TUBULAR is on the job all the time."

McKeesport, Pa., JOURNAL
SAYS—
"Our DUPLEX TUBULAR in its operation and its clean, clear work has been eminently satisfactory."

Paducah, Ky., NEWS-DEMOCRAT
SAYS—
"The fine appearance of our paper tells better than we can the service we are getting on our DUPLEX TUBULAR."

Cleveland, O., PRESS & PLATE CO.
SAYS—
"We are pleased to tell the wide, wide world that DUPLEX TUBULARS ARE RIGHT."

Orlando, Fla., REPORTER-STAR
SAYS—
"We count it indeed a lucky day when we purchased our DUPLEX TUBULAR."

Lockport, N. Y., UNION SUN & JOURNAL
SAYS—
"Our DUPLEX TUBULAR is so simple and easy to handle that our crew has always been able to get 100% efficiency in production throughout each day's run."

Hartford, Conn., CATHOLIC TRANSCRIPT
SAYS—
"The DUPLEX TUBULAR press has worked out to our complete satisfaction."

Sherman, Texas, DAILY DEMOCRAT
SAYS—
"Good delivery, bigger and better printed and better looking papers come from our DUPLEX TUBULAR."

Albany, Ga., HERALD
SAYS—
"We have just issued on our DUPLEX TUBULAR a 160-page special edition which has received very flattering comment on account of the marked excellence of the press work."

Or ask ANY of the other hundreds of daily users.

The Reason is

The Tubular Doubles the Product, plate for plate—all page steps by twos and every product with single plates at full speed. NO OTHER CAN DO IT.

Ask for full information

THE DUPLEX PRINTING PRESS COMPANY

Main Offices and Works: BATTLE CREEK, MICHIGAN

World Bldg.
New York City

77 Washington Street
Temple Building
Chicago

De Young Bldg.
San Francisco

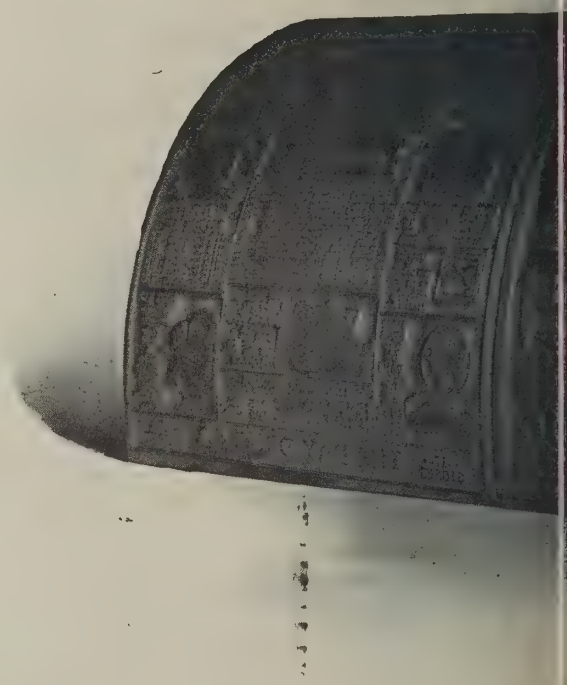
A POOR PRI

Is the Father of

If plates are not true in curvature, they cannot print well.

If they are inaccurate in thickness—or are sprung in the making—

Mis-shapen printing plates are not the fault of those who make stereotyper cannot turn out true plates with hand apparatus.



Even with the best hand box and plate finisher made, plates Such plates are the cause of newsprint waste, press delays, and poorl

AUTOPLATE Machines make plates that are accurate in curv to do its work comfortably, without delay and without waste, and delivery room.

Because of these advantages American pressbuilders recommen printing presses.

WOOD NEWSPAPER MA

501 FIFTH AVENUE, N

TING PLATE
Lot of Trouble

vill break sheets on the press, injure press blankets, and print poorly.
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untrue in curvature, inaccurate in thickness, and out of shape.
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me in three departments—the foundry, the pressroom, and the

sell AUTOPLATE machinery to the users of their newspaper

NERY CORPORATION
RK CITY

EDITORIAL

NEWSPAPER MEN'S WILLS

WHAT, if anything, does a millionaire newspaper proprietor owe, when he comes to making his will, to salaried employes who have loyally aided him to rear his journalistic enterprise? What does he owe to his institution?

The employes have been paid, presumably adequately, for their time. They risked no capital. They were free to stay or seek their fortunes elsewhere. A man who establishes a profitable business through the investment of money, faith in policies, enterprise, talent, work, is at liberty to make such disposition of his property at death as he may elect. It is wholly optional with him whether those who have assisted shall be remembered, whether his newspaper institution shall be perpetuated, or whether the business shall be put up on the block as might any other property and the proceeds be philanthropically dispersed. That is one view.

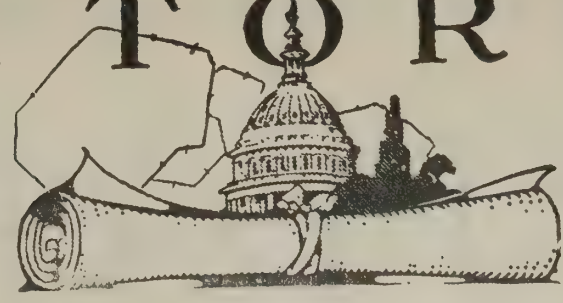
Another view is that the ordinary salary often does not and cannot compensate newspaper executives for the intense effort made in erecting a great newspaper over a long period of years. This is a peculiar business. A salaried executive is often much more in the attitude of partner than employe. Newspaper loyalties are of a quality not often found in other industries or professions. The business is sensitive, responsibilities great and ramified and no one man can carry the load on his own shoulders.

Assuming that a wealthy publisher cannot for any reason pass control to natural heirs, trained to succeed him, how shall he act in justice to his employes and to the institution of which they are a part? The problem has been strangely and variously met by prominent publishers. At the present time there are four conspicuous instances in the public view of publisher will-making. In the final analysis they illustrate two methods.

Consider the case of Frank A. Munsey. He, who had so ingeniously accumulated a huge stack of millions, seemed bewildered when it came to disposing of them at death. Except on the theory that Mr. Munsey sought to build a monument, his gift of practically his entire fortune to the Metropolitan Museum of Art, which he had never patronized and, so far as is known, had never even visited, is unexplainable. His great newspaper, magazine and commercial enterprises are to be sold, under his will, presumably to the highest bidder and the funds are to go to art. While one must appreciate this act as in favor of the general public, nevertheless the natural course of such an intense individual as Munsey would have been to endow, through loyal employes, since he had no suitable family successor, such a magnificent quasi-public institution as the *New York Sun*. Possibly the employes may succeed in buying the newspapers and periodicals and continue them in their course, but so far as Mr. Munsey was concerned he appeared willing to permit these properties to pass to any interest able to pay the price, thus to benefit an institution in another field.

Even more unexplainable is the case of Col. Nelson, a wholly different type of publisher. He also willed that trustees should sell the *Kansas City Star* and *Kansas City Times*, to raise a fund to purchase art as a stimulus for the cultural refinement of the people of Kansas City. Col. Nelson, of course, provided amply for the members of his family, but the Nelson fortune in the final analysis goes to the people in the form of art. This towering editor, who fought so nobly and so well for his city, seemed to forget his paper as a public institution whose power to serve the public good might a thousand times transcend that of an art institution. The employes of the Nelson newspapers have carried on since the death of the founder in his true spirit. The properties are to be sold. Col. Nelson might easily have arranged for their acquirement by the men whom he trained and whom he could trust to continue his policies. Again, in his case, there appears to have been no concern as to the future of the newspapers or those who did so much to bring them to their high position.

And, again, there is the case of Victor Lawson. *The Chicago Daily News*, under his will, was put into the hands of a single individual, a banker, to be sold as any other property might be sold, the fund to go to a Church and the Y. M. C. A. With Mr. Lawson, as with Mr. Munsey and Col. Nelson, there seemed to be no plan to perpetuate the ideals of the



I am the vine, ye are the branches. He that abideth in me, and I in him, the same bringeth forth much fruit; for without me ye can do nothing.—St. John, XV; 5.

institution he built. However, if Mr. Lawson had lost interest in his own creation, a group of his loyal employes had not. They, headed by Walter A. Strong, purchased the property, assisted by local capitalists and merchants who also believed in Lawson policies. It was interesting to note that the first announcement that these employe-owners made was that the Lawson newspaper code would be perpetuated. It is known that other capable newspaper men were rival bidders for the property and in their hands the Daily News certainly would have been worthily conducted. But Mr. Lawson, zealous idealist in his day, willed that his newspaper institution should pass to the highest bidder.

The disposition that the late E. W. Scripps made of his estate contrasts perfectly with the cases of Munsey, Nelson and Lawson. Mr. Scripps, many years ago began to prepare for the day when he should die and to work for the perpetuation of his institution and the policies upon which it was founded. He trained his sons to succeed him, and for many years, shared profits with employes. Of four sons, three died. Last week, Robert P. Scripps, the surviving male heir, published to the readers of Scripps-Howard Newspapers that the death of the founder would, through his own foresight, occasion no change of policy, management or even ownership. Six years ago Mr. Scripps turned over to Robert P. Scripps and Roy W. Howard full editorial and managerial authority. Two years later he caused all of his newspaper and service organization stocks to be incorporated in the E. W. Scripps Company and executed an agreement whereby his son, as trustee, became owner of all of his stocks in the new company and assumed full responsibility for the conduct of the newspapers and allied properties.

"It was a fundamental idea with my father," Robert P. Scripps stated, "that a man of advanced years should not attempt to discharge personally all of his public and private duties right up to the day of his death but that he should organize for the future." In this respect, as in many others, Mr. Scripps was unique. He started profit-sharing with chief executives shortly after his newspaper became profitable. Latterly he created investment companies which made it possible for wage earners to become stockholders and, when the founder died, the house was perfectly in order and it was believed that at least 60 per cent of the ownership of his various companies had been distributed or was committed to the employes through the investment companies, while owner control and final responsibility was left vested in his son and Roy W. Howard. These two young men Mr. Scripps had trained as a master instructs his favorite students. The Scripps' will has not yet been read, but unquestionably it provides for the natural rights and needs of the family. Mr. Scripps' newspaper institution to him seemed, in a sense, to be a thing apart. If his son had not shown aptitude for journalism and marked ability to carry on, Mr. Scripps unquestionably would have provided for him as a member of his immediate family, but would have selected an employe to command the newspaper institution.

This is the contrast—yet who will say that Mr. Scripps was less public-spirited than those who willed that their newspapers should be sold and that the funds be given to strictly public institutions?

Why must metropolitan morning "lobster" editions go to press without proof-reading? Evening editors know how to railroad late stories and proof them, too.

MAKING BUDGETS

BUSINESS managers interested in the vital question of budgeting current expense should ge from the Metropolitan Life Insurance Company a booklet on the subject recently prepared by Henry Bruere, the third vice-president.

"Why," he asks, "is budgeting essential to efficien management of organized business?" and replies a follows: "It is because in an organization the in dividual members are inclined to be spiders, weavin webs about themselves, warily watching their ow little provinces lest some brother trespass upon it No chief executive can successfully overcome thi tendency, and by his personality or wisdom ade quately co-ordinate the thinking and activity of sev eral subordinate executives."

A symposium of budgeting experience in variou industries is presented. In the newspaper field th following succinct budget plan is described by E. J Ottaway, President of the *Port Huron* (Mich.) *Times-Herald:*

> The first of the year we take the total amount of business, both advertising and circulation, that we are likely to do for the ensuing year (figuring for safety about 10 per cent less than the preceding year), and on this total amount we base our budget, figuring to expend, as closely as possible, 85 per cent of our total income. The distribution among the various expense accounts by departments is based in general upon the Inland Daily Press Association cost results, and on this basis the amount each department is permitted to spend during the year is figured. At least four times during the year we determine whether our total volume of business is keeping up with our original estimate, and, if not, we aim to cut expenses pro rata in each department to fit the situation. For instance, if, during the first three months, business has fallen off $5,000, then we would figure that we were facing a decrease of $20,000 per year and would adjust our budget accordingly. Likewise, if business were on the increase, we would increase our budget estimates for each department.

An advertisement or a free publicity puff which taxes the credulity of the public damages the business concerned and also the newspaper which gives currency to the statement.

DESPERATE MEASURES

"WHO are you working for?" demanded Passaic, N. J., cop of the newspaper m who wore his credentials in plain view.

"*New York Daily News*," . . . bang, and camera was smashed to bits, plates exposed, reporter clubbed.

Twice during the progress of the textile strike the adjoining towns of Passaic and Clifton ne paper men and at least one girl reporter have the blows of uniformed police officials. Do you do the stories that these same police have been beat women strike pickets to provoke violence?

What do these occurrences mean? They m censorship of the press by a local government s servient to business interests. So, it has come to th

The social economic situation in those mills m be rotten to the core. They cannot bear the light a reporters' camera plate. The protected indus that gets into this kind of a war must be pr desperate. The business calls for investigation the federal authorities to its depth. The day has yet come, under the Stars and Stripes, when the c and the knout substitute for constitutional guarant If this strike is "communistic," which we have where seen proved, those who have met it with violence are Czaristic, and if we must select betw two evils our choice shall be the former, as it at l comes a little nearer to original principles of mocracy.

The stupid, blind, greed-crazed mill officials their Hessian mercenaries dressed up in the unifo of civic servants, have attempted to draw the cur over their brutality by clubbing newspaper men, they have succeeded in convincing the normal citi that the cause of the strike is just, whether it is or Hence, these outrages shall ultimately avenge th selves—the industry that inflicted them will through the nose. Again, all honor to the repor who took the abuse that the public might know.

PERSONAL

JULIAN S. MASON, managing editor, *New York Herald Tribune,* addressed the annual dinner of the *Yale News* held on March 23, at the New Haven Lawn Club, New Haven, Conn.

James Kerney, principal owner of the *Trenton* (N. J.) *Times,* Mrs. Kerney and their two daughters, Katherine and Peggy, recently sailed for a spring vacation in Europe.

Sherman H. Bowles, publisher of the *Springfield* (Mass.) *Republican* and the *Springfield Union,* was re-elected president of the Connecticut Valley Harvard Club at a recent meeting.

Dr. Douglas Freeman, editor of the *Richmond* (Va.) *News-Leader,* who has been ill for two weeks is recovering.

Frank L. Shup, editor of the *Newton* (Ill.) *Press,* and Mrs. Shup have returned from a month's trip through the south.

J. S. McLennan, proprietor of the *Sydney* (N. S.) *Daily Post,* recently returned from a trip to Europe.

H. R. Dwire, editor of the *Winston-Salem* (N. C.) *Twin City Sentinel,* was a visitor in New York this week.

Philip S. Marden, publisher of the *Lowell* (Mass.) *Courier-Citizen,* and Mrs. Marden sailed March 17 from Boston for a tour of Mediterranean ports.

Clarence W. Barron, publisher of the *Wall Street Journal* and *Boston News Bureau,* has written an article, "Galli Curci Swayed by Swedish Mystic," for the *Dearborn* (Mich.) *Independent,* to appear April 3.

Sir Charles Higham will arrive in New York, Tuesday, March 30, on the "Leviathan."

Charles W. Smith, editor of the *Oyster Bay Pilot,* was chairman of the committee which welcomed Colonel Theodore and Kermit Roosevelt home on their return from their Asian hunting trip.

George F. Pierrot, of Detroit, and Mrs. Pierrot are touring France, Spain, North Africa, Italy, Switzerland and Germany. Mr. Pierrot is former president of Sigma Delta Chi, honorary professional journalistic fraternity.

IN THE BUSINESS OFFICE

R. E. DENISON, business manager of the *Sydney* (Australia) *Sun* and J. Varriner, mechanical superintendent of that newspaper, visited the plant of the *Kansas City Star* last week, to study the Star's color printing methods.

Daniel C. Cooper, formerly credit manager of the *Trenton Times,* has been promoted to foreign advertising manager.

J. Lee Greer, business manager of the *Denison* (Tex.) *Daily Herald,* has been re-elected president of the Denison Chamber of Commerce.

Edward O'Fallon, Jr. has been appointed manager of the promotion and service department of the *Miami* (Fla.) *Herald.* He was formerly with the *Louisville Courier-Journal and Times* in a similar capacity.

T. H. Frazier, for the past ten years connected with the *Montreal Gazette,* has been appointed Cleveland manager for *Sun's International Review.*

Charles A. Sloane, formerly advertising manager, *Lake Worth* (Fla.) *Herald,* weekly, has launched the *Boynton* (Fla.) *Progress,* weekly.

George Brown, formerly with the *Memphis News-Scimitar* reportorial staff, and recently with a chain of theaters, and Linton L. Moffett, formerly with the *Memphis Press and Clarksdale* (Miss.) *Register,* have joined the advertising staff of the *Birmingham Post.*

J. S. Hagen, for the past eight years advertising manager of Davidson Furniture Store, Des Moines, has joined the *Des Moines Capital* in charge of advertising copy and merchandising service.

Joseph G. Graul has been promoted to assistant manager of the display advertising department, *Trenton Times.*

J. C. Martin, of Roanoke, and N. S. Garner, of Martinsville, both with the state circulation department of the *Richmond Times-Dispatch,* were seriously injured in an automobile accident recently.

Milton F. Kemmerer, of the advertising department, *Waterloo* (Ia.) *Evening Courier,* has joined the A. J. Edelson Company store in Waterloo as advertising manager.

Vann M. Kennedy has transferred from the business office to the reportorial staff of the *San Antonio Express.*

John Callahan has been advanced from display solicitor for the *Trenton Times* to manager of the classified department.

Fred Stuck, former Oklahoma City advertising man, has been made advertising manager of the *Lake Worth* (Fla.) *Leader.*

IN THE EDITORIAL ROOMS

ARTHUR S. DRAPER, foreign editor of the *New York Herald Tribune,* addressed students of the Columbia School of Journalism March 23.

John C. Caldwell is the new editor of the *Sedalia* (Mo.) *Capital.* He succeeds Glenn Brill, who resigned recently to join the Associated Press in Chicago.

Charles Belmont Davis, dramatic editor, *New York Herald Tribune,* sailed for Bermuda on March 20, for a two weeks' holiday. Walter J. Fenton, assistant city editor, also sailed for Bermuda on the same day.

Charles M. Coleman, for years with the Hearst papers in San Francisco, Los Angeles and Seattle, now is news editor of the *San Francisco Chronicle.*

Charles Cole, formerly of the staff of the *Rochester* (N. Y.) *Herald,* is now managing editor of the *Canandaigua* (N. Y.) *Daily Messenger,* succeeding Edwin L. Gooding, now copy reader, *Rochester Democrat and Chronicle.*

Einar Rechnitzer, city hall reporter of the *London* (Ont.) *Advertiser,* is ill at his home.

Jeff Davis of San Antonio has joined the reportorial staff of the *Light.*

Martin Codel, late of the *Hibbing* (Minn.) *Daily Tribune,* is now with the *United States Daily* in Washington.

Verne Ayres has been named city editor of the *Pendleton East Oregonian,* succeeding Joseph Harvey.

A. Neil Shaw, formerly editor and publisher, *Umatilla* (Fla.) *Tribune,* has rejoined the *Lake Worth Leader* staff as reporter.

William Spaar, Jr., has resigned as editor of the *Clifton* (N. J.) *Journal* weekly, to become news editor of the *Passaic Daily Herald.*

George Krick, former editor, *Lake Worth* (Fla.) *News,* has entered private business since suspension of that publication.

Clarence E. Staats, formerly city editor, *Palm Beach* (Fla.) *Times,* is now editor of the *Lake Worth Leader.*

FOLKS WORTH KNOWING

WILLIAM C. VAN CLEVE, owner and manager of the *Moberly* (Mo.) *Daily Monitor-Index* and founder of the *Maryville* (Mo.) *Daily Democrat-Forum,* early in life conceived a desire to learn printing. He began with a little 3x5 card press and outfit, and later acquired a larger hand press on which to do neighborhood job work.



W. C. Van Cleve

After finishing common schools, he worked his way through college, and upon being graduated, went back to printing as foreman and reporter of the *La Grange* (Mo.) *Democrat,* weekly. In 1891 he purchased an interest in the *Moberly Democrat* for $1,537, paying $37 in cash and giving notes for the balance, which he later paid. Eight years afterwards he sold this interest and after work on several Missouri papers, joined with James Todd in the consolidation of three newspapers into the Maryville Daily Democrat-Forum.

Then he spent a number of years as journal clerk in the House of Representatives at Washington and wrote the journals of the House.

In June 1919, he and Mr. Todd purchased the Moberly Daily Monitor and the Moberly Index and consolidated them into the Moberly Monitor-Index. The Monitor-Index absorbed the Moberly Daily Democrat in April 1925, and one month later the Democrat-Forum took over the Daily Tribune at Maryville. These are now the only papers in these cities.

Mr. Van Cleve has taken an active part in civic improvement and community welfare and for the past two years has been president of the Moberly Chamber of Commerce. He is also president of the Missouri Associated Dailies and active in other organizations.

David Karsner, of the *New York Herald Tribune* copy desk, has been transferred to the Sunday magazine department, as assistant to Arthur Folwell, Sunday editor.

Jerry Swinehart, feature writer, *Palm Beach* (Fla.) *Post,* has resigned to do publicity work.

Al Wagner, formerly of the *Minneapolis Tribune* and *Fargo* (N. D.) *Forum,* has joined the reportorial staff of the *Milwaukee Sentinel.*

Merrell J. Mitchel, late advertising manager of the *Yankton* (S. D.) *Press*

(*Continued on page* 34)

Two More Circulation-Building Features in Central Press Service

CONTINUING its policy of constantly improving its service without increasing the price, The Central Press Association has added two features of established merit to its complete and exclusive daily illustrated news and feature service.

Mrs. Florence Smith Vincent's talks to women, which have given the New York Evening Telegram an influential circulation among housewives, and an unique feature by Charles Hanson Towne, famous poet, critic and novelist, are now a part of the Central Press general service. Mrs. Vincent's talks are being released under the general title of "Living and Loving." Mr. Towne's feature, "Poems I Love," is an anthology of the best verse of all time, each release consisting of a poem with a brief introduction by Mr. Towne which will interest even those readers who do not care for verse.

The quality of Central Press news-pictures and sports is established. Central Press features are also 100 per cent, as a constantly increasing number of editors are willing to testify. Central Press' daily service is satisfying more than 400 newspapers.

Let us send you the service for four days without charge. We will not only send the proofs, but also all of the mats, so that you can give them a trial.

The Central Press Association

V. V. McNitt, President — Central Press Bldg., Cleveland — H. A. McNitt, Editor and Manager

You will note from your exchanges that more and more papers are using the serials of

MILDRED BARBOUR

Her latest serial of Thrills, Romance, Action

"The Indispensable Husband"

With Daily Illustrations by J. NORMAN LYND

Will be released April 5

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager,
150 Nassau Street, New York City

(*Continued from page* 33)
and Dakotan, is now a reporter on the *Sledo* (Ill.) *Times-Record.*

Hanlie A. Grantham, late of the *Cedar Rapids* (Ia.) *Republican,* has been made managing editor of the *DeWitt* (Ia.) *Observer.*

William J. Grow, editor of the *Lancaster* (Cal.) *Antelope Valley Ledger-Gazette,* has resigned. Paul B. Hubbard succeeds him.

Paul C. Carter, of the *Rochester* (N. Y.) *Democrat and Chronicle* staff, is recovering from an operation.

Sam Kopp, telegraph editor, *Palm Beach* (Fla.) *Times,* has taken charge of the Times bureau in the resort colony of Palm Beach.

J. B. Kelly, of the *Jacksonville* (Fla.) *Times-Union* staff, has resigned to open a law office.

A. W. Westhorpe, city editor of the *Yankton* (S. D.) *Press and Dakotan,* has been appointed assistant state historian.

Wilbur G. Lewis, news editor, *Palm Beach* (Fla.) *World,* has joined the *Cleveland Press* since the suspension of the World.

William Cowles, Jr., formerly newspaperman in Jacksonville and Tampa, has abandoned his law practice to join the Jacksonville *Times-Union* staff.

HOLDING NEW POSTS

W. R. BEAUMIER, from police reporter, *San Antonio Express,* to staff *Galveston Tribune.*

Jack Pethick, from county reporter *London* (Ont.) *Free Press,* to copy desk, *Sudbury Star.*

Noah Z. LaMountain, from city staff, *Meriden* (Conn.) *Morning Record,* to city staff, *Springfield* (Mass.) *Union.*

L. W. Hurt, from circulation manager, *Amarillo* (Tex.) *Globe,* to circulation manager, *Royal Oak* (Mich.) *Daily Tribune.*

Herbert K. Kuchinski from assistant sports writer, to sporting editor, *Meriden* (Conn.) *Record.*

John Gillespie, from the *New York American,* to *New York Herald Tribune* copy desk.

Walter P. Martin, from *Worcester* (Mass.) *Telegram,* to city staff, *Meriden* (Conn.) *Record.*

Harold P. Manning, from staff, *Northampton* (Mass.) *Gazette,* to city staff, *Springfield* (Mass.) *Union.*

Fred S. Hunt, from staff, *Worcester* (Mass.) *Telegram* to the *Quincy Patriot-Ledger.*

Raymond A. Fitzpatrick, from *Brockton* (Mass.) *Enterprise* to staff, *Worcester* (Mass.) *Telegram.*

Franklyn J. Adams, from sporting editor, *Bridgeport* (Conn.) *Telegram* to sport staff, *New York Daily Mirror.*

Carl F. Morrison, from city hall reporter, *Worcester* (Mass.) *Telegram,* to staff, *Boston Herald.*

Donald Morris, from reporter, *Lake Worth* (Fla.) *Leader,* to manager, *Palm Beach Times* bureau in Lake Worth.

SPECIAL EDITIONS

ABERDEEN (Wash.) Daily World, 102-page Industrial Number, with 36 pages of rotogravure, March 10.

West Palm Beach (Fla.) *Times,* 196-page Florida Historical Number, March 14.

Chatham (Ont.) *Daily News,* Spring Fashion edition, March 18.

Faribault (Minn.) *Daily News,* Spring Fashion edition, March 17.

CHANGES OF OWNERSHIP

MYRON L. WATSON, who recently sold his interest in the *Calexico* (Cal.) *Chronicle* to his partner, Randall Henderson, has purchased the *El Segundo* (Cal.) *Herald.*

Washington (Kan.) *Palladium,* has been sold by O. L. Clark, owner for the past 30 years, to J. H. Barley, owner of the *Washington Republican-Register* for the past 20 years. The papers will be combined and known as the *Washington County Register.*

W. W. Graham & Son, former owners of the *Sandusky* (Mich.) *Sanilac County Republican* have again taken over possession of that weekly.

C. L. Hedeen, owner and editor of the *Biwabik* (Minn.) *Times,* has bought the *Eveleth News* of Harry Rabwin and will run both papers.

Joe D. Williams of Alliance, Neb., has purchased the *Bellflower* (Cal.) *Herald,* semi-weekly, from Fred J. Bowman.

J. P. Slyter, veteran newspaperman, has repurchased the *Deer Creek* (Ia.) *Progress,* which he founded 31 years ago. He sold the paper 14 years ago, but since the death of H. D. Lewis, had been operating the plant under lease.

H. H. Henry and L. B. Shroyer, veteran employees of the Star Publishing Company, Lincoln, Ill., have become stockholders in the company following the death recently of Miss Mollie Lannan, secretary-treasurer of the firm 10 years. Mr. Henry succeeds her as treasurer and Mr. Shroyer as secretary. N. L. Gordon continues as president of the paper.

Floyd H. Lynn has sold the *Neosho Falls* (Kan.) *Post,* weekly, to William J. Hatton, of Westphalia, son of A. F. Hatton, owner of the *Westphalia Times.*

W. L. Martin of Rusk has purchased the *Denison* (Tex.) *Labor Journal,* which he will continue as a weekly publication.

Luther E. Shoemaker, Nokomis, Ill., former editor of the *Nokomis Free Press Progress* for eight years, has purchased the *Albion* (Ill.) *Journal-Register* from George L. Bince.

Interests in the *Lankershim* (Cal.) *Press* of D. E. Coates and C. E. Coates have been purchased by Cecil Wilcox and James Wilson. Mr. Wilcox has served with various Lankershim and San Fernando Valley papers for several years.

Joy Libby of the *Minneapolis Tribune,* has bought the *Grafton* (N. D.) *News and Times* of R. P. Luchau.

Frank French, editor and publisher of the *Colman* (S. D.) *Argus,* has leased the plant of the *Egan* (S. D.) *Express* and will take charge this week. Philo French will be in charge in Egan. Harold Randolph, former Express owner, is going to Prescott, Wis.

Pryor S. Campbell, formerly engraver for the *Decatur* (Ill.) *Review,* for the last three years with the *Cherryvale* (Kan.) *Republican,* has acquired a third interest in that paper.

NEW PLANTS AND EQUIPMENT

CLEVELAND PRESS recently installed 19 linotypes. Other linotype installations include: *Washington United States Daily,* 14; *Portland Oregonian,* 8; *Philadelphia Daily News,* 8; *San Jose* (Cal.) *Mercury Herald,* 7; *Rockford* (Ill.) *Register-Gazette,* 7; *Columbus Dispatch,* 4; *Charleston* (S. C.) *Evening Post,* 2.

A Hoe single width 16-page press was shipped last week to the *Barre* (Vt.) *Daily Times.*

Papers which have recently installed Ludlows are: *Brooklyn* (N. Y.) *Daily Times, Fort Lauderdale* (Fla.) *Daily News, Richmond* (Cal.) *Independent.* A second Ludlow equipment has been installed for the *St. Petersburg* (Fla.) *Daily News.*

Pueblo (Col.) *Star-Journal* has purchased an 8-page single width addition for its present three deck press from R. Hoe & Co., Inc.

W. M. Stafford and W. R. Jackson, publishers of the *Lake Worth Leader,* recently have installed two new Intertypes, a Monotype material caster, a Ludlow typecaster, a Miehle cylinder press, a Liberty folding machine and two new automatic feed Miller job presses.

Bowman (N. D.) *Pioneer* has installed a 12 x 18 motor-driven job press.

SCHOOLS

STAFF members of the *Ocksheperida,* high school paper, edited the *Sheridan* (Wyo.) *Post-Enterprise,* March 7.

University of Nebraska School of Journalism students, organized as a correspondence bureau to cover the sixteenth annual Nebraska basketball tournament, March 11-13, with 339 competing teams, sent about 181,000 words, 225 newspaper columns, to 271 Nebraska papers, 262 of them weeklies. G. C. Walker of the journalism faculty was in charge.

WITH THE SPECIALS

DEVINE-MACQUOID COMPANY, Inc., special representatives, have opened a Philadelphia office in the Widener building with John H. West as manager. The company has been named to represent the *Lima* (O.) *Republican-Gazette* and *New Kensington* (Pa.) *Dispatch.*

MARRIED

ALFRED RUTLEDGE WHITE, an editor of the New York World News Service, to Miss Zilpha Carter, a graduate of Drury College, and a short story writer, last week.

Leslie Storrs, city editor of the *Santa Monica* (Cal.) *Outlook* to Miss Helen Catlin of Santa Maria, Cal.

PRESS ASSOCIATION NOTES

SAM MELSON, former state capital bureau man for the International News Service at Tallahassee, has joined the I. N. S. state headquarters staff in Jacksonville.

Samuel Ochiltree has been transferred from the Chicago office of the Associated Press to manage the Indianapolis bureau. Gideon Seymour, whom he succeeded, has been assigned to the Chicago office.

ASSOCIATIONS

ASSOCIATED PRESS Editors of Ohio will meet at the Hotel Deshler, Columbus, May 6, George M. Payne of the *Cincinnati Times-Star,* president of the group, has announced.

BOSTON PAPER TRADE ASSOCIATION elected Norman Harrower president at their annual meeting last week in Boston. Other officers elected were: Joseph D. Snell, first vice-president; H. L. Carter, second vice-president; F. B. Tracy, treasurer, and T. H. Casey, secretary.

Officers elected by the DENVER PRESS CLUB, at a recent annual meeting follow: C. L. Parsons, sporting editor, *Denver Post,* president; A. Thomas Pollock, vice-president; Warren E. Boyer, re-elected secretary; Charles MacAllister Willcox, re-elected treasurer; John P. Lewis, John B. Day, R. E. Wilson and E. C. Day, directors.

FLASHES

All that business needs now is more confidence and fewer confidence men.—*Boston Transcript.*

We gather from a recent serial story that the Wilsonian era was one continuous House party.—*The New Yorker.*

There are now three North Pole expeditions under way, and it looks as if the Florida boom had busted.—*Wichita Eagle.*

Perhaps the best thing to do about evolution is to live it down.—*Toledo Blade.*

Many nuisances formerly found only in rich homes are enjoyed by the working man now.—*Columbia Record.*

Aristide Briand will probably go on and on until he becomes Premier emeritus.—*Indianapolis News.*

The Turks have a long waiting list. They are months behind with the nations wanting to fight them.—*Columbia Record.*

COMPLETE MARKET NEWS

In addition to the already extensive daily financial news and records of stocks and bonds sales, the Tribune has added

Full Daily Associated Press Report

of every transaction of the New York Stock Exchange and New York Curb Market.

The Salt Lake Tribune publishes the only complete Associated Press Report between Denver and San Francisco.

Utah's per capita wealth, the high proportion of home-owners, the fact that Salt Lake City is a center of gold, silver, copper, iron and coal mining and is the greatest smelting center in the world—makes this a vast potential market for stocks and bonds. Salt Lake people have long had the investment habit and the present prosperity insures a healthy market for sound investments.

The Salt Lake Tribune

"The West's Great Paper"

THE S. C. BECKWITH SPECIAL AGENCY
Sole Eastern Agents
New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta

M. C. MOGENSEN & CO., INC.
Pacific Coast Representatives
San Francisco Los Angeles Seattle

Let us tell you about the "Iowa plan" — uniform marketing cooperation by these 28 leading daily newspapers — completely covering the state.



Here is the ideal *test* state—IOWA

HERE is a wonderful laboratory, already prepared for you—the ideal place to try out any new sales idea most effectively and economically.

Many authorities concede that Iowa is "the most American state in the nation." It has the smallest percentage of illiteracy. It is among the very highest in per capita wealth.

And here is an association—28 leading Iowa daily newspapers—that will be of tremendous help to you—in a tryout campaign or any state wide effort.

First—the circulation of these daily papers thoroughly covers the state; yet you can deal with them as with **one** publication.

Then, you will be interested in our "Iowa plan"—actual help in getting the proper jobber and dealer connections.

Let us explain how this plan will be adapted to **your** particular need. Write for rates and full information.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY TAKES A DAILY NEWSPAPER

ADVERTISING AGENCY AFFAIRS

J. M. Cecil to Move From Richmond to New York Branch, Cecil, Barreto & Cecil, Inc.—John Sullivan Opens New York Business—Young & Rubicam to Move

J. M. CECIL, founder of Cecil, Barreto & Cecil, Inc., will move shortly from Richmond to New York to take charge of the rapidly increasing business of the New York branch of the agency.

Mr. Cecil, while keeping in contact with his old home, expects to maintain a residence in New York for the next two years.

John Sullivan, former secretary of the Association of National Advertisers, has opened an office at 1819 Broadway, New York, to carry on a business as marketing counsel.

Young & Rubicam, advertising agency which makes its headquarters in Philadelphia, will move its New York branch April 1 from 250 Park ave. to 285 Madison ave. The New York office will include the media, checking and accounting departments of the agency.

H. R. Mulvey, head of the H. R. Mulvey Advertising Service, is celebrating his second anniversary in business under his own name. Mr. Mulvey himself has been 22 years in the advertising business, starting in 1904 on the *Cincinnati Post*. Later he was connected with the *Cincinnati Times-Star*, and subsequently entered the agency field.

F. J. Fitzgerald, of Calkins & Holden, Inc., New York advertising agency, nas accepted the chairmanship of the Newspaper Advertising Committee in the forthcoming maintenance appeal of the Salvation Army for Greater New York. He will hold a luncheon meeting of his committee April 14 at the Hotel Roosevelt.

David A. Tynion, formerly with the Curtis Publishing Company, has joined the staff of the Z. L. Potter Company, Syracuse advertising agency.

Fred J. Suhr and Hugo Parton have joined Cowan, Dempsey & Dengler, Inc., New York advertising agency as partners. Both have been with the George Batten Company for the last six years.

The Andrews Advertising Corporation, Olean, N. Y., has been granted a charter by the Secretary of State to do a general advertising business. Capital of $75,000, consisting of $100 shares. The directors are Max Andrews, James P. Quigley, and J. E. McAuliffe.

Arthur K. Fox, formerly with the Detroit agency of William N. Albee & Co., has joined the Buchen Company, industrial agency, Chicago. Another addition to the staff of this agency is Leon L. Peterson, who has joined the copy department.

The Tiffany-Bayless Company, agency in the Hanna Building, Cleveland, has changed its name to the Bayless-Kerr Company. The officers and directors remain the same.

WITH THE GENERAL ADVERTISERS

Gerard B. Lambert Tells of Listerine's Advertising Record—American Gas Association Conducting National Campaign—East Leaves "Save-the-Surface" Group

GERARD B. LAMBERT, president of the Lambert Pharmacal Company, disclosed the advertising record of Listerine in newspaper advertisements this week, recording the sale of 190,624 shares of stock in the Lambert Company through Goldman, Sachs & Co., and Bond & Goodwin, Inc., New York bankers.

A letter, written by Mr. Lambert, and used as the text of the advertisement, follows in part:

"The company's advertising of Listerine has had an unusual record. Starting with practically no expenditure in 1921, each monthly increase in advertising has been met during that month by an increase in profit as great as the advertising increase and a substantial additional profit. The growth of our advertising expenditures is indicated by the fact that in 1925 our advertising expenses were about $2,100,000 and in 1926 they will exceed $3,000,000. The total monthly circulation of the media being employed at this time is certified by the Audit Bureau of Circulation at approximately 65,000,000. During the last four years we have spent over $4,400,000 in advertising."

The letter states that the company was founded 47 years ago. From 1921, when advertising on a large scale was first started, the total sales of each month have shown an increase over the sales of the same month of the previous year.

The American Gas Association, New York, announces it is conducting an intensive national advertising campaign to promote the use of gas for industrial purposes. Advertisements are appearing in 21 national trade papers and mats are being supplied to individual gas companies for use in local newspapers. The companies are being advised that the most effective way to use these newspaper advertisements is to "synchronize their publication with their appearance in the trade papers." A series of advertisements for six months, each copy in two sizes, three or five column width, have been prepared in mat form. Charles W. Person is secretary of the publicity and advertising section of the American Gas Association.

Verne Burnett, secretary of the Advertising Committee of General Motors Corporation, has been named chairman of the Committee on Relations With Newspaper Publishers of the Association of National Advertisers. Mr. Burnett's headquarters are in the General Motors Building, Detroit, Mich.

William R. McComb, manager of the development department of the Brooklyn Chamber of Commerce, has been appointed to succeed Arthur M. East, for the past five years business manager of the Save-the-Surface Campaign, who has resigned effective April 1 to become vice-president and director of Home Owners Service Institute, Inc., New York.

Mr. McComb is a graduate engineer, in addition to being a graduate of the Harvard School of Business Administration. He has had experience in industrial development, market survey, and trade association work. The Save-the-Surface Campaign offices will be moved from Philadelphia to New York in July.

The Home Owners Service Institute is conducting a national model home demonstration campaign in the leading cities on behalf of the manufacturers of nationally advertised quality building materials. Mr. East will be associated with a group of men whose work will also consist of aiding various industries in organizing and financing co-operative merchandising campaigns, similar to the Save-the-Surface campaign.

Fred Rasmussen, secretary of the National Association of Ice Cream Manufacturers, has already announced that his association has retained Mr. East to organize the co-operative advertising work of the ice cream industry, which has pledged $260,000 for use during 1926. His offices will be located at 441 Lexington avenue, New York.

Paul Westphal, Inc., manufacturers of a hair tonic, won a suit in Supreme Court in New York this week against Paul Westphal, grandson and namesake of the originator of the product. The court ruled that Mr. Westphal and his associates had illegally appropriated the name "Westphal's" and had sought by advertising to destroy the property right of the plaintiff corporation.

What was said to be the first step toward a nation-wide laundry system was taken this week by the Associated Laundries of America, Inc., in the consolidation of 20 laundries in upper New York State cities.

These properties serve a population of 1,250,000 and the companies being merged include the Leahy, Westcott, Star, Ideal, Well-Done and American Linen Supply Company, all of Utica; Davis & Sweeney Loundry of Binghamton, Yale, Palace, Perfection Empire and Syracuse Laundries, all of Syracuse, and Mohn & Hunter, New Way and New Modern, all of Buffalo. Companies also are being acquired in Cortland, Corning, Elmira and other cities.

In practically every state in the Union some minor consolidations of laundries have taken place. Kansas City, Los Angeles, New Orleans and Cincinnati have recently figured in the merger movement. The laundry business has more than trebled in volume in the last ten years and statisticians say that only a tenth of the possible market has been exploited.

Bankers identified with the present merger declare there are now 200,000 persons engaged in the laundry business in this country, with a capital investment of about $250,000,000.

The White Sewing Machine Corporation, Cleveland, O., is celebrating its golden anniversary, telling the history of the company in newspaper advertising copy. The concern was established in 1876.

Dwight E. Libby, who recently resigned as advertising director of the Central Maine Power Company at Augusta, Me., has joined the advertising department of the Stetson Press, Boston.

Newspapers will be used in a campaign to be conducted by S. S. Stafford, Inc., New York, makers of Stafford inks, typewriter ribbons, etc. The account is handled by the Wales Advertising Company, New York.

Smith & Davis Manufacturing Company, St. Louis, manufacturers of bed springs, has started a newspaper campaign. The Chappelow Advertising Company, St. Louis, directs the account.

The Burroughs Adding Machine Company, Detroit, Mich., has appointed William C. Sproull as acting advertising manager. Mr. Sproull has been associated with the Burroughs Company for the past six years.

The Providence Journal

and

The Evening Bulletin

have built up their circulations on a high standard of appeal. Their policy is based upon the conviction that newspapers are intended primarily for the dissemination of news—honestly, fairly, completely, and as impartially as it can be given to its readers.

They are *good* newspapers—they are also *good* advertising mediums.

The circulation of these newspapers is now over 104,000 net paid.

Providence Journal Company

Providence, R. I.

Representatives

CHAS. H. EDDY CO. — R. J. BIDWELL CO.

New York Boston Chicago San Francisco Los Angeles Seattle

What More Can You Ask?

IN TRENTON, N. J.

There is no Unemployment Problem.

Factories are Operating About 78% of Capacity.

There have been no Wage Cuts.

So that the Trenton Consumer has Money with which to Buy Your Product.

And you are Reaching that Consumer with a Single Advertising Appropriation through the

Trenton Times

National Representatives

KELLY-SMITH COMPANY

Marbridge Building, New York City
Waterman Building, Boston, Mass.
Atlantic Building, Philadelphia, Pa.
Tribune Tower, Chicago, Ill.

WHAT'S WHAT IN THE FEATURE FIELD

How Science Service Reports Earthquakes—Putnam and Wheeler Join to Sell Motion Picture Rights—Trekking Through Alaskan Wilds for Polar Story

ARRANGEMENTS for further extension of the co-operative earthquake reporting service of Science Service, which is under the direction of James Stokely of the staff, by the inclusion of new reporting seismological stations have been announced. This service, which has been in operation for more than a year, attempts to locate the exact epicenter of all moderately severe quakes. Eighteen seismologists at stations on this continent telegraph in code their records of disturbances to Science Service, which locates an epicenter and reports to client newspapers.

George Palmer Putnam, the publisher and owner of the Putnam Syndicate, and John N. Wheeler, president of the Bell Syndicate, Inc., have become associated in the sale of motion picture rights to literary works. Mr. Putnam and Mr. Wheeler lunched with Will Hays, president of the Motion Picture Producers and Distributors of America, Inc., last week, and received his approval of their plans. The motion pciture department of George Palmer Putnam, Inc., has been expanded. Associated with Mr. Putnam and Mr. Wheeler in the new co-operative enterprise will be George T. Bye, Allie Lowe Miles, and Richard Halliday.

William C. Lyon, formerly Seattle correspondent of the Consolidated Press Association, who is to obtain news of the Amundsen-Ellsworth, the Byrd and the French polar expeditions, is now trekking through Alaskan wilds to Point Barrow, where a wireless station is to be set up to send back stories to the *New York Times*, which, with associated newspapers, has purchased exclusive news rights of these three attempts to reach the North Pole. The stories are to be distributed to other newspapers through Current News Features, Inc.

A dispatch was published this week under a Tanana, Alaska, date-line, which concluded:

"We follow the Nome trail to Kaltag where we leave it and cut across the portage to Unalakleet, then turn north across the neck of Seward Peninsula and Kotzebue Sound, then up the Arctic Coast to our destination. The next wireless station is Ruby. At our present rate we will be there on Friday the twenty-sixth."

Final tabulation of the returns from 326 newspapers in all parts of the country which co-operated with NEA Service, Inc., in conduct of the nation-wide prohibition poll, showed a grand total of 1,747,630 votes cast. These votes were divided as follows: For retention of the prohibition law with strict enforcement, 330,779; for repeal of the prohibition law, 547,866; for modification of the law to allow the sale of wine and beer, 868,985.

In concluding the poll, NEA Service commented that the referendum, which was the largest ever held by newspapers in America, was "conducted in absolute fairness and with all the accuracy possible; and that neither NEA Service, which began it, nor the editors who carried it through, had any ulterior motive in conducting it."

The Metropolitan Newspaper Service announces short stories by Booth Tarkington, Ruth Comfort Mitchell, Herman B. Deutsch, Royal Brown, Shirley Seifert, Edward Hope, Arthur Train, and Vingie E. Roe.

International Newsreel and P. & A. Photos, Inc., used airplanes for fast time transmission of pictures to New York from Plymouth, Vt., in connection with the death of Col. John Coolidge.

Early last Thursday, R. Eugene Boyd, manager of the still photograph department of the former syndicate, engaged a plane to make a trip to Vermont. It reached Plymouth four hours after its departure from New York. With the story completely covered the airplane started back at noon Friday, arriving at Curtis Field, Garden City, at 2.50 o'clock the same afternoon.

The pictures were sent by radio to Chicago and the Far West, while another airplane took prints to Boston.

An airplane hired by P. & A., left Plymouth at 10.40 a. m. on Friday, and covered the 250 miles to Curtis Field in 2 hours and 40 minutes.

Both flying machines were delayed in Albany where landing skiis were replaced by wheels.

The title for the daily feature on sports syndicated by Current News Features, Inc., is "Where Are They Now?" William J. McNulty is the author of the feature. In each installment the present activities of one former athlete are discussed in humorous vein. A special art heading has been prepared in both single and two columns. Prior to free lancing, the writer of the feature was on New York, Boston, New London, Bridgeport, Conn., Chicago, etc., newspapers. He is the author of "The North Land," a novel published recently in Boston.

Cosmos Newspaper Syndicate, Inc., New York, will shortly distribute a series of six weekly articles under the heading "The Great Arctic Highway," by Vilhjalmur Stefansson. The series is described as explaining the possible results from this year of Arctic exploration through the air.

The weekly feature page of International Syndicate, Baltimore for April 4, is devoted to reproductions of famous paintings depicting the crucifixion and resurrection of Christ.

The Vogue fashion feature handled by the Conde Nast Newspaper Service has been changed to give one three-column, three two-column, and two one-column cuts each week.

"Character Close-Ups," is the title of a new offering ready for distribution by the Ledger Syndicate, Philadelphia. It runs six days a week in one-column mat, and contains material from chirology, physiognomy, and graphology. The contributor prefers to preserve his anonymity, the syndicate announced.

Barbara Winslow is writing the weekly fashion page issued by International Syndicate, Baltimore. The feature is illustrated with half-tones.

INDIANA TABLOID LAUNCHED

Indianapolis State Tribune, Weekly, Expects to Become Daily Soon

INDIANAPOLIS, March 25.—The Indiana *State Tribune*, Democratic tabloid weekly, made its first appearance March 21. Its publishers expect to make the paper a daily after the Primaries. The first number had 32 pages, 980 lines to page, with a magazine section and comics in colors, and sold for five cents a copy.

It is devoted to Democratic issues but uses features of general interest. The staff is composed of Henry L. Freking, organizer and manager; Howard Smith, editorial manager; Will F. Griffin, state editor; A. E. Thompson, sports; J. R. Walters, general political writer; Cora Bicknell, editor women's department.

The paper is in its own building and is the only Democratic paper published in Indianapolis. It is published by the Indiana State Tribune Company. In addition to city and state Democratic politics, the paper also prints articles along the same lines of nation-wide interest.

CLUB PREPARING FOR CINCINNATI AD MEET

Final Plans for Philadelphia A. A. C. W Convention Expected to Be Made at Quarterly National Commission Gathering

Elaborate arrangements are being mad by the Advertisers Club of Cincinna for the quarterly meeting of the Nation Advertising Commission to be held the April 20-21 at the Hotel Gibson. Th meeting is to promote the "Congress Organized Advertising" to be held connection with the meeting of the A vertising Clubs of the World at Phil delphia, June 19 to 24 inclusive.

Representatives of 26 national adve tising bodies compose the Commissi and it is reported that the final plans the Philadelphia convention are to made at this time. Robert Warfel New York, executive secretary of t Commission, was expected in Cincinn late this week to confer with Thomas Kiphart, chairman of the program co mittee and Albert H. Apking, preside of the Cincinnati Advertisers Club. Oth members of the arrangements committ selected by President Apking are C H. Rouster, Ernest L. Becker and Jes M. Josephs.

The first day of the quarterly meeti is to be devoted entirely to business a fairs of the Commission but on the se ond day the Advertisers club and oth business organizations of Cincinnati w take the visitors in charge with a view showing them the advantages of Cinci nati. They will be the guests of the A vertisers Club. W. Frank McClure Chicago, chairman of the arrangemer committee for the National Commissi will be one of the principal speake Mayor Murray Seasongood, City Ma ager Col. Clarence O. Sherrill and C cinnati leaders in commerce and indust will be present to welcome the Comm sion and at the same time it is expect that the Advertisers Club will annour the personnel of its delegation to Philadelphia convention.

I KNOW A NEWSPAPER MAN—

—Young—married—thoroughly trained in business advertising, mechanical, news department—

—Now employed, of course, by one of Florida's leading newspapers.

—Has successful record as mechanical superintendent, advertising manager, business manager.

—at present is in charge of promotion and feature advertising.

—This man would make valuable assistant to publisher, or manager of medium sized newspaper, where experience in all departments is essential.

—Would consider new connection only where assurance that results will be rewarded. A bonus or working interest proposition would be attractive. Salary to start around $7,500 yearly.

If interested will tell you more about this man. He has unusual qualifications and I am interested in his future. Box No. B-853.

The DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

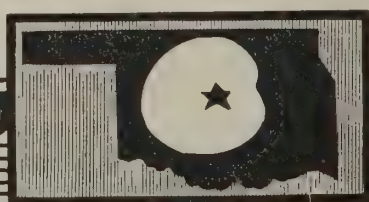
The A. B. C. statement for March 31 recognizes a new trading area for Oklahoma City—three times as large as the former area.

Only the Oklahoman and Times cover this area *completely*.

ONE ECONOMICAL COMBINATION RATE

Represented by E. KATZ Special Advertising Agency

New York Chicago Kansas City Detroit Atlanta San Francisco



Herald Classified Ads Show 59 Per Ce... Increase Over 192...

CLASSIFIED ADVERTISEMENTS

The Miami Herald

FLORIDA'S GREATEST MARKET PLACE

FOR SEEKERS OF OPPORTUNITY AND PROFIT

The Herald Reaches Buyers From All Over the World

Telephone 23125

CLASSIFIED

Information

...mate six 181 words per line

...e per line 15c
...e per line (consecutively) 14c
...e per line 13c
...e per line 12c
...e per line 11c
...e per line 11c
...e per line 10c

...INARY LIGHT FACE CAPS
...INARY BLACK-FACE CAPS
...lines. Black-face lowest case.
Double above rate
MINIMUM CHARGE, 30c.

...ES FOR TEN POINT
On Application.

...ATIONAL ADVERTISING

...Rate for National Classified Ad... is 15c per line, per insertion ...advance. This rate applies to ...resses in states other than ...

...hone subscribers will be given ...the Classified Advertising. Bills ...ertising ordered by telephone are ...upon presentation.

...dvertising is restricted to the ...classification.

...erald reserves the right to re... Classified Advertising deemed ...r sale.

...Herald will not be responsible ...e than one incorrect insertion ...a typographical error occur tele... ...ll be accepted.

...ancelling Classified Adv... ...telephone, clerk must ...NUMBER and mail receipt ...ents made without BILL.

...ELEPHONE 23124

...OST AND FOUN...

...ng girls pocketbook ...o Tandeta. Thrift Sunday. ...leave return to owner. Mo... ...dismiss. Police department.

...ring on Saturday; gold ...emond center. Phone ...

...diamond platinum bar pin ...J. C. Crabb, 1058 S. W. 8th ...

...olden Pomeranian female ...with black mask. Have arrange... ...on on her throat to remove &... ...owner. Reward. Mrs. Louise Bor... ...chel Georgens 61 N. W. S. R...

...ST SUNDAY NIGHT REWA...

...232 N. E. 6TH ST.

...ld wrist watch, lost Satur... ...at 8:15 opposite Miramar Ph... ...E. 2nd Ave. in front of mail bo...

...3633 N. E. 2nd Ave. Bu...

...Lost—Between ground N. W. S. Ri... ...with boat Route H between ...St. Reward.

...ami Beach diamond wed... ...ticket of hearts, suitable rew... ...Reward. ...

...Gentleman's diamond ring. G... ...d in white gold with oblon... ...Sunday between Miami Bea... ...and railroad tracks. A ward for return. Joona Ba... ...ance Apartments, 1318 Pend... ...on Beach.

...LOST TOURING CAR ...1050 N. W. 32nd St. ...November 9, 1925, 42... ...plaint was asked if re...

...LOCK OF REAL PEARL SET ...AND GOLD BEADS. REWARD. ...BEATTIE AND ROYAL ...IT WAS FOUND AND ...DELIVERED TO ROYAL ...

...Heavy brown leather gol... ...lasses and trimmings. ...Reward. J. L. ...

...Pet ... Bulldog ... ...and ... ...

...LOST—Ladies ... ...Saturday ... ...Reward. ...

...LOST—Ladies ... ...Saturday ... ...Reward. ...

...LOST—Ladies ... ...Saturday ... ...Reward.

"WRITE PLAINLY, LET READERS ADD THE FRILLS"

"Fine Writing" Often a Smoke Screen to Hide Absence of Facts, Says Philip Kinsley, Veteran Chicago Tribune Reporter—Calls News Men the Life-blood of a Paper

By LUCILE BRIAN GILMORE

THE business of being a newspaper reporter, shorn of its glamour and its aura of excitement, is just a plain business, requiring perhaps, just a bit more level-headedness, a bit keener insight and a bit more of the fundamental rules of sportsmanship than the workaday world of dispensing calico, hides, automobiles or gospel.

That is the analysis of the news reporter drawn by a man whose entire experience is one of news reporting. One who is glad he's a news reporter, never wants to be anything else and who, after more than a score of years spent in chasing and presenting news, still holds the ideals of true journalism and believes that the world is coming into a realization of the value of a good news reporter—Philip Kinsley, of the staff of the *Chicago Tribune.*

Whether his judgment is sound may best be judged by his assignments in the "doom book" of the Tribune city desk Kinsley's first assignment was that of checking on casualties and pictures of the Iroquois theatre fire. Since then he has covered many notable stories—the Dayton evolution trial, the first National Aviation Meet at Los Angeles in 1910, the "back-to-nature" venture of Joe Knowles, Henry Ford's libel suit against the Tribune, Gen. Wood's administration of the Philippine Islands, the administrations and deaths of two presidents, Wilson and Harding, and many others.

Kinsley's experience in news writing has been obtained on two newspapers, the Tribune and the *San Francisco Examiner,* and on the Associated Press.

A few of the impressions gained during that time which are incorporated in his gospel of news writing are: "Nothing is so dead as yesterday's news, nothing is so important as the news of today, the 'city desk' is not the final judge of news but the public at large is. The news reporter is the one on whom a great responsibility rests and that responsibility must be discharged to the best of the reporter's knowledge, ingenuity and ability.

The reporter is the foundation and life-blood of the paper," Kinsley declares, "and around him is built all the huge structure devoted to presenting the day's news. The reporter has a strange code of ethics, but although strange, it is iron-clad. He may steal a story without a moment's warning, but he will never break a confidence to get one. He may wink at a story for the sake of a friend, but will go through fire to get and print a story which he has been offered a bribe to forget.

"He may help a wayward beaten soul, broken on the wheel of the world, but the smiling hypocrite is his legitimate prey. Just think what might happen in the courtrooms, council chambers and legislative bodies were it not for this straight-steering news-hound who listens to everyone and then tells the truth as nearly as his trained mind is able to see it.

"He is given a clean sheet of paper and told to write on it. He should be conscious that his words will be read by, and may influence the minds of millions of people. That carries a responsibility which the clear-thinking man who makes a success as a reporter cannot and will not attempt to shirk.

"A reporter has no stand in the matter of news, he cannot take sides no matter what the issue, but, he can write into it its drama and significance."

At the trial of Henry Ford's suit against the Tribune, when, as a Tribune reporter, Kinsley was assigned to write the facts, he demonstrated his ideal of an unbiased news-gather. In explanation later, he explained that he had covered the trial as if he were writing for another paper.

"Although there are many lawyers, politicians, business men and other figures along the news path who will try to prey on friendships to keep the news favorable to them, the really great men of the reporter's acquaintance realize that they can confide in him without fear of violation," Kinsley believes. "The great bulk of real information is given out with the understanding that the quotations are not to be direct.

"The reporter deals first and last with facts. It is his business to go out and get from every possible source every fact which may bear upon the situation. He may take notes, but they are only for correct spelling, dates and other detail information. The rest is catalogued indelibly in the back of his mind, and comes forth in emergency writing.

"A reporter must be able to talk intelligently with all classes of men—the scientist about his new discovery, the theologian on the authenticity of the Apostles' Creed or the lawyer and his hysterical client, the busy corporation executive, the grafter and the uplifter. He learns to recognize truth by a sixth sense. He learns to cover his humiliation at asking questions which he feels are none of his business and to discard as rubbish the blustering praise or abuse heaped upon him by some of the characters."

Give your readers credit for imagination. Let them supply the frills for stories is Kinsley's advice. Just a touch here and there to awaken.

"The simple statement of news is always the best and the most difficult to obtain. Mere phraseology is the result of half-truths. Restraint of 'fine-writing' is one of the most valuable attributes of news writing. Someone knows all the true facts of every story. A story should be written so that the all-knowing person cannot complain of a misstatement.

"Lastly, read, read and then read some more and you will find that your education is only beginning at the point you fancied you were completely tutored.

"The character of the reporter's work has changed during the last few years, but the need for him is the same and cannot change. Stories must be shorter. With the radio supplying information and the news agencies giving bulletin sport news there is a growing field, perhaps, for the interpretative work, which is a big enough job for any man."

Rochester Club Celebrates

Celebrating the financial success of the Press Club Show of 1926, presented Feb. 9-10, more than 150 members of the editorial staffs of the five Rochester, N. Y., dailies were guests of the Rochester Press Club at a roast chicken dinner at the German-American Club on Thursday, March 25. Edward McKernon, of New York, superintendent of the Eastern Division of the Associated Press will speak at a dinner meeting of the Rochester Press Club Thursday, April 15. Arrangements for the dinner are being made by President Leo B. Skeffington and Victor H. Scales, manager of the Rochester bureau of the Associated Press.

K. C. Star Trustees in East

Trustees of the *Kansas City Star,* which is for sale under the will of William R. Nelson, were touring the east this week, seeking expert evaluation of the newspaper property. They are J. C. Nichols, Herbert V. Jones, and William Bolken. Irvin Kirkwood, editor, was in New York this week as was Mr. Nichols. Chicago, Philadelphia, and Washington were also visited. The Star is to be sold within two years, according to Col. Nelson's will and the trustees are seeking information as to modern methods of appraisal.

OPEN ROYAL BAKING POWDER CASE

Federal Trade Commission, After Once Dismissing Complaint, Reverses Itself Upon Dissenting Opinion of Commissioner Humphrey

WASHINGTON, D. C., March 25.—The federal trade commission, after its members with one exception had dismissed the pending amended complaint against the Royal Baking Powder Company, today reversed itself and ordered that the entire case be reopened and reargued.

This action, which leaves the long fight between the Royal and Calumet Baking Powder interests pretty much where it was before, was the result of a dissenting opinion by Commissioner William E. Humphrey when all other members of the commission voted to dismiss the amended complaint, and of a demand made by B. T. Hainer, chief counsel for the commission, that he be permitted to reopen and reargue the case.

Commissioner Humphrey returned here today from Rochester, N. Y., where he went to deliver an address.

NEW GRAPHIC CITY EDITOR

Other Desk Changes Announced by Macfadden Tabloid

William E. Plummer has been appointed city editor of the *New York Evening Graphic,* succeeding Percy L. Trussell, resigned. L. M. Slack is now assistant city editor. Howard Swain, formerly assistant night editor, succeeds Plummer in the slot.

Plummer was at one time city editor of the *Boston American.* He came to New York from Boston six years ago and joined the staff of the *New York Mail.* He was slot man, make-up editor, and city editor of the Mail, and when that paper was taken over by the Telegram, remained a short while with the consolidated paper, before becoming slot man on the *New York Evening Post.* From the Post he went to the American as telegraph editor, prior to becoming a member of the Graphic staff.

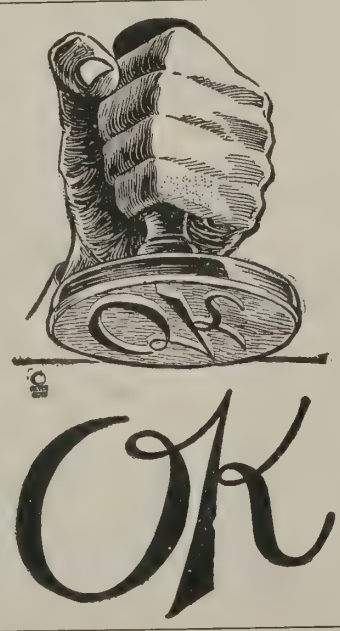
N. Y. TELEGRAM APPOINTS

Irving R. Parsons Succeeds G. N. Gundersen as Advertising Director

Irving R. Parsons was this week appointed advertising director of the *New York Telegram,* succeeding Gilbert N. Gundersen, resigned. Mr. Gundersen informed Editor & Publisher he was not yet ready to announce his future plans.

Mr. Parsons was formerly a resident of New York City, but for the last 12 years has been advertising manager of Carson, Pirie, Scott & Co., Chicago retail store.

His experience in the newspaper field dates back to the New York of 1905.



The STAMP of APPROVAL

Your stereotypers stamp of approval follows any experimental use of *FLEXITYPE.*

FLEXITYPE has earned the Stamp of APPROVAL in hundreds of newspaper offices throughout the country.

Write for Samples and Particulars

BROOKS PAPER COMPANY
406 Security Bldg. St. Louis, Mo.

ST. PETERSBURG ENTERPRISES. INC.
OPERATING
PLAZA THEATRE PHEIL THEATRE
REX THEATRE

OFFICE
8 GANDY BUILDING
P. O. BOX BIN 8

Monday, March eighth ST. PETERSBURG. FLA.
1 9 2 6

An Open Letter to the

ST. PETERSBURG TIMES and St. Petersburg DAILY NEWS

Relative to the withdrawal of advertising for theatres operated by this enterprise from the columns of the EVENING INDEPENDENT, permit me to make known the reasons for this action.

The decision prompting the action is based on the inalienable right that we, as an enterprise, are entitled to advertise when, how and where we deem necessary and profitable.

Our annual expenditures for local newspaper advertising affecting our local theatres, amounts to many thousands of dollars.

The action of withdrawing from the EVENING INDEPENDENT was prompted wholly by sound, economic judgment, as set forth below :

The ST. PETERSBURG TIMES is nationally recognized as one of the leading morning publications, reaching the morning readers of theatrical advertising in a most thoro and satisfactory manner, both from an advertising and reader-interest standpoint.

The St. Petersburg DAILY NEWS, an afternoon and evening publication whose phenominal circulation growth has amazed the newspaper world, reaches the readers of theatrical advertising and publicity - both in the home and on the street - so thoroughly and completely that a complete "coverage" is assured, making it unnecessary and unprofitable to advertise in another afternoon and evening paper in this City.

A careful investigation of circulation figures will sustain the fact that complete coverage, the aim of every advertiser, is consumated.

Very truly yours,
Vernon Gray.
VERNON GRAY.

Daily News
ST. PETERSBURG PICTURE PAPER

FRANK F. PULVER
Owner and Publisher

Major ALFRED BIRDSALL
Assistant Publisher and Editor

ROME CORRESPONDENT HONORED



Thomas B. Morgan (left), manager of the Rome bureau of the United Press, was nominated Wednesday by King Victor Emmanuel to be a Commander of the Crown of Italy. In the picture above Morgan is interviewing Gabriel d'Annunzio, dean of Italian literature and famous aviator.

WEEK'S AD TIPS

Amesbury Advertising Agency, 716 Phoenix Building, Minneapolis. Placing orders with newspapers generally for the Neverman Company, St. Paul.

F. Wallis Armstrong Company, 16th & Locust streets, Philadelphia. Reported to be making up list of newspapers for the George W. Blabon Company, linoleum, Philadelphia.

Joseph E. Baer, Inc., 52 Vanderbilt avenue, New York. Now handling account of E. A. Kline & Company, "Medalist" cigars, New York.

Brisacher, Emil & Staff, Flood Building, San Francisco. Placing orders with newspapers in northern California for the Van Camp Sea Food, Inc., Los Angeles.

Chappelow Advertising Company, 1709 Washington avenue, St. Louis. Now placing account of the Smith & Davis Mfg. Company, St. Louis, manufacturers of bed springs.

D'Arcy Advertising Company, Missouri State Life Building, St. Louis. Making contracts with some Western newspapers for the Monarch Metal Products Company, weather strips, St. Louis.

Eastman, Scott & Company, 816 Glenn Building, Atlanta. Placing orders with newspapers in selected sections for the Atlanta, Georgia, Industrial Bureau.

Federal Advertising Agency, 6 East 39th street, New York. Reported to be making up list of newspapers for the Van Raalte Company, silks, New York.

Gardner Advertising Company, 17th and Locust streets, St. Louis. Again placing orders with newspapers in various sections for the Cupples Mfg. Company, Cupples Rhine Tires, St. Louis.

Charles C. Green Advertising Agency, Inc., 450 4th avenue, New York. Now handling accounts of the Blosser Company, Atlanta, Georgia, and the Rapid Addressing Machine Company, New York.

Hanser-Churchill Agency, 12 East 44th street, New York. Again placing orders with newspapers in various sections for the Scholl Mfg. Company, foot appliances, Chicago.

Henri, Hurst & McDonald, 58 East Washington street, Chicago. Reported will conduct a newspaper campaign in Middle West cities for the Holland Maid Company, washers and ironers, Holland, Michigan. Now placing account of Jose Escalante & Company, manufacturers of the Corina and Aurelia cigars.

Lennen & Mitchell, 17 East 45th street, New York. Again placing orders with newspapers in various sections for B. Kuppenheimer & Company, Chicago.

Matteson, Fogarty, Jordan Company, 307 North Michigan avenue, Chicago. Now handling the accounts of Lucile Young, toilet goods, Chicago, and Liquid Malted Milk Company, Cedar Rapids, Mich.

Patterson-Andress Company, 1 Madison avenue, New York. Again placing orders with newspapers in various sections for Oneida Community Silverware, Oneida, N. Y.

Frank Presbrey & Co., 247 Park avenue, New York. Again placing orders with newspapers for the Copper & Brass Research Association, New York. Also placing orders with newspapers for the White Rock Mineral Springs Company, "White Rock" water, New York.

John W. Queen, 5 Park Square, Boston. Now handling account of the Elliott Company, addressing machines, Cambridge, Mass.

Fred M. Randall Company, Book Building, Detroit. Reported to be placing orders with newspapers in selected sections for the Minnesota Valley Canning Company, "Del Mais" corn, Le Sueur, Minnesota.

William H. Rankin Company, 342 Madison avenue, New York. Again placing orders with newspapers in various sections for Thos. J. Lipton, Lipton's Teas, Hoboken, N. J.

Southwestern Advertising Company, Majestic Theatre Building, Dallas. Reported to have secured account of the Interstate Cotton Oil Refining Company, Mrs. Tucker's "Shortening," Sherman, Texas.

Spafford Company, 10 Arlington street, Boston. Placing orders with newspapers in selected section for the Meade Rubber Sales Company, "Gos-Mer-Ett" rubber coats, Stoughton, Mass.

Steuerman Service, 15 East 26th street, New York. Has secured account of the Pepsinated Calomet Company, Atlanta.

Williams & Cunnyngham, 6 North Michigan avenue, Chicago. Placing orders with newspapers in various sections for Gypsey Dyes, Chicago.

Williams & Saylor, Inc., 450 4th avenue, New York. Now handling account of Rogers & Thompson Company, "Yo-San" silks, New York.

Edwin Bird Wilson, Inc., 9 Hanover street, New York. Now placing account of the Continental and Commercial Banks, Chicago.

Wood, Putnam & Wood Co., Oliver Ditson Building, Boston. Has secured account of Barron, Cohen & Paulin, Men's Clothing, Boston.

Herbert Lynn Baker Dead

Herbert Lynn Baker, 67, president of the Baker Sales Company, New York, dealers in printing machinery, died March 23. He was at one time publisher of the *Bellevue* (O.) *News.* Later he established a printing company in Minneapolis and following that established the Buffalo branch of the American Type Founders Company. He organized the Baker Sales Company in 1920. He was for some years a lecturer at the Harvard School of Business Administration and was author of "History of Printing Processes."

New Oklahoma A. P. Member

The *Chickasha* (Okla.) *Express,* an evening newspaper, has been elected to membership in the Associated Press. George H. Evans is publisher.

Imperial METAL



Our Only Product is Imperial Type Metal

WHEN a publisher selects Imperial Type Metal and the Imperial Plus Metal Plan to service that metal he is giving his shop the advantage of the best in metal and metal service.

There is a reason why Imperial Metal and Service are unequaled. That reason lies in the fact that the Imperial Type Metal Company devotes all of its effort to the manufacture of one product—type metals.

The purity and perfect balance of Imperial Metals and the efficiency and dependability of the Plus plan are the result of years of constant study of type metals and the needs of type metal users, by skilled chemists and metallurgists working in laboratories equipped for exhaustive research in the type metal field.

The thousands of publishers who are giving their shops the advantages of Imperial Plus Metals are a testimony to the success of our years of effort in producing one product and making that product the finest that can be obtained.

Write to our nearest plant for a copy of the Plus Plan or talk to our representative when next he calls.

IMPERIAL TYPE METAL CO.

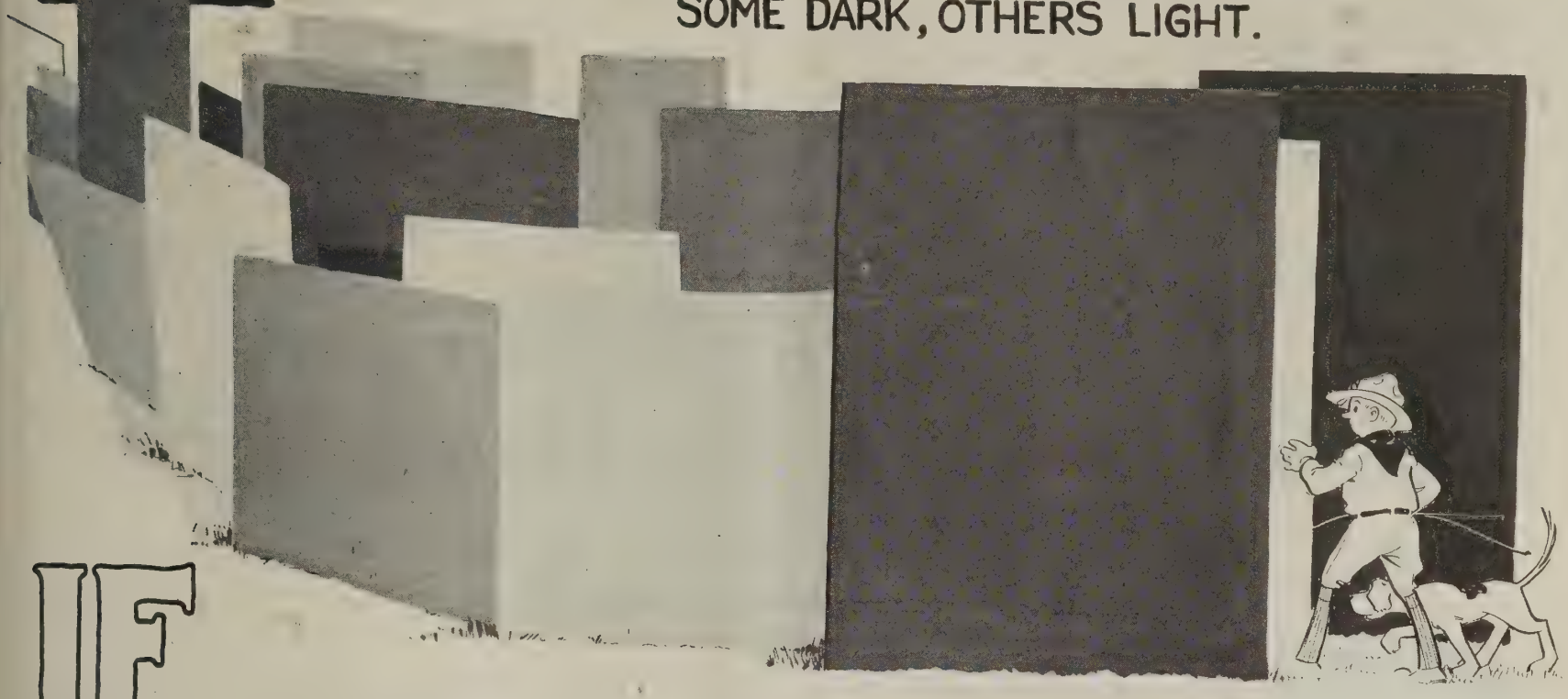
Manufacturing The Following Metals
Linotype—Monotype—Intertype—Stereotype
Elrod—Ludlow—Linograph—Thompson

Philadelphia—Cleveland—New York—Chicago



IF- A TWO LETTER WORD FOR ADVENTURE-

AND LIFE IS BUT AN ADVENTURE, WITH DAYS AS PAGES FROM THE BOOK OF LIFE, SOME DARK, OTHERS LIGHT.



IF a story came to your desk, one day, containing all the elements of adventure and interest, you would, as editor of a paper, with the profit of your readers and your paper at heart, feel it your duty to run it.

Such a story has come to us and we feel it our duty, considering our mutual profits, to offer you an opportunity, each day, of unfolding to your readers a page from the life and adventures of

GOOD SCOUT ANDY

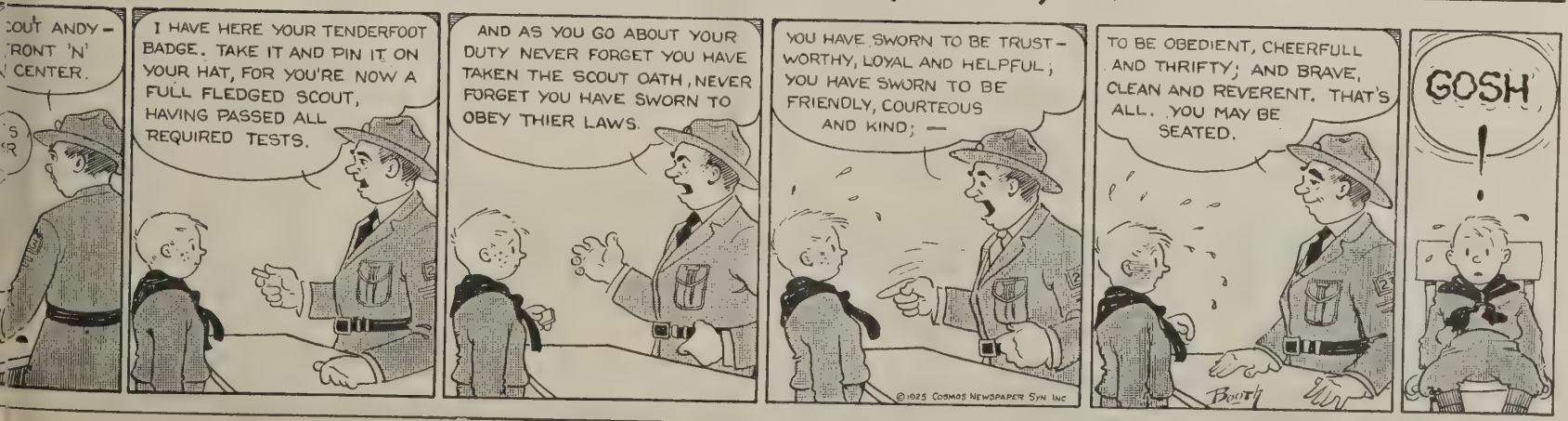
GOOD SCOUT ANDY is a daily strip which comes to ou highly recommended by the BOY SCOUTS OF MERICA, and will therefore be of special interest to the oy Scouts in your territory. But primarily it is a story, a ory of adventure full of fun and thrilling experiences and s such appeals to every reader of your paper.

We have chosen to make GOOD SCOUT ANDY of pecial interest to a special group (The Boy Scouts) because e thereby gain an added interest not only from the Scouts, but from their parents and friends and those outside the organization who are wondering what it's all about.

ANDY is a real boy, living a real life. He has his fun, his laughter, his problems and sorrows, all of which you share. It is adventure pure and simple. Adventure; the stimulant of the imagination.

Mr. Booth, who is the artist and author of GOOD SCOUT ANDY has a story to tell and the rare gift of telling it in strip form, from day-to-day with pictures that fit the words.

COSMOS NEWSPAPER SYNDICATE, INC., 9 East 37th Street, New York City



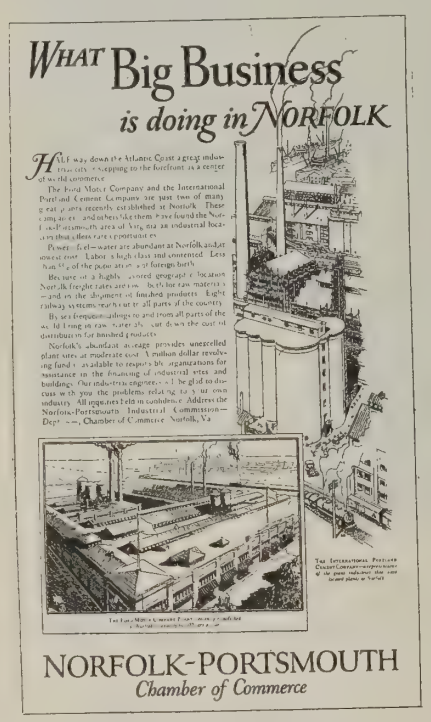
VIRGINIA CITIES SPEND $40,000 IN DRIVE TO ATTRACT NEW BUSINESS

Newspapers Predominant Medium in Norfolk-Portsmouth Campaign to Tell Advantages of Cities for Manufacturers

By HAMMOND EDWARD FRANKLIN

THE first lap of one of the most interesting newspaper campaigns in the country has just been completed.

The eyes of many comunities as well as newspaper executives are centered upon Norfolk-Portsmouth, Va., from which has been emanating the $40,000 start of a long-pull campaign to sell this section's features to its logical prospects.



Copy told convincingly of great industries already located in Norfolk-Portsmouth

On June 1, 1925, a group of citizens of Norfolk and Portsmouth under leadership of Thomas P. Thompson, president of the Norfolk-Portsmouth Chamber of Commerce, decided to raise $100,000 a year for three years to be spent on national advertising to feature the area. Subscriptions came from persons in all walks of life.

A citizen's committee of 100 handled the drive for funds which were raised in spite of the fact that the tax-payers of the two adjoining communities subscribe $25,000 a year for an industrial commission, $15,000 for a convention bureau, $25,000 for a traffic commission, and recently supplied $850,000 of $1,500,000 for a new hotel.

The city of Norfolk subscribed $15,000 a year for three years and Portsmouth $3,000 a year for three years to the general advertising fund. After all subscriptions were in, the citizens named a board of control consisting of Col. S. L. Slover, publisher of the *Ledger-Dispatch* as chairman, and Goldsboro Serpell, chairman of the board of the Seaboard National Bank as treasurer. The J. Walter Thompson Company was chosen as agency.

On Aug 10, F. E. Turin from St. Louis was appointed manager of the fund. On Nov. 9 the first barrage of copy aimed at Big Business made its appearance.

The first piece of copy was 800 lines, preferred position, either pages two and three or pages four and five. Then came four 300-line advertisements and three 800-line advertisements, after which followed seven 450-line advertisements. The copy appeared once a week in the following newspapers:

New York Times; New York Herald Tribune; New York Journal of Commerce; Chicago Tribune; Boston Herald-Traveler; Cleveland Plain Dealer; Detroit Free Press; Philadelphia Public Ledger, morning and evening.

"If you were starting in business today —where would you locate your plant?" queried one important piece of copy. It called attention to the truth that, instead of locating haphazardly, industries today have to be scientific in plant site selections. Shaded maps were introduced to show territory where freight rates from Norfolk are cheaper than from a Great Lakes port, shaded sections to show where freight rates are cheaper than from a South Atlantic port, other shaded portions to indicate sections from which freight rates are cheaper than from a North Atlantic port. Another map showed the Norfolk-Portsmouth sector in easy reach of raw materials from this and foreign countries.

"What big business is doing in Norfolk," the theme of another, cited the Ford Motor Company and the International Portland Cement Company as two which recently have put up plants at Norfolk-Portsmouth.

"The future of American manufacturing is centered at Norfolk," "In Norfolk—raw materials cost less," "Norfolk—the center of raw materials," "Norfolk—a quick short haul to half the nation's markets," "Express steamship service at freight rates . . . to the nation's greatest markets," "Norfolk . . . the gateway to foreign markets," backed up with statistics and illustrated with maps and pictures which were designed to appeal to big business men have been among the advertisements released

Traffic World, Industrial Management, Nation's Business and *Manufacturers' Record* have been used at a cost so far of about $6,000. Each newspaper advertisement also has been published in the local newspapers to keep subscribers posted on what is being used. This has cost about $2,000 to date.

With the newspaper campaign as the keystone, many supplementary activities have been launched. A tourist and information booth which has been taken over by the advertising board has served over 10,000 out-of-town people. A news bureau with C. H. Hoofnagle, an experienced newspaper man, has been established.

The next leg of the campaign will take the form of an intensive drive to prevent Norfolk from losing any of its trading territory. Some 25 or 30 newspapers in and near the area will be used starting in August, supplemented by co-operation of the retail merchants. Numerous other ways of using advertising are planned for the future.

Meantime, leads which come in from the present first-step industrial advertising campaign, which is keyed, are followed down, in many instances by personal calls. Four engineers are at work on a full-time basis with the industrial commission, each with his particular duty to perform. Each man has his bag packed for a hurry-up trip as needed.

"The people of Norfolk and Portsmouth are organized," F. E. Turin stated. "They are working together. They are boosting for a bigger and better place in the eyes of the world.

"The whole state of Virginia is getting together and it is entirely possible that before long a state advertising campaign will be launched with direct financial support from the state government."

E. T. Conkle in Hospital

E. T. Conkle, superintendent of bureaus of the United Press, is seriously ill in a New York hospital. Mr. Conkle, though in middle life, is a veteran U. P. man. This is his second illness in recent months.

N. Y. NEWS STARTS "PRE-DATE"

Jack Masters Appointed Editor of New Edition

The *New York Daily News,* picture paper, has started a new pre-date edition, issued at 6 o'clock A. M. of the day before the publication date. Jack Masters, formerly city editor, is editor of the new edition. The pre-date is published for out-of-town distribution.

Robert Shand has been transferred from head of the copy desk to assistant Sunday editor of the News. William White is now picture editor.

Julia Harpman (Mrs. Westbrook Pegler) formerly moving picture editor of the News, is back on general assignments. She has been succeeded by Reuben Maury.

U. P. CIRCUIT MEETING

New England Clients to Gather in Boston, March 28

New England clients of the United Press will hold a circuit meeting in Boston, at the Copley-Plaza Hotel, March 28. Luncheon will be served followed by discussion of possible improvements in U. P. service.

Karl A. Bickel, president, Robert Bender, news manager, Hugh Baillie, sales manager, and Thomas W. Gerber, business representative, will attend from New York, and Henry Minot, correspondent from Boston.

Classified Page for N. Y. Telegraph

The *New York Morning Telegraph* has added a classified advertising department with Miss Grace Caruthers, formerly of the *Austin American and Statesman,* as classified advertising manager. C. E. Marsh and Charles Fentress, owners of the Austin American and Statesman are other dailies are now executive manager of the Telegraph. Other innovations are promised for the paper under the management of the two Texas publishers.

INTERNATIONAL PAPER CO.

Executive and Main Sales Offices

100 EAST FORTY-SECOND STREET
NEW YORK
(Pershing Square Building)

Manufacturers of

NEWSPRINT — SULPHITE BOND
SUPEROTO — ENVELOPE
KRAFT — OFFSET
BAG — BOOK
GROUND-WOOD AND CYLINDER SPECIALTIES

J. L. FEARING
Vice President and Sales Manager
100 East 42nd Street, New York

R. C. TILDEN, F. B. SMIDT, J. V. McNAMARA and J. P. PARSONS
Assistant Sales Managers

L. M. DAVIS
Manager News Division

Sales Agents as Follows:

JOHN E. A. HUSSEY
New England Sales Agent
45 Milk Street, Boston, Mass.

R. B. HARBISON
Western Sales Agent
111 W. Washington Street, Chicago

W. E. MANSFIELD
Atlanta Sales Agent
Grant Building, Atlanta, Ga.

R. W. REMONT
Pittsburgh Sales Agent
Farmers Bank Building, Pittsburgh, Pa.

BROCK ROWLEY & SCHROFF
Philadelphia Representatives
Pennsylvania Building, Philadelphia, Pa.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, RICHMOND, ATLANTA, BUFFALO, PITTSBURGH, CLEVELAND, DETROIT, CHICAGO, CINCINNATI, ST. LOUIS, MILWAUKEE, MINNEAPOLIS, KANSAS CITY, DES MOINES, DENVER, LOS ANGELES, SAN FRANCISCO, PORTLAND, SPOKANE, WINNIPEG

OFFICIALDOM "KIDDED" AT CAPITAL

"Inside Correspondence" of Cabinet Members Revealed at Banquet of White House Photographers' Association

(*By Telegraph to* EDITOR & PUBLISHER)

WASHINGTON, D. C., Mar. 25.—Cabinet members laughed at themselves as they underwent an intensive fire of good-natured satire directed at their recent activities by Washington correspondents and news photographers at the White House News Photographers Association banquet at the Mayflower Hotel last night.

Verbal grenades, cartoons and a movie entitled "The Truth About Washington" were presented.

Vera Cathcart's detention on Ellis Island and Brigadier General Smedley Butler's charges that his reception to San Diego was "all wet" received the lion's share of the ridicule.

"Inside correspondence" concerning these cases was read by Theodore Tiller, toastmaster and veteran Washington correspondent, who declared he unearthed the telegrams from secret files of Secretary of Labor James J. Davis and Secretary of the Navy Curtis D. Wilbur, both of whom were sitting at the head table with him.

The "Inside correspondence" was:

Secretary of Labor Davis, Washington, D. C.: Countess Pushcart at Ellis Island accompanied by Moral Turpitude. What shall I do?—Curran, Commissioner of Immigration at New York.

Curran, Commissioner of Immigration, New York: Let in countess but keep out turpitude. Ask no questions.—Davis.

Davis, Washington: Too late. I've already asked her about turpitude.—Curran.

Curran, New York: You have played hob. Never ask a lady such things. Where is the Earl of Red Raven?—Davis.

Davis, Washington: Countess Pushcart was too darned frank. I resign. Earl of Red Raven gone to Ottawa. Do I quit?—Curran.

Curran, New York: You do. It's the Earl of Red Raven alive or Curran officially dead.—Davis.

Regarding the Smedley Butler charges, Toastmaster Tiller read:

To commanding officer, marine corps base, San Diego: Have you a man there named Medley Scuttler and also another officer named Williams.

Curtis D. Wilbur, Secretary of the Navy:

Secretary of the Navy Wilbur: we have a man who came here from Philadelphia where he made such a glowing success that he quit. Understand an officer named Williams asked him to have a drink and Medley Scuttler answered he never took one in the morning after the night before.—Commanding Officer, San Diego.

Commanding Officer, San Diego: Court martial 'em all. I hate cocktails, synthetic gin, etherized beer and Volstead liquors. Pay no attention to the current newspaper polls.—Wilbur.

The film "The Truth About Washington" included pictures, never before shown, of former Representative Andrew Volstead's dash across the White House lawn to escape news photographers; showed John Coolidge, the President's son, before, during, and after his recent boxing bout at Amherst, and other unusual flashes of officialdom.

Guests of honor at the dinner, which was arranged by Major Albert Holland, George Dorsey and J. C. Brown, included Postmaster General Harry S. New, Secretary of the Navy Curtis D. Wilbur, Secretary of Agriculture W. M. Jardine, Secretary of Labor James J. Davis and Speaker Longworth.

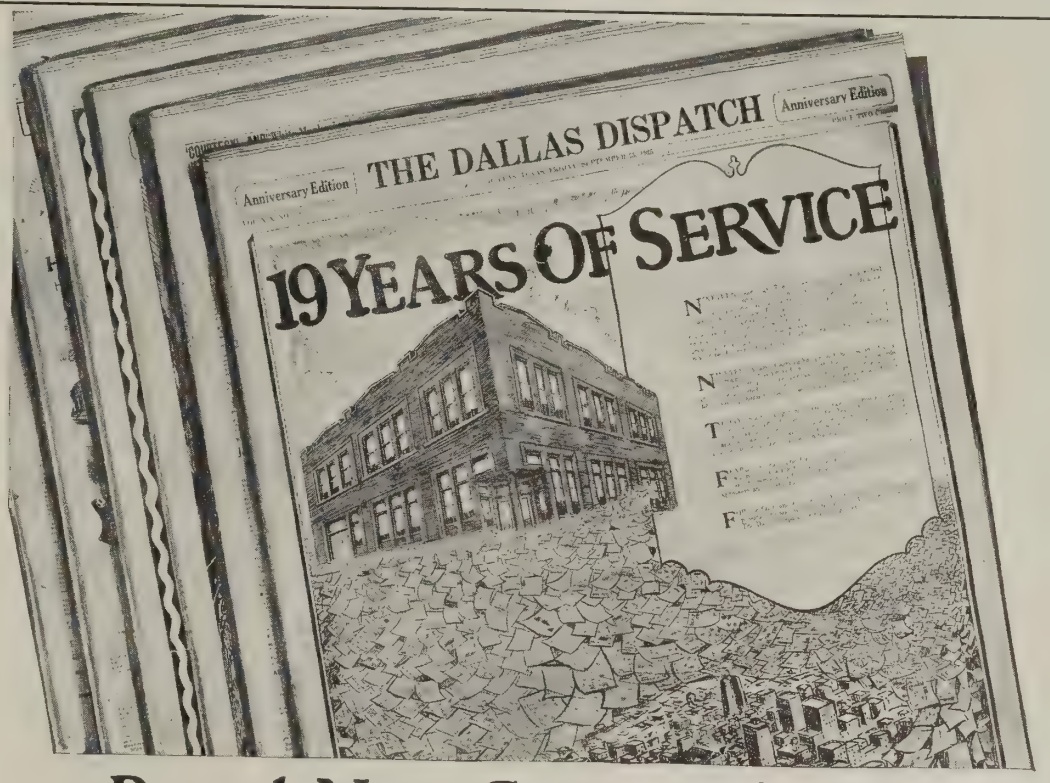
PLANNING A PLANT THAT WILL LAST

(*Continued from page* 4)

the newspaper's establishment or part of the building temporarily rented for the purpose of supporting a portion of the capital charges. Partitions can be removed in these plants to afford additional press or composing machine capacity. Private offices are thus converted into additional floor space for general or editorial work-rooms, the private-office occupants being moved to space formerly rented. In some cities, where desirable land is scarce and operations must be conducted on expensive tracts in the business district the structure can be assembled in distinct units, with the newspaper occupying several contiguous floors and the remaining space rented or leased to meet debt service charges.

One would be rash indeed to make any definite predictions as to the newspaper business during the next ten or twenty years. No authority has yet ventured to say that bulk advertisng has reached its peak. No one believes that newspapers have found the circulation saturation point. However, definite records for advertising and circulation now exist for the past 10 or 12 years, while such records were non-existent for the previous similar period and the publisher can plan the future with definite knowledge of the past that was denied to his predecessors.

With these and the other suggested information in mind, the publisher of the metropolitan daily or the up-and-coming paper in the thriving cities of 50,000 or more population can calculate his needs for the coming years, look to his present income and its future prospects and set aside the necessary capital for the paper's new home. It should be adequate for a useful life of 20 years, according to Samuel P. Weston, of New York, who has designed a number of newspaper plants in the past five years. That may appear to be an unattainable ideal in the present condition of the newspaper business. To seek it will at least give the building a chance to pay its cost before it is crowded out of existence.



How a Brand New Goss Perfectly Printed the Dispatch's 19th Anniversary Edition

"The new Southwestern record that I believe you made by having the press operating in twenty-four days after it was taken off the cars, was further enhanced by the amazing fact that we were receiving perfectly printed papers from the new machine before more than a total of one-third of a roll of 70 inch paper had been run through it."

CHAS. H. NEWELL

Vice President and General Manager

THE DALLAS DISPATCH

Picture installing a new press in a race against time and then calling upon that press to pitch in and print the biggest issue of the year as its maiden effort!

Yet that is the story behind the publication on September 25th of the Nineteenth Anniversary Edition of THE DALLAS DISPATCH— an issue containing 99,372 lines of advertising and running to 34,000 copies.

The DISPATCH had a Goss Quad, but a 6,657 growth in circulation and a 1,018,416 increase in advertising lineage during a single year called for the addition of a Goss Straightline Sextuple.

The new press and a Goss erector reached Dallas August 31. The evening of September 24 witnessed this press turning out the first sections of the Anniversary Edition—without delays from hot bearings or anything else of a vital nature!

"Pressmen from other papers were amazed and enthused over the performance. If I attempted to repeat all they said in praise of the machine, the speed and skill with which it was erected and almost perfect work it did from the start it would fill a book," advises Mr. Newell.

"Not the slightest thing from first to last has occurred to cause The Dallas Dispatch any regret that it has relied wholly upon Goss for the additional press and stereotyping equipment necessary to make our plant thoroughly modern and large enough to care for the needs of this growing city."

Goss Presses are the choice of successful publishers everywhere. Catalog on request.

THE GOSS PRINTING PRESS COMPANY · CHICAGO

The Goss Printing Press Company of England, Ltd., London
Messers. Edwards Dunlop Company, Ltd., Sydney, Sole Australian Agent

GOSS STRAIGHT LINE HIGH SPEED

SCHOOL WORK BECOMES REAL BUSINESS FOR KANSAS UNIVERSITY MEN

Students Take Turns Gathering News for Daily Kansan—Basketball Matches Being Reported This Month—Annual Trips Made to City Newspapers

By W. A. DILL

Assistant Professor of Journalism, University of Kansas

AS much practice under normal newspaper working conditions as possible is one goal of the department of journalism of the University of Kansas.

To this end, all reporting students are expected to take their turns in gathering news for the *University Daily Kansan*, published five afternoons and Sunday morning by a board of university students.

Members of the Kansan board fill all the staff positions. The news editor has general supervision of the news of the day, and makes up the paper. The campus editor has duties of the ordinary city editor, appointing his news beats, listing news tips, and sending the student reporters out to get the news. All the editing of copy is done by students in editing, who thus put in "laboratory hours" in the actual practice.

An extension of the practical in reporting was authorized by the college faculty for the current year in a reporting course for seniors, "Reporting III," in which exacting reporting for the Daily Kansan is required, and during the semester trip are to be made to Topeka, Kansas City, Kan., Kansas City, Mo., and other nearby cities for the students to spend the week-end in reporting for the papers of those cities, under the direction of the city editors of the metropolitan papers.

The students in the classes in editorial writing usually spend the class hour in the discussion of campus and some national problems, and out of the discussion, such as the editorial board of any metropolitan paper would have, come the editorials that appear in the Daily Kansan.

Book reviews and music and dramatic criticism for the Daily Kansan are handled by members of the class in Critical Writing—a course having to do with the newspaper departments of music, drama, art, and books.

On the business side, the department's course in "Newspaper Administration," has for part of the laboratory work of the course the selling of advertising for the Daily Kansan. This involves salesmanship, and also, in many cases, the preparation of copy for actual advertisers.

These are the routine methods of handling the Daily Kansan, and through it the laboratory work of many of the classes in the department of journalism. Occasionally, special "stunts" are possible.

For the beginning reporters, an experience in mass reporting is offered by the annual organization of "county clubs" just prior to the Christmas holidays. On a specified day, students of the University are urged to attend meetings one of which is arranged for each of the 105 counties of Kansas, and for a dozen of the states with the larger representations in the University. With 50 or 60 beginning reporters, it is necessary to do some doubling, but a reporter is assigned to every meeting, and he is expected to report immediately to the campus desk, the names of officers elected for each county club, and any special items of business. This event for the past three years has been completed within an hour and a half after the close of the convocation hour.

Each March, the final tournament of the Kansas High School basketball league is held at the University, with 32 teams entered. The elimination tournament of 32 contests, including a consolation is run off in two days, necessitating two games at a time for the first two rounds.

Reporting II students, particularly those who have been specializing in sport writing, are assigned to cover the games, writing stories for the Daily Kansan and also for the home town papers of the players. Each year, half a dozen or more daily papers from towns having teams in the tournament, ask telegraphic stories on how their teams are placing. The tournament ends about 10 o'clock on a Saturday night, and before 11:30 a complete story of the tournament, with scores of all games, is in the mail for all Kansas papers interested.

For three years now, a member of the reporting class has prepared the summary of the tournament that has appeared in the annual basketball manual.

Annual trips are made by larger groups of reporting students to Topeka and to Kansas City, Kan., where the students are given a day in reporting events for the *Topeka Capital* and for the *Kansas City Kansan*.

Another sort of practical work, but not possible every year, is in connection with elections. One of the members of the faculty has had considerable experience with the election machinery of one of the large press associations. Prior to the last national election he discussed in his reporting class the place of the newspaper in preparing the public for an election and in gathering election returns.

On election night, one group of students was sent to Topeka to assist the Capital in gathering returns there; another group helped the *Lawrence Journal-World* in its compilations; and a third group made all its own arrangements and compiled county returns for a press association, and the instructor with a small group from the class went to Kansas City and wrote "leads" on the Kansas returns for the press association, taking charge of the election machinery for the state while the correspondent got a little sleep the early hours of the morning after.

Courses in Comparative Journalism, History of Journalism, the Short Story, Magazine Writing, and Trade Journalism do not offer as much opportunity for immediate commercial contacts. The course in Editorial Problems and Policies makes use of actual ethical problems, compiled by the instructor of the class and recently published in "The Conscience of the Newspaper."

(*This is the thirteenth of a series of articles interpreting work of journalism schools to editors of the nation.*)

Ed. L. Keen Honored

Ed. L. Keen, general European manager of United Press associations, was entertained at a private luncheon in London March 24 by Lloyd George, former premier. Mr. George writes articles for the United Features Syndicate.

A SINGLE
ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
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have entered into an agreement in respect to editorial and advertising representation in their respective fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page .....$280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page ..... 82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

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Advertising World
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ECOPUBLISH, RAND, LONDON

CHURCH ADVERTISING FORUM

—Planned in connection with the international advertising convention—

In the past year, church advertising has become tremendously more pronounced all over the country. Interest is being manifested particularly by clergymen and prominent laymen, and especially those laymen of business connections who have learned the value of well planned publicity.

Religious leaders are beginning to feel that advertising is the most effective means of attracting people to houses of worship.

At the international convention of the Associated Advertising Clubs in Philadelphia, June 19-24, 1926, the Church Advertising Department will hold three sessions, educational in nature, to provide facilities and information that will enable churches to do effective advertising.

Plan to attend these sessions, June 22-23. Make your reservations early!

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS
383 Madison Avenue
New York, N. Y.

INDUSTRIAL TRIUMPHS IN THE SOUTH INDICATE FINANCIAL SOUNDNESS

The total value of exports from Southern ports for 1921 to 1923, both inclusive, was $1,459,000,000, while for the four year period from 1910 to 1914 the total from Southern ports was $774,000,000.

In 1881 the total deposits in national and state banks in the sixteen Southern states aggregated $221,759,000, while in 1923 these deposits amounted to $5,958,175,000. In 1880 the total bank resources of the South were $650,000,000. In 1923 the resources of the Southern banks amounted to $8,500,000,000.

In fifty years deposits in all the banks in the country increased twenty-fold, while the deposits in Southern banks have grown almost forty-fold.

This record of growth in Southern banking is a striking fact reflecting the increased agricultural, commercial and industrial activities in these states.

Into this fabric of activities has been woven, in brilliant colors, the record of advertising achievements.

Advertising successes are part of the commercial accomplishments of the South.

For successful merchandising, greater consumer demand must be created.

This can be accomplished by newspaper advertising.

Use These Home Papers of the South

ALABAMA	Circulation	2,500 Lines	10,000 Lines
**Mobile News-Item (E)	11,663	.05	.05
**Mobile Register (M)	20,544	.08	.07
**Mobile Register (S)	32,421	.025	.036
FLORIDA			
*Daytona Daily News (ES)	4,036	.035	.035
**Florida Times-Union (M) 42,376 (S)	54,610	.12(S.15)	.12(S.15)
††Lakeland Ledger (E)	4,283	.03	.03
**Miami Herald (M)	31,714	.09	.09
**Miami Herald (S)	40,347	.10	.10
**Orlando Reporter-Star (E)	5,124	.035	.035
**Orlando Sentinel (M&S)	6,172	.05	.05
**Pensacola News and Journal (EM)	8,689	.06	.06
†St. Petersburg Independent (E)	10,087	.055	.055
**Tampa Times (E)	19,228	.06	.06
**Tampa Tribune (M) 28,249 (S)	43,968	.09(.115)	.09(.115)
**West Palm Beach Post (M)	8,638	.06	.06
GEORGIA			
**Augusta Herald (E)	14,561	.05	.05
**Augusta Herald (S)	14,420	.05	.05
**Macon Telegraph (M)	26,753	.08	.08
**Macon Telegraph (S)	27,165	.08	.08
**Savannah Morning News (M), 21,015 (S)	22,204	.06(.075)	.06(.075)
KENTUCKY			
**Lexington Leader (E)	18,171	.06	.06
**Lexington Leader (S)	18,506	.06	.06
**Paducah Sun (E)	9,353	.04	.04

NORTH CAROLINA	Circulation	2,500 Lines	10,000 Lines
††Greensboro Daily News (M)	25,968	.08	.07
††Greensboro Daily News (S)	31,422	.08	.08
††Raleigh News and Observer (M)	31,460	.07	.07
††Raleigh News and Observer (S)	35,258	.07	.07
††Winston-Salem Journal (M)	12,357	.05	.05
††Winston-Salem Journal (S)	12,607	.05	.05
**Winston-Salem Sentinel (E)	16,132	.06	.06
SOUTH CAROLINA			
**Columbia State (M)	23,663	.07	.07
**Columbia State (S)	24,838	.07	.07
**Greenville News (M)	21,704	.075	.07
**Spartanburg Journal (E)	4,172	.05	.05
**Spartanburg Herald (M) 7,252 (S)	9,939		
TENNESSEE			
**Chattanooga Times (M)	30,203	.10	.10
**Chattanooga Times (S)	30,230	.10	.10
**Memphis Commercial Appeal (M)	99,989	.18	.18
**Memphis Commercial Appeal (S)	126,063	.21	.21
**Nashville Banner (E)	51,750	.11	.11
**Nashville Banner (S)	54,748	.12	.12
VIRGINIA			
**Danville Register and Bee (M&E)	12,644	.05	.05
**Danville Register (Sunday)	8,300		
**Newport News Times-Herald (E)	7,791	.05	.05
**Newport News Daily Press (S&M)	5,708		
**Roanoke Times & World News (M&E)	25,658	.07	.07
**Roanoke Times (S)	16,672	.06	.06
**Staunton News-Leader (M), Leader (E)	6,541	.035	.035

** A. B. C. Statement, September 30, 1925.
†† Government Statement, September 30, 1925.
† Government Statement, March 31, 1925.

U. S. REPORTERS PRAISED BY BRITISH WRITER

London Daily News Correspondent Lauds Enthusiasm of Americans—Impressed by Financial Resources of Our Press

Wilson Midgley, special correspondent in the United States of the *London Daily News*, left New York March 27, on the *Olympic*, on a brief business trip to consult with his paper. He arrived in New York a year ago as the Daily News resident correspondent.



Wilson Midgely

Midgley's visit to London will coincide with the making of extensive additions to the premises of the Daily News. This newspaper, exponent of liberal ideas from the days of Charles Dickens to A. G. Gardiner, is in the process of extending its plant in Bouverie street. The completed building will be opened in the summer by Lord Oxford and Asquith.

The election campaign of 1924 was the occasion of Midgley's first visit to America. His coming in 1925 was, therefore, a return. Looking back on a year of "covering" a continent, he said his most interesting story was the Dayton trial.

"I was the only English correspondent who was present throughout the trial. And I think I was more impartial to both Fundamentalists and Modernists than most of the American correspondents!"

In his work as a foreign correspondent Mr. Midgley tries to impress his English readers with the complexity of American life, and to resist the temptation to play up to the ready-made idea of America which they already have.

"One of the temptations of a foreign correspondent," he stated, "is to play up to the idea of a country that is popular at the moment, and to send only stories that fit into this concept. It is better to perplex one's readers a trifle. It is better to leave them somewhat puzzled rather than to pretend every problem is simple.

"I am impressed by the financial resources and the wide extent of American journalism, and also by the work that is being done at the various universities in schools of journalism which supply newspapers with the best human material, equipped with the best preparation for journalism that the world has known so far. I am also impressed by the way in which young journalists take journalism on the way to more literary pursuits, a practice which is bound to reflect back on American journalism some of the better and more solid qualities of literary work. American journalists show an extraordinary devotion to their paper. They play the game for the sake of the game—not more than but just as much as any other journalists I have ever met. They play it with that intensity which seems so characteristic of the journalistic profession. Men will kill themselves in newspaper work upon things which to other men would seem too detached from their own interests to be important.

"There is one characteristic of English journalism which appeals to me, and that is the ability to compress information into a paragraph. The man who can say a thing in ten words is regarded more highly on an English newspaper than the one who says it in half-a-column. Here I have often been amused to see young American newspapermen measuring the worth of the story by its length—a long story having more value than a short one!"

Mr. Midgley will return to New York early in May.

JOHN D. SHERMAN

Chicago Veteran Wrote "Public Be Damned" Vanderbilt Interview

John Dickinson Sherman, veteran Chicago newspaper man, died last week. Mr. Sherman was born in Chicago, Aug. 30, 1859. He was graduated from Hamilton college in 1881 and became a suburban correspondent for the *Chicago Tribune* the following year. In 1889, he was made city editor of the Tribune, serving in that capacity until 1896 when he became Sunday editor.

In 1898 after a short service with the *Chicago Record-Herald*, he became city editor of the old *Chicago Inter-Ocean*, holding that position until 1902 when he became literary editor and later associate editor of the *Weekly Inter-Ocean and Farmer*, a position he held until the Inter-Ocean was merged with the Record-Herald in 1914. Since then he had been associated with the Western Newspaper Union.

In an address delivered last year before the students of the Medill School of Journalism, Mr. Sherman told of the old days of Chicago journalism and also of the celebrated "public be damned" interview of the late William H. Vanderbilt. Mr. Sherman told the Medillians he elicited the famous statement from Mr. Vanderbilt by inquiring as to whether his trains were run for profit or as an accommodation to the public.

Mr. Sherman is survived by a widow, Mrs. Mary King Sherman, president of the General Federation of Women's Clubs with headquarters in Washington, and by four brothers.

Why are Editor & Publisher classified pages growing? They turn the trick.

N. Y. CIRCULATION MEN TO MEET IN ELMIRA

F. E. Tripp, Star-Gazette Publisher, Chief Speaker at Spring Convention April 13-14—M. Decker Program Chairman

The spring meeting of the New York State Circulation Managers' Association will be held in Elmira, N. Y., on April 13 and 14. Between 50 and 75 circulation managers, business managers, and publishers of daily newspapers will be present. Headquarters will be at the Hotel Langwell.



C. E. Blewer

Members will be guests of the *Elmira Star-Gazette* at a dinner meeting at the Cold Brook Club on the first night of the convention. The main speakers will be Frank E. Tripp, publisher of the Star-Gazette, and David N. Heller, mayor of Elmira. John T. Calkins, business manager of the Star-Gazette, will preside at the dinner.

The following noon the executives of the Star-Gazette, the *Sunday Telegram*, and the *Advertiser* will give a luncheon to the assembled guests, after which a tour of inspection will be made of the famous Elmira Reformatory.

Charles E. Blewer, circulation manager of the *Binghamton Press*, is president of the association and will preside at the sessions. M. Decker, circulation director, *Rochester Democrat and Chronicle*, heads the program committee and William Baldwin of the circulation department of the *New York World*, is chairman of the general convention committee. The reception committee is made up of Elmira newspaper men as follows: John T. Calkins, Harry Baltz, and James N. Peck.

New U. P. Clients

The *Sioux City* (Ia.) *Tribune* this week started using the United Press leased wire report. Other recent new U. P. leased wire clients include *San Luis Obispo* (Cal.) *Telegram; Concord* (N. H.) *Telegram; Glendale* (Cal.) *News; Monrovia* (Cal.) *News; Staten Island* (N. Y.) *Advance; Jamaica* (N. Y.) *Press; Hammond* (Ind.) *Times; Three Rivers* (Mich.) *Commercial; Wabash* (Ind.) *Plain-Dealer;* and *Dowagaic* (Mich.) *News.*

The one sure way to increase the producing power of your advertising is to use the

Norristown Times Herald

Norristown, Pa.,

Montgomery County's Great Home Newspaper

National Representative Paul Block, Inc.
Philadelphia, New York, Chicago, Boston, Detroit.

Use the

COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)

in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.

Member A. B. C.

URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representatives:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

CIRCULATION MANAGER WANTED

Permanent position on afternoon daily just starting in a Southern town of 16,000 with rich, tributary section containing 750,000 people. Must put on 4,000 initial subscription list paid for one year—or its equivalent. Liberal commission on all above that besides good salary. Write, giving experience, age, references, and plan.

JACK SENTER, *Bus. Mgr.*
Columbus **Mississippi**

From the Linotype Mailbag

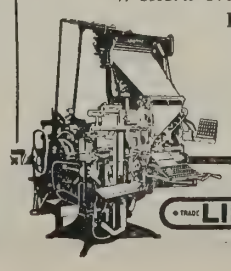
MODELS 25 and 26

"production materially increased"

"I have your letter of the 12th relative to the Models 25 and 26 Linotypes installed in our office during the Summer of 1925.

"We are very much pleased indeed with the new machines. Our production per machine has materially increased over the old Model 1's, and we are working all of them steadily every day and, off and on, night shifts. The fact that we have a large number of additional mats in magazines for quick change has been very helpful toward production, and this is a great reason for efficiency. Our workmen have nothing but words of praise for the new equipment throughout."

Western Newspaper Union
Denver, Colo.



BIROTADRUCK
(Bi-rota-druck)
Hydraulic Matrice Press and Process

The American Birotadruck matrice press and process is a hydraulic direct pressure matrice moulding press and process—definite in all its functions moulding a perfect die cut and embossed mat ready for the casting box without loss of time. No more crushed type or blurred pages.

Any desired pressure may be obtained without injury to type or illustrations. Under the Birotadruck process half tone illustrations are embossed and the matrice die sunk simultaneously with the moulding operation.

There are no changes necessary on presses, stereo or other equipment. The Birotadruck Matrice Press and Process takes the place of Matrice Rolling machines and adds refinements and features not heretofore available.

Either wet or dry mats may be used with full success.

Installations have been made on the plants of the New York Times, New York Herald-Tribune, Boston Globe, Dallas News and machines are being built on orders from other metropolitan newspapers.

For sample of pages produced under actual working conditions and other information, address

AMERICAN BIROTADRUCK COMPANY, Inc.
Suite 1202
120 West 42nd St.
NEW YORK CITY

Dominant and headed westward
in the rich Louisville field
The Courier-Journal
THE LOUISVILLE TIMES
Represented Nationally by
The S. C. BECKWITH Special Agency

OLD NEW YORK TRIBUNE VETERANS DINE



Members of the George Burdick Association. Reading from left to right, top row: George Edgecombe, William L. Curtin, James S. McCracken, Arthur S. Draper, William Houghton, Howard L. White, Fred Crone, William Orr; seated, second row, Louis Topper, George F. Hufnagel, Charles S. Salomon, William A. Orr, George Burdick; seated, bottom row, William Harrison, Robert B. Peck, Lewis Wood, Charles Faske, L. J. deBekker, and Charles E. Seelig. The photograph is by J. Hal Steffen, a member of the organization.

THE George Burdick Association, composed of men who worked for the old *New York Tribune* when George Burdick was city editor in 1910, held its sixth annual dinner March 20, in New York. Among the guests who are still working for the paper—now the *New York Herald Tribune*—were Arthur S. Draper, foreign editor; Howard L. White, society editor; Charles S. Salomon, reporter; William Harrison, real estate repartment; Charles Faske, accounting department; J. Hal Steffen, photographer; Charles E. Seelig, reporter; Denis T. Lynch, reporter; Robert Peck, rewrite; George Hufnagle, and James S. McCracken.

Others present who are now holding other positions, were George Burdick, George Edgecombe, William Abbott, William S. Orr, Lewis Wood, William H. Houghton, Fred Crone, Louis Topper, William L. Curtin and L. J. deBekker.

Godwin Joins Polish Legation

Stuart Godwin, Washington correspondent, was this week appointed chief of the press relations of the Polish Legation. Mr. Godwin, a native of Washington, began his newspaper career on the *Washington Star*. He later became connected with the United Press and then with the International News Service, and has also represented at Washington the *Philadelphia Bulletin*, the *Albany Knickerbocker Press*, the *Louisville Courier-Journal* and the *New York Sun*, finally succeeding Laurence Hills as the Sun's Washington correspondent when Mr. Hills went to Paris. He was editor of the Panama *Star and Herald*, and at one time general manager of the Frederic J. Haskin Syndicate.

Boston Writers Frolic

The annual benefit frolic of the Boston Press Club, marking the 40th anniversary of the organization, was held Friday afternoon, March 19, at the Tremont Theatre, Boston. The sum of $1,592 was realized from the affair in which numerous theatrical stars playing in Boston theatres contributed to the program.

Enwright's Staff Celebrates

The *Boston Telegram* employes, and Frederick W. Enwright, publisher, celebrated the fifth anniversary of the paper at a banquet March 16 at the Copley Square Hotel, Boston, which was attended by about 150. Robert T. Allen, circulation manager, presided as toastmaster.

N. Y. HERALD TRIBUNE PLANS NEW HOME

Present Plant, Built in 1922, Now Inadequate—Expect to Start Building in Another Year—Additional Equipment Being Installed

The *New York Herald Tribune* will be starting work on a new plant inside of a year, Howard Davis, business manager, informed EDITOR & PUBLISHER this week. The present home of this New York morning newspaper was only completed in April, 1922, but Mr. Davis said it was already being cramped for space. There is no opportunity of enlarging the building at its present location. He said he did not know where land would be purchased.

Need of a new plant results from the consolidation of the *Tribune* with the *New York Herald* in March, 1923, Mr. Davis said. The present building on West 41st street, designed for the *Tribune*, was at the time thought large enough to allow for normal growth over a period of 15 or 20 years. When built, and even today, the plant is generally spoken of as a model structure to house newspaper manufacturing operations. But only recently the management was forced to push out into an adjoining building to increase circulation department floor space.

More space will be needed this summer when three Helverson stuffing machines are to be installed. By June, Mr. Davis said, the Herald Tribune will be ready to distribute the first five sections of its Sunday newspaper all stuffed to news dealers.

The Herald Tribune is now installing two Cox Speedaumatic mailer machines. It is expected they will be ready for operation early in April. These machines wrap mail and bag newspapers. The Herald Tribune has a large mailing list, particularly in Summer, when it totals approximately 300,000 copies daily with more Sunday.

The Herald Tribune is at present installing eight Scott press units, and when work is completed the press room will have nine octuple presses.

The outstanding value of our Service is its ability to relieve a publisher of his entire checking proof detail.. and giving him absolute confidence that he has at last found an efficient and practical solution to his problem.

16 New Subscribers
To Our Complete Service

BETHLEHEM, PA. - - - - GLOBE-TIMES
BUFFALO, N. Y. - - - - EVENING NEWS
COUNCIL BLUFFS, IA. - - - NONPAREIL
DUBUQUE, IA. - - - TIMES & JOURNAL
FT. WAYNE, IND. - NEWS & SENTINEL
HOBOKEN, N. J. - - - JERSEY OBSERVER
KANSAS CITY, KAN. - - - - KANSAN
KOKOMO, IND. - - - - - - TRIBUNE
MADISON, WIS. - - - STATE JOURNAL
MASON, IA. - - - - GLOBE-GAZETTE
NEW BRITAIN, CONN. - - - - HERALD
OLEAN, N. Y. - - - - - - - TIMES
PATERSON, N. J. - - PRESS-GUARDIAN
SOUTH BEND, IND. - - - - NEWS-TIMES
SOUTH BEND, IND. - - - - - TRIBUNE
WATERLOO, IA. - - - - - - TRIBUNE

If service results can be gauged by what Advertising Agencies think of our value, then this letter may be of interest:

"Your organization here in Chicago certainly has been a great assistance to us in solving this costly part of our routine. It is gratifying to us to see your list increase each month, and hope the time is not far away when all newspapers can see the value of the service which you are rendering to the Advertiser and Agency."

Yours very truly,
ERWIN, WASEY & COMPANY
Chicago, Ill.

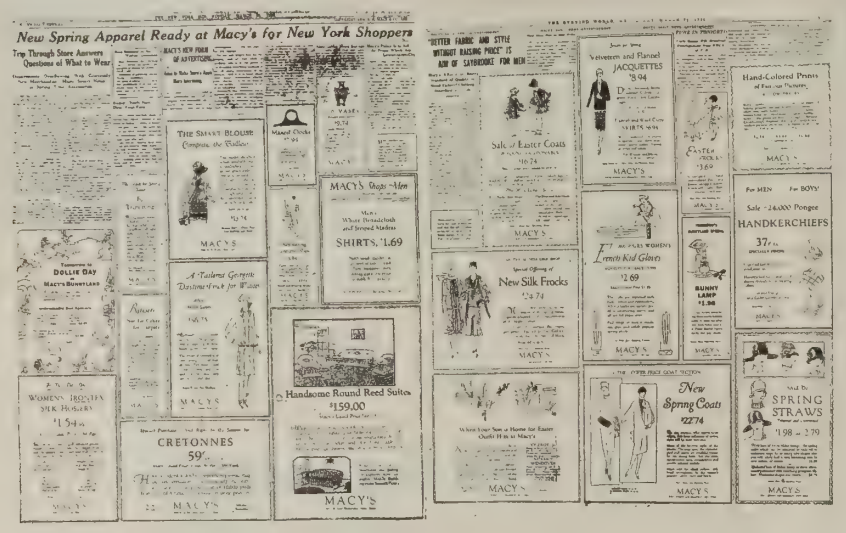
The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St. CHICAGO — 79 Madison Avenue NEW YORK

MACY'S IMITATES NEWS PAGE STYLE IN ITS ADVERTISING COPY

Ads of Various Departments Pyramided Under News Stories to Resemble Regular Page—Dailies Insist On Slight Change to Avoid Deceiving Readers

R. H. MACY & CO., INC., New York department store, this week introduced a new form for retail newspaper advertising copy, which breaks up a full page with part of the linage being used to tell store news in imitation news style, and the remainder of the linage made up of pyramid advertisements from various departments. James Goold, the store's advertising director, was responsible for the innovation.



Left—First news-style copy for Macy's. Right—Copy amended to meet publisher's requirements.

When the first copy appeared Monday the page was labeled once at the top in small type with the heading "Macy's Daily News-Ad" and the headline type over the imitation news stories was the same as regularly employed by the paper in which the advertisements were published. The managements of the *New York Sun, Telegram,* and the *New York Evening World,* by Wednesday had changed this procedure, insisting that "Macy's Daily News-Advertisement" in large type be printed three times at the top of the page, and different type be used in the advertising matter than appeared in the news columns, to avoid deception.

A banner headline in Monday's copy read "New Spring Apparel Ready at Macy's for New York Shoppers" and carried the sub-headings "Trip Through Store Answers Questions of What to Wear," and "Departments Overflowing with Gloriously New Merchandise—Many Smart Notes in Spring-time Accessories." A one-column box and four smaller heads made up the remainder of the editorialized copy, while 12 separate advertisements placed in pyramid make-up promoted offerings in that many departments of the store.

The new form of advertising was described as an effort to make the store's a new type of daily advertisement, of which this page is the first example.

"The new plan departs from the traditional 'page ad' style, which, of necessity fails to do full justice to the diversified advertising messages of the 155 selling departments of the store, in which is to be found almost every human merchandise requirement, whether it be for the home or for the person, for sustenance of life or for indulgence of luxury.

"Henceforth each department will be regarded as an individual shop, which it virtually is, and its advertising message will be presented as a complete and separate unit as on this page. The individual advertisements will be supplemented daily by brief articles of interest to the shopper.

"For a long time Macy's has felt itself hampered in communicating to the readers of its advertising the things it wanted to tell them about the store and its merchandise. The limitations of advertising space and the requirements of advertising display necessitated the utmost brevity of language, the suggestion of an idea, rather than its full explanation.

"With the publication of these articles daily, Macy's believes that this difficulty will be overcome and that it will be able to pass on to shoppers valuable information in a form they will find easy and pleasant to read."

Copy was similar in all dailies used, but the type dress differed to correspond to that of the newspapers in which it appeared.

"We are adapting our advertising to the media used," Mr. Goold said in an interview with EDITOR & PUBLISHER, and called attention to the fact that Macy copy in the *New York Mirror,* picture tabloid, had for the last six months appeared as a "picture page," the merchandise displayed on models and reproduced from photographs.

"What we are trying to do," he continued, "is to issue a daily publication on our page, which gives instruction and information to readers as well as urges them to buy. The possibilities are unlimited for conveying in comparatively small space a great deal of information that we could not get into display space.

"In addition to writing regular copy, our copy writers have been assigned to dig up news in the various departments. The new style of copy gives them added incentive and initiative in finding such news. They have been instructed to make thorough studies of the merchandise they write about, to do research work, involving history and economics, and in general to keep abreast of the current events in preparing their advertising news."

Mr. Goold explained that his staff of 10 copy writers had been organized as a newspaper editorial staff. He himself, before becoming advertising manager of Macy's five years ago, was in newspaper work, connected with the Fairchild Publications, New York.

Atlanta Wants I. C. M. A. Meet

Atlanta newspapers, the *Constitution, Georgian* and *Journal* have announced they will make a bid for the next convention of the International Circulation Managers Association, and will press their claims at the meeting of that organization in Philadelphia in June.

Founder of German Paper Dies

Fritz Glogauer, founder and first editor of the *Chicago Abendpost,* a German language daily, died March 23, in Cincinnati. He founded the newspaper in 18[illegible] and retired in 1914, when he sold the property to the present ownership. He was born in Germany.

Leigh World in New Plant

The *Leigh* (Neb.) *World,* issued after several months under handicaps following the fire which destroyed its building, has occupied a new brick, fireproof home.

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined.*

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

The New York Times Advertising Standards

To protect readers of The New York Times, every advertisement offered for publication is subject to censorship and must conform to The Times standards and conception of a newspaper's obligation to the public. Through this censorship the advertising columns of The Times are kept free from questionable and "catchpenny" offers of undesirable firms.
The Times publishes a larger volume of advertising than any other New York newspaper; but it takes more pride in the high quality and character of that advertising than in the unequaled volume.
The Times declines advertising that is fraudulent or misleading, detrimental to the public welfare or that may cause loss of confidence in reputable advertising and honorable business.
The Times has the largest circulation of any standard sized New York morning newspaper.

The mark of a good classified medium is the fact that it keeps getting better

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors.
Packard Building Philadelphia

Productiveness

One of the many reasons why advertising in The Sun is so productive is that nearly all of The Sun's circulation is centered in New York's trading territory. Over 97% of the people who read The Sun live in Greater New York.

The Sun
280 Broadway New York

HUNTINGTON, W. VA.
is predominantly a
MORNING FIELD
and is covered completely by the
HERALD-DISPATCH
Morning and Sunday

Circulation, now 18,000 A. B. C.

National representative
The Devine-MacQuoid Co., Inc.
New York Philadelphia Pittsburgh Chicago

TAMPA MORNING TRIBUNE
"So. Florida's Greatest Newspaper"
Established 1894
CIRCULATION
SUNDAY..59,202 DAILY..34,321
In addition to complete coverage in Florida's industrial and commercial city, the Tribune covers 190 cities and towns in twenty-four South Florida counties—the heart of the most rapidly growing and wealthiest section of Florida. This territory includes the rich industrial citrus, phosphate and truck-raising district of the State.
The Tribune stands TWELFTH among the newspapers of the United States in volume of advertising printed during the year 1925—21,650,678 lines.
Only one New York newspaper and only one Chicago newspaper printed more advertising in 1925 than the Tampa Tribune
The S. C. Beckwith Special Agency
National Representatives

GRAVURE SECTIONS PRINTED
SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK
Standard Gravure Corporation
LOUISVILLE KY

ALBERT H. FULLER

Publisher of Brocton (Mass.) Enterprise Dies in Boston

Albert H. Fuller, 78, publisher of the *Brockton* (Mass.) *Daily Enterprise,* died in Boston, March 20, of pneumonia. Mr. Fuller had recently returned from Phoenix, Ariz., where he had gone for his health.

In May, 1876, he issued the first copy of the *Brockton Weekly Advance,* later selling out to Folger & Rice of Nantucket. In 1879 he joined forces with Mr. Rice, the present managing editor of the Enterprise and the first issue came out on July 4, 1879. The following January it came out a daily paper.

At the time of his death he was the treasurer of the Enterprise Publishing Company and publisher of the paper.

Obituary

CHARLES H. BUTLER, former publisher of the *West Bay City* (Mich.) *News,* died recently in Los Angeles.

GEORGE E. DANFORTH, 68, an employe of the *Boston Transcript* since 1880, died suddenly March 15. He formerly was employed in the mailing room, and later in the counting department.

HUMPHREY W. FALL, member of the *Chicago Tribune* advertising department for many years died in Chicago this week.

MRS. JAMES F. DONALSON, wife of James F. Donalson, state editor of the *Roanoke* (Va.) *Times,* died suddenly recently.

WILLIAM MCCORMACK, 46, night foreman of the *Portland* (Me.) *Press-Herald* composing room, dropped dead while walking home from work March 15.

WALLIS NASH, formerly an editorial writer on the *Portland Oregonian* and later on the *Oregon Journal,* died March 13, at Nashville, Ore. Mr. Nash had been a prominent lawyer in London before coming to this country.

JOHN W. EVERETT, editor of the *Virginia State Journal of Education* and former editor of the *Lynchburg News,* died recently in Lynchburg.

OSCAR ARNESON, 47, president of the Dow-Arneson Company, printers, St. Paul, former publisher of the *Herman* (Minn.) *Grant County Review* and for 19 years chief clerk of the Minnesota house of representatives, fell dead March 17.

MISS MARY B. SOULE, for 18 years business office employe of the *Providence* (R. I.) *Journal and Bulletin,* died March 17 in Pittsfield, Mass.

B. E. KIES, founder of the *Kansas Commoner* of Wichita and later of Newton, Kan., a Populist paper, died at his home in Grand Rapids, Mich.

WILLIAM A. STRANGE, 57, linotype operator for the *Springfield* (Mass.) *Republican,* died March 17. He worked on the *New York Herald* 16 years.

MRS. ADDIE BISHOP, mother of Earl R. Bishop, telegraph editor of the *San Diego* (Cal.) *Tribune,* Harry T. Bishop, staff photographer of the Tribune and Union, and of Miss Beth V. Bishop of the auditing department of the Tribune and Union, died March 12.

MISS IDA PARROTT, one of the best known and oldest New England newspaper women, died March 18 at her home in Worcester, Mass. Miss Parrott, who for the past 15 years was on the staff of *the Worcester Evening Post* as woman's page editor, started her newspaper career on the *Worcester Daily Telegram.*

GEORGE E. VICKERS, SR., 70, a former Pittsburgh newspaper man died in Philadelphia March 14, after a brief illness. After doing newspaper work in Pittsburgh for a number of years he went to Philadelphia where he published the former *Philadelphia Evening Herald* and was connected with the *Philadelphia Press* for many years as political editor.

JAMES H. FERRISS, 77, one time leader of the Populist party and for 40 years associated with newspapers in Joliet, Ill., as reporter, editor and publisher, died March 17 at his home. He was editor of the *Joliet News* 40 years but for the last 10 years had devoted himself to his botanical and zoological collections.

EDWARD LEONARD BEARD, 78, formerly an executive of the New England Associated Press, with headquarters in Boston, before its members became a part of the Associated Press, died March 15, at Danbury, Conn. He formerly was employed on newspapers in Boston, New York, Utica, N. Y., and Savannah, Ga., retiring about 20 years ago.

HOWARD E. VANDEVENTER, Boston advertising man and formerly on the *Boston Post,* died March 16 in Philadelphia. He recently returned from Florida where he went for his health. While there he represented the Boston Herald and the George V. Harvey Company. He formerly had been connected with the *New York Sun, New York Tribune, Philadelphia Public Ledger* and *Chicago Tribune* in the advertising department.

CHARLES KING, in charge of the reception hall of the George Batten Company, New York, died this week.

F. S. SMITH, 70, former editor of the *Pomeroy* (O.) *Leader,* died March 18 at Huntington, W. Va.

BOSTON GROUP BACKS A.A.C.W. DRIVE

Advertising Club, Headed by Rogers, of Transcript, Pledges $10,000 to Aid Parent Association—Co-operation Promised Elsewhere

The Advertising Club of Boston, of which W. F. Rogers, advertising director of the *Boston Transcript,* is president, meeting this week pledged itself to raise a minimum $10,000 as its contribution to the $500,000 refinancing campaign now being conducted by the Associated Advertising Clubs of the World. The meeting held March 23 was addressed by Earle Pearson, A. A. C. W. manager.

Frank A. Black, advertising manager of William Filene & Sons, Boston department store, was appointed chairman of a temporary committee named to make arrangements for the Boston campaign, scheduled to get under way early in April. Mr. Pearson pointed out that of the total operating expenses of the organization last year, approximately $250,000, the city of Boston only contributed $2,500. He told how New York advertising men were organizing to raise $100,000 towards the goal of $500,000, and said that Chicago next month would start a special drive for $75,000.

Francis H. Sisson, vice-president of the Guaranty Trust Company, New York, and chairman of the general campaign committee, will address the club April 1, giving complete details of the A. A. C. W.'s expansion plans.

Mr. Pearson on his return to New York headquarters, reported that the Boston club, under Mr. Rogers' leadership, was in a better condition today than ever before in its history, with a membership of more than 500.

PRAISES NEWSPAPER SPACE

Advertising Called Labor Saving Machine of Sales for Merchant

Newspaper advertising is the labor-saving machine of sales for the merchant, was the opinion expressed last Wednesday at the meeting of the Cincinnati Advertisers Club by David Gibson, merchandising specialist, formerly publisher of the *Lorain* (O.) *Journal.*

"Some will be inclined to say that newspaper advertising is an added item of expense" said Mr. Gibson, "but it is not. Advertising is a short-time investment for a big dividend from increasing turnover, transforming gross into net and quicker cash returns to gain discounts on bills of goods. It is not an expense any more than a labor-saving machine to increase production is an expense. There are those who think that advertising adds to the cost of the goods, but they are wrong. It simply speeds up operations and gets quicker and surer results."

Factories are Busy in

ILLINOIS

With More Persons at Work

Factories in Illinois were busier in February and March than at any time in two years. Not since May, 1924, were as many persons at work in the manufacturing plants of this state as were found employed during the month by the survey of the Illinois Department of Labor. In thirty days 1.6 per cent more persons were added to the pay rolls of the factories. If the operations of approximately 1,200 employers reporting to the department may be taken as a representative of the whole realm of factory employment, 11,000 persons have been put to work since January.

Employment in the agricultural implement factories was still on the up grade with an increase of 1.8 per cent in the number of workers.

For market information of this industrially rich territory, housing a vast army of well paid workers, consult the Illinois daily newspapers and, through their advertising columns, deliver your message directly into the homes.

Use this list of Illinois home papers.

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News	(E)	18,075	.06	.06
††Chicago Herald & Examiner	(M)	349,209	.55	.55
††Chicago Herald & Examiner	(S)	1,050,373	1.10	1.10
Chicago Daily Journal	(E)	123,293	.26	.24
*Evanston News Index	(E)	6,608	.04	.04
*Freeport Journal-Standard	(E)	9,053	.045	.045
*Joliet Herald News	(E)	18,924	.06	.06
*La Salle Tribune	(E)	3,629	.025	.025
*Mattoon Journal Gazette	(E)	5,470	.03	.03
*Moline Dispatch	(E)	11,193	.045	.045
*Monmouth Daily Review Atlas	(E)	5,162	.035	.035
*Ottawa Republican Times	(E)	5,420	.03	.03
*Peoria Star (S) 23,021	(E)	30,269	.075	.06
†Rock Island Argus	(E)	11,248	.045	.045

*A. B. C. Statement, September 30, 1925
†Government Statement, March 31, 1925
††Government Statement, September 30, 1925

BUSINESS BUREAU PUBLICITY SERVES PUBLISHER, ADVERTISER AND PUBLIC

This Is Conclusion Reached by Bureau Representative After Analysing Aims and Methods, With Public Reaping Greatest Benefit

By R. F. MURPHY
Representative, National Better Business Bureau

PUBLICITY is as much the life-blood of Better Business Bureau work as it is of any commercial enterprise. The probabilities are that it is more so. In some of the communities that have local Bureaus, the prevalence of misconception regarding their aims and methods is amazing; in those that have not, the citizenry lives in the most complete ignorance of their existence. To correct the public misconceptions and erase the widespread ignorance of what we consider a very essential work, publicity—well-developed and highly specialized publicity must be the tool.

Paid publicity, for most Bureaus, is out of the question. Educational advertising in such media as newspapers and magazines at regular commercial rates is an impossibility. The movement must depend on publicity in unpaid space. One necessary consideration is that the Bureau have full control over any such matter. In the several Bureaus that have succeeded in getting enough space to tell their story to a waiting world, the attainment and continuance of this most desirable privilege has been a matter which required the most delicate of delicate handling.

The basis for the suspicion which first meets requests for unpaid publicity is unfamiliarity with the Better Business Bureau's aims. "Whose axe are you grinding?" sums up the attitude of the listener to these requests.

The question deserves an answer. Whose axe, in fact, does Better Business Bureau publicity grind?

The publisher's axe?

There was once a Better Business Bureau that had been most fortunate in the matter of cooperation given it by the newspapers of its city. Three were giving it regular space in their columns. In one, the series of educational advertisements had run unbroken for a period of some 18 months. The copy appeared weekly in some 15 inches of space, an in regularly assigned position.

Of course, the series attracted the attention of other Bureaus which wanted to emulate this success. One, from the South, wrote and asked what the space would cost if it were paid. It became my duty to interview the newspaper's advertising manager.

I told him of the inquiry, where it came from and why our correspondent wanted the information.

He took his pencil, made a few calculations, leaned back with an expansive smile and said: "My dear boy, we would have to charge you $20,000 a year at regular commercial rates for the space you are getting for nothing." In other words, that newspaper, besides making a substantial subscription to Bureau work, was willing to augment that amount by some $20,000. He made a few more comments; he considered us extremely fortunate; his paper deserved real commendation for its generosity; he doubted whether any one of the city's journals would duplicate his paper's donation. He became so effusive that it became a bit irritating.

"You must be getting something for this expenditure," I told him. "No business man is paying thousands of dollars every year for nothing. It seems to me that our little series of educational material inserted regularly over our name lends something to your paper that it could not get in any other way. It commits you, does it not, to observance and strict observance, of the principles for which this movement stands. The public construes it as the Better Business Bureau's endorsement of you and your advertisers. This, and I speak frankly, this despite the fact that there are times when I am ashamed to see our name in the advertising company where you place us. If you're spending $20,000 a year on us, you're getting your money's worth and more in the increased attention and confidence which your readers give your advertisers."

"Well," he said, "now you're getting a bit too close to fundamentals."

"That," I rejoined is precisely what we're after. Some of us object to being held up as mendicants. You want our name but you don't like to admit it."

He did admit it finally. That Bureau is still getting its space. The newspaper's level of advertising is higher than ever before.

Perhaps the publisher may find his Better Business Bureau an efficient and profitable grindstone for *his* blade.

The Better Business Bureau's Axe?

Not altogether.

The Better Business Bureau can do no good in the measure that it is known. Certainly the staff members of a Bureau are not in the work for the sake of money. No Bureau is trying to make a profit. Sales are not their gauge of success as they are in a commercial organization. They seek no social or political capital.

They work, and work hard: but publicity, as we have said, is essential to that work's accomplishment.

No one can validly claim that any Better Business Bureau seeks publicity for its own sake.

No, it isn't the Bureau's axe.

The advertiser's axe?

To some degree, yes. Most Bureau's make it a part of their policy to forbid their subscribers to use their connection with the Bureau as a means toward commercial exploitation. The circle of Better Business Bureau support is all-inclusive. The door is open to the user of occasional classified copy and the buyer of full page spreads alike.

At the same time, no merchant, banker, newspaper or manufacturer who is fair to the public in business dealings can fail to benefit through any publicity published by the Bureau. It matters not one iota whether or not he chances to contribute toward the organization's support. Of course the square dealer benefits, no matter what his business may be: for the Bureaus, through their investigation and exposure of commercial frauds, make it unnecssary for the legitimate enterprise to spend valuable time and money in fighting fakers.

They benefit too from the constantly positive and constructive effort of the Better Business Bureaus to awaken in the public mind a strong feeling of confidence in truthful advertising and fair play.

It would be folly to claim that publicity by the Bureau movement grinds no tools for the business man.

The public's axe?

Emphatically yes! More than any one's else!

Some Bureau publicity is intended to warn.

More is meant to inform.

But it is not calculated solely to warn or inform the publisher, or the advertiser. It is for consumer consumption, for the Better Business Bureau's are most interested in getting their findings before Mr. and Mrs. Bill Jones, every-day, hard-working American citizens.

During the Great War, Uncle Sam found himself short of sailors to take men and supplies to France. There were not enough men in the regular Navy to do the job. The Navy Department saw that the only way to get trained seamen was to recruit them from the merchant marine. It did, and it found good timber, officers and men. But it also found that there were jealousies. The merchant sailors regarded the navy as one long, pink tea party, while the navy men considered the merchantmen a crowd of ignorant heathens. So serious was the obstacle that there was a hurried search for a diplomatic seaman in naval circles who might iron out the trouble, and finally they found him. He did a good job, and at the great banquet after the armistice where regulars and reserve men drank together he was acclaimed by both factions as "the man who got the navy to see the merchant marine and the merchant marine to see the navy."

In that naval officer, the Better Business Bureau can find a close analogy; for to interpret business to the layman and the layman's mind to business is probably the greatest service that any Bureau can render.

That's why it wants publicity: the advertiser wants it; the shopper wants to read about the Bureau's work. The publisher wants it too, but often, like the man we write about, he doesn't know it. For it is the newspaper, the advertiser, and above all the reading and buying public who have axes for the Better Business Bureaus to grind!

James O'Donnell Dead

James O'Donnell, former publisher of the *Bloomington* (Ill.) *Bulletin,* died March 24 shortly after dining at a Chicago hotel. He had recently sold his newspaper. Hugh O'Donnell, assistant business manager of the *New York Times,* his brother, went to Chicago to direct funeral arrangements.

Item-Tribune
MORNING-EVENING-SUNDAY
COMPLETE COVERAGE
at one cost
95,000 circulation—20c
a line week-days
Cover New Orleans
At ONE Cost

Consistent
Builders of
Circulation
We do not use just one outstanding success to show you as proof of our ability. Year in and year out, for twenty-two years, we have continued to make each and every campaign a success.
We have proven our methods.
MYERS'
Circulation Organization
415 E. Third St., Waterloo, Iowa

Gaining
Circulation
and Prestige
The Baltimore News gained 16,251 circulation in February over the same period a year ago. The Baltimore American gained 10,175 circulation during the same period.
This alone is convincing proof of the rapid strides that have been made in this great market of nearly a million souls by the fastest growing newspapers in Baltimore.
Sold separately or in combination.
THE BALTIMORE NEWS
and
Baltimore American
PAYNE, BURNS & SMITH CO.
Eastern Representatives
G. LOGAN PAYNE CO.
Western Representative

MICHIGAN
and the
BOOTH NEWSPAPERS
THE LEADING NEWSPAPER IN GRAND RAPIDS — THE ONLY DAILY IN SEVEN OTHER CITIES
The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News
National Advertising Representatives
I. A. KLEIN
50 East 42nd St.
New York City
J. E. LUTZ
Tower Building
Chicago, Ill.

If Quality
of circulation is your first consideration
The Evening Star.
With Sunday Morning Edition
Washington, D. C.
will have your preference—same as it has the preference of practically everyone in the National Capital.
The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.
New York Office — 110 E. 42nd St.
Dan A. Carroll
Chicago Office — Tower Building
J. E. Lutz

The World
These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 650,000 Daily World — Evening World readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.
The Evening World
Pulitzer Building, New York
Tribune Tower, Chicago

BEN FRANKLIN KNEW VALUE OF "TELLING MORE" IN CLASSIFIED ADS

Survey of His Pennsylvania Gazette Shows Complete Descriptions of Properties for Sale, Lost Articles and Runaway Slaves

By CHARLES H. CARSON

Manager, Merchandising-Service Department, Roanoke (Va.) Times

BENJAMIN FRANKLIN, not only the father of printing and one of our first and most important newspaper publishers, was also a classified manager of no mean ability as is evidenced by the copies of his well-known *Pennsylvania Gazette* of the seventeen hundreds. For is it not plausible that Franklin as the general manager of The Gazette, also instructed those who desired to insert advertisements, in the proper wording and display of same?

In a copy of the Pennsylvania Gazette of February 1753, which bears the imprint on the last page "Philadelphia—Printed by B. FRANKLIN, Post-Master and D. HALL at the New Printing-Office, near the Market," we find the now well-known classified advertisement in all of the glory that the present day classified manager wishes to surround it. In 1753 what few notices and advertisements that did appear in Franklin's paper, were in the form that we now term as "classified," display advertising being practically unknown. To-day in our classified advertisements, one of the great obstacles to overcome is getting the prospective advertiser to use enough words to adequately describe his offering or to tell his story so that it will be understood. He is all too prone to count so many words at so many cents a word, thereby decreasing the efficiency of his message for the sake of the saving of a number of cents.

But look at Benjamin Franklin as a classified manager!

To-day we are likely to have the following:

FOR SALE—Farm of 200 acres. Apply to William Parr, care News.

Then when the allotted time of this advertisement has run, Mr. William Parr cusses out the paper and its classified columns because they do not pull. He forgets that he is trying to sell a proposition that runs into the thousands, at an advertising cost of a few cents.

Yesterday, Benjamin Franklin inserted the following in his columns:

TO BE SOLD—together or in parcels, a plantation, in Oxford township, situate within half a mile of Frankford, on the great road, leading from Philadelphia to Bristol, being in front on said road upwards of 200 perches, containing 152 acres, or thereabouts, 40 acres whereof is good wood-land, a house and 6 acres of orchard, large young bearing trees, of the choicest fruits; the whole under good new fence, and a fine stream of water whereon a mill might be erected) running thro' the whole, called Tackony creek. For title and terms of sale, enquire of William Parr, attorney at law, in Second-street, Philadelphia.

Can you not get very interesting reading out of the above advertisement and do you not believe that this effort would sell the plantation many times quicker than most of the present day efforts at classified writing?

Lost advertisements were also in vogue in Franklin's day and in these too we find a contrast with the present. Scanning this morning's paper I find the following:

LOST—On Jefferson street, ladies purse. Return to 314 Harmon Place, S. W.

That was the advertisement that the lady who lost the purse handed in to the classified department. Evidently no trouble was taken to have her express herself better, or to describe the purse, or to state whether or not a reward was offered and many other points that should have been embodied in the advertisement. If this same lady could have walked into the office of the Pennsylvania Gazette back in the year 1753, either young Mr. Franklin or young Mr. Hall would have shown her how to have worded her advertisement so that it would bring results, naturally bringing in more revenue for the owners of the paper. The following is an example of their work along the same line:

Dropt in the Market, on Wednesday, the 24th of last month, A small work'd Pocket Book, lined with red, bound and tied with green, with sundry papers of considerable value, but of no use to any but the owner. Whoever will bring them to the New-Printing Office, shall have Five Shillings reward, and no questions ask'd.

Today of course there is no such thing as a slave running away or the disappearance of an indentured servant, but we do have notices of runaway boys and girls appearing in our classified columns, stray horses and cows and such as that. How much more effective would such advertisements be if today they could be described with such vividness as in the days of Franklin, shown in the following:

RUN away from his bail, in the township of Salisbury, Lancaster county, in the province of Pennsylvania, A man named James Douglas, between 30 and 40 years of age, of middle stature, pale complexion; Had on when he went away, An old felt hat, worsted cap, an old brown coat, piec'd in several places, two blue jackets, one of a lighter blue than the other, two check shirts, the neck and sleeves of one of the shirts is different from the body, sheep-skin breeches, flower'd about the button-holes, sky-blue stockings, pretty good shoes, without buckles; has a wart under his left ear; and is a great snuff-taker; He took a pocket pistol with him. He came from Ireland last year, and has a receipt that he got from Mr. Knox in Londonderry, when he paid his passage and 'tis supposed he will pass by it. Whoever takes up and secures the said James Douglas, so as the subscriber may have him again, shall have Three Pounds as a reward, paid by me.

WILLIAM M'CAMANY.

January 31, 1753.

In fact after scanning the columns of the Pennsylvania Gazette and other newspapers of that period, one is nearly forced to the conclusion that the best news writers of the time were those who prepared the classified advertisements appearing in the columns. Here and there one may find some of the most interesting items appearing in the paper. Take as an example the following, which was inserted as an advertisement:

WHEREAS, Thomas Ageman, late of the city of Burlington, in the western division of the province of New Jersey, has been missing, ever since the 30th of March last, and no one hereabouts being able to give any account of him, hath induced his son William Ageman, and most of his neighbors, to be suspicious that he is murder'd: These are to desire the favour of the readers hereof, that if they are any of them, can give any account of the said Thomas Ageman, either living or dead, that if they will be so good as to communicate the same to his son William Ageman, by directing their letters to George Eyre, Esq; in Burlington, it will very much oblige him and his neighbours; and likewise clear the person who is suspected to be guilty of the murder; who, upon examination, denies the fact. He is a lusty man if living, about 80 years of age, a labouring man.

In interesting compelling expressions these advertisements of 172 years ago surpass anything that our largest papers of today can offer. And speaking of interest compelling expressions, how is this one for maintaining interest over a period of 172 years:

TO BE SOLD, by John Sayre in Market Street, choice Muscovado sugar in tierces and barrels, and good Pennsylvania rum by the hogshead.

Benjamin Franklin was a classified manager par-excellence. He has his advertisers to tell their story completely, in an interesting way and regardless of the style of display there is no doubt that they received full value for their money and that the advertisements in the Gazette were productive.

It has been some time since Henry Ford bought Longfellow's village blacksmith shop, and we wonder why somebody hasn't also sold him the remains of the Hesperus by this time.—*Kansas City Star.*

Clarke San Jose Mercury Editor

Arthur L. Clarke, formerly editor-in-chief of the *San Francisco Chronicle* has been made editor-in-chief of the *San Jose* (Cal.) *Mercury*. Clarke succeeds the late E. K. Johnston. Clarke has occupied executive posts on the *Los Angeles Examiner, Chicago Tribune, Boston American, New York Daily News* and *New York Evening World*.

Changes on Salt Lake Tribune

Staff changes on the *Salt Lake Tribune* include the placing of Forest Lowry, city editor, in charge of all news departments. Bernard L. Flanagan has been named sports editor, succeeding John C. Derks, resigned to enter publicity work. George Sutherland has been shifted from police to State capitol succeeding N. L. Wilson who becomes assistant city editor.

Read EDITOR & PUBLISER—$4 a Year

MARKET NEWS *Plus* TABLES

An unusual financial service that places emphasis on the news that influences the course of security and commodity prices.

COMPLETE OR IN PART BY LEASED WIRE

CENTRAL NEWS of America

ESTABLISHED 1914

42 New St., New York City

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

have you been following the remarkable growth of the Detroit Times

LOS ANGELES EVENING HERALD

Los Angeles, Calif.

Gained 7,505 Daily Average Circulation Sworn Government Statement, Six Months Ending Sept. 30, 1924, 174,280 Daily. Six Months, Ending Sept. 30, 1925, 181,785 Daily. Increase in Daily Average Circulation, 7,505.

COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

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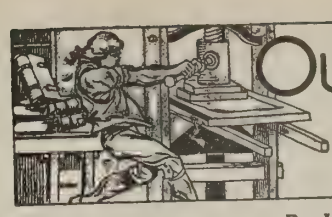
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New York - Chicago - Boston



Our Own World of Letters

By JAMES MELVIN LEE

ONLY a novelist like Frank B. Elser could have written "The Keen Desire" (Boni & Liveright). It has a newspaper background that could not be faked. It has a setting that requires on the part of the author a working experience not only on a small city daily but also on a metropolitan sheet. To its author it gives preferred position among American novelists.

Elser, born in Texas, spent his college days at Cornell. After leaving college he became a hobo and then an unskilled laborer working in an Oklahoma City hide vat and then in a Guthrie short-order restaurant. At various times he "subbed" for small city dailies, saw a lot of the country as a member of a small circus, and finally landed in New York where for a time he was a messenger boy on Wall Street. But the smell of printer's ink lured him back to the newspaper business. He joined the staff of the *Evening Sun* and later was connected with the *New York Times*. His roving disposition, however, carried him over to the Associated Press where he became a war correspondent with a keen desire for great adventures.

In tracing the career of Elser I have given the theme of his story up to the time a connection is made with the Evening Sun. But I do not mean to imply that the novel is autobiographical—though many readers will take it as such, so realistically are newspaper experiences recorded in the tale.

The subject matter of "The Keen Desire" is not new but the mode of treatment is original. Incident after incident passes along as though they were being prepared by the copy desk before the deadline closed. Frankly they are so rushed that they have been improved by skillful application of the blue pencil—but too much must not be expected from the first novel which has the advantage of being overset, if anything, with cross sections of life.

Elser is at his best in his realism of newspaper work. The *Cornell Daily Sun* may possibly take exception to the student life protrayed for Ithaca. But many readers of Editor & Publisher will recognize the characters who worked on the Evening Sun and its older sister which was earlier on the street in a morning edition. Indeed, these characters are so thinly disguised and given names that approach so closely real names that grounds for libel exist if characters have been held up to public scorn—which they are not. Even the ubiquitous "World Almanac" figures in the story.

The novel deserves the O. K. of the critic for the restraint the author has shown in handling climactic situations revolving around sex problems. The heart throb is there but not the sex appeal, the hokum injected by so many novelists to make their books sell. Elser has produced a piece of literature of which "Our Own World of Letters" may well be proud.

* * *

MIDWESTERN editors will be interested in "Beginnings of the Modern Newspaper" by Orland Kay Armstrong, a bulletin belonging to the Journalism Series published by the School of Journalism of the University of Missouri at Columbia, Mo. Briefly, this pamphlet is a compatative study of St. Louis dailies for the half-century extending from 1875-1925.

The changes in make-up are given somewhat in detail. Contents of newspapers are listed and the accompanying tables show a lot of research work on the part of Mr. Armstrong. But possibly the most interesting sections are those devoted to the study of the news columns in these St. Louis dailies. Indeed, the author frankly asserts that the most outstanding change in newspaper production during the period covered by the pamphlet has been in the presentation of news which struggled "through decades of astonishing satire, invective, ridicule, editorial coloring of nearly every item of news, flippant treatment of subjects that today merit serious mention or no mention at all, and columns of the grotesque and morbid in news offerings."

The pamphlet closed with a review of modern tendencies which include of course combination and consolidation. From the review of tendencies in editorials two paragraphs may well be quoted:

> Newspapers are considering themselves less and less the champions of political creeds, and more and more the constructive critics of each and all in the public employment or in the public eye. Surely this is an indication of the healthy removal of the press from the rule of the demagogue, political or otherwise. The next half-century should see the tendency further exemplified.
>
> Constructive editorial tone has replaced a great deal of the distinctly critical in editorials of fifty years ago. Herein lies the great future of the editorial. Without doubt the editorial writers of the future who make themselves felt in more than a local sphere will be noted for the weight they can put behind politics and movements for the public good as opposed to party dictates, political or otherwise.

The bulletin is well done as the reader may see for himself if he will send a request for a copy to Walter Williams, Dean of the School of Journalism, University of Missouri, Columbia.

* * *

THE Macmillan Company announces for early publication "Graded Lessons in News Editing," by George C. Bastian, late copy reader on the staff of the *Chicago Tribune*. In addition to his work on the copy desk of that newspaper Mr. Bastian was lecturer on news editing at the Medill School of Journalism connected with Northwestern University. If his "Graded Lessons in News Editing" is as well done as his other book, "Editing the Day's News," it will doubtless be widely adopted by American colleges offering technical instruction in journalism.

HENRY J. LEE is the editor of "The Eagle Almanac" published by the *Brooklyn Daily Eagle*. The 1926 edition—the forty-first annual volume—is much larger and covers a wider range of subjects than previous issues. The latest volume has something over 600 pages of useful information about the world in general and New York City and its suburbs in particular.

Mr. Lee has wisely held back publication until the latest changes in national, state, and New York City appointments could be listed. Because of the large amount of space he has devoted to New York City "The Eagle Almanac" will be found an excellent reference book for use in editorial rooms when additional information is desired about news stories breaking in the metropolis. The price of "The Eagle Almanac" is $1.50.

* * *

FROM the Oregon Agricultural College comes *The Industrial Journalist*. The Department of Industrial Journalism at that institution, responsible for the birth of this periodical, was established in 1919 and is headed by Frank L. Snow, who was formerly connected with the Department of Industrial Journalism at Kansas City Agricultural College, Manhattan, Kan.

* * *

JOHN N. WHEELER whose syndicate has made his name a household word in newspaper shops prints in *Collier's Weekly* for Feb. 27 a personality sketch of Harry Conway Fisher, known in newspaper clubs and to newspaper readers as Bud Fisher.

Fisher in all probability is the highest paid cartoonist in the world. For drawing the comic strips of Mutt and Jeff he is said to receive more than $200,000 a year. By-products include a nice income from animated cartoons, books, plays, etc., A former student of mine now in Japan sends me with some degree of regularity Japanese newspapers. In them I frequently meet the familiar newspaper characters of Mutt and Jeff.

Mr. Wheeler heads his sketch of Fisher "Dose It Pay to Be Hard-Boiled?" The most interesting part of the article is the account of Fisher's relations with Hearst and the difficulty that arose over the contract between the two men. Several bully good human interest stories are scattered here and there in the article.

* * *

MODERN magazine editors can usually find space for an article that spanks the press, especially the metropolitan press. But when they receive a manuscript presenting press tendencies in a favorable light they "read with interest" so they say in their letters, but regret that these articles do not quite seem to fit immediate editorial needs. *Scribner's Magazine* has been one which, while printing articles criticizing newspapers has at the same time found space for contributions in praise of present day pa-

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

Brooklyn
Standard Union
has resumed our
X-WORD PUZZLES
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So long as Newspapers are judged by the character and value of their contents—and let us pray that they *always* will be so judged—so long will The News be accepted as "Supreme in Texas."

Circulation — business volume—these are mere physical assets, and The News is amply endowed with both.

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MORNING
NEWS

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Is the giant influence on the Turf, in Society, Music, Theatre, Motion Picture and Finance, having the largest circulation of any Daily in the United States at a ten-cent Price.

Circulated in every State in the Union and the principal capitals of Europe. An exclusive market for its advertisers.

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Cline-Westinghouse
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push button control
is used by
Atlantic City News
Atlantic City, N. J.
Ask them about it.
CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

Do you know what percentage of errors are made in your Composing Room?

We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.

Take this resultant percentage and apply it to your total Composing Room pay roll for the year. See how much money errors are costing you.

When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.

Matrix Contrast Corp.
33 W. 42d St., New York City

The
DES MOINES
CAPITAL
Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.
It is the best Advertising buy in the mid-west
O'Mara & Ormsbee
Special Representatives
The
DES MOINES
CAPITAL
Lafayette Young
Publisher

es where such policies marked milestones the evolution of journalism.

Frankly, the above is a rather long ad to introduce "The Small-Town ewspaper Divorces Its Party" which ay be found in Scribner's Magazine r March. Its author is Will Rose, itor of the *Cambridge Springs* (Pa.) *nterprise-News.*

Mr. Rose reviews the so-called palmy ys of party pap for the press—the days ien political parties subscribed for news-pers by wholesale and turned over state titutes to the advertising columns as ward for special courtesies of free in-tions on the editorial page.

Mr. Rose is not too harsh on the strug-ng editors of by-gone days. He inkly admits that when he first became newspaper owner—well let him tell story:

recently had become a newspaper owner en Charles E. Hughes was a candidate for Presidency. Earlier in life he had been a professor at my university. Later I had t him personally when he was a justice of Supreme Court and when I was a member a college theatrical troupe which played in shington. Furthermore, I had been a high ool debater in New York when was the atly admired governor of that State. Lastly, appealed to me for many reasons, not the st of which was his fair and open mind, and like him. Consequently, I published nearly of the propaganda sent out by Republican ional headquarters that year. I may be per-ted to say that some of this propaganda was idedly ill-advised. It cost me the subscription a Democrat who had read my newspaper 40 years, and, being a merchant, he took advertising with him. He used to throw newspaper clear across the room when it delivered to him. I cannot say how many d readers followed his lead. In the few rs intervening I have become a much more cessful publisher. I am a Republican still. I can assure you that most of the Demo-s in my county read my newspaper regu-y, and that none of them are today throw-it across the room. Yet, sincerely and con-ntially, I think I did more for Coolidge, in e of my saner business policy, than I did for ches.

t a time when newspaper combinations being so severely criticized by amateur rmers and parlor politicians it is re-hing, if nothing more, to be reminded these combinations "have also helped divorce newspaper and parties." To question, "How then are we to main-our two party system?" Mr. Rose ies, "That is the problem of the party not of the newspaper."

The quotation given below is a purely onal opinion but it ought to give both ress and the political party something hink about:

d while the day when columns and columns ropaganda to be set in type in the news-r plant without editing has passed, both es and weeklies are more greedy than ever ood feature material. But it must be good. it must be reasonably accurate, sound, and ly in picture form. The Republicans made d start along this line in the Coolidge cam-n when the old sap bucket of the Coolidge (a very good and novel substitute for the l of the old oaken bucket) was presented Henry Ford; and other subjects, liberally ied with what is known as "human inter-t, were sent to all newspapers. The "pub-i" of the Democratic national committee in ame campaign stuck to the old-fashioned sheets filled with stuff that the publisher not afford to print, and I am sure that reat amount of it got into print for that n.

Strange as it may seem, Mr. Rose does mention legitimate political advertis-That is the proper place for politi-ropaganda printed to sell party can-es to buyers at polls.

* * *

E latest addition to the series of ooks on journalism published by D. eton & Co. is "Women in Journal-by Genevieve Jackson Boughner. e author has done as well in this ne as she did when a student in one of my journalism classes at New York University she has produced a book that will fill a long felt want—to use a much overworked phrase.

A working manual has long been needed to supplement "Journalism for Women" by Arnold Bennett as the latter volume approaches the subject from the view point of the newspapers and magazines of England. The book by Mrs. Boughner will of course be mentioned more in detail in a later issue of the EDITOR & PUBLISHER.

* * *

EXPERIENCED editors will not waste time if they examine somewhat carefully "Printing in the Junior High School" (American Type Founders Company) by Arthur Dean, Sc.D. It is one of the most beautiful pieces of typography that I have seen. It contains valuable historical matter and lists in a comprehensive way the educational value of a course in printing in the high school.

* * *

A FEW days before (30) was written for Ben J. Cope at Santa Fé, Mexico, he saw the completion of his little book "Secrets of Newspaper Reporting." His fifty pages are crammed with practical suggestions for young reporters.

One of the best chapters is that which opens the book, "Mental Equipment." In it he calls attention to the following:

Geoffrey Chaucer was a reporter of persons and events, and the introduction to his Canterbury Tales is a consummate bit of reporting. The Apostles Matthew, Mark, Luke and John—the first three perhaps more than the last—were reporters in the definite sense that one should regard the newspaper writer; they wrote of contemporary events. They were not advocates nor ponderous historians, nor analysts of metal reactions and spiritual struggle. They wrote of things that happened, and their writings were uncolored by reflection of their personalities.

The chapter "What is News?" is a contribution to newspaper literature because of the stress which the author puts upon background and so-called interesting associations. I like his description of the soul of news.

Other chapters of distinction are "Sources of News" and "The Interview." In the latter chapter he makes the somewhat startling assertion that women reporters are the best interviewers—but he does not give his reasons.

At various times Mr. Cope has been a contributor to EDITOR & PUBLISHER. He saw active service on such papers as the *Rocky Mountain News, Louisville Times,* and the *Atlanta Georgian.* In the slang of the street, his book has "guts"—enough said.

* * *

A PERSONALITY sketch of Lord Northcliffe by Don C. Seitz is printed in *McNaught's Monthly* for April. Mr. Seitz thus describes the first meeting:

The first time I met Alfred Charles William Harmsworth, who was later to become an international disturbance as Lord Northcliffe, he was in a bath tub at the old Holland House, on Fifth Avenue, New York. It was back in 1896, and the *Daily Mail* had already risen high over the horizon of English journalism. A new generation had come up in Britain since the abolition of the tax on newspapers—represented by an orange stamp on the margin that about doubled the cost to the reader. This new crowd had learned to read by firmly pressing a forefinger upon each word so it could not escape until its meaning had slowly percolated into the muddy understanding of the reader. Pleased with the illusion of knowledge, Cockney London took kindly to Harmsworth's ha'penny sheet, and he was on his way to success.

Mr. Seitz then tells how Lord Northcliffe was editor of the *New York World* for a day:

Harmsworth next came to New York in the last days of 1897. Brooklyn had voted to absorb New York and the union was to take place at midnight, just as the 31st of December became Jan. 1, 1898. To celebrate the occasion, for which it was largely responsible, the World took possession of City Hall Park and rejoiced outwardly with thunder and flame. For further *éclat*, the editor of the Daily Mail had been invited to edit our morning paper for one night only, just as he darned pleased. He elected to run the sheet in tabloid form. In solemn appreciation of the great occasion, the staff, with the exception of Pomeroy Burton, then city editor, donned evening dress. Burton refused to join in what he thought was an affectation. Curiously enough, after a few years, the meticulous Burton became a partner of Harmsworth and a baronet after the World War, leaving his birthplace, Youngstown, O., to the mercies of the Steel Trust, and declining ever to see it more.

The visitor did not get out a very good newspaper, but he cheered the place up and was good fun, while Mrs. Harmsworth, slender, black-eyed and charming, made friends with all of us. Like a good Englishman, he was clad in dinner dress and so was not out of place amid his surroundings. For one thing he talked shop with everybody. Indeed, no man ever loved his profession more, or took keener delight in talking about it.

Mr. Seitz then takes up other meetings with Northcliffe. Possibly the most interesting glimpse of Northcliffe may be found in the following quotation:

He led a terrific life. In fact he could not keep track of all the publications he either owned or had started. There were numerous failures. I recall his telling me he had launched seven successful story weeklies on re-written versions of "East Lynne" and that the most successful poster used in advertising one of them was a veiled lady in a country churchyard, tracing the worn letters on a tombstone with her slender forefinger. He was a born showman. I could not perceive that he was the least mercenary. He simply loved success and knew how to command it.

The sketches of Lord Northcliffe which have previously appeared in print have paid little, if any, attention to his visits to America. Consequently this article by Mr. Seitz fills a gap and is especially interesting to American newspaper men.

* * *

LAWRENCE VEILLER points out the way to war on crime in *The World's Work* for April. In doing so he pays a fine tribute to the campaign organized by the *Brooklyn Daily Eagle* "to help put crime out of business." The article is illustrated by reproductions of an advertisement and a cartoon which originally appeared in the Eagle.

* * *

GEORGE ADE contributes "My Mother and Father" to the March issue of *Hearst's International-Cosmopolitan.* It is mentioned here because of what Ade has to say about the publicity experts who manufactured yarns about his early career.

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Publishing SELECTED ADVERTISING
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DAILY. Is the
INTEREST in
YOUR radio
PAGE growing
AT the same
RATE? We have
THE features
THAT will bring
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CIRCULATION.

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THRILLS, HEART THROBS and HISTORY in the
LIFE and TIMES
OF
BUFFALO BILL
By COURTNEY RYLEY COOPER
(Friend and Former Associate of America's Greatest Plainsman)

10 Big Chapters, Smashing Illustrations — Including Some Reproductions of Covers From the Famous Beadle Dime Novel Library

THE BELL SYNDICATE, INC.
John N. Wheeler, Pres.
154 Nassau St. New York City

NOW is the time to sell Northern Ohio

—concentration, at ONE cost means a greater impression. Follow the National advertisers who use the Plain Dealer ALONE to do it.

The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it

J. B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 360 N. Mich. Ave., Chicago

Cover Fashions by Printing Fashion News

See samples of Our New Daily Service by wire or mail

FAIRCHILD
Newspaper Services
8 East 13th St. New York

CHEMICALS RECLAIM NEWSPRINT

Cornell Professor Announces New Ink-Removing Process

Dr. F. H. Rhodes, Professor of Industrial Chemistry at Cornell University, Ithaca, N. Y., has evolved a successful process for removing ink from old newspapers so that they may be turned back to newsprint and used again it was announced this week. The recovered paper, Professor Rhodes says, is just as durable as the original.

The laboratory cost of the conversion is a fraction of a cent higher per pound than the present price of newsprint, due largely to the fact that newspapers can be purchased only at considerable expense. The process itself is said to be simple, consisting only of mangling paper, reducing it to pulp and then treating it with the necessary chemicals.

Business Bureau Leaves Ad Club

The Portland (Ore.) Better Business Bureau has been separated from the Portland Advertising Club. The bureau has incorporated and will be supported by sustaining members. The incorporators are Paul T. Shaw, Frank Freeman, E. N. Strong, C. C. Colt, Henry J. Frank, John Casey, A. C. McMicken, L. R. Bailey, P. C. Smith, C. J. Mathis, Will Roberts and W. B. Ryan. Robert M. Mount will continue as manager.

Tries Typesetting Innovation

The current issue of *Linotype News*, organ of the Mergenthaler Linotype Company, contains an experiment of interest to publishers—the running of an eight point news body face on seven point body. The result is increased legibility over regular seven point faces, with virtually no line loss, the paper states. The news body matter is 8 Point No. 2 with Gothic No. 3 set on seven point body.

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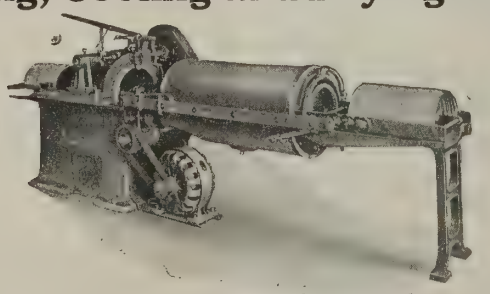
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USED NEWSPAPER PRESSES
Scott 16, 24 and 32-Page Presses
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Available For Early Delivery.
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Chicago Office - - - - - - - - Monadnock Block

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Finishing, Cooling and Drying Machine



Trims, tail-cuts, shaves, cools and dries six plates a minute.
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7 Water Street BOSTON, MASS.

Classified

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS (Cash with Order)

1 Time — .60 per line
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White space charge at same rate per line insertion as earned by frequency of insert Special rates quoted for 13, 26 and 52 inserti The Editor & Publisher reserves the righ classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE.

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Advertising Promotion—If you want i business, communicate with the Internati Publications Service, Incorporated, Suite 1 1841 Broadway, New York City.

Special Pages

Special Feature Pages—Local display devel from non-regular advertisers. Industrial, B ing, Church, Baby-Contest Pages, Special tions. Every account guaranteed. Willian Jordan, Newspaper Revenue Builder, care E & Publisher.

BUSINESS OPPORTUNITI

Brokers

"Go West, Young Man," said Horace Gre Good advice then, why not now? If you ability and experience coupled with some ca there is an opportunity for you to purchas evening paper in Washington, a morning p in Oregon and Arizona, and a weekly in fornia. All occupy exclusive fields, are established and earning handsome divid J. B. Shale, Times Building, New York.

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Publishers, Attention!—Do you need addit capital? We finance newspapers success and in short order. Address B-829, Edit Publisher.

Newspapers for Sale

Old Established Weekly in Ohio town of Profit in 1925, $5,091.28 after owners d ing $5,850. Equipment appraised $22 Splendid living conditions. Price, $22,50 cluding building worth $5,000. $10,000 necessary. Prop. 1427x. The H. F. Hen Agency, Litchfield, Ill.

CIRCULATION

Promotion

Circulation—When quick, additional circul coverage becomes necessary, remember tha twenty years in this one line of end is your proof against experimenting. Wri wire Pacific Coast Circulation Service, Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 tre Ave., Reading, Penn. Originators of manship Club Campaigns.

Producing Circulation—Extremely Low C A publisher Central West closed auto campaign in September showing a fine incr The latter part of October this same started an Albright China offer and another increase exceeding 14% at a co less than $0.40 per order. Papers throu the state were so amazed at results from suggestions that seven other afternoon p immediately started our campaigns. (N furnished). Write or wire today for de The Albright China Co., Carrollton, Ohio.

Premiums

Baseball Gloves—I have seven hundred in lots that is the greatest buy in the cou That number is all that is left from an factory lot. Your saving will be from to 50% on any price you may get from manufacturer or jobber. Wire for samples prices. F. J. Marks Circulation Service 2524 East 73rd St., Cleveland, Ohio.

EDITORIAL

Syndicate Features

New Britain Record and Russky Golos ar new customers this week. Write for sampl a live, alert, up-to-date service. The Gr Syndicate, 25 City Hall Place, New Yor

Every publisher is interested in build circulation and knows that the right l of Feature is a material asset.

Employment—Equipment—Services

EMPLOYMENT

Help Wanted

dvertising—Evening newspaper in middle west ty of 50,000 has opening in advertising copy epartment for aggressive young man experi- nced in selling advertising and able to plan, y out and write forceful selling copy for local lvertising campaigns. Opportunity for de- elopment for right man. Submit complete etails, experience, qualifications, salary ex- ected. B-856, Editor & Publisher.

irculation Managers—Desirable openings for vo experienced newspaper circulation managers take charge of and manage offices in a cir- ulation organization extending from coast to ast. Prefer men with not less than 5 years' perience, over 30 years of age and who have nployed and managed forces of house-to-house nvassers. A minimum of $2,600 per year with portunities to advance to position paying from ,000 to $8,000. 65 former newspaper circula- n managers and others now happily located permanent positions. Will not employ bitual users of liquor. Answer with refer- ces. Ernest A. Scholz, Circulation Director, he Butterick Publishing Company, Butterick uilding, N. Y.

rculation Manager for a newspaper in a ghly competitive suburban New York field. he man we want must be able to develop eet and store sale as well as to build up e present carrier delivery system. We don't int a youngster and will pay well for re- lts. In replying mention salary you are lling to start at as well as complete details of evious experience. B-855, Editor & Publisher.

rculation Man who has had experience han- ng city routes wanted in south-central city 225,000. Age about 25 preferred. Oppor- nity to be assistant to manager. Write full formation regarding experience, references d salary expected. B-847, Editor & Publisher.

pyreader—Who will start at $45 because he ows he can quickly demonstrate that he is rth $50 by fast clean editing of the hardest ories that come over a universal desk. At- ntic coast evening and Sunday morning news- per has opening with opportunity for worker patience and worth. B-859, Editor & Pub- her.

litorial Secretary and assistant wanted; ceptional opportunity on important trade agazine; stenography, accuracy and ability write gramatically are essential; some owledge of chemistry, French, German, alian and Spanish would be useful; experience newspaper methods also would count; state ly qualifications, experience, and other in- rmation, partly in your own handwriting. B61, Editor & Publisher.

litorial Writer wanted on evening daily in ddle west city of 30,000. Must use good vorous English. Permanent situation with portunity for improvement; address, giving e, experience, salary expected, reference and proximate time could report, Publisher, care litor & Publisher.

perienced Man wanted by a Metropolitan ly and Sunday paper to handle country velling men and do promotion work among ntry agents, carriers and dealers. Must be good executive, thoroughly capable of di- rting and inspiring men under his charge give him the best there is in them and duce results—i.e., Circulation. This is a ord breaking opportunity for the right man. ate age, experience, reference and salary ex- ted. Do not reply unless you possess the ve qualifications and care to assume a re- nsibility. B-854, Editor & Publisher.

ional Advertising Solicitor—Somewhere e is a real live man who has had ex- ence in soliciting advertising in the national l (experience in agricultural field preferred), can secure accounts for a national weekly n newspaper. We have an attractive offer such a party. The man must be big gh to eventually work into position as ertising Manager. We will pay him a th while salary and commission to start . An opportunity of a life time awaits t man. "Solicitor," 515 Kresge Building, shington, D. C.

l Denver Post wants three first class ex- enced reporters; also two A 1 copy readers, two first class male or female special re writers. Please do not apply for any hese positions unless you are sure you can le good. The Denver Post is the largest most successful paper in the United States of Chicago, and Denver is the most de- ful and healthful city in the world in h to live. Excellent salaries will be paid hose who can fill our requirements. The is an afternoon newspaper with a large ulay morning edition. Address Denver Post, er, Colorado, at once.

EMPLOYMENT

Help Wanted

Reporter—All around man, able to cover suburban city of 25,000 population for daily, or to take full charge of news for a weekly. Address Editor, Passaic Daily Herald, Passaic, N. J.

Situations Wanted

Advertising Salesman desires permanent connection on reasonable commission basis in charge of newspaper's special pages and special edition work. Experienced. References. Paper desiring connection assuring clean and maximum business address B-831, Editor & Publisher.

Business Manager or combination Business and Advertising Manager, thorough all around Metropolitan and Provincial experience. A recognized executive and big personal producer. Recently disposed of interest in 100,000 community. Under forty, married, no objection to second or third paper. Salary and bonus or profit sharing basis preferred. B-836, Editor & Publisher.

Capable Advertising Man, accustomed to handling entire department alone, desires permanent western connection. Prepares first-class selling copy; typographically correct lay-outs. Good salesman and correspondent. B-849, Editor & Publisher.

Cartoonist, experienced all newspaper art, desires change. B-860, Editor & Publisher.

Circulation Manager, now employed, desires to make a change. Fourteen years' successful experience on morning, evening and Sunday publications. Thorough knowledge of all branches of circulation work. Very capable promotion man. Married. Thirty-five years old. A-1 references from past and present employers. B-841, Editor & Publisher.

Circulation Manager, 35, now employed, seeks new connection. Thoroughly understands all branches of circulation work. 12 years' experience. Looking for position offering better opportunity for advancement. Best of references. Address B-830, Editor & Publisher.

Circulation Manager—Young man with seven years' experience in circulation work on morning and evening papers desires position as circulation manager of daily in good sized city. Good references. B-845, Editor & Publisher.

Circulation Manager, 18 years' experience, desires change. Prefers city between 50,000 and 75,000 population. Can get the circulation and the revenue from same. B-862, Editor & Publisher.

Circulation Manager—Eliminator of Lost Motion, who produces staple circulation at economical cost. Intelligent executive, 12 years' experience morning and afternoon. Boy and man distribution. Specialty, home delivery. Excellent reference and personal conference. B-858, Editor & Publisher.

City Editor—Author, writer, journalist. Broad experience. Excellent references. To connect with live paper, journal, magazine. Any sound proposition, anywhere, considered. Lawrence E. Buchart, 233 Ryerson St., Brooklyn, N. Y.

Composing Room Executive of ability desires connection with progressive evening daily. Union. Best of references. Address B-826, Editor & Publisher.

Combination Special Edition and regular display solicitor and new business builder; years of experience handling special editions, business reviews, feature pages and roto; desires permanent connection with paper in city 100,000 or over where real ability and integrity would be recognized. Now employed. Looking for future, not merely change, and willing gamble on commission basis rather than straight salary. B-863, Editor & Publisher.

Country Circulation Manager, experienced. Last connection with morning, evening and Sunday newspaper. Young, married, hard worker. Want opportunity. Can demonstrate ability. B-851, Editor & Publisher.

Desk and Outside Work wanted by experienced editor who is familiar with all branches of weekly newspaper making. B-820, Editor & Publisher.

Editor—Position wanted on Long Island weekly by editor who has built successful weeklies and knows how. B-852, Editor & Publisher.

Editor and Manager with two successes to his credit (one in New York City) seeks post as managing editor or general manager of small city daily. Meet me any week-end in New York or Philadelphia or I will mail you my record of 20 years' experience, together with recommendations from successful newspaper men. I am married, 43 years old and employed. Personal reasons for change, available in two weeks. B-844, Editor & Publisher.

Editor—Eight years' experience in all branches of newspaper work. Now at liberty, having left managing editorship of daily in metropolitan area. University graduate, linguist. B-840, Editor & Publisher.

Experienced Newspaperman, tiring of daily grind after long years of service with small and large papers, on which he has held high positions, one of which he now occupies, wants to buy interest in small daily or good weekly, or would purchase outright if proposition is attractive. Security of investment, congenial association and agreeable living conditions first requisite. All replies confidential. B-797, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Managing Editor or News Editor that can get results. If you need such a man, write me. Ten years' experience on papers from 25,000 to 150,000 circulation; four years in present job; now news editor and acting managing editor of paper with 30,000 circulation, and giving satisfaction. College graduate, married, Protestant, 30 years old. Efficient and dependable. Only reason for seeking change is desire for larger field of activity; best references; act now. B-846, Editor & Publisher.

Manager available, with many years' clean, successful work, salary moderate. Handle every department or such as desired. Materially increase advertising and circulation, reduce expenses. B-857, Editor & Publisher.

Managing Editor of daily in middle western state with 20 years' experience wishes change. Formerly night editor daily in city of 900,000. Prefer managing editorship in city of 75,000 to 250,000. Highest references from publishers. Could report in two or three weeks. B-850, Editor & Publisher.

Managing Editor, now holding good job, wants better one as managing editor on afternoon paper in city of 100,000 up, or as editorial writer on morning or afternoon paper. Capable executive and writer with varied metropolitan experience. B-824, Editor & Publisher.

Managing Editor—Thirty years' experience morning and evening papers, fine organizer, strong, resourceful executive. Open for connection city 300,000 or under. B-827, Editor & Publisher.

Mechanical Superintendent—Practical in all departments; union; 18 years' broad experience; university and technically trained on metropolitan dailies only. B-848, Editor & Publisher.

Mechanical Superintendent or Superintendent of Press Room—Mechanical Engineer by training; University graduate; thorough knowledge of press and press room work, stereotyping, etc.; qualified to give several years of satisfactory service to any publisher. B-825, Editor & Publisher.

News Editor—Twenty years' experience; last ten as managing editor of one of Ohio's best newspapers. Seek place where hard work, ability and conscientious effort will insure permanency. B-806, Editor & Publisher.

Newspaper Publisher, with many years' successful experience on medium and large papers, desires to connect with newspaper as publisher, general or business manager. Salary with participating interest or will invest reasonable amount in right property. Highest references as to ability and integrity. Write in confidence, giving full details to Box B-813, Editor & Publisher.

Publisher's Right Hand Man. This advertisement is addressed to a Publisher who has been carrying his burdens alone and desires to secure a man who can take the load off his shoulders—as general manager. He is willing to allow his general manager to acquire an interest in his newspaper and thus attain a share in earnings. The advertiser is under forty, married and has had twenty years of experience in all branches of newspaper work. His present responsible position is in itself a guarantee of his capability. All replies treated in strict confidence. B-838, Editor & Publisher.

MECHANICAL

Composing Room Service

Business Managers will save 40% of their machine operators' time on ad-composition by installing my "ad-mark-up" system. It will pay for itself first month. Price $25. Frank Jacobs, 107 Duane Street, New York City.

Equipment for Sale

For Sale or Exchange—Large Scott cylinder press, model 8 linotype, Sidney folder; each with A.C. motor. Reason, consolidation. Will accept valuable real estate, good securities or guaranteed preferred stock. Martin B. Trainor, Greenville, Ohio.

Due to Consolidation I have for sale eleven Linotypes of different models complete with matrices and direct connected motors. Hamilton all steel composing room furniture, Ludlow Typograph, and various other equipment all of which is in first class condition and which is priced for quick sale. Roy C. Goodwin, Geneva, N. Y.

Goss Comet and Duplex flat bed presses for immediate delivery. Good condition guaranteed. Also several good bargains in Stereotype presses and machinery. Griffiths Publishers' Exchange, 154 Nassau St., New York.

Goss, Three Deck, single width, 24 page press, late type with all necessary stereotyping equipment including Turtles, Chases, etc. Roy C. Goodwin, Geneva, N. Y.

MECHANICAL

Equipment for Sale

Goss Steam Generator, 3 H.P., good condition, for sale. Also Melting Furnace, 500 Pd. capacity, blower fan, practically new. Passaic Daily Herald, Passaic, New Jersey.

Hoe, Right Angle Quad, 48 page press with extra color, two unit drive with push button control, complete with all stereotyping equipment. This machine has had wonderful care and is also priced low for quick sale. Roy C. Goodwin, Geneva, N. Y.

Hoe 24-page straight line, three deck press for sale, 21½ cut-off, 12½ or 13 ems columns, eight column, 20 inch page. Can be seen running. Two to twelve pages 24,000 per hour, twelve to twenty-four, 12,000 per hour. 14, 16, and 18 pages book form. Has three extra color fountains and reversible cylinder. Ideal press for color-work. Press in excellent running condition Reason. for selling, have purchased larger press. $15,000.00 cash as it stands on the floor. Excellent buy for some publisher. Sentinel Printing and Publishing Company, Winston-Salem, N. C.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Con ner Fendler Branch, A. T. F. Co., New York City.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Equipment Wanted

Motors—We are in the market for the following AC, single phase, 60 cycle used motors: four ⅓ h.p. 220 v. direct-geared linotype (must be Emerson or Jenney); two ¼ h.p. 110 v. 1725 r.p.m.; one ¾ h.p. 220 v. (adjustable speed) and the following AC, three phase, 60 cycle used motors: three ½ h.p. 220 v. 1750 r.p.m.; two ¾ h.p. 220 v. 1725 r.p.m.; one 1 h.p. 220 v. 1725 r.p.m.; three 2 h.p. 220 v. 1800 r.p.m.; one 3 h.p. 220 v. 1150 or 125 r.p.m.; one 5 h.p., 220 v. 1140 r.p.m. (must be constant speed reversible). We will pay cash for good buys, f.o.b. shipping point, *provided we are given opportunity for examination.* Shopping News, Cleveland, Ohio.

Press—Wanted to purchase press 20 to 32 pages. Write B-776, Editor & Publisher.

OPPORTUNITY!!

Owing to other interests demanding his time, owner of two profitable newspapers in small New England cities would sell to live publisher.

Price $100,000—$25,000 cash required.

PALMER, DeWITT & PALMER
NEWSPAPER PROPERTIES
350 Madison Ave. New York, N. Y.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

OVER TWENTY-FIVE YEARS we have conducted a service bureau for employers and position seekers in the Advertising-Publishing field. Our lists include men and women fitted for positions up to the highest responsibility in all departments of newspapers, class journals, advertising agencies and the publicity departments of mercantile and manufacturing concerns. Registration free. No charge to employers.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

AN excellent full page advertising idea was utilized recently by the students running the University of Washington Daily, Seattle, for a page of "Who's Who" among the business men in the University district. Each ad began with WHO, such as WHO trims your hair—(barber's name and address follows); WHO has flowers, etc. (flower shop); WHO makes homes more livable (furniture company); WHO improves your beauty (beauty shop)—C. M. L.

A double truck with "Ford Spring Accessories" will draw a good volume of business from your garages and accessory dealers. There are a 1001 articles for flivvers.—Davis O. Vandivier.

A San Diego paper on its classified pages runs the following head, boxed: "Who Can Do It? Interesting sidelights on San Diego's specialists are to be found in this column. When in need of expert services always consult the notices you will find below." Then are run advertisements of dressmakers, musical instrument repairers, building contractors, tinters and enamelers, paperhangers, hand laundries, sign painters, etc.—Allen H. Wright.

Umbrellas are excellent sellers in March and April, just before the rainy season sets in. Here's an opportunity to get the umbrella shops to advertise their wares and to get the umbrella repairmen lined up for an insertion or two.—R. M. Campbell.

Under a heading "Now That Lent Is Past" run, in your Easter Sunday issue, a column of classified advertising from firms that handle various party accessories such as favors, place cards, tallies, table linen, etc. Florists and caterers also are likely prospects for this type of advertising. Many small shops that do not ordinarily advertise can be interested.—E. D. S.

Here is an idea to add interest to your automobile show. Have each of the dealers participating post their picture, preferably one taken in former years, in other dealers' place of business, only one picture of each dealer to be exhibited. The object is to have the public name correctly each of the dealers and tell what line of cars he sells and the location of his establishment. Then have the winner receive a credit of say $250 on the purchase price of a new car from any one of these dealers, same to be used within the following 30 days, second prize of $100 and third prize of $75 under the same conditions. Such a plan made the show here go over big.—Anton Jeppesen, Mason City (Iowa.) *Globe-Gazette.*

April 11 to 17 will be "Be Kind to Animals Week," nationally celebrated. Why not feature a page of display ads from the pet shops, the kennels and the veterinaries of your city, as well as the fancy grocers handling dog biscuits, catnip and like nourishment, and harness stores which stock collars, leashes, and dog blankets for well bred pets.—C. M. L.

mayor's or sheriff's or chief of police's job. Some new ideas on public offices might be gained thereby.—A. C. Regli.

The *Madison* (Wis.) *State Journal* is organizing an "Old Timers Club" composed of all the former State Journal employes now living. Many good stories have been written on some of these former staff members who are now nationally famous in various lines. Some of these ex-journalists have written in reminiscences of Madison in the days when they were on the paper. A banquet of the "Old Timers" is to be held in Madison, April 10. Editors of other newspapers that are comparatively old might well imitate the venture for a series of good stories and also for good promotion of their newspapers.—R. L.

"Teddy, 16 year Old Cat Believed to be Feline King Around Mansfield," used as a Sunday feature by the *Mansfield* (O.) *News,* is a tip for a story that is likely to bring reader response.—T. E. R., Chicago.

Most butcher shops sell 17 kinds of steaks and 8 kinds of roasts. Are all of these sold in your town? The *Bloomington* (Ind.) *World* ran an interesting feature story on its Saturday market page about these various kinds of meat cuts. It proved a good-will builder among meat dealers also.—Norman J. Radder.

"Things a Travelers' Aid Society Aide Learns" may be the title of an interesting interview with one of the livest of your depot representatives. Languages spoken, hard luck tales, work among the kiddies and the girls are offered as pertinent suggestions for a good local feature.—C. L.

During the spring months run a box heading, "The Gardens of Blankville." Every day print a short interview with John Doe or Mrs. Richard Roe. Weeklies could print several such interviews each week under the one heading. The subject is timely and dear to the he of the gardeners. They will be gla discourse on the subject, furnishing n useful and interesting information. will give the editor a chance to use na which might otherwise never break print. It will result in increased terest in the news columns and m more friends for the paper.—John Hicks.

Portland Oregonian is printing week a strip map of a section of roa the state, the complete set of maps inc ing the entire state. These maps ca mounted readily on cardboard.

Hotel arrivals are handled in an usual way by the *San Francisco Ch icle.* They are classified under the ous trades or professions represe such as agriculturalists, attorneys, ufacturers, physicians, etc. The about each person includes name, busi place of residence and hotel.—L. C. Pasadena, Cal.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

A RECENT divorce case in which the husband sued because his wife only let him have $5 a week spending money, suggests that a controversy-provoking story might be written around interviews with several of your city's leading business men on who managed their domestic finances in their early married days—and how the family dollars were distributed.—M. S. M., Denver.

"The Man in Overalls—What's Ahead for Him?" is the standing art ahead on the *Seattle Times,* interviews with men in different crafts such as representative of the local moving picture operators' organization.—T. E. R., Chicago.

A daily signed column of breezy, live golf notes from all the courses in the city is a popular summer feature for any sport page. The *Dayton Daily News, Evening Herald,* and *Journal,* all employ a local college boy on this half-time job which includes writing up tournaments and perhaps polo, tennis, and trapshooting on the side. Someone who knows a number of the local sportsmen is desirable.—J. B. Hatcher.

Mr. Business Man often says what he would do if he were mayor, but the paper doesn't tell about it. Get a few men around town to write in a short article what they would do if they held the

SHORT STORIES DON IN PICTURE STRIPS

Famous Stories By
POE, STEVENSON, DUMA CONAN DOYLE

To Run 10 Days 2 Weeks

Beautifully Drawn, Full of Action, Suspense and Thrills

Write for Rates

WHEELER - NICHOLSON, In
373 4th Ave. New York Ci

How To Play GOLF
By JOHNNY FARRELL
Famous Teacher of That Game

24 LESSONS
Illustrated

For release daily

KING FEATURES SYNDICATE, Inc.
New York City

Sir Philip Gibb
World-famous War Correspon ent, Writer, Lecturer, Observ

will write a series o short weekly articles or miscellaneous subject for first newspape publication beginnin April 25.

The McClure Newspaper Syndic
373 Fourth Avenue, New York

COMPLETE WIRE REPORTS FOR EVENING AND SUNDAY PAPERS

International News Service

"Get It FIRST but First Get It RIGHT"

63 Park Row
NEW YORK CITY

BY UNITED PRESS

AROUND THE WORLD AROUND THE CLOCK

UNITED PRESS ASSOCIATIONS
World Building New York

Insurance Against Rising Feature Costs

Five pages of exclusive newspaper features, including Editorial, Women's, Sports, Comics, News Features and News Photos each day.

Serial fiction by Beatrice Burton, author of "The Flapper Wife," "Love Bound," etc.

Editors' Feature Service, Inc.
1819 Broadway, New York

THE WELFARE COMMITTI of the INTERNATIONAL CIRCULATION MANAGE ASSOCIATION

Can supply you with co petent circulation men capacity and ability capab to take entire charge of yo department or to fill impo tant posts in the departme

Address the Secretar Treasurer please, Mr. Cl ence Eyster, care St Building, Peoria, Ill.

Increase Consumer Demand in

New York State

Through the Daily Newspapers

The success of manufacturers, jobbers and dealers depends on consumer demand.

Dealers cannot sell goods in greater volume than people consume them.

Jobbers can sell to the dealers only in sufficient quantity to satisfy consumer demand.

Consumer demand must be stimulated by the manufacturers in order to keep up, or increase, quantity production.

Increased business, built up by advertising, is a demonstration that consumer demand is not a fixed thing.

The discerning advertiser will secure all possible facts about a territory selected for merchandising and sales promotion. These facts must be of an intimate nature.

The local daily newspapers supply National Advertisers with territorial details and merchandising co-operation that are essential to efficient sales promotion.

These newspapers are the most intimate means by which the Advertiser may learn community requirements, and through which his message may be delivered into the homes.

These New York Newspapers are part of their local family circles

	Circulation	2,500 Lines	10,000 Lines
*Albany Evenings News (E)	30,060	.10	.10
*Albany Knickerbocker Press (M)	33,635	.11	.11
*Albany Knickerbocker Press (S)	56,934	.16	.16
*Amsterdam Recorder-Democrat (E)	7,603	.04	.04
†Auburn Citizen (E)	6,214	.045	.035
*Brooklyn Daily Eagle (E)	70,622	.22	.22
*Brooklyn Daily Eagle (S)	79,652	.22	.22
*Buffalo Star and Enquirer (E)	30,134	.13	.09
*Buffalo Courier (M)	58,083	.17	.13
*Buffalo Courier (S)	104,303	.27	.22
*Buffalo Evening News (E)	128,455	.25	.25
*Buffalo Evening Times (E)	98,824	.21	.21
*Buffalo Sunday Times (S)	100,016	.21	.21
*Buffalo Express (M)	50,796	.14	.12
*Buffalo Express (S)	57,682	.18	.14
*Corning Evening Leader (E)	9,148	.055	.05
*Elmira Star-Gazette Advertiser (E&M)	33,500	.11	.11
*Freeport Daily Review (E)	6,394	.05	.05
†Geneva Daily Times (E)	5,527	.04	.04
*Gloversville Leader Republican (E)	6,939	.035	.035
*Ithaca Journal-News (E)	7,473	.05	.05
*Jamestown Morning Post (M)	11,636	.04	.035
*Middletown Times-Press (E)	6,792	.04	.04

	Circulation	2,500 Lines	10,000 Lines
*Mount Vernon Daily Argus (E)	9,871	.05	.05
*Newburgh Daily News (E)	11,842	.06	.06
*New Rochelle Standard-Star (E)	8,108	.04	.04
*The Sun, New York (E)	254,189	..	.56
*New York Times (M)	350,406	.80	.784
*New York Times (S)	572,815	.95	.931
*New York Herald-Tribune (M)	281,672	.6435	.624
*New Yord Herald-Tribune (S)	321,889	.693	.672
*New York World (M)	309,386	.595	.58
*New York World (S)	542,386	.595	.58
*New York Evening World (E)	311,450	.595	.58
*Niagara Falls Gazette (E)	20,385	.06	.06
*Port Chester Item (E)	4,760	.03	.03
*Poughkeepsie Star and Enterprise (E)	12,429	.06	.06
†Rochester Times-Union (E)	67,974	.21	.20
*Syracuse Journal (E)	62,000	.14	.14
*Troy Record (M&E)	22,427	.06	.06
*Watertown Times (E)	16,216	.07	.07

* A. B. C. Statement, Sept. 30, 1925.

† Government Statement, Sept. 30, 1925.

Why Should They Read *Your* Paper?

THIRTY!

The last piece of copy has left the desk, the last form is hot from the foundry, the last plate locked on the cylinders.

A long, low roar from the presses and another "final" is on its way to the wagons and the boys! Another good job done.

But how much better a job than your competitor's?

What is there in that sheet, still wet from the press, that isn't in your competitor's?

In the answer lies the measure of your success.

The secret of that success is the *news behind the news.*

—an interpretation of the big story of the day by the country's most widely-read national correspondent.

—a summary and analysis of the day's developments in the business world by the head of a staff of expert business news writers.

—the background of the big news story in each section of the country written by staff men trained to cover the exclusive angle.

—expert analysis of the situation in each major sport by trained sport writers with national reputations.

—world news of human interest from thirty capitals.

—the day's contribution to the world of radio and fashion.

—the most complete and authoritative review and outlook of the markets available.

These exclusive dispatches by the staff-writers of The Consolidated Press Association, distributed over its leased wire, give you the "background" news that makes your paper different—makes it *dominate your field.*

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York
Eighth Floor
World Building

Chicago
Fourth Floor
Daily News Building

San Francisco
Third Floor
Spreckels Building

Paris
Fourth Floor
19 Rue d'Antin

THIS ISSUE:—OFFICIAL SECRECY AT WASHINGTON MENACES PRESS.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1926

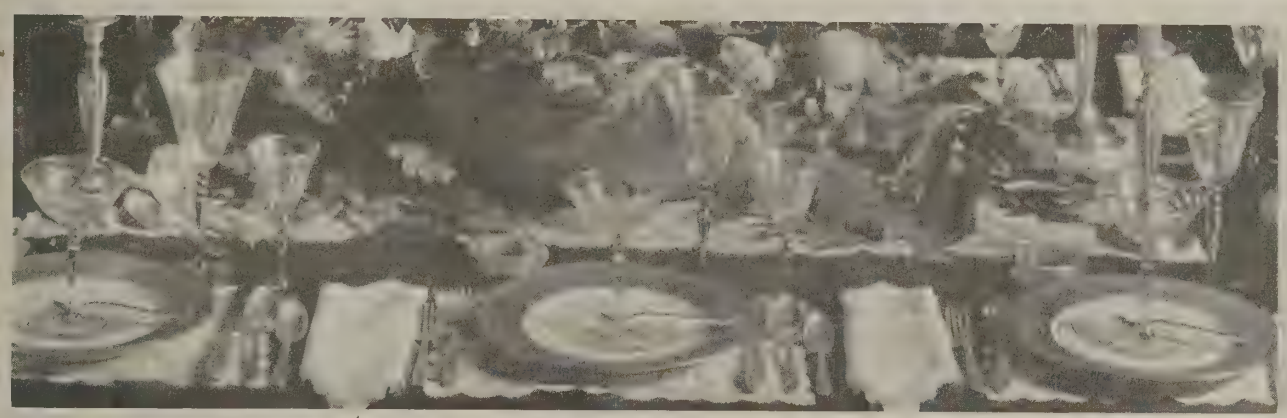
SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

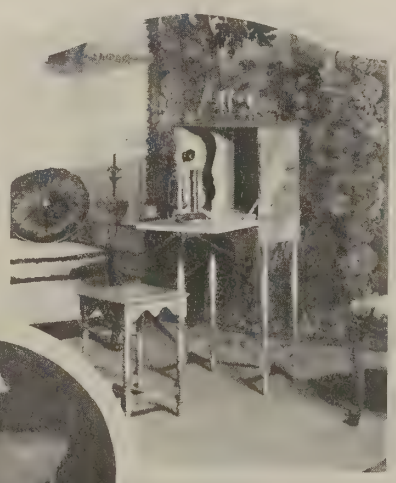
Vol. 58. No. 45 **NEW YORK, APRIL 3, 1926** By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign **10c Per Copy**

Not to be taken from this room

"The Home Is the Thing"



THE illustrations used on this page are reproduced in miniature from the advertising of the John M. Smyth Company in the Photogravure Section of The Chicago Daily News. The first page appeared on Saturday, August 15, 1925, and although their contract calls for a minimum of two pages per month for one year, a full page has appeared every Saturday with three exceptions.



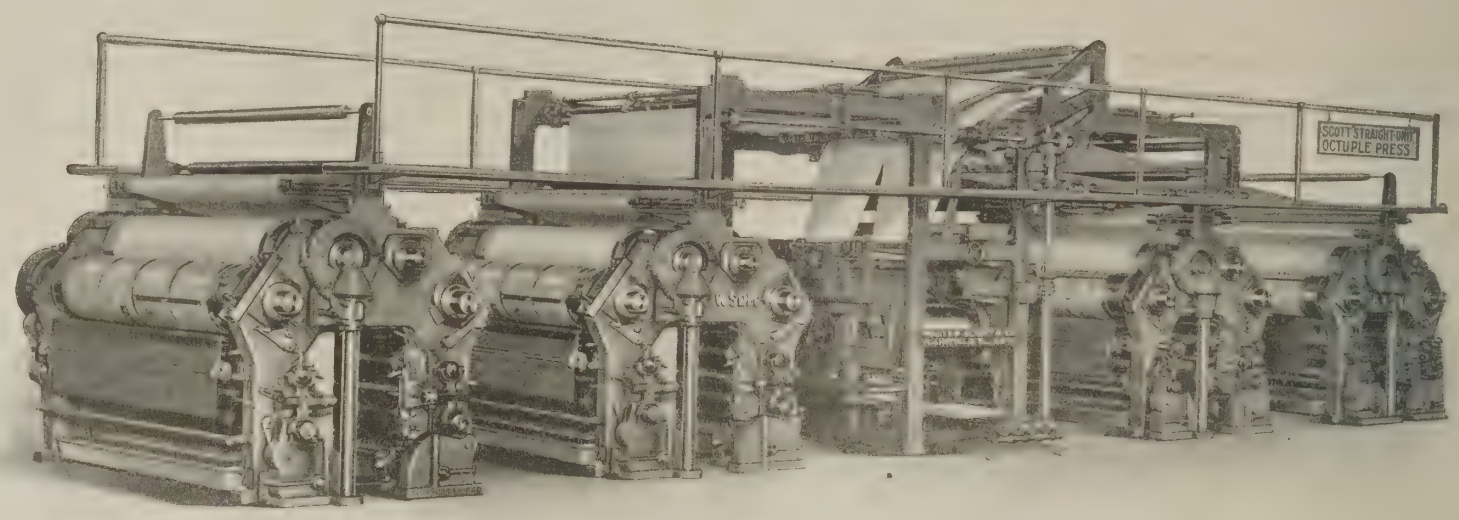


(NOTE: The John M. Smyth photogravure advertising totaled 47,040 agate lines in the first six months of the contract, or nearly the entire amount originally contemplated for the full year.)

"We have had requests for the merchandise three weeks after its appearance in the Photogravure Section—not one but many," says the John M. Smyth Company.

THE CHICAGO DAILY NEWS

First in Chicago



SCOTT *"Straight-Unit"* UNDERFED
OCTUPLE PRESS

Independent Drive

—is one of the most desirable features of unit press construction.

All units and all folders of Scott *"Straight-Unit"* and *"Multi-Unit"* Presses are driven independently.

To increase press capacity it is only necessary to add more units. It is no longer necessary to "trade back" small presses in order to obtain larger ones.

And since Scott units and folders are accurately and completely jigged, spare parts apply to all and repairs are easily and quickly made.

Scott

"Multi-Unit" and "Straight-Unit" Presses

WALTER SCOTT & COMPANY

Main Office & Factory - Plainfield, New Jersey, U. S. A.
New York Office - - - - 1457 Broadway
Chicago Office - - - 1441 Monadnock Block

Cable Address: WALTSCOTT NEW YORK

"Distribution"— Ours and Yours

¶ Your distribution problems may still be under consideration.

¶ Ours were solved years ago.

¶ Back in 1837, with the first issue of The Sun, came the organization of a little force which has since grown into the small-sized army of 125 Sun Carriers with over 1,000 assistants.

¶ This is not an organization of "newsboys"—crying their wares on the streets. It is an association of responsible business men whose sole business it is to deliver the Sunpapers to the homes of Baltimore.

¶ This force of carriers and assistants assures a stable distribution of the Sunpapers—morning, evening and Sunday. Our distribution problem is solved—and we'd like to put in some of our time working with you on any problems in regard to distribution in Baltimore.

¶ The Sunpapers—morning, evening and Sunday—will cover Baltimore as thoroughly for you as they do for themselves.

March Average Net Paid Circulation

Daily (M. & E.) - - -	**252,599**
Sunday - - - - -	**190,684**

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"

More people now work and live in

PHILADELPHIA

The population of America's Third Largest City at the opening of 1926, six years after the last decennial census, is estimated at 2,024,394, an increase of 11 per cent.

This is exclusive of the million and a half in the surrounding suburbs and towns.

425,000 dwellings within the city limits and 150,000 in the surrounding suburbs and nearby towns house this population.

Whatever your line of business, here are advertising statistics worthy of your closest attention if you want to expand your sales.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Net paid daily average for 1925:

524,662 Copies a Day

The circulation of The Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

NEW YORK
247 Park Avenue
(Park-Lexington Building)

CHICAGO
Verree & Conklin, Inc.
28 East Jackson Boulevard

DETROIT
C. L. Weaver, Verree & Conklin, Inc.
321 Lafayette Boulevard

SAN FRANCISCO
Thomas L. Emory, Verree & Conklin, Inc.
681 Market Street.

(Copyright 1926—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 58 | NEW YORK, APRIL 3, 1926 | No. 45

Secrecy Veils Nation's Public Business Menacing Free Press Principle

Correspondents Confused and Hampered By Disavowals of Interviews and "Official Spokesman" System—Blunders Covered at Expense of Press Reputation for Accuracy

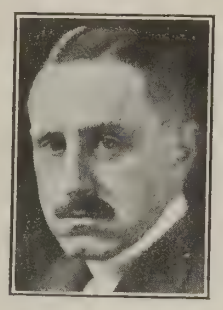
By HENRY SUYDAM

Washington Correspondent Brooklyn Eagle

(*Written for* EDITOR & PUBLISHER)

SECRECY MENACE AT WASHINGTON

SECRET conduct of public business has reached scandalous proportions at Washington. By placing seals of confidence on official interviews and by audacious disavowals of responsibility when public reactions to news are unfavorable, high Government officials have succeeded in putting on the back of the press an absurd burden.



HENRY SUYDAM

What should a Washington correspondent do when a public official falsely, or by technical device, repudiates news that has been accepted and published in good faith? Should he come out with all the facts for the benefit of his readers and to clear his own newspaper of a false charge of inaccuracy? What are the ethics in this situation?

At the request of EDITOR & PUBLISHER, Henry Suydam, Washington correspondent of the *Brooklyn Eagle*, herewith lays bare the extraordinary circumstances surrounding this menace to the press. The sincerity of this writer and the courageous independence of his newspaper are well established facts in journalism.

Manifestly, any evil condition is possible of development under veils of secrecy, and however responsible to public duty individual officials may be, the wonder is that they do not perceive the enormity of the risk when they encourage public service behind shutters. "A just estimate of that love of power, and proneness to abuse it which predominates in the human heart, is sufficient to satisfy us of the truth of this position."

THE growing attempt of the Executive and Legislative branches of our Government to divest themselves of responsibility for their views and actions, and to conduct the public business in an atmosphere of anonymity and secrecy, is a development of great interest to our American press. Unless some check can be devised and applied, the present system will work incalculable harm to the reputation of our newspapers for accurate reporting. Its effect is primarily felt in our news columns, but, in a larger sense, it is threatening the very integrity of American public life. The entire situation is antipathetic to the genius of American character and Government.

The Government official who puts on a mask to hide his identity before purveying his views to the American public is not an heroic figure, nor is he inspiring of any confidence whatever. The Senator who votes to confirm a nominee and then refuses to permit his vote to become public has a curious idea of public duty. The great Federal Departments and Commissions which want to conduct public business behind closed doors bring the integrity of Government into unnecessary and even unfair disrepute.

The broad question of secrecy and evasion in the conduct of public affairs is one of such significance that it cannot be treated in this short article. As a Washington correspondent, I am more interested, at the moment, in the effect of these tendencies on newspaper work at the seat of Government, on the good name of my profession and on the reputation of American newspapers generally.

The system, as it now works, is un-American. What it amounts to is that our Government, probably without realizing its position, is actually dealing in the whole European paraphernalia of propaganda, diplomatic and otherwise, which our own statesmen so heartily condemn as alien and dangerous. The familiar tools and weapons are all being used in Washington—the trial balloons to test out sentiment, the anonymous intimations and veiled suggestions, the facile official denials when an unpopular reaction is evidenced. The time when a correspondent could ask a Cabinet member a plain question and get a plain answer, and could quote that answer, is a mere romantic memory. Such straight dealing went into the discard everywhere back in 1914, with the coming of war. The situation has now reached the point where it is practically impossible to quote any man occupying any official position. Even the merest subordinates in Government Departments glibly reel off the formula: "I'll answer your question, but I can't be quoted."

The tendency in Washington to do business in the dark has been a gradual growth, rather than a deliberate method. It has had two excellent illustrations of it in different fields. The attempt of the Department of State officially to repudiate the startling views on European Governments attributed to Mr. Alanson B. Houghton, Ambassador to Great Britain, is a case in point. Even more remarkable, although in no way analogous, is the effort, unprecedented in recent years, to keep secret the vote of the United States Senate in confirming Thomas F. Woodlock as a member of the Interstate Commerce Commission. In both cases there was a plain purpose to keep the American public from learning the exact truth. In the first case, there was an attempt to relieve the Administration from embarrassment at the expense of the good name of the American press.

If the Senate, because of the fear of certain members to face the consequences of their votes, wants to keep secret so important a division as that confirming Commissioner Woodlock, that is a matter with which the electorate in the various States may deal. The conduct of the Executive Departments in relation to the American press is of intrinsic importance to all newspaper people, whether owners, publishers, or mere reporters.

The "official spokesman" system, as it is generally termed, was not the invention of this Administration, but blossomed out of the fertile war-time soil between 1914 and 1918. It has, however, come into full flower since 1921. It was designed primarily, and I believe with good intention, to provide correspondents informally with news that could not formally be announced. It has had great utility, and perhaps, within certain limits, still offers a useful method of contact. Its disadvantages today, however, far outweigh its advantages. When public officials can make a statement for publication, and within 48 hours officially deny having made it, it is time to call an abrupt halt.

The "White House spokesman" has more excuse for existence than any other. This peculiar contact between correspondents and the President of the United States suffers from certain drawbacks to both. Access to the President is easy. His "spokesman" confronts a large and miscellaneous group of newspaper people, many of them casual visitors unknown to the White House staff. The President's "spokesman" must therefore accomodate his discussion to the lowest common intelligence. He must be cautious of the highest factor of sensationalism present. Some reporters cover these conferences sentence by sentence, as they would a prize-fight, round by round.

I do not think it would be desirable to have the President subject to direct quotation, but I can conceive no good reason why a literal report of his remarks should not be published in the form of indirect discourse. It would insure accuracy, guard against divergent interpretations, and protect our newspapers from formal denials. The White House, which has gained an immense benefit from these twice-a-week "front page" parties, has not hesitated occasionally to deny its own words, and to thus placing its faithful newspaper courtiers, in the unhappy position of plain faking.

The "Houghton incidence" represented the absolute collapse of the "official spokesman" system. It would be unethical, under existing circumstances, to reveal the precise setting out of which this affair grew. However, Mr. Houghton had arrived in Washington from London, at the request of the President, and had reported to the President and the Secretary of State on March 17. His views, which were of so startling a nature as to attract world-wide attention, were made known to Washington correspondents on the afternoon of that day.

It was plain that the Administration was willing, for its own purposes, to have these views made known. If the authorities thought for one moment that so remarkable an indictment of European Governments would be purveyed to the American public on the mere responsibility of a group of Washington correspondents, they must have been indeed naive. The correspondents, not wanting to quote Mr. Houghton, in whose behalf the "no quotation" rule had been invoked, took the obvious, if perhaps rash expedient of phrasing the material as what Mr. Houghton had reported to the President—a representation which was true then and is true now.

When European dispatches began to pour into Washington on March 19, the Department of State issued an official denial that Mr. Houghton had revealed to any "unofficial persons"—meaning newspaper correspondents—"the nature of his report to the President." Even the literal truth of this denial, intended for European and domestic consumption, rested on a mere knife edge of terminology and definition. In a broad way, the denial was misleading and as unfair to our newspapers as anything could possibly be.

The fact was that Mr. Houghton or—shall we say?—his "spokesman" *had* actually divulged his mind to a group of correspondents and *had* told them what he told the President. If we accept the other alternative—that Mr. Houghton told the President one thing and the American public the exact opposite—Mr. Houghton is left in a rather uncomfortable position. But of course the official denial was mere absurdity.

The system of placing the seal of confidence on official interviews is a one-sided proposition. As the correspondent cannot give an authentic, word-for-word report of what is put out, nor designate the exact source, he has no protection whatever if an official disavowal is made. It would be an excellent thing sometime if correspondents thus repudiated would feel themselves free to publish the exact facts. Even after the Department of State, through an ambiguous official disavowal, attempted to place our newspapers in a false light in the Houghton affair, not a single Washington correspondent felt himself free, under newspaper ethics, to reveal the full truth. This sense of ethics appears, however, to be uni-lateral.

The cure for these existing evils has not been fully explored, but a beginning will be made when one newspaper, or a group of newspapers, refuses to accept public information on the anonymous, "no quotation," basis, and either depends on outside sources or defies an official by holding him responsible for his own statements. This would not apply to the President, who must always be allowed, in the nature of his position, a certain discretion. But it would apply to all others.

INCOME FROM SCRIPPS ESTATE WILL GO TO ADDING PAPERS TO GROUP

Publisher's Will Directs 30 Per Cent of Income Be Used for This Purpose—Robert P. Scripps Named Trustee—Million Left to Wife

THIRTY per cent of the annual income of the estate of the late Edward W. Scripps is to be used for purchasing, starting or financing new newspapers and news enterprises, it is provided in his will, which was offered for probate in Hamilton, O., March 31, by a representative of Newton D. Baker, former Secretary of War, who was its custodian. The will bears the date of Nov. 23, 1922.

The controlling stock of the new enterprises is to be held by the trust estate, of which Robert P. Scripps is named trustee. The fund can also be used for providing stock opportunities for persons in the Scripps-Howard concern. Its chief purpose is to provide a means by which the E. W. Scripps estate can continue its investments in newspapers of the Scripps-Howard concern.

Among the witnesses to the will is Roy W. Howard, who with Robert P. Scripps, is the head of the Scripps-Howard newspapers.

The will itself is a brief document. It refers to a larger instrument, however, a trust agreement which was entered into by E. W. Scripps with Robert P. Scripps as trustee, on the same day that the will was executed, and under which the properties of the former have since been controlled and administered by the latter. The purpose of the trust agreement was to prevent any hiatus or interruption in the operation of the Scripps-Howard Newspapers at the death of the founder.

Robert P. Scripps is named executor as well as trustee.

By the terms of the trust agreement, Mrs. E. W. Scripps, wife of the publisher is left the life use of Miramar, the large California ranch and winter home of the Scripps family, and annual income of $60,000 and the right to will $1,000,000 of the property of the trust estate. A daughter, Mrs. Thomas E. Meanley, of La Jolla, Cal., is left an annuity of $30,000.

An annuity of $15,000 to Miami University is for the purpose of carrying on investigations into population problems which Mr. Scripps had been financing for a number of years. Another of $30,000 goes to Science Service for the purpose of carrying on the work of that institution which Mr. Scripps founded during his lifetime and to popularize and disseminate scientific information and data throughout the country.

After minor bequests of annuities and a flat sum bequest of $25,000 to Harry L. Smithton, E. W. Scripps' secretary, the entire residuary income of the trust is left to Robert P. Scripps and his children for the life of the trust, which is to remain in existence until the death of the youngest of Robert P. Scripps' children.

No estimate has yet been placed upon the value of the estate but it is expected that this will be done in the next few weeks when letters testamentary are applied for. In case of the prior death of Robert P. Scripps, the following are appointed as trustees of the estate: Roy W. Howard of New York, Thomas L. Sidlo of Cleveland and Gilson Gardner of Washington, D. C.

Mr. Scripps died March 12, on his yacht *Ohio* off the coast of Liberia, Africa.

HEARST SEEKS TO BAR GANNETT'S ELECTION

Brisbane Asking Associated Press Members to Vote Againt Admission of Rochester Times-Union at Annual Meet, April 20

Arthur Brisbane, Hearst editor, is canvassing Associated Press members by letter, seeking sufficient votes to prevent election to A.P. membership of the *Rochester Times-Union*, owned by Frank E. Gannett. Vote will be taken in New York at the A.P. annual meeting, April 20. The Hearst newspaper in Rochester holding a protest right is the *Journal & Post-Express*.

A vote of 80 per cent of the membership is required to elect an A.P. member over a protest. Hearst won out two years ago, when Mr. Gannett first applied for membership. The Rochester publisher did not apply this year; the A.P. directorate asked him to join. Hearst needs the vote of 21 per cent of the membership to defeat the directors' approved candidate.

Mr. Brisbane's letter, dated March 27, followed a communication sent out by Kent Cooper, A.P. general manager, stating that the A.P. directorate unanimously approved Mr. Gannett's election and asking for favorable votes or proxies.

Mr. Brisbane's letter follows:

"Less than two years ago the members of the Associated Press, in special meeting, voted to protect their Associated Press franchises by refusing to grant memberships to Frank E. Gannett of the Rochester (N. Y.) Times-Union and Van Lear Black of the *Baltimore Evening Sun*.

"Not satisfied with that decisive vote of the membership, the Associated Press directors are again trying to force the voting of a membership to Frank E. Gannett of the Rochester Times-Union.

"This time the proponents of Mr. Gannett hope to confuse the issue by getting you to authorize them to vote Mr. Gannett in, through your signature to the usual blanket proxy for the 27th Annual Meeting on April 20th.

"Why are the directors so anxious to give Mr. Gannett this franchise?

"There never has been a single complaint against the Rochester Journal & Post-Express, which as a member of the Associated Press is discharging faithfully and loyally its every duty to that organization.

"Why should Mr. Gannett be given a franchise for nothing that many other members have spent fortunes to obtain?

"After having so emphatically decided less than two years ago that you would not destroy the value of all Associated Press franchises, your own as well as Hearst's; and that you would not override the right of protest, are you going to allow it to be done now, under cover of a general proxy at this annual meeting?

"If you have not already sent in your proxy to the Associated Press, won't you please specify in that proxy this one exception: *directing your proxy to vote against the election to membership of Frank E. Gannett of the Rochester Times-Union?*

"If you have already sent in your proxy, won't you please send an amendment to the same effect to the Associated Press? Better still, won't you please sign the enclosed proxy which I am sending out to all the membership, covering merely this one question at issue, and authorizing Arthur Brisbane, Bradford Merrill or David E. Town to cast your vote against the election to membership in the Associated Press of Frank E. Gannett of the Rochester Times-Union?

"Having scotched this attempt in 1924, when your proxies were voted directly on this issue, are you going to permit this thing to be done under the cover of a general proxy for the regular annual meeting?

"If you don't want this done, please sign the enclosed proxy and send it to me in the self-addressed envelope.

"Sincerely yours,

"A. BRISBANE."

Frank B. Noyes, publisher of the *Washington Star*, and A.P. president, telegraphed the following statement to EDITOR & PUBLISHER on April 1:

"I can only say that after consideration extending over several years, the 14 newspaper men who act as directors of the Associated Press are unanimous in their views that the best interests of the organization will be served by the election of Mr. Gannett to membership and that they will so recommend to the membership at the annual meeting."

The next meeting of the board of directors is set for April 14.

FRIENDLY PRAISES N. J. STRIKE REPORTING

Police Clubs Unable to Deter News Men from Writing Truth He Says in Radio Address

Reporters who braved police clubs to write the truth in the Passaic strike were praised by Edwin S. Friendly, business manager of the *New York Sun* in the course of a radio address from station WRNY recently.

"In these United States journalism is the apostle of liberty," he declared. "I will be bold enough to say that in their newspapers our people have a champion of their rights and their freedom equal to the Supreme Court. Journalism in this land has ever and will ever stand without compromise for each and every man's right to his religious convictions, for the right to peaceable assemblage, for equal opportunity for all in the pursuit of life, liberty and happiness.

"Only in the last few weeks have we had proof of the steadfastness of our press to this principle. That proof was offered in the case of the Passaic mill strikers and their right to assemble and parade and petition in a peaceful manner without molestation. The reporters from our radical newspapers and the reporters from our conservative newspapers went over there and found that these rights were being denied or at least curtailed. Police clubs and bullying couldn't cow these reporters. They told the story and kept telling it.

"Persecution, imprisonment and even death have been used and are even now being used throughout the world to throttle the press. And to no avail. For there never was a fanatic more devoted to creed or cult than is the journalist devoted to that which we call liberty. Well indeed has the philosopher said that the liberties of the people are wrapped up in the liberty of the press and they are in safe hands."

DENVER EDITOR RESIGNS

S. B. Whipple Leaves Express for Publicity Work—Wilson Successor

Sidney B. Whipple, for four years directing editor of the *Denver Express*, a Scripps-Howard publication, and previously New York manager of the United News, has resigned to engage in publicity activities.

Succeeding him will be R. E. Wilson, veteran newspaper executive and managing editor of the Express. Waldon Sweet, feature writer, takes Wilson's post. Wilson leaves this week for the Scripps-Howard conference at French Lick, Ind.

I. N. S. Putting Printers on Coast

International News Service will start operating high speed printer machines to carry its report between San Diego and Seattle, April 6. It will replace one Morse wire. The racing and financial wire will remain unchanged.

Plans to Enter Daily Field

The *Shreveport* (La.) *Caucasian*, now a thrice-a-week, is planning to enter the evening daily field. United Press report has been obtained.

Sound Proof Walls for Daily

The *New York World* recently had its news and editorial rooms lined with sound proof walls to shut out telegraph and composing room noise.

HAYS THANKS PRES FOR FREE SPACE

"Movie Czar" Is Amazed at Amount Publicity Given to Cinema Industry Gratis—"Nothing Is More Valuable" He Admits

Will Hays, president of the Motic Picture Producers and Distributors America, Inc., this week called the pre "a very kindly and helpful big brothe to the motion picture industry, in an a dress made before the Advertising Cl of New York, March 31.

"One of the most encouraging featur of the work has been, to me, the sympat and encouragement of newspapers, lar and small, throughout the United States he said.

"Unless one realizes fully the magnitu of the motion picture industry—and t hold which motion pictures have upon t hearts of our people—it is amazing to no the amount of space which Americ newspapers give to pictures and the makers, both in their news columns and their editorials.

"Not a day passes in my office that do not receive from 50 to 100 clippin containing editorial comment about t movies—and these come in the main fro the small town papers, the little count weeklies as well as dailies.

"And I should like to say that not ing could be more valuable to me, for there is anyone who literally has his fi gers upon the pulse of the real Americ public it is the small town editor. I mig mention, incidentally, that it is my r invariably to write to each editor w comments about pictures.

"True, the newspapers, large and sma have not withheld adverse comment times, when they felt that such comme was justified. That has been helpful b cause it was sincere. On the other ha they have not withheld praise for wh ever we have done that has been wort and always their attitude has been one desire to help us toward the solution our problems."

Mr. Hays revealed that a census tak recently showed that more than 725 f mer newspaper men are now holding k position in the motion picture field.

"There used to be some humorous co ment, a few years ago," he said, "as what sort of brains were operating motion picture industry. The ansv now is 'newspaper brains'—than which, my opinion, there are none better."

The "Movie Czar" said the mov picture industry was probably spend $100,000,000 a year in advertising. T included, he said, space in newspape magazines, billboards, posters, and kinds of promotion. He advocated t postal rates on magazines and newspap should be sufficiently low to permit restricted circulation.

PLANNING MAY INLAND MEET

Sessions in Chicago May 18-19 to "Purely Business" Purcell State

Program for the May meeting of Inland Daily Press association, to be h in Chicago, May 18 and 19, is to "purely business," according to Geo W. Purcell, program chairman.

President William Southern, Jr., Independence, Mo., has asked that it confined largely to representatives of land newspapers—men with a specialt

Subjects scheduled for discussion a "The Kind of a Newspaper that the Business"; "Public Utility Adver ing—Connection with Telephone S tems"; "Value of the Sports Departm to the Business Office"; "Newspaper A vertising from the Buyer's Standpoi "Comic Strips—Feature Stuff—From Viewpoint of the Business Office"; " Freedom of the Press"; "The Associ Press"; "The A. B. C."; "The P Congress of the World"; "How Muc the Farmer Worth to a Newspap "Circulation—How to Get it and Ho Keep it"; "Chain Stores in Relation Other Stores"; and "Post Office R and Regulations that Touch Newspape

THOMPSON FIGHTING CONVICT LEASING EVIL

Alabama Publisher Tells Own Story of Battle Being Waged By His Four Dailies Against Present System—Says Public's Will Thwarted By Money Interests

By FREDERICK I. THOMPSON

One of the outstanding opponents of the convict leasing system in Alabama is Frederick I. Thompson, publisher of the Birmingham Age-Herald, Mobile Register and News-Item, and Montgomery Journal. Through his newspapers he has waged a bitter fight to crush the system. In response to a request from EDITOR & PUBLISHER, *Mr. Thompson tells in the following article of his crusade.*

IT is gratifying to learn from the request made by EDITOR & PUBLISHER that sympathetic attention is being accorded the efforts of those citizens of Alabama who are making of specific issue the abrogation of the inhuman and generally outlawed method of convict labor practiced in certain coal mines in the state. It would appear to be a matter of high importance to the good name of Alabama that decent citizens everywhere should recognize it to be an issue prosecuted by our own people and prompted by their citizenship conscience. Combatting this effort is an entrenched financial minority and a calloused political machine. Money profits to a small financial group and the spoils of office to the political machine constitute a powerful unit; and they are organized in resistance to those who place the state's good name, its morals and clean conscience before profit to the state or profit to anybody.



Frederick I. Thompson

Particularly should the press of the nation know the facts, and the invitation from EDITOR & PUBLISHER accords an opportunity gladly welcomed. The convict lease system is now an issue in Alabama. The system under which convicts are used for private profit in three of the coal mines in this state has been voted down by the people at the polls; it has been repudiated by our legislature in response to the good conscience of our citizenship. At the present moment the law empowers our governor with authority to end the whole system with a stroke of his pen. In the far and shadowy background of the system employed in the mines lurk two interests, both sinister. In their relative importance they are: those operating coal lands who want some form of bound labor, preferably with a state militia background to control a labor situation; and, second, investors in Alabama mining securities who live outside the state, who participate in profits arising from the system and who appear to harbor the delusion that citizenship absenteeism grants them immunity from the shame the profits of such a system bring to them.

As the position taken by the newspapers published by me, the *Birmingham Age-Herald, Mobile Register, Mobile News-Item,* and the *Montgomery Journal,* information of which is requested by EDITOR & PUBLISHER, they but reflect the position that would be taken by the rank and file of men throughout our fraternity possessed of journalistic conscience and a measurable sense of that public responsibility the direction of a newspaper brings to any right-thinking man. It was clearly defined that the ending of the system could alone come from a true and impartial public presentation of the facts, it being recognized by our editorial staff that it would require an enlightened public opinion to bring about a correction of the evil in accord with that view there was published in the Age-Herald and associated newspapers more than five pages of detailed testimony of an investigation precipitated by a subpoena obtained by the Age-Herald directing the State Board of Administration, supervisor of the convict system, to produce prison records concerning the death of James Knox, a convict who died at Flat Top mining camp, whose death had been officially reported on the death certificate as one of suicide. The investigation that followed conducted by the Attorney-General developed that James Knox had died of mistreatment, and that after his death a solution of bichloride of mercury was injected into his body in an attempt to justify the death certificate of suicide. Prior to that time publication of a contemplated investigation of the circumstances surrounding the death of a prison guard at Flat Top mining camp prompted the inevitable libel suit, and opportunity was given to bring the whole issue into the light of day and clearly before the vision and the conscience of the people of the state.

The testimony resulting from the necropsy of the body of Knox, not published in full in other Alabama newspapers brought to light, in gruesome description, the punishment of the "dog-house," a coffin-like structure where men were confined until they collapsed; of a hickory stick carried by a life-term convict as boss of a gang, and used to break the bones of those rebelling against the task of digging ten tons of coal a day per man.

We sought to meet the issue squarely, best illustrated perhaps in the following extracts from a series of editorials appearing in the Age-Herald and associated newspapers:

"It is the system, this profiting in bound labor, that destroys; for it is understandable that the system prompts inhuman methods. The blame falls upon those in power who are submissive to the principle that profits are more to be considered than the state's good name* * *

"The political machine, supported by the agents of those directly participating in the profits from the system may be expected to function for the preservation of it. James Knox is dead and gone. But the system under which he died still exists. No play of words by those who seek to preserve the system; no subterfuge. no denunciation, no defense of it is going to satisfy the conscience of this commonwealth. The issue has been, and remains: how long will Alabama abuse its sovereignity either for profit to the state or profit to anybody* * *

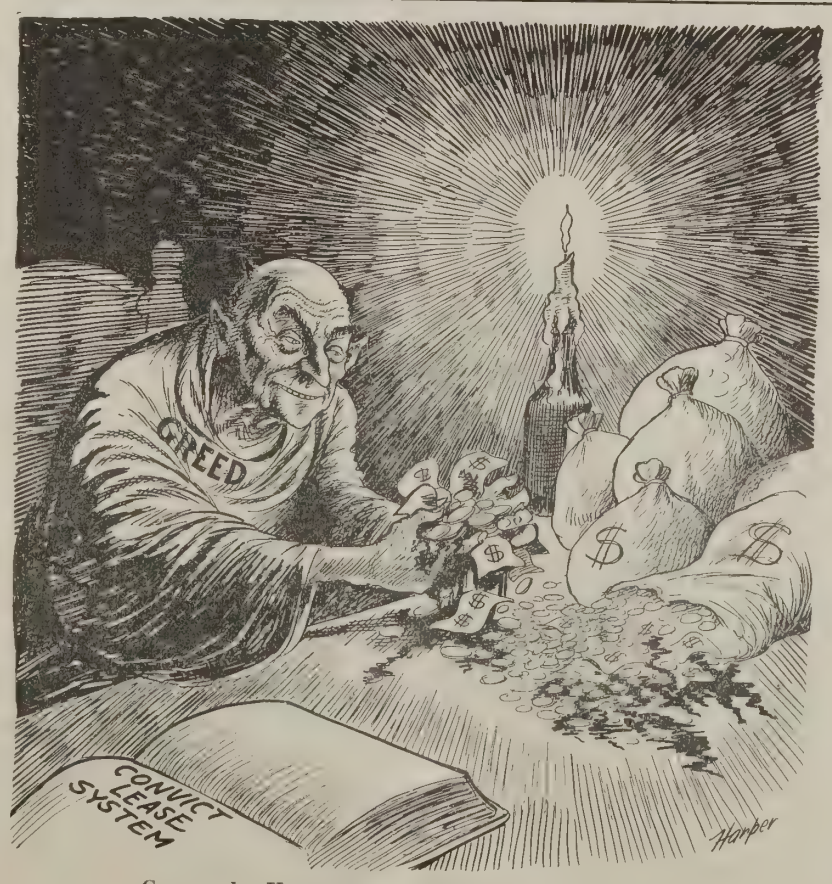
"Those opposing the existing inhuman method will be charged with thought of politics; every charge, every innuendo, the ingenuity of those paid to defend the system can devise will be brought against those who, in good conscience and good morals, oppose it. But the public will know that it is not expression of opinion but the testimony of the witnesses, that brings the public indictment against the system; against those who continue it, and those who profit by it* * *

"It has been always, is now, and will continue to be, so long as it exists an issue solely of whether or not a penal system long since abolished by other states of the Union, shall continue to bring suspicion upon the high impulses of the citizenship of Alabama."

As desired and anticipated, a citizenship was aroused; it precipitated the issue into a pending gubernatorial campaign where finally the ending of the system must come. Aside from one candidate for Governor, who is the heir apparent of the present administration, responsible for the present continuance of the system, all of the other candidates for Governor have denounced it and pledged themselves as in favor of its abolition.

It is now believed the system has been brought to bay. The sole remaining contractors, the Sloss-Sheffield Steel and Iron Company, controlled in New York; the Alabama By-Products Corporation, a merger of local and foreign capital, and the Montevallo Coal Company, a domestic concern, may, in the absence of immediate executive abrogation clear themselves of participation by revocation of their contracts. But whether the Governor acts, or these corporations refuse to further participate in money profits arising from such a system, the sun is setting on a form of contract, repulsive to our citizenship, and degrading in its effect upon our youth.

BLOOD MONEY



Cartoon by Harper, which appeared in *Age-Herald*.

Donald Ewing, of the *New York World* staff, spent three and a half weeks in Alabama and wrote a series of 12 articles on the convict leasing system now running in the New York daily.

"It's none of New York's business," Ewing was told, when he first questioned Alabama state officials. But eventually they became more cordial and aided him in making the investigation.

Ewing, returning to New York this week, reported he was confident a clean-up would follow the forthcoming gubernatorial election.

Ewing joined the World staff in February, 1925. Prior to that he was connected with the *Chicago Tribune.* He started newspaper work in 1916 on the *Omaha News,* following his graduation from the University of Missouri. Then he joined the Associated Press until enlisting in the aviation corps for the World War. After the war, he returned to the Associated Press, Chicago office. He reported the Herrin, Ill., massacre in 1922.

Leaving the Associated Press soon after, he served for a while on the staff of the *Chicago Herald Examiner,* before transfering to the Tribune.

Coast Daily Increases Capital

The *San Diego* (Cal.) *Independent,* a morning daily, has increased its capitalization from $200,000 to $400,000. It was started Aug. 30, 1925.

Williams Leaving R. Hoe & Co.

Roy F. Williams, advertising manager of R. Hoe & Co., manufacturers of printing presses, New York, has been elected treasurer of the Ames Shovel & Tool Company, Boston, effective April 20.

Mitchell Opens Philadelphia Office

W. D. B. Mitchell, Philadelphia representative of the Mergenthaler Linotype Company, has opened an office in Philadelphia in the Liberty Trust Building.

Advertisers to Hold Golf Tourney

The 1926 Spring tournament of the American Golf Association of Advertising Interests will be held at Cooperstown, N. Y., June 19-26.

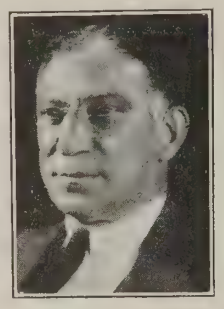
Prize Contest in Ad Space

Manufacturers of Duz, soap powder, are running a prize contest in newspaper advertising columns. No requests are made for free publicity, in New York, at least.

ATLANTIC CITY TIMES, NEW DAILY, TO BE LAUNCHED APRIL 11

Evening and Sunday Paper Will Absorb Ventnor News, Weekly—George F. Goldsmith Is President and General Manager

ATLANTIC CITY, N. J., is to have a new newspaper. Starting with the issue of Sunday, April 11, the *Atlantic City Times* will launch an evening and Sunday publication.



GEORGE F. GOLDSMITH

The Atlantic City Times traces its origin back to a conference held by George F. Goldsmith, then advertising manager of the *Philadelphia Public Ledger* and the *Philadelphia Evening Ledger* and Lionel Scheuer and John D. Scheuer, owners of the *Ventnor News* and of the Amusement Publishing Company of Atlantic City, following which Mr. Goldsmith resigned from the Public Ledger and associated himself with the Scheuer brothers to lay the foundation for the new paper.

The new publication has been built largely around six personalities. These are Lionel and John D. Scheuer, Mr. Goldsmith, George F. Goldsmith, Jr., Francis C. Richter, managing editor, and William H. Rocap, sports editor.

The Scheuer brothers with their father, the late Charles Scheuer, founded the Ventnor News, a weekly in 1907. The Ventnor News will be absorbed by the Times. They also publish every week the *Amusement Guide* of Atlantic City and the *Philadelphia Amusement Book*. During the summer season they publish amusement guide books for Asbury Park, Wildwood and Cape May, N. J.

Closely associated with Mr. Goldsmith, who is president and general manager of the Times company, is George F. Goldsmith, Jr. After serving in the foreign advertising department of the Philadelphia Public Ledger, working out of its New York office, he went to Tokio, where for three years he was general manager of the *Japan Advertiser*.

A complete new plant is being erected for the production of the Times. The structure, located at North Carolina avenue and the Absecon boulevard, is 155 by 100 feet, with modern equipment and daylight lighting throughout. The foundation has been laid for six stories. The first story is being rushed to completion and the mechanical and editorial departments will be housed on this floor during the summer, the business office retaining its present downtown quarters at Atlantic and Kentucky avenues. Beginning Sept. 1, the remaining stories of the new building will be finished.

When the building is completed the mechanical department will occupy the first floor and the editorial and business departments the second, while the third and fourth will be occupied by the Amusement Publishing Company.

New equipment is being installed throughout the plant. A Goss octuple press is being erected, with Goss wet-mat stereotype equipment. Plans have been made for 16 linotypes, 11 of which are being installed now. The linotypes are equipped with electric pots and Margach feeders. In addition, a monotype type-casting and material machine and a Ludlow casting machine are being installed.

A photo-engraving plant will occupy one section of the first floor, with a photographic and art department. Ralph Myers, one of the directors will be mechanical superintendent.

Editorially the policy of the Times will be in keeping with the demands of the resort city, it was stated. Although giving attention primarily to its home field, Atlantic City, it will be a world newspaper, appealing to visitors from all over the nation to temporary residents in various cities and states, as well as to the permanent residents of Atlantic City.

The Times is a member of the A. N. P. A. and of the A. B. C.

A general news service of the International News Service and a sports and financial service from the United Press will supply the foundation for "telegraph" news. National politics will be covered by articles of Frederick Wiliam Wile and Mark Sullivan.

Especial attention will be paid to real estate, financial and sports news. The financial section will give complete daily market reports, from New York, Philadelphia, Boston, Baltimore and Washington.

In sports, next to "Billy" Rocap's daily review of the spot news of sport, racing will be stressed.

The Sunday issue will contain eight pages of comics, a magazine section of local and national features and fiction, as well as the usual society section, local news and women's activities.

Francis C. Richter, Jr., managing editor, is a son of the well-known sports writer, Francis C. Richter. In addition to holding down the desk of sports editor on papers in Cincinnati, San Antonio and Philadelphia, he has been city editor of the Philadelphia Public Ledger, news editor, *Philadelphia Inquirer*, and night editor, *Philadelphia Press*.

The local staff will be under the direction of M. C. Gilbert, city editor. Mr. Gilbert resigned as news editor of the Philadelphia Inquirer to join the staff of the Times. Mr. Gilbert will also handle dramatic criticisms.

The copy desk will be headed by Guy Sullivan, for several years "in the slot" of the Philadelphia Evening Ledger.

LONDON PRESS NOTABLES DINE

Lord Burnham and Lloyd George Among Guests of Ed L. Keen

David Lloyd George and Bradford Merrill, general manager of the Hearst newspapers, were guests of honor at an informal luncheon given by Ed L. Keen, general European manager of the United Press, at the Savoy Hotel in London March 30th.

Among those present were Lord Burnham, owner of the *London Daily Telegraph;* Ralph D. Blumenfeld, editor *London Daily Express;* Charles A. McCurdy, managing director United Newspapers; Ernest A. Perris, editor, *London Chronicle;* James Bone, London editor, *Manchester Guardian;* J. Fred Essary, London correspondent, *Baltimore Sun;* Curtis Brown, Curtis Brown Syndicate, and Jos. L. Jones, of the United Press London staff.

London Underground Advertises

The London Underground Railroad is advertising regularly in London newspapers.

FAMOUS FLAGPOLE NOW A.A.C.W. GAVELS



President Howard C. Story of Poor Richard Club, Philadelphia (left), presents to Chairman Rowe Stewart, of the club convention committee, the first of 150 historic gavels which Poor Richard Club will send to advertising clubs whose delegates attend 22d convention of the Associated Advertising Clubs of the World in Philadelphia next June. The gavels were made from the flagpole which stood atop Independence Hall since the Civil War.

ANTI-VICE SOCIETY CRITICISES PRESS

Newspapers Using Influence in Favor of Indecency, New York Group Declares—Says Second Class Privilege Too Easily Granted

Newspapers are using their influence in favor of indecency, the New York Society for the Suppression of Vice charged in its annual report made public last week. They are interested mainly in dollars and cents and do not wish to give offense to big amusement and publication interests, the report asserted. "Salacious and demoralizing" magazines were also attacked by the society, of which John S. Sumner is secretary.

Tabloid newspapers were characterized in the report as "a menace to any home from many angles."

Concerning other newspapers, the report says: "Real newspapers have also been gross offenders against public decency during the last year, particularly in their exploitation, as important and prominent news, of the filthy details of an annulment proceeding in a neighboring county.

"The average newspaper today lacks the character and integrity of the journal of a generation ago," the report asserts, "and many, by their editorial and news policies, are direct incentives to lawlessness. When editorial writers from day to day condone and make light of offenses against the criminal law, they cannot disclaim a partial responsibility for the epidemic of lawlessness now prevailing."

Under the title of "Magazines," the report says:

"The news stands and other places of display and sale are swamped with a mass of salacious and demoralizing periodical publications. Local efforts have been made throughout the country to improve conditions, usually through warnings from the police and prosecuting authorities. Of course such efforts are spasmodic and limited in good results.

"We believe that more could be done by the Postal and Department of Justice officials to prevent distribution of offensive matter by mail or in interstate commerce. They say, however, that no more of a preventive nature can be done as the law stands, and they are unable to suggest any helpful change in the law.

"We believe that the second-class mailing privilege on which publishers depend for low carrying cost is too freely granted. As to interstate commerce by other means than the mails, the Department of Justice does not feel called upon to investigate the nature of periodicals prior to distribution, but merely to examine complaints received after distribution, and after the damage has been done. This is not in accord with the modern idea of preventive measures to counteract harmful influences."

"FOUR A" DIRECTORS TO MEET

May Give Dinner to Publishers' Convention Week

Directors of the American Association of Advertising Agencies will meet in New York, April 10. Possibility of giving a luncheon or dinner to publishers during A. N. P. A. convention week in New York April 19-24 will be discussed, according to James O'Shaugnessy, association secretary.

Prof. Daniel Starch, director of the A. A. A. A. Bureau of Research, will discuss recently completed circulation surveys. Committee chairmen are scheduled to make important reports.

Fildes Sells Key West Call

Frank P. Fildes, publisher of the *Miami* (Fla.) *Tribune* and *Palm Beach Times,* who last week bought the *Key West Morning Call* sold that paper on March 26, to Coleman Duncan of Miami. Associated with Mr. Duncan is Charles R. Hansen, also of Miami.

AUDIT BUREAU FOR ARGENTINA DAILY'S GOAL

Jorge A. Mitre, Editor of La Nacion, Promoting Campaign for Certified Circulation Reports, and Has Inaugurated System on His Paper—In U. S. to Attend Pan-Press Meeting

ORGANIZATION in the Argentine of a body similar to the Audit Bureau of Circulations is the ambition of Jorge A. Mitre, director of *Buenos Aires La Nacion.* Mr. Mitre arrived in New York last week from Paris, after completing an inspection trip of La Nacion's European bureaus. At the First Pan-American Press Congress in Washington, D. C., April 7-13, he is scheduled to be one of the chief speakers. He will follow President Coolidge on the platform the first convention day. In an interview with EDITOR & PUBLISHER, he unfolded his aims for auditing the circulations of Argentine newspapers, and told of the success which had followed inauguration of other American press methods in his country in the past seven years.

"It was my first hope," Mr. Mitre declared, "that the Audit Bureau of Circulations of this country could be persuaded to come to the Argentine and establish a branch there. Such a step, I believed, would have resulted in material benefits to both the advertisers and the publishers of my country.

"I invited your Bureau to come, offering to pay all the necessary expenses. But my offer was declined. I was told that the Bureau had received similar offers from other countries, but had decided definitely upon the policy of confining their activities to the North American continent. I was disappointed, naturally, but I have not entirely given up hope that in Argentina some day there will be founded an institution at least similar to the American A. B. C."

For the present, Mr. Mitre said he has done the next best thing; he has taken a step which he hopes may eventually lead to the formation of a national newspaper and magazine circulation audit bureau in his native republic.

A little more than a year ago he began having the circulation of his own daily newspaper, La Nacion, audited. Three large accounting firms, one American, one British, and one Argentine, have been engaged. A quarterly audit is made by these firms, and the results are then made public. The three firms employed are Arturo A. Zoppi, the national public accountant; Deloite, Plender, Griffiths & Co., an American concern; and Price, Waterhouse, Saller & Co., an English company.

"Although we have been auditing our circulation only a comparatively short time, it has proved entirely successful," Mr. Mitre continued. "Business men at the start realized the value of an audited circulation.

"With the exception of one magazine, however, La Nacion is still the only publication in Argentina auditing its circulation. The newspapers issue their own circulation claims as was the case in the United States before the A. B. C. was established.

"We would welcome it if other newspapers would begin auditing their circulations."

Circulation auditing is only the most recent American publishing idea which Mr. Mitre imported from the United States and put into practice in the Argentine. He visited this country first shortly after the World War, and, after a searching study, became an enthusiastic disciple of American newspaper methods. On his return to Buenos Aires he immediately began to "Americanize" La Nacion.

While he is both editor and publisher of La Nacion, a family property, Mr. Mitre is, it appeared, chiefly interested in the editorial side of the business. When he was interviewed in the paper's New York office, of which W. W. Davies is manager, he was most enthusiastic when responding to questions of editorial character.

"The first thing I did when I returned to Buenos Aires in 1919 after visiting this country was to change the make-up of La Nacion's first page. It was the custom of my country to fill this page with advertising matter. We were first to start filling it with the most important news of each day, properly headlined, in the manner of American newspapers. Success accompanied this venture. Our circulation began almost at once to climb upwards.

"Then we brought an American newspaper advertising manager to La Nacion from New York to introduce American advertising methods. This also proved a benefit."

Mr. Mitre said he "made haste slowly" in introducing American newspaper practices. It was only nine months ago, he said, that his paper became the first in Buenos Aires to use telephones in soliciting classified advertisements.

He was told it would be disliked by Buenos Aires business men; that it would hinder rather than aid the classified business; that a newspaper might be able to obtain business by this supposedly efficient method, but that it would be difficult, if not impossible, to collect money for the advertisements so received.

Nevertheless, making up his mind suddenly, Mr. Mitre cabled an order for special telephone head-pieces to La Nacion's New York office. Ad-takers were trained in the American fashion, and the classified columns, according to Mr. Mitre, are showing a substantial increase.

Mr. Mitre said in his opinion Argentine newspaper men were today on a par with their American colleagues. A reporter, he said, is paid an average equivalent to $40 a week, which has a purchasing power in Buenos Aires of $80 a week here. The newspapers of Argentine are allowed free access to governmental news. It is very easy for the reporters to see government officials.

The director of La Nacion takes particular pride in the cable news service which it has built up in the last few years.

"We receive," he said "approximately 8,000 words of cable news every day. This may seem a small amount to an American newspaper editor, but, if he takes into consideration that the cable charges to Argentine are much higher from almost all news sources than to the United States, he may realize what this means.

"Supplementing the foreign news report of the Associated Press, we have our own correspondents in private bureaus in all European capitals."

"I see the greatest good arising from the Pan-American Congress of Journalists. Newspaper problems are universal. There is much the visiting editors may learn from their North American colleagues. And we, too, I believe, have much information to give in return."
—Jorge A. Mitre, director, *Buenos Aires La Nacion.*



Jorge A. Mitre

Mr. Mitre was asked, during the interview, what he thought the Pan-American Press Congress could accomplish of benefit to the two American continents.

"I see its greatest good arising simply from the contact between publishers of the North and South," he replied. "Newspaper problems are universal. By conversation and observation there is much that the visiting editors may learn from the Americans. And we, too, I believe, have much information to give in return.

"To many of the visitors, perhaps, the Congress will provide experiences, similar to those I had on my first trip, opportunities to watch American newspaper methods in operation, which might well be carried back to their home plants and introduced with success."

When in Buenos Aires, Mr. Mitre is active daily as editor of La Nacion, and during his travels he keeps in constant touch with his associates. Just before he left for Europe, he started an editorial campaign for elimination of grade crossings in Buenos Aires and the other day learned that the crusade was progressing in a very satisfactory manner.

"Buenos Aires has grown tremendously in the last few years," Mr. Mitre said, explaining the anti-grade crossing crusade. "Railroad crossings, once in country districts, now cross city streets, creating danger points and traffic problems. We also want Buenos Aires to be a city beautiful and are attacking the grade crossings on aesthetic grounds."

Mr. Mitre said all Argentine was in a prosperous condition today. As an index to the prosperity he was claiming, he pointed out that during last year $4,200,000 worth of automobiles were imported from America into his country.

"They were sold to the people of Argentine largely through newspaper advertising," he said.

Mr. Mitre said the libel laws of his country were very reasonable. They were not, he said, as strict as they are in America or Great Britain. It is very hard to collect damages against a newspaper he pointed out, if the newspaper prints a retraction. The plaintiff must prove actual injury as a result of the publication of a libel to collect from a newspaper, he added.

For the last 13 years, Mr. Mitre has been the directing editor of La Nacion. Before taking over this important post he spent four years in various sub-departments, learning the newspaper business.

On this present trip, he intends to remain in the United States a month.

Stanley Clague, director of the Audit Bureau of Circulations at Chicago, telegraphed EDITOR & PUBLISHER:

"We informed La Nacion that we regretted we could not extend the activities of the bureau to the Argentine. But, in 1923, we co-operated with J. A. McNeil, circulation manager of La Nacion, who was then endeavoring to establish an audit bureau in Buenos Aires."

OTHER DELEGATES ARRIVE

Buenos Aires La Prenza's Editorial Treatment Described

Thoroughness in treating all news and editorial topics is characteristic of leading South American newspapers, according to J. B. Powers, assistant South American manager of the United Press, who reached this country this week to attend the Pan-American Press Congress in Washington. On the same boat with Mr. Powers were Dr. Maximo Soto Hall, representing *Buenos Aires La Prensa* and Conrado Eggers Lecour, of *Buenos Aires La Razon,* delegates to the congress.

"Many South American newspaper editors are so serious in their editorial viewpoint that they would consider the average North American manner of handling an editorial page slap-dash," Mr. Powers said.

"La Prensa, for instance, has a staff of 10 men who do nothing but write editorials. Each of these editorial writers is a specialist on one subject. There are political specialists, specialists in foreign affairs, and on legal, medical, and general scientific matters. An editorial writer is allowed a week or more to prepare one editorial.

"Editorials in La Prensa are not confined to one page. The leading editorial is the first reading matter in each day's paper, following after the first few pages which are given over to classified advertising.

The same thoroughness applies to the handling of news stories. La Prensa averages every day from 80 to 100 columns of from 12 to 15 pages of solid reading matter."

Dr. Soto Hall, La Prensa's delegate, is an editorial writer who specializes on Latin-American affairs and archeology.

He was a delegate to the last Pan-American Conference held in San Diego, Cal. Mr. Lecour is pro-secretary of the editorial department of La Razon, important evening newspaper of Buenos Aires.

Other Latin-American newspaper men who have so far arrived in New York for the Congress include:

Carlos D. Fernandez, *Rio de Janeiro O Paiz;* Joao Castaldi, *Sao Paulo A Capital;* Paulo Hasslocher, director, *Rio de Janeiro A. B. C. and Journal do Commercio;* Carlos Gonzalez Saavedra, *La Paz* (Bolivia) *La Republica;* Luis Espinosa Saravia, *La Paz La Reforma;* Rafael Huete, *San Jose* (Costa Rica) *Diario;* Joaquin Vargas Coto, *San Jose Diario de Costa Rica.*

Filiberto Aguero y Rosales, *Manzanillo* (Cuba) *La Defensa;* Arturo Pellerano Sarda, director, *Santo Domingo* (Dominican Republic) *Listin Diaro;* Emilio Garcia Godoy, *La Vega* (Dominican Republic) *El Progreso;* Julio Herrera, *San Pedro de Macoris* (Dominican Republic) *Boletin Mercantil;* Francisco Sanabia, *Santo Domingo Nuevo Diario.*

Julio Lopez Pineda, *Guatemala City Diario de Guatemala;* Luis Rosado Vega, *Merida* (Mexico) *Revista de Yucatan;* Juan Malpica Silva, *Vera Cruz El Dictamen;* Carlos Menendez, *Merida El Dario de Yucatan;* Ramon Diaz Collazo, *San Juan* (Porto Rico) *La Correspondencia de Puerto Rico;* Alexander Mayorga-Rivas, *San Salvador Diario del Salvador.*

SPORT PICTURES HAVE WIDEST APPEAL ROTO EDITOR'S SURVEY SHOWS

Movie and Theatrical Views Rank Second In Appeal, News and Educational Tied For Third—Says Local Personality Portraits of Limited Appeal

By E. LESLIE WATHEN

Rotogravure Editor, *Buffalo Courier*

WHEN rotogravure pictorial sections made their first bow to the public it was an easy task to find plenty of good photographic material, but in the past six years the demand for photographs for use on the daily picture pages has caused roto editors no end of worry and trouble. It is not unusual for an editor to have a batch of photos selected for a page and then pick up a noon edition of one of the dailies and see several of the pictures he had selected that morning in print.

You say, "Why not subscribe to a photo service that can give him exclusive pictures?" The answer is, "He does." But anything of real importance is covered by every photo service in the country.

The photographers all get the same pictures, though usually from different angles. The greater part of photographs, supplied by services, that can be used in roto are what may be termed, "feature pictures." Under this heading may be mentioned such pictures as: The recently completed allegorical bronze doors by Pompeo Coppini; the female Gompers; the U. S. S. Detroit up for repairs; spectacular ice skating at St. Moritz; prize greyhounds; gaudily striped suspenders for milady, etc., etc. Few if any news pictures can be used in roto due to the length of time in preparation, which is from ten days to a week in advance of the date of publication.

Now comes the question, "What kind of pictures should the rotogravure editor use?" No one person can give a definite answer to this question because conditions vary in the different cities. However, I am going to submit to readers of EDITOR & PUBLISHER my own views on the subject of pictorial copy. In the first place, I believe the various classes of photographs and their effect on the reading public should be carefully analyzed. I have tried to find out what kind of pictures interest the greatest number of readers through the use of questionnaires and personal tests. On the questionnaires I listed the following classes of pictures and asked the readers to mark their choice with an "X": News pictures, scenic views, art (paintings, sculpture, etc.), educational, sports, theatrical and movie, baby pictures, and at the end of the column a blank space was provided for subjects not already mentioned.

The personal test was conducted as follows: I would hand a batch of pictures containing one picture of every classification I could think of to any person who might chance to come to my office. I also tried it on personal friends, and asked them to select the picture they were most interested in. While they were looking through pictures I also noted which one they looked at the longest. The results of these tests were: Sports, first place; Movie and Theatrical pictures, second place; News and Educational pictures were tied for third place. The results were quite logical when you consider that nearly every one is interested in some form of sport and that every city and village has one or more movie theaters that are packed to the doors at every performance. News and educational pictures satisfy the people's curiosity by showing them actual pictures of the events of the day and of discoveries of science they have read about in the daily news dispatches. A page of pictures we ran of King Tut-Ankh-Amen's coffin and mask, the first released by the Egyptian government, is my idea of an A-1 rotogravure feature and I don't think I exaggerate when I say that this particular feature had 100 per cent reader interest.

Rotogravure editors have to use a certain number of page features, but these features must be of more or less general interest. For example, the following topics treated as page features are of general interest to the greatest majority; Motor tours (summer feature); Fashions; Art exhibitions; Pets; Radio stars; Points of interest at.....(Some place within easy reach of your city); A Day in a Movie Studio; To the North Pole by Air; etc. Pages carrying baby pictures and snaps of men about town are too personal to have any great value. Your appeal is limited. We will suppose that at a fair average 20 people are interested in each individual shown on a page, and suppose there are 20 such pictures on a page, that would give you 400 interested readers. To go further, say 1,000 people were actually interested and your Sunday circulation is 100,000 or more. That means that 99,000 people skip over this page of personalities. Then consider in the case of baby pictures the mothers who are slighted because their baby's picture was not large enough to suit them, or it should have been placed at the top because it was much better looking than the picture of Mrs. Smith's "kid." Then the mothers you have pleased find fault because the picture had some grease smeared on it or the corner was torn. In return for your efforts you stand to lose 9 to 1 rather than make any circulation gain. This is to say nothing of the thousands who say, "I don't see why they should fill the paper with children's pictures," and, "Who cares about other people's kids." Local group pictures of baseball teams, clubs, societies, banquets, etc., can be used to good advantage in the back pages of the section and as fillers when you are short of material. Groups must be treated in accordance to the size and importance of the organization or event. The use of too many group pictures in one issue is a mistake.



E. Leslie Wathen

The personality ruling does not apply to all newspapers, but it does apply to papers with a circulation of 100,000 or more. Smaller newspapers find that playing personalities helps build and gain friends, but the larger publications have to be metropolitan in their pictorial policy. The roto editor should analyze his field and determine what class of picture will interest the majority. Take the *Palm Beach Post* for instance, its appeal is society and real estate. Each paper has its own problems.

Papers in cities such as New York, Chicago, Detroit, Philadelphia, Buffalo, etc., have to, or should, have a ruling on what personalities rate space in their rotogravure sections. Persons of no consequence should not be pictured in rotogravure just because they have read your paper for the past 10 or 20 years, or because they will purchase ten extra copies of the paper and send them to their friends in Squedunk or some place that does not concern you.

The best formula to build circulation through the rotogravure supplement is first: An interesting variety of pictures of general, and second, a well printed section. This is accomplished by insisting that your roto plant produce quality work. There is nothing worse than a poorly printed rotogravure section.

This is the second of a series of articles on rotogravure written by E. Leslie Wathen exclusively for EDITOR & PUBLISHER.

HISTORY OF CLASSIFIED AUTHOR LOSES SUIT

Court of Appeals Dismisses $25,000 Action Against N. Y. Telegram—Right of Writer to His Work Involved

ALBANY, N. Y., March 30.—An unusual case involving the rights of a writer to the product of his talent as opposed to those of his employer, was argued before the Court of Appeals today in the appeal of E. Rodgers Sylvester from a decision of the lower courts dismissing his complaint against the New York Herald Company, publisher of the *New York Telegram*, to recover $25,000 damages for an alleged libel.

At the request of his employer Sylvester wrote "The Story of Classified Ads," which was published by the Telegram as a pamphlet and advertised for sale as having been written by Gilbert N. Gundersen, classified manager of the Telegram.

His counsel, Otto C. Sommerich, argued that although the story became the property of the employer, by reason of making a false statement as to its authorship, Sylvester had been deprived of the opportunity of claiming it as his work, or of establishing a reputation as a writer; that there is an implied understanding that the work of an employee shall not be falsely attributed to another, and if done there is a liability in damages.

Justice Black, in dismissing the case, held that since the plaintiff's name was not mentioned and since the public did not know him to be the author of the article the false statement of authorship did not constitute a libel for which damages could be assessed.

R. O. Willguss appeared as attorney for the New York Herald Company.

International Buys Lumber Company

The International Paper Company has purchased the Stanne Lumber Company of Toronto from Norwegian interests. The consideration was approximately $300,000. International has also taken options on further private limits in eastern Ontario.

125 Carriers Taken on Trip

The *St. Paul Dispatch-Pioneer Press* management March 28 gave 125 of the 348 carriers of those papers an "educational tour" to Duluth, Superior, Wis., and along the North Shore of Lake Superior. The 125 had won the excursion trip by canvassing in their spare time for new subscribers.

Thomas F. Woodlock on I. C. C.

Thomas F. Woodlock, last week elected a member of the Interstate Commerce Commission, was at one time editor of the *Wall Street Journal* and also financial editor of the *New York Sun*.

AMERICAN TOBACCO CO. HAD RECORD YEAR

Net Earnings of $22,285,596 Reported for 1925, an Increase of $1,448,902 Over Previous Year—Newspapers Form Backbone of Advertising

By FRANK HARWOOD

Advertising Manager, American Tobacco Company

(*Last year was a banner year in the history of the American Tobacco Company. Net earnings for* 1925 *were* $22,285,596, *a new high record. There was an increase in earnings of* $1,448,902 *over the previous year. The company invested more than* $2,000,000 *in newspaper space. Mr. Harwood this week contributes the second article to a series obtained by EDITOR & PUBLISHER on the question: "Why I make newspapers the backbone of my campaign."*)

Newspaper advertising brings in the business.

In a single sentence that is the American Tobacco Company's explanation of the fact that the newspapers are the media forming the backbone of each year's advertising program. Magazines, billboards, electric signs, and other forms of sidered simply publicity are consupplementary media.



FRANK HARWOOD

Persistency stands in first place in our company's advertising credo. To carry out that belief, the place to turn, we have decided, is to the newspaper. The newspaper delivers daily value to the advertiser.

To be worth while at all, advertising must be done consistently. The competitive tobacco field makes the building of brands a slow process. Not only to increase the volume of business, but also to insure the volume already obtained, brand names must be kept constantly before the public.

The public's constant companion is the newspaper. To meet and talk with the public daily, what is better than for an advertiser to go to the public through the doorway of the newspaper column, which opens up into the nation's homes?

Whether used in localized promotion or as the basis of a national campaign, the newspaper furnishes efficient service. Some 2,000 newspapers, including weeklies, carry our frequent messages to the smoking public. The results we have obtained and are continuing to obtain are cheap at the price such advertising costs.

We are entirely satisfied.

A. P. TRAFFIC CHANGES

New Market Service Completed—Printers for Various Members

Completion of wire facilities providing a new two-hour market service for Associated Press members was announced this week by Milton Garges, traffic superintendent. The market wire parallels virtually the entire A. P. trunk system and extends approximately 10,000 miles, Mr. Garges said.

Previously market reports were sent at about four o'clock daily over the regular night wire. As a result of the new system, leading newspaper members are being furnished complete stock tables 45 minutes after the close of the New York Stock Exchange at 3 o'clock, it is claimed.

North Carolina members taking the night A. P. report effective some time next month will be connected by double circuit, a Morse wire being paralleled with a high speed printer. The same service is also being installed in Georgia and in Pennsylvania connecting big member dailies.

STEWART SAYS P. O. DEFICIT WILL BE $31,000,000

Joint Congressional Commission Resumes Hearings—New Urges Lower Third and Fourth Class Rates, With Newspaper Class Unchanged—Publishers' Representatives to Testify

By BART CAMPBELL

(*By Telegraph to* EDITOR & PUBLISHER)

WASHINGTON, April 1.—Postoffice department officials anticipate a deficit of approximately $31,000,000 by the end of the current fiscal year (July 30) according to testimony given this week before the joint congressional postal commission created to handle the postal rate problem.

This estimate of expenditures exceeding receipts developed during the testimony of Joseph Stewart, special executive assistant to Postmaster General Harry S. New. Mr. Stewart figured postal receipts for the current fiscal year will not exceed $676,000,000, while expenditures will total $707,000,000.

Mr. New did not appear before the commission when it resumed hearings Tuesday. Instead, Mr. Stewart presented the department's recommendations for revision of postal rates.

Spokesmen for the American Newspaper Publishers' Association and the National Editorial Association were on hand, but Mr. Stewart consumed so much time in submitting an array of figures to support the department's recommendations that they were forced to wait until Friday and Saturday to take the stand.

One significant feature of the department's statement was the Postmaster General's opposed reduction in rates on third and fourth class mail matter. No recommendation was made for or against any change in second class postage rates. Mr. New did, however, recommend reduction in the rate of transient second class mail matter which consists of newspapers and magazines mailed by the public. His recommendation is the rates be reduced from two cents to one cent for each two ounces, regardless of distance carried.

Although this week's hearings were primarily a continuation of those held last summer and fall by the commission, special consideration was given the McKellar bill recently introduced in the Senate, which among other provisions, includes restoration of the 1920 schedule of rates on second class mail.

All classes of publishers are agreed on the program for the 1920 schedule of rates which would make special reductions in rates on advertising portions of publications in all zones.

Senator McKellar (Democrat), of Tennessee, a member of the commission and author of the bill, expressed the belief the increased postal rates ordered under the act of 1925 are responsible for the falling off in receipts. He also told EDITOR & PUBLISHER he is confident his bill will receive favorable consideration.

Considerable surprise was manifested at the action taken by the commission in barring Richard H. Lee, attorney for the National council of business mail users, from further appearance before it. Mr. Lee is director of the national campaign of the council which represents direct mail organization and parcel post shippers.

The commission based its action upon a letter written by Mr. Lee to some of his associates, in which he urged them to carry on a letter-writing campaign on behalf of lower postage rates. The chief objection to Lee's activities was the allegation that he asked his associates to write "nasty letters" to senators and congressmen in an effort to get action on postal rate revision at this session.

The direct mail and parcel post organizations have stated that they will have their representatives present their case direct to the commission. It was explained that the barring of the attorney for the third and fourth class users affected Lee personally and not the council.

The Lee letter was mailed from New York, it was stated, and accused Senator Moses, chairman of the commission of delaying action on legislation in an effort to prevent rate revision this session.

Senator Moses read the letter and explained Mr. Lee had been barred in executive session of the commission by an unanimous vote.

The Postmaster General recommended to the Special Joint Sub-committee on Postal Rates of Congress, the following:

That the rate on post cards be restored to 1 cent each.

A new and important recommendation that legislation be enacted providing for a "C. O. D. post card." Such legislation would authorize the Postmaster General to accept for transmission in the mails business reply cards under conditions prescribed by him at postage thereon at the regular rate for post card and an additional postage charge of not more than 2 cents on each card to be collected on delivery to the original mailer. Provision is made for safeguarding the compensation and allowances to the various classes of postmasters. It is estimated that such a system will result in a material increase in postal revenues, and furnish another postal facility of special importance and advantage to the public.

The Postmaster General makes another recommendation on a matter which was not covered in the act of 1925.

"The law requires that mail matter of the first class upon which one full rate of postage has been prepaid must be forwarded to destination," the report read. "This requirement is taken advantage of by a number of concerns by mailing heavy first class matter with deficient postage. This failure to prepay the postage not only causes an additional handling by both clerical and carrier forces, but requires more time for handling and delivery and consequently entails additional expense and labor. It is recommended that in such cases if the postage is short only one rate the deficient postage only shall be collected, but if short more than one rate the deficient postage and an additional charge of 1 cent for each ounce or fraction thereof shall be collected.

"The act of 1925 made certain changes in rates on second class mail matter, including that applying to transient second class, so-called, that is, publications entered as second class when sent by others than publishers or newsagents. These are the publications sent by the public to friends, etc.

"The act increased the rates for such matter, making them 2 cents for each 2 ounces or fraction for weights not exceeding 8 ounces and for weights for matter exceeding 8 ounces the parcel post rates to apply.

"The Postmaster General did not recommend this rate and points out that the increase is excessive and has reduced the mailings of this class of matter largely and the revenue of the Department accordingly.

"He therefore renews his recommendation made in November that the rate be fixed at 1 cent for each 2 ounces, regardless of distance carried.

"The Postmater General shows that the rates on third class matter and on fourth class matter fixed by the act of 1925 have approximately produced the results expected by the Congress in raising additional revenue from them. He therefore believes that there should be no change made in the rates for these classes.

"The Postmaster General makes no recommendation for changes in registry, insurance, collect-on-delivery, return receipts, special delivery and money orders, but makes a recommendation for an important change in regard to the special handling charge. At present this charge does not cover special delivery of the article. He recommends that the terms of the provision be enlarged so as to insure special delivery as well as special handling and that the rates be graduated on the basis of weight, the new rates to range from 15 to 35 cents. There is a special exception with regard to the higher rate and where the mailer does not wish special delivery he may have the special handling at the rate of 25 cents."

ASKS PROBE OF OBSCENE MATTER IN MAILS

Rep. Elliott Offers Resolution Calling for Investigation by Six Members of Congress to Sift Charges

A Congressional investigation of the alleged circulation and transportation of obscene, indecent, and lascivious written printed and pictorial matter was requested in a House resolution presented March 30 by Rep. Richard N. Elliott, of Indiana.

The resolution, which was referred to the Committee on Interstate and Foreign Commerce, read as follows:

"*Resolved*, That a joint committee is hereby created, to be composed of three members of the Senate to be appointed by the President of the Senate and three members of the House of Representatives to be appointed by the Speaker of the House of Representatives. Such joint committee shall conduct an investigation to determine the truth or falsity of allegations which have been made that obscene, indecent, and lascivious written, printed, and pictorial matter has been and is being circulated through the mails and transported in interstate commerce, and to determine the advisability of enacting remedial legislation. The joint committee shall report its findings to the Congress together with such recommendations as it may deem advisable.

"The joint committee is authorized to hold hearings and to sit and act at such places during the sessions and recesses of the present Congress, to require by subpoena and otherwise the attendance of such witnesses and the production of such books, papers, and documents, to administer such oaths, to take such testimony, to have such printing and binding done, and to make such expenditures, as it deems advisable. The cost of stenographic service in reporting such hearings shall not be in excess of 25 cents per hundred words. Subpoenas for witnesses shall be issued under the signature of the chairman. The expenses of the joint committee shall be paid one-half from the contingent fund of the Senate, and one-half from the contingent fund of the House of Representatives, upon vouchers signed by the chairman."

PICTURE RATES INCREASED

Underwood & Underwood and International Announce New Prices

Underwood & Underwood, Inc., New York photographers, this week announced a new price schedule showing increased rates to daily and Sunday newspapers. International Newsreel is also boosting prices, but would not specify what the new charges would be when questioned by EDITOR & PUBLISHER. Queries made to other picture syndicates brought replies that they intended to keep prevailing rates, for the present at least.

The new U. &. U. price schedule, which became effective April 1, lists a minimum charge to daily and Sunday newspapers for publication in news sections of $5, an increase of $2 over the old charge. The minimum charge to rotogravure sections is now listed at $10, compared with $5. The International schedule, effective April 1, is understood to be similar on these items.

Frank A. Eaton, manager of the news picture division of U. & U., said the price boost was due to increased and unavoidable production costs.

"Although the cost of obtaining, manufacturing and distributing news pictures has more than doubled in the last 10 years, selling prices of such pictures have remained the same," he pointed out.

Wide World Photos Inc., Acme Newspictures, and P. & A. Photos Inc., will maintain present rates, EDITOR & PUBLISHER was told. Kadel & Herbert stated they were undecided whether to increase prices or not.

Underwood & Underwood's new schedule also lists the following: to weekly and monthly magazines, $5; to trade papers, house organs, and religious publications, $3; to book publishers, $5; to advertisers for use in advertisements, $10; to artists for sketch purposes, $3; for personal use, $1; for mat services, $5.

BUFFALO PAPERS' LINAGE

Clerical Error Showed February Business Running Behind 1925

A clerical error in the compilation of February, 1925-1926, newspaper linage figures for 30 cities by the New York Evening Post Statistical Department indicated that the 1926 total for Buffalo was considerably less than that for 1925. The compiler had compared February figures with those for January, instead of the records for February, 1925. The correct figures, as reported by DeLisser Brothers, follows:

Paper	1926	1925	Gain
Courier	521,920	555,466	33,546*
Express	418,642	382,390	36,252
News	1,065,065	981,635	83,430
Star	99,628	151,983	52,355*
Times	910,838	837,739	73,099
	3,016,093	2,909,213	106,870

*Loss.

SEEK TO BAR PUBLISHERS

Postoffice Department Objects to Their Intervention in Mail Rate Case

The Postoffice Department asked the Interstate Commerce Commission, March 29, to decline to give the American Newspaper Publishers' Association the right to intervene in proceedings instituted by railroads for increased mail transportation rates.

To grant the publishers' petitions, the department said, would be to divest the Postmaster General of the discretion conferred upon him by law.

The publishers have asserted that the commission is without power to prescribe postal rates for the handling of newspapers and that such rates should be considered by Congress.

K. C. STAR BID NOT FILED

Haldeman-Julius $8,000,000 Tentative Price May Be Larger, He Says

E. Haldeman-Julius, Girard, Kan., publisher, has prepared a tentative proposal to the trustees of the *Kansas City Star* for the purchase of the paper under a plan which would turn part of the profits to civic art for Kansas City and provide a fund for education and teaching journalism and care and support of persons now or formerly engaged in journalism.

Mr. Haldeman-Julius says his $8,000,000 bid for the purchase of the Star has not been filed with the trustees and that the formal offer may be for a larger sum.

The Girard publisher is mailing his proposal to the trustees of the Star.



TRAIL BLAZERS OF ADVERTISING

St. Paul's Old Brilliant Carnival

by Chalmers L. Pancoast

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CHAPTER XXXIX

St. Paul's Old Brilliant Carnival

MOUNTED cowboys in full regalia shot up the town, even carrying their pistols filled with blanks into the State Legislative Chamber; Indians and buckaroos and brass bands paraded, joining in noise battles with the hundred or more drum corps.

The St. Paul, Minn., Winter Carnival, usually held the last week in January, was ruled over by Boreas Rex 2nd, King Cole, selected by the public to keep the great event filled with the carnival spirit. He was attended by the Queen of the Carnival, dozens of beautiful princesses, and dignitaries, all appearing in elaborate costumes.

They officiated at the Queen's Palace, ice rinks, toboggan slides, ski slides; and the thousands of gaily costumed subjects joined enthusiastically in paying homage to their King and Queen.

Every business and social organization and secret society had marching clubs. The members of these clubs were all costumed differently, and as strikingly as possible. There were all colors and combination imaginable, brilliant shades predominating.

Each Club had its Queen, selected by popular vote in the club. They usually wore white, red, purple or green cloaks of various materials, trimmed with white fur, to distinguish them from the rank and file of the girl marchers in the regular carnival uniforms.

These clubs sallied forth at all hours of the day and night with a blare of trumpets and the beating of drums. The big event in each club was the crowning of the Queen. During big street parades the Queens usually rode in beautifully decorated sleighs or toboggans.

The principal street corners were decorated with 25-foot Totem Poles, which were dedicated on the opening day with great ceremonies. On this day all business was suspended to enable everyone to enter the parade of marching clubs, which was the largest demonstration of its kind ever held in this country.

More than 15 toboggan slides scattered throughout the city, furnished thrills. These slides ranged from diminutive single alleyed affairs, several hundred feet long, to double slides more than a half mile long. Dozens of skating rinks were provided for public skating, and then, there were skating contests, skiing contests, drum contests, and in fact some sort of a contest for every sport.

Perhaps the most interesting club taking part in the carnival, was the Cherokee Heights Indian Club. The men wore the costume of the Cherokee Indians and their faces were stained a deep brown. When the men were marching on the streets behind them trudged the children attired in brown leather with faces stained, and behind the children walked the mothers, also wearing brown leather. In true Indian fashion, the families of this club went about the city in single file with the "squaws" always last. They staged pow-wows frequently on street corners and in hotel lobbies. On one occasion Chief "Lone Pine" of the Umatilla Reservation in Oregon was guest of honor at a street corner pow-wow and a "greaser" was burned at a stake. War dances were given and other stunts which only the imitators of the Cherokees knew how to perform.

Every club had its own drum corps, each corps seemingly trying to drown out all others in the matter of rattle and crash. More than 75 corps paraded the streets at all hours of the day and night and it sounded like all St. Paul was going to war or just returning from a victorious battle.

Cowboys with big guns in holsters dangling from their sides, garbed in the costumes of the far West, astride prancing horses, were the center of attraction. The cheers, whoops and pistol shots of these buckaroos from Pendleton, Ore., and Havre, Mont., was one of the big sensations of the Carnival. These cowboys performed real wild-west stunts by lassoing girls on the streets, especially the Carnival Queens, and making tenderfeet dance to a pistol accompaniment, and riding wherever they pleased.

It was like frontier days around St. Paul and it was not a place for nervous or excitable people. The buckaroos were equipped with six shooters and ample blank cartridge ammunition. They fired their guns on every occasion.

The big feature of the carnival festivities was the professional championship ski jumping. New records were made in jumping which provided exciting sport and many thrills for the spectators. Many of the skiers claimed the new steel slide was faulty in construction which caused many bad spills and thereby provided more thrills.

Tossing people up in blankets was forbidden by the Chief of Police, but it was enjoyed so by the merry-makers that various marching clubs had their squad of tossers who were always looking for victims in the crowds.

All sorts of curious sights were to be seen, especially in store windows and along streets. The slogan of the Carnival was "Make It a Hotter One." This phrase was illustrated by one store that displayed a big coal stove out in front on the sidewalk. It was painted red and looked as though it were red hot. The contrast between this glowing stove surrounded by much snow was striking and attracted much attention.

Day and night the people of St. Paul watched the longest dog derby ever staged in the world, as it was hourly recorded on a large public bulletin board.

The route from Winnipeg, Canada, to St. Paul, 516 miles, was marked with red lines showing the position of each racer and the time of the last news was also indicated.

The idea of the race was originated by Louis W. Hill, president of the Great Northern Railway and also president of the Outdoor Sports Carnival. Many years ago the late James J. Hill, of railway fame, drove from Winnipeg to St. Paul over about the same trail as did the racers of the Northern woods with their huskies, and it was with this in mind that Louis W. Hill started negotiations to stage the race which proved the great sensation of the St. Paul Winter Carnival.



The giant baked potato float

Fred Hartman, an unknown prospector who hunted for gold in Alaska, became a hero in this 516 mile dog derby race. Hartman came in last in the race, but his pluck, grit and never-give-up spirit won for him the greatest honor of the race.

He lost his lead dog at the beginning of the race and had to walk or run the entire 516 miles, while the other racers rode. He slept one hour in every six and "mushed" in the dead of night while the other racers slept. He had to make his own trail in snow five feet deep in places and it was 30 degrees below zero. His heroic efforts to win the race won the hearts of the people of the Northwest and he received "Hero Purses" along the route which amounted to more money than the first prize. He froze his face and feet, and when he crossed the goal was so exhausted he dropped in his tracks. The crowds crowned him a hero and acclaimed him more than they did the winner.

One form of old-time advertising which never seemed to lose its big appeal was the industrial float built especially for carnivals, fairs and all sorts of public spirited occasions.

When 75,000 people will stand out in a snowy, biting wind with the thermometer at 20 below zero and cheer the floats in a parade, the floats have merit as advertisements with strong pulling power.

This was what happend at the industrial pageant held in St. Paul during the Outdoor Sports Carnival.

The principal reason the advertising float never failed to interest was cause of the opportunity it offered for originality and artistic conception of article or concern being advertised. N ther paint, paper nor car advertising produce the startling effects that can secured by designers, artists, carpent and pretty girls.

When 75,000 spectators braved weather there had to be something sides wood, canvas and paint to hold th attention. The Carnival Queens w mixed in with the floats and just enou to enhance their advertising value, a to make them more animated. T Queen representing an electrical co pany sat upon a throne built outside a huge electric flatiron, lighted by el tricity and placed upon a sled drawn a dozen or more male members of firm.

Another clever idea which brou forth exclamations of admiration laughter, was a firm by the name Sommers, which represented its na by a typical summer scene. A la float was decorated with palm trees, gr and all the little visions of life that with a hot day. The Queen, represe ing this concern, was swaying back forth in a swing amid festoons of flow and the maidens on this float were cal fanning themselves in an effort to k cool. This strange contrast with the s zero weather burned the name Somm into the minds of the enthusiastic crow

The Great Northern Railway adv tised the Glacier National Park by small snow-capped mountain peak. well known peak with an altitude 10,000 feet was represented by a can peak ten feet high; on its summit w two snow white mountain goats, trademark of this railroad.

The Northern Pacific Railway, not be outclassed in startling effects, re sented a five inch baked potato by a foot baked potato on a big sled dra by the four largest horses in the par It was realistic even to the steam pour out of the top and the square of bu ready to melt, a sight which made o mouth water. The eyes in the pot were represented by colored lights.

This surprising float was followed another smaller baked potato, with Carnival Queen taking the place of large piece of butter. The other adv tising features of the Northern Pac were typified by a real live bear, the k seen in Yellowstone Park, and by a red apple that walked through the stre

A group of big game hunters from Northwest, cooking a regular meal o a real camp fire in a rocky gorge, oc pied another large float on sled runn Even the old trees, fallen leaves, stur and other pieces of natural scenery w taken direct from the big woods. hunters wore perfect hunting costu the kind the firm represented made sale to real hunters. Every few blo these hunters would fill the air with splitting rifle shots.

A long illuminated toboggan slide v a girl coaster at the top ready to made up a float that advertised the s vice of the Edison Electric Company all big slides throughout the city. T was in a peculiar contrast with a company's float which carried a h fireplace lit up by a bright, cheerful f of genuine coal, before which sat a f side group apparently as comfortable as secluded as any family group.

The real fascination of these adv tising floats was the fact that they w all true to life, and being on sled runn instead of wheels they moved over snow without a bump or a jar.

(*To be continued next week*)

WHEN ARE LIBELLOUS STATEMENTS PRIVILEGED?

Documents Filed in Clerk of Court's Office Sources of Libel Unless Used Openly in Public, Official and Judicial Proceedings—Can You Confess to Something You Are Acquitted of Doing?

By PHILIP SCHUYLER

"Big Tim" Sullivan, late Tammany boss, is quoted as saying:
"My advice is never to sue for libel. A newspaper may prove that the allegations against you are true."

But allegations exist which a newspaper would have difficulty in proving should libel litigation follow their publication. Carl Helm, of the Hearst Bureau of Libel Survey, calls attention to the fact that documents filed in the County Clerk's office, or in the office of a clerk of the court are not privileged, and that editors in using such documents are inviting libel suits, difficult to defend.

This is the third article of a series obtained by Editor & Publisher *stripping the libel law of legal verbiage.*

EDITORIAL ignorance of libel law, or plain recklessness, is leading newspapers of the nation almost daily over a dangerous highway paved with damage suits, according to Carl Helm, lawyer and former newspaper man, now a member of the Hearst legal department in New York. Mr. Helm was assigned recently by William A. DeFord, general counsel of the Hearst Corporations, to study the causes of libel suits, and he has summarized his findings in interviews with the writer of this series.

The dangerous highway to which Mr. Helm refers this week is the publication of documents filed in the County Clerk's office, or the office of a clerk of the court.

Such documents are not privileged, but it is the general custom among editors, according to Mr. Helm, to take a chance and print them.

"In most states," Mr. Helm said, "these documents are not privileged unless they are used openly in the course of a public and official or judicial procedure. It is generally even against court rules to permit anyone except the parties concerned or their legal representatives to look at these documents.

"A newspaper reporter, however, hears that a suit has been filed. He looks up the attorney in the case and from him obtains a carbon copy of the complaint. The attorney in so doing is violating the ethics of his profession, but many are willing to furnish the copy for the publicity they expect and do receive.

"The carbon copy is taken to the editor. It looks very safe. The statements are alleged to be verified and sworn to. The editor 'jumps aboard' and prints it, forgetting apparently that if the suit is withdrawn before it gets into open court, he will be left holding the bag.

"Procedure of this sort is particularly dangerous in the case of divorce suits.

"There are only absolute defenses of libel, namely, justification and privilege. The defense of justification is that the libellous article was true.

"Suppose, however, that a man sues his wife for divorce. In the complaint filed with the court clerk he cites several concrete cases of adultery against his wife. It is a big scandal story. The newspaper wants to print the story first, and before the complaint is used openly in court, the reporter obtains the carbon copy from the husband's lawyer. The story is published. Then, before trial, the principals become reconciled.

"Where does that leave the newspaper? There is only one defense for publication of this libel—that is the truth. The newspaper's lawyer must prove the allegation of adultery, certainly a difficult defense particularly after the couple concerned has become reconciled."

A reconciliation case of this sort recently came before the Supreme Court in New York. A woman sued her husband for divorce, named another woman as co-respondent, and then dropped the suit without giving the other woman a chance to defend her good name. Had the newspapers given publicity to the case when the complaint was filed with the court clerk, the co-respondent might have successfully sued for libel.

This suppositious case, which approaches actuality too frequently for comfort, naturally calls for a precise answer to the question: When are libellous statements privileged?

A memorandum entitled "Look Out for Libel," drafted for the guidance of the editorial and publishing staffs of Hearst newspapers and issued by the order of the Executive Council of the Hearst Corporations, states:

"The defense of privilege is that the article constituted a fair and true report of what transpired at, or with respect to, any judicial, legislative or other public and official proceeding.

"Statements by public officials, such as judges, district attorneys, that are not made openly during the actual conduct of a public and official or judicial proceeding, and as a part thereof, are no more privileged than the statements of a private person.

"Any testimony ordered stricken from the record ceases to be privileged matter.

"A newspaper is as responsible for the publication of a charge which it quotes one person as making against another, as if it made the charge without quotation, assuming that the matter quoted was not privileged."

Section 337 of the New York Civil Practice Act, under the heading "Proof of Malice in Action for Libel," reads:

"An action, civil or criminal, cannot be maintained against a reporter, editor, publisher, or proprietor of a newspaper for the publication therein of a fair and true report of any judicial legislative or other public or official proceedings without proving actual malice in making the report.

"This section does not appy to a libel contained in the heading of the report or in any other matter added by any person concerned in the publication, or in time and place of the public and official proceedings which was not a part thereof."

Recently in New York there was a story telling of a school boy's alleged beating by his teacher. The story originated in a magistrate's court, but a reporter was sent to interview the boy, confined to his bed, supposedly as a result of the beating.

"There were many interesting things, of course, which the boy might tell the reporter and which the newspaper might print. Reporter and newspaper, however, simply invite libel if they quote the boy making the direct charge of beating, against his teacher. You can say the same thing and be just as sensational if you put the charge where it was publicly and officially made, that is to the Magistrate, who was undoubtedly told of the beating when the warrant for the arrest of the teacher was obtained.

Confessions made by alleged criminals to detectives, Mr. Helm also pointed out, may boomerang back into a newspaper's lap in the form of a libel suit. Sometimes the intriguing question arises: "Can you 'confess' to something you are acquitted of doing?"

"It is a safe rule to remember that the publication of a rumor, even when it is based on information obtained from a detective assigned to the case, who claims he has the alleged criminal's confession, that a person has been guilty of misconduct is as libellous as the direct charge that he has been guilty of misconduct," Mr. Helm said. The phrases, 'It is said,' 'It is alleged,' 'It is reported' do not in any way mitigate the effect of libellous matter.

"Not very long ago in the case of an alleged absconder a confession was made to a detective that the defendant stole $25,000 in order to make a splurge with his sweetheart. The confession became a part of the court record and was safe enough at the time of initial publication.

"The alleged absconder, however, was acquitted.

"Some time afterwards the same defendant got into other trouble—this time in a breach of promise suit brought by that same sweetheart. Naturally a newspaper man would want to use that previous confession. But in so doing he would, unless he were extremely cautious about it, lay his paper open to a difficult libel suit.

"The original confession as printed at the time of trial quoted the defendant as saying that his desire to make a hit with his sweetheart 'made me steal the $25,000.' A newspaper might safely use the confession by changing the damaging phrase to read 'caused all my troubles,' instead of 'made me steal,' etc."

A libel case clearly illustrating the dangers of detective confessions is at the present moment in the New York courts. A woman was brought into Magistrate's court some time ago to be questioned in connection with an alleged jewel robbery. A private detective said she had confessed her guilt to him. But the Magistrate, after holding her a short time, released her. In the meantime, newspapers had published the story, playing up her alleged confession. One newspaper even published a picture of her with the private detective, captioning it as showing her in the act of confessing. After her release the woman sued for libel. She insists she never confessed; the detective insists she did.

"On the other hand," Mr. Helm continued, "a newspaper is perfectly safe in publishing a confession made to its own reporter, if the reporter, when he obtains the confession, gains permission for its publication. It is recognized by the courts that if the plaintiff consented to or authorized the publication of the libel complained of, he cannot recover for any injury sustained by reason of the publication he authorized."

In a recent story concerning the arrests of physicians, druggists and others alleged to have violated the prohibition law, a reporter made this assertion, which was subsequently killed, in regard to the arrangement of a woman doctor:

"The authorities say Dr. Blank was fined $300 for violation of the Harrison narcotic act some time ago and her license under the Harrison act revoked."

"Possibly this was true," Mr. Helm pointed out, "but, since it was not vital to the story there certainly was no need of printing it simply on the word of an anonymous plural authority. The reporter in a short time could have verified the assertion and written it boldly as a fact. The truth would have been satisfactory defense should libel litigation have followed."

"Lifting Libel With Your News" will be the title of the fourth article in this series to be published in Editor & Publisher *next week. As in previous articles points of law will be illustrated by specific newspaper cases.*

VIRGINIAN STUDIES FRENCH FINANCE



Dr. Douglas Freeman, editor of the *Richmond* (Va.) *News Leader*, and Mrs. Freeman, sailing for France to study the fiscal situation.

GENEVA MEETING OF PRESS EXPERTS ASSURED AS 25 NATIONS APPROVE

Preparatory Meetings to Assist League Secretary-General to Draw Up Agenda May Be Held in May and June—Many Subjects Suggested For Discussion

(*By Mail to* EDITOR & PUBLISHER)

GENEVA, March 19.—The proposed convening of an international committee of press experts under the auspices of the League of Nations now seems assured.

Groups of newspaper men in more than 25 countries have signified approval of the enterprise.

No date has been set, but preparatory meetings may be held in May and June to assist the Secretary-General to prepare an agenda.

Replies received from groups of journalists over the world give a wide range of suggestions as to the scope of the conference. Many replies contain definite and technical proposals. Some are from press agencies and service associations, others from individual and associated newspaper proprietors and others from individual journalists.

In an official statement communicated to the Council of the League on March 15, M. Vandervelde said: "As the replies received are in favor of the summoning of a committee of press experts, I propose that you now decide that it should be summoned, and that you request the Secretary-General to prepare its agenda on the basis of the results of the inquiry that has been made.

"The final arrangements of the agenda appears to me a difficult problem, which cannot be solved without the co-operation of the parties concerned. The press representatives themselves might be asked to choose and define the questions to be discussed by the Committee of Experts. For this purpose the best method would perhaps be to hold at Geneva a few preparatory meetings of persons connected with the different sections of the press, such as directors of telegraph agencies, newspaper proprietors, heads of press bureaus, and journalists who are obliged by their profession to live or to travel frequently abroad.

"This second stage of the consultation will, I trust, lead to the preparation of a definite and practical programme of work. The composition of the Committee of Experts and the date of its meeting can be arranged afterwards, when this work has been finished. I need hardly point out that the question at issue is the summoning of a limited Committee of Experts and not a general press conference.

"I propose to my colleagues that they adopt this report and request the Secretary-General to take the necessary action."

Replies from journalists in various countries, in addition to those previously announced (see EDITOR & PUBLISHER for Dec. 12 and Jan. 16) were also made public by the Secretary-General. These follow:

United States: Mr. Roy W. Howard, of Scripps-Howard Newspapers, former Chairman of United Press Associations, states that he views with the utmost sympathy the proposal to convene a committee of press experts, and that he is prepared to co-operate in its work. He goes on to suggest certain points, which, in his opinion, might be considered by the committee: the application of a uniform system for the reduction of charges for telephonic conversations and of telegraph rates; a uniform "urgent" tariff for telegrams on very important events; copyright of press communications; copyright of, and legislation on, wireless telegraphic press messages; the question of certain extra-territorial rights for journalists (international correspondents); the liberty of international correspondents and complete equality as regards the circulation of official information; the establishment in each country of a committee of journalists to examine all cases of offences committed by foreign correspondents before any steps are taken to expel them; an examination of the measures calculated to encourage the establishment of freely competing agencies.

Henry Wood, the Geneva correspondent of the United Press, also presents certain suggestions on the committee's program of work. He proposes, for example, that the question should be examined of establishing an official system analogous to that in force in the case of diplomatic and consular agents for professional international journalists. The system in question would provide for passport facilities, special rates on railways and exemption from taxation in the country of residence whenever such taxation involves double taxation.

Germany: The *Reichsverband der Deutschen Presse* of Berlin and the *Verein Deutscher Zeitungsverleger* state their willingness to co-operate with the committee of press experts as proposed in the assembly resolution.

Costa Rica: As the result of a meeting held by the directors of the most important newspapers and certain other persons in touch with the press, the journalists of Costa Rica state that they are in favor of the convening of a committee of press experts.

Cuba: The Cuban Ministry for Foreign Affairs states that it entirely approves the idea of convening a committee of press experts.

Spain: The Madrid Press Association announces its adherence in principle to the idea of convening a committee of press experts.

Finland: The Ministry for Foreign Affairs states that the Finnish Press Association are of opinion that the League of Nations, through its organizations and in co-operation with the Governments of the various countries, could achieve practical results in matters affecting the press. Among the questions to be examined, the Finnish Associations mention: the improvement of arrangements for the exchange of news and information between the different countries, the reduction of charges for press telegrams and traveling facilities for journalists.

France: The General Committee of French Press Associations, together with the Union of French Journalists, express themselves in favor of the convening of a committee of press experts. The secretary of the Union of Journalists states that an International Conference convened for the purpose of laying the foundations of an International Federation of Professional Journalists' Associations will meet in Paris next spring.

Great Britain: The Executive Committee of the National Union of Journalists in London considers that it is of the greatest importance to establish closer contact between the press of the various countries and to improve in every way the transmission of news and the traveling facilities accorded to journalists. It is, therefore, in favor of the convening of a committee of press experts.

Further, a special committee composed of representatives of all the press organizations in Great Britain has stated that it is in favor of the convening of a committee of press experts under the auspices of the League of Nations.

Guatemala: M. Virgilio Rodriguez Beteta, who was formerly President of the Press Congress of the World, states that the Guatemalan Press is in favor of convening a Committee of Press experts.

Hungary: The Press Bureau of the Ministry for Foreign Affairs at Budapest states that it is convinced that the idea of convening a committee of experts would be favorably received by Hungarian journalists.

Latvia: The Latvian Ministry of Foreign Affairs states that the Latvian Association of Authors and Journalists warmly approves of the resolution of the Sixth Assembly concerning the convening of a committee of press experts.

Netherlands: The Press Associations (journalists and directors of newspapers) have stated that they cordially support the convening at Geneva of a committee of press experts. They propose that this committee should examine certain questions: lower telegraph and telephone rates for press news; meetings of the leading journalists of different countries; constitution of an international press organization with congresses; creation of a permanent organization or a conciliation committee which would draw attention to articles harmful to the preservation of friendly international relations.

Poland: The Warsaw Association of Journalists states that it is willing to assist in every way it can in solving the problem of the co-operation of the press in organizing peace.

Switzerland: The Association of the Swiss Press and the Swiss Association of Newspaper Publishers, in joint committee, have studied the proposal of the Sixth Assembly and have sent a report containing proposals to be submitted to the committee of experts. These proposals concern the transmission of news and professional questions.

Czechoslovakia: The Press Bureau of the Ministry for Foreign Affairs at Prague has sent an additional reply drawn up in agreement with the Association of Czechoslovakia Journalists. This document contains a number of definite suggestions regarding the program of the committee of press experts: improvement of international telegraph and telephone lines; facilities to be granted to journalists in the exercise of their profession; exchange of newspapers; customs duties on paper; postal rates, conditions of carriage and delivery of newspapers, etc.; creation of an international press organization similar to the International Labor Organization, etc.

The Committee of the International Association of Journalists accredited to the League of Nations has communicated to the Secretary-General the results of an inquiry which it has conducted among the members of the Association who regularly follow the work of the League.

The report which the Committee has sent to the Secretary-General shows that the association is favorable in principle to the idea of convening a committee of press experts. The Association lays special emphasis on the fact that the press must preserve absolutely its entire independence of judgment and that journalists should on no account be transformed into propaganda agents for the League.

Among the practical suggestions which the association submits as suitable for examination by the committee, with a view to safeguarding the interests of international journalism, mention should be made of certain measures likely to facilitate the task of journalists accredited to the League of Nations: the improvement of telegraphic and telephonic press facilities by ensuring greater speed and less onerous rates; certain passport and transport facilities to be accorded to journalists, and measures calculated to prevent the double taxation of salaries of journalists residing abroad.

Ads to Flash on Night Skies

Grindell Mathews, discoverer of the alleged "death ray," claims the invention of a projector which he says is capable of utilizing the sky at night as an immense screen for advertising purposes. The apparatus closely resembles in shape a trench mortar. The Mathews invention consists of a secret contrivance which allows the operator to arrest all rays of light simultaneously at any given distance, generally 2,000 feet, when the letters or figures are visible from the sidewalks as about three feet high.

Daily's Merchandising Book Issued

The *Milwaukee Journal* has just issued its 1926 "Facts and Figures of the Greater Milwaukee Market," prepared by the Merchandising and Research Bureau.

We hear that, as fasting is so fashionable now, one London restaurant is to provide special tables where patrons can starve at reasonable charges.—*Punch.*

WAS ITALY CUT OFF BY A SNOW STORM?

ON Monday this week *New Yor World* played up in lead pos tion a special Paris dispatch to th effect that all wire communication to and from Italy had been cut of The seventh anniversary of Fascis was being celebrated. The necessit of rigid censorship might be e pected. On Tuesday afternoon a other Paris story said a snow stor in the Alps had caused the shut-of

Here, however, is a curious ci cumstance: The first Paris stor broke at midnight Sunday. O Monday morning, Eugene J. Youn foreign news editor of the Worl found a sealed envelope on h desk. It had been left there Su day afternoon, after he had gon for the day. It contained a me sage from an Italian friend, saying "New York anti-Fascisti have r ceived word from their comrades i Rome that all communications fro Italy will be cut off at midnig Sunday."

Was it a snow storm? The e planation is still to come.

HITS SPORT EXPLOITATION

Teacher Says Athletics Injured Newspaper "Play-Up"

Charges that much of the evil in p esent day school athletic situatio due to exploitation of school athl teams by sporting editors of newspa and the sporting element of a town, w made by Fred C. Mitchell, principal Lynn, Mass., Classical High school, i address before the state conference high school principals of Massachus held last week at Amherst.

"These people know but little or not about educational objectives and care It is not their business to know; i our business to know. The 'sports too many cases are simply looking to school as another agent for providing t a betting or gambling opportunity. sports editors in many places see in e interscholastic contest only another sibility to assist them in filling the ath column."

He put great emphasis that sc athletics should be designed to train students and not to "put the town on map" or advertise the school.

Following the address, it was v that a copy of it be sent to every ne paper in the state.

U. P. Leased Wire to Cuba

The *Havana* (Cuba) *La Prensa* week started using the United P leased wire report. J. H. Furay, U vice-president, spent last week in C arranging for wire facilities. *La Ma* and *El Sol* are also U. P. clients in vana.

Studying South American News

Webb Miller, assistant European m ager of the United Press, is now in C studying the news needs of U. P. La American clients. He will arrive in N York the latter part of April. M makes his headquarters in London, wh he handles the South American news port.

Brisbane Buys Florida Land

Arthur Brisbane has purchased 10 acres of the Florida Land Company, i Indiantown, organized by the Seabo Airline Railroad. He paid $80 an a

Oregon Daily Building New Plan

The *Eugene* (Ore.) *Morning Regi* has announced the erection of a conc building to be occupied by the newspa plant in June. It will be one story h The Register bought a two-story b building in 1923 and is selling it for re purposes.

WILD DAYS AT GENEVA TOLD FROM INSIDE

How More Than 300 Newspaper Correspondents Sought to Unravel Diplomatic Snarl at Recent League Meeting Reported by One Who Was There

By GUY HICKOK

(Written Exclusively for EDITOR & PUBLISHER*)*

THE American public's mirrors at Geneva may have reflected recently what appeared to the readers as a riot in an international madhouse. There is no doubt that accounts were conflicting. Nothing true at six o'clock was ever true at seven. But much of the apparent confusion in the minds of the correspondents was due to an equal or greater confusion in the minds of the diplomats, and to the difficult conditions under which the correspondents did their work.

The American newspaper men had no delegation of their own to which to go for news. Chamberlain saw the British, Briand saw the French, and on through the list, each group of newspaper men going to its own national delegation. The Americans were admitted to one of Briand's press conferences, to two or three of Stresemann's and to none of the others.

On the other hand, in the free-for-all scramble for news outside the press conferences, the fact that the Americans had no private axe to grind was perhaps slightly to their advantage.

The news broke in a string of buildings extending for more than a mile around the end of Lake Geneva. They were the Palace of Nations, (League Headquarters) where the council sat sometimes in public and sometimes in secret sessions, the Hotel Beaurivage where the British delegation lived, the Hotel des Bergues where the French were housed, the Metrope containing the Germans and the Japanese, and the Hotel Victoria adjoining the Assembly Hall. Nearly all press messages were filed in the telegraph and wireless rooms of the latter hotel. Cabs were scarce. One could depend only on his legs. Speed was urgent. Of all the delegations the Germans were the most accessible. A reporter climbing the steps of the Metropole could nearly always find somebody about the foyer or lounge, generally Doctor Kiep, the German press officer.

The French and British, with the news constinually breaking against them, were naturally more retiring. One might catch them hurrying in or out, for a brief and often misleading word. But most of the time they kept out of sight and out of reach of telephone or visiting card, covering up with all their energy.

Two out of scores of episodes in the hectic week will serve as examples.

Chamberlain had announced at his evening talk to the British that the Swedish delegate, Dr. Osten Unden, had vetoed the creation of other permanent seats before that for Germany. Chamberlain had been frank and blunt in saying what he thought of Dr. Unden, and most of the British filed the criticism for their papers.

At about eight o'clock Unden's private secretary heard Chamberlain's version from one of the correspondents. He felt the injust. He explained that Sweden knew that if once the big powers began enlarging the Council, numerous national ambitions would be around, and that a hectic intrigue would follow with the big powers trying to pack the council with their respective friends until nothing of the original intention of the Council would be left. He also said that Chamberlain had used what the young Welsh secretary called, after some hesitation "violent language." He said that in his entire political experience Dr. Unden had never been subjected to anything like it.

Told by the first correspondent, the secretary came to the Hotel Victoria where the story was repeated to as many newspaper men as were at the time working out their evening dispatches. These passed the story on to later comers. And as it went from mouth to mouth it grew. At ten-thirty a dozen very much excited British reporters, most of whom had heard the story at second or third hand, were in the Marconi room of the Victoria frantically telephoning the Beaurivage. They got a secretary named



League of Nations in session, press correspondents in gallery.

Stuart who never seemed to know anything of what was going on. A moment later Stuart came back to telephone from the room in which Chamberlain was still dining.

"Sir Austen authorizes me to deny absolutely that he ever menaced or bullied Dr. Unden," said Stuart. Reuter's (the British Official Agency) man had the phone.

"Yes. I understand. Nothing whatever to the story. Quite right sir, a flat denial. . . ." he was saying. The *Manchester Guardian* was less easily satisfied. He snatched the phone.

"It is not a question of a word" he said. "Denying the words 'menaced' and 'bullied' are mere confirmations of our story. We know that there was a serious disagreement, in fact a row, and we want the British explanation of it. Otherwise the Swedish story will go without comment."

The conversation was full of interruptions. Much of it was incoherent. At one moment Stuart was full of interruptions. Much of it was incoherent. At one moment Stuart said that another secretary had had Dr. Unden on the wire and that Dr. Unden also denied that he had been bullied or menaced.

A *Daily Herald* correspondent informed Stuart that unless the British newspapermen had a direct explanation from Sir Arthur there would probably be a first class political crisis in London the next morning over the Foreign Minister's treatment of the man who was doing what everybody in England felt should be the work of Sir Arthur. Stuart did not want to interrupt Sir Arthur's dinner a second time.

As the conversation dragged on, becoming more and more incoherent, and the dead-line grew nearer, the newspaper man cut it short by announcing that they were on their way to the Beaurivage, that Sir Arthur must, simply must, see them.

When they got there Sir Arthur almost wept. He pleaded and scolded for more than an hour, so long in fact that one of his collaborators had to remind him that unless he stopped, it would be too late for the newspaper men to get his point of view to London in time for the presses.

Sir Arthur also committed the supreme blunder of instructing 10 Downing street to deny officially that he had ever "menaced or bullied" Dr. Unden. The story of the row burst in London the following morning in all its glory.

Tuesday, March 16, marked the climax of the effort to force Senhor Mello Franco of Brazil to withdraw his veto. Briand feeling that no change was possible, had arranged during the morning with Stressemann that an identical communiqué should be given out by the French, British and Germans declaring that though they were for the moment blocked Locarno would survive and that the affair was only temporarily adjourned.

One or two men learned of this decision at eleven in the morning and cabled it. The Germans had the communiqué printed first, and without handing it out, told its substance to many newspaper men shortly after noon.

At 4:30 the members of the council mounted the stairs to Sir Eric Drummond's office at League Headquarters for a final effort to bring the stubborn Brazilian around. Mello Franco went up as if on his way to a torture chamber. The lobby below was in an uproar from the chatter of 300 newspaper men of all nations.

At six o'clock a telephone message came to the Victoria that Stuart, Sir Arthur's secretary, had come down saying that he was authorized to say for Chamberlain that an agreement had been reached, and that Germany would be admitted. The communiqué was ordered withheld. Naturally the word went on the wire. (One result was that a German paper reached Geneva 24 hours later with a full description of the German delegates' entry into the Assembly Hall.)

Newspaper men at the Victoria immediately taxied to the Palace of Nations for confirmation. They found the uproar greater than ever. Stuart was hurrying from group to group explaining "what he really had said" which was that he had been authorized to say for Sir Austen "that there was still no adjournment" a vastly different story than the first. Unhappily many of those who had heard the first story had gone to the wire-head, and Stuart was explaining to the wrong man.

At 7:30 the Council members came down stairs, forcing their way with difficulty through the mob of men who blocked their passage. All were glum. Most refused to say a word. Some said "no change." Some said "No adjournment." Stuart got a brief word with his chief, and in a corner stammered to a group who pursued him that there was "No change and yet no adjournment."

It was evident that both Mello Franco and Sir Austen were hanging on until the last moment, Chamberlain apparently hoping for a last minute victory.

Later in the evening the communiqué was issued with an "if" in it, which left a loop-hole should Mello Franco still change his mind or receive new instructions from Rio Janiero during the night.

The American morning paper men filed their stories shortly before midnight and then sat up until 6:30 A. M. Swiss time (half an hour after midnight New York time), ready to kill and re-write their stories in case the Brazilian should change.

After two hours' sleep they were up again. The Assembly was called for ten. At nine they heard that Stuart had been to the Metropole to tell the Germans that Sir Austen wanted them to "hold themselves ready for any eventuality." Quite naturally they assumed that either Mello Franco had changed his mind, or that there were signs that he would.

When all of the delegates except those of the Council members had been in the hall for half an hour; and Briand and Chamberlain and Mello Franco were still absent, all nerves were on edge. The wildest rumors were afloat.

At 10:30 the Assembly was called to order. Chamberlain declared that he would defer his remarks until the Brazilian delegate had made a statement. Bets were exchanged in the press gallery as to what the statement would be. Chamberlain sat looking as if he defied Mello Franco to maintain his stand. It was common knowledge that instructions had been issued by Franco and Britain to all their smaller henchmen to denounce Brazil in nasty speeches, loading the responsibility for the failure of the show on Mello Franco. Would he dare hold out.

He did.

And one after another a dozen diplomats obediently climbed up and declared that "after all other obstacles," had been eliminated, this one botched the show, though everybody knew well that had Mello Franco given way numerous others were waiting to make more trouble.

FAREWELL TO HIGHAM

Titled British Agent Leaves England for U. S. on Tea Campaign

(By Cable to EDITOR & PUBLISHER*)*

LONDON, March 29.—Sir Charles Higham, head of Charles F. Higham Limited, advertising agency, sailed on the S. S. "Leviathan" this week, dut to arrive in New York about April 5. With him was Gerald Kingsley, chairman of the India Tea Association, a Higham account. The trip is being made to promote sales in this country of Empire product tea.

Before his departure, Sir Charles was guest of honor at a farewell luncheon given March 26 by the Self-Supporting Empire League at the Savoy Hotel. In an address, the titled agent said the India Tea Growers Association had spent £40,000 yearly for five years advertising in America. Sir Archibald Weigall presided at the luncheon.

Daily Invites Libel Action

After being threatened with a libel suit because of its campaign against local "loan sharks," the *Minneapolis Daily Star*, March 24, came out in a withering display-type editorial addressed to the "sharks," urging that there be no delay in the proposed action and winding up: "We remain yours contemptuously, the Daily Star."

Preparing for Chapman Hanging

Press associations this week started work of installing special leased wires in Weathersfield prison, near Hartford, Conn., to carry news of the hanging of Gerald Chapman, notorious mail bandit.

"DAILY NEWSPAPER" WRITTEN ONCE A WEEK IS PUBLISHED ONCE A YEAR

Students of University of Colorado Work on This Trick Paper —Practicality Marks Teaching Methods—Class Told to Crusade Constantly—82 Training for Journalism

By RALPH L. CROSMAN

Director, Department of Journalism, University of Colorado

PRACTICAL working conditions like those of every newspaper office with beats to cover, telegraph copy to handle, heads to write, make-up to plan, policy to determine, crusades to conduct, a force of reporters to direct, editorials to write, five newspapers to compete with, an owner to please, are provided for students "employed" on the *Colorado Sun*, the practice newspaper of the Department of Journalism of the University of Colorado at Boulder.



RALPH L. CROSMAN

"Jobs" on the Sun are the culmination of the technical courses offered by the department, providing a sort of final polishing off and acid test before the embryo newspaper men and women take the plunge into the business. They are as difficult to hold as any newspaper job, which will be attested by three young men who were summarily "fired" by the owner last fall from the positions of managing editor, head of the copy desk, and city editor, and who have not since been able to rise from the ranks of reporters.

Every Tuesday the city room of the Sun, a daily newspaper written and edited once a week and published once each year is a lively place as executives give orders, reporters come and go, telephones ring, typewriters sing their songs. For five hours the grind goes on, while every news channel in the city of Boulder is covered, while telegraph copy is prepared, heads are written, news evaluated, make-up planned, until the final feverish spurt during the last ten minutes before the gong that announces that the presses are about to start.

Students fill all executive and subordinate positions and have complete charge of the Sun. They do what they please without interference until after the Sun is "out," when they then must submit to the criticism, approval or disapproval of the owner, a role filled by the head of the department.

The Sun is put in actual competition with the newspapers of the city of Boulder and with those of Denver. The city editor, with his staff of reporters, is required to cover the entire city of Boulder, and through the courtesy of the Associated Press and the United Press the telegraph editor is able to cover the state, nation and world. Telegraph copy comes from Denver by hand via an interburban electric line and this is supplemented by a fifteen minute telephone call from each of the press associations mentioned, which is taken by a student in the office of the Sun.

The Sun is made up by use of a dummy of standard newspaper size on which are pasted duplicates of heads shown in the style sheet to indicate position and the play to be given the different stories on page one. Under each head the make-up man writes the catch line of the story he intends to run in that position. In this way the class and the instructor can visualize the news judgment that has been used and the typography of the page.

The Sun goes to press at 5:30 in the afternoon by having the dummy of its front page hung on the wall where it is compared by the owner with the front pages of the two Boulder newspapers and of the three Denver newspapers. Besides its front page the Sun also makes up a sport page and a financial page. The Sun is never allowed to go to press without carrying a crusade of some kind. Its slogan is "The Sun Shines That the People May See."

Following the publication, Assistant Professor A. Gayle Waldrop, who spends the afternoon in the city room with the class, takes the copy, the heads and the dummies, and carefully marks them, noting beats by rival papers and those by the Sun, correcting newswriting and head-writing, and compiling a record of the volume of work of each student. The head of the department then takes this material and adds to it his criticism, and the next afternoon the class meets for an hour to be scolded or praised by the owner, depending upon the character of their work on the day preceding.

This practice work on the Sun continues throughout the senior year.

During the spring quarter the class in Newspaper Production, which produces the Sun, and the class in Reporting, are organized into two newspaper staffs, one of which takes the *Boulder News-Herald* under Professor Waldrop, and the other the *Boulder Camera* under the head of the department, taking complete charge of the news and editorial departments for one day. Following this test these two classes go to Denver and handle the news and editorial departments of the *Rocky Mountain News* for one day and night.

The same practicality marks the methods used in teaching News and News Writing, Reporting, Copy Reading, Editorials and Editorial Writing, and Special Feature Articles, subjects that are handled by Professor Waldrop. In these courses there is one lecture a week and two laboratory periods of three hours each, in which practical work is done.

For the purpose of giving students actual practice in crusading as well as a theoretical understanding of the duties and responsibilities of newspapers constantly to fight for the improvement of their communities and for the protection of the people in them, a course in Current Newspaper Problems was introduced this year. The class in this course meets for one and a half hours once a week. It seeks to discover practical problems that need attention at the hands of newspapers, locally, in the state, or in the nation. Having found such a problem, the members of the class are assigned various tasks of investigation until as many of the essential facts as possible have been unearthed. These facts are presented to the class in the form of written reports and when all have been presented the class discusses the situation and then works out a program which it thinks a newspaper should follow. An attack against the charter of the city of Boulder, a study of the treatment by the leading newspapers of the last convention of the American Federation of Labor for the purpose of testing the complaint of organized labor that it does not receive fair treatment in the newspapers, the transportation monopolies in the national parks of the United States, the establishment of an industry near the university where needy students could find employment, are some of the problems that have been handled by this class this year.

Members of the class in News Writing are appointed by the department as correspondents for the daily newspapers of the state and send university news which is strictly of interest in the local communities out to the newspapers assigned to them. During the session of the legislature in 1925, as the result of a suggestion of T. H. Walker, then head of the Denver office, the Associated Press took five thousand men from the department for one week each to help cover the session of the Colorado legislature.

Besides the courses mentioned, students majoring in Journalism are required to take courses in the Newspaper and the Law, History and Ethics, and Community Newspaper Management.

Recognizing that a broad general education is vitally essential to newspaper men and women, care is taken to prevent the overemphasis of the technical phases of Journalism. This is accomplished by rigidly prescribing a course of study for four years instead of using the major and minor system. To earn the degree Bachelor of Arts in journalism a student must take, besides his technical courses, English Language, Mathematics, Science, Latin, Greek; one modern language, Modern European History, Psychology, United States History or American Government, English Literature, Principles of Economics, General Philosophy, Interpretation of Literature and Art.

Graduates during the last two years are now filling important positions on Colorado papers. Eighty-two students are this year training for newspaper careers.

(The above is the 14th article in a series obtained by EDITOR & PUBLISHER *interpreting the work of journalism schools to editors of the nation.)*

Husband can't understand why wife ever complains about anything when she has his coming home in the evening to look forward to.—*Milwaukee Journal.*

U. P. PROMOTES DERR

Names Him Central Division Man to Succeed Kolbert

Edward Derr, just named central sion manager of the United P with headquarters at Chicago, is on the best k writers with organization.



EDWARD DERR

Derr joine United Pr early in 1922 considerable perience on n papers in Chi and vicinity ing which he cialized on sp

Derr was strumental i ganizing United financial se after which was assigned to the St. Louis burea manager, serving there until June, when he returned to Chicago as a ant manager of the Chicago bureau. served in that capacity until the r resignation of manager J. T. Kolbe

Among notable stories covered by were the Herrin, Ill., massacre, the pold-Loeb murder trial, the trials Colonel Charles R. Forbes and John Thompson, the Shepherd-McClin "germ murder" trial, and the tria Governor Len Small.

During the last three years Derr covered nearly every outstanding s ing event in the central territory.

Florida is building homes

February Construction of Residential Buildings

Represented an Investment of

$14,130,100

A 74% Gain over February, 1925, and 53% of this year's total February construction.

Florida is making provision for the families that are coming in continuously from all over the country.

The Florida Times-Union
JACKSONVILLE

FIRST IN CITY AND STATE CIRCULATION
ON SALE AT ALL NEWS-STANDS IN FLORIDA

Daily 53,000 Sunday 70,000

The Fort Worth *Press* gained more advertising linage than any other newspaper in Texas during 1925.

A Scripps-Howard Newspaper

VIRGINIA'S STATE MACHINERY HUMS WITH PUBLISHER-GOVERNOR AT HELM

Harry F. Byrd, Owner of Winchester Star, Wins Approval of Press and Public for Intelligent Leadership—Backing Many Reforms

By GRAHAM ROSENBERGER

EXCEPTING Governor Alfred E. Smith of New York, it can be confidently stated that no other state governor has such a masterful grip on the problems of his state and such amazing popular support as Harry Flood Byrd, the new 38-year old Governor of Virginia. Governor Byrd has owned and edited the *Winchester* (Va.) *Evening Star* for 20 years. He also controls the *Harrisonburg* (Va.) *Daily News Record.* The short ballot and businesslike administration, striven for in New York since 1913, are considered *fait accompli* in Virginia after six weeks of Byrd's administration. Almost every newspaper in the state is delightfully hailing "The New Era in the Old Dominion."



Gov. HARRY F. BYRD

Says the *Richmond Times-Despatch* editorially:

"Such revolutionary measures as the above would have been laughed to death at any previous session of the Legislature, but today they are being passed almost without debate.

"It is hardly an exaggeration to say that Byrd has accomplished in the first ten days of his term of office more than any other Governor has accomplished in four years * * * The Delegates and Senators seem happy to be taking part in the great progressive movement launched by the Governor."

Like Senator Carter Glass, publisher of the *Lynchburg* (Va.) *News,* author of the Federal Reserve Bill, and Secretary of the Treasury under President Wilson, Harry Byrd is by training primarily a newspaperman. Glass began his career as a "printer's devil." Harry Byrd himself, a staunch supporter of Glass in the Madison Square Garden convention, began to earn his own living at the age of 15 as manager of the *Winchester Star.*

After five years, he started the *Journal* in the adjoining town of Martinsburg, W. Va. He put this on a prosperous basis in three years and then sold it, thereafter centering his attention on his Winchester paper, his apple growing, and politics.

Governor Byrd's friends always speak of his charm of manner. But his proven ability in modern business is perhaps the deeper cause for his extraordinary position of leadership.

Just now, he and his papers are pushing a campaign by which Virginians are buying by popular subscription 600 square miles of virgin forest in the Blue Ridge mountains which will be turned over to the Department of the Interior and become Shenandoah National Park. This picturesque and historic spot is only 8 hours from New York and is within 10 hours by automobile from 40,000,000 of our population.

For ten years Mr. Byrd was president of the company which owned the famous old Valley Turnpike, of Sheridan's Ride and Stonewall Jackson fame. In 1908 the wheels of motor traffic had worn holes in its limestone bed. In 1918 he turned it over to the state as the finest stretch of road in Virginia. As state senator, he ceaselessly fought the battle of good roads, and today, a continuous improved highway circles Virginia, joined by two latitudinal and two longitudinal through trunk lines.

Mr. Byrd was sued for $100,000 in 1923 by the Virginia Highway Contractors Association for criticising its activities. The Court held that the criticism was entirely legal and dismissed the suit, imposing all costs upon the Association. The Highway Contractors Association then gave up their charter and dissolved the corporation.

The Byrd family is one of the oldest and most famous in Virginia, a state well stocked with great families. The new Governor and Lt. Commdr. Richard Evelyn Byrd, arctic explorer, are brothers. Another brother, Thomas B. Byrd, constitutes the third of what is known as the famous "Tom, Dick and Harry" trio. Their ancestor, William Byrd II, was author of "The Westover Manuscripts," the most delightful journalistic record of early colonial Virginia extant. The old mansion, Westover, is still standing near Richmond on the James river.

Even for Virginia, Harry Byrd's political career has been unusual. He entered the State Senate of 1915 at the age of 27 without meeting opposition in either the primary or in the election.

Early in 1922, Mr. Byrd was unanimously elected chairman of the State Democratic Committee to succeed his uncle, the late H. D. Flood. He at once started to aid in the organizing of the Ninth, C. Bascom Slemp's own District. In that year, the Ninth elected a Democratic Congressman for the first time in 20 years. The Democratic majority in the Ninth was increased in the last election and the Ninth elected a Democrat in Presidential year for the first time in 25 years. In the Seventh, Byrd's own District, the Democratic majority was increased from 458 in 1920 to 5,500 in 1924.

On March 13, six weeks after his inauguration as Governor, following a session of harmonious action between Assembly and Governor, the *Richmond News Leader,* said editorially:

"A complete reorganization of the tax system of the state has been undertaken * * * A beginning has been made for the constitutional amendments that will give Virginia a short ballot. Many superfluous commissioners of revenue have been displaced. A score of important administrative reforms have been made. The financing of the state highway system has been simplified.

"The executive leadership displayed in the formulation of this program has been exhibited throughout the session * * *

"Virginia's young governor has used more skill in his dealings with the General Assembly and has been more consistently a leader than any of his predecessors in nearly half a century. Mr. Byrd may not have known he was doing so, but he has most accurately met the requirements of executive leadership that Woodrow Wilson laid in his *Congressional Government* and in his notable later utterances on the subject."

In this connection, the writer recalls having seen, a few days before the inauguration, a copy of one of Wilson's books half buried in the papers on Mr. Byrd's newspaper office desk.

Apple growing is the Governor's main interest outside of his newspapers and politics. He has 60,000 trees in his Valley orchards which, in 1913, produced 500 carloads of apples. He organized a company and built a cold storage for 2,000 carloads of apples at Winchester. Today, 50 per cent. of the barreled apples exported from the United States are shipped by Virginia growers, the greater part of them coming from the Shenandoah Valley.

Every Spring around the first of May, the people of "the Valley," as Virginians call it, gather in old Winchester and stage an Apple Blossom Festival. The date is not announced until a few days before the buds are seen to be opening. Then, with great pomp, in a perfumed realm 20 miles wide and 40 miles long, a young lady is crowned Queen of all the pink and white Apple Blossoms.

Governor Byrd will undoubtedly be in his home town this year for the event. And "Johnny" Hoover, city editor of the *Winchester Star,* will be sure to mention the arrival of "His Excellency Our Harry," on page 1.

NEW QUINCY DAILY

John Collier and Associates Convert Weekly Into Evening Times

The *Quincy* (Mass.) *Evening Times* made its first appearance last week, the paper being a result of the purchase several months ago of the *Quincy Journal Enterprise,* a weekly, by John Collier and associates, under the name of the Times Publishing Company. Several local business men are interested in the company.

The personnel of the Times follows: Business manager, John Collier; managing editor, Michael Merriam; editorial writer, William A. Murphy; reporters, Henry Ford and Richard T. LaBreche; circulation manager, David Pollard, and advertising manager, Russell K. Gr...

Martin Joins Spokane Chronicle

J. B. T. Martin, manager of country circulation, *St. Paul Dispatch-Pioneer Press,* has resigned to become circulation manager for the *Spokane Chronicle*

"service that really counts"

"Yesterday, at around 3:00 p.m., we phoned your New York Office for an Intertype part. At 7:00 o'clock this morning we received it. This is the sort of service that really counts, and this is to express our thanks for it."
—*Springfield Linotyping Company,* 151 *Dwight Street, Springfield, Massachusetts.*

Standardized INTERTYPE

Intertype Corporation, 1440-A Broadway, New York

The Drug Store of Cincinnati and Great Advertiser

Cora Dow was the first retail druggist in Cincinnati to use newspaper advertising in a big way and as a regular fixed element in the business. From the obscure 'pothecary shop in which she began her remarkable career she developed a chain of modern stores, dominating "downtown Cincinnati" and controlling the most favored neighborhood locations in the residence sections and the suburbs of the city. For years she had little or no advertising competition.

One day an enterprising newspaper solicitor, with many misgivings outlined to her a proposed advertising campaign to be conducted by a group of some twenty of her competitors and to use newspaper space on a schedule almost as great as her own.

"Fine," cried Cora Dow. "The more drug store advertising we have the more drug store merchandise will be sold and the more money we shall all make."

Cora Dow was right about it. Today the life of the drug store business in Cincinnati is newspaper advertising and manufacturers of drug store merchandise have proved the truth of Miss Dow's prophecy.

In common with all other classifications of merchandise in which it is possible to check sales against the bills for white space drug store merchandise, medicines and proprietaries are advertised in the Times-Star more extensively and more profitably than in any other medium.

This lineage in the Times-Star is one-third greater than in the second afternoon paper (Cincinnati is an afternoon newspaper city) and it is more than double the combined lineage of both morning papers, including their Sunday editions.

CINCINNATI TIMES-STAR

Member Audit Bureau of Circulations

CHARLES P. TAFT, Publisher — C. H. REMBOLD, Mana...

Martin L. Marsh, *Eastern Rep.* 927 Brunswick Bldg., New York

Kellogg M. Patterson, *Western R...* 904 Union Trust Bldg., Chicag...

THE CHRISTIAN SCIENCE MONITOR

AN INTERNATIONAL DAILY NEWSPAPER

BOSTON, THURSDAY, MARCH 4, 1926—VOL. XVIII, NO. 82 ATLANTIC EDITION FIVE CENTS TWO PENCE A COPY

Sixteen Pages

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BARRON WARNS OF WORLD RUSH FOR PROSPERITY

Tells How Freight Business Has Been Transformed for Benefit of Public

DEFINES HIS VIEW OF TRUE PROGRESS

Noted Financial Editor Tells How "Hogging" Freight Cars Was Stopped in Florida

By C. W. BARRON
Editor Wall Street Journal and Other Financial Publications

MIAMI, March 4—The main freight transportation business of the United States has been reorganized the past two years, and the public knows practically nothing of it, although this reorganization has vitally affected every part of the country, every man and every investment, as well as the prices of goods and the rate for money

It is known, in a general way, that there is an American Railway Association formed by the executives of our transportation system, but very little else is known about it.

It has a car service division under which the country is divided into 12 districts. In these districts advisory boards have been organized with representatives from the chambers of commerce, boards of trade, all the shipping and trade organizations, and the public.

Trade demand for future freight equipment can be always known and tabulated and the legitimate need of every freight user is recorded under such a broad organization.

In case of shortage of equipment, the advisory board, associated with and representing all interests, is able to promptly and equitably allot cars to every individual shipper.

Without such supervision the tendency is for every shipper to double his demand upon the railroad and to hold his cars as long as he can.

Every Man Got Needs

Two years ago there would have been a riot for cars in the northwest to enable the shippers to take advantage of $2 wheat but for the Advisory Board of the Car Service Division It allotted every man his legitimate needs, and an enormous export of wheat went through the port of Duluth without a hitch

All the California fruit shipments now take place on the cars allotments under the Advisory Board. Any speculative demand for equipment is quickly spotted and quickly checked Complaints of farmers and shippers of injustice or lack of equipment have absolutely ceased.

What was done to beat the embargo and really accentuated it may be illustrated by the case of a "smart aleck" who shipped in a carload of lumber to Key West to get around the embargo and had it come up over the Florida East Coast to Miami, where it occupied 60 cars of track room or nearly 10 per cent of the 700-car terminal yard room

This was really "boot-leg" lumber that was to be held on the track and sold therefrom But when discovered the car service division men took hold of the matter and this fellow's lumber was taken to Hialeah and dumped

It is this well organized car service division of the American Railway Association, operating through 12 regional advisory boards that has arrested not only car congestion but all business congestion in the United States

It has cleared the tracks and emptied the warehouses It has enabled the factories to ship with regularity that no large stocks of goods are now carried as formerly by merchants and distributors. They can order at will and be sure of prompt receipt of goods

Regulates Prices

This has regulated and reduced the price of merchandise, unlocked stores of money, created our 70 and 80 per cent bank reserves, and enables the United States to be of financial assistance to the whole world.

If such advisory regulation could be applied to all business there would be an enormous saving to the whole country Let another illustration tell the value of co-operation.

When the Florida East Coast Railway was struggling with the problems of double-tracking and maintaining safe transportation, it shipped in from South Carolina two trainloads of Negroes for its construction work. In two days the building contractors had taken every one of them at higher wages. Of course the same building contractors then continued to howl against the railroad because they could not get their shipments promptly through.

But the world was not built in a day. Progress in business organization and the mutuality of service is the work not of days, but of years and generations

Henry Ford would like to see every farmer in the United States with a Ford tractor, a Ford truck and one or two Ford motorcars for the family. He would like to harness all the water power in the country, and he would like to raise everybody's wages. Like so many others, he does not stop to think that financial progress is more important than prosperity

The trouble with Florida today, and it will be the future trouble of many of its $100,000,000 land development propositions, is the failure to recognize the forces of conservation and of real progress.

"Dress me slowly; I am in a hurry," says the Spanish proverb,

Freakish Type Styles Wane in San Francisco

By a Staff Correspondent

San Francisco, March 1

"STREAMER" headlines, so familiar in San Francisco journalism, are losing in popularity, according to indications. One leading daily has given the column and two-column captions a six months' trial to the exclusion of longer headlines, and the trial apparently has been satisfactory.

Another leading daily now announces many typographical changes, "to conform to the practice in the best newspapers in this country," because it has been "found that readers prefer balance to freakish stress in type styles," says an announcement. "Absence of startling headlines and lighter, more readable, type are two of the changes effected."

RELIGIOUS SECTS SEEK FREEDOM IN RUMANIA

Organizations May Be Given Status of Clubs—King Is Petitioned

By Cable from Monitor Bureau

LONDON, March 4—The draft of the Rumanian law relegating the churches of the Baptists, Unitarians, and other important religious communities to the status of ordinary clubs and associations came before the Rumanian Senate on March 1, and is expected to be voted on by the end of the current week, according to information received in Baptist circles here. It is understood that the law will then be immediately considered in the Chamber of Deputies, with the view of being passed before next month's general election.

Since these elections are expected to result in the overthrow of the present Rumanian Cabinet, the Baptists have been urging the postponement of the measure in the hope that its successors would be more conciliatory In the meanwhile, a petition has been sent to the King, outlining the disabilities under which the Baptists suffer, and imploring the King "to help them obtain their rights, which were guaranteed them under the former laws"

The petition points out that the majority of Rumanian Baptists, who number 135,000, including children, live in Transylvania

Rights Previously Enjoyed

Under the Austro-Hungarian régime they enjoyed

1. Full liberty of interior and exterior cultural manifestations
2. Full liberty to own movable and immovable property used for the purposes of their cultus, and to build churches and houses of prayer
3. Freedom from taxation on houses of prayer as well as church buildings.
4. Free postage on all official correspondence
5. Freedom from military service for preachers and leaders of their people.
6. The enjoyment of all rights without restriction in public life.
7. Church communities enjoyed the right to be considered "juridical persons."

The Bessarabian Baptists enjoyed similar rights under the Russian Tsar. But after the reunion of these provinces with Rumania, the Baptists have been subjected to a long series of oppressions, the petition continues

List of Disabilities

Among these are "the holding of baptismal services which have been forbidden; churches have been closed, some remaining closed to this day; members have been hindered by the

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Boy Scout "Good Turns" Will Win Help Toward College Education

Harmon Foundation Will Give $100 Annual Scholarship in Every Scout Region to the Boy Rendering the Greatest Service to His Community

Special from Monitor Bureau

NEW YORK, March 4—A helping hand toward the higher education of outstanding Eagle Boy Scouts is being extended by the Harmon Foundation, which has established four scholarships of $100 each to be awarded annually in every Boy Scout region in the country. Daily good turns are being accurately recorded by the 24,000 scout masters of the country. The award will go to Eagle Scouts who have most conspicuously served their communities during the year.

No single act of service or heroism, however meritorious, will entitle an Eagle Scout to the award, according to conditions which the by the national council certifying to these facts and attested by scout officials conversant with the facts.

In case a Scout who has received a Harmon Foundation award shall find it impossible to go to college or to follow some course of specialized training in his chosen profession or trade which might be regarded as the equivalent in intent of this provision prior to his attaining the age of 21 years, the entire sum of $100, with accrued interest, shall, on his attaining such age, be forwarded to such Scout, to be used by him in such way as in his judgment will best serve his future advancement in life.

Many Ways to Gain Award

An Eagle Scout may show his deserving qualities in a number of ways according to the same an-

and with public hangars and other facilities, corresponding in turn to docks, warehouses, and piers

A Center of Transport

"Chicago, which by reason of its natural location, its waterway and rail transportation facilities and its commercial, manufacturing and financial power, has a reasonable claim to become the air transport center of the United States, finds itself left behind by such cities as Minneapolis and St. Paul, Milwaukee, Boston, Hartford, Cleveland, Buffalo, Detroit, St. Louis, Springfield and Peoria, Ill.; LaCrosse, Wis.; Moline, Ill.; St. Joseph and Kansas City, Mo.; Oklahoma City, Okla., Fort Worth and Dallas, Tex., Salt Lake City, Utah; Los Angeles, Calif., and Seattle, Wash."

It was revealed that by the time that this company begins flying on the Chicago-Dallas route, 1000 miles in length and said to be the second longest private commercial line in the world, there will have been interested in flying and ground equipment on this route alone between $600,000 and $750,000 It will cost in "out-of-pocket" expense alone $1000 a day to fly this route, this expense being in addition to the general overhead, it was declared.

PHILIPPINES PROSPER

MANILA, P. I. March 4 (AP)—The year 1925 was the most prosperous the Philippine government has experienced since the World War It is semi-officially stated that revenues will show a surplus of $3,500,000.

WATERWAYS' AID WINS FAVOR OF RAILWAY CHIEF

Interdependence of Transport Methods Outlined at Trenton Conference

TRENTON, N. J., March 4 (Special)—Railroad advocacy of deeper waterways and inland ship canals was voiced by C. S. Sims, vice-president of the Delaware & Hudson Company, before the Atlantic Deepet Waterways Association. In urging a deep water canal across New Jersey between the Delaware River and Raritan Bay, he said:

"With deep water ways, cheaper rates can be made than are possible by rail Given favorable conditions, these water rates can be vastly lower. The railway will not suffer, but, rather, will participate in the prosperity which such a development

Chairman Jewett added that the sentiment expressed at the meeting of the executive committee was that the War Department ought not to feel that it had a right to decide the question of compulsory military education, that, apart from all the merits of the case, it was the civil governments not the military, that should determine what the policy of the country should be. President Coolidge was commended for his position discouraging a military attitude and for reminding the army that it is the servant of the people

The correspondence with the War Department grew out of the report on "Military Training in Schools and Colleges of the United States" made by Winthrop D. Lane.

CHAMBER ADOPTS FINANCE AMENDMENT

PARIS, March 4 (AP)—The Chamber of Deputies, by a vote of 302 to 126, today adopted the left Cartel's amendment to the finance bill, extending the obligatory declaration of incomes to a larger number of taxpayers. The amendment was opposed by the Finance Minister, Paul Doumer who, however, did not pose the question of confidence.

Both M. Doumer and M. Lamoureux, reporter of the finance committee, exhorted the Chamber to speed up its deliberation on the finance bill, the former saying, "Dangerous days are approaching. The danger is increasing daily, and you will see what the country thinks about it."

interest engaged in a monopoly of any commodity intended for import into the United States has been introduced by Guy O. Goff (R.), Senator from West Virginia

NEW YORK STATE ENFORCEMENT BILL FINDS STRONG SUPPORT

Many Organizations Send Advocates to Legislative Hearings on Wales-Jenks Dry Measure

ALBANY, N. Y., March 4 (Special)—The moral obligation of New York State to pass a state enforcement act comprised the main argument of the dry forces who assembled in full strength at the hearing before the Joint Senate and Assembly Codes committees late yesterday afternoon to urge a favorable report on the proposed Wales-Jenks state prohibition bill. Senator Caleb H. Baumes (R.) of Newburgh, committee chairman, presided.

Hundreds of representatives of the dry forces thronged the Assembly chamber, far outnumbering the wets. The dry attack was led by Mrs Ella A Boole, state leader of the Woman's Christian Temperance Union; Orville S. Poland, counsel for the Anti-Saloon League; Arthur H. Davis, state superintendent of the Anti-Saloon League; Mrs. John Moorhead, representative of the New York branch of the American Association of University Women, Mrs. Chauncey J Hamlin, representative of the Erie County League of Women Voters, and Samuel M. Cavert, representing the Federal Council of the Churches of Christ in America Mrs Samuel J. Beno acted as chairman of the delegation.

Assemblyman Jenks asserted that the purpose of the proposed state prohibition act was to place New York State among the loyal states of the Union. "It is the moral obligation of the State to provide legislation backing up the constitutional amendment which it has ratified," he said. "New York State must be put shoulder to shoulder with the Federal Government in enforcing prohibition"

A message from the Rev. Dr. S Parkes Cadman, president of the

(Continued on Page 2, Column 3)

President Ends His First Year With Added Prestige

Needs Political Strength In Corn-Belt and Irrigation Areas, Strong Elsewhere

By FREDERIC WILLIAM WILE

WASHINGTON, March 4—Calvin Coolidge has been President a year in his own right, and, by common admission, remains unusually strong in public esteem

The observation most frequently encountered, and one that sums up the situation, is that if there were a Presidential election tomorrow, and Coolidge were a candidate, there is probably not a man in the country—Republican or Democrat—who could stand against him.

As the second half of the President's first full term approaches, conviction grows that Mr. Coolidge will be a candidate to succeed himself in 1928. Given present conditions, there's not a politician in the United States whose judgment is worth while, who does not frankly

Democrats have been about as ineffective in blowing up the so-called "Coolidge myth," as the Norris insurgent vendetta

"Economy," the star ballad in the Coolidge repertoire, has been sung during his "first year" with increasing effectiveness by the President These ides of March find tax reduction in effect, under his direction, as the country at large believes.

The farmers, who with few exceptions, don't pay federal taxes, like Coolidge economy because it is setting an example in economical government to states and counties, to which farmers do pay taxes, and are paying burdensomely

Ruins of Old Rome Fast Disappearing

By the Associated Press

Chicago, March 4

COMMERCIAL enterprises and the elements are destroying the ruins of imperial Rome so fast that within a short time its buildings will be but a memory, Miss Esther B. Van Deman, associate of the Carnegie Institute, told a University of Chicago audience here.

"Archeologists should be trained," she said, "to visit Rome and make interpretations of the structures now standing, because within 50 years there will be few records available. The famous aqueducts built by Roman emperors which have stood for centuries will have entirely disappeared in half a century."

OIL COMPANY'S EARNINGS CLIMB

Standard of Indiana's Net Profit Exceeds $50,000,000 —Huge Storage Revealed

Special from Monitor Bureau

CHICAGO, March 4—Net earnings for 1925 on invested capital of the Standard Oil Company of Indiana after all charges, including federal income taxes had been deducted were $52,332,648 15, or 14 37 per cent as compared with $40,788,368.95 for 1924 or 12.27 per cent, it was announced at noon today by Robert W. Stewart, chairman of the board, at the annual meeting of stockholders

The balance sheet as of Dec. 31 1925, compared with Dec. 31, 1924 shows an improving condition and optimism for the future permeates the organization. Vast stocks of supplies are recorded as valued at $66,039,704 89 as compared with $50 660,382 12 the previous year, showing a gain of $15,429,322.77 in value of stocks on hand and merchandise It is stated that the company has been storing up products and that there is a greater quantity of every type of the company's products now on hand than has previously been stored

Computation of earnings and price of Standard Oil of Indiana stock shows an earning of $5 85 per share as compared with $4 56 a share last year

Real estate holdings have increased during the year to $32 557 - 541.69 from a value last year of $29 - 401,932 22, a gain of $3,155,609 47, the balance sheet shows.

Gain of $12,605,985.64 in value of the plant not including depreciation charges, brings this figure to $152 - 245,727.50, the report reveals. Investments in other companies were increased to $129 762,222 01 from a figure of $126 170,968 42 last year Cash on hand now is $35,133,394 27 compared with $21 288,275 43 a year ago a gain of $13,845 108 84

For many years the Standard Oil Company of Indiana did not even publish a balance sheet. Last year one was issued, but it did not reveal the net earnings, and it was necessary for the stockholders to figure them out through their own efforts This year the company indicated further progress in relations with stockholders by revealing the net earnings on the balance sheet, comparing them with the previous year

Making the Cooking Burden Lighter!

IS IT possible that men have entered the kitchen and are showing women how to do it? Read about it

in

Tomorrow's MONITOR

Household Page

CHAMBERLAIN DENIES PLEDGE GIVEN TO FRANCE

Foreign Secretary Says He Sought to Learn M. Briand's Viewpoint

GERMANY'S ENTRANCE TO BE UNIMPEDED

It Is Pointed Out That England Had Supported Spain's Claim

LONDON, March 4 (AP)—Speaking warily and admitting "the delicacy of the occasion," Sir Austen Chamberlain, the Foreign Secretary, told the House of Commons this afternoon that England would not oppose a unanimous agreement of the other members of the League of Nations Council to award a permanent seat to some nation besides Germany

In his promised outline of British policy regarding enlargement of the Council, Sir Austen declared that British representatives at the coming Geneva meetings would be guided by the principle of doing nothing to jeopardize the results of Locarno. They must be parties, he avowed, to nothing "which would make it impossible for Germany at the last moment to enter the League when she presented herself at its doors"

Replying to a question by the former Premier, Mr Lloyd eGorge, Sir Austen made the most explicit statement that has yet been given concerning the interview he had in January with the French Premier, Aristide Briand. He admitted that he sought at that time to learn the views of the French Government and the reasons for which they held them, but he said his first words to M. Briand were that he could give no pledge as to the attitude of the British Government until he had consulted his own Government

International Controversy

Sir Austen said he had watched the progress of the international controversy regarding the Council of the League with grave anxiety, and that if the more extreme forms of the controversy represented the minds of the nations, one might take a gloomy view of the situation However, he was encouraged to hope for better things from the moderation of the statements of representatives of the nations most closely concerned, whether German, French Belgian or Polish. He declared that the British Government shared the widely felt regret that these issues had arisen now, but he would not say it was the fault of anybody It was, perhaps, inevitable, he added

Under no circumstances, he continued, would Great Britain be a party to trying to recreate in the Council of the League the camps of opposing forces which were the curse of Europe before the Great War He emphasized the futility of any such attempt

Sir Austen declared it was essential that the rule of unanimity should be preserved if for no other reason than to prevent that kind of intrigue and to prevent the Council being denatured in order to obtain a particular decision He said that he and the Government shared the widely felt regret that large issues regarding the composition of the Council should arise on this occasion Great Britain he said did not raise the issues, nor instigate anyone to raise them at this time

Accepted German Proposal

Since he had been attending meetings of the League, Sir Austen avowed, he had sought, as far as was in his power to postpone these larger issues until a later date He had accepted a German proposal that representatives of the Reich hold discussions with him and the representatives of other interested nations before the Council meeting opened at Geneva

At the same time he went on, it would not be assumed that the original form of the Council should never be varied Its constitution was a matter for common discussion Great Britain's object was that the membership of the Council should be kept within manageable bounds, so that for practical working purposes it would be an effective instrument

On the other hand it was equally important that it should be sufficiently numerous to make it fairly representative of the whole body of states in the League and to give it authority Any increase in the number of permanent seats must be examined with very particular scrutiny Sir Austen said Great Britain he declared had not taken the view that there should be no additional permanent seats except on the entry of Germany, the United States or Russia

Spain's Claim Supported

Discussions on that point had occurred before he asserted Four years ago Great Britain supported the claim of Spain, and he saw nothing that would make the British Government change its attitude now toward the claim "in principle" although he was not now dealing with the time of granting such a claim

Sir Austen said there were some states not qualified to hold permanent seats, but whom it might be desirable to have in the Council. He said Great Britain's "guiding principles" were to do nothing to jeopardize the results of Locarno or that gave any power the right to say it had been unfairly treated or placed in a position with consequences it did not understand, that additions to the Council must be closely watched and that they could only occur if the whole Council were unanimous in their support

If, however, the whole Council

Chicago, Illinois
January 15th, 1926

The Christian Science Monitor,
Boston, Massachusetts.

Gentlemen:—

The fact that we are continuing our advertising for Monarch Cocoa in The Christian Science Monitor through 1926 indicates that we are satisfied with the returns from our 1925 advertising.

We believe the Monitor has a list of subscribers who have unusual confidence in your paper's advertising columns, a confidence that is deserved because of your conscientious censorship of all advertisements.

Yours very truly,

REID, MURDOCH & CO.,

(Signed) H. W. ARMSTRONG,
President.

HWA:MVD

Advertising Offices in Boston, New York, London, Paris, Florence, Philadelphia, Chicago, Cleveland, Detroit, Kansas City, San Francisco, Los Angeles, Seattle, Portland, Ore.

RIGHT OF NEWSPAPERS TO COPYRIGHT NEWS ITEMS STILL IN DOUBT

Maze of Technicalities Involved Has Often Confused the Courts, Writer Shows—Chicago Tribune-A. P. Case Cited

By LOUIS F. JORDAN

ARE news items copyrightable?

The answer to this question is shrouded in some doubt.

With all the books and magazine articles pertaining to the subject of the United States Copyright Law, a loophole such as that suggested by the foregoing title, invariably comes to light.

Under the Federal Constitution, Congress is empowered "To promote the Progress of Science and useful Arts, by securing for limited Times to Authors and Inventors the exclusive right to their respective Writings and Discoveries." And, in order to determine an author's right to copyright, it must first be determined whether a given writing promotes the progress of science and the useful arts.

Is a news item such a writing that it comes within the protection of the Constitutional provision?

In the Chicago Tribune Company v. Associated Press, 116 Federal, 126, it is said: "The term Science cannot, with any propriety be applied to a work of so fluctuating and fugitive a form as that of a newspaper or price current, the subject matter of which is daily changing, and is of mere temporary use."

The Court in the Chicago Tribune case, based its decision on the interpretation of the word Science in the Constitution. And, other courts have held that: "There can be no copyright, as an entirety, of an ordinary newspaper which is composed in large part of matter not entitled to copyright protection," and that, "a mere news item is not copyrightable." But, under the present copyright law, newspapers are copyrightable as books. The question which concerns this analysis is: Does the present law allowing newspapers to be copyrighted as books, bring news items within the protection of the Constitution?

The Tribune case is of sufficient interest, it is believed, to bear further quotation and a statement of facts. "The Chicago Tribune," states the opinion of the Court, "attempted to copyright, under contract, some special telegraphic matter of the *London Times,* by depositing in the Chicago Post Office, on the evening before publication, the general title of the newspaper, with serial number and date, and by like deposit, immediately upon publication, of copies of the newspaper, each addressed to the Librarian of Congress."

Judge Seaman, who delivered the opinion of the Court declared that it is questionable whether a copyright can thus be secured by a newspaper; but as the defendant, the Associated Press, "Did not copy from the Tribune, but directly from the London Times after its publication in England, and as the matter published by the Times and Tribune was not identical, there was no infringement, nor was any copyright thus obtained."

The case of Associated Press v. International News Service, 245 Fed. 244, is conspicious for its apparently just ruling and its broad significance to the newspaper profession. In this case, the Court decided that an injunction would lie against copying news from published editions of newspapers until its commercial value as news has passed away.

"Assuming now the existence at some time," declared the Court in sustaining this view, "of some property right in plaintiff and to its news, the qualities producing exchangeable value may be noted. Regularity and reliability, the fruit of organization and expenditure, are, of course, necessary, but all this is vain unless the news is fresh, early, and, if not always first in point of time, as prompt as any. Time is of the essence; and the basic question on this branch of the discussion is how long does the *property* quality endure in news. The true line of decision is indicated by the conclusion of the court in the Critic case—that 'the information will not become public property until the plaintiff has gained his reward'."

And yet, other courts have decided that the property right in news items does not preclude another person "from making an independent collection of the same facts or information and using it as his own."

The courts have been puzzled by the Constitutional clause declaring, "Writings which promote Science and the useful Arts are entitled to copyright protection." The majority of decisions protecting news items from infringement, have not been based on the copyright law, but rather on the ground of protecting property against impairment of its value.

"In the case of news items, market quotations, and the like," states an authority, "while the courts have struggled to protect them on principles of common law literary property, and have invoked in aid of the effort the doctrines of breach of contract or breach of trust, the true view has finally been recognized to be, that such news service is property, and is to be protected as property against any act impairing its value as such; but that it is not literary property, and hence is not destroyed and dedicated to the world by mere publication."

But, notwithstanding the above statement, which is certainly a just statement of the cause of the modern newspaper and the modern agencies of news gathering, our courts have been confused between the rule of unfair trade on the one hand, and the Constitution on the other; and, in the maze of the technicalities of the law governing the two diverse principles of construction, have ofttimes decided, as in the Chicago Tribune case, that news items do not promote science and the useful arts.

TEXAS PLANS $500,000 AD FUND

Carpenter Named Chairman of Drive Committee Which Meets Saturday

Announcing that John W. Carpenter, vice-president of the Texas Power and Light Company, has been named chairman of the "Advertising Texas" committee to raise $500,000 to advertise the state nationally, James P. Simpson of Dallas, president, Tenth District, Associated Advertising Clubs of the World, has called his directors to meet Saturday in Waco.

Besides hearing a report on plans for the state-wide advertising fund campaign, the directors will discuss an All-Texas train to the Philadelphia A. A. C. W. convention in June.

Tablet To Star's Founder

Incidental to the celebration last week of the 50th anniversary of the *Long Island City* (N. Y.) *Daily Star,* there was unveiled on the front wall of the Star Building at Star Square a bronze tablet in memory of the founder of the paper, Thomas H. Todd. A full page portrait of Mr. Todd also adorned the front page of one of the art gravure sections of the anniversary number, which consisted of eighty-eight pages, in five sections. This special edition also marked the fifth anniversary of the present management. Since LeRoy L. Smith became the publisher of the Daily Star in 1921, circulation has practically doubled, while the advertising has gained 75 percent.

STAFF SUES FOR WAGES

55 Former Employes of Buffalo I Bring Legal Action

A suit was filed at Buffalo on March through which 55 former employes of *Buffalo Evening Post* seek to col $4,000 in unpaid wages, John L. He bringing the action as attorney for former Post workers. Nineteen st holders are named as defendants.

The Evening Post suspended about months ago and has not since resu publication. As far as is known there no immediate plans for resumption as property has reverted to its former ow C. A. Finnegan, who has indicated he not reenter the publishing business.

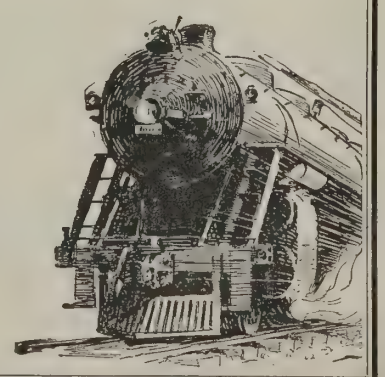
A. P. Executives Broadcasting

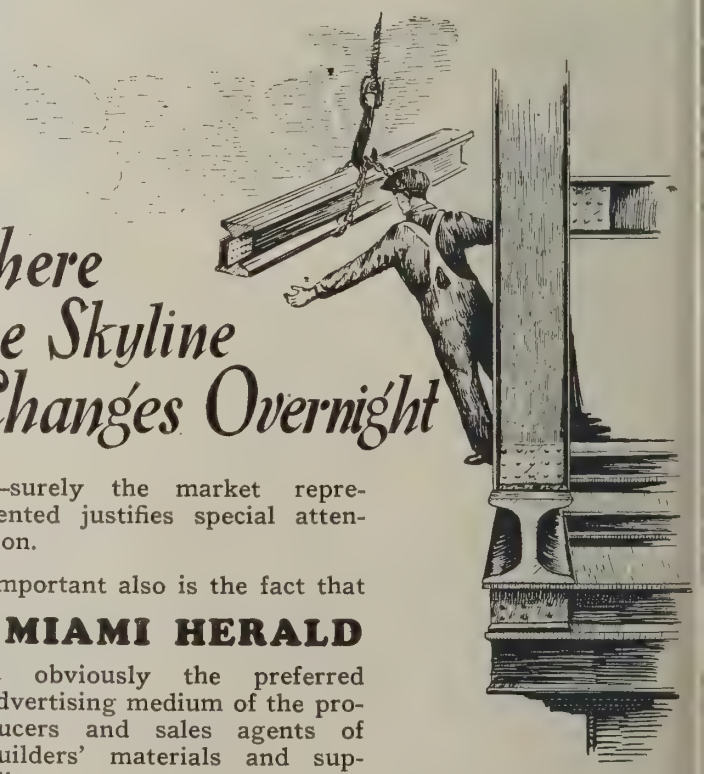
Edward McKernon, superintendent the eastern division of the Associa Press, spoke March 31 on phases of n gathering and distribution from Sta WJZ, New York. Other A. P. exe tives scheduled to speak over the s station include: H. H. Romer, cable partment, April 7; L. F. Curtis, su intendent of markets and elections, A 14; M. N. Stiles, editor, Latin-Ameri Service, April 21; H. W. Blakeslee, n editor, eastern division, April 28. O speakers will be announced later.

New Montreal Gazette Editor

Robert S. White, M. P., editor- chief of the Montreal Gazette and C servative member of Parliament Mount Royal, who retired from ac service at the age of 70, will be succee by Paul Bilkey, who, like Mr. White a former member of the parliament press gallery.

FLEXITYPE
MEANS
"SPEED"
in your
Stereotyping Room
Write for Samples
BROOKS PAPER CO.
SECURITY BLDG., ST. LOUIS, MO.





Where the Skyline Changes Overnight

—surely the market represented justifies special attention.

Important also is the fact that

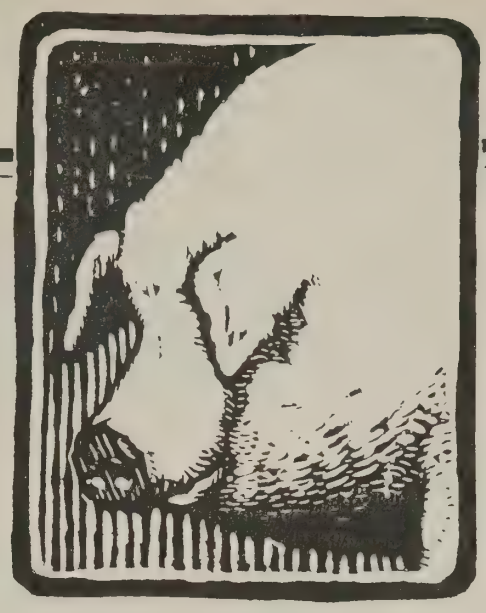
THE MIAMI HERALD

is obviously the preferred advertising medium of the producers and sales agents of builders' materials and supplies.

Last year's comparative figures in this classification show:

THE MIAMI HERALD....349,986 Lines
Second Paper .....270,193 "

The Miami Herald
Florida's Most Important Newspaper
FRANK B. SHUTTS, Publisher
National Advertising Representatives
J. P. McKINNEY & SON
NEW YORK CHICAGO SAN FRANCISCO
GEO. M. KOHN, 704 Walton Bldg., Atlanta



How IOWA Pigs are running *calamity howlers* out of *gas*–

LAST fall when Iowa harvested more corn than ever before in history, the cash price dropped and there were great cries of distress throughout the land.

But what the crepe hangers seemed to forget was the trusty Iowa pig.

In fact, very little of Iowa's corn is sold at the cash price. About eighty per cent of it is marketed "on the hoof."

High priced cattle and hogs are eating up the low priced corn, and adding greatly to the buying power of Iowa.

Conservative estimates state that this corn crop is worth 100 million dollars more than that of a year ago—when we consider what proportion of it goes to market in the form of pork and beef.

And so it goes.

Year after year, Iowa's prosperity advances. Not only in agriculture. The output of her factories in 1925 was estimated at $775,000,000.00—greater than the value of her field production.

Iowa people are about the most stable, the most typically American in the nation.

Iowa has smallest percentage of illiteracy.

Iowa is among the very highest states in per capita wealth. There are approximately two bank accounts for every family.

This consistent, *permanently prosperous* market should now be doubly interesting to you, because of our "Iowa plan."

Systematic, uniform cooperation in marketing your goods—in every section of the state—is provided by this association of 28 leading Iowa daily newspapers.

The circulation thoroughly covers the state. Our cooperation will thoroughly cover your problem.

Let us help you.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY TAKES A DAILY NEWSPAPER

BAD PRACTICES IN SEVERAL BUSINESS FIELDS "CLEANED-UP" BY B. B. B.

Managing Director Greene Cites Year's Progress in Improving Advertising Standards at Annual Meeting of Directors in New York This Week

SUBSTANTIAL strides have been made during the past year by the National Better Business Bureau, Inc., of the Associated Advertising Clubs of the World, Edward L. Greene, managing director, reported to the bureau's board of directors at a meeting held March 31 at the Union League Club, New York.

Florida's financial shysters, who used the boom period to unload worthless bogus securities and land, have been driven from that state, he said, as a result of the bureau's activities. Improved advertising standards, suggested by the trade relations department of the bureau, have been adopted by the outboard motor and battery industries. An unhealthy condition in the radio advertising field has also been corrected, he claimed.

Mr. Greene's review of the year follows:

"We want particularly to stress the group work done in various industries through our newly organized trade relations department.

"Outstanding instances of that work during the last 15 months have been the series of conferences held in the outboard motor and battery industries. Both have been in the nature of tests and results have justified the basic reasons which prompted the original institution of this operation. In many ways the two fields were analogous. There was much to criticize in the advertising of both. In each industry keen competition had bred a disregard for accurate statement which left its effect on sales and advertising power through the consequent public doubt and suspicion. Meetings of manufacturers' representatives of the trades were held and out of these meetings grew sets of advertising standards to which the conferring parties have adhered with praiseworthy tenacity. This action on the part of legitimate business has driven the 'gyps' in either field into the open and made it necessary for them to do one of two things: to clean up or get out of business.

"The success which has attended this program has stimulated a decision to carry it further into other industries. At the moment it is proposed to operate in the same fashion in the bedding and electrical housekeeping appliance industries.

"Throughout, a standard form of procedure has developed. The first step taken by the National Bureau is to make a survey of all the advertising and selling practices which exist in a given field; second, if the findings uncovered point to the necessity for a revision of these practices and advertising claims, the bureau approaches the leaders in the industries concerned and enlists their aid and endorsement. If any advertising and selling code has previously been adopted, the code is examined, its sound clauses kept, and the ineffective parts dropped.

"A program of operation is then laid out and placed before the representatives of the trade with the aid of a contact committee selected from the manufacturers and distributors involved. The bureau is then ready to go ahead and embark on its plan of operation.

"The operating procedure is divided into several parts; one essential is the cooperation of the industry as a whole in forwarding information on various advertising copy as it appears. It is also necessary to take up specific cases which arise out of reports emanating from this same source. The bulletin and publicity schedules are planned and timed so as to form a valuable adjunct to this work. For those who ignore or violate the code, there are the drastic remedies of publicity and prosecution. For those who observe it, there is the added protection which they get from the elimination of the faker and 'gyp.'

"The work in the furniture field, which has had for its latest culmination the Federal Trade Commission's endorsement of the National Better Business Bureaus 'Name the Woods' standards, has reached this point through the methods outlined above. So, too, has the bureau functioned in the field of radio advertising and selling.

"In the financial field," Mr. Greene continued, "the work has advanced materially over that done on previous years. The Florida land boom and recent stock market activity have naturally brought in their wake the financial shyster who used the boom period as an opportune time to unload his own worthless and bogus securities and land. The November, 1925, the National Bureau and the 40 odd local Better Business Bureaus have maintained an investigational staff in Florida which kept the whole movement informed of the operations of real estate tricksters in the South. At this time it is closely following their exodus to such northern fields as Long Island and Cape Cod.

"Both in the field of trade relations and financial work, the National Bureau has carried on a steadfast policy of publicity without which the work would be ineffective.

"Among the contact points now reached are more than 1,000 newspapers all over the country, women's clubs in every state, government farm extension workers in the rural districts, and instructors in many schools and colleges.

"The classified advertising service rendered to some 1,200 American and Canadian newspapers has stimulated the demand for such information. At the meeting of Eastern Better Business Bureau Managers this week, measures were discussed which will make this service eminently more valuable to the newspaper publisher who wants to keep his columns clean. The schedule maintained in this service since September in 1925 has called for the issuance of 15 bulletins a week. Hundreds of letters from newspapers in all parts of North America present conclusive evidence that this service was needed and has been effectively rendered."

PROGRESSIVE METHODS AID RETAIL STORES

Southern Merchants Find Constructive Advertising Better Than Defensive Publicity Against Canvassers, Says H. W. Davie

A report as interesting to newspaper business managers as to retail merchants was made last week by H. W. Davie, of the Hunter Manufacturing and Commission Company, who returned last week to New York from a business trip through the South and Southwest, during which he was in close contact with conditions in the dry goods and allied trades. In addition to finding a general note of optimism, he declared merchants had discovered that constructive advertising was better than defensive publicity aimed against the door-to-door canvasser.

"I could not fail to notice certain very marked contrasts in the attitude of the trade toward the leading problems of the day," he said, "nor could I fail to feel a certain fundamental strength in the situation as it exists today in the dry goods business.

"Just about a year ago, I visited the same territory. At that time there was a general feeling of pessimism toward things in general. Hand-to-mouth buying was worrying everybody, the canvasser was making the retailer nervous, and things generally were more or less perturbed. Today a definite note of optimism is found.

"Last year we were told on every hand, 'The canvasser is ruining the dry goods business.' Many defensive measures were being taken. Legislation was being sought to repress his activities, and campaigns asking the public to buy from the retailer were being sponsored by local merchants. Everybody seemed to be seeking to hold the canvasser in check, main with a flood of words.

"In a year a striking change has cor about. The consensus of opinion no seems to be that the canvasser h helped the retailer more than he h hindered, for the reason that he has ga vanized the dry goods business into mo effective selling and merchandisin Manufacturer, wholesaler and retail have all become more aggressive. R tailers tell me that legislation and d fensive publicity measures soon prov ineffectual. It was only when they b gan to tell the public in a constructi way about the values they offered a the services they rendered that real pro ress began. Once again the attack prov to be the best defense.

"Another singular thing is happenin Retailers tell me that, before buying fro the canvasser, women are now comi to the store to compare values. The r sult is generally in favor of the sto The canvasser is leaven in this situ tion. He helps stir up trade. There a I find, definite indications that the 'direc from-the-factory-to-you' argument h lost its appeal. The level of prosperi is high. People are enjoying the highe real wages of all times, and the tone retail business is good."

Illinois Printing Company Incorporat

Articles of incorporation were grant in Springfield, Ill., this week for t Geneva (Ill.) Bulletin Press to enga in a general publication business of new papers, magazines, periodicals, etc. T organizers are E. J. W. Dietz, Percy Rehm and E. E. Devol. The capitaliz tion is $10,000.

Key



To the Wests richest market... Southern California and her 2,600,000 prosperous people.

Los Angeles Examiner

More than 385,000 Sunday
More than 165,000 Daily

Winning the Game

By a man who won

A Daily Feature by James Hay, Jr.

400 words of Practical optimism built on sound psychology and vital experience

CURRENT NEWS FEATURES, INC.
EVENING STAR BUILDING
WASHINGTON, D. C.

NOOZIE SAYS:



By Courtesy of International Syndicate, Baltimore, Md.

If time is money in your plant, it will pay you to find out how Certified Dry Mat Cold stereotyping can make time for you.

Just think. Steam tables thrown out—pasting fuss eliminated, and yet wet mat printing results—

That's Certified.

Let us prove it: There's no obligation on your part.

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue New York, N. Y

for wet mat printing with DRY MAT facility — use Certifieds

MADE IN THE U. S. A.

392,695

The average net paid daily and Sunday sale of The New York Times, as reported to the United States Post Office Department for the six months ended March 31, 1926, was 392,695 copies.

This total is a gain of 10,690 over the average of 382,005 for the six months ended September 30, 1925.

The New York Times is read by the largest group of intelligent, thinking persons ever assembled by a newspaper.

The New York Times.

NEWS MEN WIELD GREAT POWER FOR PEACE, FRENCH AMBASSADOR SAYS

Henry Berenger Tells Correspondents of Duty to Discredit False and Exaggerated News at Foreign Writers Annual Dinner

By HAROLD BUTCHER

"WE work together, journalists and ambassadors, in the interest of peace and civilization," said Senator Henry Berenger, French Ambassador at Washington, principal guest at the eighth annual dinner of the Association of Foreign Press Correspondents held on Wednesday evening in the Hotel McAlpin, New York. On this occasion Dr. A. M. Nawench, of *Czas,* Poland, was installed as president succeeding Mr. A. Arbib-Costa, of *La Tribuna,* Rome.

"I adore journalism," said Ambassador Berenger, himself a journalist. "I do not know a higher vocation in the world. I should say willingly as another Frenchman, René de Chateaubriand, ambassador, peer of France, academician, who, when asked by a tribunal what his profession was, answered the judges proudly, 'Journalism.'

"News from you can make fortunes, and empires rise or fall," the Ambassador told the correspondents, "but different news from you may encourage men and resuscitate nations. Therefore, one may ask what would become of the world if, knowing the full extent of your powers, you did not also know the full extent of your responsibilities? Thank God, you are animated by the spirit of peace which today moves on the surface of the world and inspires chancellories.

"As journalists and ambassadors we must do nothing inconsiderately. Before telegraphing news or even a rumor, we must weigh the effect which our dispatch may have upon those who receive it. We must remember that premature or exaggerated information is capable of bringing on not only a conflict but even a war. In giving information we seek to increase the knowledge of those whom we address without exciting their passions.

"There are many things which journalists must say which would not be well for me to say. An ambassador who plays the role of a journalist only increases the difficulties among continents and peoples without adding to his personal prestige or that of the government which he represents. A diplomat should above all keep shut the mouth which the journalist should open for the benefit of the crowd. More diplomacy is often required to open this mouth than to keep it shut. In this respect I know journalists who are past masters.

"In the present relations between America and the other continents many occasions of misunderstanding or bitterness have arisen or are arising. The responsibility of dispelling these clouds and sweetening this bitterness is ours as journalists and diplomats. The United States has become the vital centre of this planet. In New York beats the great business heart of the world. And the Capitol at Washington is that of 48 states, several of which are greater than certain countries of old Europe. A civilization has been born that surpasses many others in its power and vitality. One of the greatest chapters in the story of humanity is being written today on these shores."

The Ambassador was introduced by Professor Charles A. Downer, of the College of the City of New York, who said that in the settlement of the French debt some recognition should be made of France's tremendous sacrifices during the war; and by Mr. P. W. Wilson, who in the course of his speech also drew attention to the fact that Mr. Percy S. Bullen has now completed twenty-one years as New York correspondent of the *London Daily Telegraph.*

Dr. A. M. Nawench greeted Ambassador Berenger in French, and they then kissed in French fashion.

Leon Rothier, French tenor of the Metropolitan Opera Company, sang the "Marseillaise."

The officers appointed to serve with President Nawench are:—Vice-presidents, F. Douglas Williams, Reuters, Ltd., London; and E. K. Moy, *Peking Daily News;* secretary and treasurer, Sydney J. Clarke, London Daily Telegraph; assistant secretary, Harold Butcher, *Liverpool Echo;* committee, A. Algara, *El Universal,* Mexico; A. Arbib-Costa, La Tribuna, Rome; Mrs. Albert Boni, *Nieuwe Rotterdamsche Courant,* Holland; Percy S. Bullen, London Daily Telegraph; W. W. Davies, *La Nacion,* Buenos Aires; Leonce Levy, *Le Matin;* P. W. Wilson, special correspondent, Great Britain.

BAN ON LIBERTY LIFTED

Magazine Was Excluded Because of Articles About Queen Alexandria

Liberty, weekly magazine published by the owners of the *Chicago Tribune* and the *New York Daily News,* has been removed from the list of publications barred from Canada, it was announced March 26, by the Department of Customs and Excise in Ottawa.

It was banned six weeks ago after it had published articles about the late Queen Mother Alexandria, which the department considered libelous.

Moorhead Takes 11th District Post

J. E. Moorhead, assistant publicity manager of the Mountain States Telephone and Telegraph Company, Denver, has been appointed chairman of the New Clubs Committee of the Eleventh District Associated Advertising Clubs of the World by F. E. J. Ronsholdt, district chairman. One new club has already been formed and five others are organizing in the Rocky Mountain region, it is declared.

Completes $4,000,000 Financing

With a view to providing funds to finance additions to their present plant and to acquire additional property, a program calling for an expenditure of $8,000,000, the Powell River Pulp and Paper Company of British Columbia have sold an issue of $4,000,000 5 per cent serial gold notes to the Wells, Dickey Trust Company, Minneapolis. The balance of their requirements will be available without borrowing.

U. P. Bureau in Houston

S. A. Barker, manager of the United Press bureau in Dallas, Tex., this week opened up a new bureau for the U. P. in Houston, where he is temporarily in charge.

CONFERENCES
at the
NEWSPAPER
CONVENTIONS

During the fourth week in April, I will be at the Waldorf-Astoria, New York City

C. B. HOLLISTER,
General Manager

HOLLISTER'S
Circulation Organization
Write or Wire Us Now
Care of LOUISVILLE (Ky.) HERALD-POST

NEWSPRINT GLUT FEARED

Canadian Firms Apprehensive of Rapid Increase in Production

That Canadian newsprint manufacturers are becoming concerned over the rapid way in which the industry is expanding and feel that some steps should be taken to control expansion is indicated by the *Montreal Star,* which reports that a get-together meeting of manufacturers was held in Montreal last week to discuss the situation.

"It is no secret in the industry," says the Star, "that the rapid increase in the introduction of new machines for making newsprint by various companies and consideration of such steps by others, has been causing some of the most prominent people concerned a good deal of anxiety over the possible effects of the rapid expansion.

"It is evidently feared that this may be carried on indefinitely and create a difficult problem unless a better understanding can be arranged by the different companies. Some of the leaders have been willing for some time to reach an understanding but some executives have been slow in displaying a tendency to co-operate. . . .

"The price of newsprint fell from $70 last year to $65 this year, largely as a result of overproduction, and if this goes on unrestrained, still further unsettlement is feared unless some measure of success attends efforts to regulate the situation."

Gas Companies Urged to Advertise

A co-operative advertising campaign by all gas manufacturing companies in New England to increase consumption of their products in that territory was advocated by Maj. Patrick F. O'Keefe, president of the P. F. O'Keefe Advertising Agency, Inc., of Boston, before a meeting of the New England Association of Commercial Gas Managers in that city, March 26. In explaining the benefits of such a campaign, Major O'Keefe advised that it be linked up with the advertising programs of the individual gas companies and with the appliance concerns.

Texas Dailies Hold Quarterly Meet

A program of development featured the quarterly meeting of the Texas Daily Press League held in Dallas last week. S. W. Papert of Dallas, presided. The following publishers were present: Bernard Hanks, *Abilene Reporter;* Houston Harte, *San Angelo Standard;* B. D. Roderick, *Lubbock Journal;* Walter Murray, *Ranger Times;* Fred Horton, *Greenville Banner;* A. G. Mayse, *Sherman Democrat;* J. L. Greer, *Denison Herald;* W. C. Edwards, *Denton Record-Chronicle;* W. C. Campbell, *Hillsboro Mirror;* S. E. Miller, *Mineral Wells Index;* R. E. Hurt, *Paris News;* Lowry Martin, *Corsicana Sun;* W. M. Hamilton, *Palestine Herald;* C. E. Palmer, who recently sold the *Texarkana Four States Press and Journal,* although not present, was elected to honorary membership.

Japanese Aviators Feted

The four Japanese aviators who under the auspices of the *Osaka Asahi,* one of the leading newspapers of Japan, flew to Europe have returned to Japan and are being feted. They recently visited Kobe and motored to the Ikuta, Minatogawa and Nagata shrines. Prior to their visit to Kobe they were entertained by Mr. Motoyama, proprietor of the Osaka Asahi.

Aids Student to Buy Paper

Pursuing his policy of encouraging his student's to own and operate weekly newspapers in the state of Washington, Dean M. Lyle Spencer of the School of Journalism of the University of Washington, Seattle, has purchased with a student, Vernon Frost, the *Cheney Free Press,* a weekly formerly owned by Willi and Leon Swank. The Dean will gradually sell his interest to Frost, who will operate the newspaper and finally control it.

We are pleased to announce:

The entire BOOTH GROUP of progressive Michigan Daily Newspapers are now using our services in the distribution of their checking proofs to Agencies and Advertisers. . . . . .

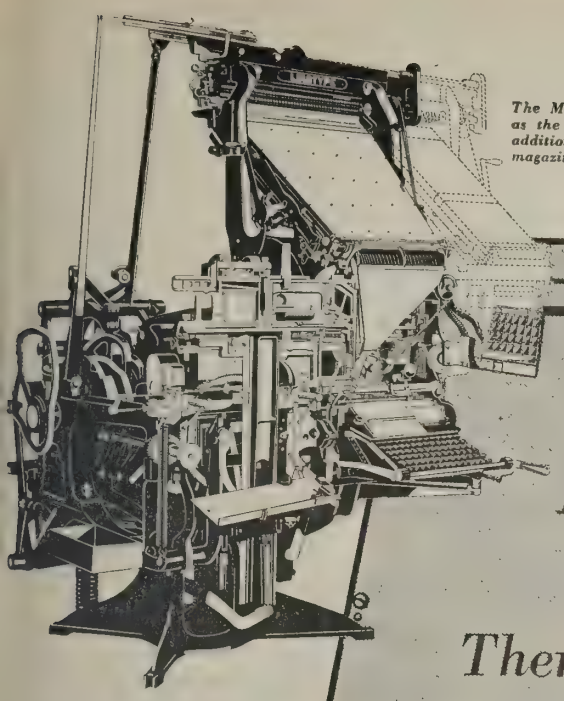
ANN ARBOR TIMES-NEWS
BAY CITY TIMES-TRIBUNE
FLINT JOURNAL
GRAND RAPIDS PRESS
JACKSON CITIZEN-PATRIOT
KALAMAZOO GAZETTE
MUSKEGON CHRONICLE
SAGINAW NEWS-COURIER

The More We Serve — the Better We Serve

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St.
CHICAGO

79 Madison Avenue
NEW YORK



The Model 26 is the same as the Model 25 with the addition of two auxiliary magazines.

Interchangeability

There are two types of Linotypes: Single Distribution and Multiple Distribution —Both types using the same Standard, Interchangeable Linotype Magazine.

In these two types you can get a Linotype exactly adapted to any purpose—With one, two or three main magazines—With or without auxiliary magazines—For single or multiple distribution —Can be supplied to cast either 30 or 42 picas, maximum measure.

All using standard, interchangeable magazines, molds and liners—All operated by the same standard power-driven keyboard—All magazines quickly changed from the front.

TRADE LINOTYPE MARK

Multiple Distribution

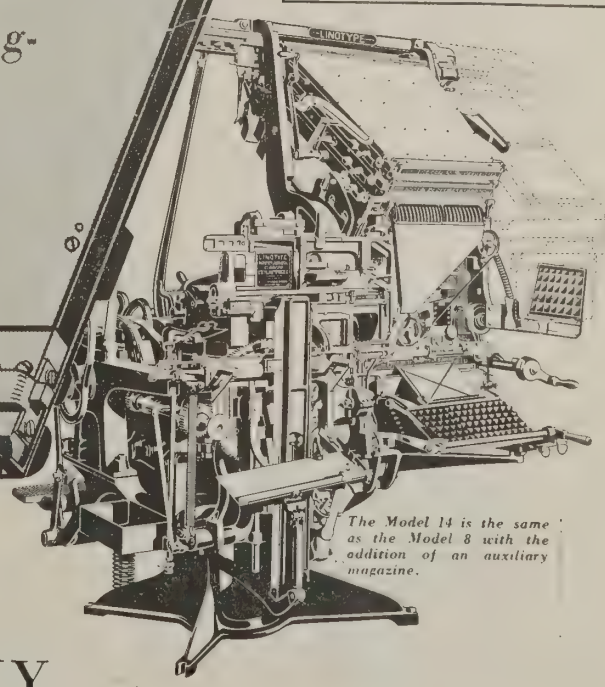
MODEL 25
Two Standard Main Magazines

MODEL 26
Two Standard Main Magazines
Two Standard Auxiliary Magazines
Interchangeable with Other Linotypes
Faces from All Magazines Mixed in the Same Line

MODEL 8
One, Two or Three Standard Main Magazines

MODEL 14
One, Two or Three Standard Main Magazines
One Standard Auxiliary Magazine
Interchangeable with Other Linotypes

Single Distribution



The Model 14 is the same as the Model 8 with the addition of an auxiliary magazine.

MERGENTHALER LINOTYPE COMPANY

SAN FRANCISCO CHICAGO NEW ORLEANS *Brooklyn, New York* CANADIAN LINOTYPE LIMITED TORONTO

Representatives in the Principal Cities of the World

Composed entirely on the LINOTYPE *in the Bodoni Series, except for word "Interchangeability," which is enlarged*

DAILY CHOOSES CARRIERS WITH SALES ABILITY TO ADD NEW READERS

Careful Selection of Boys For Routes Eliminates Complaints and Builds Sales, Lancaster Circulator Declares

By MURRAY C. BECK
Circulation Manager, *Lancaster* (Pa.) *New Era*

JUST as a successful farmer selects his seed to insure a good crop, provided other elements are in his favor, so do we select our boys for our routes and as the farmer selects his seed before planting we select our boys before we have a job to offer them as a carrier for our papers. The fact just stated may seem ridiculous for surely all circulators select their boys, but do they all select them with the idea of developing them into salesmen of their papers?

The only way to determine whether a boy will make the good salesman is to observe how he sells himself. First of all I will explain by the process of elimination and there are two boys who never get their names on my list of applicants; they are the fellows who bring one of their parents to do the talking and the fellow who wears his hat while at my desk, for the one has no sales talk and the other has poor manners. Those whom I do select for my routes must be neat and clean, they must answer my questions promptly and have reached a grade in school in proportion to their ages. A boy also must be of good character, and I can tell that fairly accurately after I see his face and talk with him for five minutes. I do not want references or recommendations, for I can tell more about a boy by using my eyes for ten minutes than all the recommendations he can carry. We do not have a great turnover in our carrier department. Some boys have been carrying our papers as long as five years on the same route, while as many as five boys have been on one route in a year. This, however, is the exception for our changes are less than one a week among our force of 113 carriers.

We file the names of our applicants according to the routes they live on rather than alphabetically or according to street and number, because when we place a new boy on the route we select one from our file who lives on or near the route in question. Then we have a representative on that route who knows the people whom he is serving and also knows all the streets and numbers. And, another important feature, he is usually dealing with his kind of people.

So much for the selection and placement of boys on our routes, and I maintain that they are the most important elements.

We use a carrier as a salesman because he lives near the people on his route and most of them are usually his friends. When he approaches them with his sales talk they are ready to listen to him and feel kindly toward him and are more liable to subscribe from him than from a stranger. Then, too, these subscribers obtained by the boy will go to him with their complaints, if any, rather than reporting him to the office. If he is the proper kind of a boy he will remedy these complaints. These friends of his, with whom he has had business transactions, will usually take the paper as long as he is on the route.

In soliciting business we allow our boys to offer the same premiums as are offered by the regular solicitors. That method is quite an asset to them. We also use contests to induce the boys to get new business, offering prizes for the winners. A large percentage of the boys will become active and turn in a large number of starts.

We give the boys but little individual training in salesmanship. In fact we merely tell them their duties and impress on their minds that they are cogs in our great machine and that we will be greatly benefitted by an increase in circulation; that they can get us part of this circulation, as one of their duties, and that they would not be working for our interests unless they tried to get us as many new starts as possible.

Another method of training is by short snappy and interesting talks, followed by an entertainment of some sort. Another method of training is through a little house organ, published for the interests of our carriers.

SOUTHERN EDITOR DIES

A. M. Carpenter of Fayetteville (N. C.) Observer

Albert M. Carpenter, 54, editor of the *Fayetteville* (N. C.) *Observer*, died March 24, after an illness of three weeks' duration.

Mr. Carpenter came to Fayetteville last October from Spartanburg, S. C., where he had been editor of the *Daily Sun* for eight years.

Mr. Carpenter's work in South Carolina brought him much recognition. He was once described by the late Ben Tillman as the best newspaper man in the state.

Mr. Carpenter was born August 1, 1872, in Anderson, S. C. His first work was with the *Anderson Journal*. Later he was editor of the *Greenwood Index* and the *Anderson Daily Mail*. While in Anderson he was also secretary of the Chamber of Commerce and started the movement for the establishment of the Anderson college for Women, a Baptist institution, raising $100,000 for this purpose.

In the summer of 1907 he went to Europe as secretary to the National Immigration commission. In 1911 he accepted an appointment as librarian of the library of Congress, in which office he spent nearly seven years. During the World War he spent sixteen months in Camp Wadsworth as special correspondent for many metropolitan papers.

Optometrists Urge Larger Type

By using a little larger type in news columns, editors can do more daily than any other body of laymen to save people's eyesight and delay the need for glasses, declared S. D. Baker, president of the convention of New England optometrists held in Boston this week. His assertion was made in a telegram to the editor of the *New York Times*. He noted with approval the use of larger type by that newspaper.

Will Provides Statue for Editor

Leslie M. Scott and Ambrose B. Scot executors of the estate of their mothe Mrs. Margaret N. Scott, have been au thorized to set aside $20,000 from th estate to erect a statue of their father, th late Harvey W. Scott. Harvey W. Scot who was editor of the *Portland Oregonia* died in 1910. The statue, which was pro vided for in Mrs. Scott's will, is to b erected in Portland.

New Oklahoma A. P. Member

The *Chickasha* (Okla.) *Express*, after noon daily, has become a member of th Associated Press, being served by th day Oklahoma state wire. The Expres only recently entered the daily field, hav ing been a semi-weekly until a few week ago.



OFFICIAL FIGURES—1925

States	2,353,026
Item	1,948,595
Difference	404,431 Lines

The Six Big
Department Stores
of NEW ORLEANS
favor
THE NEW ORLEANS STATES
in the
Evening Field

Grow With
NEW ORLEANS STATES

Clearface Bold Italic

SPECIMENS
Clearly show
48 Point

EXPERIENCE
Unnecessary on
42 Point

REDUCE COSTS
Modern system of
36 Point

SCHEDULE
The printers
30 Point

GENEROUS
Spot of white space gives a
18 Point

PUBLISHERS
Endorse better
24 Point

PRODUCTION
Finished jobs in less time is most
14 Point

FOR advertising and job composition—
The Ludlow system of matrix composition provides new, clear-cut printing faces on slugs for every job. Its speed, versatility, 6 to 60 point range in a wide variety of quality typefaces, including bold and extended, ranks it first for display and job work. Because you set matrices, not type, you secure your slug lines immediately, never running short of sorts for any job.

Ludlow Typograph Co.
2032 Clybourn Avenue, Chicago

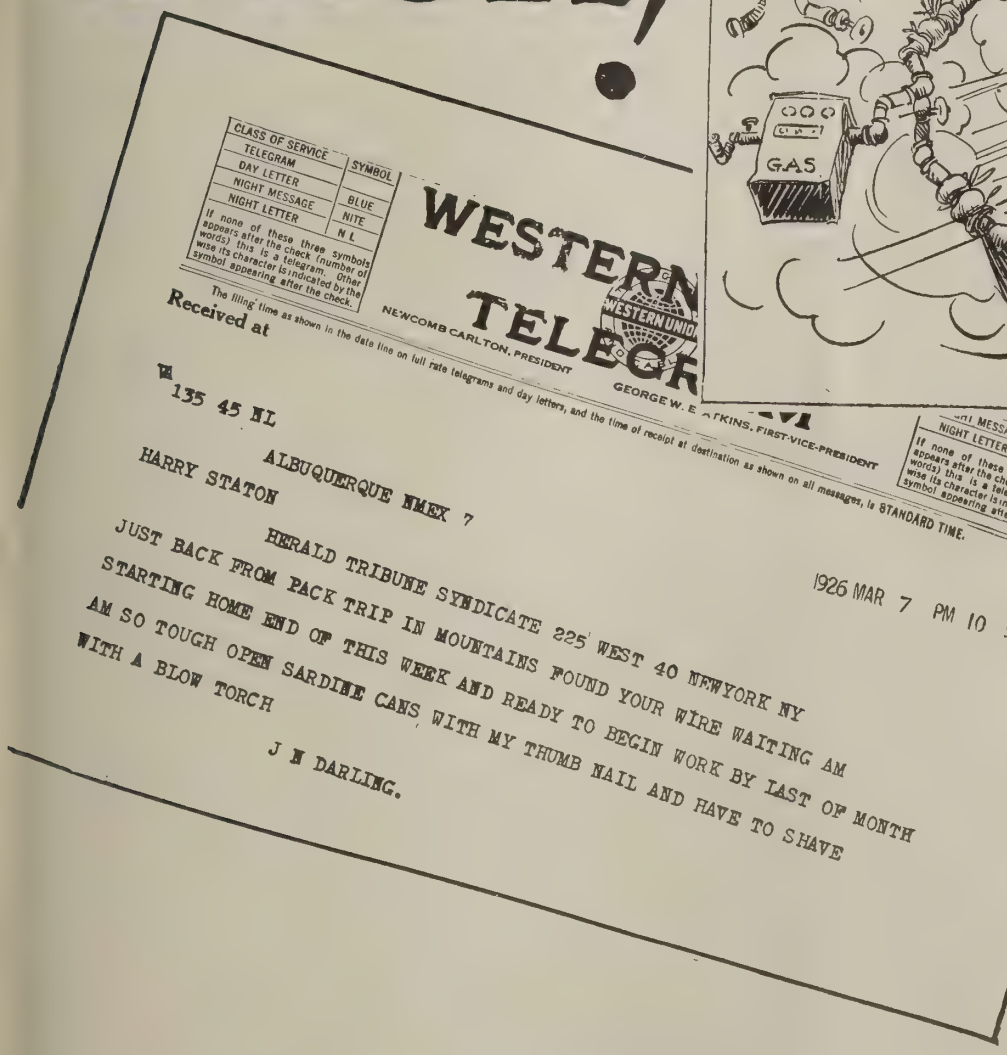
San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
New York: 63 Park Row
Boston: 261 Franklin Street

LUDLOW QUALITY COMPOSITION

Ding is back!



"If anyone thinks this world doesn't move, just try stopping for a year."



CLASS OF SERVICE / SYMBOL
TELEGRAM / DAY LETTER / NIGHT MESSAGE / BLUE / NIGHT LETTER / NITE / N L

If none of these three symbols appears after the check (number of words) this is a telegram. Other wise its character is indicated by the symbol appearing after the check.

WESTERN UNION TELEGRAPH

NEWCOMB CARLTON, PRESIDENT — GEORGE W. E[illegible]TKINS, FIRST VICE-PRESIDENT

The filing time as shown in the date line on full rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at

W 135 45 NL

ALBUQUERQUE NMEX 7

HARRY STATON

HERALD TRIBUNE SYNDICATE 225 WEST 40 NEWYORK NY

1926 MAR 7 PM 10 59

JUST BACK FROM PACK TRIP IN MOUNTAINS FOUND YOUR WIRE WAITING AM STARTING HOME END OF THIS WEEK AND READY TO BEGIN WORK BY LAST OF MONTH AM SO TOUGH OPEN SARDINE CANS WITH MY THUMB NAIL AND HAVE TO SHAVE WITH A BLOW TORCH

J N DARLING.

The best of all news cartoons again syndicated by the

New York Herald Tribune Syndicate

EDITORIAL

BETTER WORLD SERVICE

IT is gratifying to learn that the proposed assembly of press experts from most of the nations of the world, under the auspices of the League of Nations, is an assured project for the year. The agenda will doubtless be prepared during May and June, expert foreign correspondents as well as newspaper proprietors advising the representatives of the League.

This will be the first international assembly of press technicians in history. No matter what agenda shall be prepared for it the conference will respond to this keynote: The ideals of international progress depend for realization upon an informed public opinion which is only possible through a free and efficient world press.

Any technical device that facilitates the free flow of authentic news deserves the encouragement of progressive governments. All the devices of governments that inhibit free press reporting or prevent discussion of public affairs, particularly censorship, are evils to be met and disposed of through organized effort. No conference of journalists that is subject to controls of the League of Nations, or any nation, or any organized governmental policy, can effect desirable objects, nor will it be acceptable to the free press. On the basis of complete freedom of action, the Geneva conference can accomplish rich results for the press and for the public it serves. That is the League of Nations' proposal, as we understand it. The League merely acts to assemble a representative conference of journalists who come voluntarily to discuss measures intended to make news transmission more responsible and more economical in both cost and delivery. Popular governments and worthy causes would be the natural beneficiaries.

The suspicion in some quarters that the press conference at Geneva is a move to organize a semi-official press for the League's own propaganda is, in our opinion, wholly false. The subject has been clearly and openly discussed and that the autonomy and independence of the press are of first importance has been expressly stated. This is not only manifest, but in the nature of things must be the attitude of as penetrating a body of men as those who sit for the governments at Geneva, for no international body of press experts can be assembled, much less work out a program, without satisfactory guaranty of independence. This then, is the feat that seems to have been accomplished. Great are the possibilities for benefits for the world press and its public.

Estimated 40,000 local retail grocers fail annually; all admire chain store methods, but just try to get them into a co-operative advertising campaign.

BUSINESS COPY WRITERS

IT is not so much the principle of advertising that perplexes the average local merchant, as it is to prepare selling copy. Expert merchants often are utterly bewildered when it comes to writing a selling appeal. The best they can do is to employ a copy writer or assign some clerk and expensively experiment with his efforts.

The day is coming in American newspaper work when every publisher will train young writing talent for local advertising preparation and consider this department as important as any other feature of the business. There are many problems involved, of course, but the principle is there, plain to see: it is not only poor business for the newspaper to permit local merchants to waste space on unscientific appeals but opportunity is lost to strengthen the ties that bind a newspaper to the trading community.

Copy service is valuable and should be charged for. It need not make the newspaper assume unnatural advertising risks. The simple proposition that a newspaper is prepared to furnish to an advertiser the services of a skilled copy writer is all that is wanted in the average office to cover the present absurd condition that occasional logical prospects do not take space because they do not know how to make it pay.

Cheapest commodity in the entire commercial circuit—newspaper advertising, because it gives the biggest return on the smallest investment.



He Is Risen!

And when Jesus had cried with a loud voice, He said, Father, into Thy hands I commend my spirit: and having said thus, He gave up the ghost.

And they entered in, and found not the body of the Lord Jesus.

And it came to pass, as they were much perplexed thereabout, two men stood by them in shining garments:

And as they were afraid, and bowed down their faces to the earth, they said unto them, Why seek ye the living among the dead?

He is not here, but is risen:—St. Luke, XXIII; 46—XXIV; 3, 4, 5, 6.

A BOLD PROPOSAL

ANYTHING to beat legitimate advertising costs! Here's the latest: The advertising agent of the Caterpillar Traction Company has sent circular letters to newspaper and magazine writers offering to "honor any writer's invoice for any reasonable amount covering preparation of articles featuring 'Caterpillar Tractors' in text or illustration—regardless of compensation received by the writer from the publisher."

All a writer needs do is find a story about a caterpillar tractor doing any sort of work, get it printed in news columns and then send in his bill for any *reasonable* amount.

This novel means of tempting an employe of a publication to be disloyal to his publisher in the interest of an advertiser who hopes to evade legitimate display advertising expense, is being put out on the letterhead of the K. L. Hamman Advertising Company, of Oakland, Calif.

EDITOR & PUBLISHER suggests that publishers closely watch their columns and if a picture or a story of a caterpillar tractor appears trace the authorship—might turn up a crooked writer, selling editorial space to an advertiser.

Bureaucratic secrecy may mean weakness or corruption or both.

April 3, 1926 Volume 58, No. 45
EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
Suite 1700 Times Building, 42d St. and B'way, N. Y.

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business Manager.
Charles B. Groomes, Advertising Manager.
S. L. Dare, Classified Advertising Manager.
James W. Brown, Jr., Promotion Manager.
George Strate, Circulation Manager.

Associated with The Advertising World of London.

Washington: J. Bart Campbell, 608 District National Bank Building. Telephone Franklin 4054, Adams 7625.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building. Telephone Garfield 117.
Chicago: L. B. Gilmore, Room 900, 30 North Dearborn St. Telephone Dearborn 5422.
Pacific Coast Office: I. Allen, care San Francisco Examiner.
London: The Advertising World represents EDITOR & PUBLISHER for the British Isles: 14 King Street, Covent Garden, London, W. C. 2.
Paris: G. Langelaan, 47 Avenue de l'Opera.
Tokio: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy, $4 a year; foreign, $5; Canadian, $4.50.

PROFESSIONALISM

PROPONENTS of the Illinois Press Association plan for certifying "professional" journalists draw an analogy between journalism and the professions of law and medicine. They say that if a professional status has been desirable for lawyers and doctors, it should be a good thing for newspaper men.

In EDITOR & PUBLISHER's view a closer analogy lies between journalism and the fine arts and crafts, where feeling and natural talent may count for so much more than academic knowledge. Painters, musicians, writers have no difficulty in establishing professional status, through their art.

Old idea getting into action in big cities—branch printing plants to escape traffic congestion.

MORE STATIC

TABLOID editor says EDITOR & PUBLISHER has static on its instrument when it declares the public is interested in reading in newspapers the speeches that are making a hit in radio-broadcasting but are neglected by editors on the theory that "no one reads speeches."

Well, who said that tabloids should print speeches? We hope they won't spoil themselves that way and we hope standard size newspapers will not spoil themselves by using tabloid stuff, but even as a page of posed pictures of Mamie Hoosis belongs in the tabloid the serious speech belongs in the standard paper, and we object when the radio scoops on this interest. Tune in some Sunday night on the Boston Ford Hall public forum and see if you get anything for your mind to bite on, and don't fail to observe how the Boston papers cover the story on Monday.

Newspapers and elephants might be dangerous if they knew their strength.

SPACE DRAWING POWER

THE advertising manager of a department store recently put the following question to Guy Hubbart, of the retail advertising research department of *Dry Goods Economist*:

"Has space any definite drawing power? We notice that 30 inches one day sells ten times the amount it sells another day. Is this merely chance or is there a tangible value on a certain number of inches?"

To which Mr. Hubbart replied, and we note it for the interest of newspaper men:

"The drawing power of ten inches or any other amount depends on what is advertised in the ten inches, what is advertised in the other 100 inches, if the total ad has in it 110 inches, the size of the population, extent of newspaper circulation, the type of goods advertised and the season of the year."

High standards of material well-being are the soundest guarantees of general prosperity.

NOBLESSE OBLIGE

WHEN a *New York Times* reporter asked Ivy L. Lee why he was agitating United States recognition of Soviet Russia the noted "public relations adviser" replied that he was acting without retainer, being only personally interested to see just and honorable trade relationships between the Communist government and our own country.

But the Times reporter wove into the story a Paris report that the Standard Oil Company was in the market to buy Russian oil. In view of Mr. Lee's assertion of altruistic motives this was not nice of the Times reporter. We are not sure that another ethic has not been stepped on.

True, in slippery "big business" press agentry, Esau usually dictates in private while Jacob hands out the dope, but when a man of Ivy L. Lee's pretentions says he is seeking to do such slight service for the benefit of humanity, however repugnant Communism may be to him, the Times should take him at his word. Whatever else may be sacrificed, gentlemen, shall we not conserve good taste?

More American dollars will be spent on resort advertising this year than ever before.

PERSONAL

ALEXANDER P. MOORE, former U. S. Ambassador to Spain and one-time publisher of the *Pittsburgh Leader,* was a house guest of President Coolidge at the White House for several days this week.

Herschel V. Jones, publisher of the *Minneapolis Journal,* has accepted membership on the national advisory committee of the American Historical Association in the drive to raise $1,000,000.

William J. Conners, Jr., has just been elected a director of the Great Lakes Transit corporation, operating lines of passenger and freight steamships on the Great Lakes. His father, William J. Conners, Sr., owner of the *Buffalo Courier and Star,* is principal owner of the steamship company.

J. Adam Bede, well-known middle west newspaper editor and publisher who resides at Pine City, Minn., has filed as candidate for U. S. Representative from the Eighth district.

Martin W. Odland, late owner and editor of the *Fergus Falls* (Minn.) *Free Press,* has written a life of the late United States Senator Knute Nelson, which is running serially in the *Minneapolis Sunday Tribune.*

G. E. Comstock, formerly assistant publisher, *Canandaigua* (N. Y.) *Messenger,* and recently with the Harding Publishing Company, Marion, O., is in the East recuperating from an illness.

IN THE BUSINESS OFFICE

HARRY N. SCHWARTZBERG and Nathan Perlmutter have joined the Newark branch of the *New York American.*

Vincent Morrison and Miss Anne Conry have been added to the classified department of the *Trenton Times.*

Tommie H. Atkinson, Jr., formerly with the *Miami* (Fla.) *Daily News,* and E. T. Woodward, formerly with the *Miami Tribune,* have joined the advertising staff of the *Florida Grower,* Tampa.

James R. Wells, former advertising manager of the *Bristol Courier,* has joined the display advertising department of the *Trenton Times.* Raymond Sweeney, of New York, is another new member of the same department.

Robert P. Norris has joined the national advertising department of the *New York World.* He was formerly connected with the *New York Times.*

Leon Gill has been transferred from the real estate classified department of the *Trenton Times* to the display advertising department.

William B. Dimon, general manager of the *Tulsa* (Okla.) *Tribune,* is seriously ill at his home following an operation.

Eugene W. Farrall, business manager of the *Newark News,* accompanied by his wife, is spending a short vacation in Havana, Cuba.

IN THE EDITORIAL ROOMS

OSCAR L. STEVENS, managing editor of the *Quincy* (Mass.) *Patriot Ledger,* Mrs. Stevens and their daughter Miss Marcia, sailed from New York, March 20, for a two months' stay in Italy.

Frederick B. Edwards, formerly of the staff of the *New York Herald Tribune,* is now reporting for the *New York American.*

Sydney I. Snow, managing editor of the *Reading* (Pa.) *Tribune,* and Mrs. Snow are parents of a son.

Russell Durham has returned to the staff of the *Newark* (N. J.) *Star-Eagle* after a sojourn of three weeks in South Carolina.

Arthur W. Chapman has left the Sunday feature department of the *New York Herald Tribune* to free lance.

Hal Stone, formerly of the *New York American,* has been made night city editor of the *Newark* (N. J.) *Morning Ledger.*

Arthur Joseph Russell, whose serio-comic essays have been an editorial-page feature of the *Minneapolis Journal* for 35 years, has left for a three months' tour abroad.

Everett G. Tripp, managing editor of the *Sioux City* (Ia.) *Tribune,* has been elected president of the Andreas W. Gishin class of the Sioux City Consistory, Masons.

Harry Hull has succeeded A. A. Tingle as publisher and editor of the *Herrick* (S. D.) *News.*

George Goldsmith, *New York Herald Tribune* reporter has returned to the office after an illness of several weeks.

Mary McCarthy, former market reporter for the *Buffalo Evening Post,* is doing similar work for the *Buffalo Evening News.*

Ray McCarthy, newswriter and column conductor for the *Buffalo Star,* has been granted an indefinite leave of absence to regain his health.

Dr. John F. Knott, *Dallas News* cartoonist, is undergoing treatment at Marlin, Tex., following an attack of neuritis which affected his drawing arm.

Gerald Forbes has resigned as assistant state editor, *Oklahoma City* (Okla.) *Daily Oklahoman* and has gone to Tampa, Fla.

Jerry Rand, former city editor of the *Tulsa* (Okla.) *World,* who has been on the editorial staff of the *Tampa Herald,* has returned to the World.

R. L. Harmon has returned to the *St. Paul Dispatch-Pioneer Press* as copy-reader for the Sunday edition.

George W. McCoy of the *Asheville Citizen,* has resigned to do publicity work.

W. B. Hooker has resigned from the *Charlotte Observer,* to join the Loyless publications in Atlanta.

William J. O'Connor, former *St. Louis Post-Dispatch* reporter, has been promoted from assistant to the president, to vice-president of the Southwestern Bell Telephone Company, St. Louis.

Harry Toohill of Butte, Mont., has joined the editorial staff of the *Tacoma* (Wash.) *Times,* succeeding Glen Shimmons, resigned.

John Craig, of the *Newark* (N. J.) *Morning Ledger* staff, has been placed on the federal court beat.

Paul Hedrick, oil editor *Tulsa* (Okla.) *World,* is touring Texas oil fields for his paper.

Joy Libby, Sunday editor of the *Minneapolis* (Minn.) *Tribune,* has resigned.

E. A. Brown of the *Owatonna* (Minn.) *Journal Chronicle,* who was recently stricken with paralysis, is critically ill.

Harry J. Westerman, cartoonist for the *Columbus Ohio State Journal,* has been spending several weeks in Florida.

Fred Hawthorne, tennis editor, *New York Herald Tribune,* is in Florida covering winter resort championship matches.

W. W. Dunkle of the dramatic staff of the *South Bend* (Ind.) *Tribune* and Mrs. Dunkle visited in New York this week.

Fred Seelig, 3rd, has joined the *Cleveland Times* reportorial staff.

FOLKS WORTH KNOWING

JOHN TEMPLE GRAVES, II, editor of the *Palm Beach* (Fla.) *Times,* is the son of the late John Temple Graves whose ability as a writer and orator made his name prominent for 30 years.



JOHN T. GRAVES, II.

Prior to his assumption of the editorship of the Times last year Mr. Graves had served for four years as assistant chief economist of the Federal Trade Commission in Washington. He conducted the economic work of the commission's celebrated case against the United States Steel Corporation in the so-called "Pittsburgh Basing Point" practice. In addition he was in charge of the commission's investigation of the oil industry and of an earlier one covering the leather industry of the country. During all of this period he was devoting much additional time to the writing of three political and social novels, the most recent of which, entitled "The Shaft in the Sky," was published in 1923.

Mr. Graves is a graduate of Princeton University and of the George Washington University Law School. He is a member of the bar of the District of Columbia and of the Phi Delta Phi legal fraternity. He was for one year a reporter on the staff of the *New York Journal.* During the war he served in France as a lieutenant of artillery and was subsequently attached to the Peace Commission at Paris as American representative on one of the subcommittees.

Mr. Graves' hobby is tennis and he has within the past three years held the tennis championship of Virginia and of the Middle Atlantic States. He is a member of the Chevy Chase and University clubs of Washington, D. C., the Everglades Club of Palm Beach and the Palm Beach Yacht Club.

HOLDING NEW POSTS

C. E. McCONNELL, from Associated Press, to copy desk, *St. Paul Pioneer Press.*

(*Continued on next page*)

Another Good Reason Why It's an Advantage to be a* CENTRAL PRESS *Client

THE CENTRAL PRESS ASSOCATION takes pleasure in improving its already unsurpassed service to more than 400 newspapers.

This improvement takes the form of an Advertising Service Department, under the direction of Mr. HARRY C. QUEEN. The department has some attractive propositions for increasing advertising revenue in untapped fields. Already more than 100 newspapers have responded to letters regarding the service offered by this new department. We suggest that you investigate immediately.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Editor and Manager

P. S.—We produce the World's Best Picture Page and the Best Sports Feature—the weekly full page Sports Pictorial.



SECKATARY HAWKINS CLUB PAGE

Is Being Arranged For Subscribers to the Famous

SECKATARY HAWKINS STORIES

In Addition to Their Present National

RADIO TIE-UP

Spreading the "Fair and Square" Motto for Boys and Girls

Letters from Readers

Answers to Letters

Story Contests and Prizes

Seckatary Hawkins Buttons

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager,

150 Nassau Street, New York City

(*Continued from page 27*)

Donald C. Wilcox, from staff *Newark* (N. J.) *Ledger* to *New York American.*

T. M. Pridgen, from staff, *Charlotte Observer* to *Charlotte News.*

Robert Cresswell, from editorial department, *New York Herald Tribune,* to promotion department.

Murray Tynan, from *Brooklyn Eagle,* to *New York Herald Tribune* sporting department.

Roy Ham, from news editor, *Muskogee* (Okla.) *Phoenix,* to news editor, *Okmulgee* (Okla.) *Times.*

Allan J. Finn, from *Los Angeles Herald,* to copy desk, *New York Herald Tribune.*

Vilas J. Boyle, from city desk, *LaCrosse* (Wis.) *Tribune* to copy desk, *Indianapolis Star.*

F. Lewis Vandevender, from telegraph desk, *Indianapolis Star,* to Chicago office, Universal Service.

Clifford M. Bond, from display advertising staff, *Casper* (Wyo.) *Tribune Herald,* to manager automobile department, *St. Joseph* (Mo.) *Gazette.*

Harold J. Welch, from faculty, Knox College, Galesburg, Ill., to copy desk, *New York World.*

MARRIED

ROY WALLEN, telegraph editor, *Muskogee Times-Democrat,* to Miss Mildred Lane of Muskogee, March 25.

Norwood C. Bizzell of the *New Bern* (N. C.) *Sun-Journal* staff, to Miss Margaret Edmundson of New Bern, recently.

SPECIAL EDITIONS

LONG ISLAND CITY DAILY STAR, New York, 50th anniversary edition, March 24, six sections.

San Francisco Chronicle, Progressive California edition with four tabloid rotogravure sections, March 17.

Honolulu Advertiser, 56-page Old Timer's edition, Feb. 24.

Woonsocket (R. I.) *Call* special edition on occasion of Kiwanis Club's visit to plant, March 23.

Quincy (Mass.) *Patriot Ledger,* 14-page Chamber of Commerce Trading Post edition, March 20.

Duluth News Tribune, 22-page Building Show edition, March 21.

Hibbing (Minn.) *Daily News,* Spring Opening Festival edition, March 23.

Mankato, (Minn.) *Daily Free Press,* Spring Fashion edition, March 24.

Duluth Herald, Building Show edition, March 22.

St. James (Minn.) *Plaindealer,* 20-page Spring edition, March 24.

Mankato (Minn.) *Daily Free Press,* Auto and Style Exposition edition, March 19.

Appleton (Minn.) *Press,* Spring edition, March 19.

Moorhead (Minn.) *Daily News,* Spring Fashion section, March 19.

York (Pa.) *Gazette,* 14-page Kiwanis Club Show section, March 6.

NEW PLANTS AND EQUIPMENT

SOUTHWEST Publishing Company, publishers of the *Pulaski* (Va.) *Southwest Times,* is moving from its old building on Jefferson avenue, which has been its home for almost a quarter of a century, into the building recently purchased on Second street. New Intertypes and a press have been installed.

Syracuse Herald has ordered a Model 14 linotype and a Model 22.

Dubuque (Ia.) *Telegraph-Herald* has added two linotypes.

Ashtabula (O.) *Star-Beacon,* C. A. Rowley, publisher, has installed a 24-page Duplex press. Other papers installing Duplex presses include the *Bloomington* (Ind.) *Evening World, Daytona Beach* (Fla.) *Gazette-News,* and *Titusville* (Fla.) *Star-Advocate.*

SCHOOLS

SEVEN hundred students of advertising at the University of Pennsylvania took the course on the work of the Associated Advertising Clubs and Better Business Bureaus given from March 1 to 15. Most of those who enrolled were regular students in advertising and merchandising, but post-graduates and night-school students also heard the lectures, which were given by H. J. Donnelly of the National Better Business Bureau.

Spring meeting of the Journalism Association of Ohio Schools will be held April 9, in the *Lantern* office of the Department of Journalism, Ohio State University. Miss Margaret Sullivan of Cleveland is president of the association.

Thirty-one students of the National University, Mexico City, who attended the lectures on journalism given by Professor Walter Williams of Missouri University, have received their diplomas after an examination. The lecture course was the first of its kind ever given in Mexico.

John D. Mayhew, Roanoke, Va., president of Washington and Lee University chapter of Pi Delta Epsilon, national journalistic fraternity, and Professor Roscoe B. Ellard of the Lee School of Journalism will have general charge of the first Southern Interscholastic Press association convention which will be held at Washington and Lee University April 5 and 6, President Henry Louis Smith has announced.

WITH THE SPECIALS

WILLIAMS, LAWRENCE & CRESMER COMPANY, publishers representatives, New York, this week moved to new offices at 285 Madison avenue.

Veree & Conklin, Inc., newspaper representatives, are now located in new offices at 285 Madison avenue, New York.

D. J. Randall & Co., New York, have been appointed United States representatives of the *Edmonton* (Alta.) *Bulletin* and the Eastern representatives of the *Kelso* (Wash.) *Tribune.*

ON THE MECHANICAL SIDE

D. B. DONNELLEY, mechanical superintendent of *St. Paul Dispatch-Pioneer Press,* is on a leave of absence due to the illness of Mrs. Donnelley. They are on the West coast.

ASSOCIATIONS

WINNIPEG ADVERTISING ASSOCIATION was formed last week to bring together legitimate buyers of advertising in the city for the purpose of eliminating as far as posible unprofitable forms and developing a more skillful use of advertising. George H. Saults, secretary of the Graphic Arts Association addressed the meeting on "Unprofitable Advertising."

Prof. J. R. Hilgert of the University of Illinois will speak before the WOMEN'S ADVERTISING CLUB OF ST. LOUIS, on April 5, on "How to Make Advertising for the Retailer Pay."

NEW ENGLAND NEWSPAPER ALLIANCE held its March meeting at the Copley-Plaza Hotel, Boston, March 16. President Charles H. Hastings of the *Lynn* (Mass.) *Item,* will entertain the members in that city at the June meeting.

Publishing Concern Incorporated

The Interstate Publishing Company, of Greenfield, Mass., last week was issued a charter of incorporation to do business in Massachusetts as newspaper publishers. The capital is $25,000. The incorporators are Robert Oliver, Charles S. Batchelder, Edgar J. Batchelder, Harold H. Duncan and Leslie V. Fuller, all of Greenfield, and Howard R. May of Bernardston.

Girl Wins Journalism Award

Miss Dorothy Hosking of St. Paul is the first recipient of the E. J. Stillwell $100 scholarship in journalism at the University of Minnesota. Miss Hosking is the daughter of E. R. Hosking of the *St. Paul Daily News* and former city editor of the *Dispatch.* Her grandfather, the late William F. Luxton, was founder of the *Winnipeg Free Press* and later general manager of the *St. Paul Globe.*

MERCURY BARRED IN BOSTON

News Man's Article Termed "Immoral" By Watch and Ward Group

Because it contains an "immoral article unfit to be read," the April number of the *American Mercury* has been barred from newsstands in Boston.

This action was taken on complaint of J. Frank Chase, secretary of the Watch and Ward Society, and based upon an article entitled "Hatrack," written by Herbert Asbury, staff member of the *New York Herald Tribune.* Mr. Asbury is the author of many articles which have appeared in the Mercury and other magazines, and also of a book called "Up From Methodism," from which the story of "Hatrack" is an excerpt, and which is to be published in the fall.

Falling Beams Imperil Staff

Three members of the *Ahoskie* (N. C.) *Herald* staff narrowly escaped serious injury recently when a second story porch on the Herald building collapsed during the remodeling operations. J. S. Vinson, part owner and manager, and John Hill, linotype operator, were struck by falling debris, and Roy Parker, editor, was pinned beneath timbers. All were able to continue their work.

LaBell Retires from Newspaper Work

James A. LaBell, for several months publisher of the *Vinton* (Ia.) *Eagle* and Mrs. LaBell have gone to Marshall, Ind. where they will engage in farming. Before his Vinton newspaper activity, Mr. LaBell was publisher of the *Van Horne* (Ia.) *Record* and prior to that associated with newspapers in Wisconsin.

Alabama Press Meet June 2-4

The executive committee of the Alabama Press Association at a meeting in Montgomery March 27, selected Auburn as the meeting place for the annual convention of the association and fixed June 2-4 as the dates. President J. C. McLendon of Luverne presided.

FLASHES

If slander can be peddled over th radio there's going to be an awful rus for receiving sets.—*J. R. Wolf, in Mi waukee Journal.*

Life insurance companies should re ognize banditry as one of the least ha ardous occupations.—*Florence* (Ala *Herald.*

Talk about strangers, Jugo-Slavia ow us $68,000,000, and we can't even pr nounce her name.—*Columbia Record.*

So long as Congress keeps on redu ing the income tax, we can stand a se sion well into the summer.—*Honolu Star-Bulletin.*

So long as she lights his every cigaret the honeymoon is incandescent.—*J. Wolf in Milwaukee Journal.*

So live that Gen. Smedley D. Butl might drop in at any moment.—*Columb Ohio State Journal.*

All this fuss about Mexico sugge that somebody has found a lot of new deposits down there.—*New York Hera Tribune.*

Most of us believe in trial by ju except when it comes time for us to ser on a jury.—*Columbia Record.*

Perhaps the meek shall inherit t earth, but they will never get it any oth way.—*Florence* (Ala.) *Herald.*

Sir Oliver Lodge says the unive never began and never will end. E witness testimony like that is alwa valuable.—*Dallas News.*

There are two sides to every questi that we're not especially interested in *Columbus Ohio State Journal.*

The Best Control Equipment is the Most Economical and the Best is Cline System



The Boss of the Press

Made to stand up under the most severe demands which can be made on it, by the use of better, heavier materials in its construction.

Safest, because of the extra strength built into every part of it.

Best suited to every printing need, because Cline engineers have specialized in control equipment for 25 years.

Specify Cline System —and have the best

CLINE ELECTRIC MFG. CO.

Eastern Office
Marbridge Bldg.
47 W. 34th St.
New York

Conway Building
111 W. Washington St.
CHICAGO

Western Office
First Nat'l Bank Bldg.
San Francisco
Calif.

CLINE SYSTEM

What Do Dry Mats Cost?

As all metropolitan newspapers will eventually use dry mats publishers should bear in mind that their cost must be figured **at the Autoplates**—not at the door.

There are dry mats, claimed to be fit for metropolitan plants, which cost 15c. to buy and as much again to use. In one instance the actual cost of the excess labor required to back-up, or pack, the particular dry mat in use, to say nothing of the time lost, is as much as the mat cost at the door. And at least sixty mats are required, on an average, to print a 48 page paper. The stereotyper never knows how many he will have to use.

Such a dry mat costs not less than 35c. **at the Autoplate.**

We claim the METROPOLITAN DRY MAT is the **speediest and cheapest dry mat at the Autoplate** and the only really satisfactory one for big plants.

BECAUSE—

It molds like wax—to the very bottom of type and cuts—and **holds its depth until cast from.** It molds so deep and has such iron-like stay back that it actually requires less backing-up than a wet mat. In its saving in labor and time in this one important particular it is far cheaper to use than any other dry mat.

Plates may be cast from it almost without limit and remolds are never necessary. 48 METROPOLITAN dry mats, no more, print a 48 page paper.

It will not tear or peel, does not buckle, and is a splendid printer. With it the stereotyper has no worries.

It is the speediest and cheapest dry mat at the pay station—the Autoplates—and that's where the cost of dry mats to the newspaper must be figured.

It should be enough to say that the METROPOLITAN DRY MAT has been adopted for exclusive use by those superb newspaper plants of Philadelphia—

THE EVENING BULLETIN THE INQUIRER

WOOD FLONG CORPORATION

501 Fifth Avenue, New York City

WHAT'S WHAT IN THE FEATURE FIELD

Bradley Kelly Starts New Syndicate in New York—Milt Gross' "Nize Baby" Is Twins—Bruce Barton Writes Newspaper Article for Metropolitan

BRADLEY KELLY, formerly associated with the late Frank G. Carpenter, travel writer, has established his own newspaper syndicate in New York under the name of the Imperial News Service at 236 W. 55th St.



BRADLEY KELLY

The new syndicate, Mr. Kelly informed EDITOR & PUBLISHER this week will deal mostly in semi-news features. It will also offer a weekly interview service written by Mr. Kelly.

Last summer Mr. Kelly covered the $5,000,000 deep-sea treasure hunt 90 miles off the Virginia Capes for the North American Newspaper Alliance. He has also been a free lance special feature writer for newspapers and magazines.

Milt Gross, creator of "Gross Exaggerations," published in the *New York World* and distributed nationally by the World Syndicate, and Mrs. Gross are parents of a seven-pound son, born this week. Almost on the same day, March 28, the George H. Doran Company purlished a book by Mr. Gross called "Nize Baby." It contains many of the "Gross Exaggerations" sent out to newspapers by the World Syndicate, and is illustrated by the author. Mr. and Mrs. Gross have another son, four and a half years old.

Bruce Barton, advertising man and magazine editorial writer, has contributed an article for the April-May preeminent article series offered by the Metropolitan Newspaper Service, New York. It is entitled "How Much of Success is Luck?" Other contributors to the series include Mary Roberts Rinehart, "Has Decadence Come to America?"; Arthur Stringer, "This Prevailing Unrest"; Lucian Cary, "Does Any Husband Ever Really Know His Wife?"; Will Irwin, "Is the City Cruel?"; Albert Edward Wiggam, "Are Likes or Opposites More Apt to Marry?"; Mrs. Wilson Woodrow, "There, There, Little Woman!"; Jesse Lynch Williams, "Is the New Generation Old-Fashioned?"; and Inez Haynes Irwin, "Are Women More Deceitful Than Men?"

Helen Wills has signed a contract with the United Feature Syndicate to write two articles a week on the general field of amateur sports and athletic activities of women, together with special big tennis events. The series is scheduled to begin May 15.

H. L. Gates, author of "Joanna" for Thompson Features Service, New York, has written a new series for the same syndicate entitled "Vivian."

Carl Anderson, newspaper artist, and also contributor to *Life, Saturday Evening Post, Judge* and other magazines, is now drawing a daily cartoon for the Fun Shop, daily humorous column edited by Maxon Foxhall Judell, and distributed by the George Matthew Adams Service, Inc., New York.

King Features Syndicate, Inc., New York, has prepared for newspaper use the novel "Port of Paradise," by Albert S. Eagan.

E. P. Conley of the Publishers Syndicate, Chicago, has returned to Chicago after a two weeks' business trip to the East. Mr. Conley was formerly treasurer of Associated Editors, but recently established the Publishers Syndicate.

"The Blue Beetle," mystery serial by Stella Wynne, is being offered newspapers by King Features Syndicate, Inc.

Frank J. Markey, Stephen H. Wharton and Arthur Crawford of the Chicago Tribune Newspapers Syndicate, Chicago, will attend the New York A. N. P. A. convention, April 19-24, but the Tribune will not have its usual display in the old Waldorf-Astoria bar.

Al Demaree, Publishers Syndicate, Chicago, has returned to headquarters after spending the training season with the Cincinnati Reds in Florida.

UMPIRES TO DROP SUITS

Western League Arbiters Ask Dismissal of Libel Actions Against Daily

Motion to dismiss eight cases against the Oklahoma Publishing Company, publishers of the Oklahoma City *Daily Oklahoman*, alleging acts of libel, were filed by attorneys for Gerald W. Hayes, and Edward P. Gaffney, former Western League umpires.

Each man filed four suits asking damages for an alleged attack in the columns of the paper concerning their abilities as umpires.

A trial in district court in February resulted in a hung jury.

Daily Started in Melbourne, Fla.

The *Melbourne* (Fla.) *Journal* has started publication as a daily newspaper using the Associated Press report. John S. Schumann is publisher.

ADVERTISING AGENCY AFFAIRS

Byron W. Orr Joins Hanson Agency in Orlando—D. D. Cooke Returns to Arnold Joerns Company—Frank Kiernan & Co. Move Offices —New St. Louis Agency Organized

BYRON W. ORR, for the last four years with the *Louisville* (Ky.) *Herald-Post*, has joined the staff of the Hanson Advertising Agency, Orlando, Fla., it was announced this week, Newell D. Ely, formerly with the Erwin-Wasey Agency, Chicago, is also a new member of the Hanson staff. Blaine McGrath is agency manager.

Mr. Orr is widely known among both advertising and newspaper men because of his activities with the Advertising Club of Louisville, Ky. He was at one time connected with the advertising department of the May Store, Cleveland.

Mr. McGrath and his agency is assisting the Advertising Club of Orlando in preparing for the Fourth District, A. A. C. W., convention to be held in Orlando during April.

David D. Cooke will return April 5 to the Arnold Joerns Company, Chicago agency, as vice-president in charge of the copy and idea departments. Mr. Cooke with Mr. Joerns started the agency together. In that first year it was known as Cooke & Joerns. For the last 10 years, Mr. Cooke has been associated with the George L. Dyer Company, more recently as an associate partner.

Frank Kiernan & Co., this week announced the removal of their offices to 41 Maiden Lane, New York.

Hal G. Trump has been appointed account executive of the Fred M. Randall Company, Detroit and Chicago advertising agency. Mr. Trump has been identified with the advertising agency business for more than 15 years. He has been connected with the Campbell-Ewald Company, the Green, Fulton, Cunningham Company, and treasurer and general manager of the Campbell-Trump & Co., Detroit. He recently resigned as Detroit manager of Critchfield & Co.

Theodore Rosenwald, Jr., formerly of the *New York Times*, has joined the copy staff of Albert J. Silberstein, Inc., New York advertising agency.

Emil Maurice Scholz, president of the World Wide Advertising Corporation, New York, has returned to this country from a brief visit to London and Paris.

Beginning May 1, the J. C. Menkin Company, advertising agency, 303 Fifth avenue, New York, will occupy larger quarters at 67 W. 44th street. This company has also added to its staff Milto M. Heyman, formerly with the Blackma Company, New York.

John J. Beck, formerly connected wi the Mumm-Romer Jaycox Compan agency of Columbus, O., has joined th Robbins & Pearson Company, also Columbus, as account executive.

A charter of incorporation last wee was granted Brenninger & Wolcott, In of Boston, to do an advertising busines with a capital of $25,000. Incorporato are Alfred W. Brenninger, East Peppe ell; Roger Wolcott, Sharon, and Bertr L. Aldrich, Boston.

E. Slate has joined the staff of th A. W. Ellis Company, Boston (Mass advertising agency.

Mr. and Mrs. Wallace V. Pflueger St. Louis have opened the Pflueger A vertising Company, with offices in th Medical Arts building, at San Antoni Both Mr. and Mrs. Pflueger are graduat of the University of Missouri school journalism and also have had practic experience on newspapers.

A voluntary petition in bankruptcy w filed in United States District Court, Bo ton, March 24, by the Animated Adve tising Company, of Worcester, Mass. liabilities were given at $4,972 and asse uncertain.

Prints Map of Paved Streets

The *Los Angeles* (Cal.) *Examiner* a recent issue published a down-to-da map of the city showing all of the pe manently paved streets in the central po tion of Los Angeles. Published in t classified section, and occupying a tw page spread, it was designed to fill t needs of motorists, realtors and delive companies, to whom time and mot transportation is important.

Opportunities for going into debt a forever knocking at one's door.—*Ale andria* (Ind.) *Times-Tribune.*

Florida's

FASTEST GROWING NEWSPAPER

The Miami Tribune

FRANK P. FILDES
PUBLISHER

PEJEPSCOT PAPER COMPANY

Manufacturers for Over Fifty Years of

NEWSPRINT

Combining the Three Essentials of Quality
Strength • Cleanliness • Color

Colored Newsprint a Specialty

Daily Capacity 160 TONS

PEJEPSCOT PAPER COMPANY MAINE

TRADEMARK REG. U. S. PAT. OFF.

MILLS IN THE STATE OF MAINE, U.S.A.
Sales Office: • 42 Broadway • New York, N. Y.

WILLIAM H. CRAWFORD



Now With Cosmos

THE famous correspondent is doing a weekly series giving the intimate, human side of the greatest men in the world. Twenty leading papers took this series as soon as it was announced. Order by wire if your territory is still open.

THINGS NEVER TOLD ABOUT—

Grover Cleveland, Pope Pius X, Warren G. Harding, Wilhelm II, William J. Bryan, Edward VII, Woodrow Wilson, Prince of Wales, Theodore Roosevelt, Czar Nicholas II, William McKinley, Emperor of China, Archbishop of Canterbury, Ramsay MacDonald, Bismarck, William H. Taft, King Albert of Belgium, Pancho Villa, Prince Regent of Japan, Robert F. Lansing, David Lloyd George, Newton D. Baker, Henry Cabot Lodge, President Pessoa of Brazil, etc., etc.

PAPERS NOW CARRYING CRAWFORD'S GREAT SERIES

Detroit Free Press
Indianapolis News
Omaha World Herald
Worcester Telegram Gazette
Buffalo Times
Chicago Journal
Ft. Wayne Journal Gazette
San Juan El Mundo
Dayton News
Springfield, O., News
St. Louis Globe Democrat
Birmingham News
Kansas City Star
Providence Journal
Syracuse Herald
Springfield, Ill., State Register
Pittsburgh Post
Miami News
Canton News

CRAWFORD'S WORLD-WIDE CONTACTS

William H. Crawford was for twenty-five years confidential representative of the New York Times at Washington. He made many trips abroad for his paper during the pre-war, war, and post-war periods. He has interviewed practically all the outstanding men in public life in the world.

CRAWFORD GETS THE HUMAN SIDE

Mr. Crawford writes with exceptional facility and charm and has an unusual knack of getting at the human side of those with whom he comes in contact. It is this human side, hidden facets of humor, of friendliness, of underlying character, which he reveals in this remarkable series.

CRAWFORD TO COVER GREAT EVENTS

This world-famous reporter and correspondent will cover great events and movements that are centers of interest. The paper taking the weekly series, "Things Never Told About World-Famous People," is given a prior option on everything Crawford does.

A POSTSCRIPT NOTE FROM CRAWFORD

Dear Editor:

Do you know that library reports show that more people read biography than any other non-fiction subject? Surely this fact deserves your serious consideration. I'd mightily like to have you run my series, "THINGS NEVER TOLD ABOUT WORLD-FAMOUS PEOPLE."

Fraternally yours, WILLIAM H. CRAWFORD.

Cosmos Newspaper Syndicate, Inc., 9 E. 37th St., New York City

Look Us Up During the Publishers' Convention At The Waldorf

WITH THE GENERAL ADVERTISERS

To Advertise "Hair Pin for Bobbed Heads"—Litchfield Elected President of Goodrich Tire & Rubber Company—Pabst Permitted to Make Alcohol Tonic

A new product called "Prim," and described as a hairpin for bobbed heads, has been put on the market and newspaper advertising is to be used to introduce it to the flapper public.

The manufacturer is L. F. Grammes & Sons, Inc., Allentown, Pa. The account has been obtained by the Shankweiler Advertising Agency, Inc., Allentown.

Business papers and magazines will also be used in the advertising campaign.

P. W. Litchfield, senior vice-president of the Goodyear Tire & Rubber Company, Akron, O., was elected to the presidency of that company March 29. He has been connected with the Goodyear organization for 25 years and succeeds the late George M. Stadelman.

Advertising campaigns, sponsored by the National Association of Real Estate Boards and participated in by real estate boards in various cities of the United States, are being prepared by the Campbell-Ewald Company, Detroit.

The purpose of the campaigns is "to dignify the real estate profession and to show the solid investment values in the purchase of real estate from realtors or members of the national organization."

The Moon Motor Car Company reports a net income after expenses and taxes of $1,102,828 in 1925 as compared with $559,585 in 1924.

The Van Camp Packing Company this week declared a dividend of $7.78½ on the preferred stock, payable to stockholders of record April 27.

The Ross Gould Company, St. Louis, through Harry Meyer, are using 100 newspapers in a spring campaign for "Absorene" wall paper cleaner, and H. R. H. paint cleaner for the Absorene Manufacturing Company, St. Louis.

The Greyhound Bus Lines, of Grand Rapids and Muskegon, Mich., and Chicago are using newspaper advertising space to obtain passengers and build goodwill. The account is handled by the Lafferty Advertising Service, Grand Rapids.

The Pabst Corporation, Milwaukee, this week obtained a permit from Gen. Lincoln C. Andrews, assistant secretary of the treasury in charge of prohibition enforcement, to manufacture a malt tonic containing 3.75 per cent alcohol. A similar permit was obtained by Anheuser-Busch, St. Louis, for "Malt Nutrine."

Coincident with the announcement made in Washington, the Pabst Corporation in Milwaukee announced the appointment of H. B. Thayer as sales and advertising manager of the tonic division. Mr. Thayer was formerly with the Welch Grape Juice Company, Westfield, N. Y.

D'Arcy Advertising Agency, St. Louis, handles the Anheuser-Busch account. The company announced it would not be ready to market "Malt Nutrine" until June 1.

Pabst advertising is directed by Klau-Van Piersom-Dunlap-Young, Inc., Milwaukee.

The League of Nations has about reached the stage where weapons must be left at the door before entering the hall.—*Indianapolis News.*

SOFT WORDS FROM COPS DURING TRAFFIC WEEK

San Francisco Examiner Stressed Education As Substitute for Abuse in Alleviating City's Traffic Problems

The *San Francisco Examiner* lately suggested and put through a "Traffic Week," as the result of which the city took a brand-new start on its traffic problem.

The campaign was started by the annual report of the city coroner, showing 87 automobile deaths during 10 months, with an automobile death rate of 20 per cent—not a worse condition than most other large cities can show, but a grave one none the less.

On the theory that 90 per cent of motorists want to be law-abiding, and that to that extent traffic is not strictly a criminal problem, the Examiner launched a movement for traffic education. Falling in with the suggestion, Chief of Police D. S. O'Brien fixed the time for Traffic Week.

Supplementing the regular traffic detail, bluecoat policemen were assigned to halt automobiles, not to make arrests, but to talk in a friendly way to the driver and show him, or her, wherein a driving error had been committed. Thousands of drivers during the week received a courteous talking-to about their driving, learned anew of the city ordinances and the reason for them, and departed grinning but in a more careful mood.

Three important outcomes resulted. First, Chief O'Brien announced the regular employment of bluecoats on traffic violations in the future; every man on the force now has a citation book and is on the watch for erring motorists. Second, the California Automobile Association, with the Examiner, by consent of the Chief named 150 of its members, all citizens and all good drivers, as a Vigilance Committee to turn in complaints and license-numbers to the police departme and appear in court and testify wh necessary. And third, the Association its own expense undertook to make thorough traffic survey of San Francis expert engineers employed by the As ciation being in charge. Important leg lation will undoubtedly be the outcor

The essential point of the Examine campaign, that of education instead rough-shod police methods, was well ceived and hailed as a new departure. ready the accident list has shown a crease.

EDITOR & PUBLISHER CALENDAR

April 5—Insurance Advertising Men of the Pacific Coast, first meeting, under auspices of Insurance Advertising Conference, Los Angeles.
April 7-13—First Pan-American Congress of Journalists, Washington, D. C.
April 7-9—Direct Mail Advertising Assn., annual convention, Los Angeles, Cal.
April 8—Cornerstone-laying, National Press Club Bldg., Washington, D. C.
April 9—Mid-Tennessee Press Assn., annual meeting, Nashville, Tenn.
April 9-10—Panhandle Press Assn., annual convention, Amarillo, Tex.
April 10—Central New York Press Assn., annual convention, Syracuse, N. Y.
April 12—Fourth District, A. A. C. W., annual convention, Orlando, Fla.
April 13-14—New York Circulation Managers' Assn., annual convention, Elmira, N. Y.
April 14—Pacific Northwest Circulation Managers' Assn., annual convention, Longview, Wash.

THE NEWFOUNDLAND POWER AND PAPER CO., Ltd.

MANUFACTURERS OF

Clean White Newsprint

PARTICULARLY ADAPTED TO THE NEED OF THOSE PUBLISHERS
WHO TAKE PRIDE IN A WELL PRINTED NEWSPAPER

DAILY CAPACITY *400 TONS*

CORNER BROOK · NEWSPRINT · DEPENDABLE

THE BOWATER PAPER CO., Inc.

342 Madison Avenue, New York

SOLE DISTRIBUTORS FOR THE U. S. A.

ST. PETERSBURG ENTERPRISES, INC.
OPERATING
PLAZA THEATRE — PHEIL THEATRE
REX THEATRE

OFFICE
8 GANDY BUILDING
P. O. BOX BIN 8

Monday, March eighth ST. PETERSBURG, FLA.
1 9 2 6

An Open Letter to the

ST. PETERSBURG TIMES and St. Petersburg DAILY NEWS

Relative to the withdrawal of advertising for theatres operated by this enterprise from the columns of the EVENING INDEPENDENT, permit me to make known the reasons for this action.

The decision prompting the action is based on the inalienable right that we, as an enterprise, are entitled to advertise when, how and where we deem necessary and profitable.

Our annual expenditures for local newspaper advertising affecting our local theatres, amounts to many thousands of dollars.

The action of withdrawing from the EVENING INDEPENDENT was prompted wholly by sound, economic judgment, as set forth below :

The ST. PETERSBURG TIMES is nationally recognized as one of the leading morning publications, reaching the morning readers of theatrical advertising in a most thoro and satisfactory manner, both from an advertising and reader-interest standpoint.

The St. Petersburg DAILY NEWS, an afternoon and evening publication whose phenominal circulation growth has amazed the newspaper world, reaches the readers of theatrical advertising and publicity - both in the home and on the street - so thoroughly and completely that a complete "coverage" is assured, making it unnecessary and unprofitable to advertise in another afternoon and evening paper in this City.

A careful investigation of circulation figures will sustain the fact that complete coverage, the aim of every advertiser, is consumated.

Very truly yours,
Vernon Gray.
VERNON GRAY.

Daily News
ST. PETERSBURG PICTURE PAPER

FRANK F. PULVER
Owner and Publisher

Major ALFRED BIRDSALL
Assistant Publisher and Editor

ARTEMAS WARD WILLED MILLIONS TO HARVARD

Appraisal of Advertising Man's Estate Shows $4,000,000 Gift to School—Many Employes Remembered

Artemas Ward, owner of the advertising business of Artemas Ward, Inc., left $4,000,000 to Harvard College, according to an appraisal of his estate filed in New York this week.

The report filed disclosed that through the action of Artemas Ward, Jr., son of the decedent, in renouncing his rights under Section 17 of the Decedent's Estate law, the bequest to Harvard was twice the amount it would have been had the son insisted on his rights under this law, which provides that a testator leaving a child may not give to charity more than half of his estate. The will gave to Artemas Ward, Jr., personal effects valued at $14,226 and $1,000,000 in trust. Upon his death the income goes to his wife, and the principal to their children.

In failing to include in the report the entire estate Deputy Commissioner Loughman followed a precedent set in the case of the estate of James Gordon Bennett, who left his residuary estate to found a home for newspaper men. The bequests taxed yesterday were valued at nearly $1,300,000, including the gift to the son.

The will left cash bequests of $78,100 to employes of Artemas Ward, Inc., sixty-two of whom got $850 each. Louis Cohn, W. B. Nesbitt, Esther Sloane, F. W. Doolittle, M. J. Cohn, Sigmund Klee and George B. Wells received $2,000 each; J. W. Callaghan, C. M. Collins and Arthur Cohn got $1,500 each, while $1,000 each went to twenty-one persons. A gift of $10,000 was left to Charles Martyn in recognition of "long and faithful service in publishing work," and $5,000 in cash and $60 a week for life were left to Mrs. Jesse M. Burgoyne "for faithful services which almost cost her eyesight in her early years with me."

FOUNDER OF PUCK DIES

B. B. Vallentine, 82, Was One Time Dramatic Critic of N. Y. Herald

Benjamin Benton Vallentine, 82, former newspaper man, who achieved fame as one of the founders of *Puck* and who for seven years was editor of that magazine, died in New York March 31.

He was born in England, was educated at King Edward VI's School at Birmingham and studied for the bar in England and at New York University after his arrival in 1871, but instead he went into journalism. He was a member of the editorial staff and dramatic critic of the *New York Herald* from 1891 to 1899, on the staff of the *New York American* from 1902 to 1903. He compiled dramatic biographies for the Universal Encyclo pedia and wrote and translated several plays, among them being "In Paradise," "Fritz in New York," "A Parisian Mystery" and "The King of the World," Zola's drama "Renee" and Daudet's "Sappho."

Mr. Vallentine was a life member of the Society of Dramatists and Composers and one of the oldest members of the Lotos Club. He was unmarried.

GEORGE A. PERRY

Business Manager, Galesburg (Ill.) Republican-Register Dies at 58

George Abner Perry, 58, since December, 1902, business manager of the *Galesburg* (Ill.) *Republican-Register,* died at his home March 28, of heart disease.

He was born in Payson, Ill., July 20, 1868. His father was at one time owner of the *Adams County News.* After being graduated from Knox College in 1891, Mr. Perry entered newspaper work on the *Galesburg Daily Mail.* Four years later he purchased an interest in the job printing department of the paper. In 1902 he was elected to the board of directors of the Republican-Register and named business manager, a position he held continuously since that time.

SNOWDEN H. SUMMERS

Former Managing Editor, New York Telegram, Dead at 51

Snowden H. Summers, 51, formerly managing editor of the *New York Telegram* and night manager of the New York City News Association, died March 29 at his New York home of heart disease.

Mr. Summers left the City News Association to become managing editor of the *New York Bulletin* launched by Frederick W. Enwright in 1924. After that newspaper discontinued publication he joined a moving picture distributing agency. He is survived by his wife who was a fellow employe in the City News office when they were married 26 years ago.

P. L. Sherrill of Dallas News Dies

Plummer L. Sherrill, 43, for 14 years Northeast Texas district agency manager for the *Dallas News* and also manager of the Sherrill Poster Advertising Company, which he organized five years ago, died at his Greenville home March 25. Born in Alabama, Mr. Sherrill entered upon a newspaper career early in manhood, becoming circulation manager for the *Chattanooga Times.* After seven years with that paper he resigned to become district representative of the *Fort Worth Record,* with headquarters at Greenville. Two years later he joined A. H. Belo & Co., Dallas News publishers.

Widow Directing Newark Post

The *Newark* (Del.) *Post,* which was owned and edited by the late Everett C. Johnson, who died about two months ago, is to be continued by his estate, under the direction of Mrs. Johnson.

Obituary

CORNELIUS DEVER, at one time police reporter for the New York City News Association, died in Brooklyn, March 28. He retired from newspaper work 20 years ago because of tuberculosis and became librarian at the Loomis Sanitarium, Liberty, N. Y.

DONALD A. TUCK, 52, advertising and circulation manager of the *Ottawa* (Ont.) *Journal,* died March 24 after a long illness. He was born in England and had newspaper experience in South Africa, Australia and New Zealand. He lived for some time in Toronto where he was editor of *Economic Advertising.*

J. FRANK DEAN, 58, former publisher of the *Owatonna* (Minn.) *Journal* and afterward founder of the Northwestern Advertising agency, St. Paul, died at Lake Elmo, March 20.

CHARLES A. W. SPENCER, 75, president of the Chronicle Publishing Company and the Riverdale Press, Inc. of Boston and Brookline, died recently at his home in Brookline after a long illness. In 1851 he entered into partnership with Alexander Arthur and they purchased the *Brookline* (Mass.) *Chronicle* and the *Riverdale Press.*

GEORGE J. GRESIMAN, a compositor on the *Springfield* (O.) *Sun,* died a few days ago. He, with other union labor men, organized the Sun Publishing Company in 1894.

REV. CARL ALEXIS REGNELL, formerly of Minneapolis, Minn., died recently in Seattle. He was for eight years editor in chief of the *Svenska Amerikanska Posten* published at Minneapolis.

F. R. HUTH, 58, for 22 years printer and editor of the *Grantsburg* (Wis.) *Journal and Sentinel,* died recently.

ANDREW B. LACEY, 56, who at one time conducted newspapers at Flushing and Cadiz, O., died March 24, in Washington, D. C.

FRANK KARCH, JR., 36, for 18 years a bookkeeper for the *Columbus Ohio State Journal,* died a few days ago of appendicitis.

MASON A. GREEN, 73, old time Boston newspaperman, died March 22 at the Homeopathic Hospital, Boston, after an illness of several weeks. He was at one time editor of the *New Nation,* Boston, and later editor of the *Rutland* (Vt.) *Herald.*

CHARLES H. FULLERTON, 72, founder of the *Storm Lake* (Ia.) *Sentinel* in the late '70's and a member of the editorial staff of the *Sioux City* (Ia.) *Journal* for several years, died March 19, in a Chicago hospital.

HENRY NAEGLE, 60, for many years dramatic critic of the old *New York Recorder,* died in a New York sanitarium, March 30. In recent years he had acted as publicity agent for many Broadway shows.

JAMES J. MCGARTY, for 22 years telegrapher of the *Boston American* and the International News Service, died in Linden, N. J., last week. He became associated with the American at its foundation in 1904.

STEPHEN QUINON, who died in 82nd year at the San Antonio home his daughter, Mrs. J. B. Eddleman, w connected in editorial capacities w Pittsburgh papers for more than a qu ter of a century, first with the *Chronic Telegraph,* then with the *Times.* Quir retired about 1908.

FREDERICK A. RUSSELL, formerly sistant professor of journalism and a ing head of this department at University of Washington, died Ma 21.

ALEXANDER A. CLARK, 81, for m years on the editorial staff of the *Pittsburgh Leader,* died at his ho there March 28.

H. E. SHEIBLEY, 64, editor and p lisher of the *New Bloomfield* (P *Advocate,* died at his home March In 1900 on the death of his father became editor of the Advocate.

DWIGHT WILCOX, 60, former w known newspaperman of Springfield, died March 24 in Enid, Okla. He reporter for the old *Springfield Moni Illinois State Register* and *Illinois St Journal* and during the World's fair Chicago was an Associated Press st man.

ALFRED S. WOODRUFF, 71, whose fat founded the Lincoln Paper Mills Co pany at Merriton, Ont., and who engaged in operation of that corporat until its sale to a new syndicate, d recently after a long illness.

MRS. ADOLPH DUEVEL, 72, wife Adolph Duevel, editor of the *Min apolis* (Minn.) *Freie Presse-Her* German newspaper, died last week Minneapolis.

MRS. MARY F. EASTMAN, 80, wid of Charles F. Eastman and daughter Franklin L. Goodrich, part owner the *Minnesota Pioneer and Democ* forerunner of the *St. Paul Pioneer Pr* died in St. Paul, March 21.

MRS. ASHTON STEVENS, wife of dramatic critic of the *Chicago Herald Examiner,* died last week. She wa sister of Gertrude Atherton, the nove

Our Customers Write Our Ads

Hartford, Conn.

CATHOLIC TRANSCRIPT

Says—

"The DUPLEX TUBULAR has worked out to our *complete satisfaction.*"

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

A SINGLE
ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their respective fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page .....$280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page ..... 82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

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1700 Times Building
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Figure and Find Out!

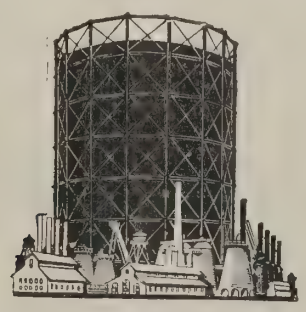
It's a mistake to think of gas only from the point of first cost. Look deeper.

Sharpen your pencil. Figure out what it is costing you *not* to use gas. Thousands of manufacturers have convinced themselves and have changed to gas.

Better product and increased production are two of many advantages in using gas.

Why not send today for our new book, "Gas—The Ideal Factory Fuel"? It may open your eyes to unthought-of economies.

American Gas Association
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Four Advantages of Gas

Dependable— any time, any place, any quantity.

Controllable— exact temperatures, automatically controlled.

Economical— lowest final cost per unit of production.

Clean— comfortable factory working conditions.

YOU CAN DO IT BETTER WITH ·· GAS ··

HELPING RETAILERS GET MORE VALUE FROM NEWSPAPER SPACE

Superlative Copy Is Store Owner's Greatest Problem—Dailies Can Aid by Furnishing Newest Selling and Copy Ideas

By PHILIP FRANCIS NOWLAN

"HOW can I make my advertising pay better?"

That's the question the average retail merchant is asking today. The newspaper that comes closest to giving him the answer will come closest to winning his confidence and friendship.

It would be delightfully simple if all you had to do was overwhelm him with argument and evidence simply that more advertising means bigger sales volume. But the retail merchant is not that simple.

He knows too well that the foundation of his success is the *value* he gives his patrons. He knows that his prices are a vital factor (whether his policy is to emphasize them or not in his advertising) in holding the trade that advertising and other attractions bring into his store.

He dares not allow his advertising expense to eat up what in the last analysis is the only thing he has to advertise—his values.

He knows quite well that increased volume is a factor in lowering general expense percentages, though a suprisingly large number of us seem to feel that Providence has ordained us especially to explain to him that this is so. As a matter of fact, he knows what most of us who are so busy explaining to him do not know—the rate at which increasing volume lowers his costs.

Do you want to have some fun with yourself?

Sit down some time and figure out this principle of volume as it applies to the problem of how much increase in business is necessary to balance off a given discount or price reduction.

You'll be surprised.

Most of us have magnified our vague and figureless mental pictures of this principle out of all proportion. But the merchant has to deal with the figures as well as the principle. Otherwise he may have to deal with a bankruptcy court.

No. You can't tell the retailer that all he needs is more business, and that it's a small matter if his advertising percentage jumps in getting it. At least, you can't get away with it.

There are a lot of things that a newspaper can do to make its advertising space more valuable to the retail merchant.

Paradoxically, one thing that a number of newspapers could do would be to cut down their space radically and increase their rates enough to balance the lost customers. It would make the remaining space far more effective. A number of retail merchants in one big city, have made this suggestion to a paper which runs about 48 pages daily. They have expressed themselves as quite willing to pay double the present rate if the paper will cut its advertising space in half. They think they'd get more for their money. The volume of advertising in this paper today is so big that even a full page announcement has relatively little attention value. The paper is so big that the average reader has a tendency to "skip" through it, and two-page space, or larger, robs the advertiser of contact with news columns. It may well be, however, that the paper in question is right, from the viewpoint of its own policy, in refusing to make such a change. It has a tremendous circulation and is not a "class" paper.

Another thing that a paper may do is establish a real, honest-to-goodness store-service and research department. This means quite an outlay of money. The outlay, depending upon precise conditions faced by the individual paper, may be warranted if the job is done well. If it isn't, it had better not be undertaken at all.

Such a department is not to be confused with the kind that surveys markets and draws up prospectuses for national advertisers and advertising agencies. It is quite a different proposition. Its effective operation involves a very careful professional study of retail business in general, and of the problems of specific stores in particular. Necessarily its headway will be slow. Likewise sure. It must generate good will as it goes, for it must delve rather intimately into store-management problems that affect advertising, problems that contain a great deal of the personal element and must be handled with diplomacy and tact.

The retailer's advertising problem today is very largely the problem of copy, which in turn involves certain merchandising problems as well as the selling policy of the store.

The store's copy may be superlative, and yet miss fire because it does not appeal to its particular clientele. A big Philadelphia department store that has always emphasized price heavily one time attempted to swing over to the kind of copy used by another Philadelphia store that appealed to a wealthier patronage with a highly editorialized type of copy. The loss of business through a six-month try-out caused a near panic and a violent reversion to original style. Store Number Two would suffer as heavily if it tried Number One's style of copy.

The store's copy may be superlative and miss fire because it is centered on the wrong merchandise, or because the merchandise on which it is centered is wrong.

Too often, however, the store's copy isn't superlative at all. It's the latter two reasons that are responsible for most of the lost efficiency in store advertising.

It would be a bit difficult for a newspaper to help a store in properly fitting together its merchandising and selling policies and problems with its advertising, unless it were prepared to establish a store-service and research department. But it can be of a great deal of help in toning up copy, as such, and in suggesting advertising ideas that have proved of benefit to other stores; suggesting them informally and inexpensively.

You can't tell a merchant what his results will be in dollars and cents if he does a given thing with his advertising. But you can tell him with some degree of definiteness what results other merchants have gotten. And he'll thank you for this kind of information.

Tell him, for instance, how the plan of the Pettis Dry Goods Company in Indianapolis of auctioning off its advertising space to department heads worked out.

Tell him how Irwin Spear, advertising manager of the Paine Furniture Company in Boston, "personalized" furniture in his copy and made "stories" of their descriptions, and with what results.

Tell him how the crowds flocked to the W. & M. Gross clothing store in Troy, N. Y., when it broke its no-sale policy following a fire, and just what copy turned the trick.

Tell him about the "Thunderbolt" sales of the Shepard stores of Boston.

Tell him how Famous-Barr and Scruggs-Vandervoort-Barney in St. Louis beat price advances last spring, forestalling increases with early openings at modest prices.

Give him a copy of the M. Rich & Bros. department store's announcement of its adjustment policy.

Tell him how the Hecht Company, in Washington, D. C., used newspaper space to advertise a descriptive booklet of its January furniture sale.

Tell him why Brill Brothers, in New York, never stage sales, and how they explain this policy to the public in their newspaper space.

Do Saturday afternoon advertisements pay? Lewis Kaufman, of the Kaufman Stores in Richmond, Va., has had some interesting experience with them.

Tell him about the agreement and rules governing copy, now in force among Boston publishers and advertisers, the result of the Boston Trade Board's efforts.

Tell him what John B. Guernsey, controller of the Emporium, in San Francisco, predicts about retail advertising in 1930. Among other things he says:

"I believe newspaper advertising will have become recognized by then as the one profitable advertising medium for retailers, and the newspapers themselves will be censoring all advertisements to exclude comparative prices and misstatements."

Tell him how the Butler Music Company in Kansas City addressed newspaper advertisements to various prominent residents, and what the results were.

Tell him how Jack Spines, Wichita clothier, found it more profitable to spend money for advertising than for rent.

Give him, as a matter of courtesy, every scrap of information regarding the experience of other retail merchants in the effectiveness of various kinds of copy and in costs. Don't be afraid to give him something once in a while that isn't quite as favorable to newspaper advertising as you'd like it to be.

Newspapers offer the most effective and most economical advertising medium for the retail store. An occasional exception, frankly stated, will strengthen rather than hurt the cause of the newspaper man.

Giving the merchant information and data like this, whether in casual conversation or bulletin form, keeps him thinking about what you want him to think about—the effectiveness of newspaper a vertising as a general proposition and t fact that you are ready to go out of yo way a bit to help him.

It's a pleasant variation to the hamme and-tongs argument about "the large circulation of radio fans who also ha red hair in any city of more or less th 25,000 population between Chicago a somewhere else," or the squabble as whether more bankers or more washlad read your newspaper or the competi paper.

Business men love gossips as much women do. It's a different kind of g sip, business gossip, that they love.

And if you can feed retail merchan with the kind of gossip they like, that h a real information value to them, a that boosts their interest in what y have to sell and their opinion of yo genuine interest in helping them—w there certainly isn't any harm done, there?

The amount of mule-power annua wasted in this country in sloganeeri campaigneering, and grim, desper efforts to sell something to prospects w are more figments of the imagination th real people, would run Niagara up for 18 months.

U. P. New England Clients Meet

Plans for strengthening the New E land service of the United Press w discussed at a meeting of the U. P. clie and representatives of that organizat at Boston March 28. Robert J. Ben news manager, and Hugh Baillie, s manager, entertained the editors luncheon at the Copley Plaza.

SCHOOL
IN CHURCH
ADVERTISING

ASSOCIATED ADVERTISING CLUBS OF THE WORLD — TRUTH

—Don't fail to attend—

Eminent men will discuss church advertising methods at the departmental sessions of the Associated Advertising Clubs convention in Philadelphia, June 19-24, 1926.

One advertising expert will demonstrate and explain actual samples of church advertising copy.

Time has been set aside, also, for an open forum when there will be opportunity for questions and answers.

Make your reservations early!

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS
383 Madison Avenue
New York, N. Y.

From Coast to Coast and from Border to Border

56 Halvorsen Newspaper Stuffing Machines

. . . have been placed!

After 6 machines had been manufactured, tested and perfected, the first production unit of 50 was built to standardized specifications. These machines have all been placed—and were by purpose widely distributed, to test varying conditions. The results prove the Halvorsen Newspaper Stuffing Machine to be not only of indispensable necessity to the unhampered growth and success of the metropolitan Sunday newspaper—but an investment of sure economies and profits for the newspaper of medium circulation.

As compared with hand-stuffing the sections of a Sunday newspaper, the machine has in every case shown such advantages as these:

A saving of one-half the cost of stuffing for the year 1925 as compared with the previous hand-stuffing costs on the Saint Paul Daily News.

On the Chicago Tribune, one-fifth the cost of the machines was shown to be saved in six months.

These savings show in the payroll. Even greater advantages for the user are found in the following results:

Speeding the edition, and allowing the delivery to dealers and distributors of completely assembled papers.

Expediting distribution and sales through the delivery of complete papers in good condition.

Eliminating shortage and complaints of missing sections. The machine will deliver only complete papers.

Saving the cost of printing a surplus in anticipation of claims of such shortage.

Machines are of unit construction, consisting of an Opening Head and the necessary number of Insert Heads. The Opening Head handles the outside section, which may be 8 or more pages up to a maximum of 64 pages of Black-and-White, Pink or other standard newsprint. Each Insert Head accommodates a section of from 4 to 64 pages, be it Gravure, Tabloid or Standard Newsprint.

A guaranteed speed of 5000 completely stuffed papers per hour, which means, for example, that a five-head machine turns out in one hour the equivalent of twenty thousand hand stuffings. All users are obtaining greater speed than the guarantee, most of them averaging 6000 per hour.

• • • •

Publishers, Investigate!

Machines now building will be made available to publishers of Sunday editions whom it has been impossible to serve earlier because of manufacturing limitations imposed by the policy of proceeding conservatively until the machines had been proved to meet the tests of time and the varying conditions that exist in different plants.

An Inquiry Form is attached, with indications of the information necessary to furnish, in order that a recommendation can be made to take care of the stuffing problem for your newspaper. An inquiry carries no obligation, but it will open up the way of informing yourself about one of the important phases of your business. You will find out how the eminently successful newspapers now using Halvorsen Newspaper Stuffing Machines have effected substantial economies while freeing themselves from a vexatious interference with their growth and development. Investigate—and you will want to invest.

The following Eminently Successful Newspapers have adopted the Halvorsen Machine method of "stuffing" their Sunday editions

• •

Chicago Tribune
New York Times
New York Herald-Tribune
New York World
Milwaukee Journal
Memphis Commercial Appeal
Birmingham News
Saint Paul Daily News
Saint Paul Dispatch
Seattle Times
San Francisco Chronicle
Los Angeles Times
Sydney [Australia] Sun

• •

A thorough investigation was made by each Newspaper before investing

•

Fourteen Newspapers have purchased 56 Machines—now in operation or in process of installation

Nonpareil Machine Company

36 South Throop Street Chicago, Illinois

INFORMATION FORM

NONPAREIL MACHINE COMPANY
36 South Throop Street, Chicago

A. Total Edition_____ minimum to ____ maximum copies per issue_____

B. Time of delivery of the various sections from the Mailing Room_____

C. Send two or three copies of Sunday edition completely assembled, showing order in which the sections should be arranged. The equipment must be schemed for the multi-section Sunday edition—which equipment will also accomodate a daily edition of several sections.

D. Send blue print or accurate pencilled layout showing plans and dimensions of mailing room or other available floor space.

DESCRIPTION OF SECTION State if Black-and-White, "Pink," Gravure, Tabloid, or other kind	MINIMUM TO MAXIMUM NUMBER OF PAGES PER SECTION	DAY OF WEEK WHEN SECTION IS PRINTED	STARTING TIME OF PRESS FOR PRINTING THE SECTION	TOTAL HOURS PRESS TIME FOR PRINTING THE SECTION
1. Outside				
2. Insert				
3. Insert				
4. Insert				
5. Insert				
6. Insert				
7. Insert				
8. Insert				
9. Insert				
10. Insert				

PAPER COSTS LIMIT AUSTRALIAN DAILIES

But New Canadian Trade Agreement Expected to Relieve Situation, Melbourne Herald Editor Declares

Keith Murdock, editor-in-chief of the *Melbourne Herald,* one of Australia's large dailies, passed through Vancouver recently on his way to London. He intends to visit several points in eastern Canadian and the United States before crossing the Atlantic.

The high cost of newsprint is one of the biggest problems facing the Australian newspapers, according to Murdock, and this has had the tendency of curtailing the size of editions, resulting in news condensation and the use of smaller type than would otherwise be justified. He thinks that the recently concluded trade agreement with Canada will result in a larger proportion of newsprint orders being placed with Canadian mills rather than with United States concerns, which in the past have sold large quantities of paper to the commonwealth.

While on this continent Murdock will study Canadian and American methods of newspaper production.

"The conservative newspapers of Australia and New Zealand continue to carry advertisements on their front pages and resemble English journals more than American," he said. "But the trend is more and more towards Western methods of display and some of the more progressive papers in the larger Australian centers bear striking similarity to the papers of the United States and Canada so far as general style and appearance are concerned.

"The Australian newspaper reader, however, is accustomed to news segregated and departmentalized and it will be a long time before he will stand for anything else. He expects to find his cable news on a particular page, his suburban news in another, and so on. As a general rule, he is prepared to read his paper in more leisurely fashion and is not content with scanning headlines. That perhaps accounts for the much lesser development of the headline in Australia than you have in this country. Taken all in all, the Australian papers seem to satisfy their readers very well, but we are always looking for new ideas and I believe that North American papers can offer us some valuable inspiration."

Keith Murdock has had a meteoric career. Before the war he was a reporter on the *Melbourne Age.* By a coincidence more than by anything else he was sent with the Australian troops to report the attack on Gallipoli, an exploit which provided one of the most spectacular features of the war. He was the only accredited war correspondent with the troops which actually landed.

Subsequently he became well known throughout the British Empire because of a controversy with Sir Ian Hamilton, British leader at Gallipoli, concerning the strategy used in the Gallipoli campaign.

REUTERS' SUBSIDY CUT

Committee Reduces Annual Canadian Payment for Publicity Matter

When the Canadian House of Commons in committee of supply reached the item calling for the payment of $32,000 to Reuters for circulation of Canadian news in Great Britain, exception was taken by several members to this subsidy and finally the amount was reduced by half.

Under the contract entered into between the Government of Canada and Reuters, it was agreed that 10,000 words of Canadian news designed to promote the interests of Canada should be transmitted by cable monthly. This was to be in addition to Reuters' regular news service.

Reuters also engaged to disseminate throughout the United Kingdom, the British dominions and elsewhere mail news calculated to create interest in Canadian affairs. Records supplied to the Canadian Government show that this object is being largely attained. The contract was entered into in August, 1923, and will expire this August.

A grant of $32,000 was asked by the government so that it might be in a position to renew the contract. It was held by the Minister of Finance that it was cheap advertising and, in view of the fact that representations had been made by various transportation and financial interests that Canada was not doing enough advertising, it is expected that there will be a renewal.

WORKING HOURS LIMITED

Australian Day Men Work 46 Hours Per Week, Night Men 40

The query circulated among various United States papers regarding the hours worked by reporters and the answers which embraced "nine hours" and "no hours specified" would surprise Australians, a correspondent declares.

The Australian Journalists Association, quite a powerful body, has obtained a very definite and fixed arbitration court award regarding hours which are limited to 46 a week to be worked in five and a half days, with a maximum day of eight hours. Night workers do only five nights a week with a maximum of 40 hours weekly.

CANADA IS STUDYING TAX ON PERIODICALS

Montreal Publicity Association Latest Group to Probe Question—New Tariff Board Expected to Act On Issue

The Montreal Publicity Association has appointed a comittee to make a special study of the conditions under which foreign periodicals are allowed entry into Canada free of duty and the effect of these periodicals on Canadian national and economic life. Two speakers have already addressed luncheons of the association on the subject, Fred Paul, editor of *Toronto Saturday Night,* and W. F. Harrison, secretary of the Canadian National Newspapers and Periodicals Association, both of whom gave arguments against admitting United States periodicals free of duty.

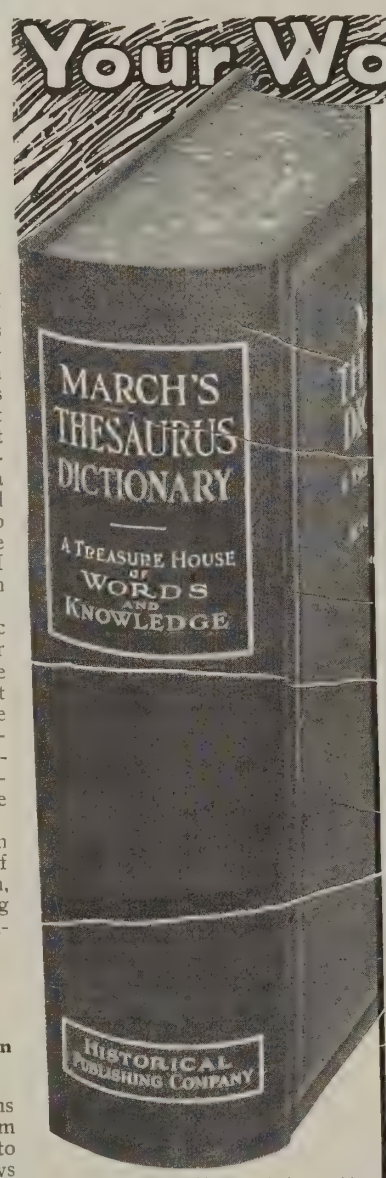
The question is arousing much controversy in Canada. Recently Dr. Locke, public librarian of Toronto, stated that he would be strongly opposed to any action by Canada which might tend to keep out the better class American magazines, as he considered these of great educational value and maintained that there should b no tax on educational literature. Th view seems to have a good many su porters.

On the other hand the argument th Canada taxes advertising matter when enters the country in the form of catalo or booklets but permits the advertisi in magazines to enter duty free carri weight in some quarters. Further, Can dian publishers of magazines point to t fact that they must pay duty on pape ink,, engravings, etc., when imported fro the United States, while United Stat publishers can send these articles in Canada duty free in the shape of print magazines. They claim this is unjust.

Almost annually representations a made to the Government that somethi should be done to relieve Canadian pu lishers and a deputation of publishers h just been at Ottawa again in an effort obtain some action. As Canada has ju appointed a Tariff Board, it is probab that this one of the problems that will referred to it for study and advice.

New Canadian Daily

A new daily paper recently started pu lication in Trail, B. C. under the name the *Bulletin.* Elmer D. Hall is publish



No other book like this, in all the world

"How Dr. Johnson Would Marvel" is the title of an interesting booklet which tells how dictionary making has been perfected. Tells what Lord Chesterfield thought of Dr. Samuel Johnson's great Dictionary of the English Language. Tells about the first Thesaurus—what it was, what it did. Shows how the Thesaurus Dictionary is different.

FREE on request without putting you under any obligation or expense. Merely mention this publication.

How many words do you know associated with the various shades of meaning of the word "Flat" and opposed to those meanings? This booklet shows how many such words you can quickly find in this wonder book, March's Thesaurus Dictionary.

Your Words—do they always *say* what you *mean*?

The words you use—they must carry your message, convince your readers, you fail.

They are teeming with power to make you a masterful success—or to stam you, in spite of your education, as a person of loose-thinking habits.

You have realized this. Yet how often have you found yourself unable to wri or say just what you wished—to use words accurately, forcibly, exactly—witho seeming stilted.

How often you halt and stumble, perhaps at critical moments, groping vainl wondering "What is the right word to use here."

You can make words fit like glove

Why falter, why become verbose or stilted; when you can have all the language at your comman Your problem has been solved for you by the foremost philologist of the past hundred years, Pr Francis Andrew March, the man sought by practically every leading dictionary maker in America a England as consulting editor, the court of last resort.

MARCH'S THESAURUS DICTIONARY

makes you master of the whole living language

The illimitable wealth of words from which the ablest speakers and writers draw, is yours throu this master-volume—the result of eighteen years' work of Prof. March. No man of the past hund years was so well fitted to write with authority the definitions of words of the English language and differentiate between shades of meaning. None other had so stupendous a vocabulary. No other b known has been granted a patent on its contents in the United States and abroad; none other duplicated that remarkable reference group arrangement by which any desired word to express idea or shade of meaning can be quickly found even by a school child.

Dictionaries merely define the words you know. The previous attempts at Thesaurus making mer indexed the words, left out definitions and required you to use a dictionary also. Even this index system was not altogether alphabetic, therefore finding words was troublesome. March's Thesau Dictionary both finds the word and defines it, is the first and only Thesaurus Dictionary defining words clearly so that exact shades of meaning are apparent to all, and so arranged by reference gro that you can instantly find any desired word, its synonyms or associated words, and its antonyms opposites.

Hailed as "the chiefest tool of the writing man," it has been so greatly appreciated by busin men and parents of children as well as by authors, editors, ministers, lawyers, etc., that three la editions have been exhausted and even used copies have commanded a premium over publication price

The New Amplified Edition, Recently Off Pre

is the first edition published at a low popular price—a mere fraction of the cost of the three preced editions. It contains all that made March's Thesaurus Dictionary "a reference book of internatio fame" (World's Work), plus all the newer words, all the important words from arts and scien complete text books on English grammar, composition, evolution of the language, word-building, e and historic, geographic and Biblical material nowhere else found in any one volume. Famous cha ters of literature and their dominating traits, pseudonyms, etc.

INSPECT IT AT OUR RISK. So sure are we that this book will appeal to you because of wonderful material found on its 1462 pages that we want you to judge it for yourself. A handy volu measuring 7¼ inches x 10¼ inches x 2¾ inches thick, durably bound in handsome buckram, with stamped title and marbled edges, not heavy because of the use of special thin, opaque paper. SE THE COUPON, get the book. Notice how it makes increasing your knowledge and enlarging y vocabulary as interesting as a game; how it answers the thousand questions which arise daily.

---------- "SEND ON APPROVAL" COUPON ----------

HISTORICAL PUBLISHING CO., Dept. EP-4
1334 Cherry St., Philadelphia, Pa.

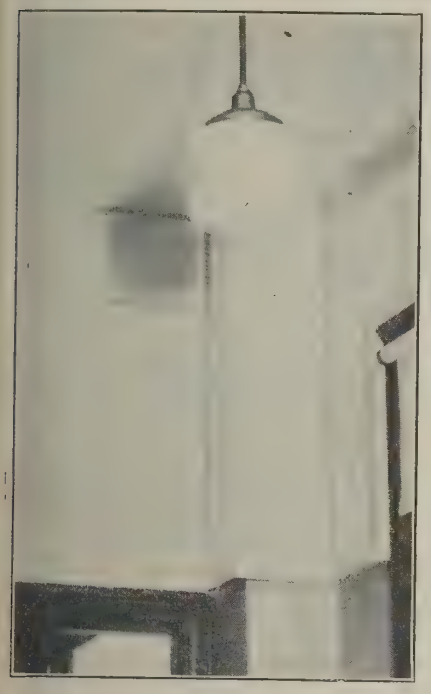
I enclose $3.00, for which send me a copy of the new Amplified Edition of March's Thesa Dictionary. If I keep the book, I will pay you $2.00 per month for three months. If for any re I do not wish to keep the book, I will return it to you in good condition within 10 days, and you to refund my $3.00.

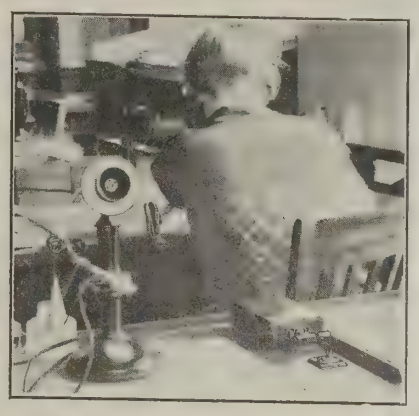
Name .....

Address ..... City .....

TELEPHONE INNOVATIONS IN PORTLAND JOURNAL'S NEW CLASSIFIED QUARTERS

THE classified advertising department of the *Portland Oregon Journal* has recently moved into larger quarters occupying about half of the third floor in the Journal tower. The equipment provided for the telephone soliciting section is of more than passing interest, involving as it does several new technical departures in the field of telephone selling.





Above is shown the equipment which is now used by classified advertising solicitors of the *Portland* (Ore.) *Journal*. The toggle switch whose operation is described in the adjoining column appears directly in front of the regular "out-line" switch box. At the left is illustrated the sound-deadening treatment which has been applied to the walls of the department office.

The room assigned to this division has been treated acoustically to reduce to a minimum all sound transmission. The entire ceiling and walls for a distance of three feet from the top are covered with a special felt designed to dampen sound vibration originating either within or outside the room. The flooring is a cork carpet. Individual desks were specially constructed in order to make the best possible use of the space available.

The business handled over the telephone by the Journal approximates three-quarters of a million lines annually; of this total the proportion of purely "voluntary," or unsolicited, linage is insufficient to justify holding more than one telephone line open for this class of business alone. The girls working on the phones have built a definite clientele who, wishing to place a classified ad, have formed the habit of asking for some particular solicitor either by name or station number. For this reason a so-called "order table" was impracticable because of the impossibility of assigning definite calls to the proper solicitor.

Each solicitor has a direct "out line" provided with a key which permits her to place calls directly with the central operator or to receive incoming calls from the Journal's PBX. Experience has shown this system to save considerable time in making outside calls and it relieves the switch-board as well. The sole objection to these direct lines had previously been that the telephone company could provide no way of notifying the PBX operator when the "out line" was busy; as a result incoming calls were constantly being plugged into local stations the direct lines of which were at the moment in use. The calling party was thus held up while the operator was notified in a round-about way that the solicitor was talking.

This difficulty has yielded to what is believed to be a novel solution. On each solicitor's desk, just in front of the box on which is mounted the "out line" key, is a toggle switch. This switch operates one of a series of lights placed above the PBX switch-board, each light having a number which corresponds to the local station numbers. When the solicitor throws her "out line" switch to call the central operator she throws with the same movement her switch illuminating her number above the switch-board. The PBX operator when an incoming call is received looks first at the lights before plugging the call in; if the local number is lighted she then gives the calling party to an open local or obtains the party's number for a later call-back.

This system has been found to function admirably under all conditions experienced in a period of two months. The time of the solicitor is saved by placing her outside calls direct, the PBX operator is relieved of a vast deal of needless routine, more trunks are constantly available for other departments and incoming calls are handled with increased dispatch.

GAVE TWO HOURS OF LIFE TO AID NEWS MAN

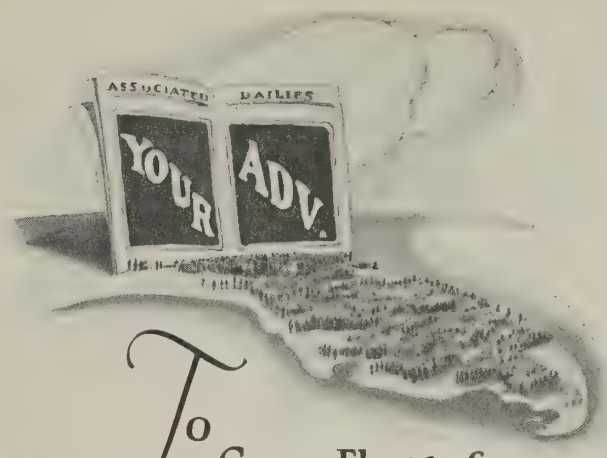
JOHN FLANAGAN, city editor of the *Utica Observer*, was one of the best known newspapermen in central New York State 40 years ago, and occupied the city editor's desk on the Observer when he died.

He was city editor of the *Utica Herald* at the time when a man named Earl was sentenced to be hanged in a remote section of Hamilton County, region of lakes, mountains, small towns and villages. The place of the hanging was one of the most inaccessible spots in the county.

Flanagan gave himself the assignment of covering the execution of Earl, and he was the only newspaper man who made the trip to the woods. In order to get back to Utica on time with his report of the execution he was obliged to charter a special train. Even with such help it seemed that it would be impossible for him to reach the city in time to get his story into the paper.

At that time and in that place it was much easier for a murderer under sentence of death to know what was going on around him than it is now, and in some way Earl heard of Flanagan's difficulties. Time meant nothing to him, and so he agreed to be hanged two hours earlier, in order to allow Flanagan to make an earlier start for home!

The plan was carried out, and Flanagan got back to Utica in time to print his detailed story in the next day's paper.



To Cover Florida *Economically*

Florida has a resident population of nearly one and a half million, and in the winter it entertains an equal number of winter visitors.

Being a rapidly developing state, its demands are heavy for all kinds of manufactured goods and food products. Being a winter playground, it offers a market for summer goods in winter. Being a land of exceptional wealth, its people can afford to buy.

Florida is a great, growing market which should be included in your advertising campaign. Keep Florida in mind when you make your advertising schedule, and remember the fact:

No other medium or group of media covers this state so completely and so economically as the Associated Dailies of Florida.

This group of progressive dailies in the main buying centers of Florida offers a total circulation of more than 250,000 at a comparatively low cost. You can use the entire list or any part of it.

For particular information write to any of the publications or address:

ASSOCIATED DAILIES *of Florida*

510 Clark Bldg. **Jacksonville, Florida**

Bradenton News
Clearwater Sun
Daytona Beach Journal
Daytona Beach News
Deland Daily News
Eustis Lake Region
Ft. Lauderdale News
Ft. Myers Press
Ft. Myers Tropical News
Ft. Pierce News-Tribune
Ft. Pierce Record
Gainesville News
Gainesville Sun
Jacksonville Florida Times-Union
Jacksonville Journal
Key West Morning Call
Kissimmee Gazette
Lakeland Ledger
Lakeland Star-Telegram
Melbourne Journal
Miami Daily News
Miami Herald
Miami Illustrated Daily Tab
Miami Tribune
New Smyrna News
Ocala Central Florida Times
Orlando Morning Sentinel
Orlando Reporter-Star
Palatka News
Palm Beach Post
Palm Beach Times
Plant City Courier
St. Augustine Record
St. Petersburg Independent
St. Petersburg News
St. Petersburg Times
Sanford Herald
Sarasota Herald
Sarasota Times
Stuart Daily News
Tampa Times
Tampa Tribune

PHILADELPHIA TABLOID IN NEW HOME

Daily News Now Printing from Two Floors of 15-Story Downtown Building—New Equipment Installed

PHILADELPHIA, Pa., April 1.—In its new home at Fifteenth and Cherry streets, where it was installed less than a week ago, the *Philadelphia Daily News,* Macfadden tabloid, on Wednesday, March 31, celebrated its first anniversary with a 56-page issue.

Two modern sextuple presses, each capable of 60,000 24-page tabloid papers an hour, compose the printing battery, which formerly consisted of a sextuple and a quad.

Also on the ground floor is the mailing room and paper storage quarters.

Composing and stereotyping rooms are on the floor above the press room, occupying the rear of this floor while the editorial rooms and other departments occupy the front. Twelve linotype machines, two Ludlows and a Monotype, all new except four of the linotypes which were new when the Daily News began publication a year ago.

The stereotyping room adjoins the composing room. An electric chute connects with the press room on the floor below.

The composing room and the news room adjoin, providing for speedy handling of copy. Both rooms are lighted from both sides of the building.

At one end of the news room the sports writers have a department to themselves and at the other end are offices of the managing editor and other executives. A separate room is provided for wire service printers.

The advertising manager also has his office on this floor, adjoining a department for solicitors, stenographers and others of his staff. Near to it is the office of the circulation manager and at another end of the floor are the cashiers and bookkeeping departments and the counting room.

The general manager's office is in the corner of this floor with the offices of his assistant, the editor and the department of promotion next to it in the order named. All the departments, except the press and mailing rooms, are on one floor.

The new home of the Philadelphia Daily News is a new 15-story building in the business section, being only two squares from the Broad Street Station of the Pennsylvania Railroad and a few minutes more to the City Hall.

FARGO FORUM TO BUILD

Contract for New Three Story Plant to Be Let This Month

The *Fargo* (N. D.) *Forum* will award the contract for the construction of a new home, about April 15, according to announcement of N. B. Black, publisher. The building is to be completed by Oct. 1, 1926.

The growth of the Forum, morning, evening and Sunday, has made necessary the expansion program, involved in which is an investment of approximately a quarter of a million dollars of additional capital, Mr. Black said.

The new home of the Forum will be three stories and basement, factory type, reinforced concrete and brick construction, 65 x 140.

Three floors, the basement and first and second floors, will be devoted to the publications, while the third floor will be leased.

The first floor will be given over to the administration, advertising and circulation departments, while the second floor will house the editorial department, composing room and stereotyping department. Each floor will provide 9,000 square feet of working space.

The Fargo Forum, established in 1878, was purchased by Mr. Black and his associates, his son, Norman D. Black, and H. D. Paulson, in 1917. Until March, 1924, the Fargo Forum was published only as a six-day afternoon paper. At that time Mr. Black purchased the *Fargo Tribune,* morning newspaper, and shortly thereafter merged it with the Forum.

Correction

In last week's EDITOR & PUBLISHER the statement was made in a Washington dispatch that the Royal Baking Powder Company case before the Federal Trade Commission, which was dismissed on March 23 by a four to one decision of the commission, had been "reopened" and was to be "reargued." This was an erroneous statement of the facts. Because of the dissenting opinion, opposing counsel asked for a reopening and rehearing of the case and next week argument will be heard upon that application.

CHANGES IN WASHINGTON

Putnam New Publisher, Marks Managing Editor of Times and Herald

C. I. Putnam, formerly advertising director and assistant publisher of the *Boston American,* has succeeded G. Logan Payne as publisher of the *Washington Times* and *Washington Herald.*

Avery C. Marks, Jr., another veteran in the Hearst organization, has been appointed managing editor of both the Times and Herald. Mr. Marks has been the editorial executive of the Times for a number of years.

The business and editorial direction of the Herald, morning and Sunday, and the Times, afternon, has been combined under the same executives. William C. Shelton is circulation manager; Robert E. Joyce, advertising manager; Bryan Morse, promotion manager.

Worcester Publishing Firm Organized

A charter of incorporation has been issued by the Massachusetts secretary of state to the Worcester Leader Publishing Company, Worcester, Mass., to do a newspaper publishing business. The capital is given as $30,000, and the incorporators are: Alfred G. Isenberg, Lewis Blumenthal, Morris Cohen, Lewis S. Landers, David Burwick and Henry R. Sher, all of Worcester.

Col. H. L. Opie Recovering

Col. H. L. Opie, publisher of the *Staunton* (Va.) *News-Leader,* who recently suffered a stroke of paralysis, is on the road to recovery, his physicians stated this week. He has practically recovered his speech and control of muscles affected by the stroke.

Forest Week Observance

Elbert H. Baker, publisher, *Cleveland Plain-Dealer,* and chairman of the American Newspaper Publishers Association's forestry committee, is sending out personal letters to A. N. P. A. members, urging them to promote observance of Forest Week, April 18-24. This year both Canada and the United States have united in proclaiming the week for the first time in the history of both countries.

ADDITIONAL AND REVISED LINAGE FIGURES, 1925

THE following additions or corrections to the tabulation of newspaper linage published March 13 by EDITOR & PUBLISHER have been received:

City & Paper	Issued	Local	National	Local	Classified
Albany, N. Y., *Times-Union* (e)	10,008,481	1,986,534	6,118,140	1,903,807	
Utica, N. Y., *Press* (m)	8,696,978	950,720	7,746,258	.....	

A REAL SERVICE IN

INDIANA

To National Advertisers

Advertising in Indiana is no longer sold by the daily newspapers solely for financial returns.

The Indiana newspapers have a substantial market to sell for the merchandising of the advertisers' products.

Careful investigation of the circulating territory of each paper has made it possible for the advertiser to know the commercial possibilities before expenditures are made in the local market.

The success of their advertisers is important to the newspapers, and the publishers have devoted time and earnest effort to present a true analysis of the merchandising trend of their communities.

The combined efforts of advertisers and publishers have elevated the standard of living and developed the desire of consumers to possess the better things of life.

The manufacturer of a worth-while product, seeking a prolific market of great purchasing power and superior newspaper cooperation, cannot afford to overlook Indiana.

These Indiana Newspapers are Community Leaders

	Circulation	Rate for 5,000 lines
*Columbus Republican (E)	4,860	.03
†Connersville News-Examiner (E)	4,557	.025
†Decatur Democrat (E)	3,194	.025
*Fort Wayne Journal-Gazette (M)	34,198	.08
*Fort Wayne Journal-Gazette (S)	30,599	.08
*Fort Wayne News-Sentinel (E)	42,168	.10
*Gary Evening Post-Tribune (E)	15,019	.06
†Hammond Times (E)	17,127	.06
†Huntington Press (M & S)	3,836	.025
*Indianapolis News (E)	125,827	.25
*Lafayette Journal & Courier (M) 7,761 (E) 13,204	20,965	.06
†La Porte Herald-Argus (E)	6,560	.035
†Shelbyville Democrat (E)	4,012	.025
*South Bend News-Times (M) 9,634 (E) 15,671	25,305	.07
*South Bend News-Times (S)	23,249	.07
South Bend Tribune (S) 19,735 (E)	20,697	.06
*Terre Haute Tribune (E & S)	22,784	.06

*A. B. C. Publishers' Statement, Oct. 1, 1925.

†Government Statement, Oct. 1, 1925.

EDITOR & PUBLISHER

INVITES All Delegates

Attending the A.P. and A.N.P.A. Conventions, the week of April 19th

To make either or both of these places your headquarters while in New York City

Room 116
Waldorf-Astoria
Hotel

Equipped for your business convenience with typewriters, competent secretaries, telephones, tabulated newspaper, advertising and agency information, and the only official convention directory and program guide. For your entertainment provided with a modern Grebe Syncrophase radio set. Some member of the organization will always be in charge to answer questions and generally to be of service. These same headquarters at the Waldorf have for many years been occupied by EDITOR & PUBLISHER'S Convention staff—an informal club for your convenience. It is our aim to make it a congenial and convenient meeting place before, between, and after convention business sessions.

EDITOR & PUBLISHER'S
new Duplex Office Suite in the
Times Building

In the heart of New York's foremost attractions—on Broadway at 42nd Street and only eight blocks from the Waldorf-Astoria. Within five minutes' walk are the Grand Central and Pennsylvania Stations, the new Garden and most of the important hotels, theatres, department stores. The Times Annex and the Herald Tribune Building, two modern newspaper plants, are just around the corner. If you have anything on your mind regarding the service EDITOR & PUBLISHER is endeavoring to render you 52 weeks a year—a suggestion for its improvement or a complaint where it has fallen short—come in and tell the staff. And if you have nothing particular to tell us, come in anyway.

LET US SERVE YOU

At our offices free secretarial and theatre ticket services will be provided. Our information bureau will answer all questions—put you in touch with fellow publishers—direct you to New York firms in the publishing, advertising and supply fields. We will pay particular attention to mail forwarded to you in our care.

Our offices in the heart of the Rialto command a spectacular view of the city—teeming Times Square; the mid-town skyscrapers; the Hudson with its ocean liners and docks; the hills of Jersey; Broadway uptown and down. The Times Tower is Manhattan's uptown showplace. It is convenient—five minutes from Pennsylvania Station, Grand Central, and the Waldorf.

EDITOR & PUBLISHER

Subway Entrance in Times Building

TIMES BUILDING
Broadway at 42nd St.

8 short blocks from the Waldorf

ADVERTISING EXHIBIT IN MIDDLETOWN

Forty-Six National Advertisers Have Booths at Educational Show Produced by Times-Press

The *Middletown* (N. Y.) *Times-Press* last week staged an Advertising Exposition in a local armory, showing exhibits furnished by 46 important national advertisers and several local manufacturers and merchants. The object of the exposition, as stated by J. B. Keeney, its originator and director, is the education of the local merchant and the consuming public as to the amount of money invested in national advertising and its importance as an economic factor.

"Trademark Land" was the name given for the week to the armory, which was decorated and draped with the brand-names and colored advertising of the participating firms. A small admission fee was charged, but no goods were sold at any of the booths. Attractions for the public, beyond the interest in the products and announcements exhibited, included an orchestra and a feature dancing act. Prizes in gold aggregating $150 were given away by the Times-Press to winners in contests in judging of advertisements, writing advertisements, slogan-writing, and for the best costume at the trademark ball which was held the night before the show closed.

Addresses were made by Mr. Keeney before the local business associations, emphasizing the value to the local merchant of stocking his store with nationally advertised merchandise and featuring this merchandise in his newspaper advertisements. The address included a demonstration that every merchant believes in advertising, whether he admits it or not. This talk was illustrated to show the attention given to location of the store, to attractive window displays, plainly marked goods, abundant stocks and courteous service, as contrasted with the old-fashioned general store methods.

Mr. Keeney, who recently resigned as business and advertising manager of EDITOR & PUBLISHER after seven years' service, is giving his entire time to the exposition, which was first produced at Middletown. Bookings have been arranged with newspapers in other cities.

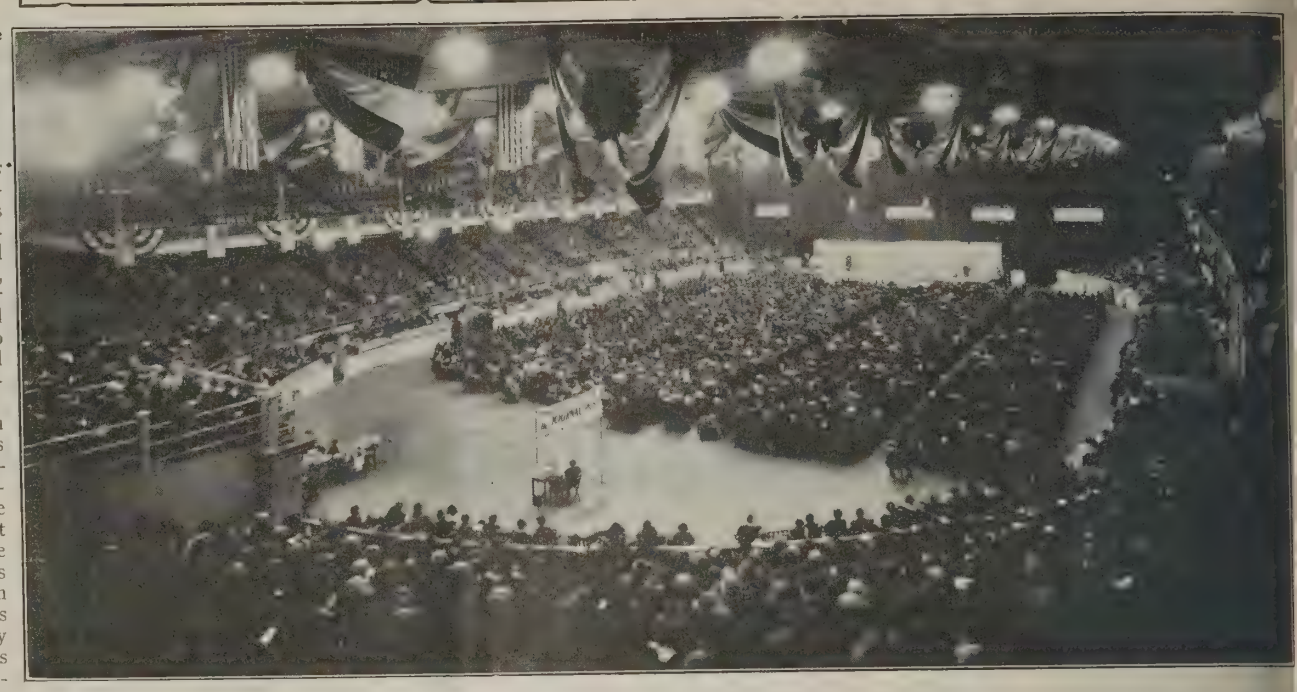
Advertisers who furnished exhibits for the Middletown exposition included: Allen A Company (Hosiery), American Safety Razor Corporation, Armstrong Company (Linoleum), American Radiator Company, Ansco Photoproducts, Inc., Borden Company (Milk), Burroughs Adding Machine Company, Walter Baker & Company, (Chocolate), Campbell Soup Company, Carnation Milk Products Company, The Carter's Ink Company, Colgate & Company, Corning Glass Works (Pyrex), the Duz Company, Eastman Kodak Company, Gold Dust Corporation, Chr. Hansen's Laboratory (Junket), the Hoover Company, International Silver Company, Ipswich Mills (Hosiery), Kelvinator Company, Lever Brothers Company (Soap), Life Savers, Inc., Lowe Brothers Paint Company, Manning, Bowman & Company, the Palmolive Company, Pepsodent Company, Pet Mills Sales Corporation, Rollins Hosiery Mills, Rubberset Company, Sheaffer Pen Company, Salada Tea Company, the Sherwin-Williams Company (Paints), Southern Cotton Oil Trading Company (Snowdrift), the Wahl Company (Pens), Westinghouse Electric & Manufacturing Company.

"United Press Club" at Waldorf

The Green Room of the Waldorf Astoria apartments, New York, has been obtained by the United Press for use as a club room during the week of the Associated Press annual meeting and the American Newspaper Publishers Association convention April 19-24.

When she goes out with her young man and eats a large dinner and then a supper after the show they call her a stuffed date.—*New York American.*

DAILY'S COOKING SCHOOL ATTRACTED THOUSANDS



Photograph shows a crowd of between 9,000 and 10,000 at the final night session of the *Kansas City Journal-Post's* Cooking and Homemakers' school. The school conducted by Miss Jessie M. DeBoth under auspices of the Journal-Post, extended from March 23 to 26, inclusive. Approximately 6,000 housewives attended each afternoon session.

KANSAS CITY business men are evincing more cheerful dispositions in their homes and offices.

The *Kansas City Journal-Post,* Miss Jessie M. DeBoth, nationally known food expert and thousands of housewives from all walks of life unanimously give credit to the cooking and home-making school conducted last week under auspices of the newspaper.

The school conducted in the spacious Convention hall for three days, March 23, 24 and 25, attracted crowds far larger than the expectations of those in charge.

Sessions were held each afternoon and concluded with a session the night of March 25. At that session between 9,000 and 10,000 men and women were in attendance.

So successful was the venture the Journal-Post has completed plans for the return of Miss DeBoth in October for another series of lectures and demonstrations.

Each session was opened by community singing led by A. B. Sinclair, assisted by Harry Stockwell, baritone. W. Courtright Smith, advertising manager of the Journal-Post introduced Mrs. Hal Gaylord, general chairman of the school, who in turn introduced Miss DeBoth.

Mr. Smith explained that the Journal-Post, interested in everything that goes into the home, believed good cookery was as important to bodily health as good reading to the mental health.

Miss DeBoth conducted her demonstrations in a model kitchen provided on a brilliantly lighted platform. She wore a crisp white apron and as she worked her words were carried to every part of the hall through amplifiers.

Each article and each brand of food stuff was described by its trade name, and its special advantage cited. Firms distributing those commodities ran advertisements in the Journal-Post in connection with the school.

News stories told of the school sessions, giving in detail the various recipes used by Miss DeBoth. Interviews with housewives attending the school and stories about the nursery provided for babies and children, were carried.

The final night session found many men present. They were termed "white elephants" but were valuable for carrying home prizes won by wives. Kitchen cabinets, refrigerators, stoves and other articles were among the prizes.

One "white elephant," Franklin D. Crabbs, president of the Union Bank Note Company, went to the stage, donned an apron and assisted Miss DeBoth in making an Alaskan pudding. His wife cheered with the crowd when he successfully broke an egg and as earnestly reproved him when he did a bad job of it.

Virtually every women's organization in the city participated. Hostesses for the various sessions were provided.

Staff Holds Annual Frolic

Staff members of the *Peterborough* (Ont.) *Evening Examiner* held their third annual banquet, March 27, in Paragon Hall. An entertainment program was given by members from the various departments. R. M. Glover, managing director, and John R. Heron, city editor, spoke.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

DAILY PAPERS FROM OTHER CITIES
HOTALING'S NEWS STAND
BROADWAY AND 43RD ST.
NORTH END THE TIMES BUILDING

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway . . . Here is a mammoth news stand which sells newspapers from every city in the world. . . Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."
—Boston Transcript, Oct. 29, 1921

HOTALING'S NEWS AGENCY, 308 WEST 40th STREET, NEW YORK

If You Want to Sell It In

NEW ENGLAND

Say It Through the Newspapers

What People Do You Want to Sell To?
Where Are They?
Are They Interested?
How Will You Present Your Offering?

To the National Advertiser who is certain he has been sufficiently thorough in the preparation of his merchandising and distribution to have solved these problems, success is assured.

Having decided the WHAT, WHERE and HOW—the final step is to put into the mind of his consumer prospects, through the printed word, the message he has to present.

The logical medium for this message is the local daily newspaper—the proper means of delivering an honest, straightforward presentation of your product to the consumer public.

If you have a product of merit for New England folks the newspapers on this list will deliver your message into the New England homes.

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
*Attleboro Sun	(E)	5,778	.03	.03
*Boston Globe	(M&S)	284,318	.50	.50
*Boston Globe	(S)	331,259	.55	.55
*Boston Transcript	(E)	31,978	.20	.20
†Boston Post	(M)	378,597	.60	.60
†Boston Post	(S)	342,318	.55	.55
*Fall River Herald	(S)	16,245	.06	.06
*Fitchburg Sentinel	(E)	11,603	.06	.045
*Haverhill Gazette	(E)	15,729	.065	.05
*Lynn Item	(E)	16,437	.06	.045
†Lowell Courier-Citizen and Evening Leader	(M&E)	21,194	.07	.07
*New Bedford Standard Mercury	(M&E)	32,111	.10	.10
*New Bedford Sunday Standard	(S)	27,392	.10	.10
*North Adams Transcript	(E)	9,717	.04	.035
*Pittsfield Eagle	(E)	16,712	.05	.05
*Salem News	(E)	21,199	.09	.07
*Taunton Gazette	(E)	8,970	.05	.035
*Worcester Telegram-Gazette	(M&E)	91,768	.26	.23
*Worcester Sunday Telegram	(S)	50,079	.19	.16
	(E)	4,046	.0214	.015

NEW HAMPSHIRE—Population, 443,683

		Circulation	2,500 lines	10,000 lines
*Concord Monitor-Patriot	(E)	5,041	.0375	.025
†Keene Sentinel	(E)	3,806	.036	.023
†Manchester Union Leader	(M&E)	29,422	.13	.10

RHODE ISLAND—Population, 604,397

		Circulation	2,500 lines	10,000 lines
†Newport Daily News	(E)	6,460	.0336	.0293
*Pawtucket Times	(E)	26,612	.07	.07
*Providence Bulletin	(E)	66,403	.18	(B).25
*Providence Journal	(M)	37,839	.11	(B).25
*Providence Journal	(S)	65,304	.18	.18
*Providence News	(E)	29,421	.08	.08
†Providence Tribune	(E)	22,049	.10	.09
*Westerly Sun	(E&S)	4,476	.025	.025
*Woonsocket Call	(E)	13,959	.05	.05

VERMONT—Population, 352,428

		Circulation	2,500 lines	10,000 lines
*Barre Times	(E)	7,131	.03	.025
†Bennington Banner	(E)	3,132	.0125	.0125
Brattleboro Reformer	(E)	3,370	.03	.0175
*Burlington Free Press	(M)	13,030	.05	.05
*Rutland Herald	(M)	11,038	.04	.04
St. Johnsbury Caledonian-Record				

(B) Combination rate Daily Journal and Eve. Bulletin.

CONNECTICUT—Population, 1,380,631

		Circulation	2,500 lines	10,000 lines
*Bridgeport Post-Telegram	(E&M)	43,008	.15	.15
*Bridgeport Post	(S)	20,827	.10	.10
*Hartford Courant	(M)	37,412	.08	.08
*Hartford Courant	(S)	54,087	.11	.11
†Hartford Times	(E)	50,354	.13	.13
*Middletown Press	(E)	8,214	.0325	.03
†New Haven Register	(E&S)	44,406	.13	.12
*New London Day	(E)	12,339	.07	.045
†Norwich Bulletin	(M)	12,757	.08	.05
*Norwalk Hour	(E)	6,069	.04	.04
†South Norwalk Sentinel	(E)	4,873	.035	.025
*Stamford Advocate	(E)	10,033	.05	.04

*A. B. C. Publisher's Statement, September 30, 1925.
†Government Statement, September 30, 1925.

"HARBINGERS OF SPRING"



Winter is officially at an end when "Old Ironsides" goes South with the baseball teams. Above are shown Judge K. M. Landis, Czar of the baseball world, with "Bill" Ironson, veteran international newsreel sports photographer. For nearly twenty years Ironson has been official photographer for the Giants.

PAPERS AND AGENCIES DENY MONOPOLY

Amended Answers to Trade Commission Complaint Filed by National and Regional Associations Are Made Public

The present system of compensating advertising agencies and the relations of the latter with publishers again brought to public notice March 27, when the Federal Trade Commission released for publication the text of its amended complaint and the answers to it filed by the American Newspaper Publishers Association, the Southern Newspaper Publishers Association, the Six Point League of New York, the American Association of Advertising Agencies, the American Press Association and the San Benito (Tex.) Publishing Company.

The latter defendant was cited as a member of the Southern Newspaper Publishers Association, but preferred to answer as an individual defendant.

All defendants denied the charges of the Commission that they were in a combination to control the field of national advertising.

The practices complained of, they claimed, are of nearly 50 years' standing and have the approval of newspaper publishers, advertisers and agencies. They asked that the case against them be dismissed, asserting that the commission did not have jurisdiction in the matter under dispute.

The placing of national advertising, they argued, concern personal service, and not commerce, and that consequently it does not come under the regulatory powers granted the commission.

The text of the original and amended complaints and the answers of the publishers and agencies have been printed in EDITOR & PUBLISHER during the past fourteen months.

Read EDITOR & PUBLISHER—$4 a year.

A. A. C. W. Committee Meets

The executive committee of the Associated Advertising Clubs of the World met at New York headquarters this week. C. King Woodbridge, president, presided. Progress in the financial expansion campaign was reported by Earle Pearson.

From the Linotype Mailbag

MODEL 26

"an ideal machine for a newspaper office"

"On July 24th, 1925, we installed a Model Eight and also a Model Twenty-six in our plant, both machines have been in daily use since their installation.

"We have experienced little difficulty in the operation of the Model Twenty-six and it has met our requirements as a combined news and head letter machine.

"Our operators were skeptical when the machine was installed as to probable operation, and trouble attending upon a double distributor, but we have experienced little difficulty.

"The No. 26 is an ideal machine for a newspaper office, in the matter of body type and head dress."

The Mount Clemens Daily Leader
Mount Clemens, Mich.



NEW YORK CLUB TO ELECT

Two Parties in Field to Direct Newspaper Organization

William P. Beazell, assistant managing editor of the *New York World,* and Royal W. Daniel, city editor, *New York Mirror,* head two tickets to be voted for May 3.

The Administration ticket, headed by Mr. Beazell, includes Denis T. Lynch of the *Herald Tribune* for first vice-president; James Melvin Lee for second vice-president, Frank E. Perley for treasurer, Augustin McNally for secretary, Percy Soule for corresponding secretary. The Administration's candidates for board vacancies are Dwight S. Perrin, retiring president; John J. Leary Jr., Edwin Judd, Jacob Magidoff, Michael Haggerty, Henry I. Phillips, and William J. Guard.

The Progressive ticket headed by Mr. Daniel has Charles S. Hand, city editor of the *New York American,* for first vice-president; Mr. Lee for second vice-president, Prentice Winchell for corresponding secretary. The Progressives have endorsed Mr. McNally for secretary and Mr. Perley for treasurer. Their candidates for the Board are Leslie H. Allen, James C. Dalton, Alan T. Holcomb, Jacob Magidoff, Philip A. Payne, George Barclay and W. J. Guard.

CHANGES TO P. M. FIELD

Tucson Independent, Fighting Merchants, But "Making Grade Nicely"

The *Tucson* (Ariz.) *Daily Independent* on April 2 changed from the morning to the evening field.

Established as a weekly newspaper in April, 1925, the Independent became a daily last November. The publishing company was incorporated in November with $50,000 in stock being held by four young newspaper men, averaging ten years in the business. J. W. Sims is president and manager; W. D. Upshaw, vice-president and editor; R. D. Richards, secretary and advertising manager, and H. F. Dobyns, superintendent.

The paper has been boycotted by the Tucson Merchants Association, Mr. Sims said.

"We would not let the merchants dictate our editorial policy in regard to a fight we are making against President Marvin of the University of Arizona," he declared in a telegraphed statement to EDITOR & PUBLISHER this week.

"Last week the Tucson Ministerial Association demanded an investigation of President Marvin on the grounds that the 'morale of the University is shot to pieces.'

"By our fearless stand we have gained a few bitter enemies and many strong backers. Our city circulation is nearing that of papers established in Tucson 40 years ago.

"We are making the grade nicely, thanks."

The Independent is using the International News Service report.

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.

Member A. B. C.

URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representatives:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

If Quality
of circulation is your first consideration
The Evening Star.
With Sunday Morning Edition
Washington, D. C.
will have your preference—same as it has the preference of practically everyone in the National Capital.
The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.
New York Office — 110 E. 42nd St.
Dan A. Carroll
Chicago Office — Tower Building
J. E. Lutz

DO YOU NEED A TRAINED MAN?
The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.
If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.
NO CHARGE TO EMPLOYERS.

BIROTADRUCK
(Bi-rota-druck)
Hydraulic Matrice Press and Process
The American Birotadruck matrice press and process is a hydraulic direct pressure matrice moulding press and process—definite in all its functions moulding a perfect die cut and embossed mat ready for the casting box without loss of time. No more crushed type or blurred pages.
Any desired pressure may be obtained without injury to type or illustrations. Under the Birotadruck process half tone illustrations are embossed and the matrice die sunk simultaneously with the moulding operation.
There are no changes necessary on presses, stereo or other equipment. The Birotadruck Matrice Press and Process takes the place of Matrice Rolling machines and adds refinements and features not heretofore available.
Either wet or dry mats may be used with full success.
Installations have been made on the plants of the New York Times, New York Herald-Tribune, Boston Globe, Dallas News and machines are being built on orders from other metropolitan newspapers.
For sample of pages produced under actual working conditions and other information, address
AMERICAN BIROTADRUCK COMPANY, Inc.
Suite 1202
120 West 42nd St.
NEW YORK CITY

)EXING NEWS AN AID TO BUSY READERS SMALL CITY DAILY FINDS

ited Form Adapted from Metropolitan Papers Simplifies Task, City Editor Says—Approving Comments Justify Innovation

By ERROL H. DERBY

City Editor, *Greensburg* (Pa.) *Daily Tribune*

BOOK is complete without an index or table of contents.
. newspaper?
subject may be one which is open ate among newspaper editors, al- it would appear that indexing the ssues is coming more and more into l, practical use throughout the l States.
eral newspapers, of metropolitan ave been using an index and a to the more important news and s daily. Some in but one edition thers in all editions. It can be without much argument, though, opinion, that the index is a guide very good one for the busy reader. often have we heard, "O, yes, I l at the headlines."
ndex would have told even more e headline. If interested in a par- story the index tells where to find ce.
r papers have devised a "boil- of more important general, state cal news features which can be y the business man while on the work and by the housewife who ny cares in the early hours of the These apply equally to morning and papers as the great daily rush us hurrying out in the morning, night and out in the evening. An will both serve as a condensed ac- of the primal news of the day as a guide to where it may be found.
y knowledge the index is a com- ely new feature for papers issued ller cities and I have examined a nany. It is a feature, however, may be easily adapted to any size nd one, which after readers be- customed to using it, is well worth rt. I can testify to this from per- xperience.
g engaged in such business it is mmon for the wife, busy with the d other household cares to ques- quently,
n't find this in the paper today, what page is the story I am read-

happened to be a particularly big day, from the standpoint of the ing department, there necessarily e than the usual number of pages aper. While it had been the cus- run features in a certain position y, it had been found necessary, uently, to shift them to more con- locations.
coupled with the home questions, he thought that the index could ssfully adapted to a small paper body these several phases enumer- this article.
result a form was prepared con- spaces for local news, general ocal features and general fea- t probably would be advisable for ation larger than ours to have news divided into national, state sibly foreign. The number of pages and the number of sections in the issue of the day as well as the weather forecast were included in my index as matters of general information.

Contrary to what some editors might believe, this form can be easily compiled. A desk editor, handling make-up can easily fill in the topics and page numbers as he receives his copy and marks up his "dummy." For features the various form make-up men can rattle off the pages in a few minutes.

By clipping the index from the first edition and making such changes as are necessary for subsequent editions is a matter of but a few minutes labor.

Comments on the index more than justify the time spent in its compilation.

NO LIBEL VIA RADIO

First Case Against a Broadcasting Station Dismissed

What is generally supposed to be the first suit brought against a radio station for slander broadcast has not been sustained.

It was filed against Station KFJF, Oklahoma City, by C. W. Friss, Under Sheriff of Oklahoma County, for $20,000 as the outgrowth of a sermon by a local clergyman in which reference was made to alleged illegal acts by county officials.

The case was dismissed on a demurrer filed by Dudley Shaw of KFJF, who argued that inasmuch as a telephone company could not be held liable for a slanderous conversation passing over its wires between two individuals, neither could a broadcasting station be held.

An amendment making slander over the air a criminal offense was recently defeated in the National House of Representatives.

Nova Scotia Aids Paper Makers

The policy of the new government of Nova Scotia with respect to pulpwood has been announced by Hon. J. C. Douglas, attorney-general. It has been decided to impose a tax on all wood cut in the province after May 1, 1927, the tax to be remitted in the case of wood further manufactured in the province. Legislation already exists under which the government may prohibit the export of pulpwood cut on crown lands. It is anticipated that as a result of this policy paper manufacturing in Nova Scotia will be encouraged.

One of the wet theories is that if booze were easy to get there would be no more drunken drivers.—*Indianapolis News.*

NEW DAILY FOR PORTLAND?

Henry Breen, Former N. Y. Herald Man, Said to Be Behind Project

(*By Telegraph to* EDITOR & PUBLISHER)

PORTLAND, Me., March 31.—Persistent rumors have been in circulation that a morning newspaper is to be established here within a few weeks although there has been no definite announcement.

Henry Breen, former Maine man, formerly with the *New York Herald* during the Bennett regime is understood to be the moving party, interesting a number of local people in the project financially.

It is understood an option has been obtained on the Baxter building on Monument Square, formerly occupied by the *Press Herald,* morning paper, which moved to a new building three years ago. It is understood A. L. T. Cummings, executive secretary of the State Chamber of Commerce, former newspaper man and correspondent for years for the *Boston Herald* will be editor.

There are only two papers in Portland, the *Evening Express* and the *Press Herald,* both owned by Guy P. Gannett.

Canadian Dailies Increase

The 1926 edition of McKim's Directory of Canadian Publications lists 1,554 newspapers and periodicals, an increase of 4 over 1925. There are 119 dailies, an increase of 8; 6 tri-weeklies, a decrease of 3; 32 semi-weeklies, an increase of 2; 948 weeklies, a decrease of 28; 34 semi-monthlies, a decrease of 1; 357 monthlies, an increase of 26, and 58 miscellaneous, an increase of 10.

BUILDING MODEL HOMES

Seattle Post-Intelligencer to Erect a Group of Ten

An ambitious newspaper enterprise has been launched by the *Seattle* (Wash.) *Post-Intelligencer,* which plans to erect a group of ten model homes in that city.

With the president of the Seattle Chamber of Commerce sponsoring the ceremony, ground was recently broken for the first of the homes. They will cost between $6,500 and $9,500 each, and will embody valuable suggestions and hints to those desiring to build homes. The paper conducted a contest for home designs, closing March 31, offering $150 in cash prizes.



creating Impression!

nearly half the 2013 national advertisers using the Cleveland Plain Dealer in 1925 used it *exclusively.*

The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it

J. B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 360 N. Mich. Ave., Chicago

Gaining Circulation and Prestige

The Baltimore News gained 16,251 circulation in February over the same period a year ago. The Baltimore American gained 10,175 circulation during the same period.

This alone is convincing proof of the rapid strides that have been made in this great market of nearly a million souls by the fastest growing newspapers in Baltimore.

Sold separately or in combination.

THE BALTIMORE NEWS
and
Baltimore American

PAYNE, BURNS & SMITH CO.
Eastern Representatives
G. LOGAN PAYNE CO.
Western Representative

COPASCO
(Semi-Liquid)
COPY PASTE



Made to meet the rush of the modern newspaper office

A semi-liquid paste. Spreads with the slightest stroke of the brush. Always ready. Brush constantly filled, just waiting for the call.

COPASCO is the finest copy paste made. One stroke of the brush—place the sheets together—and the story is ready for the editorial hopper.

The story may not hold the reader's attention,—but COPASCO will hold the copy.

COPASCO Handy Desk Jars equipped with automatically sealing stoppers, should be on every Editorial and Reportorial desk. They save Time, Effort, Temper and Money.

	per doz.
Gallon Glass Jars	$16.80
Quart Glass Jars	6.00
Handy Desk Jars (5 oz.)	2.00

f. o. b. Columbus, Ohio

In the mailing room use "QUICK STICK" paste powder for bundle wrapping; and "No. 705" in the mailing machine.

Manufactured by
THE COMMERCIAL PASTE COMPANY
Columbus, Ohio

GERMAN NEWSPAPER PUBLISHER SEEKS TO FORM FASCIST DICTATORSHIP

Dr. Alfred Hugenberg's Power Lies in Ownership of a Newspaper Chain and Control of News Agency Subscribed to by 57 Per Cent of Republic's Papers

DR. ALFRED HUGENBERG, German newspaper publisher and news service owner, has, according to cable dispatches, become press agent of the German reaction and is waging bitter war upon the Dawes plan, the Locarno treaties and Germany's entrance into the League of Nations. He is reported as hoping to establish a German dictatorship on the Italian Fascist model with the aid of the National elements, according to the *New York Times*.

Hugenberg's power lies in his ownership of a string of newspapers, including the *Lokal-Anzeiger* and *Der Tag* in Berlin, and in his control of a news correspondence agency subscribed to by about 57 per cent. of all German newspapers, including Socialist and Communist organs as well as Nationalist. He furnishes 35 per cent. of the German press with ready-made articles and pictures in the form of matrices.

The main reason for acceptance of the Hugenberg news service is found in the lack of any large co-operative news gathering agency in Germany, and the fact that the Wolff Telegraph Bureau, in addition to being semi-official, falls short of furnishing a complete service. About the only agency of any importance besides the Wolff Bureau and the Telegraph Union (Hugenberg's) is the service maintained by the Socialist press. This has representatives in all the larger German cities and in most foreign capitals, but is partisan and limited in scope.

Although the Telegraph Union poses as a seller of news, all German editors are aware that its principal reason for existence is the desire of its director and his followers to put across their propaganda. Therefore, the blue pencil is wielded drastically on the copy desks of the Liberal papers that take the service, in order to be covered on some important events, whereas in the organs of the Nationalist interests and big business the Telegraph Union dispatches run about as received. Some of the clients label the reports "T. U.," so that the readers may know their source; others, like the *Hamburger Fremdenblatt,* indicate their origin by a special sign recognized by the initiated while a few newspapers rewrite them and use them as coming from their own correspondents.

The present status and history of the Hugenberg enterprises, the foundations of which were largely laid in collaboration with the late Hugo Stinnes during the inflation period, when valuable properties were acquired through the use of almost worthless paper marks, have been studied by several Liberal German magazines, including the *Weltbühne*. From their accounts it appears that Dr. Hugenberg controls at least seven large banks—the East German Private Bank, the East Bank for Commerce and Industry, the Rye Rentenbank, the Prussian Mortgage Bank, the Agrarian and Commercial Bank, the Land Bank and the German Credit Union. He also controls a number of wholesale paper and movie companies, including the Deulig Film Company, and advertising agencies, in addition to his publishing houses, newspapers and the news agency.

The Telegraph Union was formed in 1917 by combining four news bureaus. Influential Industrialists, anxious to help the German papers continue their policy of "holding out" despite the entry of the United States into the World War, founded the Vera Publishing Company, with a capitalization of 4,000,000 marks. The express purpose of the Vera was to keep hard-pressed newspapers going, provided they were willing to exhort the suffering German masses to stand firm and have faith in the Kaiser. Support was also conditional upon business and political control by the industrialists. When the collapse came, about 10 per cent. of the German press was owned by big business and by monarchists.

Now a new task was faced by the Vera—that of winning back the political power lost in the revolutionary overturn of November, 1918. The publishing company began to found new papers and to reorganize and finance the organs of the reaction, always retaining control in the interests of the industrialists. A capable head was needed. Hugo Stinnes was too busy with other things. Hugenberg already owned several papers. When the Board of Directors of the Vera was reconstructed, at its head sat Privy Financial Councilor Dr. Alfred Hugenberg.

The next task was to gain control of the provincial press. Dr. Hugenberg organized a subdivision of the Vera known as the "Wipro" (Economic Advisory Board of the Provincial Press). Liberal supplies of editorial matter, matrices and machinery soon brought many of the country papers into line in support of big business and monarchism.

Then came the inflation crisis. Financially the situation of the German press became still more precarious. But Dr. Hugenberg organized the Mutuum Loan Company for the purpose of furnishing weak German Nationalist organs with print paper, and the Alterum Loan Company to do the same thing for the People's Party (Big Business) papers. This saved many journals; all were compelled to accept the management of the Vera and to subscribe for the Telegraph Union service for long terms. Thus the T. U. became the leading news agency of the country, and the editors of a host of papers were put under the control of Stinnes, Hugenberg and company.

Since then the growth of the Hugenberg influence has been rapid. In 1925 there were 1,200 newspapers taking the T. U. correspondence service; now they number at least 1,600. More than 1,000 papers take the matrix service. The news service of the T. U., operated separately from the correspondence service, is subscribed to by the majority of the leading German papers. Exceptions are the *Vossische Zeitung*, the *Frankfurter Zeitung*, and the *Berliner Tageblatt*, all stanch Democratic organs jealous of the integrity of their news columns.

The eleven correspondence services, ostensibly independent of the T. U. news service and subscribed to separately, cover sports, commerce, Stock Exchanges, commodity markets, Parliamentary activities, foreign affairs, &c. About the only one of these services that is considered fairly impartial by German Liberial critics of the Hugenberg institution is that treating of sports, and even there it is averred that the Socialist and Labor athletic organizations do not get a fair show. All other topics are strongly colored to favor Nationalism and capitalist combinations.

The Asiatic-East European service seems to make a specialty of announcing at intervals uprisings in Soviet Russia and the imminence of a drive by the Red Army against Poland and "civilized" Europe in general. Nearly all the letters from abroad, foreign pictures and feuilletons so popular in the provincial press, are made to do their bit of propaganda for Pan-Germanism and giant industry.

Country subscribers to Hugenberg's Berlin correspondence service have the choice of four branches of that propaganda factory, according to their political status. Service A goes to People's Party papers, C to pro-Nationalist Centrist organs, D to 100 per cent. German Nationalist papers, and B to country publishers more interested in making money through advertising than in propaganda. Consequently, B is supposedly neutral.

Since Jan. 1, 1925, the Hugenberg matrix service has been waging successful competition against the other two leading matrix concerns with which it had formerly worked in harmony under a contract that expired on December 31, 1924.

International Paper Seeks Forest

The International Paper Company is seeking to acquire a large forest area on the northeast coast of Newfoundland where a sulphite mill will be established. An agreement with the government validating negotiations was introduced in the Legislature in St. Johns on March 5.

Correction

EDITOR & PUBLISHER regrets publication of the erroneous statement in the issue of March 20 to the effect that the *Tampa* (Fla.) *Telegraph* had resumed publication of its morning edition. The Tampa Telegraph has never suspended publication.

In Denver, Col., a girl shot up two robbers. She will make some man a fine husband.—*Columbia Record.*

A paper with the people

In one year and a half the New York Evening Graphic has become a leading factor in the field of Metropolitan dailies.

Its record is one of continuous growth in circulation and constant increase in advertising lineage.

Advertisers use the New York Evening Graphic for one reason only—it PAYS them to use it.

Buy on a rising circulation.

NEW YORK EVENING GRAPHIC

Published by BERNARR MACFADDEN
H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

MICHIGAN
and the
BOOTH NEWSPAPERS
THE LEADING NEWSPAPER IN GRAND RAPIDS — THE ONLY DAILY IN SEVEN OTHER CITIES

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives
I. A. KLEIN, 50 East 42nd St., New York City
J. E. LUTZ, Tower Building, Chicago, Ill.

LOS ANGELES EVENING HERALD
Los Angeles, Calif.
Gained 7,505 Daily Average Circulation
Sworn Government Statement, Six Months Ending Sept. 30, 1924, 174,280 Daily. Six Months, Ending Sept. 30, 1925, 181,785 Daily. Increase in Daily Average Circulation, 7,505.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

Consistent Builders of Circulation
We do not use just one outstanding success to show you as proof of our ability. Year in and year out, for twenty-two years, we have continued to make each and every campaign a success.
We have proven our methods.
MYERS'
Circulation Organization
415 E. Third St., Waterloo, Iowa

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION
Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.
Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

Dominant in the rich Louisville field
The Courier-Journal
THE LOUISVILLE TIMES
Represented Nationally by
The S. C. BECKWITH Special A

"GO OUT AND GET IT"

Daring and Expensive Exploits of Intrepid Reporter Who Returns With Story After Two Year Chase—Also Sad Account of Bill Jones

By CHET JOHNSON

OP SMITH and Bill Jones are spaper reporters.

p is a youngster just learning the or fun. Bill has been digging up rning in big news stories for the n years.

are both wide awake, clean cut and look quite a bit alike. But ork on different papers and under it conditions.

long ago Scoop's city editor sent t to solve a mystery. The draw- an invention that meant a lot government had been stolen. hired a taxi and went to the in- s home, ordering the taxi to wait n. For two hours he snooped the place, looking for a tip. he found a cigaret stub with a monogram. He jumped into the the meter already had run up and made the rounds of every firm in the city.

oked as if he'd get nowhere, but our days of taxiing he found the no'd sold the cigarets. Scoop got iption of the purchaser, checked steamship offices and found the ad sailed two days before. An y reporter would have had the dio the captain of the ship. But knows his stuff. He chartered rlane at $250 an hour and chased . The plane fell, 100 miles out. and the pilot drifted for a week steamer happened along. Then nired the steamer to turn around se the other boat. They caught her just as she reached a Euro- rt. But the chap Scoop was after shore and caught a train. Scoop special train and chased him iles. Then, when the train was , he rented a dirigible and con- he chase. It took him into Africa, a, Japan and finally to San o and back to New York, from Scoop had started.

Scoop did most of his traveling s, chartered ocean liners and spe- ns. Finally he caught up with , who proved to be only a con- of the real thief. Scoop had battle with him and the chap old Scoop the real thief was in ng just a few blocks from the his newspaper.

hot-footed it right over there .. The thief saw him coming and a bomb at him. Scoop caught b, tossed it out into the street explosion wrecked another 10- ilding, but Scoop got his man. he walked into the editor's office nly been gone two years and of the invention had been for- ong before), and reported that the yarn. It wasn't worth four an inside page, and Scoop had $4,578,890.23 expenses for the ut the boss was so enthusiastic made Scoop star reporter with to do but interview presidents s at $500 a week.

onsider good old Bill Jones:

Bill's city editor chased him out on a whale of a yarn not long ago. Some inventions that were invaluable to the government had been stolen. Bill took a street car to the Federal building and looked up the Department of Justice. He located the agent who was working on the case at 9:00 o'clock and at 9:10 had most of the yarn. The agents had nabbed the thief as he was climbing on a train. Bill argued for five minutes with the Department of Justice boys and finally persuaded them to let him talk with the bird. He went to the cell with a photographer and got a good picture and interview. The rest of the boys had missed out, somehow, and Bill had the entire story sewed up tight within 30 minutes after leaving the office.

But when he hurried back in and started to write the yarn the city editor said:

"What's the matter with you, Jones? You should have had that story in five minutes ago! What d'yuh think this is, a weekly? What d'yuh suppose telephones are for, ornaments? This picture ain't no good! Why didn't yuh make that wooden-headed photographer pose a pretty girl with this cuckoo? An' how much of th' company's money did yuh waste on this yarn?"

"Not much," said Bill, "just carfare down to the Federal building and back. Ten cents . . . no, I lost a transfer one way and had to pay another nickel . . . fifteen cents."

The city editor hit the roof.

"Didnt' you hear th' ol' man rave last week about runnin' up expense accounts? You're stuff's been floppin' worse every day for th' last week, Jones. As a matter of fact I've been thinkin' about lettin' you go for a month. But I wanted t' give yuh one more chance. An' now you take 30 minutes an' spend 15 cents on a yarn that y' could of got by stayin' in the office and usin' the 'phone. Go down t' the cashier an' get your check, Jones; this ain't a home for wooden-headed newspaper men who don't know th' first thing about diggin' up a yarn."

Funny how things turn out, isn't it?

But Scoop Smith, y'see, is a reporter in one of these movie plays about newspaper life.

Bill Jones is a real reporter.

Hartsdale Herald Incorporated

Effective April 1, the *Hartsdale* (N. Y.) *Herald,* tabloid weekly, was taken over by the Hartsdale Herald Corporation. Cylinder press equipment was added to the facilities of the paper.

N. Y. TIMES LAUNCHES EVENTS CONTEST

Daily Co-operates with 11 Universities to Examine Students on Knowledge of World Affairs—Gold Medal and $250 Offered as Prize

The *New York Times* is co-operating with 11 big universities in a current events contest, machinery for which was set in motion at a meeting held last week between professors from each institution and the daily's editorial management in New York.

The universities taking part are: Columbia, Cornell, Harvard, Princeton, Yale, and the Universities of Chicago, Michigan, Pennsylvania and Virginia, the United States Military Academy and the United States Naval Academy.

Examinations on current events are to be held in each of the institutions some time before May 10. The winner in each case is to receive a gold medal and a cash prize of $250 which will be known as the New York Times Current Events Prize. An additional $500 is to be awarded for which all the winners in the local contests are entitled to compete.

It was decided that arrangements for the examination for this intercollegiate prize are to be confided to an executive committee appointed by the whole body of representatives and that this committee shall select the judges who will make the award. The date set was May 15. The committee consists of Dean Hawkes of Columbia, as Chairman; Colonel Holt of West Point and Professor Holcombe of Harvard.

As a regular and annual thing after this year the examination of any year will cover the events of the preceding twelve-month between May 1 and May 1. For this year, because of the short notice under which the contest is held, the period covered will be limited to the events between Oct. 1, 1925 and May 1, 1926. The announcement of the winner of the intercollegiate prize is to be made in the New York Times simultaneously with the local announcement made at the commencement of the winner's institution.

Oklahoma Press Meeting May 7-8

The annual spring session of the Oklahoma Press Association will be held May 7 and 8 at Bristow. Clyde E. Muchmore of Ponca City is president and N. A. Nichols of El Reno is secretary and treasurer of the association.

Daily Drops 8-Column Streamer

Use of a streamer on its daily home edition has been discontinued by the *Peoria* (Ill.) *Journal.* Eight-column lines are still being used on street editions. The new plan conserves space and is better makeup, the Journal believes.

Oregon Daily 75 Years Old

The *Salem* (Ore.) *Statesman* celebrated its 75th anniversary March 28.

em-Tribune
ING-EVENING-SUNDAY
MPLETE COVERAGE
at one cost
,00 circulation—20c
a line week-days
er New Orleans
At ONE Cost

Do you know what percentage of errors are made in your Composing Room?

We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.

Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.

When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.

Matrix Contrast Corp.
33 W. 42d St., New York City

HUNTINGTON, W. VA.
is predominantly a
MORNING FIELD
and is covered completely by the
HERALD-DISPATCH
Morning and Sunday
Circulation, now 18,000
A. B. C.
National representative
The Devine-MacQuoid Co., Inc.
New York Philadelphia Pittsburgh Chicago

So long as Newspapers are judged by the character and value of their contents—and let us pray that they *always* will be so judged—so long will The News be accepted as "Supreme in Texas."

Circulation — business volume—these are mere physical assets, and The News is amply endowed with both.

But the Newspaper itself is the thing!

The
DALLAS MORNING NEWS

Detroit
Fourth Largest City
Complete coverage with one paper.
The Detroit News
Offers advertisers unusual opportunities

Build deep to build high—classified mediums as well as sky-scrapers

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors.
Packard Building Philadelphia

The
DES MOINES CAPITAL
Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.
It is the best Advertising buy in the mid-west
O'Mara & Ormsbee
Special Representatives
The DES MOINES CAPITAL
Lafayette Young Publisher



Our Own World of Letters

By JAMES MELVIN LEE

THIS is the book for newspaper men to read—"This Is The Life!" (Alfred A. Knopf) by Walt McDougall. There is a good story, on the average, on every page. The volume demonstrates that a man who uses his pen in wordless editorials (cartoons) can also be a good reporter of what he has seen along life's highway.

Several of the chapters in this book appeared as magazine articles which I noticed at their time of publication. The opening chapter "The First Dozen Years Are The Worst" has not previously appeared in print and from a literary point of view is one of the best, though a close second is "The Bending of a Twig." Even in his chapter headings Mr. McDougall knows how to use an attention-arrester. Chapter IV "The Street of a Thousand Sins" will do by way of illustration. He refers to the Bowery which Washington Irving once intimated was what it should not be and which a popular song once told us not to go there any more. But the Bowery has always been a great street for news stories, as this chapter proves.

The book is especially rich in reminiscences of fellow workers who have divided spoils with McDougall. He pays a nice tribute to James A. Wales who presided over the art department of *Judge* in its cradle days. Personally I am grateful to McDougall for his splendid tribute to Eugene Zimmerman, better known as "Zim"—"the greatest comic artist of the Seventies, after L. Hopkins of the *Graphic.*" The truth of the assertion that "Zim" made pictures that were funny in themselves regardless of the subject matter cannot be questioned. Not every one, however, can appreciate this distinction. Of all who drew for *Judge* during the days of my editorship of that sheet "Zim" has the warmest place in my heart—and this is no reflection upon the other artists. But to know "Zim" was to love him. If he had been more of a scrapper for salary and for position he might have been a headliner longer. But if he had done that, he would not have been "Zim."

But McDougall has many an anecdote worth telling about other cartoonists, Abbey, Opper, Powers, Davenport, Bush, Kemble, Beard, Taylor, McCutcheon, Rogers—but why catalogue the distinguished cartoonists of the country? It is more interesting to read about them in "This Is The Life!"

The most interesting sections of the book tell of McDougal's experiences with newspaper publishers: how he was hired, fired, and in a few instances, inspired by these men make his pages entertaining. Anecdotes and episodes scattered all through the volume are as amusing as anything that ever came from McDougall's pen—and that is saying a good deal. This comment especially applies to the chapter "Blossom Time in Bohemia." The incidents and comments are just the kind that a historian of the press would like to put into his volume but doesn't. For that reason histories of the press have many sins of omission, even if I am hitting pretty close home.

At the club McDougall has had no difficulty in getting listeners. The tales in his book are just as rollicking and therefore he should have plenty of readers, especially among newspaper men.

I cannot close this comment without questioning the accuracy of the picture which McDougall draws of Frank I. Cobb, the late editor of the *New York World.* I make this comment after I have talked over with Charles Macauley the incident which gave such an unfavorable impression of Cobb. Opinions may differ but some things are questions of fact which can be settled. But in spite of this criticism McDougall has produced a book that is worthy of the Pulitzer Prize.

* * *

CHESTER T. CROWELL chats about "Journalism in Texas" in the *American Mercury* for April. He tells how he started work as a cub reporter on the *Express* of San Antonio at a salary of $7 a week. Of the work done by the men on the Express, Mr. Crowell makes this observation:

> We would take novels or dramas and turn them into half-column news stories. We would write imaginary interviews with great figures of history or literature, making them comment on current events. Some of the men were good cartoonists and nearly all could write passable verse. Sometimes there would be a tramp reporter among us, akin in spirit to the rapidly disappearing tramp printer, and he would tell delightfully of adventures in far-away cities. There were romantic tales recounting how this or that obscure reporter dug up the damning facts, printed his story, and startled a community. Then the grand jury would meet and justice would triumph. One man who told such a story was himself the hero of it. He had killed one (or was it more?) of a gang of assassins sent to murder him and stop his articles. The details had been reported by the Associated Press, and his story was not entirely new to us. I gazed upon him worshipfully.

Mr. Crowell tells an interesting yarn about a facetious story which he wrote about the first slit skirt that appeared on the streets in San Antonio. A department-store owner immediately demanded his discharge. Since the owner did not know who wrote the story, the Express said it would comply with his request. Mr. Crowell believes that the advertiser's request was not without some justice on the ground that a newspaper accepting money from a store ought not to make fun of the goods sold and that if it insisted upon making fun of the goods sold it should decline the advertising.

Among the other Texas papers mentioned by Mr. Crowell are the *Houston Post, Houston Chronicle, Dallas Dispatch, Fort Worth Record, Star-Telegram,* of Fort Worth, *Dallas News,* and *Austin Statesman.* Of the last mentioned Mr. Crowell was once editor after he had severed his connections with the *Herald* of Mexico City as news editor: he had gone directly to the Herald from the Express of San Antonio. He has a good deal to say about salaries paid.

Of the work accomplished by Texas newspapers, Mr. Crowell is somewhat pessimistic. He intimates that during 20 years the newspapers have performed only two notable public services, undertaken on their own initiative and conducted at their own expense. One, the investigation of the state penitentiary system, led to sensational disclosures and reform through legislative action. This campaign was conducted by the San Antonio Express. The second conspicuous public service by the press was the campaign against the Ku Klux Klan by the Dallas Dispatch—"the most telling blows delivered against the Klan anywhere in this country."

Damage suits are said to flourish luxuriously in Texas. According to Mr. Crowell there are enough lawyers earning less than $2,500 a year in that state to pick the cotton crop and no small percentage of them have the ethics of pickpockets. They are especially active in picking up typographical errors.

The last comment made by Mr. Crowell about journalism in Texas follows:

> There was a day when the printshop was journalism's very best recruiting ground. But not now. The printers look upon the hirelings in the editorial department with scorn.

* * *

THE issue of the *Nation* for March 31, is jazzed up with a spicy article on "Journalistic Jazz" by Silas Bent. Whoever selects articles for the Nation knows how to select those that have a "punch and a wallop." Such a policy in the selection of material is what makes the Nation interesting.

The article deals with news photographs as they appear in both blanket and tabloid sheets. Attention is called to the fact that only a small fraction of the news can be photographed: a liberal estimate puts it at about twentieth of the daily grist. Of co related pictures can be inserted. "If reduction won't pose, President Cooli may be snapped while he is discuss the glorious possibility of lower le in the upper brackets." But such ph graphs are said to bear the same rela to real news photographs as a Sun supplement article does "to a story from the anvil of events"—to use s of Bent's journalistic jazz.

From his rapid fire popgun comes following shot about advertising:

> The status of the illustrated tabloids migh established inversely merely by consulting advertising pages. Are you bald or gray? you will find a marvelous specific. Are looking for ten-dollars-down suburban Here's the "dope" about them. Poison remedies and patented relief from man malady seek their places in these colu Rouge, permanent waves, depilatories, poisons, cornpads, radio accessories, face cr have their mart in the picture papers.

Mention is made of the fact that George Harvey once remarked that

IN some cities, the "leading" newspaper may have merely a few hundred more circulatio than its competitor. The Pres has 40,000 *more* net paid circu lation in Pittsburgh than th other two evening newspaper *combined*—and 35,000 *more* ne paid circulation in Pittsburg than the other two Sunday new papers *combined.*

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 650,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

Buffalo, The Wonder City of Americ

Buffalo — A Profitabl Market for Advertiser

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEW
Read in 4 out of 5 Buffalo Hom

Edward H. Butler, Editor and Publish
Kelly-Smith Company, Representativ
Marbridge Bldg. New York, N. Y. **Lytton Bld Chicago,**

Cover Fashions by Printing Fashion News

See samples of Our New Daily Service by wire or mail

FAIRCHILD
Newspaper Services
8 East 13th St. New York

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

***first!* in OHIO**

3,344,004 Lines

Dispatch advertising record for January and February, 1926, exceeding other Columbus newspapers combined by 411,747 lines. In 1925 the Dispatch published 21,544,376 lines exceeding second largest Ohio newspaper by 2,648,383 lines.

NET PAID CIRCULATION

CITY	54,651
SUBURBAN	26,637
COUNTRY	22,238
Total Circulation	103,526

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

DeLisser Figures Tell the Stor of ADVERTISING PRESTIGE In Seattle, Washington YEAR 1925

	Lines
Times ..... Total	15,391,2
Post-Intelligencer ..... Total	8,554,7
Star ..... Total	7,068,8
Times leads Post-Intelligencer by	6,836,5
Times leads Star ..... by	8,322,4

SEATTLE DAILY TIMES

Evenings and Sunday Morning

Represented Nationally
THE S. C. BECKWITH SPECIAL AGENCY
New York Chicago Detr
Kansas City St. Louis Atlar

bloid form was sure to come in the wspaper field and the remark is made at whatever might have been Harvey's ortcomings as an Ambassador at the urt of St. James he was gifted with me foresight as a newspaper man. Mr. ent suggests that a study be made by me of the schools of journalism on how e present size of the standard sheets ew from five to six, to seven, and en to eight columns in width.

On the influence of the advertiser upon e text columns Mr. Bent comments as llows:

The advertiser, although I do not believe he able to cause the suppression of news disreeable to him personally, is able as a class get a great deal printed in which he has no ject interest and which has no proper place a newspaper. He is responsible for the ious unedited police stories and endless "A." yarns which draw their weary length through daily and Sunday papers. He is responsible ause he demands that the amount of "reading tter" shall be in a certain proportion to the ume of advertising. Let us concede one tue to the tabloid.

The circulation of the tabloids came, cording to Mr. Bent, from a source tapped by newspapers of standard size. ie article concludes with this comment out those who put their pennies on ws stands for tabloids:

This new circulation was waiting, ready to be en unto himself by any publisher who wanted t kind, and was crafty enough, or mentally se enough kin to it, to give it what it wanted. iat it wanted was pictures and pabulum, not ws. It was a coincidence that news features ered an endless wall on which to hang the tures. There they hang, a "chilling, thrilling, ing" gallery.

* * *

RAHAM TAYLOR writing in the *Survey Graphic* expresses his personal appreciation that the *Chicago Daily News* is to remain in the hands of those o have actually controlled it in recent rs even though the ownership belonged Mr. Lawson. He pays a fine tribute the beneficiaries of Lawson's will because they expressed to the executors t they preferred the acceptance of the it bidder even though he might not er the highest bid. This sentiment, cording to Mr. Taylor, was shared by . Lawson's brother who is the fourth iduary legatee. This article by Mr. ylor supplements the comment recently de on the editorial page of the EDITOR PUBLISHER about the wills of newsper editors.

* * *

cGRAW-HILL BOOK COMPANY announce for early publication ewspapers in Community Service," by rman J. Radder, associate professor journalism at Indiana University and merly on the editorial staff of the w York *Times* and the *Christian ience Monitor.*

* * *

N collaboration with Bruce Barton, author and publicist, Bernard Lichtenrg, assistant director of advertising in Alexander Hamilton Institute, adds the avalanche of recent books on the ject of advertising with a volume ened "Advertising Campaigns." This tm is inserted simply as a news notice the book will be reviewed in a later ue of EDITOR & PUBLISHER.

* * *

HOMAS REES, publisher of the *Illinois State Register,* Springfield, just issued "Around the World"—a ume which will be reviewed later. her books of travel from the pen of . Rees include "Egypt and the Holy nd," "Sixty Days in Europe," "Our avels in the Orient," and "Spain's Lost vels."

A NICE tribute is paid to the small town newspaper by Edward W. Bok in his latest book, "Dollars Only," (Charles Scribner's Sons). In this volume Mr. Bok gives considerable space to an editorial from the *San Luis Obispo* (Cal.) *Tribune.* This editorial is worth reading.

Editorial writers will find "Dollars Only" suggestive because of its theme which furnishes a new yard stick by which to measure success. Not many newspaper publishers, however, have followed Mr. Bok's example.

CONTEST NEARS FINALS

Noyes Makes Drawings for Order of National Oratorical Speakers

Drawings for the order of speakers at the finals June 4 of the National Oratorical Contest, sponsored by newspapers, were made last week by Frank B. Noyes, publisher of the *Washington Star,* and chairman of the American Publishers' Committee, in charge of the contest.

The drawings placed the seven regional winners, who are to compete in the national finals, in the following order:

First speaker, winner at Philadelphia.
Second speaker, winner at Los Angeles.
Third speaker, winner at Chicago.
Fourth speaker, winner at Louisville.
Fifth speaker, winner at Washington.
Sixth speaker, winner at Kansas City.
Seventh speaker, winner at New York City.

The committee includes Walter A. Strong, *Chicago Daily News;* Adolph S. Ochs, *New York Times;* William L. McLean, Jr., *Philadelphia Bulletin;* Harry Chandler, *Los Angeles Times;* Frederick I. Thompson, *Birmingham* (Ala.) *Age-Herald,* and Ralph E. Stout, *Kansas City Star.*

POLITICIANS CHARGE LIBEL

State's Attorney and Former Mayor Sue Chicago Evening Post

State's Attorney Robert E. Crowe and Former Mayor William Hale Thompson on March 27, each filed libel suits for $100,000 against the *Chicago Evening Post,* John C. Shaffer, its owner, Frank Hussey, business manager, and Charles A. Segner, managing editor.

The suits were based on the allegation that the newspaper had printed a story containing rumors that Crowe and Thompson had had a fistic encounter.

232-Page Florida Edition

The *St. Petersburg* (Fla.) *Times* on Sunday, March 21, issued a 232-page Festival of States edition, containing a great amount of information regarding agricultural, industrial and business opportunities in Florida. The issue had 19 sections including eight pages of color comics.

Students Edit Daily

The class in journalism at Mount Union College, Alliance, O., edited the day's issue of the *Alliance Review,* March 23.

WEEK'S AD TIPS

Chappelow Advertising Company, 1709 Washington avenue, St. Louis. Conducting a campaign of newspaper advertising for Smith & Davis Mfg. Co., St. Louis, manufacturers of bed springs.

Frizzell Advertising Agency, Guardian Life Building, St. Paul. Now handling account of the Wilhelm Oil Company, manufacturers "Fly-Kill" insecticide.

Charles C. Green Advertising Agency, Inc., Estey Building, Philadelphia. Has secured account of A. T. McAllister & Company, investment securities, Philadelphia.

Kenyon Company, Inc., 131 Clarendon street, Boston. Now placing account of the Flintkote Company, Boston, manufacturers strip shingles and roofing.

John L. McQuigg, 730 W. Seventh street, Los Angeles, Cal. Has secured the following accounts: Smith Bros. Truck Company, Los Angeles; Wilshire Physical Culture Studio.

Harry C. Michaels Company, 113 Lexington avenue, New York. Now handling account of Vital Foods, Incorporated, Cortland, N. Y., manufacturers "Teco" pancake flour.

Frank Presbrey Company, 247 Park avenue, New York. Placing account of the Worcester Salt Company, New York.

Richardson-Briggs Company, 1869 Prospect avenue, Cleveland. Has secured account of the Lexoid Company, Cleveland, mail order house.

Alfred J. Silberstein, Inc., 116 West 32nd street, New York. Now handling the following accounts: American Venus Hat Company, Keane-Patterson Insurance Agency, Federal Fur Dyeing Corporation, all of New York, and Hotel Nassau, Long Beach, New York.

A. M. Stockman Advertising Agency, 127 Duane street, New York. Placing account of the R. E. Dietz Company, New York, manufacturers of lanterns.

O. S. Tyson and Co., Inc., 16 E. 41st street, New York City. Now handling the advertising of the Lehigh Structural Steel Company, Allentown, Pa., engineers, fabricators and erectors of steel buildings and transmission towers.

Wales Advertising Company, 250 Park avenue, New York City. Now placing the following accounts: Reiss-Premier Pipe Company, 277 Fifth avenue, New York City, Pipes. S. S. Stafford, 609 Washington street, New York City, mfrs. Inks, Polishes, etc.

Western Advertising Agency, Inc., 214 Fifth avenue, Racine, Wis. Now placing the following accounts: Hamilton-Beach Mfg. Company, Racine, Wis., manufacturers Home Motors & Vacuum Cleaners. Racine Boat Company, Racine, Wis., manufacturers, Boats and Canoes.

Strobridge Wins Damages

S. A. Strobridge, who for six months edited the *Fairmont* (Minn.) *Martin County Independent,* from a wheel chair following injuries received in an automobile accident, was awarded a verdict of $4,004 in his $10,000 personal injury suit against Florence Anderson at Fairmont, March 26. He was injured when an automobile driven by the defendant became unmanageable, rolled onto the sidewalk and crushed him against the side of a store building. Strobridge is now night telegraph editor of the *Fargo* (N. D.) *Forum.*

Denton Takes New Post

Hal P. Denton, one-time editor of the *Pittsburgh Post* and Washington writer, has retired from Kiwanis International, after ten years' connection, to become secretary of the Square Salesman League of America.

TAMPA MORNING TRIBUNE
"So. Florida's Greatest Newspaper"
Established 1894
CIRCULATION
SUNDAY..59,202 DAILY..34,321
In addition to complete coverage in Florida's industrial and commercial city, the Tribune covers 190 cities and towns in twenty-four South Florida counties—the heart of the most rapidly growing and wealthiest section of Florida. This territory includes the richest industrial citrus, phosphate and truck-raising district of the State.
The Tribune stands TWELFTH among the newspapers of the United States in volume of advertising printed during the year 1925—21,650,678 lines.
Only one New York newspaper and only one Chicago newspaper printed more advertising in 1925 than the Tampa Tribune
The S. C. Beckwith Special Agency
National Representatives

Why not use the Best
HOUSE PLANS
in your
BUILDING PAGE?
Ask Cincinnati Times Star and Baltimore Evening Sun
The International Syndicate
Baltimore, Md.

Insurance Against Rising Feature Costs
Five pages of exclusive newspaper features, including Editorial, Women's, Sports, Comics, News Features and News Photos each day.
Serial fiction by Beatrice Burton, author of "The Flapper Wife," "Love Bound," etc.
Editors' Feature Service, Inc.
1819 Broadway, New York

How To Play
GOLF
By JOHNNY FARRELL
Famous Teacher of That Game
24 LESSONS
Illustrated
For release daily
KING FEATURES SYNDICATE, Inc.
New York City

Notice!
"RADIO - BY - THE CLOCK"
is a
Registered Trade-Mark
and its use, or use of a similar heading on radio programs is unauthorized and an infringement unless they are the original programs furnished *ONLY* by
AUDIO SERVICE
326 W. Madison St. Chicago
Write for samples and prices

have
you been
following the
remarkable
growth
of the
Detroit Times

GRAVURE SECTIONS PRINTED
SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK
Standard Gravure Corporation
LOUISVILLE KY

TEXAS PRESS PLANS TOUR

Trip to Mexico To Be Feature of Annual Meet, June 10-12

At a meeting in San Antonio, March 27, the executive committee of the Texas Press Association arranged for the annual convention of the association, set for June 10-12 in San Antonio. Besides entertainment features outlined for the 400 to 500 expected to attend the convention, two side trips—one to the Lower Rio Grande Valley of Texas and the other to Laredo, Tex., and Nuevo Laredo, Mexico—were arranged for the week-end following the convention proper. Special trains or Pullmans, depending upon the number who wish to make the trips, will be provided.

The entertainment program was outlined as follows:

First day—Noon, luncheon given by San Antonio Paper Company; 4 p. m., sightseeing trip to historic missions; night, annual banquet tendered by San Antonio Chamber of Commerce, followed by annual ball.

Second day—Noon, luncheon and pageant of inventive progress, given by Southwestern Bell Telephone Company; leave at 4 p. m. for evening fish fry at Medina Lake.

Third day—Noon, luncheon given by *San Antonio Express and News*, followed by theater party with same papers as hosts.

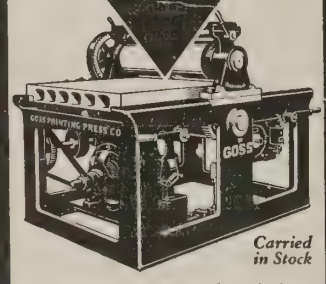
Present at the meeting were: W. A. Smith, San Saba, president of the association; Sam Harben, Richardson, secretary; P. E. Montgomery, McAllen; George Neu, Brenham; Denver Chesnutt, Kenedy; Sam Fore, Floresville; Frank G. Huntress and Fred Herndon, San Antonio.

Providence Journal Changes Page Size

The *Providence Journal*, effective April 5, will change its page size from seven to eight columns.

Supplies and Equipment

GOSS
STEREOTYPING MACHINERY

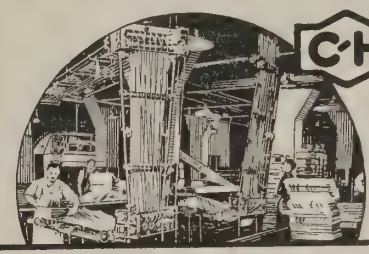


Carried in Stock

Some outstanding and exclusive features of The Goss *Combination Wet and Dry* Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO - NEW YORK - LONDON



Newspaper Conveyors

speed up the movement of papers to delivery room—without fuss or waste. Used for years by hundreds of large and small publishers throughout the country. Write for details and typical installation views.

The Cutler-Hammer Mfg. Co.
Works: MILWAUKEE, WISCONSIN
New York, Chicago, Pittsburgh, Philadelphia, Cleveland, Cincinnati, Boston, Detroit, St. Louis, Buffalo, Milwaukee
San Francisco, Los Angeles, Seattle, H. B. Squires Co.
CUTLER-HAMMER

Modern
Composing Room
Furniture

as made by us will speed up production and reduce costs—A *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

Hoe Quick-Lock-Up Flat Casting Mould

The throwing of a single Lever locks this Hoe Flat Casting Mould which is carefully designed and constructed for perfect Balance as well as Quality and Durability.

Made in three sizes—five, seven and eight columns.

If It's a Hoe, It's the Best.



R. HOE & CO., Inc.
7 South Dearborn Street, CHICAGO, ILL.
504-520 Grand St., N. Y. City
Also at DUNELLEN, N. J.
7 Water Street, BOSTON, MASS.

Don't "Pig" Metal
It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co.
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

Swamped

"Kill our Classified Advertisement your issues April third and tenth. Swamped with replies."

The above copy of a telegram is just an additional proof of our claim that the Classified page of EDITOR & PUBLISHER produces results in abundance.

This Advertiser (his name on request) had ordered four insertions of his copy.

Classified

EDITOR & PUBLISHER
Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)
1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS
(Cash with Order)
1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE.

INDEX OF CLASSIFICATION

ADVERTISING
General Promotion
Special Editions — Special Pages
BUSINESS OFFICE
Accounting — Appraisers
Supplies — Devices
BUSINESS OPPORTUNITIES
Brokers — Newspapers Wanted
Newspapers For Sale
CIRCULATION
Promotion — Distribution
Premiums
EDITORIAL
Business News — Correspondents
Syndicate Features
Art Pages — Radio
Comics — Sports
Fashion Pages — Statistical
Fiction — Wire News
News Pictorial — Women's Pages
EMPLOYMENT
Help Wanted — Situations Wanted
MECHANICAL
Equipment For Sale — Equipment Wanted

ADVERTISING

General Promotion

Advertising Promotion—If you want mor business, communicate with the International Publications Service, Incorporated, Suite 1004 1841 Broadway, New York City.

Special Pages

Special Feature Pages—Local display develope from non-regular advertisers. Industrial, Build ing, Church, Baby-Contest Pages, Special Edi tions. Every account guaranteed. William E Jordan, Newspaper Revenue Builder, care Edito & Publisher.

BUSINESS OPPORTUNITIES

Brokers

Honest-to-Goodness April Opportunity — Tw weeklies and job office, well established, high class exclusive field; doing good business; earn ing handsome dividends; New York State. Pric $15,000; 1/3 cash. J. B. Shale, Times Building New York.

Newspapers for Sale

Beautiful City of 9,000 in Southern California within easy reach of Los Angeles. Only paper available for short time at $60,000. Very spe cial opportunity and fine location. Prop. 1440x The H. F. Henrichs Agency, Litchfield, Ill.

Daily in small city with future. P. O. Bo 382, Green Bay, Wis.

Where Is the Man to visualize this wonderfu field? Only morning paper in central west cit of 50,000. Circulation 18,000; annual gros business $200,000. Whole or controlling inter est available on very nominal price and terms Prop. 1354x. The H. F. Henrichs Agency Litchfield, Ill.

Newspapers Wanted

Business Executive, twenty years' experienc seeks opportunity to buy whole or part intere in paying afternoon newspaper in city not ex ceeding 35,000. Future opportunity more im portant than present condition of paper. Ser details and copies of paper to B-876, Edito & Publisher.

Employment—Equipment—Services

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Premiums

Premiums of every description. Your Publisher takes no risk. C. R. Bailey, Hoboken, N. J. Formerly New York. Estab. 1888.

EDITORIAL

Syndicate Features

Syracuse Herald and Sharon News Telegraph are the new customers this week. Write for samples of a live, alert, up-to-date service. The Graphic Syndicate, 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

Advertising Salesman who can sell contracts and write good copy; permanent with advancement. The Herald Publications, Kenmore, O.

Advertising Salesman to take charge of the local field for an evening newspaper in a city of 140,000 population. Must have experience. Must have knowledge of the newest methods of advertising promotion and salesmanship. Opportunity for right man. Correspondence confidential. State salary now received and give full particulars. Address B-865, Editor & Publisher.

Circulation Managers—Desirable openings for two experienced newspaper circulation managers to take charge of and manage offices in a circulation organization extending from coast to coast. Prefer men with not less than 5 years' experience, over 30 years of age and who have employed and managed forces of house-to-house canvassers. A minimum of $2,600 per year with opportunities to advance to position paying from $5,000 to $8,000. 65 former newspaper circulation managers and others now happily located in permanent positions. Will not employ habitual users of liquor. Answer with references. Ernest A. Scholz, Circulation Director, The Butterick Publishing Company, Butterick Building, N. Y.

Circulation Manager—Central states publisher has asked me to locate the best circulation manager available for evening newspaper in 30,000 community; splendid field with excellent possibilities for substantial circulation growth. State qualifications fully, giving complete details former experience, age, references, salary required. A. M. Clapp, The Daily Gazette, Sterling, Ill.

Representatives Wanted, by trade journal with national circulation, in following territories: Pittsburgh, Cleveland, Cincinnati, Detroit, Buffalo, Terre Haute, Ind., Des Moines, San Francisco, Oakland and Nashville. Address B-867, Editor & Publisher.

Situations Wanted

Accountant, statistician, analyst. Thoroughly experienced in newspaper accounting. Also familiar with circulation. Age 33, married. At present engaged on western paper. Desire eastern connection. Address B-882, Editor & Publisher.

Advertising Salesman desires permanent connection on reasonable commission basis in charge of newspaper's special pages and special edition work. Experienced. References. Paper desiring connection assuring clean and maximum business address B-831, Editor & Publisher.

Advertising Executive, nationally recognized constructive builder of permanent business, seeks opportunity as business associate of publisher desiring to be relieved of this responsibility. Moderate salary and interest acquiring basis. Address B-877, Editor & Publisher.

Assistant Auditor-Bookkeeper, experienced, with executive ability, now employed by large morning newspaper, desires connection offering opportunity for advancement. Address B-782, Editor & Publisher.

Business Manager—Thoroughly experienced executive and big personal producer, nearly twenty years' experience as Advertising Manager, Promotion Manager, Business Manager and assistant to Publisher, Metropolitan and provincial cities, now located in the East; 38, married, good reasons for change. The harder the proposition the better I like it. Can meet you at A. N. P. A. meeting. Address B-873, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Business Manager, at present employed, desires change to paper in city of 50,000 to 75,000. Understand circulation and advertising. Can handle and secure results on both. Can give A1 references. Address B-872, Editor & Publisher.

Cartoonist, experienced all newspaper art, desires change. B-860, Editor & Publisher.

Circulation Manager, 35, now employed, seeks new connection. Thoroughly understands all branches of circulation work. 12 years' experience. Looking for position offering better opportunity for advancement. Best of references. Address B-830, Editor & Publisher.

Circulation Manager, 18 years' experience, desires change. Prefers city between 50,000 and 75,000 population. Can get the circulation and the revenue from same. B-862, Editor & Publisher.

Circulation Manager, 12 years' experience, 32 years of age; married. Have a record for getting good business increases in highly competitive fields; increases that are hard to beat. Both morning and evening experience. Understand boy and girl promotion. Have never used a Premium. Paper I am with will discontinue publishing in about a week. Will go any place. At present in the North. Address B-871, Editor & Publisher.

Circulation Manager Seeks Change—Efficient, energetic, tactful, enthusiastic, working circulation manager, 30 years of age. 19 years' (ten of which were as circulation manager) working experience in every angle of circulation work, from carrier boy to circulation manager on papers from 5,000 to 27,000 circulation seeks change. Have added three thousand daily and four thousand Sunday in present place in little less than three years. Have increased cash receipts 40 per cent with the advantage of having excellent newspaper to sell. Expense of department up only 3 per cent. Have reached top here. Best of references as to character and ability from all past and present employers. Salary $60 weekly and commission, more if I earn it. Thoroughly understand promotion, administration, A.B.C. requirements, routine, delivery, mail room and distribution from actual working experience. Address B-870, Editor & Publisher.

Classified Manager open for position; six years' experience; 24 years of age; pleasing personality. Writes strong promotion copy. Go anywhere. Name starting salary. I will show you I am worth more. Address B-878, Editor & Publisher.

Composing Room Executive of ability desires connection with progressive evening daily. Union. Best of references. Address B-826, Editor & Publisher.

Combination Special Edition and regular display solicitor and new business builder; years of experience handling special editions, business reviews, feature pages and roto; desires permanent connection with paper in city 100,000 or over where real ability and integrity would be recognized. Now employed. Looking for future, not merely change, and willing gamble on commission basis rather than straight salary. B-863, Editor & Publisher.

Country Circulation Manager, experienced. Last connection with morning, evening and Sunday newspaper. Young, married, hard worker. Want opportunity. Can demonstrate ability. B-851, Editor & Publisher.

Desk and Outside Work wanted by experienced editor who is familiar with all branches of weekly newspaper making. B-820, Editor & Publisher.

Editor and Advertising Man—Expert printer and proofreader, fluent copy writer and editor; not a college man, but with a good commonsense, practical education; age 40, married, seeks promising connection. Address B-879, Editor & Publisher.

Editorial—Woman, experienced general news, women's features and as telegraph editor. Address B-866, Editor & Publisher.

Editor—Position wanted on Long Island weekly by editor who has built successful weeklies and knows how. B-852, Editor & Publisher.

Editor—Married man, 15 years in daily field, with unusual record, seeks new connection. Change made imperative because of wife's health. Now editor of successful daily at salary of $90 per week. Paper on which he is now employed leading the field since he joined staff after being in the dumps for 35 years. Extraordinarily capable news executive, good editorial writer, tireless worker with facility for attractive make-up. Would like to become editor of paper in community where opposition is leading the field, providing he may have complete charge of news end. Record will stand closest scrutiny. Has contract with present employer but is able to buy release. Available May 15. Position must carry with it permission to apply my own methods. Propositions carrying salary of $75 per week will be considered if there is some future. This editor is not of the half-baked variety. Well educated, neat appearance and thoroughly capable. Address B-868, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Editor—Capable and experienced, seeks connection offering possibility of acquiring part interest. Mature judgment, conservative and reliable, with excellent past record. Address B-874, Editor & Publisher.

Editor and Manager with two successes to his credit (one in New York City) seeks post as managing editor or general manager of small city daily. Meet me any week-end in New York or Philadelphia or I will mail you my record of 20 years' experience, together with recommendations from successful newspaper men. I am married, 43 years old and employed. Personal reasons for change, available in two weeks. B-844, Editor & Publisher.

Editor—Eight years' experience in all branches of newspaper work. Now at liberty, having left managing editorship of daily in metropolitan area. University graduate, linguist. B-840, Editor & Publisher.

Linotype—First class operator with new 3-magazine machine; thoroughly experienced in newspaper, publication and job work; practical printer; desires connection with reliable publisher on weekly pay basis; city or outside. Address B-880, Editor & Publisher.

Managing Editor or News Editor that can get results. If you need such a man, write me. Ten years' experience on papers from 25,000 to 150,000 circulation; four years in present job; now news editor and acting managing editor of paper with 30,000 circulation, and giving satisfaction. College graduate, married, Protestant, 30 years old. Efficient and dependable. Only reason for seeking change is desire for larger field of activity; best references; act now. B-846, Editor & Publisher.

Managing Editor—Chicago executive, 16 years' experience, small town and city, wants to connect with paper in city 50,000 to 200,000. Have ideas; have handled men for years. Would invest. B-881, Editor & Publisher.

Managing Editor of daily in middle western state with 20 years' experience wishes change. Formerly night editor daily in city of 900,000. Prefer managing editorship in city of 75,000 to 250,000. Highest references from publishers. Could report in two or three weeks. B-850, Editor & Publisher.

Managing Editor, now holding good job, wants better one as managing editor on afternoon paper in city of 100,000 up, or as editorial writer on morning or afternoon paper. Capable executive and writer with varied metropolitan experience. B-824, Editor & Publisher.

Mechanical Superintendent—Practical in all departments; union; 18 years' broad experience; university and technically trained on metropolitan dailies only. B-848, Editor & Publisher.

Mechanical Superintendent or Superintendent of Press Room—Mechanical Engineer by training; University graduate; thorough knowledge of press and press room work, stereotyping, etc.; qualified to give several years of satisfactory service to any publisher. B-825, Editor & Publisher.

News Editor—Twenty years' experience; last ten as managing editor of one of Ohio's best newspapers. Seek place where hard work, ability and conscientious effort will insure permanency. B-806, Editor & Publisher.

Reporter and Copy Reader—Three years' training in Journalism. Good education. Best references. Address B-864, Editor & Publisher.

Thoroughly experienced copy reader, skilled in handling press service report; former manager I. N. S. bureau; open for newspaper in Middle West. References. H-222, Editor & Publisher.

MECHANICAL

Equipment for Sale

Goss—32-page, four deck, straightline, with full equipment and in fine condition, boxed, f.o.b. Racine, for delivery in November next. Can be seen in daily operation in our plant. 8 col. 12½ m—20 inch columns. Will make someone a fine outfit at a very reasonable figure. Cash or terms as desired. We are buying a larger press. Call Publishing Co., Racine, Wisconsin.

Hoe 24-page straight line, three deck press for sale, 21½ cut-off, 12½ or 13 ems columns, eight column, 20 inch page. Can be seen running. Two to twelve pages 24,000 per hour, twelve to twenty-four, 12,000 per hour. 14, 16, and 18 pages book form. Has three extra color fountains and reversible cylinder. Ideal press for color-work. Press in excellent running condition Reason. for selling, have purchased larger press. $15,000.00 cash as it stands on the floor. Excellent buy for some publisher. Sentinel Printing and Publishing Company, Winston-Salem, N. C.

Must Be Disposed of at Once by the Receiver in Bankruptcy: A Hoe Quadruple 32-page newspaper press with double folder. Will deliver 4-6-8-10-12-14-16-pages at speed of 30,000 copies per hour; 20-24-28-32-pages at speed of 15,000 copies per hour. Also complete Stereotyping outfit and battery of eight Linotypes and one Monotype Lead and Slug Caster. This material is in good working condition, having been actually in use about five years. Whole or part will be sold. Write for further particulars to B-875, Editor & Publisher.

MECHANICAL

Equipment for Sale

Goss Steam Generator, 3 H.P., good condition, for sale. Also Melting Furnace, 500 Pd. capacity, blower fan, practically new. Passaic Daily Herald, Passaic, New Jersey.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner Fendler Branch, A. T. F. Co., New York City.

Right Angle Hoe Quadruple Press—Eight-column page, 22¾ in. cut off on page, 22½ in. printing length of page, 45 degree bevel on plate cut. Reasonably priced for quick delivery. This press can be seen in operation in the plant of the Dayton Herald and Journal, Dayton, Ohio.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Manufacturer's Representative

Graduate Engineer, with own office in well known New York office building, having large following in newspaper plants, desires to represent established manufacturer in New York or Eastern territory. Address B-869, Editor & Publisher.

LEGAL

INTERNATIONAL PAPER COMPANY

New York, March 3, 1926.

The Board of Directors have declared a regular quarterly dividend of one and three-quarters per cent (1¾%) on the Cumulative 7% Preferred Stock of this Company, and a regular quarterly dividend of one and one-half per cent (1½%) on the Cumulative 6% Preferred Stock of this Company, for the current quarter, payable April 15th, 1926, to holders of record at the close of business April 1st, 1926. Checks will be mailed. Transfer books will not close.

OWEN SHEPHERD, Treasurer.

An Unusual Opportunity

A publisher of character, with southern newspaper experience, desiring a well established newspaper in the South, can, if genuinely interested, be put in touch with an extraordinary opportunity.

Cash required $50,000

PALMER, DEWITT & PALMER

350 Madison Ave. New York

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON

Times Bldg. New York

WE CONNECT THE WIRES

OVER TWENTY-FIVE YEARS we have conducted a service bureau for employers and position seekers in the Advertising-Publishing field. Our lists include men and women fitted for positions up to the highest responsibility in all departments of newspapers, class journals, advertising agencies and the publicity departments of mercantile and manufacturing concerns. Registration free. No charge to employers.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

FEW Wall street financial houses advertise in newspapers outside of the financial centers, but one daily in a city of 80,000 obtained several pages of outside financial, real estate, trust company, etc., copy for an "investment edition," by going after it and allowing ample time to really work the proposition before date of publication.—Bert A. Teeters.

"Are You Going to Build or Improve Your Home?—Do It Now and Buy from These Reliable Merchants," would make a good streamer head and sub-head for a page of ads on paint, lumber, brick, and supplies of all kinds. A short story could be written about the season of the year, spring rush, about reliable merchandise, delivery, etc.—a story of this sort always helps to sell the page. A page of this kind can be run for a series of ten weeks by changing the ads-head, etc.—E. U.

One store has a standing advertisement order for the use of a three by five advertisement on each rainy day. The ad reads: "Why not get that umbrella now? You have promised yourself one for a long time. Get it and use it today and have it for future rainy days."—B. A. T.

In Sandusky, O., merchants advertise by neighborhoods. At Christmas, Easter, Valentine's day and other special seasons several pages of neighborhood advertising is featured. For instance Hancock street merchants take an entire page at this time. Some smaller neighborhoods take only half a page. When a new store opens up neighborhood advertising boosts it frequently with a page or double page spread.—R. T. Cassidy.

Golf is a game that simply cannot be played without "togs." Ordinary dress will not do as new recruits learn in the first lesson. "Golf Togs" may be a ribbon for a page of golf clothing and equipment ads from clothing merchants, department stores, custom tailors and sport dealers, to reach the new devotee who often learns by word of mouth where to buy his golf outfit.—C. M. L.

A special double truck of advertisements of automobile body repair shops, tire and accessory dealers, paint shops, etc. based on a leader item concerning the motor car accidents in the vicinity during the week is appearing each week in an Indiana newspaper. The spread has been in use over a period of six weeks already and should prove more popular yet during the summer months.—Bert A. Teeters.

With spring coming many people are thinking more about building homes of their own. A Boston paper hits on the idea of printing a directory giving the names, addresses, phone numbers, etc. of various contractors. They also print directories of plumbers, electricians, painters, furniture houses, heating supply houses and many others of this type. Here is an idea any paper can use.—C. E. Pellissier.

The *York* (Pa.) *Gazette* has made a special advertising event of the annual Kiwanis Club Show held in that city. The Club stages the show, charging members for exhibit space, and devoting the proceeds to the Club's work among underprivileged children. The Club runs a campaign of half-page advertisements for a week preceding the show and then cooperates on a "Kiwanis section," in which only Kiwanians and businesses having Kiwanis representation are advertised. This year 11 pages of ads were obtained. This idea might be developed in any city.—W. B.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

RATES paid for street car fare, electricity and gas are always interesting to your readers. A table showing the rates paid in 100 other representative cities in your section of the country can be lined up with very little trouble and yet you will find that many readers clip it out for future reference.—B. A. T.

As a brightener one of these days, send your feature reporter after a yarn on what games the school children are playing now. How about the old "run sheep run"? Or Priggy? Marbles? Are these old games still in force?—R. M. Campbell, Framingham, Mass.

A set of directions for job seekers is printed by the *Seattle Post-Intelligencer*. The set consists of four pertinent instructions which help in landing the job, as follows:

1st. Read the Help Wanted Columns in P. I. classified ads.

2nd. Apply for the job that you can do the best—the better the work, the more pay you will get for it.

3rd. When answering ads give all the information asked for—for your own sake.

4th. Answer promptly—First come, first served is the rule of business.—C. M. L.

SERVICES TO PUBLIC STUDIED

Journalism School Surveying Outstanding Newspaper Enterprises

The Department of Journalism at Syracuse University, Syracuse, N. Y., is endeavoring to find outstanding examples of local newspaper features that perform some public service among the daily and weekly newspapers in the United States. Departments of journalism in each state have been asked to send in the names of newspapers performing such public service, together with any descriptive data or clippings to illustrate the service accomplished.

Newspapers also have been solicited for public service data in every state, by Professor J. O. Simmons, head of the department. The Wisconsin Press Association conducted a recent contest in this respect, Prof. W. G. Bleyer acting as one of the judges. Three New York State press associations were recently appealed to by Professor Simmons with the result that many good examples are being received for the information of members as well as students entering journalism.

The gentlemen who say Prohibition is a joke ought to learn how to take a joke gracefully.—*Dallas News.*

Offer a small prize each week for the best fictional story of not more than 800 words to subscribers only. It will surprise you how many stories you will receive each week, out of which you should be able to find one available for your Saturday or Sunday issue. Besides being interesting to the readers of the paper, this stunt should prove available in opening up a better social connection between your paper and its subscribers, and perhaps be the means of obtaining new ones.—B. F. Clark.

Ask your Chamber of Commerce secretary for strange requests that come to him. The Buffalo Chamber of Commerce in one day recently has a request for the name of manufacturers of rods to find buried treasure, to locate a missing heir whose first name alone was known, and to purchase for a Canadian chicken fancier "an artificial hen to keep chickens warm in weather 30 below zero."—E. V. R.

The Oklahoman, Oklahoma City, Okla., offered a $25 cameo pin as prize for the most typical photograph of an Oklahoma grandmother. The pictures were used in Sunday feature spreads.—T. E. R., Chicago.

The World's Greatest Newspaper Feature Service

Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

4 page ready-print color comics.

Write for samples and rates

NEA SERVICE INC. 1200 W. 3RD. STREET, CLEVELAND, OHIO

COMPLETE WIRE REPORTS FOR EVENING AND SUNDAY PAPERS

International News Service

"Get It FIRST but First Get It RIGHT"

63 Park Row NEW YORK CITY

BY UNITED PRESS

AROUND THE WORLD AROUND THE CLOCK

UNITED PRESS ASSOCIATIONS
World Building New York

SHORT STORIES DONE IN PICTURE STRIPS

Famous Stories By
POE, STEVENSON, DUMAS CONAN DOYLE

To Run 10 Days
2 Weeks

Beautifully Drawn, Full of Action, Suspense and Thrills

Write for Rates

WHEELER - NICHOLSON, Inc.
373 4th Ave. New York City

Meet Bert and Connie—
Authors of

THIS MARRIAGE BUSINESS

A unique weekly married life series. Different from any other because it always gives both sides of each situation—written by a wife and husband, two well known authors, whose names are withheld for obvious reasons.

THE BELL SYNDICATE, INC.
John N. Wheeler, Pres.
154 Nassau St. New York City

THOS. W. BRIGGS CO.

Columbian Mutual Tower
MEMPHIS, TENN.

CREATORS OF LOCAL DISPLAY FROM A NEW SOURCE

Our Business Review and many other feature pages now running in more than 80 leading American and Canadian newspapers. Write or wire for our representative.

Sir Philip Gibbs

World-famous War Correspondent, Writer, Lecturer, Observer

will write a series of short weekly articles on miscellaneous subjects for first newspaper publication beginning April 25.

The McClure Newspaper Syndicate
373 Fourth Avenue, New York

For Mass Appeal

Use

PENNSYLVANIA DAILY NEWSPAPERS

A sure sign of growth is the increase of capital invested. Year after year, increased capitalization of every line of endeavor has indicated a large steady growth in business of Pennsylvania industries.

Pennsylvania is a state of unsurpassed and unlimited possibilities. Her wealth is growing to stupendous proportions and she is daily becoming a more and more desirable market. Her people are receptive to advertising, provided such advertising is offered to them through a trustworthy and wholly dependable medium.

There is no more dependable medium for advertising than the daily newspaper and, when properly used, it is an extremely valuable form of sales promotion.

Newspapers have circulations sufficiently wide and varied to reach practically every family in their cities and most of the families in the trading area. The newspaper advertiser gets his message before the eyes of all the consumers in definite markets, for the newspapers get into all of the homes.

Stimulate consumer demand, for the local dealers, through the local newspapers

Direct your appeal to the Pennsylvania people through the following list of trustworthy daily newspapers

	Circulation	2,500 lines	10,000 lines
*Allentown Call .....(M)	30,274	.10	.10
*Allentown Call .....(S)	21,285	.10	.10
†Beaver Falls Tribune .....(E)	6,183	.03	.03
Bethlehem Globe Times .....(E)	13,651	.06	.06
†Bloomsburg Press .....(M)	7,535	.04	.04
†Chester Times .....(E)	17,827	.06	.06
†Coatesville Record .....(E)	6,716	.04	.05
*Connellsville Courier .....(E)	5,801	.02	.02
*Easton Express .....(E)	23,668	.08	.08
*Erie Times .....(E)	28,026	.08	.08
†Greensburg Tribune Review....(EM)	15,734	.05	.05
†Hazleton Plain Speaker.....(E) / †Hazleton Standard-Sentinel..(M)	19,721	.07	.06
*Mount Carmel Item .....(E)	4,343	.0285	.0285
*Oil City Derrick .....(M)	7,379	.04	.04
*Pottsville Republican and Morning Paper .....(EM)	15,857	.08	.07
†Scranton Times .....(E)	43,495	.12	.11
*Sharon Herald .....(E)	7,031	.0357	.0357
*Sunbury Daily Item .....(E)	4,958	.0285	.0215
*Washington Observer and Reporter .....(M&E)	16,861	.06	.06
†West Chester Local News.....(E)	11,720	.04	.04
†Wilkes-Barre Times-Leader .....(E)	24,841	.08	.06
†Williamsport Sun .....(E)	20,203	.07	.07
†York Dispatch .....(E)	19,197	.05	.05

*A. B. C. Publishers' Statement, Sept. 30, 1925.
†Government Statement, Sept. 30, 1925.

Selling Everything in New York

THE Department Stores of Manhattan advertise and sell everything from talcum powder and underwear to golf sticks and radio sets.

They draw their trade from all parts of New York City and its suburban area. Their customers include people of all ages, all walks of life, all degrees of intelligence, taste and buying power.

The volume of advertising placed in any New York newspaper by the Department Stores of Manhattan is a dependable indication of the responsiveness of its readers and the productiveness of its advertising columns.

For years the Department Stores of Manhattan have used more space in The Sun than in any other New York newspaper—seven-day morning as well as six-day evening.

In 1925 the advertising placed in The Sun by the Manhattan Department Stores was 21 per cent. greater than that placed in the second New York newspaper.

During the first three months of 1926 The Sun continued to lead all New York newspapers in Manhattan Department Store Advertising.

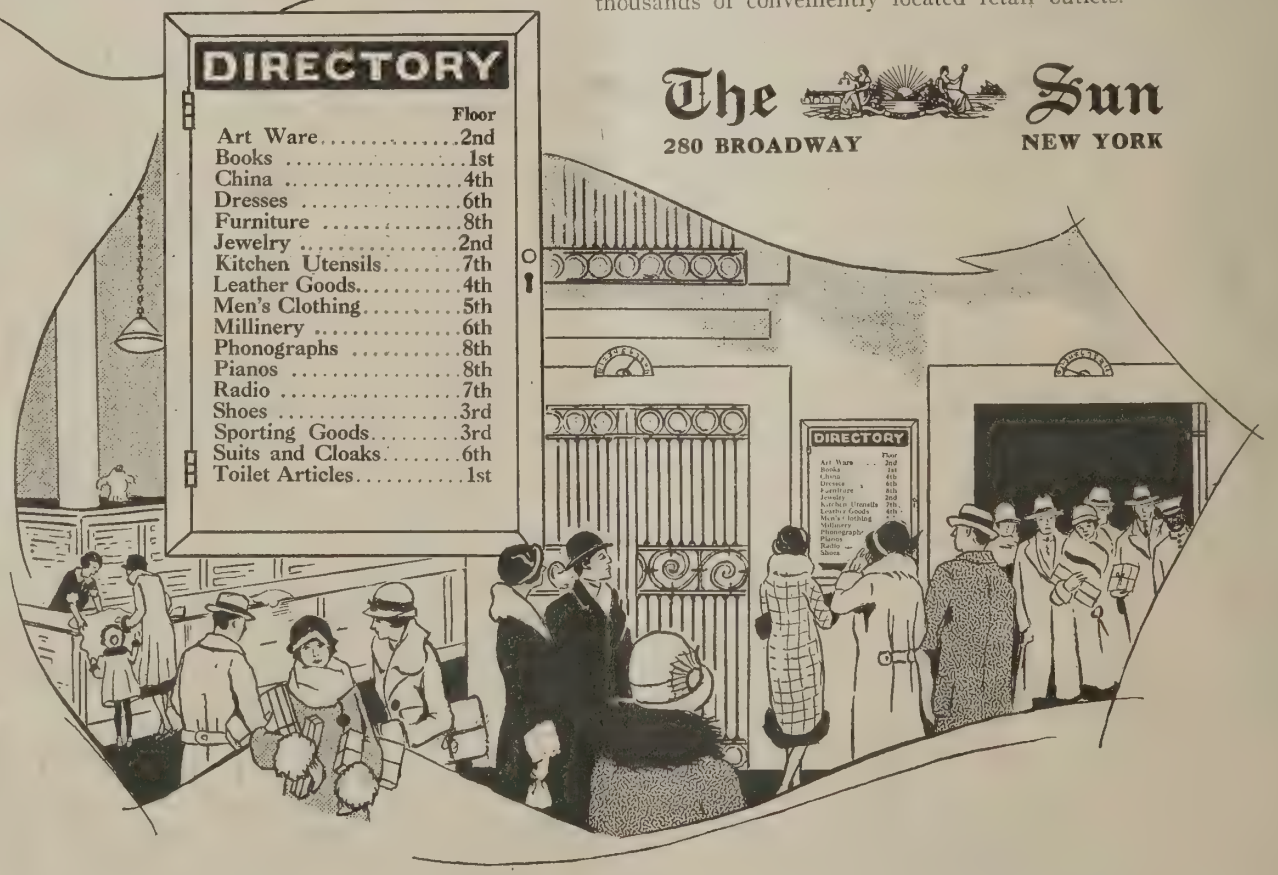
If the Department Store Advertisers of Manhattan depend on The Sun more than on any other newspaper to bring customers from all parts of the New York Trading Territory into their individual stores—certainly National Advertisers can depend on The Sun to the same extent to bring purchasers of their products into the thousands of conveniently located retail outlets.

The Department Stores of Manhattan

advertise in The New York Sun more than in any other newspaper. Below is a list of those which used The Sun in 1925:

***B. Altman & Co.**
***Arnold, Constable & Co.**
Best & Co.
Bloomingdale Bros.
Bonwit Teller & Co.
Gimbel Bros.
Jas. A. Hearn & Son
H. C. F. Koch & Co.
Lord & Taylor
***R. H. Macy & Co.**
***Jas. McCreery & Co.**
Oppenheim, Collins & Co.
Saks—Fifth Avenue
***Saks—Herald Square**
Franklin Simon & Co.
***Stern Brothers**
***Stewart & Co.**
***John Wanamaker**

**Indicates concerns which placed more advertising in The Sun than in any other newspaper in 1925.*



The Sun
280 BROADWAY NEW YORK

PRE-CONVENTIONS NUMBER

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1926

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

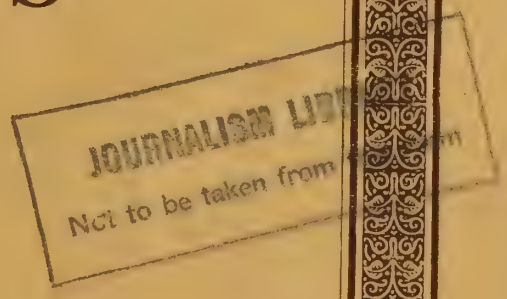
Vol. 58. No. 47 | Two Sections Section One | NEW YORK, APRIL 17, 1926 | By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign | 10c Per Copy



"BROUGHT UP ON THE DAILY NEWS"

Quoting the Wall Street Journal—

"Thousands of Chicago's soundest and thriftiest families have literally been 'brought up' on The Daily News, and advertisers have been quick to recognize that its warm welcome in the family circle assured them of a ready response, particularly to sales announcements."



In The Daily News the selling message addressed to the great Chicago Family GOES HOME—where it finds respectful and thoughtful audience in the leisure hours. In recognition of this fact advertisers place more business in The Daily News than in any other Chicago daily newspaper.

THE CHICAGO DAILY NEWS

First in Chicago



Deal with these 28 leading Iowa daily newspapers as with one publication. Thorough coverage of the state. Uniform marketing cooperation through the "Iowa plan."

Here is the way to *open up* this prosperous IOWA market

THE key to this market is the "Iowa plan"—sponsored by the Iowa Daily Press Association.

It is the logical, economical way to make a start in this rich market of **preferred** prospects.

You probably know that Iowa ranks among the very top states in per capita wealth; that she has the lowest percentage of illiteracy; that she is by far the leading state in livestock and agriculture.

Another point worth remembering is that Iowa people are partial to their daily newspapers. In the cities, in the villages, on the farms, there is hardly a family over the entire state that does not read one of these daily papers **every day.**

These daily newspapers present the direct, quick way to tell your message to this responsive market.

Let us tell you more about Iowa —and our plan as it pertains to **your** goods.

THE IOWA DAILY PRESS ASSOCIATION

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Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
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Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY TAKES A DAILY NEWSPAPER

Foreign Correspondence That Is "Alive"

¶ The foreign correspondence of The Baltimore Sunpapers is not confined to the usual "cut-and-dried" dispatches which may be found in the columns of any good newspaper.

¶ The Baltimore Sunpapers have their own correspondents in England, France, Germany, Japan and wherever news which will be of interest to Americans is in the making.

¶ The dispatches of these correspondents cover every angle of every new situation as it develops. And in order to present all sides of events of international importance, The Sunpapers may have two or three correspondents of divergent views at each of the world centers.

¶ In addition, The Baltimore Sunpapers have exclusive rights in the United States to all the news stories and feature articles appearing in the Manchester Guardian. These articles are not syndicated to any other newspaper in the United States.

March Average Net Paid Circulation

Daily (M. & E.) . . 252,599
Sunday 190,684

JOHN B. WOODWARD
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GUY S. OSBORN
360 N. Michigan Ave., Chicago

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"

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RECENT actual operation of Scott Presses under commercial conditions has demonstrated the ability of these machines to function properly at speeds exceeding

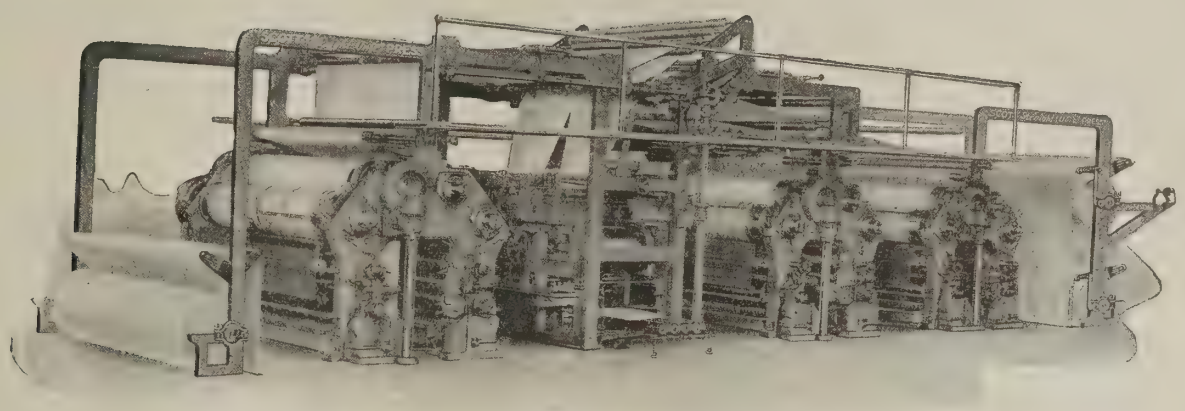
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proving beyond question that because of their better design and construction Scott Presses with solid forged steel printing cylinders in roller bearings, and the new Scott Steel Cylinder Folders, are superior to any other Standard Newspaper Presses.

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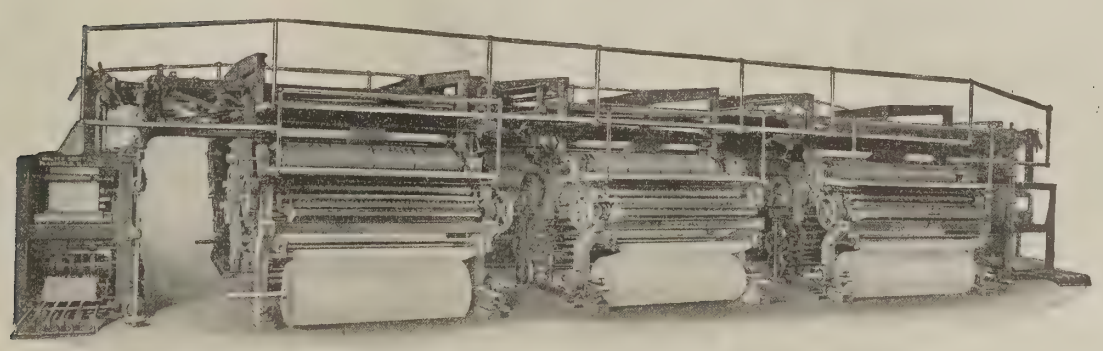
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A Message to Readers of The Evening Bulletin

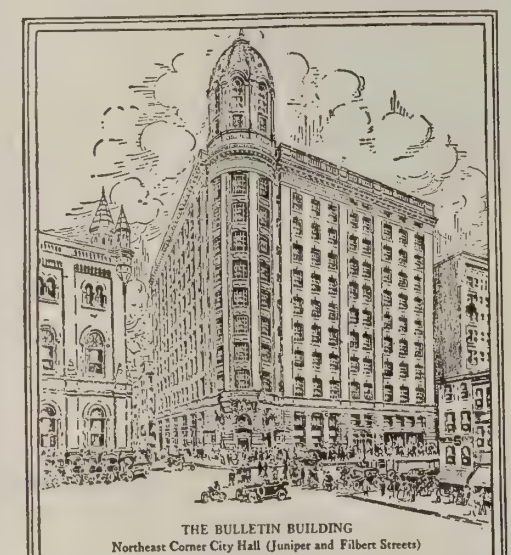
PRINTING PRESS manufacturers have declared that The Evening Bulletin of Philadelphia operates the largest newspaper printing plant in the world. Notwithstanding this, the printing equipment of The Evening Bulletin is being increased as fast as the builders can deliver more new model printing machines because

The Evening Bulletin gives readers all of the news of the day almost as quickly as it happens.

It must be printed and distributed in time to reach its army of readers before they leave their places of employment, and at practically each of the more than half-a-million homes in Philadelphia, Camden and their suburbs before these families sit down to their evening meal.

News-gathering, editing, setting-up, printing and distributing The Bulletin requires a very large daily working force, not including the many thousands of special correspondents of the Associated Press and other sources of news used daily by this newspaper.

In addition, 158 automobiles and other methods of delivery carry the printed copies of The Bulletin to various neighborhood sections of Philadelphia, Camden and their suburbs, where nearly 10,000 Bulletin carriers obtain their supply for distribution to the homes, offices, factories and shops of Bulletin readers.



THE BULLETIN BUILDING
Northeast Corner City Hall (Juniper and Filbert Streets)

Here are located the reportorial, editorial, telegraphic, composing, publication and business departments of The Evening Bulletin. Also a part of the printing, circulation and distribution departments.

Some of the Special Features in The Evening Bulletin

All the News
Authentic Sports Reports
News from Washington
Foreign Reviews
Accurate Financial Reports
Interesting Photo Page
Activities of Women
Dr. Purvis Sermons
Most Popular Comics
Articles by the Queen of Roumania
Helen Rowland's Clever Chat
Best Serial Stories
Daily Fashion Notes
List of Marriage Licenses
Evening Society Chat
Appetizing Menus
List of Death Notices
Radio Broadcast Programs
Stories from Real Life
Theatrical Gossip and Notes
Motor Pathfinder and Routes
Letters to the Editor
Etiquette and Personal Notes
Interesting Advertisements
Anne Campbell's and other Poems
The Cheerful Cherub
Daily Love Story
How to Live

and many other interesting and informative articles on subjects too numerous to mention in this space.

ORDER IN ADVANCE

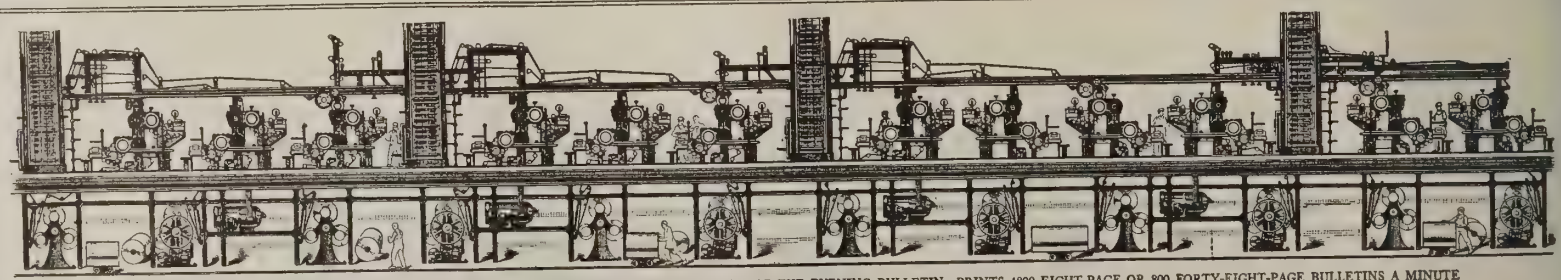
To avoid disappointment please tell your nearest news-carrier or dealer to serve you with The Bulletin regularly each day.

Readers are requested to notify the Circulation Department if they are unable to obtain copies of The Bulletin. Phones: Bell, Locust 4400; Keystone, Race 5701.



THE BULLETIN ANNEX
Southwest Corner Juniper and Arch Streets

This entire structure is devoted to additional mechanical facilities for making The Evening Bulletin. Here the five new giant super-speed presses are located in the basement and sub-basements with a battery of smaller presses on the third floor. In addition to The Bulletin's other paper storage facilities, a two weeks supply of paper is constantly on hand on the upper floors of the Annex.



ONE OF THE BATTERY OF NEW STYLE SUPER-SPEED ROTARY PRINTING PRESSES IN THE PLANT OF THE EVENING BULLETIN—PRINTS 4800 EIGHT-PAGE OR 800 FORTY-EIGHT-PAGE BULLETINS A MINUTE

The above picture gives an idea of the immense size of the new rotary super-speed perfecting presses in The Bulletin plant. They are of the duo-double-sextuple, or 12-unit type. Five of them are now running on the main floor of The Bulletin Annex at Juniper and Arch Streets. Each press is 132 feet long, 11 feet wide, 21 feet high and weighs 500 tons.

Printing 7820 Forty-eight-Page Bulletins a Minute

The size of a newspaper printing plant is determined by the number of press units employed, and their capacity. In modern practice a printing press capable of producing a 16-page paper is counted as one unit.

The printing plant of The Bulletin consists of five duo-double-sextuple, four double-sextuple and five octuple rotary printing presses; a total of 104 separate 16-page press units producing complete copies of The Bulletin at the amazing output listed herewith:

Size	Per Hour	Per Minute
8 pages	2,346,000	39,100
16 pages	1,173,000	19,550
24 pages	782,000	13,033
32 pages	586,500	9,975
36, 40, 44 or 48 pages	469,200	7,820

Nearly 225 tons of newsprint paper (about 9 freight-car loads) are needed each day to print The Bulletin.

Progress of The Evening Bulletin

JASON ROGERS, in *The Advertiser's Weekly* of January 23, 1926, says:

"Among all of the newspaper developments in the United States during the last thirty years none stands out as conspicuously for sheer merit or legitimate progress like that of The Philadelphia Bulletin.

"Starting in 1895 (when it passed into its present management) with 6317 circulation, The Evening Bulletin has grown to a sale of 524,662 (net paid daily average for 1925) and it all without resource to any other device than the printing of the best newspaper that could be turned out.

"Here is the table of progress:

1895	6,317	1899	112,970	1903	144,375	1908	240,797	1913	291,868	1918	430,614	1922	493,240
1896	33,635	1900	124,855	1904	182,904	1909	249,811	1914	326,714	1919	448,126	1923	505,035
1897	59,281	1901	130,084	1905	211,134	1910	244,063	1915	350,531	1920	488,087	1924	518,357
1898	113,973	1902	130,439	1906	222,480	1911	253,565	1916	402,644	1921	494,629	1925	524,662
				1907	241,400	1912	281,285	1917	367,700				

"The Philadelphia Bulletin stands as a shining example of the fact that it is not necessary to use sensational head-lines and colored printing to sell a meritorious product to the American public.

"While certain of the other big sellers of the day seek to put over an inferior product by forced-draft methods, The Evening Bulletin goes quietly on its way, a greater and more worth-while achievement strictly on lines of accuracy, sanity, and sound service."

March Net Paid Daily Average Circulation 551,378 copies

America's Twenty Largest Daily Newspapers

The following circulation figures were furnished by THE STANDARD RATE AND DATA SERVICE of Chicago, a national authority on newspaper circulations, and are based on U. S. Post Office and Audit Bureau of Circulations reports for the six months' period ending September 30, 1925.

Chicago Tribune	658,948	Detroit News	285,860
New York Journal	635,805	N. Y. Herald-Tribune	281,672
*Philadelphia Bulletin	520,072	New York Sun	254,189
Chicago American	441,227	N. Y. American	251,368
Chicago Daily News	387,284	Kansas City Star	244,950
Boston Post	378,587	Detroit Times	228,636
Chicago Herald-Examiner	363,162	St. Louis Globe-Democrat	226,579
New York Times	350,406	Boston American	223,810
New York World (Evening)	311,450	Cleveland Press	211,210
Philadelphia Inquirer	287,157	St. Louis Post-Dispatch	207,896

*From the above tabulation, it may be seen that the circulation of The Evening Bulletin is larger than that of any other Philadelphia newspaper, and is one of the largest in America.

Since the publication of the above figures the circulation of The Evening Bulletin has steadily increased. The average daily sales for the entire year 1925 were 524,662 copies a day. For January, 1926, they were 534,370, for February, 543,960, and for March they were 551,378 copies a day.

"In Philadelphia nearly everybody reads The Bulletin"

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 58 | NEW YORK, APRIL 17, 1926 | No. 47

Dailies Battle to Win and Hold Readers as Advertising Deluge Continues

Editorial Expenses Rise Fifty Per Cent in Five Years—Mechanical Department Wage Scales Average Ten Per Cent Advance—Distribution Speed Paramount—Margin of Profit Diminishing as Gross Revenues Increase

By ARTHUR T. ROBB

THESE are golden days for the newspaper reader.

When Bennett sent Stanley into the heart of Equatorial Africa sixty years ago, he decked the *New York Herald* with an immortal crown. That was breath-taking enterprise in the Sixties.

Today, more than one hundred newspapers are sending three separate and distinct expeditions on aerial voyages of exploration and discovery in the vast fields of ice surrounding the North Pole. Hundreds of other newspapers share with the *entrepreneurs* the expenses of the ventures.

Four hundred newspapers join forces in a national "referendum" on changes in the prohibition law, and this group is paralleled by several other co-operative and individual efforts with the same objective.

Had Bennett and his contemporaries engaged in either of these projects, a new date would have been graven indelibly on the annals of journalism. History would have been made.

They are almost routine in 1926. The metropolitan newspaper editor and the small city man who is acute enough to share in the big city enterprises consider such news feats parts of the day's work. Reporters are sent to the far corners of the globe, to mid-ocean islands, to ships ice-bound in the polar circles, to the foothills of the Himalayas, often never to send a line of news, but ready for any emergency that may befall the press-sponsored adventurers far from civilized trails.

Two young women engaged in a tennis match on the Riviera have their strokes chronicled at urgent rates, triple the commercial cable tolls, so that New York and San Francisco presses are grinding on extras before the contestants have reached their dressing-rooms.

The League of Nations assembles at Geneva to discuss questions in which only academic interest is expressed by official America. The daily newspapers and the press associations which they support have their staff men on the job for days, weeks, before the meeting opens and pay cable tolls that march deep into the thousands of dollars for daily descriptive interpretative stories of the closed-door sessions.

This is a day when expense means no restraint to the news-gathering editor if the news has a promise of more circulation. It is conservatively estimated that the cost of conducting the several great press associations which serve the newspapers with spot and specialized news is well above $15,000,000 a year. No accurate estimate is possible of the amounts spent by individual papers in New York, Chicago, Philadelphia, Baltimore, Boston, or Detroit, for news specials by cable, radio, and land-telegraph. Beyond a doubt, it exceeds in aggregate $5,000,000 a year. The salaries of men engaged in gathering, writing, editing, and commenting upon local and domestic news, press associations excluded, will not be far below $100,000,000 this year, taking the 2,000-odd daily newspapers as a group. The well-conducted daily newspaper in a town of 10,000 people will have an editorial payroll of $25,000 to $30,000 a year as a matter of course, almost of necessity.

Say that the entire expense of gathering and preparing news copy for the printer totals $100,000,000 a year, the editor still has to provide comics, serial stories, short stories, important biographical features, letters and documents of historic interest, features of fashions in dress, millinery, coiffure, hand-bags, lingerie, and the many other affairs that interest intimately the women of the community. Comic sections in color and in black, in one page, two pages, four, and very often now, eight pages, are an indispensable part of most Sunday editions.

Puzzles of various sorts for daily and Sunday issues, political and humorous cartoons, pungent topical paragraphs, special sport features, solid daily pages of news pictures selected by using one out of posssibly fifty prints offered—all of these are on the daily menu that the editor must provide his readers. Special financial services, covering the Stock Exchange in detail and often going at length into transactions on the smaller general and commodity exchanges are products of the past five years and are woven inextricably into the editorial fabric.

Editorial cost, one may hazard, has increased more than 50 per cent since the business depression that followed the post-war boom.

Speed and volume are the keynotes in gathering and presenting the published news. Speed and a broader area of concentrated distribution are the keynotes of getting the newspapers to the readers.

Pre-date editions have lost none of their popularity with circulation managers, but their use has undergone a change during the past few years. The pre-date now serves sections which only a short time ago were considered beyond the circulation radius. The former pre-date territory now gets editions that would have been suitable for suburban and outlying city distribution in 1920. The mails are too slow for metropolitan newspapers, publishers have told Congressional committees time and again during the past year, in emphasizing the need of more efficient service and lower postal rates if the post office is to keep abreast of the times in its function of speeding public information.

Motor trucks owned by the newspapers have supplanted the mail carrier and the railroad as distribution instruments in many districts, both thinly and thickly populated. Newspaper trucks start from the press-room door on 50-mile runs dotted by drops of huge bundles and of singly wrapped papers.

Press and stereotype facilities, composing room equipment that was new within the past five years (and when new was thought adequate for a decade) has gone to the scrap heap, replaced by machinery of greater capacity and speed. Plants that were the acme of newspaper architecture are abandoned or enlarged before the outside walls have had time to become smoke-stained. The clamor of advertisers for newspaper space, and more newspaper space, has been an important factor, of course, but the publishers who are meeting in New York as this is read know that the principal reason for expansion of plant facilities and of editorial service is the competition for new readers, for deeper roots in the territory served. Publishers and editors are working from the fundamentals of the news-

(*Continued on page* 100)

EDITOR & PUBLISHER CONVENTION CALENDAR

April 19—Golf Tournament, A.N.P.A., Westchester-Biltmore Country Club, Rye, N. Y.

A. P. Advisory Board meeting, Waldorf Apartments.

8:30 p. m.—Association of Newspaper Syndicates meeting, Waldorf-Astoria Hotel.

9:00 p. m.—Informal reception, vaudeville and supper to Pan-American journalists, West Ball Room, Commodore Hotel.

April 20—Annual A. P. meeting, Astor Gallery, Waldorf-Astoria.

1:30 p. m.—Annual A. P. luncheon, Grand Ballroom, Waldorf-Astoria.

7:00 p. m.—Banquet to Pan-American journalists by New York newspaper publishers, Park Lane Hotel.

8:30 p. m.—"Polar Lark," given by M. Koenigsberg, King Features Syndicate, Inc., Friars' Monastery.

April 21—10:00 a. m.—A. N. P. A. annual convention, Grand Ballroom, Waldorf-Astoria.

12:30 a. m.—Luncheon to Pan-American journalists given by Adolph S. Ochs, at Times Annex.

1:30 p. m.—Luncheon given by Karl A. Bickel, president United Press Associations, Waldorf Apartments.

7:50 p. m.—Theatre party for Pan-American journalists at Hippodrome.

April 22—9:00 a. m.—Breakfast for Pan-American journalists, given by A. A. A. A., West Ball Room, Commodore Hotel.

10:00 a. m.—Morning session, A. N. P. A., Grand Ball Room, Waldorf-Astoria.

1:00 p. m.—Luncheon to Pan-American Journalists by the Pan-American Society of the United States, Hotel Roosevelt.

2:00 p. m.—Afternoon sessions, A. N. P. A. convention, Grand Ball Room, Waldorf-Astoria.

2:30 p. m.—Sightseeing trip in New York harbor for Pan-American journalists.

6:30 p. m.—Annual banquet, Bureau of Advertising, A. N. P. A., Grand Ball Room, Waldorf-Astoria.

7:00 p. m.—Dinner to Pan-American journalists, given by General Reception Committee, Hotel Biltmore.

April 23—9:00 a. m.—Pan-American journalists leave from Hotel Commodore on trip arranged by National Automobile Chamber of Commerce.

10:00 a. m.—Morning session, A. N. P. A. convention, Grand Ball Room, Waldorf-Astoria.

10:00 a. m.—North American Newspaper Alliance meeting, Waldorf-Astoria.

2:00 p. m.—Afternoon session, A. N. P. A., Grand Ball Room, Waldorf-Astoria.

GANNETT-HEARST CONTEST FEATURES A. P. MEET

Board of Directors Aligned with Rochester Publisher in Membership Fight—Two Other Dailies Seeking Admission—Five Directors to Be Elected—Noyes to Report on Year's Progress

A CONTEST between the Associated Press directorate and William Randolph Hearst will reach a climax April 20 at the annual A. P. meeting in the Waldorf-Astoria, New York.

Then vote will be taken by the A. P. members in attendance and by proxy on the application of Frank E. Gannett for the election of his *Rochester Times-Union* to A. P. membership.

His application has been protested by the *Rochester Journal & Post-Express*, Hearst paper, and under A. P. by-laws, vote of 80 per cent of the membership is required for his election.

The contest, promising considerable debate, is with two exceptions, a duplicate of what occurred at the annual meeting two years ago when Hearst won. The two exceptions are:

1.—In 1924, Hearst was protesting election of two papers, the *Baltimore Evening Sun*, as well as the *Times-Union*.

2.—Mr. Gannett's election this year is unanimously recommended by the board.

Other membership applications are up for vote this year. Kenneth Priestley is seeking admission to membership for the *Berkeley* (Cal.) *Daily Californian*, a morning paper; and J. Leo Meehan for the *Pasadena* (Cal.) *Morning Sun*.

In addition to usual convention business, a discussion of news broadcasting is scheduled, and there will be a special meeting of the A. P. advisory board to be held April 19.

Terms of five directors terminate this year and successors are to be elected. A director must also be chosen to fill the unexpired terms of the late Victor F. Lawson, *Chicago Daily News*, publisher, whose term would have expired in 1927.

The nominating committee has renominated the five directors to succeed themselves and has designated five additional candidates, the rule requiring at least ten nominations.

The five whose terms expire are: Frank B. Noyes, *Washington Star*, and A. P. president; Adolph S. Ochs, *New York Times;* H. V. Jones, *Minneapolis* (Minn.) *Journal;* B. H. Anthony, *New Bedford* (Mass.) *Standard;* and Robert McLean, *Philadelphia Evening Bulletin*.

Other candidates are: Paul Patterson, *Baltimore Sun;* W. T. Dewart, *New York Sun;* I. R. Kirkwood, *Kansas City Star;* W. J. Pape, *Waterbury* (Conn.) *Republican;* and A. K. Oliver, *Pittsburgh Chronicle-Telegraph*.

The two nominations made for the successor to Mr. Lawson are Walter A. Strong, *Chicago Daily News;* and Hilton U. Brown, *Indianapolis News*.

The Times-Union election contest will be the centre of keenest interest. When he was defeated previously, Mr. Gannett made the statement through Editor & Publisher that he would never again apply for membership.

"The A. P. must come and ask me to join," was in effect his public assertion.

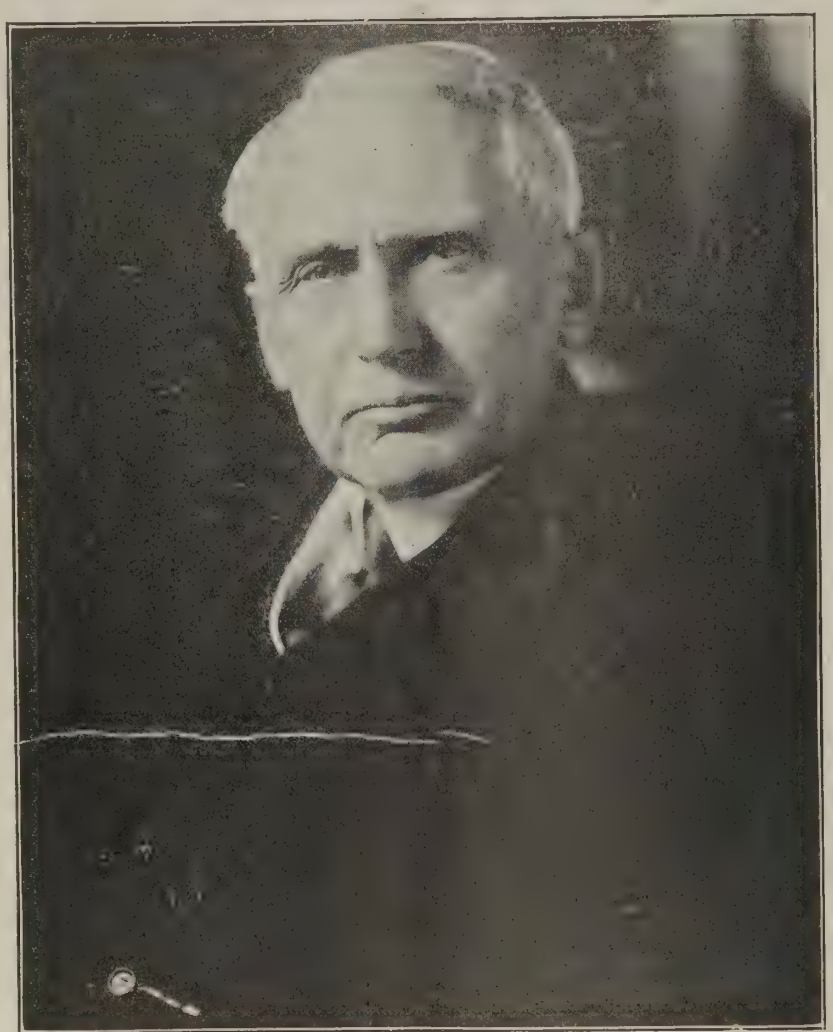
And that is exactly what has happened. When Editor & Publisher heard reports that the Rochester Times-Union was again seeking A. P. election, Mr. Gannett was queried by wire. He telegraphed back:

"Can deny, but suggest you ask A. P. directors."

At Associated Press headquarters a copy of a letter was issued, which, addressed to all members, urged them to vote for Mr. Gannett since the directors unanimously recommended his election. This is the first time in A. P. history such action has been taken by the board.

Arthur Brisbane, Hearst editor, immediately after the headquarters letter was in circulation, also began canvassing A. P. members by mail asking sufficient votes to prevent the Rochester Times-Union's admission.

He charged the directors with trying to "force the voting of a membership to the Times-Union" and said they hoped to confuse the issue by getting the membership to authorize them to vote Mr. Gannett in, through "your signature to the usual blanket proxy for the 27th annual meeting."



Hon. Frank B. Kellogg, Secretary of State, Associated Press Luncheon Speaker

"Having scotched this attempt in 1924, when your proxies were voted directly on this issue, are you going to permit this thing to be done under the cover of a general proxy for the regular annual meeting?" Mr. Brisbane asked the members.

In the letter Mr. Brisbane said there has never been any complaint against the Rochester Journal & Post-Express, "which, as a member of the Associated Press, is discharging faithfully and loyally its every duty to that organization.

"Why should Mr. Gannett be given a franchise for nothing that many other members have spent fortunes to obtain?" the letter continued.

"After having so emphatically decided less than two years ago that you would not destroy the value of all Associated Press franchises you own as well as Hearst's; and that you would not override the right of protest, are you going to allow it to be done now, under cover of a general proxy at this annual meeting?"

At the time Mr. Brisbane's letter was published, Mr. Noyes, A. P. president, wired Editor & Publisher:

"I can only say that after consideration extending over several years, the 14 newspaper men who act as directors of the Associated Press are unanimous in their views that the best interests of their organization will be served by the election of Mr. Gannett to membership and that they will so recommend to the membership at the annual meeting."

The annual meeting will start April 20, with the reading of the annual report by Mr. Noyes.

The report this year will tell of A. P. growth. The members will be officially informed of the installation of a new printer circuit from New York to Kansas City to start operation May 1. The present status of the employes reserve and investment fund will be reviewed. The work done by Kent Cooper, elected general manager last year, will receive comment.

Soon after this report is completed, Mr. Noyes will probably repeat the directors' recommendation of Mr. Gannett's election and vote will be taken. In 1924 debate preceded the voting. William A. DeFord, chief counsel of the Hearst Corporations, argued the protest rights of the Rochester Journal & Post-Express and the Baltimore News. He was answered by Mr. Gannett for the former paper and Mr. Patterson for the latter. Other members took part in the discussion.

Hon. Frank B. Kellogg, Secretary of State, will be guest of honor and chief speaker at the Associated Press luncheon Tuesday. Last year Vice-President Dawes addressed the members.

A number of A. P. members own and operate broadcasting stations. At the last annual convention it was resolved to allow members to broadcast A. P. news of outstanding importance. This resolution was passed because in the 1924 Presidential elections, broadcasting of A. P. returns was not permitted, and those members who wished to broadcast were forced to buy election night service from other services.

Members owning broadcasting stations have been instructed by the management to report at the annual meeting whether or not there is any general interest on the part of the radio public in news, given them verbally over the air.

G. B. Dealey, who, with associates, recently acquired majority control of the *Dallas News* and *Journal*, operates a broadcasting station. In New York this week, he told Editor & Publisher he intended to discuss broadcasting.

"Radio fans prefer entertainment to news," was his opinion. "But," he added, "of course they take whatever they can get for nothing."

DALLAS CASE POSTPONED

A. P. Directors Take No Action on Membership Application of Journal

Associated Press directors meeting in New York April 14 voted to postpone action on the application of the *Dallas Journal* for membership, protested by the *Dallas Times-Herald*.

It is the second time the application has been before the board this year. The application, however, will not come up for vote before the membership at the annual meeting. Settlement of the dispute by the publishers of the two papers themselves is sought.

G. B. Dealey is publisher of both the *Dallas News* and the Journal. E. J. Kiest is publisher of the Times-Herald.

The News has a seven-day morning newspaper membership; the Times-Herald a six-day evening membership. The latter paper wants to get the A. P. Saturday night report for its Sunday edition. The former wants evening membership for the Journal.

The proposition discussed April 14 was that both these elections be made, the News waiving its Sunday protest right, and the Times-Herald its evening protest.

Tom Gooch, editor and general manager of the Times-Herald, represented that paper before the board. The Times-Herald, to support its protest, has had published a handsome leather-bound book, rehearsing its history of past services to the Associated Press.

Mr. Dealey and E. B. Doran, director of the news and telegraph departments of the News and Journal, represented those papers.

All three declined comment when questioned by Editor & Publisher, stating the affair was "a private quarrel."

TWO ASK C. P. MEMBERSHIP

Board to Pass on Applications of Trail Buiietin and Moose Jaw Mail

The Board of Directors of the Canadian Press will have two applications for membership before it when it holds its next meeting April 26. Elmer D. Hall is applying for an evening paper membership (pony service) for the *Trail* (B. C.) *Daily Bulletin*, and Frank Wright for a morning paper membership (leased wire) for the *Moose Jaw* (Sask.) *Daily Mail*.

Mr. Wright was formerly editor of the *Moose Jaw News*, which was taken over a few years ago by the *Times*. The Times, though a liberal paper, retained Mr. Wright as editor of a conservative editorial section, the paper thus having both liberal and conservative editorials. This arrangement terminated recently and now Mr. Wright proposes to establish a purely conservative morning daily. It will be the only conservative daily in Saskatchewan.

Parker Celebrates 87th Birthday

Charles S. Parker, dean of active newspaper men of New England and propably the oldest editor in the "harness" to-day celebrated his 87th birthday at his home in Arlington, Mass., last week. Mr. Parker publishes two weekly papers, the *Arlington Advocate* and the *Lexington Minute Man*. He began newspaper work in 1854 as an apprentice on the *Woburn Journal* and has been active ever since.

EXPANSION OF SERVICES CHIEF A. N. P. A. TOPIC

Question of Adding Mechanical and Traffic Departments to Standardize Press Rooms and Fight Freight Rates Most Important Convention Business—J. S. Bryan Slated for Presidency

FORMAL vote will be taken next week by the members of the American Newspaper Publishers Association at their annual meeting in New York on the long agitated proposed expansion of the organization's service departments.

Uppermost in the minds of association leaders is the organization and operation of two new departments; one to handle



JOHN STEWART BRYAN

A. N. P. A. vice-president, who will discuss financing of new expansion plans

traffic, the other mechanical problems, and both to be directed by paid experts added to headquarters' staff in New York.

The expansion program, involving reramping of the association's structure, was endorsed in principle by delegates attending the first A. N. P. A. fall convention at White Sulphur Springs last November. Next week's vote will determine finally whether the A. N. P. A. will grow or stand still, performing only its many present functions.

It has not yet been decided on which day the vote will be taken. Committee reports are slated as usual for the opening session, April 21. Because of its importance, it is expected the poll will be conducted immediately after this regular annual business.

Of considerable and obvious importance is the report of the postal committee, headed by Jerome D. Barnum, *Syracuse Post-Standard*. This, with the other reports, may consume so much time, that the matter of expansion will not be officially broached until the following day.

Then John Stewart Bryan, *Richmond News-Leader*, A. N. P. A. vice-president, and chairman of the committee on membership matters, will probably be called upon by S. E. Thomason, *Chicago Tribune*, and association president, to take the platform and outline a suggested new financial system involving increased dues, necessary to any plan of extension.

Incidentally, Mr. Thomason has served two terms as A. N. P. A. president, and will thus this year make his farewell speech as chief of the big newspaper group. The association's history in such matters points to the election of Mr. Bryan as his successor.

Mr. Bryan in his address will show that any expansion at all on the part of A. N. P. A. will require a new system of membership dues.

The A. N. P. A.'s present income is $150,000 a year, raised largely by a sliding scale arrangement, with membership charges fixed in part according to the number of composing machines operated by member publishing plants.

A tentative proposal to permit association advance is that the present assessment on mechanical equipment be continued, but in addition to that and in lieu of present membership dues, there will be a variable charge based on the national advertising rate of every member having in excess of 10,000 circulation.

Present membership dues are $75 a year, and this sum holds for a newspaper whether its circulation is 2,100 or 1,000,000. The mechanical assessment is $1 a month for each composing machine run by a member publisher.

The charge on the national advertising rate differs somewhat from the White Sulphur Springs plan, according to which membership dues were to be increased to larger papers and decreased to smaller.

How much the charge on the national advertising rate will be is a question to be decided by the members at the Waldorf Astoria next week.

L. B. Palmer, association manager, would not hazard even the faintest suggestion of how much the directors expected would be raised should the members decide in favor of expansion. Favorable vote is anticipated, because of the White Sulphur Springs test.

"It is a question for the membership alone to decide how much service they want," he said.

Various amounts have been discussed. Double the present income is considered advisable in some sources, and others believe a lower increase will be sufficient, even down to a boost of $100,000 a year in the present $150,000 income.

Imagination can carry any writer away in a consideration of the two proposed new departments, traffic and mechanical. Sticking to the barest outlines as furnished by A. N. P. A. officials, both departments seem vital and progressive.

Charles F. Hart, *New York Times*, and chairman of a special mechanical committee, will tell members next week what an A. N. P. A. mechanical department could do if organized. Mr. Hart has frequently scored the lack of standardization in press room equipment. An A. N. P. A. department, it will be pointed out, could bring publishers and manufacturers together in a plan of standardization which would save both parties considerable waste, time and money. Mr. Hart appointed several months ago to study this problem for the A. N. P. A., now has his findings ready.

As the situation prevails today, newspapers frequently send representatives of their mechanical departments on inspection trips to visit publishing plants to study press room and composing room improvements and innovations.

An expert in A. N. P. A. employ could perform this function for the entire membership.

He would be the headquarters for advice on all existing mechanical methods. He would look into and report on all new contrivances manufactured and offered for sale. He would visit member shops to advise and assist employes in the solution of mechanical problems. The membership would be kept up-to-date on mechanical matters.

A.N.P.A. leaders describe a traffic department as "a crying need of American publishers today."

Problems of newsprint transportation, it is pointed out, have been transferred from manufacturer to publisher shoulders. Today when a publisher buys newsprint he pays the freight, a charge formerly met by the paper men. In other words, newsprint is now f.o.b. mill, instead of f.o.b. sidewalk. This has been the rule since 1917.

Thus today freight matters coming before the Interstate Commerce Commission and before transportation companies, must be met by the publishers individually. And such matters naturally call for specialized and expert attention.

To meet these problems some large newsprint users have established their own traffic departments. But many traffic matters come up from time to time that are national in their scope. Freight rates, for instance, lack uniformity. Other opportunities for a national organization to function might be listed—problems which might be handled for the benefit not only of the entire membership, but also matters relating to various groups and sections of the country.

A.N.P.A. members, it is asserted, would profit enormously should the association build up and maintain a proper source of direction and initiative in traffic matters.

An outstanding authority on traffic questions in the newspaper field is E. M. Antrim, of the Chicago Tribune, and chairman of the A.N.P.A. traffic committee. His report is considered important convention business.

The A.N.P.A. postal committee, headed by Mr. Barnum, is in the midst of a smashing drive for restoration of the 1920 schedule of postal rates before the end of the present session of Congress, and its report is of general interest.

The A.N.P.A. is seeking to prove before the Joint Congressional Postal Commission that not only is the Post Office Department losing business by charging rates on newspaper mail which are so

(*Continued on page 96*)

WELCOME TO NEW YORK

Written for Editor & Publisher

By FRANK SULLIVAN

Special Writer, *New York World*

THE visiting editor will naturally want to see New York. Or maybe not. Who can tell! I knew a man once who didn't want to see New York. He lived here. It was his proud boast that he had never seen the House of Correction on Welfare Island in all the 50 years he had spent in the city, and then one day a detective saw him taking a handbag from a lady named Mrs. Rosenblum. There is a family in New York by that name, you know. So the poor fellow had to go see the House of Correction after all. My how he kicked and screamed! They had to promise him strawberry ice cream every day before they could get him to go.

If you do see anything, though, go see our night clubs. They are those quaint little meeting houses that have sprung up all over New York since Prohibition. There being no more drinking in New York, people naturally have to have something to do, so they go to these night clubs and compare notes, play lotto, and they tell me (but don't let on where you got it) that in some of these places they actually go so far as to play Postoffice!

It doesn't make any particular difference which night club you go to. Any one will do. Just come out of the theater, turn to the right wherever you happen to be and ring the bell, and you'll be at a night club. They are very, very exclusive. Don't forget that. Absolutely no one but the friends of the proprietor are admitted, and he, like the little girl in the joke, hasn't an enemy in the world. Also, only those wearing evening dress are admitted, unless you happen to be wearing anything else, but carry a roll that would choke a cow. Special test cows are provided at the entrances to all the better night clubs.

I'm awfully sorry you can't see Peggy Joyce. I really wanted to have you see her, but I see by the papers where she went to Miami last week to get engaged to her sixth husband. Perhaps, though, before you go, she'll be back getting ready for Number 7, and so you may meet her, after all. In case I'm not with you you'll know her. She'll be the blonde your wife wouldn't like.

If you don't mind, we'd rather not have you go see the Statue of Liberty this spring. She's been working terribly hard keeping up appearances, you know, and she has had a breakdown. I really thought we'd lose her. Had four doctors for her in one night. She's doing a little better now, and we're giving her cod liver oil, but the doctor recommends absolute quiet and removal to some free country, if possible, for a change.

They say the Aquarium is a very nice place to go. I believe they keep fish there. Fancy building a special aquarium for fish on land worth $10,000 a foot when there's a whole ocean within stone's throw for them to occupy. That's New York!

Perhaps we could even go so far as to tender you one of those fancy orgies that are all the rage here now—you know, where a girl comes out of a bathtub of champagne, at the improper moment. But perhaps, we all being newspapermen together, it would really be a pretty and appropriate touch to have a night city editor come out of the bathtub instead. That would be a surprise, and would be more economical too, because I don't think we'd have to use champagne for a night city editor. He might consent to appear in plain gin.

You ought also to see Grant's Tomb, so called because it is the tomb of a man named Grant, or some such name.

And you certainly ought to see my wife when I come home at seven o'clock in the morning after I've told her I'd be home by ten o'clock the night before.

NO POSTAL RELIEF PROBABLE AT THIS SESSION OF CONGRESS, IS BELIEF

Post Office Officials Indicate They Will Continue Their Opposition to Any Change—Hearings Resumed in Capital

(*By Telegraph to* EDITOR & PUBLISHER)

WASHINGTON, April 15.—Post Office Department officials made it clear this week that continued opposition by the Department to the proposed restoration of the 1920 postal rates on second class matter may be expected by the publishing interests to the finish of the present Congressional battle to readjust rates.

The Department has not, however, any proposal for further increases on periodicals or newspapers in contemplation, it was intimated.

When the Special Joint Congressional Committee on postal rates resumed hearings Wednesday Joseph E. Stewart, chief executive assistant to Postmaster General Harry S. New reappeared to combat testimony given previously by Elisha Hanson, Washington representative of the American Newspaper Publishers Association, George C. Lucas, of the American Publishers Conference, and other spokesmen for the publishing interests who had joined in urging an immediate return of the 1920 second class schedules.

Mr. Stewart first referred to the testimony of Mr. Hanson, stating that in his opinion Mr. Hanson's testimony, besides asking for an early return to the 1920 scale of postal rates, was more of a complaint that the Post Office Department did not supply needed transportation for the handling of daily newspapers where the railroads had taken off trains and where there was not an available train for service when needed by the publisher. The postal official indicated that the daily newspaper publishers were now taking care of their interests either by their own truck service or by the utilization of that supplied by some outside organization.

Considerable discussion ensued between Mr. Stewart and members of the Committee as to the comparison of the kind of services that the publisher buys from these outside transportation agents and that which is furnished by the Post Office Department in the regular handling of second class mail.

The Department's spokesman took exception to the statement that the Department could buy this truck transportation at anywhere near the price the Department now pays to the railroads for a three foot space which would be the smallest unit they could buy in regular service.

Mr. Stewart then took up the arguments of Mr. Lucas, presented last week in connection with the restoration of the 1920 rates. He emphasized the fact that there had been various increases since 1920 in the expense of the Post Office Department, including several wage increases and increased transportation costs that would approximate $200,000,000.

He argued that this should be taken into consideration in making a division of the increases established by the War Revenue Act of 1917.

He took issue with the statement of Mr. Lucas that 1920 was the point when publishers of newspapers and periodicals began seriously to divert their publications from the Post Office Department. He submitted a statement showing the revenue at pound rates and the weight of such mail handled during the various years from 1918 to 1925. While he showed that this did show a reduction in 1921 over 1920, and in 1922 over 1921, the revenues continued to increase on a small percentage until in 1925 the revenues of the department were more than $4,000,000 in excess for that of 1920, while the poundage had only increased in the five year period 41,000,000 lbs.

Mr. Stewart contended that this accomplished the purpose of congress in establishing these war rates of 1921 and 1922 in that it brought a larger increase in revenue than it did in weight.

On behalf of the Post Office Department, Mr. Stewart also questioned the arguments of the second class interests that the return of the 1920 rates would be to the advantage of the Post Office Department in that it would return to the mails some 100,000,000 pounds of second class mail that is now distributed by other means. He attempted to show that this additional poundage would cost the department more than the revenue they would receive from the traffic but upon being questioned he admitted that he had applied to this tonnage the average rate now received from all second class mail instead of the higher rate that would obtain on this particular class of mail that would be returned.

The session ended with a partial discussion of free distributed publications. Mr. Stewart explained that the department is unqualifiedly opposed to the granting of second class privilege to this class of publications as he declared it was admitted that they were designed primarily for advertising purposes and not for the purposes of dissemination of news, literature and the arts, as is required of the publications that are granted this privilege.

It is expected that the Joint Committee will hold an executive session early next week to determine its course. Observers here feel that no bill will be reported at this session.

PRESS FREEDOM DENIED

Jersey Sheriff Arrests News Woman in Textile Strike Zone

A reporter and photographer were "exiled" from Passaic, two reporters were thrown from a court for taking notes, and a newspaper woman was arrested this week during strike disturbances in and around Passaic, N. J.

Chief of Police Richard O. Zober deprived Ray Doyle and Jack Wallace, reporter and photographer respectively of the *New York Mirror* of their police cards and ordered them out of town "never to return," Philip A. Payne, managing editor of the Mirror, ordered the pair right back to Passaic as soon as they returned to the office. They went, with no trouble.

Louis Stark, *New York Times,* and Jack Spewack, *New York Evening Graphic,* were the men ejected from a court room for taking notes during the arrangement of strikers.

Esther Lowell, New York correspondent of the Federated Press, labor news service, was arrested in Garfield immediately after Sheriff George P. Nimmo of Bergen County had read the riot act on April 12. A policeman had twisted a New York woman's wrist, thrown her to the ground, and beaten her. Miss Lowell reached down to assist the prostrate woman to her feet.

"Arrest that woman!" ordered the Sheriff, jerking his thumb towards Miss Lowell.

Miss Lowell was taken to Garfield police headquarters and held for $10,000 bail. After a night in jail, she was released on $2,500 bond.

She was in the court room when Spewack and Stark were thrown out.

"They have torn up the Constitution in Bergen County," Miss Lowell said to EDITOR & PUBLISHER.

Miss Lowell was formerly with the *San Francisco Bulletin* and the *Los Angles Record.* She is a graduate of the University of California.

Barstow Paper in New Home

The *Barstow* (Cal.) *Printer* is now located in its own cement building, which provides four times the floor space previously devoted to the publication. New equipment has been added.

New Home for Paterson Call

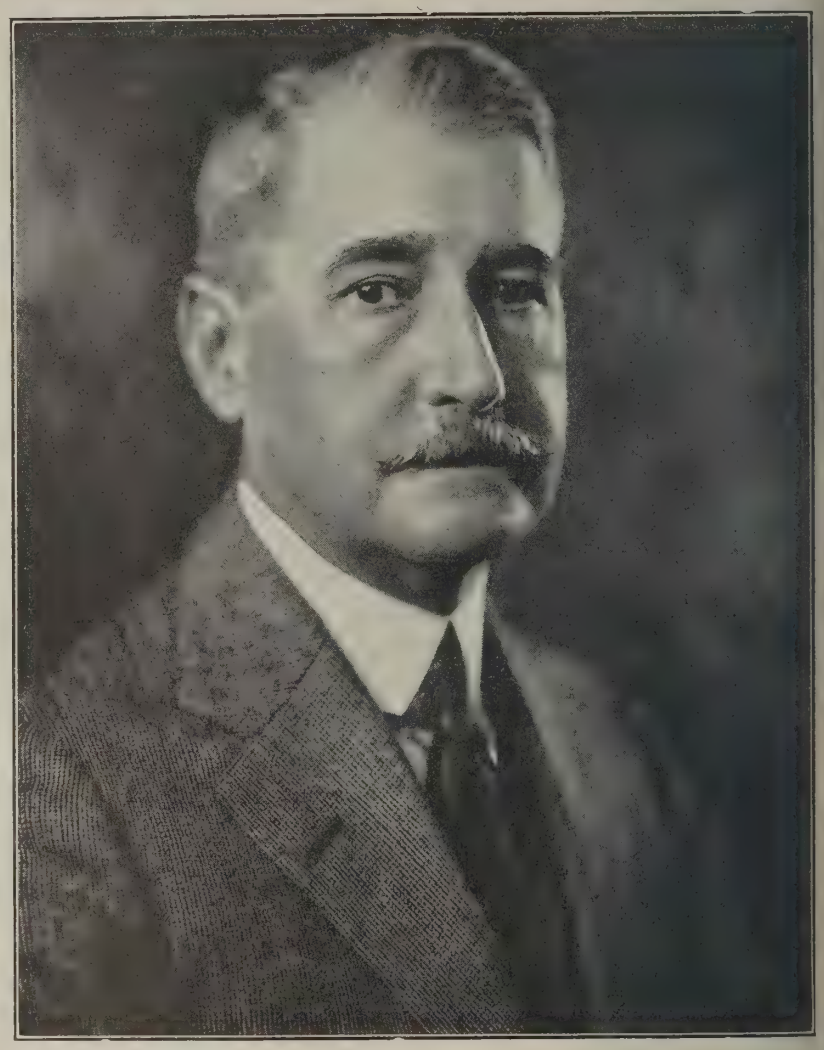
The *Paterson* (N. J.) *Morning Call* has started construction of a new $350,000 building on Church street in the heart of the city. Colonial type architecture has been followed in the design of the building, in which will be incorporated all modern devices for labor-saving.

Dailies Teaching Auto Driving

The *St. Paul Dispatch-Pioneer Press,* co-operating with the St. Paul Association of Public and Business Affairs and Dunwoody Institute, is conducting a school for women automobile drivers and offers six free lectures on safe driving, beginning April 13.

AS HIS HOME TOWN SEES HIM

Frank B. Noyes



THE career of Frank B. Noyes, president of the Associated Press and of the Evening Star Newspaper Company, which publishes the *Evening Star,* oldest newspaper of the National Capital, has not been like that of a Horatio Alger hero who, starting from scratch or even with a handicap, eventually finds himself in the vanguard of the race. Rather is it comparable to the progress of the relay-runner who, handed the baton by his fore-runner, together with a comfortable lead, increases the latter and is ready to pass on the former with firmness and certainty.

Mr. Noyes was never a poor boy, either as regards the comforts and opportunities of life, or in the sense of his ranking as an employe and executive. The son of the late Crosby S. Noyes, for more than 40 years editor-in-chief and vice-president of the Star, he entered the business office at an age when he was compelled to mount a high stool in order to pass papers over the counter. While still a young man he had become business manager and treasurer, positions which he held until 1901, when he moved to Chicago and became editor and publisher of the *Record-Herald* of that city.

Since 1894 Mr. Noyes had been a director and member of the executive committee of the Associated Press. In 1900, on the occasion of the reorganization of the newsgathering agency, he was elected president and in May of last year he completed his twenty-fifth consecutive term in that office. On that occasion impressive tribute was paid to him for his unremitting work on behalf of the public. The members gave him a glowing golden bowl and a "Book of Remembrance" as keepsakes. The letters in the latter, written by his associates, really outshone the polish of the metal in the former.

Always an enthusiastic and observant traveller, Mr. Noyes made a semi-official trip around the world in 1922-1923 during which, in his person, the power and prestige of the Associated Press were recognized and honored in a variety of ways while, as its president, he made a number of telling speeches in various important cities of the Orient.

In 1923 the French Government, through Ambassador Jusserand, made Mr. Noyes an officer of the Legion of Honor, a distinction conferred in recognition of the invariable fairness, accuracy and propriety of the Associated Press reports both during and subsequent to the World War.

In 1910, following a series of deaths among the executive owners, he returned to the Washington Star as president of the company which publishes it. The personal characteristics of such an executive are about what one would be led to expect by his record. His silences are, perhaps, less frequent than those of Calvin Coolidge, meaning that they last longer. Perhaps, too, they are more affable. Like the President, when he has something to say he possesses a flow of language which is as satisfactory as it is unexpected. He says himself that his career, especially that part connected with the A.P., has been featured by no outstanding achievements but work. He enjoys yachting.

WHAT A. P. MEMBERS ASKED FROM DIRECTORS

Chairmen of District Advisory Boards, Totaling 40 Members, Make Suggestions for Improving Service in Annual Reports

EFFECTIVE liason between members of the Associated Press and the A. P. executive staff and directorate was accomplished this year. For the first time the 40 members of the four divisional advisory boards were named by vote of members of their own state A. P. asso-



J. N. Heiskell, *Little Rock* (Ark.) *Gazette*

ations, becoming the elected spokesen of their respective groups. These A. state organizations in a resolution ssed last year at the annual meeting ere expressly recognized as the "adsories" of the management.

Chairmen of three divisional advisory ards have made suggestions to the manement. They are: J. N. Heiskell, *ittle Rock* (Ark.) *State Gazette*, southn division; Richard Hooker, *Springfield epublican*, eastern division, and Hugh Powell, *Coffeyville* (Kan.) *Journal*, ntral division.

What the A. P. members thus asked om the directorate is herewith sumarized.

The Southern advisory board met at lanta, with representatives present from ch of the 11 states of the division.

Mr. Heiskell was delegated to present the directors a recommendation that e report should contain more interpretive matter.

"It is not meant, of course, that the ssociated Press should depart from perct impartiality or discuss matters as wspaper editorials do," he explained.

"If the word 'interpretative' should m to connote expression of opinion or awing of deductions we could use the rds 'explanatory' or 'informative' as scriptive terms for this kind of mat. What is desired is the illuminating erpretation of facts and background l antecedent circumstances, even if such cumstances need go back centuries o history.

"The interpretative matter might be inded in the news dispatch or follow or be the subject of a separate article.

"It happened that on the day of the thern Advisory Board meeting an Ata paper published a Paris dispatch an independent service, dealing with French cabinet situation, which was ective in that it conveyed the informaon that although cabinet ministers may nge frequently, nobody else in a govrment department is changed, and therefore the government functions uninterptedly—more so indeed than does the ernment of the U. S., when a cabinet nges with a change in the Presidency. It seems that with Premiers occupying stage at Paris and receiving the attion of the world, every newspaper uld recently have welcomed a dispatch correspondence giving a clear underding of the powers and functions of French president.

How many people in the United States erstand, for example, for all they have l in news dispatches, why it is that Greek government is subject to so uent and radical changes?

never understood the revolutionary situation in China until it was explained to me by a United States army officer who had spent years in that country. The chief foreign correspondent of the *Chicago Daily News* recently said in a reminiscent article that he had performed the feat of getting in the old *Chicago Record* a story of more than half a column long by obtaining from a Chinese in Chicago a statement on the situation in China and that Victor F. Lawson had written on the margin of that issue of the paper 'This is good journalism.'

"Too often the public reads of events with little understanding of the background or circumstances. I know no better way to describe interpretative reports than to say that they should be what a person would hear if he should sit down and talk with a native of a foreign country or a student of certain questions or an explorer or traveler.

"The American people could be vastly informed through linking up with the news of the day the resources in knowledge of history, economics and science possessed by the professors in American colleges and universities. An event that to the man of average intelligence and information is a marvel may be to the historian or the economist or the scientist merely a recurrence no more remarkable than the recurrence of the tides of the sea.

"An arrangement might be made with the National Geographic Society for interpretative matter dealing with subjects in its field. An article describing the topography and the rivers in the regions of Europe which have recently had serious floods would have been of great interest.

"Perhaps greater care and discrimination would be required in the interpretation of domestic than of foreign events. But that interpretation of domestic events is practicable is shown by those interpretative dispatches that are published in identical words in newspapers of widely differing political and economic views. Of the increasing vogue of the interpretative correspondent in Amreican journalism I know I need not speak to publishers and editors."



H. J. Powell, *Coffeyville* (Kan.) *Journal*



Richard Hooker, *Springfield* (Mass.) *Republican*

The report of the eastern division, presented by Mr. Hooker, was chiefly concerned with the organization and administration of state A. P. associations.

"In order to promote the further usefulness of the state associations and the largest attendance at their meetings, it is respectfully suggested that it would be helpful if the board of directors should cause a statement to be issued to the general membership, calling attention to the fact that the meeting of the state associations are asked to consider highly important questions," this report stated.

"Such a statement might also call attention, if it should seem appropriate to the directors to the fact that, while the state associations are purely advisory bodies, membership in which is voluntary, their recommendations will naturally have weight with the management in making decisions of practical importance and that, therefore, any member who wishes to influence as largely as possible, the decision of matters affecting his own interests, should be present, or be responsibly represented, at state association meetings.

"For the proper development and coordination of news gathering by State Associations, it is respectfully requested that the Associated Press furnish each state or regional group with a map similar to the one prepared for the Pennsylvania State Association, showing the location of each member newspaper and the territory it is expected to cover for the State Association and the general service.

"The Advisory Board feels that there is still some uncertainty and difference of interpretation in various member offices as to what, under the regulations of the Associated Press may be done in incorporating facts from Associated Press stories in articles prepared by the staff reporters of member papers. A letter from the general manager to a Massachusetts member, written in June, 1925, covered this matter briefly and admirably. The Advisory Board, endorsing the recommendation of the Massachusetts, Rhode Island, New Hampshire and Vermont joint-state association, is of the opinion that it will be helpful to many offices, if the interpretation of the rules, which Mr. Cooper then gave, is generally available by order of the directors.



R. E. Ellinwood, *Tucson* (Ariz.) *Star*

"The Advisory Board is, however, mindful of the fact that if permission is to be continued for the incorporation of facts for Associated Press stories in stories by staff reporters this privilege must not be abused and that if it should be abused, it might have to be withdrawn.

"The Advisory Board wishes to place on record its approval of the general improvement in the writing of Associated Press dispatches. It believes that the greater freedom which has been allowed to correspondents in making their reports vivid and interesting, can be continued without the sacrifice of that scrupulous regard for accuracy, which has always been and must be the first requirement of Associated Press dispatches. The Advisory Board wishes also to record its approval of the so-called 'fixed features,' sent out regularly on scheduled days, and believes that they have become a valuable part of the Associated Press service."

The report of the central division, representing 40 per cent of the total A. P. membership, as presented by Mr. Powell, took the form of results obtained from a questionnaire.

The questionnaire sent out to 470 members in the central division, and answered by 167, discusses 19 subjects regarding the A. P. service, with recommendations and suggestions for improvement. The replies were accepted by the board to be digested and acted upon if advisable.

Expressions of opinion were evenly divided answering one question as to whether or not the membership would suggest fines or other forms of discipline for infractions of the A. P. rule forbidding member papers from furnishing news to non-member papers. Of 83 newspaper editors replying to this question 40 were affirmative and 43 negative.

Those who answered the questionnaire were overwhelmingly opposed to any further reduction in the volume of crime news carried by the A. P. with the vote 30 in favor and 87 against. Members supplying specific suggestions on this question, which was number eight of the 19 queries in the questionnaire, objected to the manner in which the A. P. handled the Rhinelander case in White Plains, N. Y. One member wanted "all smut

(*Continued on page* 93)



Norman B. Black, *Minot* (N. D.) *News* and *Fargo Forum*



F. A. Miller, *South Bend* (Ind.) *Tribune*

Gallery of Associated Press Advisory Board Members

Forty Members Who Made Annual Suggestions For Service Improvements



Victor H. Hanson, *Birmingham* (Ala.) *News*



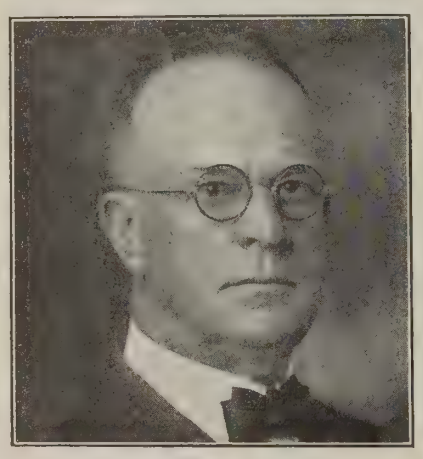
A. G. Carter, *Fort Worth* (Tex.) *Star Telegram*



James MacMullen, *San Diego* (Calif.) *Union & Tribune*



J. Tracy Garrett, *Burlington* (Ia.) *Hawk-Eye*



F. G. Bell, *Savannah* (Ga.) *Morning News*



C. E. Muchmore, *Ponca City* (Okla.) *News*



C. A. Webb, *Asheville* (N. C.) *Citizen*



O. S. Warden, *Great Falls* (Mont.) *Tribune*



Robert W. Bingham, *Louisville* (Ky.) *Courier-Journal* and *Times*



Powell Glass, *Lynchburg* (Va.) *Advance*



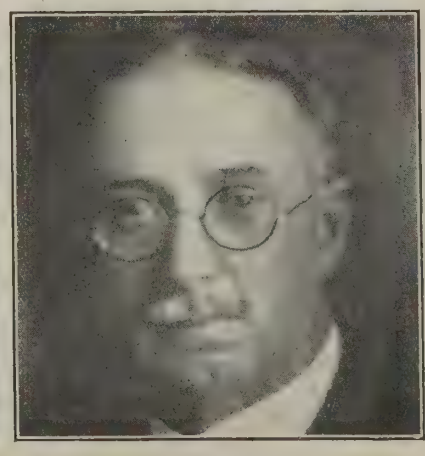
Chas. P. Manship, *Baton Rouge* (La.) *State Times*



C. H. Morden, *Portland* (Ore.) *Oregonian*



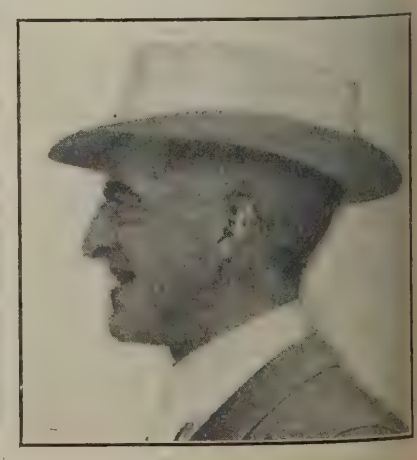
A. L. Glasmann, *Ogden* (Utah) *Standard-Examiner*



W. J. Pape, *Waterbury* (Conn.) *Republican and American*



E. K. Gaylord, *Oklahoma City* (Okla.) *Oklahoman and Times*



C. C. Hamlin, *Colorado Springs* (Colo.) *Gazette & Telegraph*

Gallery of Associated Press Advisory Board Members

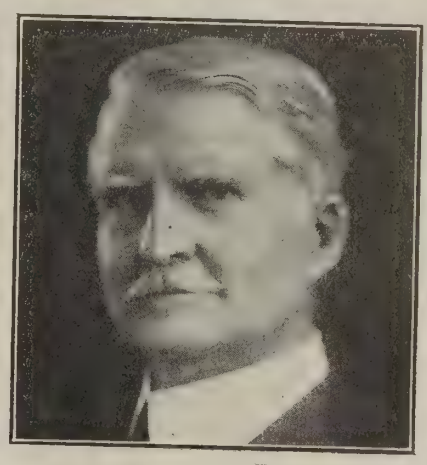
Four Divisional Boards Function Under Rule Created Last Year



W. B. Bryant, *Paterson* (N. J.) *Press-Guardian*



G. W. Gardner, Jr., *Greerwood* (S. C.) *Index-Journal*



Lawrence D. Tyson, *Knoxville* (Tenn.) *Sentinel*



Wm. T. Evjue, *Madison* (Wis.) *Capital Times*



William C. Van Cleve, *Moberly* (Mo.) *Monitor & Index*



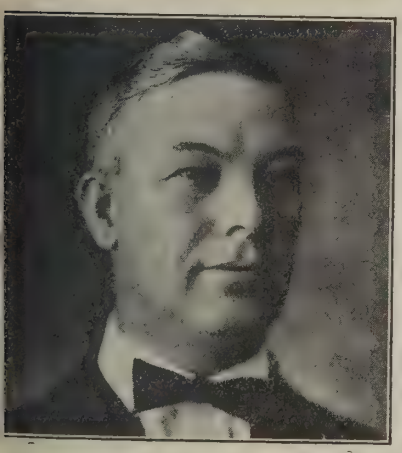
W. Roy Ronald, *Mitchell* (S. D.) *Republican*



C. H. Spencer, *Newark* (Ohio) *Advocate*



Frederick E. Murphy, *Minneapolis* (Minn.) *Tribune*



W. Guy Tetrick, *Clarksburg* (W. Va.) *Exponent*



John H. Harrison, *Danville* (Ill.) *Commercial News*



Henry Walser, *Hazleton* (Pa.) *Standard-Sentinel*



Louis B. Tobin, *Lincoln* (Neb.) *Star*



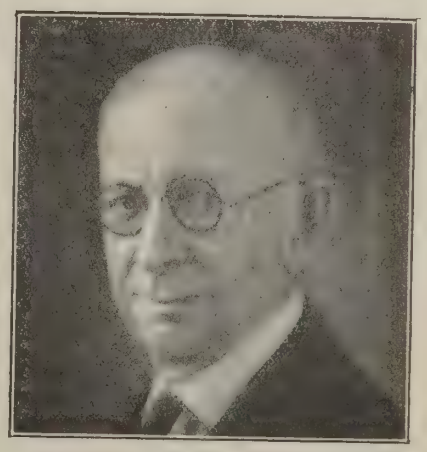
F. P. Hall, *Jamestown* (N. Y.) *Journal*



A. R. Treanor, *Saginaw* (Mich.) *News & Courier*



Frank S. Baker, *Tacoma* (Wash.) *Ledger*



Joseph B. Finan, *Cumberland* (Md.) *Times*

NEW YORK ADDRESSES OF VISITING PUBLISHERS

Name of Newspaper	Representative	New York Address
Adrian (Mich.) Telegram	Stuart H. Perry	Waldorf-Astoria
Akron (Ohio) Beacon-Journal	John S. Knight	Biltmore Hotel
	J. H. Barry	Astor Hotel
Akron (Ohio) Times-Press	Allied Newspapers, Inc.	250 Park Ave.
Albany (N. Y.) Times-Union	J. D. Sullivan	Knickerbocker Hotel
Albany (N. Y.) News and Knickerbocker Press	Lynn J. Arnold	c/o J. M. Branham Co.
	Arthur D. Hecox	342 Madison Ave.
Allentown (Pa.) Morning Call	Royal W. Weiler	Waldorf-Astoria
	Clarence J. Smith	Waldorf-Astoria
	Peter W. Leisenring	Waldorf-Astoria
Alliance (Ohio) Review	Paul C. Siddall	Knickerbocker Hotel
Altoona (Pa.) Tribune	Theodore Arter, Jr.	Empire Hotel
	Herbert D. Brauff	Empire Hotel
Altoona (Pa.) Mirror	D. N. Slep	Waldorf-Astoria
	H. L. Johnston	Waldorf-Astoria
	F. G. Pearce	Waldorf-Astoria
Amsterdam (N. Y.) Recorder	Gardiner Kline	Commodore Hotel
Ansonia (Conn.) Sentinel	H. F. Emerson	Waldorf-Astoria
	L. L. Desaulniers	Waldorf-Astoria
Asbury Park (N. J.) Press	L. Lyle Kinmonth	McAlpin Hotel
Asheville (N. C.) Citizen	Charles A. Webb	Waldorf-Astoria
Asheville (N. C.) Times	D. S. Elias	Waldorf-Astoria
Ashtabula (Ohio) Star-Beacon	C. A. Rowley	Waldorf-Astoria
Athens (Ohio) Messenger	F. W. Bush	McAlpin Hotel
Atlanta (Ga.) Constitution	Clark Howell, Sr.	Ambassador Hotel
	Clark Howell, Jr.	Ambassador Hotel
Atlanta (Ga.) Journal	John S. Cohen	Roosevelt Hotel
	Charles D. Atkinson	Roosevelt Hotel
Atlantic City (N. J.) Press-Union	Albert J. Feyl	Waldorf-Astoria
Attica (Ind.) Ledger-Tribune	J. Frank McDormand, Jr.	Pennsylvania Hotel
Attleboro (Mass.) Sun	C. C. Cain, Jr.	Cadillac Hotel
Augusta (Ga.) Herald	Bowdre Phinizy	Empire Hotel
	James C. Harrison	Empire Hotel
Auburn (N. Y.) Advertiser-Journal	Victor J. Callanan	Waldorf-Astoria
Baltimore (Md.) News	John E. Cullen	Fraternity Club 38th St.-Madison Ave.
Baltimore (Md.) Sun	Paul Patterson	Biltmore Hotel
	Joseph A. Blondell	Biltmore Hotel
	Wm. F. Schmick	Biltmore Hotel
Barre (Vt.) Times	F. E. Langley	Martinique Hotel
Batavia (N. Y.) News	G. S. Griswold	c/o McKinney & Sons 19 W. 44th Street
Bath (Me.) Daily Times	Harry C. Webber	St. James Hotel
Baton-Rouge (La.) State-Times & Morning Advocate	Charles P. Manship	Roosevelt Hotel
	L. D. Manship	Roosevelt Hotel
Battle Creek (Mich.) Enquirer & News	A. L. Miller	Waldorf-Astoria
Bayonne (N. J.) Times	M. M. Lazarus	Bayonne, N. J.
	S. A. Lazarus	Bayonne, N. J.
Beaumont (Tex.) Enterprise-Journal	J. L. Mapes	Astor Hotel
Beaver Falls (Pa.) Tribune	James H. March	Waldorf-Astoria
Beloit (Wis.) News	B. P. Eldred	Commodore Hotel
	R. F. Collins	Commodore Hotel
Bethlehem (Pa.) Globe-Times	J. M. Litch	Martinique Hotel
Biddeford (Me.) Journal	Wm. E. Foster	15 East 40th St.
	Julius Mathews	15 East 40th St.
Billings (Mont.) Gazette	Prudden, King & Prudden	270 Madison Ave.
Binghamton (N. Y.) Press & Leader	R. E. Bennett	Astor Hotel
	F. W. Spaulding	Astor Hotel
	L. S. Chubbuck	Astor Hotel
Birmingham (Ala.) News	Victor H. Hanson	Plaza Hotel
Bisbee (Ariz.) Review	C. E. Dodge	99 John Street
Bloomington (Ill.) Bulletin	W. Kee Maxwell	St. James Hotel
Bloomington (Ill.) Pantagraph	C. C. Marquis	Knickerbocker Hotel
	Davis Merwin	Vanderbilt Hotel
Boston (Mass.) American & Advertiser	Tom J. Sinnott	Astor Hotel
Boston (Mass.) Christian Science Monitor	Willis J. Abbot	Lotos Club
	Norman S. Rose	Murray Hill Hotel
	Charles E. Jarvis	Waldorf-Astoria
Boston (Mass.) Globe	Charles H. Taylor	c/o American Newspaper Publishers Association, 270 Madison Ave.
Boston (Mass.) Transcript	William F. Rogers	Plaza Hotel
	Henry T. Claus	Plaza Hotel
Bradford (Pa.) Star & Record	R. P. Habgood	Biltmore Hotel
Bridgeport (Conn.) Herald	Richard Howell	Astor Hotel
	Todd Barton	Astor Hotel
Bridgeport (Conn.) Telegram-Post	Edward Flicker	Commodore Hotel
Bridgeport (Conn.) Times	Kendall B. Cressey	c/o Benjamin & Kentnor, 2 West 45th St.
Bristol (Va.) Herald-Courier & News-Bulletin	Charles J. Harkrader	Empire Hotel
Brockville (Ont.) Recorder-Times	Rt. Hon. Geo. P. Graham	Vanderbilt Hotel
Brooklyn (N. Y.) Sttandard Union	R. F. R. Huntsman	Brooklyn, N. Y.
	Theodore O. Bosshard	Brooklyn, N. Y.
Buffalo (N. Y.) Courier-Star	W. J. Conners, Jr.	Vanderbilt Hotel
	Clifford Murray	Vanderbilt Hotel
Buffalo (N. Y.) Express	Burrows Matthews	Waldorf-Astoria
Buffalo (N. Y.) News	Joseph F. Melia	McAlpin Hotel
Buffalo (N. Y.) Times	Norman E. Mack	Plaza Hotel
	Philip F. Metz	Yale Club
	William James	
	H. E. Pocock	
Burlington (Ia.) Hawk-Eye	John F. D. Aue	Astor Hotel
Cambridge (Md.) Banner	P. Watson Web	Pennsylvania Hotel
Camden (N. J.) Courier & Post Telegram	J. David Stern	Astor Hotel
	Walter L. Tushingham	Astor Hotel
Cape Girardeau (Mo.) Southeast Missourian	Fred Naeter	Brevoort Hotel
	George Naeter	Brevoort Hotel
Carbondale (Pa.) Leader	J. L. Druck	Commodore Hotel
Casper (Myo.) Tribune-Herald	L. C. Prudden	270 Madison Ave.
	H. J. Prudden	270 Madison Ave.
Charleston (W. Va.) Gazette	Robert L. Smith	
	Wm. E. Chilton, Jr.	McAlpin Hotel
Charleston (W. Va.) Mail	B. H. Anderson	Astor Hotel
Charleston (S. C.) Post	T. R. Waring	Knickerbocker Hotel
Charlotte (N. C.) News	W. C. Dowd	Astor Hotel
Chattanooga (Tenn.) News	Walter C. Johnson	Astor Hotel
	Cranston Williams (Representing S.N.P.A.)	Waldorf-Astoria
Chester (Pa.) Times	Charles R. Long	Waldorf-Astoria
	Frank C. Wallace	Roosevelt Hotel
Chicago (Ill.) Journal	W. Frank Dunn	Waldorf-Astoria
Chicago (Ill.) Tribune	Col. R. R. McCormick	Waldorf-Astoria
	S. E. Thomason	Waldorf-Astoria
	E. W. Parsons	Waldorf-Astoria
	A. W. Crawford	Waldorf-Astoria
	E. M. Antrim	Waldorf-Astoria
	D. F. McMahon	
	W. F. Whalen	Waldorf-Astoria
Cincinnati (Ohio) Commercial Tribune	Harry W. Brown	Waldorf-Astoria
Cincinnati (Ohio) Post	Frank W. Rostock	Roosevelt Hotel
Clarksburg (W. Va.) Exponent	W. Guy Tetrick	Knickerbocker Hotel
Clarksdale (Miss.) Register	G. P. Clark	Martinique Hotel
	Mrs. G. P. Clark	Martinique Hotel
Clarksville (Tenn.) Leaf-Chronicle	M. Stratton Foster	Astor Hotel
Clearfield (Pa.) Progress	G. A. Stewart	Ansonia Hotel
Clearwater (Fla.) Sun	J. R. Brumby	Empire Hotel
Cleveland (Ohio) News	George F. Moran	Roosevelt Hotel
Clinton (Ia.) Herald	L. M. Michelsen	Biltmore Hotel
Coatesville (Pa.) Record	C. H. Heintzelman	427 Lexington Ave.
Coffeyville (Kan.) Journal	H. J. Powell	Waldorf-Astoria
Colorado Springs (Colo.) Gazette-Telegraph	T. Newels	Biltmore Hotel
	C. C. Hamlin	Biltmore Hotel
Columbia (S. C.) Record	R. Charlton Wright	Vanderbilt Hotel
Columbia (S. C.) State	F. C. Whithers	Astor Hotel
Columbus (Neb.) Telegram	A. H. Backus	
Concord (N. C.) Tribune	J. B. Sherill	Empire Hotel
Corning (N. Y.) Leader	John F. Rolfe	McAlpin Hotel
Cortland (N. Y.) Standard	William H. Clark	
	Edw. H. Clark	
Cumberland (Md.) Times	Josph B. Finan	McAlpin Hotel
Dallas (Tex.) News	G. B. Dealey	Roosevelt Hotel
	E. B. Doran	Roosevelt Hotel
Dallas (Tex.) Times-Herald	Thomas C. Gooch	Waldorf-Astoria
Danville (Ill.) Commercial-News	W. J. Parrett	Astor Hotel
Davenport (Ia.) Times	E. P. Adler	Astor Hotel
	Philip D. Adler	Astor Hotel
Danville (Va.) Register & Bee	Mr. & Mrs. R. D. James, Jr.	Waldorf-Astoria
Dayton (Ohio) Herald-Journal	E. G. Burkam	Astor Hotel
	Dwight Young	Astor Hotel
	Delmar Hughes	Astor Hotel
	Ralph M. Jones	Astor Hotel
Denver (Colo.) Post	F. G. Bonfils	Waldorf-Astoria
Denton (Tex.) Record-Chronicle	Will C. Edwards	Waldorf-Astoria
Des Moines (Ia.) Capital	Lafayette Young, Jr.	Roosevelt Hotel
Des Moines (Ia.) Register-Tribune	John Cowles	Plaza Hotel
	Gardner Cowles, Jr.	Plaza Hotel
Detroit (Mich.) News	H. Ponting	
Duluth (Minn.) News Tribune	J. E. Rockwell	1457 Broadway
Dubuque (Ia.) Telegraph-Herald	F. W. Woodward	c/o Alcorn & Seymour,
	W. J. Arndt	270 Madison Ave.
East Liverpool (Ohio) Review-Tribune	T. S. Brush	Waldorf-Astoria
	Louis H. Brush	Waldorf-Astoria
	Roy D. Moore	Waldorf-Astoria
East St. Louis (Ill.) Journal	George B. David	110 E. 42nd St.
Easton (Pa.) Express	J. H. McGrath	
	J. L. Stackhouse	
Easton (Pa.) Free Press	John W. Mann	Empire Hotel
Edmonton (Alta.) Journal	John M. Imrie	Waldorf-Astoria
Elgin (Ill.) Courier-News	D. A. McKenzie	Astor Hotel
	C. B. Strohn	Astor Hotel
Elizabeth (N. J.) Times	Herbert Krancer	395 Riverside Drive
Elmira (N. Y.) Star-Gazette-Advertiser	Frank E. Tripp	c/o J. P. McKinney & Son,
	John T. Calkins	19 W. 44th St.
Erie (Pa.) Times	John J. Mead, Sr.	Roosevelt Hotel
	John J. Mead, Jr.	Roosevelt Hotel
Elizabeth (N. J.) Journal	Fred. L. Crane	Elizabeth, N. J.
	Elmer E. Stanion	Elizabeth, N. J.
	George W. Swift	Elizabeth, N. J.
Evansville (Ind.) Courier-Journal	Ed. J. Fehn	Astor Hotel
Fall River (Mass.) Globe	Henry F. Nickerson	Broadway Central
	Fred. J. Tangney	Broadway Central
Fargo (N. D.) Forum	N. B. Black	Plaza Hotel
	Norman D. Black	Plaza Hotel
Findlay (Ohio) Courier Republican	Lloyd N. Heminger	Knickerbocker Hotel
Ft. Scott (Kan.) Tribune-Monitor	George W. Marble	McAlpin Hotel
Ft. Smith (Ark.) Record-Southwest American	J. S. Parks	Commodore Hotel
Ft. Wayne (Ind.) Journal-Gazette	L. G. Ellingham	Waldorf-Astoria
	A. Schaefer	Astor Hotel
Ft. Worth (Tex.) Star-Telegram & Record-Telegram	A. G. Carter	Roosevelt Hotel
	James M. North, Jr.	Astor Hotel
	B. N. Honea	Astor Hotel
Franklin (Pa.) News-Herald	Wayne W. Bleakley	Waldorf-Astoria
	James B. Borland	Cadillac-Yates Hotel
	George A. Fahey	Knickerbocker Hotel
Freeport (N. Y.) Review	James E. Stiles	Freeport, L. I.
	John M. Mears	Rockville Centre, N. Y.
Galveston (Tex.) News	Louis C. Elbert	McAlpin Hotel
Gary (Ind.) Post-Tribune	J. R. Snyder	Waldorf-Astoria
Gastonia (N. C.) Gazette	James W. Atkins	Martinique Hotel
Geneva (N. Y.) Times	G. B. Williams	44th Street Hotel
	W. A. Gracey	44th Street Hotel
Gloversville (N. Y.) Herald	Emmett H. Cullings	Waldorf-Astoria
	Flora M. Cullings	Waldorf-Astoria
Gloversville (N. Y.) Leader-Republican	F. L. Rogers	Waldorf-Astoria
	E. H. Mills	Waldorf-Astoria
Grand Rapids (Mich.) Herald	A. H. Vandenberg	Biltmore Hotel
Grand Rapids (Mich.) Press	Edmund W. Booth	Plaza Hotel
Greenville (S. C.) News	B. H. Peace	Empire Hotel
	R. C. Peace	Empire Hotel
Greenwood (S. C.) Index-Journal	G. W. Gardner, Jr.	Waldorf-Astoria
Greensburg (Pa.) Morning Review-Tribune	E. Arthur Sweeny	Knickerbocker Hotel
	Robert B. Herbert	Knickerbocker Hotel
Hagerstown (Md.) Herald-Mail	S. E. Phillips	Waldorf-Astoria
	Wm. P. Lane, Jr.	Waldorf-Astoria
	Lewis T. Byron	Waldorf-Astoria
Hamilton (Ont.) Spectator	F. I. Ker	Commodore Hotel
	James R. Allan	Commodore Hotel
Hannibal (Mo.) Courier-Post	E. L. Sparks	Astor Hotel
Hanover (Pa.) Sun	Hugh B. Hostetter	Cadillac Hotel
Harrisburg (Pa.) Patriot-News	Richard H. H. Wharton	Plaza Hotel
	Homer E. Mover	McAlpin Hotel
Harrisburg (Pa.) Telegraph	A. R. Michener	Astor Hotel
	E. J. Stackpole, Jr.	Astor Hotel
	Harry A. Fry	Astor Hotel
Haverhill (Mass.) Gazette	Robert L. Wright	Vanderbilt Hotel
Hazelton (Pa.) Speaker	J. R. Dershuck	Waldorf-Astoria
Hazelton (Pa.) Standard-Sentinel	Henry Walser	Waldorf-Astoria
High Point (N. C.) Enterprise	J. P. Rowley	Roosevelt Hotel
	H. A. Cecil	
Hudson (Mass.) Sun	Dustin Lucier	Martinique Hotel
Hudson (N. Y.) Star	Emory C. Van Loan	Knickerbocker Hotel
Huntington (W. Va.) Advertiser	J. H. Long	Vanderbilt Hotel
Huntsville (Ala.) Times	Mr. & Mrs. J. E. Pierce	Waldorf-Astoria
Hutchinson (Kan.) News & Herald	W. Y. Morgan	St. James Hotel
	C. L. Nicholson	St. James Hotel
Indianapolis (Ind.) News	Warren C. Fairbanks	
	Hilton U. Brown	Astor Hotel
Indianapolis (Ind.) Star	B. F. Lawrence	Vanderbilt Hotel
	James A. Stuart	Vanderbilt Hotel
Ithaca (N. Y.) Journal-News	John W. Baker	St. James Hotel
Jackson (Miss.) Sun	Frederick Sullens	St. James Hotel
Jackson (Tenn.) Sun	C. E. Pigford	St. James Hotel
	Albert A. Stone	St. James Hotel
Jamaica (L. I.) Press	Benjamin Marvin	
Jamestown (N. Y.) Journal	Frederick P. Hall	Knickerbocker Hatel
	Henri M. Hall	Knickerbocker Hatel

NEW YORK ADDRESSES OF VISITING PUBLISHERS

Name of Newspaper	Representative	New York Address
Johnson City (Tenn.) Chronicle & Staff-News	Joseph Zorna	Frost, Landis & Kohn, 250 Park Ave.
Kansas City (Mo.) Journal-Post	W. Laurence Dickey	Roosevelt Hotel
	Marion B. Sharp	Roosevelt Hotel
	Ralph Ellis	Roosevelt Hotel
Kansas City (Mo.) Kansan	W. A. Bailey	Waldorf-Astoria
Kansas City (Mo.) Star	A. W. Creel	15 East 40th St.
Kenosha (Wis.) News	R. S. Kingsley	Ansonia Hotel
Kingsport (Tenn.) Times	Thomas H. Pratt	Astor Hotel
Kingston (N. Y.) Freeman	Jay E. Klock	Waldorf-Astoria
Knoxville (Tenn.) Journal	Fred. T. Bonham	Knickerbocker Hotel
	T. J. Simmons	Knickerbocker Hotel
Knoxville (Tenn.) Sentinel	Mr. & Mrs. Wiley L. Morgan	Waldorf-Astoria
Kokomo (Ind.) Tribune	John Arthur Kautz	Astor Hotel
Laconia (N. H.) Citizen	Edward J. Gallagher	Martinique Hotel
Lafayette (Ind.) Journal-Courier	Henry W. Marshall	McAlpin Hotel
Lakeland (Fla.) Ledger	Earl Mullen	Waldorf-Astoria
	Sam H. Farabee	Waldorf-Astoria
Lancaster (Pa.) Intelligencer & News-Journal	J. Hale Steinman	Yale Club, 33 West 51st St.
	J. F. Steinman	Yale Club, 33 West 51st St.
Lawrence (Mass.) Eagle-Tribune	Alexander H. Rogers	Knickerbocker Hotel
	George A. Mellen	Knickerbocker Hotel
	Irving E. Rogers	Knickerbocker Hotel
Lawrence (Mass.) Telegram	B. S. Pouzzner	St. James Hotel
Lebanon (Pa.) News	John K. R. Schropp	McAlpin Hotel
	Henry L. Wilder	McAlpin Hotel
Lexington (Ky.) Herald	Desha Breckinridge	Princeton Club
Lewiston (Me.) Sun & Journal	L. B. Costello	Pennsylvania Hotel
Lima (Ohio) News	W. J. Galvin	St. James Hotel
Lincoln (Ill.) Courier	Mrs. Allyne V. Carpenter	c/o Carpenter Co., 5th Avenue Building.
Lincoln (Neb.) Star	James E. Lawrence	Astor Hotel
Lincoln (Neb.) State Journal	Fred Seacrest	c/o John M. Branham Co.
Little Falls (N. Y.) Times	John Crowley	Elks' Club
Little Rock (Ark.) Arkansas Democrat	Elmer E. Clarke	Astor Hotel
London (Ont.) Free-Press	C. Thomas	Apartment I K, 867 West 181 St.
Long Island City (N. Y.) Star	Leroy L. Smith	
	Robert J. Setchanova	
Los Angeles (Cal.) Express	Edward A. Dickson	Ambassador Hotel
Los Angeles (Cal.) Herald	Dr. Frank F. Barham	Waldorf-Astoria
Los Angeles (Cal.) Times	Harry Chandler	Plaza Hotel
	Norman Chandler	Plaza Hotel
Louisville (Ky.) Courier-Journal & Times	Emanuel Levi	Waldorf-Astoria
	H. W. Stodghill	Waldorf-Astoria
	A. R. Magee	Astor Hotel
Louisville (Ky.) Herald-Post	W. W. Stouffer	Alamac Hotel
Lowell (Mass.) Courier-Citizen & Evening Leader	William G. Spence	Roosevelt Hotel
	S. Foster Whipple	Knickerbocker Hotel
	Arthur N. Stackpole	Knickerbocker Hotel
Lowell (Mass.) Sunday Telegram	B. S. Pouzzner	St. James Hotel
Lynchburg (Va.) News	Powell Glass	Waldorf-Astoria
Lynn (Mass.) Item	Charles H. Hastings	Commodore Hotel
Lynn (Mass.) Telegram-News	W. E. Buckingham	Ansonia Hotel
McKeesport (Pa.) News	Jesse E. Long	Knickerbocker Hotel
Macon (Ga.) Telegraph	W. T. Anderson	Astor Hotel
Madison (Wis.) State Journal	I. U. Sears	Astor Hotel
Madison (Wis.) Capital Times	William T. Evjue	St. James Hotel
Manchester (N. H.) Union-Leader	J. A. Muehling	Astor Hotel
	Frank Knox	Astor Hotel
Marietta (O.) Register	J. D. Chamberlain	McAlpin Hotel
	E. H. Rood	McAlpin Hotel
Marion (Ohio) Star	Louis H. Brush	Waldorf-Astoria
	T. S. Brush	Waldorf-Astoria
	Roy D. Moore	Waldorf-Astoria
Marlboro (Mass.) Enterprise	Dustin Lucier	Martinique Hotel
	Daniel Fitzgerald	Martinique Hotel
Mason City (Ia.) Globe-Gazette	Lee P. Loomis	Astor Hotel
Massillon (Ohio) Independent	J. J. Bernstein	Waldorf-Astoria
Meadville (Pa.) Tribune-Republican	Walter I. Bates	Astor Hotel
Memphis (Tenn.) Commercial Appeal	C. P. J. Mooney	Waldorf-Astoria
Meriden (Conn.) Journal	F. E. Sands	St. James Hotel
	C. H. Tryon	St. James Hotel
	S. H. Wendover	St. James Hotel
Meridian (Miss.) Star	James H. Skewes	Astor Hotel
Miami (Fla.) Herald	Frank B. Shutts	Plaza Hotel
	Olin W. Kennedy	Vanderbilt Hotel
Miami (Fla.) Tribune	Thomas W. Briggs	
Middletown (N. Y.) Herald	Talcott W. Powell	2292 Loring Place, N. Y.
Middletown (Ohio) Journal	E. S. Meyers	Waldorf-Astoria
Milwaukee (Wis.) Journal	H. J. Grant	Harvard Club
Minneapolis (Minn.) Journal	H. V. Jones	13 E. 57th St.
	George Bickelhaupt	Waldorf-Astoria
Minneapolis (Minn.) Tribune	F. E. Murphy	Waldorf-Astoria
	T. J. Dillon	Waldorf-Astoria
	E. P. Stewart	Waldorf-Astoria
Moberly (Miss.) Monitor-Index	W. C. Van Cleve	St. James Hotel
Moline (Ill.) Dispatch	P. S. McGlynn	Ansonia Hotel
	August Sundine	Ansonia Hotel
Monroe (Wis.) Times	Emery A. Odell	St. James Hotel
Montgomery (Ala.) Journal	Frederick I. Thompson	Astor Hotel
Montreal (Que.) Gazette	Louis Gilman	19 West 44th St.
Morgantown (W. Va.) New Dominion	E. F. Shultz	St. James Hotel
Morgantown (W. Va.) Post	J. Monroe Boyer	St. James Hotel
Morristown (N. J.) Jerseyman	Alva E. Lamberton	c/o New Jersey Newspapers, 25 E. 26th St.
Mount Vernon (N. Y.) Argus	Franklin A. Merriam	Mount Vernon, N. Y.
	Maurice S. Porter	Mount Vernon, N. Y.
Muncie (Ind.) Star	H. F. Guthrie	McAlpin Hotel
Murphysboro (Ill.) Independent	O. B. Littick	Waldorf-Astoria
Muscatine (Iowa) Journal	Clyde R. Rabedeaux	Astor Hotel
Muskogee (Okla.) Phoenix & Times-Democrat	Joel H. Bixby	Waldorf-Astoria
	E. K. Bixby	Waldorf-Astoria
Nashville (Tenn.) Banner	Major E. B. Stahlman	Waldorf-Astoria
	Edgar M. Foster	Astor Hotel
Newark (N. J.) Evening News	Eugene W. Farrell	
New Bedford (Mass.) Standard & Mercury	Benjamin H. Anthony	Waldorf-Astoria
	Edmund Anthony	Roosevelt Hotel
	James T. Murray	Vanderbilt Hotel
Newburgh (N. Y.) News	F. H. Keefe	c/o Ingraham-Powers Inc., 350 Madison Ave., N. Y.
	Harry Cohen	
Newburyport (Mass.) News	Fred E. Smith	Martinique Hotel
	Edward H. Hicken	Martinique Hotel
Newcastle (Ind.) Courier	Ralph R. Mulligan	30 E. 42nd St.
New Castle (Pa.) News	Fred L. Rentz	Waldorf-Astoria
New Haven (Conn.) Journal-Courier	Herbert Peterson	c/o Gilman, Nicoll, & Ruthman.
New Haven (Conn.) Register	John Day Jackson	Yale Club
	Hugh B. Kennedy	Empire Hotel
New Haven (Conn.) Times-Leader	William A. Hendrick	Woodstock Hotel

Name of Newspaper	Representative	New York Address
New London (Conn.) Day	Theodore Bodenwein	Knickerbocker Hotel
	Orvin G. Andrews	Knickerbocker Hotel
New Orleans (La.) Item-Tribune	James M. Thomson	Vanderbilt Hotel
	A. G. Newmyer	Vanderbilt Hotel
New Orleans (La.) Times-Picayune	L. K. Nicholson	
New York American	Hugh E. Murray	238 William St., N. Y.
	E. M. Alexander	1834 Broadway
New York Herald Tribune	Howard Davis	
	Porter Caruthers	
	A. H. Burns	
New York Journal of Commerce	Mason Peters	32 Broadway
New York Daily News	Roy C. Holliss	25 Park Place
	John W. Barnhart	25 Park Place
New York Daily News Record	E. W. Fairchild	
	Melbourne Smith	
	Edward Doorly	
	Raleigh T. Curtis	
New York Evening Post	John C. Martin	20 Vesey St.
	Charles C. Lane	20 Vesey St.
New York Sun	William T. Dewart	280 Broadway
New York World	J. F. Bresnahan	
	Walter J. Merrill	
	Ralph Pulitzer	
New York World	S. M. Williams	
	H. B. Swope	
Niagara Falls (N. Y.) Gazette	A. C. Deuel	Roosevelt Hotel
	N. F. Maddever	Roosevelt Hotel
Norfolk (Va.) Ledger-Dispatch	S. L. Slover	Waldorf-Astoria
	P. S. Huber	Astor Hotel
Norristown (Pa.) Times-Herald	Henry D. Bradley	60 Broadway
	John C. Dye	Astor Hotel
Norwalk (Ohio) Reflector-Herald	R. C. Snyder	Commodore Hotel
Oakland (Cal.) Tribune	J. R. Knowland	Waldorf-Astoria
Ogdensburg (N. Y.) Republican-Journal	Mr. & Mrs. S. E. Sancoucy	Knickerbocker Hotel or c/o D. J. Randall, 341 Fifth Ave.
Oklahoma City (Okla.) Daily Oklahoman & Times	E. K. Gaylord	
Olean (N. Y.) Times	M. G. Fitzpatrick	c/o Geo. B. David Co., 110 East 42nd St.
Omaha City (Nebr.) News	E. E. Wolcott	366 Fifth Ave.
	J. H. Johnston	366 Fifth Ave.
	H. K. Black	New Forrest Hotel
Orlando (Fla.) Sentinel	Miss Marian H. Smith	St. James Hotel
Oshkosh (Wis.) Northwestern	O. J. Hardy	Martinique Hotel
Oswego (N. Y.) Palladium-Times	E. M. Waterbury	Knickerbocker Hotel
Ottawa (Ont.) Journal	R. F. Parkinson	Plaza Hotel
	Michael Powell	McAlpin Hotel
Ottumwa (Ia.) Courier	James F. Powell	Cone, Rothenburg & Noce
Owensboro (Ky.) Messenger	Urey Woodson	
Palm Beach (Fla.) Times	F. P. Fildes	Vanderbilt Hotel
Parkersburg (W. Va.) News	Edw. McGrail	Roosevelt Hotel or Devine Mac Quoid Co., 103 Park Ave.
Parsons (Kans.) Sun	Clyde M. Reed	Belmont Hotel.
Passaic (N. J.) Herald	Edward H. Roemle	
	Wm. M. McBride	
Passaic (N. J.) News	R. E. Lent	Waldorf-Astoria
	G. M. Hartt	Waldorf-Astoria
Paterson (N. J.) News	H. B. Haines	
	J. C. Levine	
Paterson (N. J.) Press-Guardian	W. B. Bryant	Waldorf-Astoria
Philadelphia (Pa.) Record	Rowe Stewart	Weylin Hotel
	William H. H. Neville	Weylin Hotel
Pine Bluff (Ark.) Commercial	Gordon N. Freeman	St. James Hotel
Pittsburgh (Pa.) Gazette-Times	Urban E. Dice	Waldorf-Astoria
Pittsburgh (Pa.) Chronicle-Telegraph	T. R. Williams	Waldorf-Astoria
Pittsburgh (Pa.) Post & Sun	A. E. Braun	St. Regis Hotel
Pittsburgh (Pa.) Press	H. C. Milholland	Waldorf-Astoria
	Owen M. Phillips	Waldorf-Astoria
	Donald B. Miller	Williams Club
Pittsfield (Mass.) Eagle	Mr. & Mrs. Wm. J. Peck	Waldorf-Astoria
Pittston (Pa.) Gazette	C. Frank Ridenour	Waldorf-Astoria
Piqua (Ohio) Call	W. M. Lynch	Continental Hotel
Plattsburg (N. Y.) Press	E. J. Ottaway	Waldorf-Astoria
Port Huron (Mich.) Times-Herald	Fred R. Salmon	Empire Hotel
Port Jervis (N. Y.) Union-Gazette	Phillip L. Jackson	c/o Benjamin-Kentnor, 2 West 45th St.
Portland (Ore.) Journal	Edger B. Piper	Waldorf-Astoria
Portland (Ore.) Oregonian	William J. Hoffmann	Waldorf-Astoria
	F. W. Hartford	Cadillac Hotel
Portsmouth (N. H.) Herald	Norman R. Hamilton	McAlpin Hotel
Portsmouth (Va.) Star	W. Blount Darden	Pennsylvania Hotel
Pottsville (Pa.) Republican & Morning Paper	J. H. Zerbey	Waldorf-Astoria
	E. L. Clifford	Waldorf-Astoria
	J. H. Zerbey, Jr.	Majestic Hotel
	Francis W. Platt	
Poughkeepsie (N. Y.) Eagle-News	Arthur A. Parker	Waldorf-Astoria
Poughkeepsie (N. Y.) Star & Enterprise	Allison Stone	Biltmore Hotel
Providence (R. I.) Journal-Bulletin	A. L. Poorman	44th Street Hotel
	David J. Barry	Waldorf-Astoria
Providence (R. I.) Tribune	Daniel J. Dwyer	Waldorf-Astoria
	Henri Gagnon	Bristol Hotel
Quebec (Que.) Le Soleil	Josephus Daniels, Jr.	Roosevelt Hotel
Raleigh (N. C.) News & Observer	John A. Park	Waldorf-Astoria
Raleigh (N. C.) Times	Charles B. Park	Waldorf-Astoria
	Hawley Quier	Waldorf-Astoria
Reading Pa.) Eagle	William E. Althouse	Waldorf-Astoria
	I. J. Hornstein	225 W. 39th St.
Reading (Pa.) Times	A. E. McGavin	Martinique Hotel
Reading (Pa.) Tribune	Sydney I. Snow	Martinique Hotel
	M. C. Moyensen & Co.	270 Madison Ave.
Richmond (Cal.) Independent	E. J. Treffinger	Knickerbocker Hotel
Richmond (Ind.) Item	John Stewart Bryan	Waldorf-Astoria
Richmond (Va.) News-Leader	Allen Potts	Waldorf-Astoria
	W. Brydon Tennant	Waldorf-Astoria
Roanoke (Va.) Times-World-News	J. P. Fishburn	Biltmore Hotel
	Felix K. Parker	McAlpin Hotel
Rochester (N. Y.) Democrat & Chronicle	Herbert J. Winn	Commodore Hotel
	Frederick S. Todd	Commodore Hotel
Rochester (N. Y.) Journal-American	Charles F. McCahill	Belmont Hotel
Rochester (N. Y.) Times-Union	Frank Gannett	Astor Hotel
	Roy C. Kates	Astor Hotel
Rockford (Ill.) Register-Gazette	Edwar E. Bartlett	Waldorf-Astoria
Rockford (Ill.) Morning Star	Roscoe S. Chapman	Waldorf-Astoria
	C. Russell Chapman	Waldorf-Astoria
Rocky Mount (N. C.) Telegram	J. L. Horne, Jr.	Cadillac Hotel
Rutland (Vt.) Herald	Howard L. Hindley	Woodstock Hotel
Saginaw (Mich.) News-Courier	A. R. Treanor	Biltmore Hotel
Salamanca (N. Y.) Republican-Press	Matthew Weber	8521 114th St., Richmond Hill, L. I.
Salem (Ohio) News	Louis H. Brush	Waldorf-Astoria
	T. S. Brush	Waldorf-Astoria
	Roy D. Moore	Waldorf-Astoria
	Harry E. Flint	McAlpin Hotel
		Empire Hotel

NEW YORK ADDRESSES OF VISITING PUBLISHERS

Name of Newspaper	Representative	New York Address
Salisbury (N. C.) Post	J. F. Hurley	Pennsylvania Hotel
Salt Lake City (Utah) Tribune	J. F. Fitzpatrick	Plaza Hotel
San Francisco (Cal.) Examiner	J. A. Callahan	Belleclaire Hotel
San Jose (Cal.) Mercury Herald	J. O. Hayes	McAlpin Hotel
Santa Monica (Cal.) Outlook	Robert P. Holliday	Vanderbilt Hotel
Sarasota (Fla.) Times	L. D. Reagin	Biltmore Hotel
Saratoga Springs (N. Y.) Saratogian	John K. Walbridge	c/o C. H. Eddy & Co., Park
Savannah (Ga.) News	F. G. Bell	Lexington Bldg.
		McAlpin Hotel
Schenectady (N. Y.) Union-Star	F. R. Champion	Pennsylvania Hotel
Scranton (Pa.) Scrantonian	Richard Little	Pennsylvania Hotel
	M. L. Goodman	Breslin Hotel
	E. Tracy Sweet	Plaza Hotel
Scranton (Pa.) Republican	L. B. Tyler	Plaza Hotel
	R. H. Fetridge	Waldorf-Astoria
Scranton (Pa.) Times	E. J. Lynett	Waldorf-Astoria
	W. R. Lynett	Waldorf-Astoria
	J. E. Bradley	Waldorf-Astoria
	James Flanagan	Majestic Hotel
Sheridan (Wyo.) Post-Enterprise	Charles W. Barton	St. James Hotel
Sioux City (Ia.) Journal	John B. Perkins	Webster Hotel
South Bend (Ind.) News-Times	J. M. Stephenson	Commodore Hotel
South Norwalk (Conn.) Sentinel	Leigh Dananberg	Commodore Hotel
	W. P. Milligan	Plaza Hotel
Springfield (Ill.) State-Journal	S. Leigh Call	44th Street Hotel
	Will H. McConnell	Waldorf-Astoria
Springfield (Mo.) Leader	H. S. Jewell	Plaza Hotel
Springfield (Ill.) State-Register	George M. Clendenin	Waldorf-Astoria
Salem (Ohio) News	Louis H. Brush	Waldorf-Astoria
	T. S. Brush	Waldorf-Astoria
	Roy D. Moore	Waldorf-Astoria
Steubenville (Ohio) Herald-Star	Louis H. Brush	Waldorf-Astoria
	T. S. Brush	Waldorf-Astoria
	Roy D. Moore	
St. Albans (Vt.) Messenger	John T. Cushing	
	M. R. Vail	1440 Broadway
St. Cloud (Minn.) Times	Fred. Schilplin	Waldorf-Astoria
St. Louis (Mo.) Star	Elzey Roberts	Waldorf-Astoria
	T. L. Ryan	Waldorf-Astoria
St. Louis (Mo.) Times	F. D. McDonald	Waldorf-Astoria
St. Paul (Minn.) Dispatch & Pioneer Press	C. K. Blandin	Waldorf-Astoria
	J. W. Magers	Vanderbilt Hotel
St. Petersburg (Fla.) Times	David B. Lindsay	Vanderbilt Hotel
	Paul Poynter	Monolith Bldg.
Stockton (Cal.) Record	LaCoste & Maxwell	St. James Hotel
Suffolk (Va.) News	W. C. Johnston	St. James Hotel
Superior (Wis.) Telegram	Clough Gates	Commodore Hotel
Syracuse (N. Y.) Journal	Harvey Burrill	Commodore Hotel
	Louis D. Burrill	Roosevelt Hotel
Syracuse (N. Y.) Post-Standard	J. D. Barnum	Waldorf-Astoria
Tacoma (Wash.) News-Tribune	Charles B. Welsh	Tarrytown, N. Y.
Tarrytown (N. Y.) News	Wallace Odell	Martinique Hotel
Taunton (Mass.) Gazette	William H. Reed	McAlpin Hotel
Terre Haute (Ind.) Star	J. E. White	Knickerbocker Hotel
Terre Haute (Ind.) Tribune	Louis F. Keifer	Vanderbilt Hotel
	A. C. Keifer	Waldorf-Astoria
Texarkana (Tex-Ark) Gazette	David W. Stevick	Roosevelt Hotel
Titusville (Pa.) Herald	E. T. Stevenson	Vanderbilt Hotel
Toledo (Ohio) Blade	Leslie E. Neafie	Vanderbilt Hotel
	Grove Patterson	Commodore Hotel
Toledo (Ohio) Times	R. C. Patterson	Waldorf-Astoria
Topeka (Kan.) Capital	Marco Morrow	Plaza Hotel
Topeka (Kan.) State-Journal	Mr. & Mrs. Frank P. Mac-Lennan	316 W. 95th St.
Toronto (Ohio) Tribune	Arthur J. Carrueth	Cadillac Hotel
	Forrest Richmond	Plaza Hotel
Toronto (Ont.) Globe	R. K. Stocks	Roosevelt Hotel
Toronto (Ont.) Mail & Empire	J. S. Douglas	Roosevelt Hotel
	Geore E. Scroggie	c/o Kelly Smith Co., Mar-bridge Bldg.
Trenton (N. J.) Times	Joseph A. Kerney	44th Street Hotel
Troy (N. Y.) Observer	M. F. Collins	44th Street Hotel
	Frank M. Collins	Plaza Hotel
Troy (N. Y.) Record	David B. Plum	Friar's Club
Troy (N. Y.) Times	R. P. Anderson	598 Madison Ave.
Tuscon (Ariz.) Citizen	Frank H. Hitchcock	Waldorf-Astoria
Tulsa (Okla.) World	F. O. Larson	Astor Hotel
Utica (N. Y.) Press	William V. Jones	Astor Hotel
Utica (N. Y.) Observer-Dispatch	Prentiss Bailey	Waldorf-Astoria
Vancouver (B. C.) Providence	F. J. Burd	
Walla-Walla (Wash.) Union	C. A. Morden	Waldorf-Astoria
Warren (Ohio) Tribune-Chronicle	Mrs. Zell Hart Deming	Astor Hotel
Washington (D. C.) Herald & Times	A. R. R. Onyun	Astor Hotel
	A. R. R. Onyun	250 Park Ave.
Washington (D. C.) News	W. W. Hawkins	Roosevelt Hotel
Washington (D. C.) Post	Arthur D. Marks	Waldorf-Astoria
Washington (Pa.) Observer & Reporter	John L. Stewart	Waldorf-Astoria
	Howard L. Christman	Astor Hotel
Waterloo (Iowa) Courier	Jackson McCoy	Astor Hotel
Waterbury (Conn.) Republican & American	Wm. J. Pape	Yale Club
	C. F. Chapin	Knickerbocker Hotel
	Irving B. Myers	Knickerbocker Hotel
	E. Robert Stevenson	Knickerbocker Hotel
Watertown (N. Y.) Standard	A. B. Parker	Knickerbocker Hotel
Watertown (N. Y.) Times	Charles H. Congdon	Roosevelt Hotel
Wausau (Wis.) Record-Herald	R. D. Sanche	
West Palm Beach (Fla.) Times	Thomas W. Briggs	White Plains, N. Y.
White Plains (N. Y.) Reporter	W. Lee Tuller	Plaza Hotel
Wichita (Kan.) Beacon	Henry J. Allen	Commodore Hotel
Wilkes-Barre (Pa.) Record	Harry L. Campbell	Waldorf-Astoria
Wilkes-Barre (Pa.) Sunday Independent	T. F. Heffernan	Pennsylvania Hotel
	Thomas E. Hefferman	Waldorf-Astoria
	George P. Heffernan	c/o Howland & Howland, 393 Seventh Ave.
Wilmington (Del.) Sunday Star	Horace P. Warrington	Waldorf-Astoria
Wilkes-Barre (Pa.) Times-Leader	Col. Ernest G. Smith	Waldorf-Astoria
Williamsport (Pa.) Sun	George E. Graff	Waldorf-Astoria
Wilmington (Del.) Every Evening	Wm. F. Metten	St. James Hotel
Wilmington (Ohio) News-Journal	W. J. Galvin	Astor Hotel
Wilmington (Del.) News & Journal	George Carter	Astor Hotel
	Clarence J. Pyle	Astor Hotel
	Albert W. Cummins	Astor Hotel
	George N. Seaver	Knickerbocker Hotel
Wilmington (N. C.) News-Dispatch	C. C. Bellamy	St. James Hotel
Winona (Minn.) Republican-Herald	H. G. White	Waldorf-Astoria
Winston-Salem (N. C.) Sentinel	H. R. Dwire	Waldorf-Astoria
	R. A. Shore	19 W. 44th St.
Woonsocket (R. I.) Call	Samuel E. Hudson	Astor Hotel
	Buell W. Hudson	Waldorf-Astoria
Worcester (Mass.) Telegram-Gazette	George F. Booth	Union League Club
	H. G. Stoddard	Astor Hotel
	R. F. Andrews	Astor Hotel
	W. L. Thomas	Waldorf-Astoria
Xenia (Ohio) Gazette-Republican	J. A. Chew	McAlpin Hotel
York (Pa.) Dispatch	H. W. Young	McAlpin Hotel
	E. B. Williamson	c/o La Coste & Maxwell, 45 West 35th St.
Youngstown (Ohio) Vindicator	W. O. Brown	Martinique Hotel
Zanesville (Ohio) Times-Record & Signal	W. O. Littick	Martinique Hotel
	C. W. Gibson	

AS HIS HOME TOWN SEES HIM

S. E. Thomason



S. E. THOMASON, one of the busiest men in America, claims to be a natural idler.

"I am the best loafer that ever was born," he told a friend recently. "I love to sit and think, and part of the time just to sit."

Perhaps he is right about himself. But few of us ever have seen him working at his favorite pastime.

Mr. Thomason is general manager of the *Chicago Tribune* and vice president of the Tribune Company.

Emory Thomason came to the Tribune via the law. He had been associated with Col. R. R. McCormick, editor of the Tribune, who is also a lawyer. The legal affairs of the Tribune were handled by Mr. Thomason. In 1918, when William H. Field resigned as business manager, Mr. Thomason took over his job.

Rather a revolutionary thing this, the appointing of a young and comparatively obscure lawyer to the business managership of a metropolitan newspaper. But if there were those who had any misgivings about this young man's ability to hold down the job, they were quickly reassured. S. E. Thomason brought to his new work an extraordinary mental alertness, a keen generalship, coupled with a splendid physical condition which enabled him to overcome a hundred and one problems.

That was something like eight years ago. In the intervening years, Emory Thomason has had an important part in every phase of the development through which the Chicago Tribune has passed. A very plain man, with a seemingly inexhaustible fund for human sympathy, he immediately gained the confidence and the affection of the men over whom he was placed. And his calmness "under fire," his continued refusal to get visibly excited or worried, has reacted upon the organization about him to promote a general atmosphere of orderly sureness.

It might be said of Emory Thomason that he is that type of man who sees life as something to be enjoyed to its fullest—and then proceeds to enjoy it. Anything that he does—and seemingly he does everything—is done with a great relish, and a fine thoroughness.

He says he loves to loaf. And yet, in addition to directing the infinite activities of Tribune business—of keeping closely in touch with production, with advertising, circulation, purchasing, legal affairs, paper traffic matters, radio and promotion, he finds time to be president of the A. N. P. A. and a golf club; to ride and shoot; to play handball daily at the Tribune Plant, with executives or men from the ranks, the only requisite being that they must know the game. He bowls in the Tribune league, and plays squash. He seems to be needed in some administrative capacity on about all of his four city clubs and three country clubs.

And yet he finds time for his home life, and gets infinite pleasure in his reading. One of the big events of his week is Sunday evening tea, when his daughter brings in regularly 15 to 20 youths and maidens. Emory Thomason presides—and no power could keep the young folk away.

Few of his friends know that his first association with newspapers was years ago. While a student at the University of Michigan he was managing editor of the *Michigan Daily*, the college newspaper. He graduated from Michigan in 1904.

The enjoyment he gets from speedy stream-lined motor cars is proverbial around the Tribune. On a day not long ago, two of his fellow Tribunites were watching him climb into the handsome motor equipage parked in front of Tribune Tower.

"I guess," said one of them, "I guess the boss likes automobiles pretty much, doesn't he?"

"Absolutely!" replied his companion, "that man likes EVERYTHING!"

And that, in its best sense, somehow sums up S. E. Thomason.

COPYRIGHT RADIO PROGRAM CALLED "BLUFF"

New York Legal Experts Declare KFI's Handout is News Material and Therefore Not Copyrightable —Station Seeking to Force Printing of Advertisers' Names

"BLUFF!" This word was hurled by New York lawyers again this week at Earle C. Anthony, and Earle C. Anthony, Inc., distributor of Packard Motor Cars, Los Angeles, Cal., and operator of the radio super-station KFI.

Mr. Anthony through his station is seeking to force newspapers to give free advertising in their radio program columns to firms and people who pay him for the right to broadcast. He is attempting to copyright the programs of KFI, sent out free to newspapers. In a letter to EDITOR & PUBLISHER this week, he threatened, and said he would relish a test case with any reputable newspaper to prove his copyright. Many newspapers, rather than give free advertising, are simply omitting the KFI programs. Three New York lawyers consulted by EDITOR & PUBLISHER agreed the program was not copyrightable material, and asserted Mr. Anthony was evidently simply trying to bluff the dailies.

The KFI programs contain the following notice:

"The name of the individual sponsoring the program and the name of the artist first appearing on the artist list must not be omitted. Such omission will be considered an infringement of copyright. Permission is hereby granted to condense any other matter to fit your space."

Carl Helm, New York lawyer, in EDITOR & PUBLISHER of March 20 characterized this notice as "bluff."

This week Mr. Helm's characterization s backed up by two other New York attorneys, Hugo Mock, of Mock & Bloom, copyright and patent attorneys, and Harry H. VanAken, of VanAken & Dewitt, who represent the *New York Daily News*. Law books were consulted and quoted from, and all three lawyers agreed a radio program such as sent out by KFI is not copyrightable, in that it lacks the minimum of originality necessary for copyright.

A legal finger was run down the pages of Weil on "Copyright Law" to section 503, which reads:

"A mere advertisement or a bare list of articles, prices, or facts, would seem not copyrightable. It would lack the minimum of originality necessary for copyright."

A copy of KFI's copyrighted program was obtained by EDITOR & PUBLISHER for the consideration of Mr. Mock, an authority on copyright law.

"That's news," he said. "It certainly is not copyrightable."

He was told of Mr. Anthony's threat to bring a test case, and his comment was that while such action would be interesting, he was sure the newspapers would be perfectly safe.

Mr. Anthony, writing to EDITOR & PUBLISHER, likened his KFI programs to a copyrighted article in the *Saturday Evening Post*. The lawyers laughed at his comparison.

"A valid copyright may only be obtained on a new and original literary product," Mr. VanAken said, "or when special originality or artistic merit is shown in the arrangement of an article."

"Is there any originality involved in a radio program?"

"There can be in its arrangement, but not in the facts it contains," Mr. VanAken replied. "I handled a case when the *New York Tribune* wished to copyright its program. Its copyright was valid, because it was a copyright, not of the facts stated in the program, but of its arrangement, which did show originality."

"The material Mr. Anthony wishes used is not copyrightable material," Mr. Helm asserted. "There is no question of literary composition involved in the matter; it is a question of news facts."

In Weil, the copyright authority previously quoted, the following passage is found:

"Since it is public property, facts or news cannot be copyrighted, although the form in which it is expressed, that is, the language in which they are clothed, may be copyrighted."

The lawyers pointed out that it has been proved impossible to copyright news, although the case of the Associated Press vs. International News Service upheld a property right to news. In that case the fact of unfair competition was involved. The lawyers asserted the radio station could not claim unfair competition.

"If a radio program was so prepared that it took on the nature of an original article, its language could be copyrighted," Mr. Helm maintained. "But the news facts are not copyrightable.

"It appears that Mr. Anthony is endeavoring to use the copyright law to compel newspapers to give free advertising to the people who pay him money to broadcast over his station.

"The newspapers haven't any objection, I believe, should every other word of the announcer of station KFI be an advertisement for someone. But they have a perfect right to expect regular advertising rates for any advertising matter appearing in their columns, particularly in connection with the listing of such news facts as who or what is to be heard from a certain radio broadcasting station as a particular time.

"A newspaper, obviously, for the sake of reader interest, will print the name of the radio artist and the nature of the radio entertainment, but because editors cannot conceive of any great news value involved in publishing the name of the advertiser paying the artist, they are right to leave that name out."

Mr. Anthony's letter was shown to William A. Thomson of the Bureau of Advertising of the American Newspaper Publishers' Association. He immediately brought up the suggestion recently made by a bureau member, that newspapers run a "broadcasters' advertising column."

"If advertisers who are using the radio wish to draw attention to their programs, wouldn't they be willing to patronize a broadcasters' advertising column at regular rates?" the bureau member wondered.

"If it pays the movies and theatrical people to use regular newspaper announcements, why shouldn't it pay the radio advertisers and, what is more to the point, pay the newspapers?"

Mr. Anthony in his letter complained of publicity given free by newspapers to such a person as Paderewski, playing at Aeolian Hall.

"True enough," was Mr. Helm's comment.

"But supposing Mr. Paderewski's press agent wrote and copyrighted the following notice and sent it out free to newspapers:

" 'Ignace Paderewski, superb concert pianist, will play a Steinway piano at Aeolian Hall on April 30.

" 'The world's most celebrated musician will wear Stein-Bloch clothes. His flowing hair will be kept in place by Stacomb, his feet, as they touch the Steinway pedals, will be encased in Walk-over shoes.

" 'Recently Mr. Paderewski sprained his wrists while practicing a difficult concerto. A few rubs with Sloan's liniment, however, and—presto! But, anyway, Mr. Paderewski's wrists are insured by Lloyds for $1,000,000; his life is insured by the Metropolitan Life Insurance Company for $2,690,712.13; and his musical ears are insured by the Hartford Insurance Company for $60,000,000.01.

" 'In his leisure moments, Mr. Paderewski smokes a Dunhill pipe, and drinks Clicquot Club Gingerale. It is known he has eaten bread made with Gold Medal Flour. And, according to report, he may soon purchase a Packard motor car. Whispers have it he may visit California some day. He will not play over Station KFI.'

"The press agent could obtain a valid copyright on this article.

"But would a newspaper print it as he sent it in?

"Certainly not. The bare announcement that Paderewski would play at Aeolian Hall, April 30, would be published and the remainder deleted.

"Such omission would not be considered an infringement of his copyright."

Mr. Anthony's letter to EDITOR & PUBLISHER follows in part:

"In your issue of March 20 I see an article entitled 'Radio Station Tries To Bluff Daily.' This refers to our copyrighted advance radio program.

"The advance radio program sent out by this or any other station is compiled some three or four weeks in advance of the time the program is on the air. The information as to what the program will be on a given date originates with, and of course is the property of the station. This material is copyrighted and the same as a patent, the property belongs to us.

"Like any patent or any other copyrighted article, the same as an article appearing, we will say, in the Saturday Evening Post, the entire ownership belongs to the person who owns the copyright. We send this program out to those newspapers and news agencies who wish to provide their readers with the advance program. These programs are run by newspapers to please the readers who demand the news of the radio, the same as the news of operatic concerts or other entertainment. It is perfectly useless for us or to the reader, to have the artists or the organization providing the program deleted and we release this program to the newspapers under the condition that there be no deletion as to the sponsor of the program (call it advertising if you will), and of the artists appearing. Otherwise we reserve the right not to have them printed. Considering the expense of sending this advance program out and the expense of operating a radio station, all of which provides material for the newspaper for their news pages, we certainly reserve the right to state to what extent they shall be cut or deleted. The Saturday Evening Post would not permit a copyrighted article to be reprinted omitting certain parts. Attorney Helm is entirely mistaken. We are not copyrighting the copyright name or the title. We are copyrighting the material, and we object and will protect our rights from having this matter deleted.

"As to the general policy adopted by the newspaper association, of not giving any publicity to those concerned furnishing radio programs, we might ask if you would print a theatre notice where Mr. Paderewski was playing and he played for money (and a lot of it), stating that a concert pianist would appear at Aeolian Hall, would you not mention Mr. Paderewski's name? Yet the publicity which he receives undoubtedly makes his box office.

"If we provide, and I mean by 'we,' all radio stations, the advance programs which they consider valuable enough to allot from one column to half a page in their columns, all of which material they receive free, we certainly have the right to state that it shall not be deleted or else they can omit it.

"In conclusion, Mr. Helm is entirely mistaken on the copyright and patent law. Parts of a copyrighted article cannot be reprinted any more than eight bars of a copyrighted musical composition can be used in another musical composition without damages being awarded.

"We are perfectly willing to make a test case of this issue. These programs are reprinted in the newspapers from the advance copyrighted bulletin send out by this station, and if you will bring to our attention, any newspaper of reputable standing who takes one of our advance programs and violates the copyright restriction upon its printing, we will be very glad to take the matter up immediately in the Federal Courts and see whether we have not the same right to protect our material as the newspaper has in protecting theirs. We welcome and relish a test case on the matter."

JURY CLEARS DAILY OF LIBEL CHARGE

$100,000 Action Brought by Sarah Robertson Against New York Times Dismissed—Plaintiff Has Sued Other Newspapers

A $100,000 libel suit brought by Sarah Robertson, Orange, N. J., against the *New York Times*, was decided in favor of the newspaper this week before Judge Mitchell and a jury in supreme court, New York.

Mrs. Robertson had objected to a story published in the Times on Feb. 22, 1922, to the effect that she had confessed to a private detective the robbery of her own jewels at Deal, N. J. some time before. Her action against the Times was one of a series of suits involving other New York newspapers in the same charge.

The *New York Sun* and *New York Evening Telegram* are joint defendants in a suit brought by the same plaintiff, trial of which is set for April 19, in supreme court before Judge Churchill. In this action, Mrs. Robertson is seeking $250,000 damages. These two dailies will be represented in court by Leon Godley, of the firm of Watson, Godley, Sheppard & Willguss.

Represented by Alfred A. Cook, attorney, the Times proved to the satisfaction of the jury that Mrs. Robertson had faked the robbery of her jewels to collect the insurance and had confessed her act to a private detective as was published in the story held libellous by the plaintiff.

It was brought out during the trial that the alleged confession was published two years before Mrs. Robertson brought suit against the New York dailies. Defense attorneys showed that two days following the alleged jewel robbery, two boys were arrested and the black bag in which the jewels had been kept was found in their possession. Arraigned, they denied there were jewels in the bag when they stole it from Mrs. Robertson.

Mrs. Robertson was arrested, arraigned and acquitted under the laws of New Jersey on a charge of conspiracy to defraud. While in custody, she was visited by the private detective, who claimed he had obtained a confession.

Suit against the Times was originally for $135,000. Mrs. Robertson, however, withdrew her demand for $35,000 special damages before the case came to trial. The Times published a denial of the confession, shortly after the story of Feb. 22 was published.

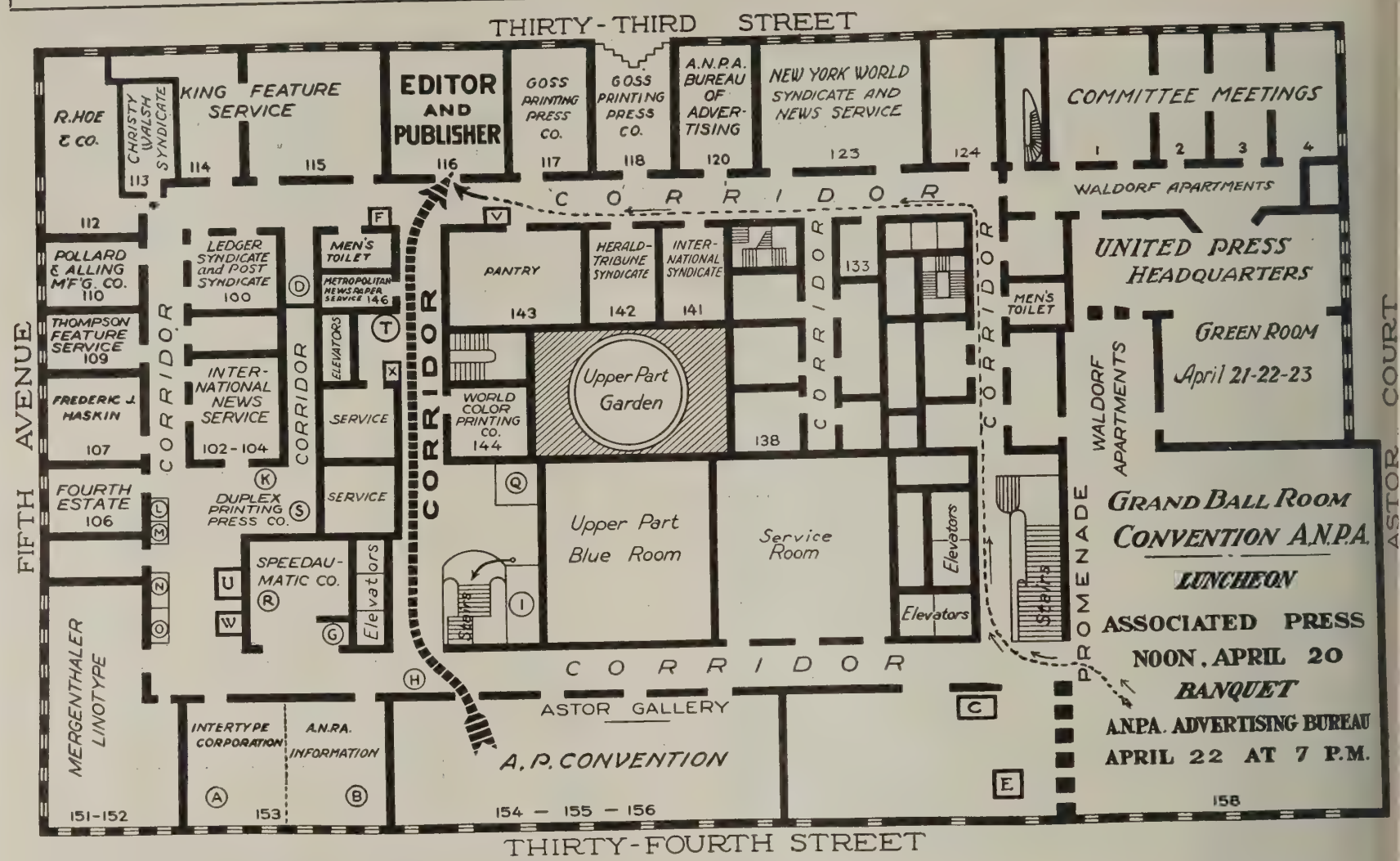
Mrs. Robertson has sued the *New York World* for $135,000; the *New York Journal*, for $50,000; the *New York American* for $50,000 and the *New York Daily News* for $200,000.

None of these suits has yet been tried.

Sphinx Club's Ladies' Night

The Sphinx Club, old New York advertising society, will hold "Ladies Night," April 28, at the Waldorf-Astoria. Preston P. Lynn is club president.

DIRECTORY OF CONVENTION EVENTS AND EXHIBITS



AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION
Convention, Grand Ball Room, end of West Foyer.
Committee Meetings room at end of West Foyer and Rooms 1, 2, 3, 4.
General Offices, 270 Madison avenue.
Registration in room at entrance to Grand Ball Room (Space C).
Information Desk, Myrtle Room.
Representative of Railroads entrance to Grand Ball Room (Space E).
Exhibit of Printing Trade Schools, Room 153B.

ASSOCIATED PRESS.
Convention, Astor Gallery, Rooms 154-155.
Annual Luncheon, Grand Ball Room.
Committee Meetings, Rooms 1, 2, 3, 4, and Astor Gallery.
General Offices, 383 Madison avenue.

AMERICAN BIROTADRUCK COMPANY.
Store on main floor.
S. P. Weston.

ARTGRAVURE CORPORATION.
Space H in corridor.
A. H. Sherin.
F. D. Murphy.
R. N. Getches.
W. A. Milanese.

THE BELL SYNDICATE.
Space (D) in corridor.
John N. Wheeler.
Henry M. Snevily.
E. J. Clode, Jr.
W. G. Bryant.
James A. O'Connell, Jr.
Miss Marie A. Cleary.

BENJAMIN ADVERTISING COMPANY.
Space (W) in Corridor.
Louis Benjamin.
C. I. Chamberlain.

BOURGES SERVICE.
Alcove on Main Floor.

CHICAGO TRIBUNE SYNDICATE.
Arthur W. Crawford.
S. H. Wharton.

CLINE ELECTRIC & MFG. CO.
Space (O) in Corridor.
H. E. Brundage.
A. J. Cline.
A. H. Parks.
H. S. Patterson.
R. J. Baker.
C. A. Dresser.

CUTLER-HAMMER MFG. CO.
Space (S) in Corridor.
T. H. Rodman.
Frank W. Barnecott.
F. W. Schnell.
C. W. Yerger.

DUPLEX PRINTING PRESS CO.
Space (K) in Corridor. Wesley Dammes.
I. K. Stone, President. Sam R. Young.
Marcus M. Farley. H. G. Samson.
Harry K. Allwaidt. Bruce M. Phelps.
I. C. Squier. W. H. Granger.
Charles Brown. George S. Bounphey,
A. C. Hewitt. H. E. Vehslage.

EDITOR & PUBLISHER.
Room 116.
Mr. Brown. Mr. Strate.
Mr. Pew. Mr. Latimer.
Mr. Robb. Mr. Haulenbeek.
Mr. Schuyler. Mr. Bope.
Mr. Bassett. Mr. Clougher.
Mr. Brown, Jr. Mrs. Dare.
Mr. Groomes. Miss McMahon.
Mr. Lambert. Miss Ferro.
Mr. Tanner. Miss Sheldrick.
Mr. Roche. Miss Smith.
Mr. Kane. Miss Clougher.
Mr. Hedley. Miss Breck.
Miss Green.

EDITORS' FEATURE SERVICE.
First Floor Desk.

ELROD CASTER COMPANY.
Space (M) in Corridor (See Ludlow Typograph Co.)

THE FOURTH ESTATE.
Room 106.

GOSS PRINTING PRESS CO.
Room 117.
M. L. Redfield. R. P. Thomas.
M. W. Brueshaber. E. M. Arnold.
G. C. Abbott. H. S. Mount.
J. W. Spencer. H. F. Sheldon.
H. D. Bell.

FREDERIC J. HASKIN.
Room 107.

R. HOE & COMPANY.
Room 112.
H. R. Swartz. G. H. Higgins.
H. M. Tillinghast. P. H. Gallien.
H. V. Ball. E. G. Beveridge.
A. J. Gallien. E. R. Rodd.
J. M. Masterson. A. Bowie.
W. F. Smart. C. F. White.
Howard Reynolds. O. L. Crain.
E. L. Johnson. R. A. Willoughby.
J. H. Riseley.

THE J. M. HUBER INK COMPANY.
Room 144.
J. M. Huber. Charles Lettinger.
Walter Huber. William Burns.
Herbert Bertel. C. O. Richards.
A. H. Gere. H. R. Wilson.

IMPERIAL TYPE METAL CO.
Space (T) in Corridor.
Wilson S. Yerger.
Karl Kibecker.
Clarence Siemon. John Plummer.
William H. Street. David Britton.
Harry Bray. Fred Sandman.
Gene Kelly. John O. Webb.
Steve Byrnes.

INTERTYPE CORPORATION.
Room 153 A.
H. R. Swartz. J. F. Babington.
G. C. Willings. W. H. Coleman.
T. A. MacElwee. E. C. Fielding.
F. A. Hill. E. Goodbody.
F. H. Dunham. S. H. Hayles.
W. B. Goode. R. H. Henneley.
J. W. Schuh. Don C. Roseman.
B. W. Radcliffe. R. O. Van Horn.
W. C. Lund. M. L. Van Keuren.
Alfred M. Berry. W. K. Young, Jr.

INTERNATIONAL NEWS SERVICE.
Room 102-104.

INTERNATIONAL SYNDICATE.
Room 141.
Howard Miller.

INTERNATIONAL FEATURE SERVICE.
Room 114-115. (See King Features Syndicate).

JOHNSON FEATURE SERVICE.
First Floor Desk.

KING FEATURES SYNDICATE, INC.
Room 115.
Frank J. Nicht. J. N. Hornady.
W. E. Moss. P. H. Karnes.
J. A. Brogan. I. Alofsin.
B. A. Caparell. L. J. Corwin.
H. T. Hopkins. C. B. Travis.

KOHLER SYSTEM.
Mezzanine Floor.

LANSTON MONOTYPE COMPANY.
First Floor Desk.
Harvey D. Best. H. H. Morley.
T. Frank Morgan. S. E. Haigh.
Richard Beresford. W. C. Kirby.
L. H. Seipp. M. C. Indahl.

LEDGER SYNDICATE and POST SYNDICATE.
Room 100.
John Elfreth Watkins, Mgr.
Edgar J. Parker.
William H. Heine.

LUDLOW TYPOGRAPH COMPANY.
Space (L) in Corridor.
William A. Reade. Hobart H. Muir.
Philip P. Merrill. Wm. F. Mulcahy.
Virgil V. Evans. F. I. Robbins.
John O. King. J. F. Hawkins.

MAGNETIC BASEBALL CORP.
Space (X) in Waldorf Corridor.
George H. Reynolds.
William Rossi.

MARGACH MFG. COMPANY.
Store at 8 West 34th street.

MERGENTHALER LINOTYPE COMPANY.
Room 151.
Walter H. Savory. F. C. Van Schaick.
Fred C. Grumman. Harry E. Reid.
Walter C. Bleloch. C. C. Rhame.
Fred W. Bott. Mark H. Boynton.

METROPOLITAN NEWSPAPER SERVICE.
Room 146.
Max Elser, Jr. Alexander Hamilton.
Earl J. Hadley. Arthur J. Lafave.
Donald W. Brown. Burnett O. McAnney.
George A. Erickson.

N. E. A. SERVICE, INC.
Space (I) in Corridor.
Fred S. Ferguson.
Winslow Abbey.
William G. Naylor.

NEW ENGLAND NEWSPAPER SUPPLY CO.
F. M. Youngs. J. J. Todd.
Charles H. Hill. Harry Gauffrau.
W. E. Grenier. R. H. Raynor.

NEW YORK HERALD TRIBUNE SYNDICATE.
Room 142
H. Staton.
Phil Dietz.
Edward Dolbey, Jr.

THE NEW YORK WORLD SYNDICATE and NEWS SERVICE.
Room 123.
F. B. Knapp. R. E. Moyer.
W. H. Williams. H. C. Thiele.

NEWSPAPER FEATURE SERVICE
Room 114-115 (See King Features Syndicate

PLAYOGRAPH COMPANY.
Space (F) in Corridor.

POLLARD-ALLING COMPANY.
Room 110.
W. M. Stretch.
F. H. Alling.
Charles R. Ketchum.
Frank DeMinico.

PREMIER SYNDICATE.
Room 114-115 (See King Features Syndicate

WALTER SCOTT COMPANY.
Room 133.
David J. Scott. Paul I. Evans.
Walter C. Scott. D. W. Smyth.
Carl E. Drange. Arthur S. Pease.
Harry Nivling. Harry L. Clark.
Colin Campbell. James Carruthers.
Donald A. Brown.

SPEEDAUMATIC COMPANY.
Space (R) in Corridor.
George L. Emrich. O. E. Brandt.
H. M. Pierce. Miss S. M. Johns

STAR ADCRAFT SERVICE.
Room 114-115 (See King Features Syndicate

ASTON G. STEVENSON, INC.
Space (U) in Corridor.

THOMPSON FEATURE SERVICE, INC.
Room 109.
R. S. Thompson, President.
A. L. Fowie, Gen. Mgr.
A. A. Preciado.

UNIVERSAL SERVICE.
Room 102-104.

UNITED PRESS.
Green Room (Waldorf Apartments).
Hugh Baillie.
Robert J. Bender.
Frank H. Bartholomew.
Gilbert M. Clayton.
C. J. Randau.
Tom W. Gerber.
C. B. McCabe.

THE CHRISTY WALSH SYNDICATE.
Room 113.
Christy Walsh.
J. A. Bihler. R. Allen.
B. Dahlstrom. Miss W. A. Eibs

WANT AD BUILDER.
Space (W) in Corridor.
Harrison C. MacDonald.

S. P. WESTON.
Room 247½.

WOOD NEWSPAPER MACHINERY CO.
Space (N) in Corridor.
Benjamin Wood. Washington Woo
Oscar Roesen. Nelson Maynard.

WOOD FLONG CORPORATION.
Space (N) (See Wood Newspaper Machine Co.).
Benjamin Wood. Nelson Maynard.
Jackson Townsend. Ray Finzer.

WORLD COLOR PRINTING COMPANY.
Room 144.
R. S. Grable.
Roswell Messing.

CLIFFORD YEWDALL.
Room 225 (Second Floor).

PERMANENT PAN-AMERICAN PRESS BODY URGED

Twenty-nine Resolutions Run the Gamut of Journalistic Activity Covering Protection of Free Press, End of Taxes on Cables and Paper, Reform of Bad News and Business Practices

By BART CAMPBELL

WASHINGTON, April 14.—Creation of a Pan-American Press Associa-ion, and of "bonds of sympathy and closer understanding" between the news-apers of the Americas, was the keynote f the final sessions of the First Pan-American Congress of Journalists which djourned here Tuesday.

The adoption of the 29 resolutions, ach reflecting the sentiment and opinion f the leading newspaper men of North nd South America, was considered as pening a new page of American journal-stic history.

Each resolution was approved finally nly after lengthy discussion and amend-nent, and as written into the record of he Congress, was regarded as picturing he matured ideas of some of the best inds of journalistic America.

The text of each resolution is here-with presented by EDITOR & PUBLISHER:

* * *

First

RESOLVED, That the First Pan-American Congress of Journalists formally declares hat its fundamental purpose is to create onds of sympathy and closer understand-ng among the newspapers here repre-ented, to secure a fuller interchange of ews, to guard against misrepresentation f the peoples concerned, and to establish code of ethics which shall be acceptable o and binding upon the publications here epresented. It is no part of the duty f this Congress to dictate to any pub-isher how his newspaper shall be con-ducted. It is, however, of the highest mportance that certain basic principles o which all will agree should be here nunciated. We believe, therefore, that his Congress may formally declare that s constituent members should neglect no ndeavor to give their readers the im-ortant, constructive, educational news f all countries limiting as far as possible hat which is merely sensational, trivial r likely to create antagonisms or ealousies. We hold that every editor as it in his power to do his share toward tilling international distrust, and we de-lare it to be the sentiment of this Congress that its members should dis-harge their duty as a matter of pro-essional service, of patriotism and as a ontribution to the welfare of all ranking.

In order that organized endeavor may e made to this end we recommend the rganization of a Pan-American Associa-ion of Journalists, and the delegation to committee of that Association of the sk of negotiating with the cable com-anies for suitable concessions in the atter of rates and expedition of service. he same Association should investigate nd report upon the practicability of the terchange of news between the con-ituent members of this organization in oth American Continents.

This Congress declares that it is not ithin its proper authority to express pinions upon questions of international olitics other than to lay down em-hatically the doctrine that the interests f North, Central and South America e more and more tending to become entical and that it is within the power the press of this section to conserve its terests and to bring the nations involved the point of harmonious action in their fense. This we held to be the highest ity of the newspapers here represented d we believe that if it will be the study each editor to give to his readers de-lopment in the Americas and refrain om depicting the evil, or the lapses from e highest good from which they may be ilty, this great need may be most fully tained.

* * *

Second

The First Pan-American Congress of urnalists recommends the creation of Pan-American Press Association.

* * *

Third

This Congress recommends the suppression of all horror-producing or intimate details in news regarding crimes or scandalous events, as well as of the names of minors of both sexes who may commit crimes.

* * *

Fourth

This Congress recommends the adoption of arbitration as a means to settle all disputes between them and any nation outside of the Continent, not only in the case of political disagreements but in all those which may in any form affect the interests or the harmony between the nations of the Western Hemisphere.

It recommends that all the members of the Pan-American Press not represented in this Congress adhere to this recommendation.

* * *

Fifth

The First Pan-American Congress of Journalists recommends the promotion of the study of the geography and history of all America and of the Constitution of each one of the American countries by the members of Pan-American journalism.

* * *

Sixth

This Congress recommends the advisability of promoting the passage of laws and the taking of other steps regarding the labors of the press and tending to censor and purify all suggestive or deceitful advertisements or to their elimination, rejecting those attacking purity of customs or which are not based upon licit and honest business; it also recommends the adoption of a fixed rate for advertisement by each paper.

Seventh

This Congress recommends the suppression of or indirect taxes on news cable messages addressed to the press whether in transit or at point of destination.

* * *

Eighth

This Congress recommends the suppression of duties on paper to be used in printing newspapers and on bond paper in the countries where such duties may exist.

* * *

Ninth

This Congress recommends the promulgation of an adequate press law securing the freedom of the press in those countries not yet having such law.

* * *

Tenth

This Congress recommends the establishment of a voluntary exchange service among the newspapers of the American Continent.

* * *

Eleventh

This Congress recommends to the press of the American countries the advocation of the construction of the Columbus Lighthouse in the city of Santo Domingo.

* * *

Twelfth

This Congress recommends the establishment in New York City of a Salon for the promotion of artistic production in the Western Hemisphere.

* * *

Thirteenth

This Congress recommends the adoption of a journalistic creed and proposes the creed written by Dr. Walter Williams.

* * *

Fourteenth

This Congress recommends that the Key to the City of Washington presented to the First Pan-American Congress of Journalists be left in the Pan-American Union.

* * *

Fifteenth

This Congress recommends that the Pan-American Union spread its munificient action.

* * *

Sixteenth

This Congress recommends a vote of thanks to the President of the United States of America, Honorable Calvin Coolidge, for his address of welcome and the many acts of courtesy which he has shown this Congress.

* * *

Seventeenth

This Congress recommends a vote of thanks to the Congress of the United States of America for the reception of the Delegates and for the generous words of welcome pronounced in both Houses.

* * *

Eighteenth

This Congress expresses its wish for the success of the labors of the Congress of the United States of America.

* * *

Nineteenth

This Congress, considering as attacks against the freedom of the press all actions detrimental to the personal rights of the journalist and to the activity of the press, expresses its condemnation of such attacks and declares that it would learn with pleasure of the reparation of the moral and material harm caused by such actions and of the amnesty of those who may still be suffering penalty exclusively on account of the exercise of this profession.

This resolution shall be communicated to the Pan-American Press Association when it might have been organized in order that there may be published in all the newspapers of the Continent duly proved tax against the freedom of the American Press.

* * *

Twentieth

This Congress recommends that a Committee be appointed to prepare plans for the Second Pan-American Congress of Journalists. The Congress requests the Governing Board of the Pan-American Union to appoint this Committee in the form that may be most convenient.

* * *

Twenty-first

The Congress recommends to the delegations that they carry to their colleagues a message recommending the organization of National Press Associations in all the countries in which they may not yet exist as a means of giving effect to the proposed Pan-American Association of Journalists.

* * *

Twenty-second

The Congress recommends that North American and Latin American publications be sent to the libraries of the principal cities of each country. This recommendation extends to periodicals, to editorial houses and to others.

* * *

Twenty-third

The First Pan-American Congress of Journalists recommends, that the next Congress be essentially technical in character and that any reports or references that may be made concerning the progress of the countries represented at the Congress or concerning the newspapers represented be confined to such reports as may present a definite state-

PAN-AMERICAN EDITORS TO SPEND FIVE CROWDED DAYS IN NEW YORK

Many Entertainments Planned for Party of 92 Arriving Monday—Will Leave Friday for Tour to Chicago

A PARTY of 92 Latin American editors, with four members of the Pan-American Union, started on a sight-seeing tour which will take them from the east coast to Chicago and back, following the close of the First Pan-American Congress of Journalists in Washington Tuesday.

Starting Wednesday the party left on a three-day tour of Virginia as guests of the Virginia State Chamber of Commerce. Cities visited included Alexandria, Lynchburg, Charlottesville, Richmond, Jamestown, Williamsburg, Newport News, Norfolk, and Portsmouth.

William J. Harahan, president of the Chesapeake and Ohio Railroad, W. S. Copeland, president, Virginia Press Association, J. P. Fishburn, secretary, Virginia Daily Newspaper Publishers Association, R. D. Ford, editor, *Richmond Times-Dispatch,* Carter Glass, Jr., editor, *Lynchburg News,* and a number of other prominent Virginians were among those entertaining the party.

The editors were entertained at Monticello, the home of Thomas Jefferson at Charlottesville, by two Virginia colleges, near Lynchburg, and they then inspected the historic side of Richmond and Jamestown, site of the first permanent English settlement in America.

On Friday the party leaves for Philadelphia where they will be entertained by local publishing and business groups. On Monday, April 19, the editors will leave Philadelphia for New York, where they will spend five days as guests of the Merchants Association.

A welcoming committee will meet the party at the Pennsylvania station at 6 p. m. and escort the editors from the train to the Hotel Commodore, which will be headquarters during their stay in the city.

On Tuesday April 20, the Associated Press will act as host to the group at a luncheon in the Grand Ball Room of the Waldorf. Tuesday evening the New York City Publishers Association will tender a dinner to the editors at the Park Lane hotel. Julius Ochs Adler of the *New York Times* is chairman of the committee arranging the dinner. Among the speakers will be Ogden Reid, Ralph Pulitzer, Herbert Gunnison, William Randolph Hearst, Jose Camprubi and Jorge Mitre.

On Wednesday morning a visit will be made to the rotogravure plant of the New York Times, followed by luncheon in the Times Annex as guests of Adolph Ochs. In the afternoon the editors will attend a session of the American Newspaper Publishers Association annual convention at the Waldorf. In the evening the group will visit the plant of the *Herald Tribune.*

Thursday morning the American Association of Advertising Agencies will act as host at a breakfast at the Commodore.

At the close of the New York visit the group will leave on an automobile and train trip which will take them to Chicago and back, the itinerary of which was planned by the National Automobile Chamber of Commerce.

The automobile trip starts from the Concourse entrance of the Hotel Commo-

(*Continued on page* 94)



Pan-American Journalists, guests of United Press Associations at Hotel Mayflower, Washington, last Saturday.

ment of progress in the general intellectual, ethical, industrial or economic conditions prevailing.

* * *

Twenty-fourth

The Congress recommends the study of pending international questions that might affect in any way the peace among the peoples of America, seeking and propitiating such solutions as may adjust themselves to international rights and equitableness.

* * *

Twenty-fifth

The Congress recommends that there may be communicated to all the newspapers of other countries the resolutions of the Congress, at the same time expressing the hope that the resolutions may merit the approval of these newspapers.

* * *

Twenty-sixth

The Congress recommends that the North American newspapers devote more space to information relative to the nations of Latin America, and especially to that type of news that serves to improve the existing present relations between the papers of the three independent Americas.

* * *

Twenty-seventh

The First Pan-American Congress of Journalists on concluding its sessions desires to express its sincere appreciation to the President of the Republic, Hon. Calvin Coolidge, the Pan-American Union, the Secretary of State, the Press, the National Chamber of Commerce, the City of Washington and other organizations and persons for the courtesies that have been extended to the Congress. The members of the Congress desire to express this feeling of appreciation, not only as a Congress, but as individuals.

* * *

Twenty-eighth

The Congress adopts a vote of appreciation to Dr. L. S. Rowe for the great service he has rendered to the Pan-Americanism.

* * *

Twenty-ninth

The First Pan-American Congress of Journalists resolves:

To recommend to all the members of the Congress the desirability of conducting a press campaign in the respective countries in order:

1. That the Governments of America may ratify resolution number 61 of the Fifth International Conference of American States relative to the erection on the coast of the City of Santo Domingo, the oldest city of America, of a monumental lighthouse in honor of Christopher Columbus, Discoverer of the New World.

2. That the peoples and governments contribute morally and materially to the early realization of this work, as the greatest common homage of the American Continent to the Discoverer.

The Committee on Resolutions included:

Willis J. Abbot, *Christian Science Monitor,* Boston.

A. J. Calcaño Herrera, *El Heraldo,* Caracas, Venezuela.

Federico Llaverías, Santo Domingo, Dominican Republic.

Ramiro Guerra, *Diario de la Havana,* Havana, Cuba.

Abel Villegas Arango, *Diario de Panamá* y *Star and Herald,* Panama, Panama.

Luis Teófilo Núñez, *El Universal,* Caracas, Venezuela.

Conrado Eggers Lecour, *La Razon,* Buenos Aires, Argentina.

M. García Pelaez, *El Mercurio,* Antofagasta, Chile.

Persio C. Franco, Santo Domingo, Dominican Republic.

Máximo Soto Hall, *La Prensa,* Buenos Aires, Argentina.

J. Castaldi, *A Capital,* Sao Paulo, Brazil.

A. Cicero, *Journal de Comercio,* Rio de Janeiro, Brazil.

Carlos López Pineda, *Diario de Guatemala,* Guatemala, Guatemala.

Alfredo Vargas, *La Democracia,* Puerto Rico.

José Leiva, *El Salvadoreño,* El Salvador.

Alex Mayorga Rivas, *Diario del Salvador,* Salvador.

R. Mayorga Rivas, *Diario del Salvador,* San Salvador, Salvador.

Vidal Mejía, San Pedro Sula, Honduras.

Jorge A. Mitre, *La Nación,* Buenos Aires, Argentina.

Angel Mendez Calzada, *La Libertad,* Mendoza, Argentina.

Rene Fiallo, *Diario de Cuba,* Santiago, Cuba.

C. Menéndez, *Diario de Yucatán,* Mexico.

Eleodoro Avilés M. *El Guante,* Guayaquil, Ecuador.

Efren Alvarez Lara, *El Guante,* Guayaquil, Ecuador.

Luis Rosado Vega, *Revista de Yucatan,* Merida, Yucatan, Mexico.

The session devoted to advertising was opened by Dr. Ramiro Guerra of *El Diario de la Marina,* Havana, Cuba, who vigorously attacked the widespread use of the half-clad female figure as a design upon which to hang all manner of advertisements.

Enumerating a list of subjects that should be eliminated from the advertising page, including patent medicines, personalities, unreliable financial inducements and anything smacking of the suggestive, Dr. Guerra declared:

"There are artists and draftsmen who attempt to attract the attention of readers by using—or rather abusing—the nude female figure, making the beautiful form of man's companion into a hackneyed advertising 'motif,' serving for automobiles, clothing or soft drinks.

"It should not be forgotten," he continued, "that just as advertising counts for much in the business life of a periodical it may also bring about a lowering of the moral tone of the press, robbing it of independence, forcing it to adopt prejudiced opinions or to keep a suspicious silence in respect to matters of public interest which affect a class of its advertisers.

"Against these evils the power of public opinion has great weight, but above all is the concerted action of the great organs of publicity, great not only in their circulation figures but also in the high moral standards by which they decide and settle the conflicts which arise between private interests of their advertisers and the general interests of the community."

Amid generous applause Dr. Guerra submitted as an advertising creed for the Congress:

1. That it is advisable to establish a uniform system of methods, both in provisions of law and rules governing periodicals, looking toward the censoring, sifting out and elimination of misleading or fraudulent advertisements, for the protection of the public against unscrupulous advertisers and those of bad faith.
2. That every advertisement, which tends to exploit or promote vice, even if but indirectly, or one which is an offense against decency, or one which is not based on honest and legitimate business, should be refused or suppressed.
3. That it is advisable to designate a committee to study the possibilities and advantages of organizing an international advertising service, to be carried on by the periodicals themselves.
4. That all influence of advertising upon the policies and management of periodicals should be prescribed through its repudiation and condemnation by the press itself, brought to bear on every case in which this principle of press ethics is broken."

In a printed report distributed during the session Dr. Tiburcio Castaneda, also of El Diario de la Marina, contrasted the first page of the *London Times,* devoted exclusively to advertisements, with the first page of New York dailies.

"In the United States," he said, "on takes up the most serious and mos widely read newspapers and the firs page and even all of the second, as wa true in the New York newspapers o March 27 last, are filled with account and details of terrible crimes that pro duce intense nausea upon the reader."

Dr. Castaneda described these ac counts as "a thousand times more crue than the wild beasts." The financial ad vertisements on the first page of th London paper presented in refreshin contrast, he said, news which was inter esting and valuable.

What newspapers would be like i they were deprived of the revenues fro advertising was pointed out by Henr T. Claus of the *Boston Transcript.*

"There would be an end of specia stories by our own correspondents," h said, "few cable dispatches, still fewe pictures, almost no special features an an almost complete dearth of the man things which go to make a newspape readable but which lack a definite cor nection with actual events of the da In short, those of us who managed t survive at all would be getting ou mere news chronicles and not very com plete ones at that."

The delegates were the guests at din ner Monday night of the Carnegie En dowment for International Peace, an John L. Merrill, president of the All America Cables, was their host a luncheon. In the afternoon Presider and Mrs. Coolidge received them at th White House.

The concluding session of the Con gress was marked by addresses by Vice President Charles G. Dawes, Secretar of the Treasury Andrew W. Mellon an former Secretary of the Navy Josephu Daniels.

A reception given at the Pan-Amer can Union building by Secretary o State and Mrs. Frank B. Kellogg Tues day night ended the round of entertain ment provided the delegates in Wash ington. The delegates were the guest at luncheon at the Mayflower of th United Press Associations. Karl A Bickel, president of the organizatio presided. Following the luncheon th delegates were taken to Mt. Vernon where a wreath on behalf of the mem bers of the Congress was placed on th tomb of Washington by Pablo N Ynsfram, of *El Diario,* Asuncion, Para guay.

The delegates were the guests of th Southern Society of Washington at reception and ball. They were als luncheon guests at the Chevy Cha Club of Edward B. McLean, publisher of the *Washington Post.* A receptio in honor of the members of the Congre was also given by the Ambassador o Mexico and Mme. Tellez at the Mex can embassy.

PUBLIC WAKING TO NEEDS OF FORESTS

But Congress Is Tardy in Enacting Legislation to Hasten Restoration of Denuded Areas—Industries Dependent Upon Wood Cannot Carry Financial Burden of Reforestation Unaided

By GEORGE G. WHEAT

FORESTRY Week, here again, gives timeliness to a check-up on how much actual progress has been made in thought and action on the problem of increasing useful forest areas. How much addition are we getting? How quickly are we balancing the budget between "forest put" and "forest take"? Is it yet recognized that the real answer lies in economic or business readjustment and not in political expediency? How frankly do newspaper publishers accept their responsibility of knowing this subject and leading in public information and opinion concerning it? Is it realized that the answer lies in drastic reduction of forest consumption for the least sound and least economic business uses and in the vastly increased production of forests?

Some light on these phases of the question is given below.

The status of forestry legislation is outlined in a recent release of the American Forestry Association, which in summary follows:

The McNary-Woodruff bill has fair prospect of passage, but in reduced form. The original bill called for an appropriation of $40,000,000 over a 10-year period, to obtain 7,500,000 acres under the Weeks Act. Of this land, 2,500,000 were to be in the pulpwood area. The House Committee on Agriculture reduced this to $2,000,000 annually for the two years of 1928-1929, with the approval of the Budget Bureau and the President. The Senate Committee on Agriculture had approved the bill in its original form. Efforts will be made to have the bill passed as originally drawn.

A look ahead on forestry prospects warrants the statement that the time has come to take hold of the job with both hands and handle it. Tangible results obtained to date suggest that only he little finger has been used in lifting so far. This is not said in criticism of what has been done. Pages could be written praising the Forestry Service and the unthanked labors of those few far-seeing, hard-working starters of what success has been achieved. But the entire acreage obtained under the Weeks Act, since 1911, barely tops 2,000,000. The entire contribution of the national forests, 89,100,000 acres, is less than 5 per cent of the annual take. There are still the 81,000,000 acres of entirely idle and burned-over lands, and the acreage of denuded lands is increasing many times faster than the restoration. These 81,000,000 denuded acres balance against a total planted to date of 500,000 acres—and this vast denuded acreage can be restored only by planting.

It has been shown (EDITOR & PUBLISHER, Dec. 5, 1925, pages 10-11) that our entire 470,000,000 forest acres can produce about 10,000,000,000 cubic feet of timber yearly under present crude American methods, by 1950. Under intensive European methods, this acreage could produce 28,000,000,000 cubic feet after 1975. Our present cut is 26,000,000,000 cubic feet.

The nub of the whole question lies in whether we can afford to own enough forests to sustain present consumption under present-day uses. Congressman Haugen, chairman of the House Committee on Agriculture, has often asked this sensible question, "What will this all cost?" But if anyone knows the answer, he has not dared to come forward.

Will the national, state and private holdings of this total acreage, under crude forestry, require a cumulative investment of $47,000,000,000? Under intensive European management methods the investment of this sum would doubtless be required to produce the 28,000,000,000 cubic feet. We know fairly well the cost of growing, the harvest an acre must yield and that the average value of the acre would be $100. Can we hope to exceed the economies of lower labor and interest costs of Europe where we know that the economic side of the whole matter makes such an investment for present annual returns an idle dream? The present returns from the 26 billion cubic feet taken are too small.

The actual value of the logs cut from the forest, before any manufacture, cannot be stretched to equal $1,000,000,000. Take $1,000,000,000 for argument's sake and the log crop would be only one fortieth of the capital investment in forests.

Add the capital investment in the principal census groups—lumber and its remanufactures, paper and its remanufactures—$5,000,000,000 to the above $47,000,000,000 and we get a total investment of $52,000,000,000. Then take the entire returns of these two groups in their biggest year, 1920—$5,578,055,000. This is barely more than one-tenth of capital return annually.

Farming capital, in 1920, was $100,000,000,000, and produce returns were $22,000,000,000, or better than one-fifth the capital return. Both industries were considered profitable at that time. But since then, with returns on farm capital reduced to one-eighth, or less, farming capital investment has become a sore boil on our body economic. Could we endure a much worse sore boil? We would have it if wood-using industries carried this potential investment of the capital needed for forests.

There is just one answer. We are going to pay twice as much or more for our forest products when their price has to carry the forest investment. We did it in 1920 flurry. That was only a flurry but it was a clear forecast of what will sometime be the established condition.

Only those industries that can carry the cost of reproduction of the timber and still hold their own in competition with other materials can survive.

The publishing business, it has been pointed out before, can most probably absorb its share of the increased cost. Pulp and paper can and will eventually come to the basis of self-sustenance. What paper-making has undergone and is undergoing because of domestic shortage is all too well known. The moving of the industry out of the United States is one sore spot now in our whole economic structure. It moved out of our borders because we unwittingly cut out the pulpwood species for lesser uses before we knew what we were doing or could check it if we did know.

Let us not fool ourselves, however, about absorbing heavy increased costs by readjustments within the publishing business. Increased costs may kill the goose that lays the golden eggs. Neglect of national and private increase of forests and neglect of proper and wiser utilization of forests we now have will kill many more of these geese.

Can legislation be inoculated with business principles and business common sense? We now witness our "Economy Congress" agreeing to a $37,000,000 irrigation program for certain localities and projects, a part only of the whole, and not a ten year program. Where does reclamation stand with its results of the past eighteen years? It is the sorest spot in our whole sore spot of farming.

Rivers and harbors? On April 8 Governor Smith turned the first spade of earth on Albany's $6,000,000 port development. The Federal job is to spend $11,200,000 for deepening the Hudson to 27 feet for ocean ships, from Albany thirty miles south to City of Hudson. This is but one small item in "Rivers and Harbors."

Time, space, and patience forbid listing these government spendings on current projects. The total would blot out entirely the petty $2,000,000 yearly for forests now proposed.

How are we handling the last great stand in the northwest where fifty per cent of the total reserves are found?

Laurence Donovan, formerly a newspaper man of Portland, Ore., and now editorial writer of the *Vancouver Sun* tells us in *American Forests and Forest Life,* March, 1926 "The Paradox of the Northwest," in substance, that:

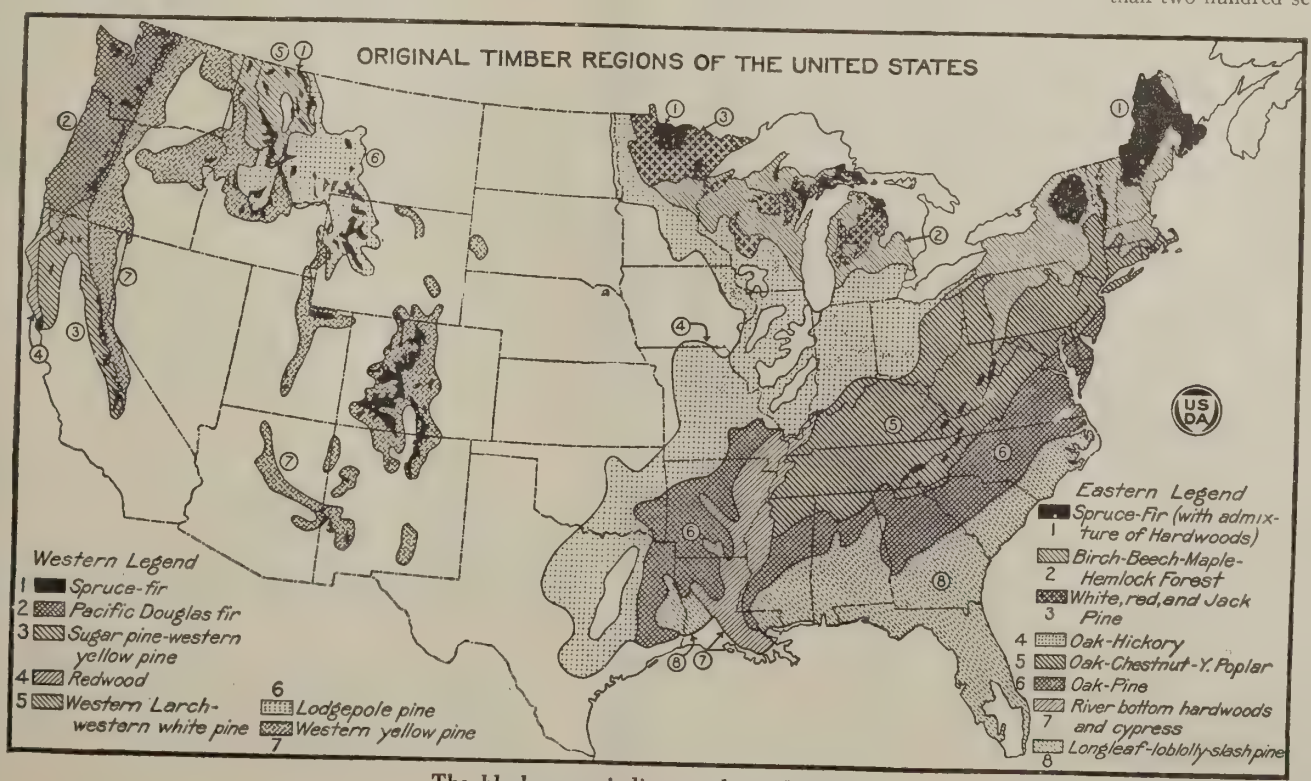
"For six months smoke has covered the northwest. Twelve million acres have been burned over, more than sustaining the five-year average of sixty million. I have watched the giant stalk through the land creating the devastation with his 'skyline cables' and his caterpillar tractors with one hand and posting fire warnings and getting the public excluded from the nation's forest playgrounds with the other hand. 'What a Paradox.' . . . .

"Millions of trees from twenty to fifty years old, everything under one hundred years old, are wiped out by the 'crushing cat' and the 'sky-line cables'—slashings from the cut piled on top of these and the down timber—fires on a thousand hills feed the flames every year. In two years on the Pacific coast and years in the Middle West, the writer has failed to find more than half a dozen logging enterprises that leave seed trees. These areas burned over year after year, seedling and soil destroyed. . . . .

"Fierceness of competition in markets that show no profits, the seven seas being combed for markets—universal complaint that there is no profit and that there are too many in the business. In no industry is the competition keener. Export business is valuable only as we are able to replace the resources that produce it. The product of centuries is being "forced" on foreign markets because we can at the moment manage to sell cheaper. Students of national economy recognize this as the sheerest waste. William M. Jardine, Secretary of Agriculture, touring the West coast predicts catastrophic consequences from ignoring of fundamental principles. More than two hundred scientists and engineers touring this coast, predict that this waste will exhaust the remaining billions of timber feet in fifteen to twenty years, and destroy more than half the industry and commerce of the Pacific Coast. This lesson has been bitterly learned in the cut out parts of the United States. They now get their own timber needs mainly from this region. They now pay through the nose. They have likewise lost their one time gloried-in industry."

Turning from Donovan to the other side of this export matter for confirmation on what we are trying to do with this timber stand.

Isaac Marcosson, writing on "Adven-



The black areas indicate pulpwood forests



TRAIL BLAZERS OF ADVERTISING

The Old Brass Band Was There

by Chalmers L. Pancoast

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CHAPTER XLII

The Old Brass Band Was There

WHOEVER heard of an advertising event, a pageant, carnival, street fair, county fair, Mexican wedding or any kind of a celebration, or parade, without a brass band? It is the best example we have of animated and vociferous publicity.

The advent of the circus would be like a funeral without its many brass bands, with its members happily garbed in bright colored costumes.

The brass band as an advertisement has stirred millions to action. In war or peace it gets results. From Mexican weddings to Italian funerals it has its big part to play.

What greater spot-light can be thrown upon any man than to have a brass band meet him at the railway station?

When a brass band comes to your home town depot to celebrate your home-coming you have arrived at the top rung of the ladder of prominence.

No blare of trumpets, no musical festival can ever equal the thrill producing effects of that old brass band playing "There'll Be a Hot Time in the Old Town Tonight." No spectacle can ever be more dazzling than the hundreds of torch bearers marching in an old political parade to the inspiring music of the town's brass band.

The town without a brass band is a town without the voice of publicity. It is a town lacking in public spirit. In the old time Labor Day and Fourth of July celebrations a brass band was a vital necessity. Without the bleating of horns and racket of drums and the peacock gestures of the plumed and bespangled Drum-Major, twirling his brass headed staff, there could be no celebration. The brass band was the spark of the very life of such popular publicity events.

Organizing a brass band for a small town was a great adventure. Some public spirited local merchants would get together and donate the bright colored uniforms. The braided and gilded uniforms came first. You could not get the local town boys to go into a band until they set eyes on those dazzling uniforms. Usually they had all the ear-marks of the garb of the Royal family of some European country. The more brass buttons, braid and tassels the better. The biggest advertisement for getting up a brass band were these flashy suits.

Some other public spirited local business men would provide the instruments. Then would commence months and months of practice at night in some barn on the outskirts of the town.

When their efforts had achieved a squeaking resemblance of music, the band boys would come into town and take up their nightly practice in some vacant hall with an entrance on an alley.

At the first toot of horns crowds would gather to hear how the band boys were getting along.

To promote or build up a local band is a job which few men want to undertake a second time. But, of course, the town must have a band to put it in the limelight, and so many a poor band promoter has suffered much for the sake of publicity for his town.

The period between donning the uniforms and making the first public appearance was one fraught with many vicissitudes.

The boys wanted to get out on the street and show off their talents. But the first appearance, marching and trying to blow a horn, has made many a proud, dolled-up band boy hang his head in shame.

If the false notes predominated, the town folks, heartless at best, jeered and mocked the band.

The greatest knocker in the world is the fellow who looks on from the sidewalk, in the average small town.

It is very dangerous for successful publicity purposes for a band to venture forth until it has one or two choruses down pat.

In the days before the rural telephone, the music box, jitney and radio, country people hitched up the team and drove miles to hear the brass band play. It did not matter what it played so long as every horn and drum made grand music.

The name of the band and town was always painted on both sides of the bass drum. This advertising space could not have been bought for love or money.

The late President Harding's famous Silver Cornet band is still bringing valuable publicity to Marion, O.

There are men high up in the advertising game today who take great pride in boasting that they once played the trombone in the band back home.

Today the band is still playing an important part in the great game of advertising. The band gets attention. As a headliner in the profession it will always remain.

CHAPTER XLIII

The Hint of Gold Brings Adventurers

THERE was a certain lure about the old advertising game for adventurers and fighters. In the 'eighties and 'nineties the advertising gave was a fighting game. And into this game drifted pioneers and explorers looking for pay-dirt. Just as the report of gold in the Klondike brought adventurers in droves, just so did the hint that there was quick, easy-money in the advertising game attract the bold and brainy business adventurers.

When the story went out that there was gold in this or that game, many plunged into advertising without knowing the first thing about it. They were lured by the vision of money easily acquired.

No amount of disappointment, disillusionment, hardship nor tragedy can overshadow the success and pleasure derived from the advertising game as it was once played.

Business battles were fought with schemes and prize contests; bread wars and furniture wars started with throat-cutting competition, and ended in disaster and failures; tricks and novel ideas were used to lure the buyer.

All campaigns for leadership were built around clever schemes to stir up the people and get quick action. Publicity of the unusual, forceful and novel kind was the beginning and the end of all contests for supremacy.

Into this fighting game came easy-money seekers, soldiers of fortune; colorful, strange, quaint, picturesque, bold, brainy and clever characters, all hoping to discover gold where it had never before been discovered.

The lure of a new field for pay-dirt, the gambler's chances, and sudden changes brought new experiences in hardships, hunger, sacrifices, cold and lean living, to those unprepared to play the game as it had to be played to win.

Now, it is a great mental sport to glance backward to the thrills and chills of yesterday, and laugh and talk about them. It would have been perhaps an even greater adventure if these fights, hardships and defeats could have been enjoyed then, as we now enjoy their colorful memories.

On the Great Advertising Highway I have met many unusual and enjoyable characters. I still find pleasure in hob-nobbing with them in memory.

As I have traveled about, I have had a "nose for advertising ideas and schemes"; a keen interest in all the famous advertising events, publicity pageants, clever advertising people, unique shows, celebrations, stunts, schemes and tricks to attract the crowds.

I always liked the big, bold, blustering schemes that had a real dramatic appeal. There are those events dramatized in such a way that large crowds, even mobs, respond to the publicity alarms sounded.

Who can help but get a thrill from the flaming messages of the Great White Way—those burning words that etch and carve themselves into the millions of minds that come to Broadway to see the most talked-of advertising battleground in the world.

The scenic electrical fires of Broadway, and the brilliance and beauty, and powerful and clever publicity of fashionable Fifth Avenue are the kind of advertisements that spark the imagination of millions today.

There is also Atlantic City's Boardwalk, which has become the advertisers rich display ground. And its annual Beauty Pageant is an event that gives an enthusiastic pull to the imagination.

The New Orleans "Mardi Gras," that widely advertised event—"An interesting round of revels, that marks an ancien and picturesque time in the gay life o New Orleans." Here is advertised fun frolic, sports, colorful outdoor pageants magnificent balls and tableaus. Really de luxe publicity.

But greater than the lure of these modern publicity stunts and ideas, wa the fascination and strange appeal of the old-time clever advertising men; their crude and bold advertisements; startling publicity, strange pageants, gambling schemes, wild ideas, daring stunts, and all those old mind-driving forces which existed in the 'eighties and 'nineties.

I have written about the good old days of schemes and schemers; the old days when thrived matrimonial bureaus and clairvoyant advertising; guessing con tests and lotteries; free-lunch signs fo saloons, and money-raising stunts fo churches; Labor Day advertising floats and Indian Medicine Tent Shows; free premiums, coupons and free auctio barkers with a gift-of-gab; torch ligh political parades and land rushing events when patent medicines were a nationa drink, and advertising was the bigges gambling game there was.

(To be continued next week)

Jacksonville's Payroll in 1925
$20,000,000

Value of Manufactured Products
$100,000,000

Number of Manufacturing Plants
430

Classes of Products
127

Impressive figures, indicative of Jacksonville's permanence and stability

The Florida Times-Union
~JACKSONVILLE~

FIRST IN CITY AND STATE CIRCULATION
Daily 53,000, Sunday 70,000

Entering
THE NEW YORK MARKET

Manufacturers and merchants seeking to enter or increase their sales in the New York market—the richest in the world—most profitably concentrate their efforts in the advertising columns of The New York Times.

The Times is the strongest advertising influence upon the purchasing power of the New York market. The Times readers—intelligent, substantial, greater in number than those of any other standard size New York morning newspaper—represent circulation unequaled in quantity and quality. Advertising in The New York Times is the foundation of a successful campaign.

The average net paid daily and Sunday circulation of The New York Times, as reported to the Post Office Department for the six months ended March 31, 1926, was 392,695 copies. This total is a gain of 10,690 over the average of 382,005 for the six months ended September 30, 1925.

In 1925 The Times published 26,200,044 agate lines of advertising, the greatest volume ever published by any New York newspaper in one year. This record was a gain of 1,916,520 lines over the total of 1924, and an excess of 10,963,382 lines over the second New York newspaper.

In the three months of this year, The Times published 7,481,592 agate lines of advertising, a gain of 776,330 lines over the total of the corresponding period of 1925, and an excess over the second New York newspaper of 2,829,046 lines.

This great volume of advertising was attained by The New York Times notwithstanding the censorship under which thousands of lines of questionable, misleading and unworthy announcements were declined. All advertisements submitted for publication in The New York Times are subject to its censorship.

The New York Times

FORESTRY AND THE NEWSPRINT PAPER SUPPLY

Scientific Farming of Timber Crops Means Continuous Timber Production, But Not Necessarily Cheap Wood—Fire Prevention a Major Practical Step in Program

By R. S. KELLOGG
Secretary News Print Service Bureau

HAD it been possible to put in one place all the wood used to make the newsprint paper used in the United States in 1925, it would have made a pile a mile square and twenty feet high. If stacked in cord fashion four feet wide and four feet high, it would have made a wall of wood 6,800 miles long. and the paper made from these 4,500,000 cords would have covered an area nearly equal to the combined areas of the states of Massachusetts, Connecticut and New Jersey.

Notwithstanding these big figures, the demand for wood for the manufacture of newsprint paper is one of the minor drains upon the forest resources of North America when all species and uses are considered. To produce the lumber used in the United States last year, for instance, required nearly five times as much timber as to produce the newsprint paper consumed, and there are various other demands upon the forests which are greater than those of the paper mill.

It is because of the relatively few species used to make newsprint and the fact that these are neither our most abundant nor widely distributed species that the question of raw material supply for our newsprint mills is so important.

As now operated, the newsprint industry requires 100 h. p. for every ton of paper made, and the woods used are chiefly spruce, balsam and hemlock. The industry is therefore concentrated at the points which afford the most economical combination of wood and power. This will always be the case unless there is some revolutionary change in the processes and materials used for newsprint paper.

There is a larger investment per unit of product in the manufacture of paper than in any other important forest industry. Hence the necessity for large capitalization and permanent wood supply. A completely integrated 100-ton mill with its own power development may easily require a $5,000,000 investment, and were this mill backed by the ownership of forest land suitably stocked to yield annually the necessary 45,000 cords of pulpwood, another $5,000,000 might be involved, or a total of $100,000 per ton of daily capacity for a permanently self-sustained operation.

With the paper industry, forestry is no longer a matter of sentiment and theory. It is a question of protection of investment in plant and working capital through the assurance of a supply of raw material. Forestry is the growing and using of timber crops just as farming is the growing of other crops which supply human needs. The result of forestry is continuous timber production, but not necessarily cheap timber. Some of the shouters for forestry would be less audible if they understood this. Forestry must pay its way by producing timber crops which, on the average, return the cost of production. Most of the timber so far used in this country has not brought a reproduction price. But it is infinitely better for us to pay the cost of growing timber under the methods of forestry and be assured of a permanent supply than it is for us to destroy the supply furnished by nature and then go without.

This is the time of the 60-page daily and the 200-page Sunday issue, the time of great advertising spreads and big circulations—all based on cheap white paper. But to make this paper forests are being cut which required fifty to one hundred years to grow. The vital question is:

"Are sufficient new forests coming on to replace the present cutting and meet still greater future demands?"

The only truthful answer to this question now is "No," but it need not always be so. Fire prevention is not forestry, but without it forest crops cannot be grown. The Royal Proclamation of "Save-the-Forest-Week" April 18 to 24 in Canada begins by saying:

"The protection and perpetuation of our forests are vital to the continued industrial welfare and national strength of Canada and to the health, comfort and prosperity of our people;

"The tremendous economic loss through forest fires continues year by year without appreciable diminution; and Canada's future prosperity is seriously menaced by these recurrent holocausts;

"The experience of all forest authorities in Canada has abundantly demonstrated that the forest fire problem can be solved only with the full sympathy, assistance and active support of all the people, practically expressed by increased individual care with fire in the woods, and an insistent public demand for proper precaution against fire on the part of all workers or travellers in or adjacent to the forest."

The corresponding Presidential Proclamation of American Forest Week carries these statements:

"In again proclaiming American Forest Week it is fitting that while giving full weight to the evils resulting from impoverished forests and idle land, I should lay stress upon the outward spread of forestry in industrial practice and land usage. Too long have we as a nation consumed our forest wealth without adequate provision for its wise utilization and renewal. But a gratifying change is taking place in the attitude of our industries, our landowners and the American people towards our forests.

"Although our national progress in forestry has been well begun, much remains to be done through both concerted and individual effort. We must stamp out the forest fires which still annually sweep many wooded areas, destroying timber the nation can ill afford to lose and killing young growth needed to constitute the forests of the future. Forest fires, caused largely by human indifference or carelessness, are the greatest single obstacle to reforestation and effective forest management.

"We must encourage and extend methods of timber cutting which perpetuate the forest while harvesting its products. We must plant trees in abundance on our idle land where they can profitably be grown. We must examine taxation practices that may form economic barriers to timber culture. We must encourage the extension of forest ownership on the part of municipalities, counties, States and the Federal Government. And we must take common counsel in public meetings to the end that the forestry problems of each region may be well considered and adequately met."

Most fortunately, timber is our one great natural resource which is easily reproducible. It is possible for us to have a permanent supply of wood adequate for every reasonable use if the land areas in North America fit only for timber growing are kept at the job. This involves co-operation between the private owner or limit holder and the public as represented by State or Provincial and Federal authorities. The public must do its share through fair taxation of forest properties, widespread and effective fire prevention measures, the establishment of large forest reserves, and fundamental research into the manner of tree growth and the properties of wood.

Assured of these, the corporation with a large mill investment can then proceed with some confidence to the formulation and application of detailed plans for continuous timber production upon its forest lands or limits held under license.

The problem for the manufacturer and user of newsprint paper is not to find a substitute for wood, but to help bring about conditions which will result in the growing of more wood.

LINDSLEY DENIED APPEAL

Eureka, Cal., Editor Must Serve Contempt Sentence or Pay Fine

Alfred Lindsley, former editor of the *Eureka Humboldt News* at Eureka, Cal., lost his last fight for release from jail on a contempt charge April 3, when the State Supreme Court refused to hear his appeal from a decision of the Appellate Court.

Judge Denver Sevier, Humboldt county judge, had fined Lindsley $2,000, with an alternative of 1,000 days in jail.

The law provides that the appeal to the Supreme Court must be taken within 40 days. Lindsley's counsel waited until the fifty-eighth day.

Lindsley was adjudged in contempt because of articles appearing in his newspaper concerning court proceedings in a libel suit that had been brought against him. His readers rallied to his support, and when he was first threatened with jail, many offered to serve for him.

Our Customers Write Our Ads

Queens County News
Jamaica, New York
Says—

"Our experience is that the DUPLEX Flat Bed press in our office is more than paying for itself because of the elimination of overtime and the opportunity it gives us for taking last-minute advertisements."

DUPLEX PRESSES
FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

Every Day is Better Homes Day in Cincinnati

The Better Homes Movement that has been sweeping the country during the past decade has not only made the American housewife more discriminating in her choice of household furniture and furnishings but it has also given to designers and manufacturers the incentive to create better and more beautiful things. It has revolutionized retail selling methods and placed the merchandising of furniture, carpets, rugs, draperies, lamps and interior decorations on a plane of professional service. Mid-Victorian ugliness has no longer a place in the American scheme of living.

This is particularly true in Cincinnati, "the most American of American cities." Here every third home is owned by the family that occupies it—and home ownership is the strongest incentive to home betterment. In Cincinnati every day is "better homes day" and every edition of Cincinnati's leading newspaper is a special "better homes edition," carrying at least two solid pages of matter devoted solely to the home, its management and its beautification.

That the Times-Star should have become the recognized leader in the better homes movement in Cincinnati was but the natural outcome of its dominant leadership in home circulation, reaching as it does, practically every native white family in the city and contiguous trading area, the homes where better furniture and furnishings are to be used and enjoyed.

Such, in brief, is the explanation for the unchallenged dominance of the Times-Star in display lineage for furniture and furnishings. Year after year, with unvarying regularity, the merchants who sell furniture, floor coverings, draperies, lamps and articles of household decoration register the responsiveness of the Cincinnati public in increased display advertising in the Times-Star.

And such too, in brief, is the explanation for the overwhelming leadership of the Times-Star as the medium of contact with the Cincinnati market for those manufacturers whose products are distributed through the retail furniture, carpet and household supply stores of this great city in which every day is "better homes day."

CINCINNATI TIMES-STAR
Member Audit Bureau of Circulations
CHARLES P. TAFT, Publisher C. H. REMBOLD, Manag
Martin L. Marsh, *Eastern Rep.* 927 Brunswick Bldg., New York
Kellogg M. Patterson, *Western R* 904 Union Trust Bldg., Chicago

Newspaper Publishers—
Advertising Managers—

Let's Get Acquainted at the Convention!

WE would like to know you personally and we are sure you would be interested in learning more about our service which covers a new phase of advertising that is vitally important in building up your local lineage records.

Let us tell you about our plan of securing advertising from manufacturers, industrial plants, jobbers, wholesalers and other concerns in your cities who are now spending their appropriations for other forms of advertising.

Let us explain how we can place this business in your newspaper regularly without selling expense to you.

Meet Us At Our
Waldorf-Astoria Headquarters

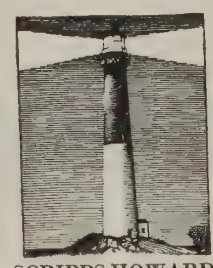
Thomas W. Briggs Co.

HOME OFFICE - COLUMBIAN MUTUAL TOWER
MEMPHIS, TENN.

The Unbreakable Bond

CAN you imagine more than a million and a half families? No one can. Can you visualize several million individuals? No. And yet it is true that the Scripps-Howard newspapers—twenty-four of them in the leading cities—have gathered together in one group more than a million and a half families, comprising an enormous family group in themselves—a family of readers and of buyers. Held together by the unbreakable bond of confidence established through many years of reading and trusting the pages of these great publications.

Why do they read these newspapers? Because of accurate, truthful news. Because of honest, fearless editorials. Because of helpful and interesting features and articles. And they read them, not only for these valid reasons, but also because these newspapers carry on the bold spirit of Horace Greeley . . . the pedestrian common sense of Ben Franklin . . . the proudest traditions of American journalism. The Scripps-Howard newspapers stand courageous and independent. Because they owe allegiance only to the truth—and no newspaper is infallible—they are quick to admit a fault and ready to correct an inaccuracy. Small wonder that more than 1,500,000 Americans here rest their faith!



SCRIPPS-HOWARD

Not only do these Americans believe in the sincerity of Scripps-Howard newspapers, but they believe in the merchandise offered for their approval in these newspapers. Merchandise from hundreds of manufacturers is brought into their homes through advertising. A new automobile, a new necktie, new equipment for a factory, clothing, shoes, wearing apparel . . . the advertising columns of the Scripps

SCRIPPS-HOWARD

Cleveland (Ohio) - - PRESS	Cincinnati (Ohio) - - POST	Akron (Ohio) - TIMES-PRES
Baltimore (Md.) - - - POST	Indianapolis (Ind.) - - TIMES	Birmingham (Ala.) - - Pos
Pittsburgh (Pa.) - - PRESS	Denver (Colo.) - - EXPRESS	Memphis (Tenn.) - - PRES
San Francisco (Calif.) - NEWS	Toledo (Ohio) - - NEWS-BEE	Houston (Texas) - - PRES
Washington (D. C.) - NEWS	Columbus (Ohio) - - CITIZEN	Youngstown (Ohio) - TELEGRA



loward newspapers are a forum of worthy roducts.

In each of twenty-four leading cities you ill find a Scripps-Howard newspaper be- ving in its readers, and trusted by them. nd whatever you manufacture — clothing, household product, motor-cars, shaving ap, anything in fact which the modern merican family needs and uses—you can lare the common confidence which these wspapers represent. You can share this nfidence profitably. *Note that last word.*

The Scripps-Howard newspapers are, above all, family newspapers. They interest every member of the family. They have the latest radio pages and up-to-the-minute market reports. They have sections for the home-maker and the hostess. They carry authoritative fashion news and thrilling sport features. They have fascinating stories and pictures for the children; reviews of books, music and the theatre for the older members of the family.

Through the co-operation of every member of the Scripps-Howard organization, these newspapers have achieved new heights in education, information and entertainment.

NEWSPAPERS

t Worth (Texas) - - PRESS
lahoma City (Okla.) - NEWS
nsville (Ind.) - - PRESS
oxville (Tenn.) - - NEWS
lPaso (Texas) - - - POST
San Diego (Calif.) - - SUN
Terre Haute (Ind.) - - POST
Covington (Ky.) KENTUCKY POST
Albuquerque (N. Mex.) STATE TRIBUNE

ALLIED NEWSPAPERS, INC.
National Representatives
250 Park Ave., New York, N. Y.
CHICAGO SEATTLE CLEVELAND
SAN FRANCISCO LOS ANGELES

Members
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1,950 USURIOUS LOANS CANCELLED IN DAILY'S CLEAN-UP CAMPAIGN

Minneapolis Daily Star Brought "Loan Sharks" to Terms in Spirited 38 Day Campaign in Which 40 Lawyers Aided—Libel Threat Ignored

By ROGER BANNING

A MOST unusual and effective crusade against lawlessness came to a successful conclusion in the city of Minneapolis on April 5 when 32 loan companies formally "surrendered" to the *Minneapolis Daily Star* after that militant newspaper for 38 successive days directed an incessant fire both in its columns and in the courts against "loan sharks."

Today, in the absence of a law regulating the money lending business in Minneapolis, the Daily Star has established itself as a public supervisor over the lending of thousands of dollars to Minneapolis citizens by the loan companies.



W. C. Robertson

While the procedure used by the Daily Star in its fight to curb the practice of usury was both daring and unique, the outcome of the anti-usury drive indicates quite conclusively that steps similar to those employed by the Daily Star might be taken with the same prospect of success by any other metropolitan daily in a city where poor people as well as those in more favorable circumstances are being victimized by money lenders charging exorbitant interest on small chattel or salary loans.

The Daily Star, at the conslusion of its anti-usury campaign, had some tangible results to "show on paper." These included:

The cancellation of 1,950 usurious loans which needy or gullible—as the case might be—citizens had taken out with "loan sharks."

A cash saving to the public of $75,000.

The curbing of further lawlessness by unscrupulous money lenders.

The "economic rescue" of hundreds of Minneapolis citizens who were being pursued relentlessly by aggressive collectors employed by usurious money lenders.

The militant fight waged against "loan sharks" was mapped out by W. C. Robertson, editor of the Star, who originated a method of dealing with lawless money lenders that is probably without precedent.

Mr. Robertson called several Minneapolis attorneys engaged in the private practice of law, and invited them, over the telephone, to form the nucleus of what he described as "a public legal board that will agree, without remuneration, to aid the Daily Star in a fight to the finish against usurious money lenders." Twelve of the first 15 attorneys whom he called consented to serve on such a legal board. The editor then established an "Anti-Usury Bureau" in the editorial department of the Star.

On Feb. 28, 1926, the Daily Star published a story on page one, announcing that it would cancel all usurious loans drawn to the attention of its "Anti-Usury" Bureau by "loan shark" victims. Within an hour after the Feb. 28 issue of the Star appeared on the streets the first "loan shark" victim to apply for relief came to the desk of the reporter in charge of the Anti-Usury Bureau. Within five minutes this "loan shark" victim was on his way to the office of one of the 12 attorneys comprising the Legal Board. He was armed with a letter of introduction presented to him by the "Anti-Usury" Bureau, which briefly outlined an allegation of usury against three companies with which the borrower had been dealing.

The Legal Board member, to whom the letter outlining the complaint was presented, thereupon dictated three letters to his stenographer, notifying each of the three loan companies that the Legal Board demanded the cancellation of the loan on grounds of usury.

When the money lenders received the letters they immediately sent representatives to the office of the attorney, and submitted to his demands. The companies did not wish to contest the demands of the Legal Board member, knowing that if the case was taken into court they would face the loss of legal costs in addition to the loss occasioned by cancellation of the loan.

Following the success of the first "test case," a steady stream of oppressed victims of usurious money lenders flowed daily past the Anti-Usury desk in the Star editorial department and thence down to the private offices of the various members of the Legal Board. The money which the public saved through the Anti-Usury Bureau and Legal Board began to mount into thousands of dollars. Usurious money lenders called conferences and found, following several symposiums, that they were being forced out of their unlawful business. Backed by a capital of a staggering amount, they banded together and decided to sue the Daily Star for libel.

Counsel for the usurious money lenders served a "demand for retraction"—the preliminary to a libel suit—on Mr. Robertson on March 28, after the Star announced that it would increase the membership of its Legal Board from 12 to 40 attorneys in order to handle the steadily mounting flood of complaints lodged by borrowers with the Anti-Usury Bureau.

The demand for a "retraction" was met the following day by the Star's reply, which was written by Mr. Robertson and published in the editorial page. The editor's reply was to the effect that "The Daily Star would welcome a show-down on a libel charge in the courts at the earliest convenience of the complainants."

Simultaneously, the Star published the names of its completed board of 40 attorneys, as well as the thirtieth news story baring depredations of "loan sharks" on innocent victims. The board of 40 attorneys launched itself into the Anti-Usury drive with such determination that the volume of complaints against the money lenders increased in a sensational manner. "Loan sharks," unable to contest the demands of the attorneys because of laws which make the collection of usurious interest illegal while not prohibiting the practice of usury, found that they were losing thousands of dollars. The Legal Board insisted that 8 per cent per annum was the legal rate of interest and its contention was upheld by the courts. Loan sharks had been levying interest ranging from 60 per cent to 500 per cent!

Finding that the Star meant business, the money lenders abandoned their plan to carry out their threat of a libel suit. Instead they sent representatives to the editor of the Star. They announced that they sought peace—at terms to be laid down by the Star.

Mr. Robertson called a meeting of the Legal Board and attorneys representing the loan companies. It was decided at the meeting that the companies were to submit to restrictions that would place them "within the law."

Beginning April 6 a loan arbitration board consisting of the editor of the Daily Star, a member of the Legal Board and an attorney representing the loan companies, held the first of a series of hearings at which borrowers appeared, lodged their complaints, and had usurious claims against them "wiped off the books" within a few minutes.

The arbitration board will continue to function so long as usurious loans are drawn to the attention of the Anti-Usury Bureau, replacing the Legal Board, which has completed its work.

Complaints against any companies not submitting to arbitration are prosecuted by attorneys representing the Daily Star in the same drastic manner that characterized the work of the Legal Board during the 38 days it waged continual warfare on "loan sharks."

Commenting on the Daily Star's anti-usury drive Mr. Robertson said: "The general public and even members of the Legal Board didn't suspect the amazing extent of the ramifications of unscrupulous money lenders. As the campaign against usury progressed the extent to which the money lenders were victimizing thousands of Minneapolis citizens was gradually brought to light.

"Attorneys were appalled by the amount of suffering bared by the drive leaders. The public responded instantaneously to the disclosures made in the news columns. The drive was looked upon with favor also by business men.

"Minneapolis Builders Exchange, for example, adopted a resolution in which they commended the Daily Star for its fearless attitude, and encouraged continuance of the campaign. In a word the anti-usury drive attracted widespread attention and hundreds of victims of usurious money lenders were genuinely thankful for their rescue by the Daily Star and its assisting Legal Board.

"The Loan Arbitration Board which now settles complaints against 32 companies which surrendered to the Star is a novel experiment. The Board, in absence of laws governing money lending, is cancelling loans on which the principal has been paid. In instances where the principal has not been paid by the borrower, the Board arranges for payment in installments at the rate of 3½ per cent interest per month. The interest applies only from the day on which the Board began to function. The Board meets twice a week to consider a docket of loan complaints. At the next meeting the Board will decide whether or not one of the companies subscribing to arbitration is to be excluded on the grounds that the manager informed one borrower that her credit would be destroyed if she applied for relief to the Arbitration Board. Once excluded the company is deprived of arbitration privileges and will face cancellation of usurious loans and court suits for recovery of interest. In ths manner the Daily Star intends to perpetuate the features of its anti-usury drive until the State Legislature passes a loan law."

Do You Want a Big Gain in
CIRCULATION
C. B. Hollister will be at the Waldorf during the newspaper conventions in New York. This is your chance to learn the reason for the big, record-breaking success of the recent campaign on
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What does it mean to You *that* Richmond is a Medical Center?



RICHMOND is the medical center of the South—the city to which thousands of people come yearly for advice and surgical attention. Leaders among the nation's widest known and most eminent physicians and surgeons maintain their offices, hospitals and clinics in Richmond.

From all sections of the South men and women pilgrimage to Richmond for medical and surgical aid from these famous doctors.

This means that the large number of Richmonders engaged in medical work—doctors, dentists, surgeons, nurses and druggists—are always busy, always earning. For, no matter what the state of national and international affairs—people must have medical aid.

This great group of constantly employed citizens is one of the stabilizing factors in Richmond's life, one of the reasons that Richmond is a BUYING community. Richmond never suffers greatly from depression—because its industries are so diversified. And because living expenses are low (second lowest city in the U. S.) Richmonders have money with which to BUY.

The Richmond News Leader is the one medium which reaches all the homes of Richmond—men and women in all professions and occupations—always employed—always BUYING.

If you have anything to sell—tell Richmond about it in the Richmond News Leader.

Richmond Is a MEDICAL CENTER

Here there are:

22 Hospitals
Over 400 practicing physicians and surgeons
Several hundred nurses
119 Dentists
150 retail druggists
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The leading medical college in the southeast

This is one reason why

RICHMOND IS A STEADY PERMANENT, NON-FLUCTUATING MARKET

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J. B. KEOUGH, Atlanta, Ga.

Advertise to Richmond in *The Richmond*

NEWS LEADER

Covers Richmond Like a Roof

COMIC SUPPLEMENT HUMOR

With This Section Editor & Publisher Celebrates Thirty-Two Years' Success of the Colored Comic—Old and New Characters Contrasted —Brief History of An Exclusively American Newspaper Feature

WHEN one visits the public library and reviews the past generation's contemporaneous comments on the colored newspaper comic he is shocked and amazed that the youth of America has "turned out" so well, for dismally pious high-brows for more than a quarter of a century have been predicting that the comic would drive our boys and girls into blithering idiocy, render their morals loose as ashes and strike a death blow at civilization.

Such gloomy forebodings were at their peak in magazine print 15 or 20 years ago. Since the American kid has given evidence that he was not only surviving, but highly enjoying the comic, the critics have of late years retired from the scene. The year 1926 witnesses the colored Sunday comic at the peak of its success as a newspaper feature.

EDITOR & PUBLISHER, desiring to celebrate the event, recently requested all of the producers of colored newspaper comics to furnish cartoon strips, thus to parade their famous characters through our columns during the April newspaper conventions. The unique supplement published this week is the happy result.

On page one are reproductions of some of the famous comic characters of early days, forerunners of the colored supplement of the present. To obtain these, old files in the New York Public Library were inspected and since they could not be clipped copies were made for EDITOR & PUBLISHER by Edward Grinham, for years in newspaper art work in St. Louis and New York, now manager of the newspaper section of the Powers Engraving Company. Mr. Grinham selected at random some of the notable successes, carefully avoiding original creations still familiar to the present generation due to continued run. The object of this selection was to contrast the work of some of the old masters, now out of print with the current crop of Sunday newspaper humor.

The Yellow Kid was the progenitor of American colored comic characters. After New York and Chicago publishers had for years experimented with colored printing, a press was installed by the *New York World* in 1894 that would make four colors register without the effect resembling a Spanish omelette. On Nov. 18, of that year, the World brought out the first successful Sunday "funny side." Morrill Goddard was Sunday editor and prevailed over other editors who wanted to use the color press to print colored fashions.

Richard F. Outcault, then a draughtsman for the *Electrical World,* offered a comic showing a clown and a wolf-hound as characters. This was the first Sunday comic. Outcault then created Hogan's Alley and one of his background characters was a kid with big ears and funny toes, wearing a yellow dress. New York went wild over the "Yellow Kid," Outcault put him in the spot-light and the comic craze that has swept the country and has extended to Europe and South America was thus put in motion.

Meanwhile Hearst, Bennett, and other publishers installed color presses. Outcault took the Yellow Kid to the *New York Sunday Journal,* now *American.* This great comic artist later created Buster Brown and Poor Lil Mose, for the *New York Herald* and *Denver Post,* and his syndicated work has won a fortune.

F. Opper, dean of the comic artists, carried his fun makers from *Puck* to Mr. Hearst's *Journal* in 1899. He is the creator of an amazing array of characters that have held the public for more than a quarter of a century and are still so well known that we do not show them in our collection. George McManus scored heavily with his Newlyweds and Panhandle Pete 18 to 20 years ago. Do you remember Kemble's wonderful "Coons," Stemigans' amusing pups, Verbeck's Tiny Tads in New York Herald, Marcelene by Jennett, Kate Carew's Angel Child and Follett's Kid? Meet them again on page one of EDITOR & PUBLISHERS' convention comic section! Gene Carr was reported to be the highest paid comic artist in the days of Lady Bountiful. Kahles who made Mr. Buttin, also originated Clarence the Cop—remember him?

Other famous names among those who started the craze are: Frank M. Howarth, Herriman, still doing Krazy Kat; Bud Fisher, still loyal to his original characters; James Swinnerton, T. A. Dorgan, Carl E. Schultz (Bunny) of Foxy Grandpa fame; Sterrett, Briggs, Fox, McCay and Sid Smith. This is by no means a complete list of the original happy band, but represents the leading spirits, most of whom today rank at the top of the comic art profession.

This aggregation of pen and pencil humorists have brought to the American people more moments of happiness, greater relief from the dull routine of life, than all other instrumentalities in this generation.

EDITOR & PUBLISHER takes this occasion to thank the artists who have generously contributed their work to entertain visiting delegates to the newspaper conventions this week, providing the first colored comics ever printed by a trade paper.

On with the fun !

AS HIS HOME TOWN SEES HIM

Charles B. Welch



Mr. and Mrs. Charles B. Welch

PROTECTING Washington's educational system from the dangers of political entanglements, maintaining wide circulation throughout southwest Washington despite pressure from metropolitan newspapers of two larger cities, and doing metropolitan advertising business in a small city are some of the things that have kept Charles B. Welch, editor and general manager of the *Tacoma* (Wash.) *News Tribune,* working considerably more than the union hours every day during the last year.

But problems of his office are to be forgotten, or at least laid aside, during April, Mr. Welch has decided, and he is to attend the annual Associated Press and A. N. P. A. conventions in New York next week to renew acquaintance with eastern newspaper men at whose sides he worked before coming to the Pacific coast.

Born and reared in Connecticut, Mr. Welch entered his newspaper career after leaving Yale by serving as the proverbial cub reporter on the *New Haven Palladium.* Later, after a fling at newspaper proprietorship in Meriden, Conn., he went to Boston where he rose rapidly until, at 29, he became managing editor of the *Boston Traveler,* succeeding Marlen E. Pew, under whom he had been city editor, and enjoying the distinction of being the youngest managing editor of a metropolitan newspaper in the United States at that time.

After other important service in Boston and New York Mr. Welch went to Tacoma in 1913 with Frank S. Baker, as managing editor of the *Tacoma Tribune.* When the Tribune Publishing Company bought out the *News and Ledger,* he became editor and general manager of the afternoon newspaper, The News Tribune.

Since that time he has been busy in the work of building up in Tacoma a newspaper of metropolitan size and appearance, designed to fit the peculiar needs of a city of 100,000 and its surrounding territory, against the pressure of the larger city of Seattle to the north and Portland to the south.

Editorially speaking, the outstanding feature of the last year of the News Tribune has been its fight to prevent the educational system of the state from being thrown into the mire of politics. At the special session of the legislature last fall Gov. Roland H. Hartley proposed that the legislature give him authority to do away with the various boards of regents and to form one small board, members to be appointed by himself, to have entire control of the educational system of the state.

Mr. Welch along with many prominent educators of the state, saw grave danger in this, especially as he felt that the governor was not sympathetic with the development of the university along the modern lines which, during the last several years, has elevated it to a position as one of the outstanding universities of the country. By a series of able editorials, backed up by comprehensive news accounts of all developments and frequent cartoons, the News Tribune became a pronounced leader in the fight and played no small part in holding the opposition together for a final victory.

OREGON DAILY WINS SUIT

Establishes Right of Reporters to Inspect Public Records

The right of newspapers or others to inspect public records is upheld in a decision just handed down by the Oregon supreme court. The decision comes as a result of a suit brought by the Bend Publishing Company, publishers of the *Bend* (Ore.) *Bulletin,* to compel J. H. Haner, county clerk of Deschutes county, to place the records of his department at the services of reporters representing the Bulletin.

The decision holds without equivocation that the records of state, county, school districts, cities and towns must be kept accessible for inspection and examination by "all persons having reason to make examination of them for any lawful purpose."

The right of newspapers to make such examination is specifically upheld.

The opinion was written by Justice Brown and concurred in by Chief Justice McBride and Justices Bean and Belt. The only limitation mentioned is a provision that the official "is protected in his possession and care of the records in that he is empowered to make such rules and regulations as he shall deem necessary for the preservation of the records and files and to prevent interference with his regular duties as such clerk."

NEW RADIO EQUIPMENT

Portland Oregonian Now Broadcasting With 1000-Watt Set

A newly-installed 1000-watt radio broadcasting set was dedicated on April 5 by the *Portland Oregonian.* It takes the place of a 500-watt set the Oregonian is discarding. R. G. Callvert, assistant managing editor made the speech of dedication in the absence of Edgar B. Piper, editor, who had planned to participate. R. V. Haller, radio director, also talked and there was an elaborate entertainment program lasting until 2 a. m.

Together with its new set the Oregonian has fitted up new radio studios on the eighth floor of its building, the same floor as the editorial rooms.

The Oregonian KGW has been broadcasting continuously since March 1922.

Paterson Daily Getting New Press

A Duplex sextuple press will be shipped shortly to Paterson, N. J., for installation in the plant of the *Press-Guardian* of which William B. Bryant is publisher.

Leadership and Growth

AMONG those New Yorkers who constitute the best market for advertised products—the prosperous, intelligent, responsive New Yorkers—The Sun has a greater appeal than any other New York evening newspaper.

It is for this reason that manufacturers and merchants have found it so profitable to advertise their products in The Sun. It is for this reason that advertisers use more space in The Sun than in any other New York evening newspaper.

Leadership in Advertising

In March, for the ninth consecutive month, The Sun led all New York evening newspapers in total volume of advertising.

The Sun's gain in advertising in March, 1926 (compared with March, 1925), was 341,022 lines—a greater gain than that of any other New York newspaper, morning, evening or Sunday—a greater gain also than that of all other New York evening newspapers combined.

During the first quarter of 1926 advertisers placed 4,194,926 lines of total advertising in The Sun—which exceeded by 360,036 lines the volume of advertising placed in the second New York evening newspaper.

National Advertisers as well as Manhattan Department Stores have for years used more space in The Sun than in any other New York evening newspaper.

Growth in Circulation

The Sun's net paid daily average circulation for the six months period ending March 31, 1926, was 259,351.

This represents an increase of 11,981 over the corresponding six months of 1925.

What is most significant about this circulation increase is that it is a natural, steady, sound increase, won purely on the merits of The Sun as a newspaper. It is in no way a forced increase. It was not secured through contests or prizes, or through any series of special articles or through any other similar form of promotion designed to swell circulation.

The Sun's circulation increase is the kind that is most valuable to advertisers, for it represents new readers who, like the older ones, believe in The Sun and have confidence in the advertisements as well as in the news it publishes.

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The Sun

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WATCH THOSE DANGEROUS LITTLE LIBEL WORDS

Newspaper Men Urged to Remember They Bear Burden of Proof in Damage Actions—Be Sure of Truth When Calling Names, Says Helm, Lawyer

By PHILIP SCHUYLER

A five-letter word, wrongfully used, may create a five-figure libel action against a newspaper.

Short, but potentially costly words, are these listed this week in a libel dictionary compiled by Editor & Publisher.

"Certain words are libellous per se, and, if used in unprivileged instances, the plaintiff bringing suit against a newspaper need not prove injury or intent to injure to recover damages," warns Carl Helm, lawyer, member of the Hearst legal department in New York, in this the fifth article in a series stripping the libel law of legal verbiage.

A NEW YORK doctor's wife had run away with another man and had been named co-defendant with him in a bad check charge in the courts. She repented and returned to her husband.

Assigned to the story, a newspaper man called on the doctor for an interview. The doctor rallied to the support of his wife and to the reporter hurled abuse at the man who had run away with her. Among other things, he called the man a Svengali, who had hypnotized his wife, a rogue, a rascal, and a villain.

The reporter, a youngster, wrote a graphic story and turned it in. Fortunately it was killed.

"How would you like the assignment of proving those words true of the man about whom they were used?" the reporter was asked.

On occasion such words have been published by newspapers in instances where they were not privileged, according to Carl Helm, New York lawyer, member of the Hearst legal department, assigned by William A. DeFord, chief counsel of the Hearst Corporations, to study the causes of libel actions.

"Words that are libellous per se used without privilege are indefensible in a resultant libel action," Mr. Helm said. "The plaintiff has only to prove publication. The burden of proving the truth of the accusation rests solely on the newspaper.

"A court has ruled that 'the publication of a libel is a wrongful act, presuming injury to those persons to whom it relates, and, in the absence of legal excuse, gives a right of recovery irrespective of the intent of the defendant who published it, and thus although he had reason to believe the statement to be true.'

"And another court has held: 'If a word or article is libellous per se, a perfect and indefensible cause of action accrues to the plaintiff, if the matter is false, to recover from the defendant a fair compensation for all injury which the publication should cause to the reputation, feelings, good name and fame of the victim.'

"It is well for a reporter or editor to think of what a job he'll have to prove a statement or word true, before he publishes it."

From Odgers "Slander and Libel," and Newell, "The Law of Slander and Libel," a brief dictionary of libellous words has been compiled by Editor & Publisher. Each word has figured in a libel suit won by the plaintiff. For pasting in the hat, the dictionary follows:

Anarchist; bankrupt; black-leg; black-sheep; brainstorm; briber; crook; crooked; damaged goods chap; destitute; extreme poverty.

Felon; fraud; frozen snake; gambler; henchman of a notorious character; humbug; hypocrite; impending insanity; impostor.

Infernal villain; insane; insolvent; insulting to ladies; ironical praise (such as to call an attorney "an honest lawyer, when the opposite is implied); itchy old toad; liar; mere man of straw; obituary of a living person.

Packing a jury; psuedo scientist; rascal; rogue; scoundrel; slacker; suicide fiend; syphilis; thief; tool of profiteers; unfit to be trusted with money; and villain.

Regarding libellous words, Odgers says:

"All written words, which expose the plaintiff to hatred, contempt, ridicule or obloquy, which tend to injure him in his profession or trade, or cause him to be shunned or avoided by his neighbors are libellous.

"Any written words are defamatory, which impute to the plaintiff that he has been guilty of any crime, fraud, dishonesty, immorality, vice or dishonorable conduct, or has been accused or suspected of any misconduct, or which suggest that the plaintiff is suffering from any infectious disorder, or which have a tendency to injure him in his office, profession, calling or trade.

"And so, too, are all words which hold the plaintiff up to contempt, hatred, scorn or ridicule, and which by thus engendering an evil opinion of him in the minds of right-thinking men, tend to deprive him of friendly intercourse and society."

A sensational news story which set forth that the plaintiff was living in extreme poverty and destitution, which was false, and which was maliciously published with the intent of injuring the plaintiff's good name has been held by a court to be libellous.

"Henchman of a notorious character" was declared libellous per se by a judge, who held that it imputed the plaintiff was ready to do unlawful and disreputable things.

Because it held the plaintiff up to public hatred, contempt and ridicule, this story, copied from another paper, was held libellous by a court: (The names of the plaintiff and town are fictitious).

"John Roberts is again a resident of Westover. Westover has troubles and annoyances enough without Mr. Roberts. The town does not deserve such an indignity. Although Westover has had many uninvited visitors this summer, the townspeople had hoped to escape Roberts."

Roberts recovered substantial damages.

A Chicago newspaper once called a person a "suicide fiend," who had attempted suicide 25 times and would go to a hospital and asked to be "pumped out." The newspaper was unable to prove to a jury's satisfaction that the plaintiff was a "suicide fiend" and was forced to pay out a couple of editors' salaries. The reporter was fired.

A newspaper has been made the defendant in a libel action because it referred to a white man as colored. The plaintiff won, the court deciding that the story was libellous per se, stating that the 13th, 14th, and 15th amendments to the Constitution did not affect former social relations of the two races.

The *New York World* once published a story which began:

"That the battle for existence is not won by brains alone is illustrated in the sad plight of Prof. ———, Staten Island.

"A man of extraordinary attainments in classical learning and once a professor in Oxford, he is now in sad straits, because his education hampers him in earning a living."

The story went on to describe his poverty.

The court held this story libellous per se, as exposing the person in question to ridicule.

Even though acts of a person are done outside his business or profession, a court may hold their publication is damaging to his business or profession.

The headline "Minister Curses in Court," for instance, is actionable per se as affecting the clergyman's ministerial profession.

Words calculated to hurt the credit of a business or business man in the sense of imputing bankruptcy or insolvency, are libellous per se. An action may be maintained against a newspaper in such cases, even though no fraud, or dishonesty, has been charged and although the publication is free from actual malice.

If a libel is published injuring the business of a co-partnership, each partner may maintain a separate action to recover damages caused to his share in the business. Damages to the co-partnership itself must be recovered jointly and damage to the partners individually must be recovered by the partners separately.

One tricky thing for newspaper men to remember is that words which do not convey a definite libellous meaning to people generally may be held by a court to convey such a meaning to those people tutored in the use of them.

Thus 'moron' may be held libellous, 'manic depressive,' or 'dementia praecox.'

Mr. Helm in his capacity of libel cause investigator for Mr. DeFord has discovered that words, libellous per se, crop up most frequently in small unimportant stories, that might easily be left out of the paper.

Rumors are reported containing libellous words or statements, detectives or police are quoted, or so-called human interest stories, not vitally necessary to a newspaper from point of reader interest or circulation, are written in such a way to hold the person written about up to public ridicule or scorn, he said.

"Only this week," he declared, "a copy reader who had written a headline to the effect that a man on trial for murder had repudiated a previous confession to police passed a story which was worth a couple of sticks at best, and wouldn't have been missed if killed—as it eventually was. It stated that a band of youths confessed at police headquarters that they had been living several months on money stolen from coin boxes. The boys had about $7 in small coins in their possession when they were arrested. Later they were released for lack of evidence."

A startling proof that libel lurks in small things is the fact pointed out by Mr. Helm that libel by faulty punctuation is possible. The other day he caught and corrected this libellous statement: (the names have been changed).

"John Jones, brother of Sam Jones, who is also wanted by police on a charge of murder, aided detectives in New York today."

The "also" referred to another person mentioned in the previous sentence. John Jones, had the story been published, could have brought libel suit against the newspaper. His brother, not he, was wanted by police on a murder charge. Insertion of the second comma, however, had libelled him seriously. Omit that comma, and the story is safe.

(Next week this series will be continued in Editor & Publisher, *with an article entitled "What Is Fair Criticism and Comment"?)*

AS HIS HOME TOWN SEES HIM
Roscoe S. Chapman



R. S. Chapman

ROSCOE S. Chapman, publisher of the *Rockford* (Ill.) *Morning Star* who has been a regular at A.N.P.A. meetings for years, will not interest himself in advertising rates, print paper and wage schedules as intensively this convention-time. Not that he has ceased to be interested in those important details. Not at all. Roscoe will have been married by the time of the big meeting and will be showing his young wife Niagara Falls, Broadway and the Waldorf Astoria for the first time.

Undoubtedly the New York end of the Star's advertising staff has already obtained space in all the New York theatres where good shows are going on and those events, in addition to seeing many of the great personalities of the newspaper world, will give the bride a royal honeymoon.

NEWSPRINT

Daily Capacity

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Erie Times	26
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Ansonia Sentinel	22
Cheyenne Tribune & Leader	15
Shreveport Journal	15
Montreal La Patrie	13
Huntington Advertiser	9
Ardmore Ardmoreite	9
Wichita Falls Times	8
Asheville Citizen	8
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Butte Post	6
Massillon Independent	6
Okmulgee Times & Democrat	6
Waterloo Tribune	6
Wichita Beacon	4
Coffeyville Journal	4
Paducah News-Democrat	4
Durham Herald	4
Bluefield Telegraph	4
Honolulu Advertiser	3
St. Joseph Gazette	3
Ashland Independent	2
Reading Times	2
Sterling Advocate	2
Pensacola Journal & News	2
Arkansas City Traveler	2
El Dorado Times	2
Emporia Gazette	2
Bakersfield Echo	2
Parsons Sun	2
Salina Journal	1
Blackwell Tribune & News	1
Pittsburg Sun	1
West Palm Beach Times	9 months
Ottawa Herald	8 "
Monroe News-Star	7 "
Tampa Telegraph	7 "
Miami Tribune	5 "

From any of these publishers you can get the reasons for this record.
At our own offices you can ascertain our business-getting methods.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

58 WEST 40th STREET (between 5th & 6th Avenues) NEW YORK CITY

NEW YORK DETROIT KANSAS CITY
CHICAGO ATLANTA SAN FRANCISCO

ANNUAL DINNER OF GRIDIRON CLUB

Fathers Step from Frames to Chide Moderns in Good-Natured Raillery Cartoonist Barryman New President

George Washington, Thomas Jefferson, John Marshall and Alexander Hamilton stepped last Saturday night from their golden frames in history to chide present-day Americans.

Portraits of these four outstanding figures became animated at the annual Spring dinner of the Gridiron Club. They selected popular airs of 1926 as the medium for their critical counsel to the America of this, the sesquicentennial year, when all eyes are turned to Philadelphia.

The gist of their tuneful shafts was that the Nation had sacrificed much of what they had gained for it and that to them the colonial days appeared to be truly the "good old days."

If Washington, Jefferson, Marshall and Hamilton were present in the spirit among the large group of distinguished guests, including the Vice President, the cabinet, diplomats, Senators, jurists, artists, financial and professional leaders and journalists of Pan-America, they heard the Gridiron's scorching satire of the prohibition debate, the bi-partisan coalition in the Senate, the Democratic search for campaign issues, the White House spokesman, the "Bill" Borah—"Jim" Reed anti-world court crusade, a reading of the "diary and memoirs" of Frank W. Stearns and numerous jibes at the Vice President.

The musical lilt of the dinner was heightened by the presence of John Philip Sousa, a limited member of the club, who had composed for the occasion the "Gridiron March." The March King of the world conducted the Marine Band in introducing his new production, its premiere presentation.

In honor of the inauguration of Clifford K. Berryman, cartoonist of the *Washington Star,* as president of the club, the first non-writing member ever to attain to that office, 10 of the leading artists of the country were present as guests of the president to give display of another art. Their personal conceptions of President Coolidge and Vice President Dawes were thrown on a screen while the artists were made to stand in the glare of the spotlight.

The artists included Herbert Johnson of the Saturday Evening Post, Rolin Kirby of the *New York World,* C. H. Sykes, *Philadelphia Public Ledger;* Edwin Marcus, *New York Times;* W. A. Rogers, *Washington Post;* "Billy" Ireland, *Columbus Despatch;* J. H. Donahey, *Cleveland Plain Dealer;* D. R. Fitzpatrick, *St. Louis Post-Dispatch,* and John L. DeMar, *Philadelphia Record.*

Ulric Bell, Washington correspondent of the *Louisville Courier-Journal,* and Theodore H. Tiller, Washington Correspondent of the *Atlanta Journal,* were initiated as new members of the Gridiron Club in a skit satirizing the new-found prosperity of the South and its demand for more representation in the club.

Among the speakers were the vice president, Walter Williams of Missouri, chairman of the Pan-American Congress of Journalists; Senator Ashurst of Arizona and Senator Reed of Pennsylvania. President Coolidge was obliged to withdraw his acceptance to attend the dinner, following the death of his father.

Illustrators to Dine April 16

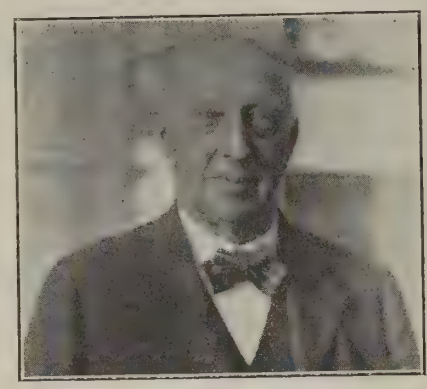
A dinner, minstrel show and dance was given April 16 at the Hotel Roosevelt, New York, by the Society of Illustrators. Clare Briggs and Rube Goldberg, newspaper cartoonists, were on the entertainment program.

Coast Paper Enlarges Plant

The *San Fernando* (Cal.) *Sun* has increased its floor space by taking over an adjoining building and has increased its plant layout. It now prints the Sun, the *Roscoe Herald, Zelzah Herald* and a *Shopping News.*

AS HIS HOME TOWN SEES HIM

Wallace M. Scudder



AN outstanding example of the type of newspaper owner who seeks as a settled principle complete anonymity is Wallace M. Scudder, proprietor and publisher of the *Newark* (N. J.) *Evening News.* He, with some associates who have long since passed out of the picture, founded the News in 1883.

As preparation for his life work he was graduated from Lehigh University in 1873 with the degree of mechanical engineer. He then went to the Harvard Law School, studied in the office of John R. Emery, later a vice chancellor, and was admitted to the New Jersey bar in 1877. He practised as an attorney until 1883 when he started the News. Since then he has devoted his life to his newspaper.

The News met rough going at first. The man who had been educated to be both a mechanical engineer and a lawyer became a solicitor of advertisements and tramped the town getting business. Financial institutions were wary of the new paper and were not extravagant with loans to tide over stresses. The News had formidable competition in the "old stand-by" *Newark Daily Advertiser,* and in the New York and Philadelphia newspapers whose territories the News invaded. But the infant grew and developed and by 1900 had become established as one of New Jersey's leading newspapers. Today it is especially noted for its editorial page.

Mr. Scudder is the most modest of men, he yet has always kept control of his property and directed its policies, although rarely if ever appearing publicly as its guiding hand. His ability to keep himself out of the limelight has been extraordinary, due to his firm conviction that the newspaper comes before any personality, even its owner's.

$115,000 FIRE DAMAGE

Charlotte, N. C., Western Newspaper Union Branch to Close Following Blaze

As a result of three disastrous fires occurring within four years, the Charlotte branch of the Western Newspaper Union is to be permanently discontinued.

This announcement followed an investigation by company executives into the conflagration of April 2, which completely destroyed the plant on North Graham street, valued at $115,000.

W. M. Harper, assistant general manager, of Omaha, Neb.; J. P. Rivett, of Chicago, Ill., and A. H. Turner, resident manager, in conference at Charlotte reached the decision to close the branch.

Atlanta and Baltimore offices will serve the district.

California Editors to Meet May 15

The annual meeting of the California Press Association, of which Governor Friend W. Richardson has been president for many years, has been called by the governor for the week of May 15 to 22, at Eureka Inn at Eureka, Humboldt County.

The reason we enjoy reading Mussolini's speeches is because they translate into such short pronouns.—*Dallas News.*

Largest Circulation Daily and Sunday

The Present Circulation of this Newspaper Exceeds

76,088 Copies Daily

86,568 Copies Sunday

During 1925 this newspaper carried 15,932,621 lines of advertising, all classifications, exceeding our nearest competitor by 3,337,726 lines (DeLisser Bros. figures). This newspaper has the highest type of readers gainfully employed, able-to-buy prospects, whom advertisers find it most profitable to reach.

First in daily and Sunday circulation, first in home delivered circulation, first in total advertising lineage, first in proven results for advertisers, the Democrat and Chronicle and Rochester Herald is unquestionably the best advertising medium in the Rochester Trading Territory.

Democrat and Chronicle

ROCHESTER HERALD

Eugene MacLean



offers you circulation! The man who has hundreds of thousands of scientifically-created circulation to his credit, has built another sure-fire reader-puller, and *YOU* can have it, in your territory, if you are the first to order.

"SECOND LOVE"

a new, powerful newspaper serial, constructed for newspaper needs, is the answer to your circulation question. (*For release June 5, in 60 installments.*)

Director of the most astounding quick successes in the history of journalism, Mr. MacLean has discovered and perfected the specific tonic and stimulant for circulation ailments.

The great fiction campaign originated and supervised by Mr. MacLean, including "The Flapper Wife," "Footloose," "Spinsterhood," "The Yellow Stub" and "These Women" (the last written by himself under the pen name of Malcolm Duart and now running in more than 400 dailies) proved to be the most sensational circulation builder of the decade. If you benefitted by this campaign you need SECOND LOVE to hold what you gained and to gain more—and if you were "the other fellow," who couldn't buy these circulation builders before, this is your chance to "get in."

Your territory is open. This is the first announcement of SECOND LOVE. Complete proofs ready May 5. Illustrations and material for promotion campaign ready May 15. Illustrations are photographic, in mat form.

"SECOND LOVE"

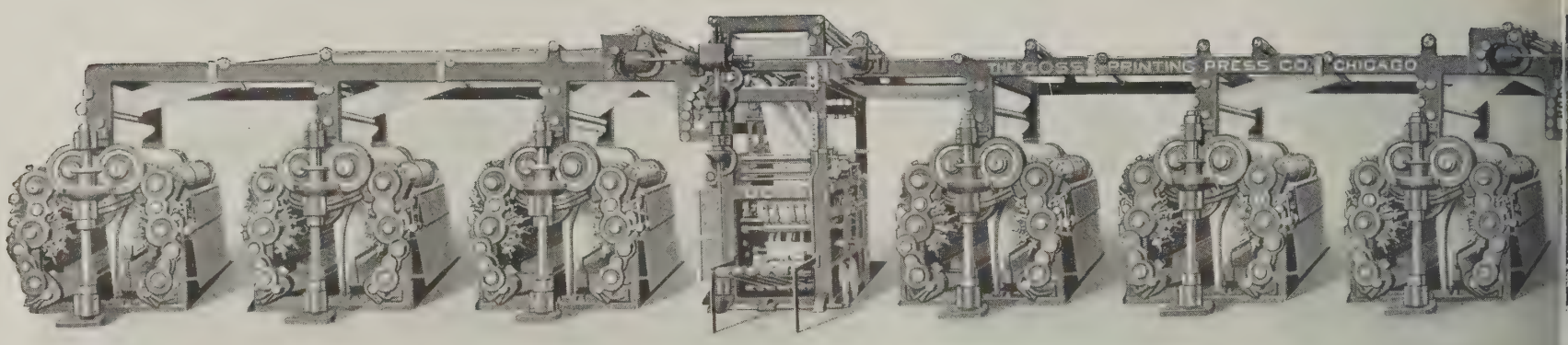
is a sequel to "These Women," and yet is a complete serial in itself. Written as a local story in your territory, it is better than local news for getting and holding new readers. Prices on request. Better wire today to:

EUGENE MACLEAN

519 California Street San Francisco, Calif.

BUYING a MacLean feature is like buying gasoline. You know how many readers to the galley just as you know how many miles to the gallon.

The PRESS PREFERRED b



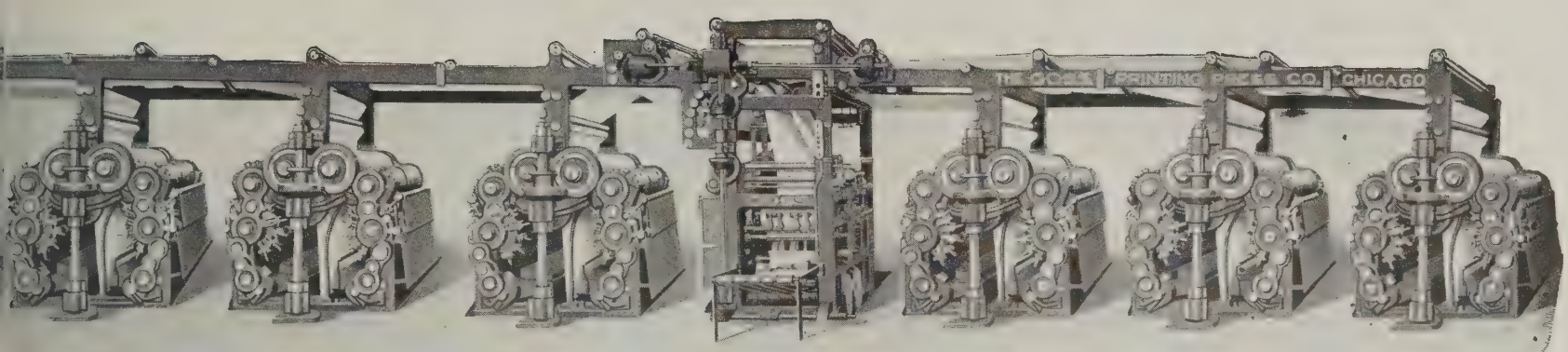
GOSS Unit-Type Press Installations of 6 Units or More

	UNITS
Tribune, Chicago, Ill.	72
Free Press, Detroit, Mich.	25
Sun, Sydney, Australia	18
Post, Cincinnati, Ohio	16
Journal, Milwaukee, Wis.	12
Courier-Journal, Louisville, Ky.	10
News-Sentinel, Ft. Wayne, Ind.	6
World-Herald, Omaha, Neb.	6
News, New York City	49
News, Buffalo, N. Y.	24
Blade, Toledo, Ohio	16
Enquirer, Cincinnati, Ohio	16
Citizen, Columbus, Ohio	10

These lists include installations of six or more units only. Many additional installations of less than six units have been made. Catalog on request.

GOSS STRAIGHT LINE GOSS HIGH SPEED

...P-TO-DATE PUBLISHERS



GOSS Unit-Type Press Installations of 6 Units or More

	UNITS
Press, Pittsburgh, Pa.	28
La Presse, Montreal, Canada	20
Times, Buffalo, N. Y.	16
Christian Science Monitor, Boston	12
Register and Tribune, Des Moines, Ia.	10
Tribune, Tampa, Fla.	8
Capital, Des Moines, Ia.	6
Press, Long Beach, Cal.	6
Star-News, Pasadena, Cal.	6
Le Matin, Paris, France	6
Various London Newspapers	109

These lists include installations of six or more units only. Many additional installations of less than six units have been made. Catalog on request.

THE GOSS PRINTING PRESS CO., CHICAGO

The Goss Printing Press Company of England, Ltd., London

Messrs. Edwards Dunlop Company, Ltd., Sydney, Sole Australian Agent

GOSS STRAIGHT LINE GOSS HIGH SPEED

For your files -

Comparative Circulation Figures

New York Standard Size Morning Newspapers

Average daily and Sunday circulation as reported to the Post Office Department

	April 1, 1926	April 1, 1925	Gain	Loss
Herald Tribune	294,327	283,197	11,130	
	392,695	387,934	4,761	
Times	329,860	381,536		51,676
World	347,771	379,975		32,204
American				

The New York Herald Tribune has shown a steady increase in circulation in every Post Office Statement since the consolidation of the New York Tribune and The New York Herald.

New York Herald Tribune

Western Representatives:
WOODWARD & KELLY
360 North Michigan Ave., Chicago, Ill.
Fine Arts Building, Detroit

SK OPEN SESSIONS OF THE LEAGUE

orking Correspondents Give Views on Convention of Press Experts —Complain of Cost of Living

The International Association of Jour- ists Accredited to the League of Na- ns, recently gave to the League its ws on the appropriateness of calling gether an International Committee of perts of the Press. The Interna- nal body is composed of journalists onging to twenty-seven different coun- es, who regularly follow for distant wspapers or agencies the work of the ague.

The association offers hearty co-oper- on, if it is demonstrated that re is "no intention whatever to alien- in any possible way the independence judgment of the members. It is posed that the League make more de- ite assurance that no propaganda for League is intended."

The report says: "Journalists fol- ing the work of the League of Na- ns would have fuller feeling of their ependence and of their liberty of in- pretation if they were enabled to be sent at all the sittings of the sembly and the League Council and Commissions when the discussion of stions before these bodies should not der absolute secrecy indispensable. cite a definite case, we will take the mple of the extraordinary meeting of Council of February 12 last relative the reception of the request for ad- sion by Germany. For this meeting, ich will mark a date in the history the League of Nations, special corre- ndents had come from afar, and their prise was great to see that, like the er journalists, they were not allowed ess to the hall in which the meeting s taking place.

We will not hide from you that several mbers of the Council of the League of tions made known to us their astonish- nt to find this session was secret when ly in no way saw the necessity for it ng so.

Furthermore, the intensification of egraphic and telephonic diffusion by the ss of news from the seat of the League Nations could scarcely be obtained er than by the most rapid means and establishing less heavy tolls.

It is evident that the tendency to entralization manifest with the League Nations, which more and more trans- ts its meetings to localities and ers countries, renders the obtaining of ded rapid service at low rates ex- mely difficult, and we do not cease m making repeated representations to Swiss administration of telegraphs telephones. We are persuaded that localization of the labors of the gue of Nations is of a nature to en- rage this administration to improve transmission services, which at pres- are inadequate at Geneva, and to en- e for telegraph and telephone press ssages that permanent priority over others, by day and night, which is spensable for the proper carrying out our task.

Our Association would also like, in ordance with the wish so expressed the greater number of its members, something be done in favor of the respondents working at Geneva far n their country. For the facility and idity of their getting about, they uld like the cards issued by the League Nations to possess the virtue of an rnational visa, which should enable n to shorten formalities at frontiers. y would also like to benefit on all ways of all countries by the special s accorded in each country to its journalists, that is in all countries h have to be crossed to reach the of the League. They consider, fur- more, that means should be studied void the double taxing of the salaries ournalists obliged to reside abroad by on of their profession.

Our members consider that on these first points it would be easy to give them satisfaction. As to the double taxation, it adds to the high cost of living in Switzerland in preventing the constitution in Geneva of an international corps of newspaper correspondents who, by reason of their duties, are collaborators in the work of the League of Nations.

"Lastly, our Association begs that measures be taken in the near future to put a stop to the journalistic activities of certain functionaries of the League of Nations, and especially of the International Labor Bureau."

AS HIS HOME TOWN SEES HIM

Elzey Roberts



THE career of Elzey Roberts, publisher of the *St. Louis Star,* has not followed along the lines for success laid down in the copy book maxims, but is in many ways equally remarkable. Mr. Roberts is probably one of the youngest metropolitan newspaper owners and publishers in the United States. The age of 34 finds him as president of the corporation and majority stock owner of a publication of nearly $2,000,000 a year gross business.

His father, the late John C. Roberts, purchased the paper in 1913 and Elzey Roberts entered the newspaper business two years later immediately after leaving college, and has been in it ever since except for the time he was in the army. After three years given to learning the business he was made publisher and president of the corporation. The Star has an influence in community affairs. In the last Mayoralty primary campaign, the Star championed the candidacy of an independent who broke down the machine which had dominated St. Louis affairs for 16 years. In the election that followed the St. Louis Star elected its candidate.

An interesting feature of the Star organization is that its executives and department heads are men who have come up on the newspaper. Mr. Roberts believes that it is both unnecessary and a reflection on the management of a property to have to go outside for ability to fill executive vacancies. Consequently, every man in the Star organization has his eye on the job of the fellow higher up and is putting forth the kind of effort necessary to create a hard-hitting, cohesive organization.

A.P. Urging Votes for Gannett

Kent Cooper, general manager of the Associated Press, sent out a second letter to members April 7, urgently requesting them to return proxies immediately, voting favorably for the election to membership of Frank E. Gannett, of the *Rochester* (N. Y.) *Times Union,* at the annual convention in New York April 20.

Read EDITOR & PUBLISHER—$4 a year.

Florida Buys *in the Summer, Too*

Many people, who think of Florida as only a winter resort, imagine that as soon as the tourists have departed in the spring Florida is as deserted as a baseball park after the game is over.

The truth is that Florida in the summer more nearly resembles the circus grounds after the show is over. For then the work seems really to begin. The state seethes with activity. Construction is rushed on new hotels, apartments, business buildings and houses. New roads are built, new paving laid. Public utilities are extended. Everybody is busy.

The permanent residents of the state, numbering nearly a million and a half, continue to live here throughout the summer. And many others come here for business or pleasure. The heat is not excessive. There is no record of a single sunstroke in Florida history. People work and play as usual and they all continue to buy just as they do in other parts of the land.

All of which merely shows that it pays to advertise to Florida in the summer, too. It's a great year-round market, with an extra population thrown in for good measure in the winter.

Keep your advertising message continuously before the Florida market by using the Associated Dailies—the only media that cover the state completely and economically.

ASSOCIATED DAILIES *of Florida*

510 Clark Bldg. Jacksonville, Florida

Bradenton News
Clearwater Sun
Daytona Beach Journal
Daytona Beach News
Deland Daily News
Eustis Lake Region
Ft. Lauderdale News
Ft. Myers Press
Ft. Myers Tropical News
Ft. Pierce News-Tribune
Ft. Pierce Record
Gainesville News
Gainesville Sun
Jacksonville Florida Times-Union
Jacksonville Journal
Key West Citizen
Key West Morning Call
Kissimmee Gazette
Lakeland Ledger
Lakeland Star-Telegram
Melbourne Journal
Miami Daily News
Miami Herald
Miami Illustrated Daily Tab
Miami Tribune
New Smyrna News
Ocala Central Florida Times
Orlando Morning Sentinel
Orlando Reporter-Star
Palatka News
Palm Beach Post
Palm Beach Times
Plant City Courier
St. Augustine Record
St. Petersburg Independent
St. Petersburg News
St. Petersburg Times
Sanford Herald
Sarasota Herald
Sarasota Times
Stuart Daily News
Tampa Times
Tampa Tribune
Winter Haven Chief

NEW YORK STATE PRESS MEETS AT SYRACUSE

Jerome D. Barnum Tells Editors Post Office Department Is Lagging in Modern Transportation of Mails

Jerome D. Barnum, publisher of the *Syracuse* (N. Y.) *Post Standard,* chairman of the postal committee of the American Newspaper Publishers' Association, in an address at the annual meeting of the New York State Press Association at the Department of Journalism, Syracuse University, April 10, declared the Post Office Department is lagging in its adoption of modern transportation methods.

"The situation could easily be corrected," said Mr. Barnum, "by business-like methods such as any manufacturer, mail order house or retail establishment would use for service to its patrons." He maintained nearly 15 months had elapsed since representatives of the largest regular users of the United States Mails had shown the Post Office Department, by testimony at Congressional hearings, "that it was behind the times and losing a large volume of business because of high mail rates and infrequent delivery of mail." The time has come, he said, for speedy elimination of antiquated transportation conditions particularly for local or short haul matter.

"In many sections of the country there are opportunities for greatly improved postal service by use of motor bus or motor truck lines, giving more frequent service at a cost that should be no greater than the charges now paid for transportation of the mail by the railroads. In fact records of several newspapers show that motor truck deliveries to distant points are being made cheaper than the same delivery can be made by express or at mail rates.

"Then there are the numerous experiments of operation by railroads of motor or gasoline car trains which point to a new and more frequent service on branch line roads. If such one car train service is extended on more railroads more frequent mail service will invite a larger volume of business by mail users who are now employing other means of transportation of mail or who are not using the mails to the greatest possibilities because of the character of service rendered.

"If the Post Office Department should request a faster service at more frequent intervals along railroad lines of the country to give the people of the rural communities the mail service they are entitled to there is no question the railroads would quickly respond. Improved service and reduced rates would result in a greatly increased revenue.

"Suggestions have been made that a committee representing all phases of the question be ordered to investigate the Post Office Department with a view to bringing about corrections for the improvement of the mail delivery service. There is no need for outsiders to go into the Post Office Department any more than for an outsider to go into a private business. The department with its knowledge of conditions, and with the co-operation of the railroads and other shippers heartily offer should be able to provide a modern, efficient mail service and thus meet the demands of the people."

The members were guests of the Department of Journalism, following luncheon at the Faculty Club. President Hugh Parker presided. Other speakers were Dean Charles L. Raper of the College of Business Administration, Syracuse University, who discussed why journalism was naturally placed as a department of the business college; Prof. Paul D. Kelleter, head of the extension department of the State College of Forestry at Syracuse University, who discussed newspaper co-operation in reforestation, and Lee W. McHenry, editor of the *Oneida Democratic Union,* who discussed the cost of advertising composition.

Hugh Parker, editor of the *Oneida Post,* was re-elected president at the annual election. Other officers chosen were: Vice-president, F. Dudley Corse, *Sandy Creek News;* secretary, Gerrit S. Hyde, *Utica Observer-Dispatch;* treasurer, B. H. Stone, *Camden Advance-Journal.*

At the invitation of Prof. J. O. Simmons, head of the department of journalism, members attended the Rutgers-Syracuse lacrosse game following the meeting.

LORENZ CASE UP AGAIN

Illinois Attorney General Wants German Editor to Serve Sentence

Attorney General Oscar Carlstrom of Illinois has applied to the Supreme Court for a writ of mandamus nullifying the order of Circuit Judge Emanuel Elder, Cook county, releasing Arthur Lorenz, editor of a German newspaper, convicted of criminally libeling the American Legion. The court, in releasing Lorenz, explained his action by stating that the court which convicted him had no right to impose both a jail sentence and a fine. Lorenz was sentenced to six months in the house of correction and fined $1, Judge Hugo Pam imposing the sentence. The attorney general presented to the court that proper jurisdiction was had and that Lorenz's only course was an appeal. The appellate and supreme court both had affirmed the decision.

The supreme court order gave Judge Eller five days to show cause why he issued the habeas corpus writ on which Lorenz gained his freedom from the jail sentence. Attorney General Carlstrom has indicated that he would prosecute the case to the court of last appeal.

AS HIS HOME TOWN SEES HIM

Urey Woodson



BACK from Florida, where he has been basking in the winter sunshine annually for 40 years, Urey Woodson, veteran editor and publisher of the *Owensboro* (Ky.) *Daily Messenger,* finds two well developed booms for him—one for the Democratic nomination for United States senator and the other for the Democratic nomination for governor of Kentucky.

"I think I will hold a primary to decide which race I will make," was the only comment made by Mr. Woodson when informed by friends they were preparing to draft him.

Mr. Woodson has served as a member of the Democratic National Committee from the Bluegrass state for more than 20 years and was unanimously elected to the position at the last Democratic state convention held in Lexington.

The only public office ever held by Mr. Woodson was that of railroad commissioner during Gov. John Young Brown's administration. It is doubtful if he would accept a nomination if tendered to him.

However, he has been instrumental in obtaining scores of offices for his friends in Kentucky.

Mr. Woodson has returned from Florida in better health than he has enjoyed for many years.

AS HIS HOME TOWN SEES HIM

Clarence C. Hamlin



CLARENCE C. HAMLIN, publisher of the *Colorado Springs* (Col.) *Gazette and Telegraph,* who holds a high place among political leaders of his state, where he is Republican national committeeman, is a veteran of many palitical battles, but finds his greatest thrills in the newspaper battles in which his publications have taken part. An attorney with an extensive practice, he obtained control of the Telegraph in 1916, and immediately put his city editor, T. E. Nowels, in charge of the paper. It prospered and events followed rapidly in its progress. It bought its own plant and building, opening it in 1920, began a Sunday edition a year later and in 1923 bought the Gazette. The two newspapers were consolidated in the Telegraph plant at that time.

"Reader confidence in news, advertising and editorials," is Mr. Hamlin's slogan. While some publishers of combination newspapers that are alone in their fields, have found some difficulty in "walking the tight wire," this has never bothered Mr. Hamlin's newspapers, for there is no balancing act performed by his papers. Immediately after the consolidation Mr. Hamlin obtained the man he considered the leading Democratic writer in the state to handle a daily column on the editorial page, next to the Gazette's own editorials. This Democratic writer is free to express any of his opinions he wishes, in the idea that every phase of controversial subjects can be handled. An extensive department for letters from readers is also used and during campaigns both sides get their innings, as they wish. But the Gazette and Telegraph still expresses its own opinions.

"Tell the facts, print all the news, give your opinions, but do not try to throttle public opinion. Let the people have their say. You generally can depend on them to do the right thing if they are informed about the facts,"—this is Mr. Hamlin's editorial slogan.

Mr. Hamlin is well-known in national Republican circles and since he was 21 has been prominent in politics. He was elected state senator in Wyoming when he reached his majority and served on the committee that revised the laws of that state. He has been a resident of Colorado Springs 30 years.

Mr. Hamlin has extensive gold mine and oil interests.

2,000 at Press Club Frolic

More than 2,000 persons attended the third annual ball and frolic of the Lynn (Mass.) Press Club at the New Ocean House, Swampscott, April 9. Among the especial guests were editors and publishers of Lynn and Boston newspapers. A special feature was a 48-page tabloid edition of the *Lynn Press Club News* with a rotogravure section. President John G. O'Brien and Daniel E. Moriarty, general manager, were in charge of arrangements.

To err is human; to admit it is not.—*Florence* (*Ala.*) *Herald.*

SAMUEL P. WESTON

Room 247½
Waldorf-Astoria
During Associated Press
and American
Newspaper Publishers
Association Meetings

NEWSPAPER BUILDINGS
MECHANICAL LAYOUTS
PRODUCTION, OPERATION

SUITE 1202
120 WEST 42nd STREET
NEW YORK

Leaders in Linage Depend on Ludlow

In Editor & Publisher's list published March 13, of the fifty-six leaders in total volume of linage in 1925, thirty-one dailies are Ludlow users.

Read the following analysis—

This analysis shows what percentage of these papers are Ludlow-equipped.

The first fifty, 56%
The first thirty, 60%
The first twenty, 65%
The first ten, 70%
The first four, 100%

And mark this! *The nearer the top of this list, the nearer are the papers listed 100%*

Ludlow-equipped

Out of the 12 evening and Sunday papers in this list, leaders in local linage, 6 are Ludlow users; out of the 12 morning and Sunday papers, leaders in local linage, *8 are Ludlow users;* the 12 six-day, evening papers, leaders in local linage, **all are Ludlow users.**

The Elrod
for Leads, Slugs, Plain Rules

The Elrod brings you all the leads, slugs and plain rules you can use, cut to any size, at very little above the actual cost of the metal.

This system is automatic and requires but little attention. Elrod material is of a high grade and able to stand up under severe stereotyping and press conditions.

All profitless hours and wasted dollars spent in hunting for material are stopped when the Elrod is installed.

That the Ludlow gives maximum production for a minimum of investment is well known by these users.

That the Ludlow quality in typefaces is an acknowledged factor in the development of modern newspaper advertising is attested by advertisers generally. This not only applies to the superior quality of the slugline, but to the careful, painstaking designing as well, of all Ludlow typefaces.

More than 400 Ludlow Matrix faces are now available. Write today for catalog.

Ludlow Typograph Co.

2032 Clybourn Avenue, Chicago

San Francisco: Hearst Bldg., 5 Third St.
Atlanta: Palmer Bldg., 41 Marietta St.
New York: World Bldg., 63 Park Row
Boston: Cummings Bldg., 261 Franklin St.

LUDLOW QUALITY COMPOSITION

CARROLL HEADS CURTIS WASHINGTON BUREAU

Paris Correspondent Succeeds Robert Barry at Capital for Public Ledger and N. Y. Evening Post—Sailed This Week

At the end of this month Raymond G. Carroll, who has been head of the Paris bureau, will return to this country and



Raymond G. Carroll

take charge of the Washington bureau of the Curtis-Martin Newspapers, Inc., the *New York Evening Post* and the *Philadelphia Public Ledger*, succeeding Robert Barry, who resigned recently to join the *New York Evening World*.

Mr. Carroll is widely known, and it is "only a reporter, the ordinary garden variety" that he insists upon calling himself. His assignments have taken him all over this country, into Mexico, South America, through the war at the front and to the principal capitals of Europe.

In France, during the World War, he concentrated on personal stories of the boys in the trenches which gave the folks back home an insight into the life, the humors and the tragedies at the front. After the war he covered the Peace Conference.

Born in Buffalo, Carroll's first contact with newspapers was through the ownership of an after-school carrier route. Later he became an office boy with the *Buffalo Express*, but determined to perfect himself as a writer and took special courses at Hobart College, Syracuse University and Cornell, holding a number of newspaper jobs before he became a reporter on the New York Evening World in 1890.

In 1913 he was appointed staff correspondent of the New York World in Paris. In 1914 he returned to this country and went with the Public Ledger, which had come under Cyrus H. K. Curtis' ownership the year before.

After the Peace Conference he was for a year the London correspondent of the Public Ledger, and later New York correspondent.

In 1924 he went to Paris for his papers.

He sails this week on the "Mauretania," and will arrive in New York about April 24, going immediately to Washington.

Mr. Carroll will be succeeded as Paris correspondent by E. Percy Noel, who has been stationed at Geneva for the Curtis-Martin Newspapers, Inc.

Mr. Noel was born in St. Louis. He worked on newspapers there and in New York and Chicago, founded a weekly aviation publication, and in 1914 went to Europe for the *Chicago Daily News* with a roving commission which took him all over the Continent. He saw service on the British front in France. He joined the Public Ledger staff in Paris.

Later Noel was transferred to the London bureau and then became head of the Far Eastern bureau in Tokio. For the past six months he has been in Geneva.

AS HIS HOME TOWN SEES HIM

Jerome D. Barnum



ADVERTISE the dairy cow. Take bossie out of the back lot and tie her to the front page. Paint the Jersey cow on the fence alongside the Durham bull and teach young America to drink before it learns how to smoke.

That, in effect, was what Jerome D. Barnum, publisher of the *Syracuse* (N. Y.) *Post-Standard* told 400 dairymen of the five producing organizations of New York state recently assembled in Utica. Mr. Barnum's plea for unity among the warring factions of the dairy interests, sounded the keynote of the meeting which was called to bring about a representative organization of the milk producers. His optimistic word-picture of a national advertising and sales campaign to solve the major problems confronting the New York milk shed was instrumental in bringing together opposing points of view and in furthering plans for a United Dairymen's association.

The Syracuse publisher long has been an ardent worker for organization of the agricultural interests of the country, believing that in co-operation lies the only road that will lead the farmer definitely beyond need for federal or legislative aid.

In his remarks at Utica, Mr. Barnum pointed to the New York state publishers who after years of individualistic competitions and distrusts because of business differences, have been able through organization to overcome seemingly unsurmountable problems to the betterment of the public good and the publishers themselves.

Deploring the note of sympathy that creeps into reports of farm gatherings, Mr. Barnum urged the dairymen to help themselves through popularizing the use of farm products by advertising.

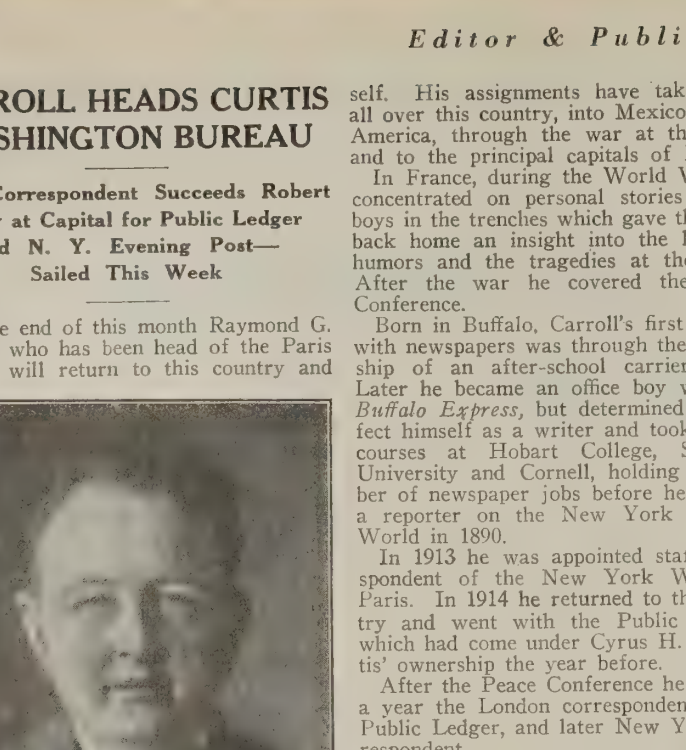
"Follow the example of numerous lines of business that have engaged in advertising campaigns to create new markets and establish satisfactory returns to the producers," he told them.

A national campaign with a slogan of "drink milk," that would reach into every home in the country, Mr. Barnum said, would not only greatly increase milk consumption, but would create a new understanding of the value of the product and assure a permanent price level that would be fair to all.

The money for the campaign, the speaker suggested could be raised by starting with a small group after which other groups would join.

Buys Interest in Florida Daily

J. R. Wheeler, former owner of the *Quincy* (Ill.) *Journal* and associated with his father, the late Hiram N. Wheeler, when he was owner of the paper, has acquired the interest of Arthur G. Ivey in the *Plant City* (Fla.) *Morning Courier* and will be manager of the paper.



may we send you this book? . . . . .

Want to know something about the market for oil burners and electric refrigerators in Detroit?

Do you want to know what has been done, what is being done, and who is doing it here in the Fourth City in selling these two new and justly famous household appliances? The answer is contained in this booklet just published by The Detroit Free Press. Address The Promotion Department.

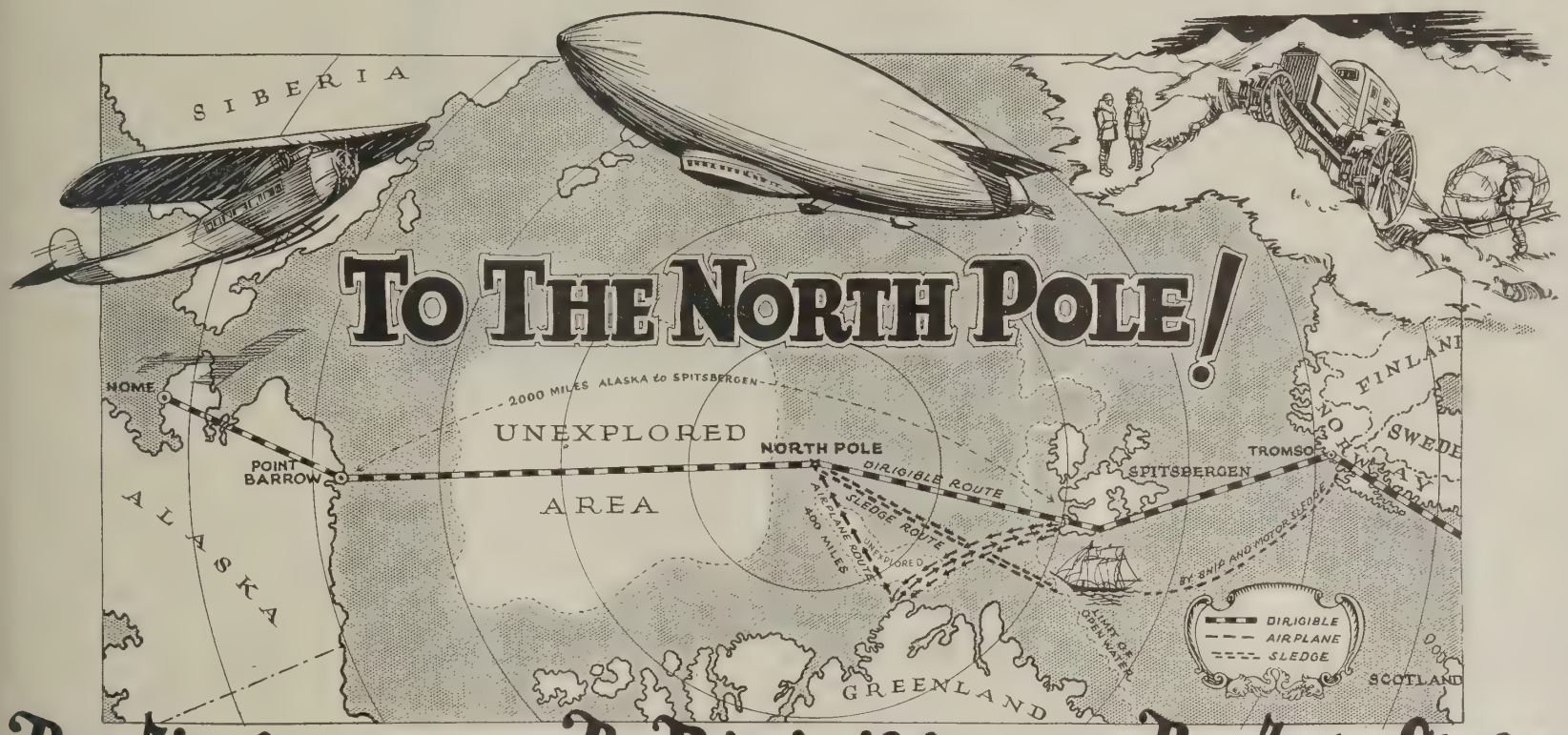
THE DETROIT FREE PRESS

"Starts The Day In Detroit."

VERREE & CONKLIN, Inc., National Representatives

New York Chicago Detroit San Francisco

THE GREATEST FEATURE OF THE CENTURY



By Airplane **By Dirigible** **By Auto-Sledge**

The Byrd All-America Expedition

Commander Richard E. Byrd, U. S. N., on leave, will fly from Spitsbergen to the northernmost point of land in the world, establish a base and return to Spitsbergen for further supplies.

He will then return to his Greenland base and fly to the Pole.

(This feature is offered by arrangement with the New York Times and the St. Louis Post-Dispatch.)

The Amundsen and Ellsworth Expedition

Roald Amundsen and Lincoln Ellsworth will attempt the first polar flight in a lighter-than-air-ship.

From its mast in Spitsbergen the dirigible will make a non-stop flight 2,000 miles to Point Barrow, Alaska, and thence to Nome.

(Offered by arrangement with the New York Times.)

The French Polar Expedition

Reserve Lieutenant Georges Darcis and Guy Debayser, both with brilliant records in the French army, will explore the polar regions in auto-sledges.

From a base at the edge of the ice-pack they will push their way to the Pole.

(Offered by arrangement with the New York Times and the St. Louis Post-Dispatch.)

Enterprising papers are booking this feature throughout America

It isn't just the biggest news feature of the century. It's the exclusive story of three of the most spectacular ventures which ever took the world's spotlight! Wire for reservation of territory to

Current News Features

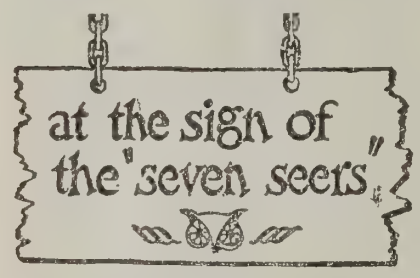
INCORPORATED

READERS MEET AT "SIGN OF THE SEVEN SEERS"

Unusual Editorial Innovation on Iowa Daily Gives Free Rein to Opinions of Seven Anonymous Citizens Who Write One Column a Week—Publisher Tells How It Works

THE feature which appears daily in column one, page one of the *Cedar Rapids* (Ia.) *Republican* under the title of "At the sign of the seven seers" was the outgrowth of a desire on my part to get away from beaten paths and establish a bit of variety in so important a spot on the front page.

The trail blazed by Arthur Brisbane in establishing crisp current comment in so important a position was a good one, but it has seemed to me that imitation of his style has become so universal—the idea has become commonplace.



Heading for "Seers" column

In this age of joy riding, sex appeal movies and jazz in general, newspaper readers are not concerning themselves in any great numbers with the mature reflections which characterized the editorial page of a generation ago.

The introduction into the newspaper world of Arthur Brisbane's crisp front page comment sounded the death-knell of the old order.

My innovation is simply an off-shoot of the Brisbane idea based upon the belief that with the passing of the personal era in journalism, more and more it is becoming necessary for the modern newspaper to share its creation with its readers.

The style of the cut which heads the column is in itself somewhat unusual in such a position. Such a sign is largely used in his business by a friend of mine, who conducts a cafe which has become known all over the country for the quality of its food. The quaintness of the sign has always had an appeal to me. "The seven seers" of course are represented by individuals each of whom has a day allotted to him each week for his column. Although it has been in operation less than a year the amount of speculation and comment which it has aroused fully justified its establishment.

Perhaps such a column is particularly apropos to a small town of 50,000 like Cedar Rapids, Ia., where neighborliness and acquaintanceship are far-reaching enough so that the readers may at once asume that they probably know all of the contributors either personally or by reputation.

Each of the seven were personally selected by me and their identity is known only to the managing editor and myself. They do not know even each other. Their contributions come to my desk sealed and written under their nom-de-plumes. The initial presentation of the column was preceded by no announcement. It simply replaced the old "Today's Topics" column which previously was written by myself and another member of the staff. The change was naturally confusing to the readers at first, but they soon caught the spirit, and the element of mystery surounding the identity of the seers supplied plenty of speculation. The selection of the seven men successful in their respective callings, was based also upon my personal knowledge of the natural writing ability of each.

Facts and revelations presented with that freedom which a big business man would use over a nom-de-plume early established in the minds of the readers, the realization that the writers knew what they were talking about.

By JAMES S. FARQUHAR

(Publisher *Cedar Rapids* (Ia.) *Republican*)

Say what you will, a professional newspaper writer of editorial comment in due course of time involuntarily tends to hedge his thoughts with certain reservations which inhibit free expression of honest opinion.

Not so with the business man on the outside, untrammelled by newspaper customs or ethics, given the opportunity freely and unreservedly once a week to express himself in the best spot in his own newspaper. He gives the best of his thoughts. The reader knows it is not the newspaper but simply another citizen like himself talking to him. This is borne out by the many letters which come to the newspaper replying to comments made by the seers, and which are freely given space in the open forum column on the editorial page.

I have never seen a more frank and clean cut discussion of the prohibition question than has appeared in the seven seers column. The replies have all been given space.

By virtue of their style of writing, and the topics they discuss, I should say that our reading public probably know who three of the seven seers are. Two or three of the seers very quickly and very definitely stepped to the front of the others in popularity.

"Young Titmarsh" is perhaps the foremost artist in Iowa. His paintings have won for him widespread recognition in the middle west. Before sailing to Spain for a sketching trip last month, he conducted a crusade through the column for beautifying the river front and removing objectionable signs, which not only created wide discussion but resulted in a marked improvement in the river front situation. The campaign was augmented through the newspaper columns with pictures and many letters from river front advertisers. He explains his nom-de-plume as having been given to him by a group of English people in an Italian hotel who dubbed him Young Titmarsh because of his likeness to Thackeray's character of that name.

"Jareb" selected his nom-de-plume for no more important reason than that the five letters represent the first letters of the names of his five children. Now a well-known business man who was for many years an editorial writer, he is particularly well versed on economic questions. He is a student of politics with strong Republican inclinations.

"Nasr-Ed-Din" is at the head of a well-known and successful real estate business. He is a graduate of Yale. He has marked talent along artistic lines and is always in the forefront of civic enterprise. He utilized the column to marked advantage last month in the exposition and defense of an extensive annexation project which carried by a large majority. His nom-de-plume is that of a famous philosopher, teacher and savant whom he has always admired.

"Monseer," who has taken the place of Young Titmarsh, is a college professor, formerly a minister, of particularly keen mind and with a penchant for sparkling criticism.

"Shag Bark" is one of Iowa's best known poets and short story writers. While he has earned a high place in the middle west as a short story writer, it is his books of homespun verse that have given him his real place in literature. His contribution to the column appears every Sunday morning, and is a mixture of rural philosophy and bits of verse depicting characters familiar to everyone who has ever lived on a farm or in a country town. His kindly, homely treatment of country folks has met with a very warm reception by our rural readers.



James S. Farquhar

"Veritas" is the head of an advertising agency and he is a distinct modernist in his opinions. A foe to sham and pretense as well as a graceful writer, his darts never fail to find their marks.

"A seventh son" is the head of the second largest cereal mill in the world. A Southerner by birth with strong Democratic leanings, he has had many years experience in state and national politics while a resident of the South. He possesses a rare wealth of political and historical lore. His mother was an opera singer. His father was an artist who painted one of General Robert E. Lee's best known portraits. With so artistic an inheritance, the column provides in his life an avenue of expression which, he says, he does not find in the business of taking the overalls off of oats.

To show the freedom with which the columnists write I might quote the first line of a column appearing recently which said:

"Congressman Cole needs to come down to earth."

Congressman Cyrenus Cole is the representative of this district and was a distinguished editor for many years of this newspaper. Our newspaper staff for sentimental reasons alone would have hesitated to have so frankly and directly criticised our former associate under the seven seers. However, neither Mr. Cole nor our reading public, who so much admire him, resent the honest opinion of an unpaid contributor, not connected with the newspaper.

Recently a minister wrote in to say he was "grieved with the tone of many recent editorials and articles" in the seven seers column.

"The only complaint I am finding is with reference to a very noticeable low grade moral fibre," he said.

"Monseer," the former minister, among the seven seers answered this communication straight from the shoulder, saying:

"The 'seven seers' idea represents an innovation in newspaperdom. It is a clean break with the idea of standardization which has crushed the life out of many a newspaper; a desire to permit public opinion to have free play in the columns of a modern paper. As for the seers themselves, they are simply seven men, successful in their respective callings, and educated students of life. Their purpose is to reflect the viewpoint of the layman who reads the paper.

"Obviously this is not a propaganda column. If one of the seven happens to be opposed to the present operation of 'prohibition,' that cannot be charged to deliberate intention. This may 'grieve' our divine critic, but it should serve to warn him that society rather than this column should be the object of his reforming zeal.

"We who write the column know that many of our readers agree with us, even though we make no demands for such agreement. If any wish to disagree, that is their right. If we are wrong, we shall gladly and quickly make amends. But let our critics come at us with facts and logic, not with idealistic mudballs or vapid generalities about moral tone. And let them remember that this is a column of comment, not the editorial opinions of the paper. All we ask is the right of free speech, and the exercise of fair play.

"MONSEER."

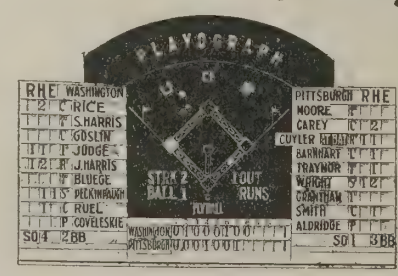
Mr. Farquhar, publisher of the Cedar Rapids Republican, is 36 years old, a native Iowan, born at Ida Grove, March 12, 1890. He was reared at Marengo. Completing his education at the University of Chicago, he became a reporter on the *Chicago Examiner*, where he gained his first newspaper experience. Associated for eight years with the *Chicago Record Herald* and the *Chicago Herald*, under H. H. Kohlsaat, J. S. Seymour, and James Keeley, he became classified advertising manager of the Chicago Herald, a post which he later held on the *Seattle Post-Intelligencer*.

Mr. Farquhar publishes six other Iowa newspapers in addition to the Republican, the *Williamsburg Journal-Tribune, Iowa City Republican, Marengo Republican, Blairstown Press, Dewitt Observer,* and *Ladora News*.

He was married to Miss Irene Lockwood of Chicago in 1912 and has three sons, George, Jim, and Bill.

Show the World's Series by **Playograph**

Patented in United States and Canada



The name "PLAYOGRAPH" Reg. U.S. Pat. Off.

The original player with the moving ball.

Used by leading papers—large and small—from coast to coast

SEE OUR EXHIBIT AT THE A.P. & A.N.P.A. CONVENTION

SPACE "F"
WALDORF CORRIDOR

THE PLAYOGRAPH CO.
ORANGE, N. J.

QUEENSBORO'S GREAT HOME NEWSPAPER

DAILY ★ STAR

ONLY A.B.C. NEWSPAPER IN QUEENS

STAR SQUARE LONG ISLAND CITY, N.Y. TELEPHONE ASTORIA 1900

March 9, 1926.

R. Hoe & Co.,
504 Grand Street, New York.

Gentlemen:

We are celebrating the fiftieth anniversary of The Daily Star this month, which is also the sixth anniversary of the installation of our Hoe Simplex Quad. So well pleased are we with what this press has done in these six years that I am taking the liberty to tell you how splendidly it has met our expanding requirements.

In 1920 The Star was printing about 13,000 eight-page papers daily. Today our average press run is over 26,000 with the size of the paper averaging nearly fifteen pages. Thus our product has just about doubled in both number of impressions and size of paper in six years.

Only a press capable of standing the strain of sustained maximum speed could satisfactorily meet this growth in circulation and quantity of product. And as to quality of product, I am willing to put The Star alongside of any paper printed in the country--especially any newspaper in The Star's circulation class.

We regularly run this press at a speed which would be unsafe for an ordinary press, but even when we are doing over 34,000 an hour there is practically no vibration of the frame, so sturdily is the machine built and so well is it balanced.

The Simplex certainly delivers the goods.

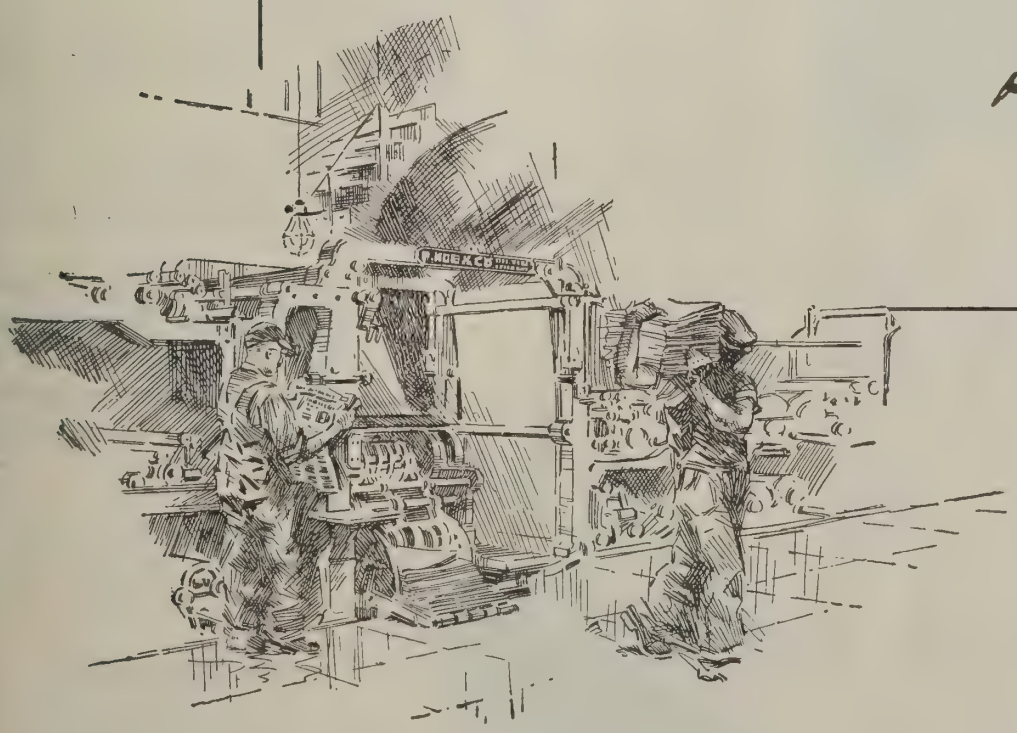
The Star Building, at Star Square, is not far from your office in Manhattan, so whenever you have a customer who wants to see what a Simplex will do under pressure, bring him over here.

Visitors are always welcome at our recently remodelled and enlarged plant, which, we have been informed by people who have seen many other plants, is the best equipped--for its size--in this part of the country.

Very truly yours,

LeRoy L. Smith

Publisher



R. Hoe & Co., Inc., heartily endorses Mr. Smith's invitation to Publishers who may wish to see the Simplex Press in operation during the Convention. The DAILY STAR plant in Long Island City is only 15 minutes from 34th Street on the B. M. T. Subway.

Meet us in the State Apartment at the Waldorf—**R. HOE & CO., INC.**

SCRIPPS COAST GROUP ADDS A DAILY

San Luis Obispo (Cal.) Daily Telegram Purchased from Easton and Hoyt at Price Near $200,000

The *San Luis Obispo* (Cal.) *Daily Telegram* and *Morning Tribune-Herald*, the only newspapers published in San Luis Obispo, were sold this week by J. A. Easton, publisher, and R. C. Hoyt, manufacturer of Oakland, to the Pacific Coast group of Scripps newspapers, represented by Mrs. James G. Scripps, B. H. Canfield and J. W. Curts, at a price said to be in the neighborhood of $200,000. E. C. Rogers, formerly of Burlingame, Cal., and prior to that located in Provo, Utah, also became a minority stockholder and will take charge of the property as general manager. It is understood there will be no change in the rest of the organization



B. H. Canfield



James A. Easton

This sale is the outgrowth of a reorganization and consolidation program conceived and executed by J. A. Easton, formerly New York state publisher, and prior to that for many years an executive of the Hearst organization.

When the program was initiated there were three daily and two semi-weeklies in San Luis Obispo. Easton and Hoyt purchased all the papers and consolidated them in October, 1925, representing a total investment slightly in excess of $100,000.

The Scripps organization plans further improvements in the newspapers, which incidentally are located in the home county of William R. Hearst, his great ranch, consisting of many hundreds of thousands of acres, being located in San Luis Obispo county, where he has already spent approximately $9,000,000 on buildings and improvements.

Easton has announced no future plans but is taking a cottage for the summer at Carmel, on the Monterey Peninsula.

GERMANY COVERS GENEVA

56 Writers Sent to Report Recent League of Nations Session

Fifty-six German journalists were sent to Geneva to report the recent Assembly of the League of Nations when the question of the admission of Germany came up for discussion and ended by being postponed until the September meeting.

They were all examples of German thoroughness, and could, with few exceptions, speak at least two languages beside their own. Every morning they were received first by the members of the German delegation, and if afterwards during the day they were asked their views on the situation generally they all had the same replies ready, surprisingly alike. All were most affable, and all keen on the jump to get the news away, fast on the telegraph and the telephone.

The *Berliner Tageblatt* had three correspondents at Geneva reporting the Assembly, the *Deutsche Allgemeine Zeitung* two, and Wolff Bureau two. There were two German women journalists present, one representing *Der Gemeinnützige*, and the other the *Frankfurter Volksstimme*.

The number of German journalists was greater than that of any other country represented.

10 YEARS IN CHICAGO

Herman Black Celebrates Anniversary As American Publisher

Many congratulatory letters were received April 10, by Herman Black, publisher of the *Chicago American*, on the occasion of his tenth anniversary as publisher of that newspaper.

Mr. Black is also regional director of the following Hearst newspapers: *Detroit Times; Boston American; Milwaukee Wisconsin News; Rochester Journal-American;* and *Boston Advertiser*.

He was general manager of the *Milwaukee Journal*, before becoming associated with the Chicago American.

AS HIS HOME TOWN SEES HIM

William J. Pape



"BILL" PAPE, publisher of the *Waterbury* (Conn.) *Republican-American* is a hiker. Keeping in motion by the use of a sturdy pair of legs is his favorite pastime. He doesn't know how much they have increased trolley fares or how many miles an automobile speedometer would register in the long distance between his home and the plant of the Republican-American, for he always swings between these two places on foot.

And winter or summer, when he wants a good time, he loads his back with a heavy pack and hits out for the trails of the White Mountains or the Green mountains, spending days climbing.

The picture herewith was taken in the middle of last May at a high point on the Munro Skyline trail of the Green Mountains of Vermont. Spring was in the valleys, but winter clung to the places that Pape chose for hiking.

He dropped down from the trail while on this hike to make a call on the late Col. John Coolidge, the President's father, at his home in Plymouth.



© E. Galloway

A Setting Superb

for the Third Annual Meeting of the

PRESS CONGRESS OF THE WORLD

to be held at Geneva and Lausanne

SEPT. 14th to 18th, 1926

What more beautiful spot could be chosen for this great gathering of newspapermen than Lausanne or Geneva! What an opportunity to meet here in these magnificent surroundings the leaders in the art of journalism from every land, to gain a broader knowledge of world affairs, to form new associations and new companionships!

The Cunarder "CARMANIA"

Sails from New York Sept. 4th
Arriving at Havre Sept. 12th

in good time for her passengers to attend the opening of the Press Congress.

A CUNARD Trip to Europe is now within the reach of all



With the choice of Third Class, Tourist Third Cabin, Second Class Cabin and First Class accommodation, the Cunard Line can offer rates to suit every purse.

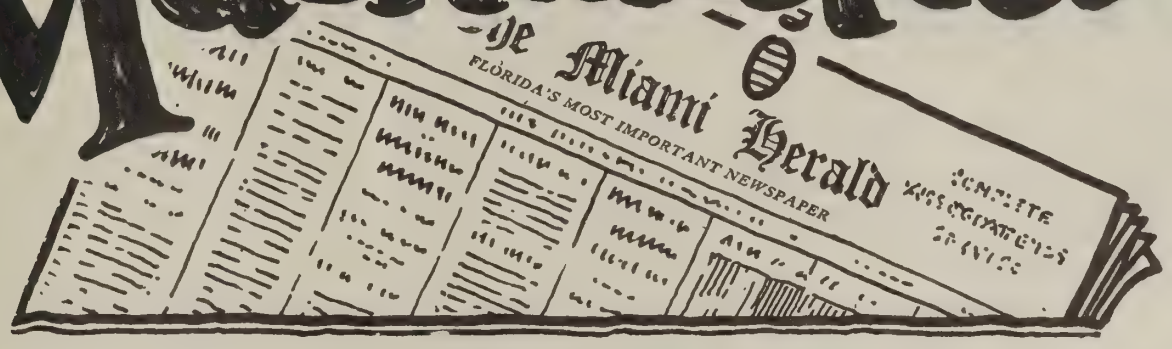
Requests for sailing schedules, rates and literature cordially invited.

CUNARD and ANCHOR Lines

25 Broadway New York

or Branches and Agencies

World Leadership Maintained



OF undoubted interest to the national advertiser is the fact that The Miami Herald continues to lead the world in amount of advertising carried.

For this world leadership maintained proclaims to the national advertiser the increasing importance of the great Miami Market—and the corresponding dominance of The Miami Herald in the Miami trade territory.

Comparative Lineage--Leading Dailies First Three Months, 1926

THE MIAMI HERALD..... 11,608,877 Lines

The St. Petersburg Times.....	9,344,442 Lines	The Los Angeles Times.....	6,817,454 Lines
The Detroit News	8,239,644 Lines	The St. Louis Dispatch.....	5,997,600 Lines
The Chicago Tribune	7,986,108 Lines	The Pittsburgh Press	5,956,846 Lines
The New York Times	7,507,152 Lines	The Los Angeles Examiner.....	5,728,427 Lines
The Tampa Tribune	7,355,276 Lines	The Columbus Dispatch	5,345,204 Lines
The Miami Daily News.....	7,324,010 Lines	The Philadelphia Bulletin	5,293,623 Lines

(Note: Tabulation compiled by telegraphic report from newspapers listed.)

The Miami Herald average net paid circulation for the six months' period ending March 31 was, 45,971.

THE MIAMI HERALD

"Florida's Most Important Newspaper"

FRANK B. SHUTTS, Publisher

HARRY HANSEN JOINS N. Y. WORLD STAFF

Chicago Daily News Literary Editor Taking Similar Post in New York, May 1—Preston Succeeds Him in Chicago

Harry Hansen, for many years a staff writer and foreign correspondent for the *Chicago Daily News,* and for the last



Harry Hansen

six years literary editor, has resigned, effective May 1, to become literary editor of the *New York World.*

Keith Preston, now conducting the "Hit or Miss" column of the News and the "Periscope" column in the weekly literary section, will succeed Mr. Hansen, according to present plans, without relinquishing the column conducting.

Hansen was born in Davenport, Ia., in 1884 and received his Ph. B. degree from the University of Chicago in 1909, entering newspaper work in Chicago in that year. He became Berlin correspondent of the News in 1914, reaching the Belgian border two days before war was declared. He continued with the Belgian army until the retreat to Antwerp. He then went with the Germany army, remaining with them until the Battle of the Marne. In 1915, he was News correspondent in Italy and Austria-Hungary, the following year in the Scandinavian countries and the Baltic zone.

He was again sent abroad for the News in 1918-19, covering the Paris peace conference. In 1920 became literary editor of the News and in 1923, he became book critic for *Harper's Magazine.*

Hansen is the author of "A Peace Conference of Intrigue" (Vienna 1915), "Adventures of the Fourteen Points," and "Midwest Portraits."

Preston, who succeeds Hansen, took his bachelor's degree at Northwestern University, his M. A. and Ph. D. at the University of Chicago. Before coming to the News, he was a member of the faculty of the University of Chicago, of Indiana State and Northwestern Universities. He is the author of a number of monographs on Latin and Greek and has published several volumes of light verse.

Hansen takes the post on the World left vacant by Lawrence Stallings who resigned recently.

GROUP BUYING INCREASES

Arthur Thompson, H. D. Roosen Company, Reports on Co-operative Idea

Co-operative buying by small newspaper publishers throughout the country is rapidly increasing, according to Arthur Thompson, sales manager of the H. D. Roosen Company, ink manufacturers, who returned to New York last week from a trip to the Pacific Coast.

"Publishers are learning they can save at least 10 per cent on purchases of ink, paper and metal if they form special groups among themselves for co-operative buying," he said.

"When newspapers unite in sending in orders for supplies, the cost of freight handling is lowered, and better service results all around."

The co-operative movement is particularly active in the south and southwest, Mr. Thompson said.

NEWARK A. M. LEDGER CHANGED TO TABLOID

Daily Appepars in Abbreviated Size With Six Columns — Masters Formerly of Daily News Is M. E.

The *Newark* (N. J.) *Morning Ledger* appeared April 16 as a six-column tabloid paper, with page 1 devoted solely to pictures. Pages two and three carried Associated Press dispatches and local news.

New equipment has been purchased for installation in the paper's new building on Bank street, which will be ready for occupancy within a few weeks, it was stated by L. T. Russell, publisher of the Ledger since its establishment in 1916.

W. J. Masters, former city editor of the *New York Daily News,* has been appointed managing editor. Jack McCollough and Hal Stone have been placed on the city desk and Stanley Worrus is in charge of the Sunday feature department, assisted by Julia Blanchard and Robert J. Campbell. The camera staff has been doubled, it is stated.

The Sunday issue will be composed of five sections totalling 100 pages, four 24-page tabloid sections and four pages of regular size colored comics.

AS HIS HOME TOWN SEES HIM
Philip L. Jackson



THROUGH the charm of its mountains and seashore, the Oregon country is fast growing in importance as a summer playground.

"Why not a winter playground?" asks Philip L. Jackson, of Portland, Ore., president of the *Oregon Journal,* who with Mrs. Jackson returned to New York recently after a three months' tour of Europe. The manifold thrills of the winter sports in the Swiss Alps which Mr. and Mrs. Jackson enjoyed suggest the possibilities of winter activities in the Mount Hood region adjacent to Portland, where a new Cloud Cap Inn at an elevation of 6000 feet is to be built this summer.

"The United States Forest Service is completing a road from the main highway to Cloud Cap at a cost of $200,000," said Mr. Jackson. "For years this region has been a rendezvous for a few ardent enthusiasts who were willing to hazard the ardors of a mid-winter journey to this mountain haven."

A new inn and the new road which can be made accessible during the winter season, Mr. Jackson pointed out, will enable the same winter sports that have made the Swiss Alps world famous available on the slopes of Oregon's premier peak.

Best paying small investments in the field are EDITOR & PUBLISHER want advertisements.

The San Francisco Chronicle

Continues to Gain

In Advertising and Circulation

THE CHRONICLE in 1925 gained in total advertising (excluding City Official) 503,650 lines.

THE CHRONICLE in the first two months of 1926 **gained 144,970 lines in total advertising** over the same months of 1925.

THE CHRONICLE in the first two months of 1926 also gained in

Automobile	81,284 lines
Financial	22,288 lines
Books	7,448 lines
Radio	9,856 lines
Travel	4,256 lines
Resorts	9,576 lines

THE CHRONICLE in 1925 published 299,370 lines of national rotogravure advertising, ranking eighth in volume among the sixty rotogravures of the country. In the first two months of 1926 THE CHRONICLE gained over 100% in total rotogravure advertising over the same period of the previous year. THE CHRONICLE'S ROTOGRAVURE is one of the finest in the United States.

THE CHRONICLE in the year ended September 30th, 1925 compared with the previous year gained in circulation based on A.B.C. Audits

Daily - - - 5,751
Sunday - - 15,901

THE CHRONICLE gives the best merchandising service of any newspaper in San Francisco.

National Advertising Representatives

WILLIAMS, LAWRENCE & CRESMER CO.

285 Madison Avenue, New York — **360 No. Michigan Avenue, Chicago**

What Price Advertising Glory

CAN WE HOLD DOWN 1926 ADVERTISING VOLUME?

A Letter to Our National Representatives from the Publisher

Messrs. Story, Brooks & Finley,
New York, Philadelphia, Chicago.

Gentlemen:

Thanks for your congratulations on the Camden Courier's 12,000,000 lines total for 1925,—

—and I'm sure you mean it kindly when you predict that, at the rate we're going, the Courier will pass the 20,000,000 mark in 1926.

But are you wishing us well?

Should a six-day evening paper carry more than 20,000,000 lines a year?

I have grave doubts whether development of a better newspaper lies along those lines,—and that is the Courier's goal,—a better newspaper, qualitative rather than quantitative success.

Figure it out for yourself. A six-day evening newspaper publishes 311 issues a year. If it limits its size to 48 pages, it will average 40 pages per day, or 12,440 pages per year. Not more than two-thirds of its space can be advertising,—that is less than 20,000,000 lines,—19,940,000 to be exact.

Should a weekday evening paper run larger than 48 pages?

I don't think so. It becomes a nuisance to many readers who hesitate to "wade through" so many pages. It strains reader attention as well as editorial ingenuity to scatter news and features among so many pages, crowded with advertising. The reasonable limit of evening newspaper size is 48 pages.

If the Courier is headed towards a 24,000,000 line total in 1926, it is time that we change our advertising policy.

If newspaper making is a profession it is about time that it emerges from the "so big" infant stage.

How about the other professions?

Imagine your doctor sending you an announcement that he had written 11,234 prescriptions for 4,389 patients during 1925, an increase of 42% over the pre-prohibition period.

Or your minister taking a page in the church bulletin to impress you with "Souls saved during 1925, 2,859, an increase of 22% over 1924."

We expect every other trade and profession to limit itself to what it can do well. **The Courier cannot carry more than 20,000,000 lines of advertising in any one year if it is to give service to its advertisers and satisfaction to its readers.**

I look forward to the millennium when The Camden Courier can pick its advertising as it picks news. The advertising manager will become the advertising editor. He'll turn to his copy desk:—

"Have you a neat lightface ad with a tasty line cut to fill this hole on the woman's page? Send this ad back to the agency to be rewritten. Tell them I don't like so many superlatives. That's not Courier style."

While we're working towards the millenium LET'S ADOPT A FEW SIMPLE RULES SO THAT WE WON'T RUN TOO MUCH ADVERTISING IN 1926. Not more than two pages to any advertiser on any one day. No copy set to imitate reading matter. **No copy which appeals to the gullibility rather than to the intelligence of our readers, etc.**

Let's see how good a newspaper, instead of how big a newspaper, we can publish in 1926.

Of course, I'm glad we carried 12,000,000 lines during 1925,—and I appreciate the big part your splendid organization played in attaining that total. But I'd rather have you impressed with the unusually able staff of newspaper men we have been gathering and their news and editorial service to all South Jersey. I would like you to notice that, editorially, we have continued to stand foursquare against bigotry and intolerance. **I am happier that we have been swamped by letters to the editor than by advertising orders.**

If I'm taking the enthusiasm out of your organization by telling you that the CAMDEN COURIER DOES NOT WANT TOO MUCH ADVERTISING IN 1926, there's still room for growth on the Morning Post, only three months old, but showing surprising promise for a youngster. Yours sincerely,

COURIER-POST COMPANY,
J. David Stern, Editor and Publisher.

CAMDEN COURIER
MORNING POST
CAMDEN, N. J.

Cover South Jersey with 60,000 Circulation at One Combination Rate

National Representatives—Story, Brooks & Finley

POWERFUL CANADIAN GROUPS ASKING A TARIFF ON AMERICAN MAGAZINES

10 Cents a Pound Levy on "Overflow" Circulation of U. S. Periodicals Being Urged as Aid to Local Business and Publishing

By A CANADIAN

AMERICAN advertisers who figure on covering the Canadian market by means of the "overflow" circulation of United States magazines in Canada will perhaps find it necessary to re-cast their plans in the future, for it is not outside the bounds of possibility that the Canadian government, yielding to the pressure of Canadian magazine men, will put an import duty of 10 cents per pound upon imported periodicals. If they do so, the Canadian magazine purchaser will no doubt have to absorb the duty; and in the experience of the *Saturday Evening Post*, in raising its Canadian street-price to 10 cents, was that a loss of circulation was immediately felt, until subsequently the price was again reduced to 5 cents.

So much pressure has been brought to bear upon the Canadian Government, by patriotic societies, business men's organizations and publishers, to impose this tariff that it may perhaps be of interest to the American publisher to realize the motives behind the agitation. First of all, a few statistics of the "overflow" will illustrate the reason for the demand.

More than 40,000,000 American magazines enter Canada each year, free of duty. For every copy of a magazine printed and produced in Canada, eight American magazines circulate. The value of the foreign magazines and newspapers imported into Canada for the fiscal year 1924-5 was $2,775,885. Twenty-five American magazines circulate about half this number.

	Average issue
Ladies Home Journal	145,183
Pictorial Review	113,806
Saturday Evening Post	101,431
True Story	90,723
McCall's	82,573

The largest Canadian magazine has a circulation of only—according to the A. B. C. figures—80,426 per issue.

Please do not mix "tariff" with exclusion. Two United States publications, *Liberty* and the *New York Daily Mirror*, were recently banned by the Canadian Customs Department, but these were upon grounds of alleged indecency. The ban on Liberty was subsequently lifted. The Canadian admires the American magazine, both for its wonderful make-up and for its exceedingly good value. None of his native publications can match either of those characteristics. What he objects to, primarily, is that they pay no duty.

The Canadian publisher, if he imports any of the raw materials which enter into the manufacture of a magazine, pays the full tariff. Paper, ink, machinery—everything is assessed; but the same paper, when covered with the same ink, provided it is classed as a "magazine" and not as "advertising" or "printed" matter, pays nothing. If it did, according to the above calculations, the Canadian Government would be the richer each year from a 10 cents per pound tariff of about $2,500,000. Under present conditions, a Canadian publisher could print his periodical in Buffalo or Detroit, and ship it into Canada, cheaper than he could print in Toronto or Montreal.

No one—please remember that I am writing as a Canadian—will contend that this is good for the Canadian magazine business. It tends, on the contrary, to suffocate it. The potential magazine market in Canada is so small yet, because of the difference in population, that the Canadian publisher with a *total* circulation of less than the *overflow* circulation must pay the first production costs with overflow circulation escapes.

The Canadian manufacturer is behind the agitation because he contends that the home industry cannot compete with the volume of advertising contained in the United States magazines. The United States sells a tremendous quantity of manufactured commodities to Canada, whereas Canada sells practically nothing to the United States except raw material. At the annual meeting of the Ontario Chambers of Commerce and Boards of Trade, at Kingston, Ont., a few weeks ago, the following resolution was passed:

"Whereas the advertising in American magazines creates a large Canadian demand for a variety of American-made goods; and whereas there is a duty of 15 cents per pound on all advertising matter coming into Canada from the United States; and whereas some American magazines are largely advertising matter, but, as magazines, enter this country free of duty; Resolved that the Ontario Associated Boards of Trade and Chambers of Commerce urge that the Dominion Government consider this situation and the advisability of a duty on magazines in proportion to the amount of advertising contained therein."

In moving this resolution, Mr. Newman, Chairman of the Picton, (Ont.) Board of Trade said:

"I might mention the County of Prince Edward is putting out about one-half of the canned vegetables manufactured in the Dominion of Canada. The County of Prince Edward puts out the best tomato in the world. Yet we are using 10 or 20 times the amount of American-made Campbell's tomato soup, which our country is so famous for producing. The Canadian canners put up a tomato soup the equal of any other, but the American soup is purchased because of the large full-page color advertisements in the American magazines."

Somewhat similar resolutions have been adopted by the Canadian Manufacturers' Association, the Association of Canadian Clubs, the National Council of Women, and other organizations.

The Canadian advertising agency, as one would expect, is in accord with the agitation for a tariff. A tariff would possibly mean the development of new accounts, or the enlargement of old ones; but in one direction there would, it is alleged, be quicker results. A large number of United States manufacturers now have branch factories in Canada, but in a great many cases the advertising is independent. It is handled, in some cases, from headquarters, generally placed by an American agency; but in many more there is no Canadian advertising. When Canadian circulation is obtainable by overflow circulation—when, for example, a single line at the foot of a full page to the effect that the article is manufactured in Canada, by Such-and-Such Subsidiary Company, Ltd., draws the attention to Canadian distribution—why, argues the manufacturer, should I advertise in Canada at all? It is said that about $500,000 is charged each year by American advertisers against Canadian branches to cover Canadian advertising, not a cent of which is spent in Canada.

Because advertising matter entering Canada from the United States pays a duty of 15 cents a pound, the demand for duty (as suggested by the resolution quoted above) was at first made upon the same basis. But to assess such a tax against the advertising section of a magazine would be difficult, and hence the request is now for a flat 10 cents per pound upon the entire magazine.

The Montreal Publicity Association has just passed a resolution appointing a special committee to investigate the effects of the American magazine upon the national and economic life of Canada. A few days ago a delegation from the Magazine Publishers Association of Canada interviewed Premier King, at Ottawa, and laid before him their demand for the imposition of this tariff. It is said that both the party in power and the party in opposition are for once united in opinion upon this matter

AS HIS HOME TOWN SEES HIM

Paul Patterson



IF you ask Paul Patterson, the president of the A. S. Abell Company, what the chief distinguishing characteristics of the papers he directs are he will probably answer:

"The fact that they are not standardized newspapers; the fact that they have individuality."

He will not discuss details, but those who are familiar with what has been done since he has been the president of the company know that there are details.

They concern the *Evening Sun*, just 16 years old, the *Sun* and the *Sunday Sun*, much older. All have developed special services and features which make that individuality to which Mr. Patterson refers.

Here are some of them: the daily articles on politics, public affairs and Washington statecraft by Frank R. Kent published in the Sun; daily articles by Henry M. Hyde published in the Evening Sun; the "Good Morning" column by Folger McKinsey daily in the Sun; the "Good Evening" column published daily in the Evening Sun and written by Clark S. Hobbs; the foreign service acquired through arrangement with the *Manchester* (Eng.) *Guardian* and through special correspondents; special features of the Sunday Sun.

Efforts have been made to persuade the A. S. Abell Company to distribute its features through syndicates. They have insisted on keeping them for the entertainment of the readers of the Sunpapers exclusively.

"Fight standardization" is almost a creed with the A. A. Abell Company.

84 PAGES ON WEEK DAY

St. Louis Post-Dispatch Claims Record Edition on April 9

A claim for a new high world's record for a regular week-day issue of a newspaper was made April 9 by the *St. Louis Post-Dispatch*, which published that day a paper totaling 84 pages in eight sections, and selling at the usual 2-cent price. George M. Burbach is advertising manager.

Heavy retail advertising was the reason for the unusual size, Mr. Burbach said. One department store took 16 pages. The total amount of paid advertising was 542 columns.

The *Post-Dispatch's* previous record was 76 pages last Oct. 23.

Big Timber Deal On

A Canadian Press dispatch from St. John, N. B., couples the name of the International Paper Company with negotiations for the purchase of the New Brunswick Railway Company's lands, covering 1,650,000 acres in Victoria and Madawaska Counties and comprising the most valuable block of freehold land in Eastern Canada. A price in the vicinity of $10,000,000 is named.

Advertising Manager Available

Ten years' experience with metropolitan dailies. Have record of accomplishment in LOCAL, NATIONAL and CLASSIFIED. Had large gain in 1925 while all competitors lost.

Believe in building a newspaper property on solid foundation selling regular, consistent users of space. Know mechanics of advertising and can systematize department needing such treatment.

Have had my present connection five years and have best of reasons for wishing change at this time which will satisfy any publisher. Am still in my thirties and married. Nationally known references including present employer.

Arriving New York, Monday, April 19, and will be there until Wednesday, April 28. Can be reached for interview by addressing

BOX B-915, EDITOR & PUBLISHER, 1700 TIMES BLDG.

A Wood Dry Mat

For the Particular Need of any Size Newspaper Plant

If a large metropolitan plant operating an extensive battery of presses which require from twelve to forty plates from each mold, the proper mat is the

METROPOLITAN DRY MAT—20 cents

If a metropolitan plant of medium size operating from four to five presses, the proper mat is the

MARATHON DRY MAT—18 cents

For the plant operating two or three presses there is no dry mat as satisfactory and dependable, nor as speedy, as the new

SPEEDMAT—14 and 15 cents

For the tubular plate plant especially, and one press plants and newspaper syndicates, the best mat and also the cheapest is the

STANDARD DRY MAT—12 cents

We furnish our customers *gratis* an expert service to the mechanical departments of newspaper plants such as cannot be *purchased* elsewhere. As the creators of the American dry mat we offer you the benefit of fifteen years' experience as qualified experts in newspaper stereotyping Whether or not you use Wood Dry Mats we are at your service.

Please call on us at the Waldorf.

WOOD FLONG CORPORATION

501 Fifth Avenue, New York City

COAST CIRCULATORS ELECT D. H. SMITH

Northwest Group Works at High Speed, Electing Officers and Transacting Business at Opening Session

(*By Telegraph to* EDITOR & PUBLISHER)

LONGVIEW, Wash., April 14.—Accustomed to working high speed under pressure, 30 delegates to the Pacific Northwest Circulation Managers Association carried out the same system in their opening session here today of a two day convention. They elected officers, selected Tacoma for the 1927 convention, adopted a resolution of condolence for the death of S. J. Lester, general manager of the *Hoquiam Washingtonian,* on the first morning. New officers are: David H. Smith, *Portland Oregon Journal,* president; Frank E. Henderson, *Vancouver* (B. C.) *Daily Province,* vice-president; E. P. Hopwood, *Portland Oregonian,* secretary-treasurer; W. D. Lyness, *Tacoma News-Tribune,* Murray Clark, *Yakima Republic and Herald,* directors. Retiring officers are Mr. Lyness, president; J. F. Howard, *Albany* (Ore.) *Democrat,* vice-president; Ellis B. Hall, *Centralia Chronicle,* secretary-treasurer; directors, Frank Garrison, *Seattle Post-Intelligencer;* E. A. McKee, *Longview Daily News.*

Registrants included Murray Clark, Yakima Republic and Herald; H. F. Matthems, *La Grande* (Ore.) *Evening Observer;* W. D. Lyness, *Tacoma News-Tribune;* Harry W. Ely, *Portland News;* F. Howard, *Albany* (Ore.) *Democrat;* J. B. F. Martin, *Spokane Chronicle;* W. H. Henderson, *Salem Statesman;* W. A. Scott, *Salem Capital Journal;* Arthur Hooker, Spokane Chronicle; C. L. Pearson, David Smith, Portland Journal; Norman C. Foote, Hoguiam Daily Washingtonian; P. P. Folkner, *Aberdeen World;* Frank E. Henderson, Vancouver Province; F. L. Garrison, Seattle Post-Intelligencer; E. P. Hopwood, Miss L. S. Cascaden, Portland Oregonian; Max H. Clark, Portland Journal; G. S. Garner, *Eugene* (Ore.) *Guard;* John Verschuerner, *Astoria Budget;* Ben R. Litfin, *The Dallas* (Ore.) *Chronicle;* Miss Lillian S. Hansen, *Vancouver Columbian;* Earle E. Voorhis, *Grants Pass* (Ore.) *Daily Courier;* C. H. Breed, *Spokane Spokesman Review;* H. B. Hall, *Centralia Chronicle.*

Santa Barbara Editor Retires

C. A. Storke, Civil War veteran, has retired from active connection with the editorial columns of the *Santa Barbara* (Cal) *Daily News,* after being its chief editorial writer for more than 12 years.

PUBLISHER-MARINER



Louis T. Golding, publisher of the *St. Joseph* (Mo.) *News-Press* is an ardent yachtsman and spends much of his time when at his summer home at Hyannis, Mass., onboard his yacht Keewaydin.

HE LAUGHS AT PRESS AGENTS

Cobb, Boise Statesman, Hasn't Printed Free Publicity for 10 Years

Calvin Cobb, publisher of the *Boise* (Idaho) *Statesman,* laughs at those papers still bothered by free space grabbers. He has won his fight against press agents, he said this week in an interview in New York, where he is visiting.

"We started our fight against free publicity more than 10 years ago," he said. "We haven't printed any free publicity since.

"For awhile, local automobile dealers boycotted the Statesman. We never referred to their action, however; never responded to it, or retaliated in any way.

"Now we get more paid automobile advertising than many papers giving away whole pages free with contracts.

"A publisher doesn't demand his accessories free when he buys an automobile. Why should he give away free space whenever he sells an automobile firm an advertisement? It all sounds like a joke to me."

AS HIS HOME TOWN SEES HIM

James H. Skewes

THE fact that the term of James H. Skewes, publisher of the *Meridian* (Miss.) *Star* and the *Laurel Leader,* as president of the Meridian Chamber of Commerce had expired, did not prevent the new directors from continuing the administration of the Meridianite who did so much for the community as head of the central civic organization. The loophole to keep him in office was found in the requirement that officers must serve until their successors are installed.



JAMES H. SKEWES

TWO NOTABLE FEATURES

FOR RELEASE IMMEDIATELY

Letters of Queen Victoria

Private correspondence and journal of the extraordinary woman who ruled Britain more than sixty years, giving for the first time the intimate details of her relations with the famous personages and events of the time. (By arrangement with Longmans, Green & Co.)

New York American
Boston Advertiser
Chicago Examiner
Detroit Times
Baltimore American
Washington Herald
Milwaukee News
Rochester Journal American
Syracuse Telegram American
Oakland Post Inquirer
San Francisco Examiner
Los Angeles Examiner
Seattle Post Intelligencer
Atlanta Georgian American
San Antonio Light
(*Canada*)
Vancouver Sun
Regina Leader Post

Henry Ford's New Book In Collaboration With Samuel Crowther

"The Great Today, the Greater Future" presents the views of Mr. Ford on business, trade, wages, health, air travel, social diversions, and the big problems of our complex modern life. [Doubleday, Page & Co.]

New York American
Boston Globe
Chicago Examiner
Philadelphia Bulletin
Cleveland Plain Dealer
Pittsburgh Sun
Detroit Times
Kansas City Star
Baltimore American
Washington Herald
Omaha Bee
Milwaukee News
Memphis Commercial Appeal
San Francisco Examiner
Los Angeles Examiner
Seattle Post Intelligencer
Atlanta Georgian American
Syracuse Telegram American
Rochester Journal American
San Antonio Light
Albany Times Union
Helena Independent
Oakland Post Inquirer
Hamilton Daily News
Toronto Star
London Chronicle
Paris Petit Parisien
Rotterdam Courant and others.

Wire for remaining rights

D. P. SYNDICATE, GARDEN CITY, N. Y.

The pleasing light gray color of concrete pavement will dress up your street

Famous Streets in Los Angeles Carry Flood of Traffic

Los Angeles has more concrete streets than any other city in the country—a total of over 220 miles.

All of these streets are carrying a steadily increasing volume of traffic, and are doing so with very little maintenance.

Some of them are famous thoroughfares representing the most advanced type of paving construction.

They include Vine Street, "The Highway of the Movie Stars;" Franklin Avenue, one of Hollywood's fine residential streets; Cahuenga Avenue, the main artery leading into Los Angeles from the San Fernando Valley; and Hill Street from Washington to Santa Barbara Avenue.

Los Angeles is building more concrete streets every year. The latest of these is Pico Boulevard. This, when completed, will be from 34 to 68 feet wide throughout its entire length of seven miles.

It will pay other cities and towns to make a careful study of Los Angeles' advanced practice in permanent street paving.

Property owners and local authorities are invited to write to this office for the facts. Also ask for your copy of our free booklet on "Concrete Streets."

PORTLAND CEMENT ASSOCIATION
111 West Washington Street
CHICAGO

A National Organization to Improve and Extend the Uses of Concrete

OFFICES IN 31 CITIES

EDITORS' FEATURE SERVICE, Inc.

is an independent feature organization, building an exceptionally fine and complete feature service for newspapers.

More than fifty clients have contracted for the service since January 4th, which was the first date it was released for publication.

Visit us at the Waldorf-Astoria and look over our proof sheets. Satisfy yourself as to the quality of the service and the organization back of it.



EDITORS' FEATURE SERVICE, Inc.

W. H. JOHNSON, Pres.

An Insurance Against Rising Feature Costs

NEW YORK OFFICE:
1819 BROADWAY

CLEVELAND OFFICE:
E. 22nd ST. and PAYNE AVE.

Inquire for Editors' Feature Service, Inc., at First Floor Desk, Waldorf-Astoria, During the A.N.P.A. Convention

ADVERTISING AGENCY AFFAIRS

Columbus Agency Consolidates—Goldsmith Joins Frank Kiernan Company—Campbell-Ewald Promotes Hollinshead—New Firm in Portland, Ore.—Transfer in St. Louis

ADVERTISING agencies operated by Herbert Byer and Gus K. Bowman in Columbus, O., have been merged as Byer & Bowman, with new offices in the Continental Building.

Edward J. Pace, graduate of the Pratt Institute, New York, and formerly of the Penton Publishing Company, Cleveland, has been named art director. Joel M. Burghalter, former Youngstown newspaper man has joined the firm as account executive.

Harold S. Goldsmith, at one time head of his own agency in New York, has joined the staff of the Frank Kiernan Advertising Agency, New York, as account executive on copy and plans.

Campbell-Ewald Company, Detroit, has appointed Melvin A. Hollinshead as manager of the agency's retail department. He has been in the advertising business 14 years. Before joining Campbell-Ewald four years ago, he was advertising manager of the Saxon Motor Car Company and the Studebaker Corporation of America.

The Jones Advertising Service is the latest addition to the Portland, Ore., advertising agencies. It is conducted by J. H. Jones who for the past 15 years has been advertising manager of the Olds, Wortman & King department store, Portland.

Robert G. Yost has purchased the interest of Lynn Gratiot in Yost, Gratiot & Co., St. Louis advertising agency. There will be no change in the name or policy of the business which was organized in 1922.

S. J. Schwinn, formerly with the Ralph H. Jones and John Powers advertising agencies, New York, has joined the general advertising staff of Doremus & Co., the same city.

Miss H. O. Wallace, until recently with the art department of Whitehead & Hoag Company, Newark, N. J., has joined the art department of the Robert E. Ramsay Organization, Inc., New York.

H. K. McCann, president of the H. K. McCann Company, left New York this week on a business trip to the Pacific Coast. He will visit company branches in San Francisco and Los Angeles.

William H. Rankin, head of the William H. Rankin Company, New York, speaking over the radio at Miami last week for the Miami Chamber of Commerce, advocated a $2,000,000 advertising campaign for southeastern Florida. The appropriation, he said, should be spent in newspapers exclusively over a 12 months' period.

Paul H. Hartley has joined the staff of the George Batten Company, Inc., New York. Formerly he was with N. W. Ayer & Son.

The New York Advertising Agency announces the election of Albert Seiffer as vice-president. He was formerly with the Charles C. Green Advertising Agency.

Malacky Murray, for the last five years with Thomas F. Logan, Inc., has joined the New York office of Erwin, Wasey & Co. At one time he was with the *New York Times*.

W. C. Davis, formerly of the *Los Angeles Express*, is manager of a new advertising business in Los Angeles, Sales by Advertising, Inc.

The New York Advertising Agencies' Baseball League will open its season April 17. On the first day Joseph Richards Company, Inc., plays, Barton, Durstine & Osborne; Calkins & Holden plays J. Walter Thompson Company, Inc.; Ruthrauff & Ryan, Inc., plays Frank Seaman, Inc.; and the H. K. McCann Company plays the Federal Advertising Agency, Inc.

Hostetter Left $10,843,642

D. Herbert Hostetter, of Pittsburgh, late president of the Hostetter Company, manufacturers of bitters, and big newspaper advertiser, left an estate appraised at $10,843,642. He died Sept. 28.

AS HIS HOME TOWN SEES HIM

Frank P. MacLennan

A FEW years ago Topeka, the capital city of Kansas, felt its clothes getting tight.



The city was growing and it needed more room, a better sky line, additional attractions.

The newspapers talked about it; the Chamber of Commerce passed resolutions; civic clubs held luncheons and sang about it; but no one seemed disposed to do anything.

Frank P. MacLennan, editor and publisher of the *State Journal*, decided that the best editorial is one based on facts. So he built a beautiful building on the city's busiest corner—a building of unusual and attractive architecture, yet one that could be used only for his newspaper plant. It was a new motif in the city's lanes of cold business fronts.

The city was given an opportunity to become the home of a nationally known organization which held out a program of an expenditure of several millions for the housing of its membership. Mr. MacLennan turned over his beautiful country home overlooking the magnificent Kaw valley—and the institution was landed.

The capital city needed a new modern fireproof hotel. Mr. MacLennan raised the money and built it—the finest hotel in Kansas. It has become the headquarters for all state meetings and is known as the "Whispering Post" of Kansas politics.

The city needed a modern hospital. Mr. MacLennan was appointed on a hospital board and the structure is under construction.

Since that time Topeka's business district has been beautified with several majestic buildings—buildings of classic architecture, far removed from the stereotyped arts. Another hotel has been built and the third is under construction. Another hospital unit has been completed. Downtown, in the residence districts, in the suburbs—everywhere there is evidence of that new spirit.

The Kansas capital has become a regenerated city in this short period. It needed not only the newspaper support but the leadership of a newspaper publisher who backed up his editorial page with actual activity.

WEEK'S AD TIPS

Aubrey and Moore, Inc., 210 East Ohio street, Chicago. Sending out schedules for April and May advertising on Citrus Products Company, Chicago, to towns in southwest territory (Blue Bird Soft Drink).

N. W. Ayer & Son, 308 Chestnut street, Philadelphia. Reported to have secured account of the Chicago, Milwaukee & St. Paul R. R., Chicago. Has secured account of the Brownie Corp. "Brownie" beverage, New York.

Botsford, Constantine Company, Central Building, Seattle. Reported will use newspapers in Pacific Coast section for the Washington Shoe Mfg. Company, Seattle.

Thomas M. Bowers Company, 304 South Wabash avenue, Chicago. Placing orders on the Republic Paint and Varnish Company of Chicago to newspapers in Iowa and Wisconsin territory.

Brooke, Smith and French, Inc., 206 Eliot street, Detroit. Are reported to be making advertising plans for the Kelvinator Corporation (refrigerators) of Detroit.

Churchill-Hall, Inc., 50 Union Square, New York. Now handling account of the Daven Radio Corporation, Newark, N. J.

Collins-Kirk, Inc., 750 North Michigan avenue, Chicago. Reported to have secured account of O'Cedar Mop & Polish Company, Chicago.

Erwin, Wasey & Co., 250 Park avenue, New York. Now handling account of the Bigelow-Hartford Carpet Company, New York.

E. J. Goulston Advertising Agency, 18 Tremont street. Boston. Reported to have secured account of Allen & Fisher, Inc., "J. A." cigars, Boston.

Gundlach Advertising company, 400 North Michigan avenue, Chicago. Preparing a list of papers on the advertising of Deisel-Wemmer Company (cigars) of Lima, Ohio.

Gunnison, Stanley Company, 30 Church street, New York. Placing orders with some New York newspapers for the Palestine Tobacco Corporation, "Emek" cigarettes, Brooklyn.

Henri, Hurst and McDonald, 58 East Washington street, Chicago. Sending out copy to papers in the West on Jose Escalante Company (cigars) of Chicago.

H. W. Kastor and Company, 14 East Jackson boulevard, Chicago. Placing advertising copy on the Foot Remedy Company of Chicago. Also placing copy on Bradley & Vrooman (paints), Chicago.

Koch Company, Milwaukee. Making plans for advertising to be done in scattered points throughout the country in towns where a dealer can be secured on Schlitz Beverage Company of Milwaukee.

Lord and Thomas, 400 North Michigan avenue, Chicago. Sending out Pacific Coast papers copy on Union Oil Company of Los Angeles, Cal.

F. J. Low Company, 15 West 44th street, New York. Placing orders with newspapers in selected sections for the Helpa Products Corporation.

H. K. McCann Company, 285 Madison avenue, New York. Now handling account of Daggett & Ramsdell Cold Cream, New York.

Mitchell-Faust Advertising Company, 7 South Dearborn street, Chicago. Sending out a general campaign on the Winslow Boiler Company.

Olson & Enzinger, 228 3rd street, Milwaukee. Sending out contracts and schedules on Val Blatz Brewing Company of Milwaukee.

Picard & Sohn, 25 West 45th street, New York. Has secured account of Phinney-Walker Company, clocks, New York.

John O. Powers Company, 247 Park avenue, New York. Now handling account of John Opitz Company, J. O. Insect Powder, New York.

Wm. H. Rankin Company, 435 North Michigan avenue, Chicago. Preparing a small list of newspapers, mostly in southern towns, to be used for the Windemere Hotel.

Richardson-Briggs Company, Payne avenue at 21st street, Cleveland, Ohio. Now handling the account of Energine (Cummer Products Company of Cleveland, Ohio). Some contracts are now being sent to towns at the present in scattered points.

Ruthrauff & Ryan, Inc., 225 North Michigan avenue, Chicago. Placing copy on a general campaign on the Paris Toilet Company of Paris, Tenn.

Shankweiler Agency, Allentown, Pa. Now handling account of L. F. Grammers & Sons, Inc., prim hair pins, Allentown.

H. & J. Stevens Company, Murray Building, Grand Rapids, Michigan. Placing copy on the Grand Rapids Plaster Company, Grand Rapids, in Wisconsin papers. If the campaign is successful they may use space through other Middle West States.

J. Walter Thompson Company, 244 Madison avenue, New York. Has secured account of George P. Ide Company, collars and shirts, Troy, N. Y.

John L. Wierengo & Staff, Grand Rapids, Mich. Now handling account of Superheat Oil Burner Company, "Equator" oil burners, Muskegon, Mich.

... The ...

MARGACH FEEDER

HAS PROVEN ITS VALUE

In hundreds of newspaper and trade composition plants, day in and day out, the Margach Feeder is living up to its reputation as the Dependable Feeder for line-casting and type-casting machines. There is no element of chance in the purchase of a Margach—what it has done for others it will do for you.

Why "try" another feeder when you know the Margach will make good?

ADVANTAGES

Low priced as compared to value; greater production; perfect slugs; economy in heating; uniform temperature of metal; great saving of time in repigging and feeding to machines; simplicity of construction; no trouble to operate, and guaranteed for ten years!

Just a Few of the Many Plants Now Using the Margach Feeder:

Chicago Tribune	Times-Picayune, New Orleans
Washington Evening Star	Register-Tribune, Des Moines
Boston Herald	Cleveland Press
Philadelphia Bulletin	Miami Herald

Government Printing Office—165 Feeders

—AND ONE THOUSAND MORE.

A Trial Installation Will Convince

Margach Manufacturing Co., Inc.

213 CENTRE STREET NEW YORK CITY

TRADE LINOTYPE MARK



Ottmar Mergenthaler demonstrating to Whitelaw Reid, Owner and Publisher of the New York Tribune (subsequently American Minister to France, and Ambassador to the Court of St. James's), the first commercially practical composing machine, July 3, 1886

1886=1926

530.26.4-F4

TRADE LINOTYPE MARK

COMPARISONS

1886 1926

(1)
Newspapers in the United States had four, or at most, eight pages.

(2)
Newspapers sold usually for five cents.

(3)
Total value of all printed matter produced about a quarter of a billion dollars.

(4)
The first Linotype was equipped for only body size, one measure, and one face.

(5)
Changes of face required about twenty minutes.

(6)
Early Linotypes required almost constant attention on the part of a skilled mechanic.

(7)
Printers thought that the "iron compositor" would leave them without a means of livelihood.

(1)
Most dailies range from sixteen to a hundred or more pages.

(2)
Usual price of newspapers is one to three cents.

(3)
Value of the printed matter now produced is considerably over two billion dollars.

(4)
Modern Linotypes give immediate command of as many as a dozen faces text and display.

(5)
Changes of size, face or measure are now made in less than a minute.

(6)
Modern Linotypes are so nearly perfect and so simple in construction that very many of them are operated without the attention of any mechanic.

(7)
Linotypes have so increased the volume of printing that many more printers are needed; and this increase has been accomplished with less fatigue and eye strain than ever before.

LINOTYPE

1886=1926

TRADE LINOTYPE MARK

THE SECOND-GREATEST EVENT IN THE HISTORY OF PRINTING

In all the history of printing two events stand forth of supreme importance.

The first was the invention of movable types, presumably about 1450; the second event occurred on July 3, 1886; the place was the Tribune Building, Park Row, New York.

Since the time of Gutenberg, more than four hundred years before, there had been only minor improvements in the original method of setting type. The need of some speedier substitute for the hand of the compositor was generally recognized and scores of inventive minds had devoted themselves to the problem. Millions of dollars and years of endeavor had been expended without result.

A small group of men had been diligently experimenting for years upon the problem of mechanical composition of type. They employed Ottmar Mergenthaler, then a workman in the shops of Hahl & Company, in Baltimore, and backed him unstintingly with their time, their savings and their personal credit. They had persevered in the face of a long succession of disheartening failures; and now came success.

On the 3rd of July, 1886, a machine produced composition on a commercially practical basis for the first time. On that historic occasion a portion of the New York Tribune was actually set on the machine.

But although the Linotype of 1886 was commercially practical, it did not meet all the demands of the publishers, nor satisfy the inventors. The history of the Linotype has been one of continuous development, always trying to meet and anticipate the printer's needs. Every new requirement, mechanical or typographic, of the printing and publishing industry has found the Linotype ready to meet it, because Linotype experiment and research go ceaselessly forward.

From the very first, the men behind the Linotype realized that the future of their business was directly dependent upon the prosperity of the printing and publishing industry. Before the Linotype could bring them any return, it must bring a much greater return to the printer who used it. From its beginning, the Mergenthaler Linotype Company has weighed with equal care two interests in every transaction, the customer's and its own, because in the final analysis they are one and the same.

The Linotype was the first commercially practical composing-machine. It has held that leadership ever since.

1886-1926

TRADE LINOTYPE MARK

1886 . . FORTY YEARS OF LEADERSHIP . . 1926

IN all that time one simple business principle—that our success depends entirely on the Linotype-user's success. Every Linotype improvement has advanced the interests of the industry. Every vital advantage of the slug composing machine is a Linotype creation.

The Slug as the Unit of Composition Instead of Single Types

The Circulating Matrix
The Spaceband
The Power-driven Keyboard
The Two-letter Matrix
The Quick-change Magazine
The Auxiliary Magazine
The Split Magazine
The Front Removal of Magazines
42-Pica Measure Machine (1897)
The Mutiple-magazine Machine
The Text-and-Display Machine with Main and Auxiliary Magazines Operated from One Power-driven Keyboard
The 72-Channel Magazine
The Display Machine
The Text-and-Display Machine
The Multiple Distributor
The Two-pitch Distributor Screws
The Universal Mold
The Four-mold Disk
The Recessed Mold
The Automatic Font Distinguisher
The Universal Knife Block
The Sorts Stacker and Multiple Sorts Stacker
The Universal Ejector
Linotype Typography

The International Typographic Council

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

1886=1926

Composed entirely on the LINOTYPE *in the Scotch Series and Narciss, except for hand-set large figures*

1000 ATTEND COAST DIRECT MAIL MEET

Elaborate Program of Speeches Characterizes Four Day Convention in Los Angeles—Sunkist Advertising Described

The direct mail convention, the first ever held in the West, convened in Los Angeles, April 7 to 10, with approximately 1,000 in attendance.

On the opening day after addresses of welcome, Harry B. Kirtland of Cambridge, Mass., talked on how sales had been created through advertising.

Ray N. Fellows, of Chicago, characterized the wrong sort of advertising as the kind in which the sales talk had been carelessly omitted. Don Francisco of Los Angeles, Edward A. Collins, insurance advertising man of New York, Frank L. Pierce of Detroit and Jean Slum of San Francisco, spoke later.

The second day of the convention, Edward H. Gardner, professor of advertising and selling, University of Wisconsin, pointed out the economic phases of an advertising campaign. He declared that advertising tends to cut down costs and to insure increased production.

W. B. Geissinger, of Los Angeles, related the methods used during the last 5 years for marketing the crop of the California Sunkist oranges and lemons in the nation. He stated that in that period the advertising appropriation had increased from $6,000 to $1,000,000.

Departmentals occupied the afternoon session. Homer J. Buckley, of Chicago, had charge of the retail division, with Harry B. Kirtland, Cambridge, Mass., in charge of the house organ division.

The Financial Advertisers was led by Edward A. Collins of New York and the advertising producers by Joseph Meadon.

Other speakers during the morning were John Howie Wright of New York and Homer J. Buckley, Chicago.

"Inject personality into your correspondence, and write as you talk, urged Frank H. Beckman of San Francisco. Herman A. Nater, Los Angeles banker, explained the uses to which banking institutions put business letters. Methods employed by Canadian firms to get business from the United States through correspondence was related by Percy G. Cherry of Toronto.

AS HIS HOME TOWN SEES HIM
E. K. Gaylord

LUCK often figures in big newspaper scoops.

It was largely a case of preparedness and that additional element called luck which enabled E. K. Gaylord, publisher of the *Daily Oklahoman* and *Oklahoma City Times*, to scoop the Wichita papers and all of Kansas with the Baltimore fire in February, 1904.



E. K. Gaylord

The Russo-Japanese war came to a head in February, 1904, and after Gaylord established himself in Oklahoma City. The Associated Press had advised all members that those who wished might stay on the wire on Sunday because it was probable that the news of a great naval battle might be transmitted on Sunday time. Gaylord thought the chance was big enough to gamble and so he did the unusual thing on that day of keeping the plant open and ready for big news and an extra. The news of the naval battle did come in with it the first bulletins telling of the disastrous Baltimore fire. Gaylord hit the street with the naval battle and the first intimation of the Baltimore fire, and later on the Baltimore fire had grown to such an extent that the fire story took the play away from the naval battle.

Taking advantage of his opening quickly, Gaylord printed papers for all outgoing trains and his extra on the Daily Oklahoman was circulated in exclusive territory as far away as 500 miles on the following morning. In Wichita, for example, the only news of the Baltimore fire and the Russo-Japanese naval battle on Monday morning was carried in the Daily Oklahoman, which had invaded the field of the Murdocks and Henry Allen.

Gaylord is a close friend of Victor and Marcellus Murdock and Henry Allen today, and seldom do these southwestern publishers get together that Gaylord does not chide them about permitting the Daily Oklahoman to scoop them on the biggest story of the decade in an extra printed 200 miles away.

AS HER HOME TOWN SEES HER
Mrs. Zell Hart Deming



MRS. ZELL HART DEMING, publisher of the *Warren* (O.) *Tribune-Chronicle*, is a regular attendant at the Associated Press and A.N.P.A. meetings. Mrs. Deming leaves May 8, with Mrs. David Tod, of Youngstown, O., for a trip through Czecho-Slovakia, Austria, Rumania, Bulgaria, Jugo-Slavia, Hungary and down the Dalmatian Coast. Last year Mrs. Deming and Mrs. Tod enjoyed a three months' motor trip across Northern Africa.

T. R. WILLIAMS PROMOTED

Named Vice-President and Assistant Publisher of Pittsburgh Dailies

Thomas R. Williams has been elected vice-president of the Newspaper Printing Company, owner and publisher of the *Pittsburgh Gazette Times* and *Pittsburgh Chronicle Telegraph*, with the title of assistant publisher. Mr. Williams has been with the George S. Oliver Newspapers during the past year as a member of the executive staff, and his new position entails added responsibilities.



T. R. Williams

Mr. Williams was for many years managing editor and later business manager of the *Pittsburgh Press*. He served two years as president of the American Newspaper Publishers Association and at present is a director.

Publishers of Sunday Editions may see the

Halvorsen Newspaper Stuffing Machine

while attending the American Newspaper Publishers Convention at New York Week of April 19th

For the accommodation of publishers interested in the machine, headquarters will be maintained during the Convention at

Hotel WALDORF-ASTORIA

MR. CHARLES R. MURRAY in charge

MR. MURRAY is President of the manufacturing and distributing company. He will be pleased to accord every courtesy to publishers desiring to investigate this new machine, which is the only mechanical means of stuffing or gathering and inserting the various sections of the modern multi-section Sunday edition newspaper.

Halvorsen machines have for some time been in use in the plant of THE NEW YORK TIMES and equipment is now being installed for THE WORLD and THE HERALD-TRIBUNE of New York

A visit to New York Convention Week affords an opportunity to investigate, which should not be neglected.

The machine is well adapted to the requirements of publishers issuing multi-section editions of medium circulation, as well as being a real necessity to the metropolitan publisher.

Halvorsen machines are speeding the edition and cutting the cost of stuffing for Sunday newspapers in these representative cities:

Chicago	**New York**
Milwaukee	**Memphis**
Saint Paul	**Birmingham**
San Francisco	**Seattle**
Los Angeles	**Sydney [Australia]**

Be sure to get in touch with MR. MURRAY at the Waldorf—and learn about the Halvorsen Stuffing Machine while in New York.

A recommendation of suitable equipment can be made for your plant—if you will have available a copy of your Sunday edition showing the order of assembling the sections, together with a floor plan of the mailing room or other available space.

NONPAREIL MACHINE COMPANY

Exclusive Manufacturers and Distributors

HALVORSEN NEWSPAPER STUFFING MACHINES

36 South Throop Street, Chicago

EDITORIAL



> **Happy is the man that findeth wisdom, and the man that getteth understanding:**
>
> **For the merchandise of it is better than the merchandise of silver, and the gain thereof than fine gold.—Proverbs, III; 13-14.**

"SIGN OF THE SEVEN SEERS"

THE attention of Editor & Publisher readers is directed to the interesting and important invention of a substitute for milk-and-water editorials by the editor of *Cedar Rapids* (Iowa) *Republican.*

"At the Sign of the Seven Seers" is the title given to this novel local feature. Editor James S. Farquhar, desirous of presenting to his readers editorials of quality, written deliberately and from a detached viewpoint that would tend to reflect average opinion, induced seven capable citizens of his community to write one editorial per week, thus supplying a manuscript for every publication day. These are the "Seven Seers." Their identity is not revealed to the public. Mr. Farquhar, however, informs us that they are men of varied experience, each qualified by education and fine public spirit to write for a newspaper audience.

These seven detached unpaid writers are wholly independent of each other and of the newspaper itself. They write what they believe. They do not always agree on public questions and frequently the column takes the form of a debate. But we are assured that each "seer" firmly stands for free speech and the exercise of fair play and that is good enough editorial platform for any newspaper.

Here, then, is something new, attractive and vitally important in newspaper work. We predict that the idea will sweep the country, and Mr. Farquhar will be generous in lending the idea, as he believes that the old vacuous or straddling editorial space-killer should be shoved aside for the expressions of thoughtful men on the real affairs of life. We do not at all agree with Mr. Farquhar that the enterprise is best suited to the small cities—it is equally good for any metropolitan paper.

Are there seven talented, public-spirited, articulate business and professional men in your city who would undertake to write one editorial each week for your paper? The following might be an ideal staff of seers, in the ordinary community: (1) civil engineer; (2) hard-headed business man; (3) mother of several children, home-maker, dabber in painting or poetry, a woman of heart and comprehension; (4) an intelligent man who earns his living by combined skill and strength of body; (5) retired physician, clergyman or judge; (6) young man interested in the affairs of youth, political causes as distinguished from "politics," cultural developments, city planning, sports, gaiety and beauty; (7) some bewhiskered old scout, advocate of the status-quo, conformist, fearful of modernism, worried half sick about the Red Peril in America, bobbed hair, short skirts, the new spirit of play, discussion of old-time taboos, a sincere Puritan wailer.

This staff would represent a cross-section of wholesome modern society in any city. All must be articulate and take the attitude of the earnest publicist, expressing true convictions, but not using his power to propagandize. Obviously, the problem is to select true "seers." The right people when found will give editorial space high value.

In our opinion the average reader is as much disgusted with greasy sophistry, half-truths snappily stated, as with unctious fence-riding in editorials. But the field is wide open for clean, independent, honest discussion of the controversies and problems of the day either by professional or unprofessional writers. Mr. Farquhar and his "Seven Seers" have made a notable contribution to the journalism of the day.

As editor E. W. Pate, of Hobart (Okla.) Democrat-Chief remarks, E. W. Scripps' elaborate plans for continuance of his newspaper policies testified to his sincerity of purpose.

GOOD BUSINESS CONDITIONS

LEADING bankers and business men over the country, interviewed by *Philadelphia Public Ledger,* agree that business in the United States is fundamentally sound and that the remainder of 1926 is an excellent prospect. None foresee inflation either in industrial activities or wholesale or retail trade. Every community represented in this survey appears optimistic.

Conditions in the advertising field certainly confirm these opinions.

BUREAU OF STANDARDS

THE important scheduled business of the 40th annual meeting of the American Newspaper Publishers' Association, is final action to create a bureau of mechanical standards, long advocated by Editor & Publisher.

This enterprise is in line with modern science. The newspaper has become a technical manufacturing problem of magnitude. It is the one big industry that has not developed standards of practice through engineering analysis. This is strange, as newspaper production problems are duplicated in every city. There is at present stupendous waste. Old faults are perpetrated year after year.

The A. N. P. A. bureau is the way out. It will cost the membership some money, but we can imagine no more worthwhile investment by the organized press. Great will be the benefits of an efficiently conducted bureau. The best engineering talent will be none too good. Every publisher should be able to confidently bring to this bureau any mechanical problem and receive authoritative advice.

Editor & Publisher extends greetings to the 1926 visiting delegates, rejoicing with them in the year's prosperity and unparalleled newspaper popularity. Seed that the newspaper publishers of the United States have been planting in the co-operative field for 40 years is today yielding a bumper crop. In the broad sense A. N. P. A. has just started to function.

Crocus, pussy-willow, yellow evening skies, hurdy-gurdy, circus, the newspaper conventions at the Waldorf—so this is Spring!

THEATRICAL CRITICISMS

AN actress tells Editor & Publisher of her experience with newspapers in some New England towns. Evidently a sincere artist she expected to have some sincere criticisms of her work on the stage, but what she got was publication of a stereotyped press agent "hand-out," in one instance conscientiously labelled by the editor as "adv."

This artist, whose interesting letter appears on another page of this issue, asks if newspapers would not gain reader confidence and at the same time lose nothing in a business way, if they would print criticism that truly mirrors the opinions of the reviewer.

Gain reader confidence? Indeed, they would! But many newspapers are weak and the managers of local theatres are strong, wanting every show and every act puffed in superlative terms that tax public credulity to the limit. And when editors resist some theatrical mogul comes along and cancels his advertising contract. In every instance where a newspaper has accepted this condition and, without malice, has proceeded to report the news of the theatre honestly for readers, the mogul has ultimately swallowed his medicine and been benefited by the dose. However, in too many offices editors who desire to review plays in justice to art and to the public are overruled by advertising executives who think they cannot afford to take even a temporary loss and are content to follow the line of least resistance.

Church memberships in the United States number 46,883,756, a gain of some 800,000 during 1925, according to a "Christian Herald" census, and the fact is that this country is experiencing a remarkable revival in religious interest.

PAN-AMERICANS IN NEW YORK

NEW YORK welcomes the Pan-American jou alists, following their successful first Congre at Washington. Their participation in the a nual newspaper conventions next week will lend inte national significance and afford to them opportuni for intensive study of northern press methods and us further information as to journalism practice the republics of Central and South America.

In view of the excellent exposition of the fac concerning Pan-American journalism, revealed duri the Washington proceedings, there can now be question in the mind of any Editor & Publish reader that a new era has dawned for lively reciproc relations between the peoples of the north and sout journalism in its best form carrying the banner f trade. The Washington congress has given amazing important new impetus to the movement, justifyi by a thousandfold the ambitions of its promote Pan-Americanism has significant meaning amo hundreds of thousands of influential people toda whereas two weeks ago it was to many but a ha name.

Fiction, oldest and most consistent American newspaper feature, is now published in greater volume in the daily and weekly press than at any time in this generation.

RESPONDING TO PUBLIC OPINION

A BULLETIN issued by the Foreign Policy Ass ciation calls attention to the "trend towa bureaucratic reticence" in the Department State at Washington since the passage of the Rog Bill in 1924, placing the overwhelming proportion all positions in the diplomatic and consular serv upon a "career" basis, so that personal favoritism a political patronage might be removed from the co duct of American foreign affairs.

While a professionalized foreign service brings higher calibre men, assures larger experience a makes for competent and stable technical organizati it is pointed out that "these makers of the fut American foreign policy will tend, in the nature the case, to be unresponsive to public opinion." It argued that as they owe their appointments to su cessful competitive examinations and cannot be moved from office except for misbehavior, they w be little disposed to heed popular criticism and State Department staff will become a skilled a urbane bureaucracy, disposed to discount the abil of the public to judge international questions. other words, we are building up an organization able technicians, rather than broad statesmen.

This appeals to reason and unquestionably accou for the increasing difficulty correspondents are havi in covering the department for news and views. deed, skepticism of the ability of the people to r themselves is increasingly prevalent among techni executives in all departments of our governme accounting in large measure for their attitude contempt for the free press which is the main feed of public opinion. Is democratic government des able? If not, a way to kill it is to keep the pub in ignorance of public affairs.

What if the drys would demand a recount of the newspaper straw vote?

A. N. P. A. AND PRESS AGENTS

THAT the A. N. P. A. will put teeth in legislati to govern commercial space grafting during ne week's convention is devoutly to be hoped.

Commercial press agentry has become the m destructive agency at work against our press. It v lates not only a high journalistic principle but the l governing plain labelling of advertising. It is a ru less deception of readers. It often smacks of rebati and rate cutting. It breeds contempt—as do all "fr services. It wastes good material. No one is rea served by it save a coterie of badly deceived advert ing agents and a few irresponsible press agents.

That the organized press of the United States a Canada can eliminate the commercial space graf is best testified to by the fact that an increasing nu ber of newspapers, both large and small, have s ceeded in doing so by independent action.

PERSONAL

MR. AND MRS. OGDEN REID of the *New York Herald Tribune,* with their family, have returned from a month's vacation in Florida.

Edward S. Beck, managing editor of the *Chicago Tribune,* has contributed $5,600 to Passavant Memorial hospital, now conducting a fund campaign, for a memorial private room.

Harry Giovannoli, editor and manager of the *Lexington* (Ky.) *Leader* sailed from New York recently for a European tour.

John H. Perry, publisher of the *Pensacola* (Fla.) *News,* was guest of honor April 5, at a banquet given by the Pensacola Chamber of Commerce.

C. C. Howard, publisher of the *Monrovia* (Cal.) *Daily News* was recently elected president of the new Exchange Club in that city.

Theodore T. Ellis, formerly publisher of the *Worcester Telegram and Gazette* and Mrs. Ellis sailed last Saturday on the Leviathan for a foreign tour. They plan to visit England and France, Spain, the Riviera and other points on the Continent and to return in September.

J. T. Lowry, founder and for 35 years editor of the *Mount Airy* (N. C.) *News,* Sunday celebrated his golden wedding anniversary.

B. C. Nicholas, managing editor of the *Victoria* (B. C.) *Times,* has been appointed a member of the Board of Governors of the University of British Columbia.

IN THE BUSINESS OFFICE

C. AMES is again with the advertising department of the *Columbus State Journal,* after a short stay in Cleveland.

Glenn Johnson, for many years in the circulation department of the *New York American* and the *Atlanta Georgian,* has been appointed circulation manager of the *Rochester Journal.*

Earl Stearns, formerly with the *Bloomington* (Ill.) *Pantagraph,* and until recently circulation manager of the *Waterloo* (Ia.) *Tribune,* is now circulation manager of the *Tucson* (Ariz.) *Independent.*

James C. Robnett, formerly assistant to the business manager, *Daytona Beach* (Fla.) *Journal,* is on sick leave at Fort Worth, Tex.

Frederick C. Oswick has been appointed advertising manager of the *Olean* (N. Y.) *Times,* succeeding Merle C. Brom, resigned.

Thomas Moran, formerly of the advertising staff of the *Miami* (Fla.) *Daily News,* is now on the staff of the *Daytona Beach* (Fla.) *Journal.*

Frank L. Smith, Jr., has been named manager of their merchandising department, of the *Buffalo Courier and Star.* Mr. Smith was formerly connected with the Moss Chase Company and Walzinstock, advertising agencies of Buffalo.

Frederic H. Langworthy, formerly Professor of Journalism, University of Florida, has been appointed feature advertising manager of the *Daytona Beach* (Fla.) *Journal,* succeeding W. N. Hanna, resigned.

J. A. Hatke, formerly in the real estate business in Richmond, Va., has gone to Miami, Fla., as credit manager for the *Illustrated Daily Tab.*

William M. Garrett, late with the *Grayview* (Wash.) *Daily News,* has assumed the management of the *South San Francisco* (Cal.) *Journal.*

IN THE EDITORIAL ROOMS

RICHARD L. FIELD, formerly of the *Baltimore Sun,* is now assistant make-up editor of the *New York Herald Tribune* to succeed Everett Hicks, who goes to the financial department. Mr. Field is a brother of Carter Field, chief of the Herald Tribune's Washington Bureau.

Andrew Hertel of the promotion department, *Milwaukee Journal* has been made radio editor. F. J. Brabson, for some time assistant radio editor, has resigned.

Neil Callanan, who resigned from the *Buffalo Enquirer* to enter business, has joined the *Buffalo Evening News* staff.

Roy C. Bennett, an alumnus of the Missouri School of Journalism, has been appointed managing editor of the *Manila* (P. I.) *Bulletin.* He was recently connected with the *Philadelphia Evening Bulletin,* and previously the *China Weekly Review,* published at Shanghai.

Willard Keefe is now a member of the staff of the *Brooklyn Daily Times.*

Frank Brown, recently automobile editor, *Boston,* (Mass.) *Advertiser,* has resigned to become general manager of the Oakland Motor Company of New England.

Ben H. Reese, city editor, *St. Louis Post-Dispatch,* with Mrs. Reese, is visiting in New York City.

Keith Preston of the *Chicago Daily News* editorial staff, recently addressed members of the Current Book Review of the Woman's City Club.

Edna Asmus has become cross word puzzle editor of the *Chicago Daily News,* succeeding the former Helen Hahn, now wife of Dwight Haven of the advertising department of the News.

Rud Rennie, and William Hanna, baseball writers, *New York Herald Tribune,* returned from Florida last week with the New York ball teams.

Francis McDermott recently resigned as city editor, *Brockton* (Mass.) *Times* and has joined the staff of the *Brockton Enterprise.* James Durant has succeeded McDermott as city editor on the Times.

Warren Phinney, political editor of the *Chicago Daily News,* is a candidate for the Democratic nomination for the state legislature in 23d senatorial district.

Judith C. Waller, director of the *Chicago Daily News* radio station WMAQ, has returned from a mid-winter vacation spent in a cruise of the West Indies.

Jessie Ozias Donohue, society editor, *Chicago Daily News* has just returned from a trip to Hot Springs, Va.

Charles Belmont Davis, dramatic editor, *New York Herald Tribune,* has returned from a vacation in Bermuda.

Ben Pearse, son of Carroll G. Pearse, former president of the Milwaukee Normal School, has joined the staff of the *Milwaukee Journal* as a reporter.

Kirk Latta, reporter on the *Tulsa World,* has taken charge of the World capital bureau in Oklahoma City.

William Anderson, reporter on the *Tulsa* (Okla.) *World* has resigned to go to Texas.

George L. Watkins, city hall reporter for the *Tulsa* (Okla.) *Tribune,* has been elected Tulsa city commissioner.

Melville O. Drefuss, who conducted the Mel-O-D column on the *Chicago Evening American* editorial page, has resigned.

Arthur D. Sullivan, for the past ten

(*Continued on page* 60)

AS HIS HOME TOWN SEES HIM
Marcellus Murdock



MARCELLUS MURDOCK, publisher of the *Wichita* (Kan.) *Eagle,* has two hobbies—a bigger Wichita and a better Eagle. While yet in his early forties, Mr. Murdock has served long apprenticeships in both departments of his paper. In early life he was in the editorial department. Upon the death of his father, Col. M. M. Murdock, he took over the business management. In spite of his many duties as head of a big business he still finds time to devote to many civic enterprises.

Recently he became head of the library board, and will put into effect many improvements in the affairs of the city's public library. He has been active in Community Chest work, is a member of the executive committee for the establishment of a municipal university, has had long service in the city's air program and the establishment of air mail routes. He is a prominent Rotarian.

Mr. Murdock keeps in close touch with every department of his paper, meeting his department heads in daily conferences, and injecting into the management of the paper his almost unlimited energy and enthusiasm.

A News-Mat Service Just Doesn't Keep on Growing by Accident

FIVE news-mat services have been started since April, 1925, but Central Press KEEPS ON GROWING, adding new clients, improving the quality of its service.

Central Press' complete and exclusive daily illustrated news and feature service is now satisfying the needs of more than four hundred newspapers.

The World's Best Picture Page, a Central Press product, is now appearing in more papers than ever before; it is used by more papers than any other daily pictorial.

And Central Press weekly full-page sports pictorial is growing in popularity and proving itself what we always have claimed it to be: the Best Sports Feature.

Let us send you proofs and mats.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Editor and Manager

METROPOLITAN FEATURES

Room 146
Convention Floor
Waldorf

COMICS
GAS BUGGIES
By Frank Beck

ELLA CINDERS
By Bill Conselman and Charlie Plumb

DICKEY'S DOGS
By Robert L. Dickey

DOWN THE ROAD
By Frank Beck

A FEATURE DE LUXE
A. A. MILNE
In Verse or Prose
Once a Week

JUVENILE
SECKATARY HAWKINS
With New Club Page

SPORTS
FEG MURRAY
Cartoons and Comment

DAILY SERIAL
MILDRED BARBOUR
With Illustrations

WEEKLY WINNERS
STEPHEN LEACOCK
PINNACLE FICTION
ZENITH FICTION
EXPLOIT and ADVENTURE
PRE-EMINENT ARTICLES

Metropolitan Newspaper Service

Max Elser, Jr., General Manager — Earl J. Hadley, Associate

150 Nassau Street, New York City

(Continued from page 59)

years a police reporter on Portland, Ore., newspapers, has been made automobile editor of the *Oregonian*. He succeeds Charles E. Gratke who has gone to Detroit.

Miss Sarah Davidson, society editor of the *Tulsa* (Okla.) *World*, who has been seriously ill, has returned to work.

Miss Evelyn Richmond, former ship news reporter for the *Brooklyn Times* has joined the *Des Moines Register* staff. She will edit the women's page and assist the Sunday editor.

G. Wiley Beveridge, former editor-manager of the *Princeville* (Ill.) *Telephone*, has resigned and May 1, will join the Home News Publishing Company of Chicago.

Adolph A. Herzberg has joined the *Fort Bragg* (Col.) *Advocate* as editor.

HOLDING NEW POSTS

MISS RHODA G. DONOGHUE, from the *Springfield* (Mass.) *Republican* to the *Worcester* (Mass.) *Post* as assistant women's page editor.

James Ramsey, from reporter, *Lincoln* (Neb.) *Star*, to staff, Lincoln United Press bureau.

W. S. Foreman, from *Chicago Herald & Examiner* to the *Chicago Daily News* staff.

Fred Hunt, former Galveston, Tex., newspaper man and short story writer, from the city staff, *Worcester* (Mass.) *Telegram* to city staff, *Quincy* (Mass.) *Patriot-Ledger*.

John W. Cannon, from staff, *Greensboro* (N. C.) *Daily News*, to staff, *Winston-Salem Journal*. Charles Brown, former managing editor of the *Sarasota* (Fla.) *Herald* succeeds Cannon on the News.

WITH THE SPECIALS

A. E. CLAYDEN, INC., publishers representatives, New York, have been appointed to represent the *Lima* (O.) *Gazette*, formerly the *Republican-Gazette*, and the *Wellsburg* (W. Va.) *Herald*.

CHANGES OF OWNERSHIP

L. E. PIETSCH has bought from J. L. Stack the *Sandpoint* (Ida.) *Daily Bulletin*.

E. H. Johnson has bought from Willard Jones and C. K. Porter the *Magna* (Utah) *Banner*.

H. B. Sherman, for two years lessor of the *Saguache* (Col.) *Crescent*, recently turned the paper back to its owner, C. W. Ogden.

Clarence O'Dell, for some months employed by the *Decatur* (Ill.) *Review*, has purchased the *Storington* (Ill.) *Star* from Walter Cox, who has been its publisher the last two years. Mr. and Mrs. Cox have gone to Hinckley, Minn., for a few months' rest and later Mr. Cox expects to enter the newspaper field in the northwest.

A. H. Kershaw and Nellie V. Kershaw, owners and publishers of the *Stronghurst* (Ill.) *Graphic*, weekly, have sold their paper to C. M. Bell, for 20 years in the employ of the plant.

Raymond Crowder, former owner of the *Hermiston* (Ore.) *Herald*, has bought the *Helix* (Ore.) *Advocate*. It has been owned by a group of business men and operated by J. W. Wickfire.

M. E. Lewis, editor for several months of the *Del Norte* (Col.) *Prospector*, has bought the paper from its former owner, W. H. Cochran, Jr.

PRESS ASSOCIATION NOTES

THOMAS R. CURRAN, formerly representative of the International News Service at Lincoln, Neb., has been transferred to the I. N. S. bureau at Los Angeles. Three days after his arrival in California he received a message that twins, a son and a daughter, had been born to Mrs. Curran in Lincoln. Mrs. Curren and the children will join him in June.

SCHOOLS

TEN students of the University of Southern California school of journalism edited the *Monrovia* (Cal.) *Daily News* March 27, under the direction of Prof. Marc N. Goodnow.

MARRIED

HENRY C. MACARTHUR, editor of the *Woodland* (Cal.) *Mail*, to Miss Eva Arbogast of Sacramento.

William L. Emmons of the *Pontiac* (Ill.) *Daily Leader*, to Miss Mildred Louise Galloway, Bloomington, Ill., in Bloomington, April 4.

Louis N. Child, head of the Child Advertising Company of Chicago, to Miss Jessie M. Wilson, Champaign, Ill., in Champaign, April 6.

Charles E. Lowry, Jr., of the *Gibson City* (Ill.) *Courier* to Miss Lois Rhoades of Watseka, Ill., April 2.

William M. Weck, of the advertising department, *Decatur* (Ill.) *Review* to Miss Alsace Sullivan, April 4, in the home of the bride's parents, in Decatur.

Thomas J. Dwyer of the *Springfield* (Ill.) *State Register* staff, to Miss Margaret Caldwell of Springfield, April 5 in St. Alexis church, Beardstown, Ill.

Miss Cecile A. Kirwan of the copy staff of the Inter-Ocean Syndicate of the Vanderhoof Advertising Agency, Chicago, to Basil T. Church, associated with the Capper Publications, with offices in Chicago, April 6.

SPECIAL EDITIONS

OTTAWA CITIZEN, Automobile Number, March 27.

Miami (Okla.) *News Record*, special auto show edition, April 7.

Boston Sunday Herald, 112-page, Cape Cod Real estate edition, April 11.

Rochester (Minn.) *Post-Bulletin*, 12-page Automobile Show section, April 6.

Virginia (Minn.) *Daily Enterprise*, Automobile Number, March 27.

The New Premier Dry Mats

with Present Quality Makes the Best Dry Mat Made

The New Premier Will Now Appear

with a smooth gloss tissue face making it soft; easy to get good impression, will not injure type, saves the strain on machine, and they stand up for the largest number of casts per mat, this makes the New Premier the best mat made.

Ready for Immediate Use

Simplicity in Conditioning

Send for FREE SAMPLE for trial test and advise us on the kind of casting box you are using.

PREMIER FLONG COMPANY

KARL HAGENBACHER

P. O. Box 671, New York, N. Y., City Hall Sta.

Sales Office: 258 Broadway



From Editor & Publisher, April 3rd, 1926—

"A page of pictures of King Tut-ankh-Amen's coffin and mask is my idea of an A-1 rotogravure feature, and I think this particular feature had 100 per cent. reader-interest." * * *

By E. LESLIE WATHEN,
Rotogravure Editor, Buffalo Courier.

This, the greatest picture feature in years, was supplied exclusively by the Times Wide World Photos.

For further information regarding daily picture service and feature Rotogravure pictures write Times Wide World Photos, Times Annex, 229 West 43rd Street, New York City.

More than 600 active photographic correspondents in every part of the world, including bureaus in Washington, Philadelphia, Boston, Chicago, San Francisco, London, Paris, Berlin, Rome, Madrid, and in all other world centers. Daily service mailed direct to American newspapers from New York, Washington and Chicago.

CLINE SYSTEM

CLINE ELECTRIC MFG.CO. CHICAGO

QUALITY NAME SERVICE FAME

CLINE WESTINGHOUSE

"STANDARD OF THE WORLD"

Cline-Westinghouse Double Motor Drives with Full Automatic Push Button Control.

Cline Multiple Roll Stand with Automatic Tension Devices.

Cline-Westinghouse Typesetting Machine Drives.

Cline-Westinghouse Stereotype Machine Drives.

Cline Capital Paper Carriers and Conveyors.

Cline Capital Plate Lifts and Drops.

Von Der Horst Paper Roll Chutes.

CLINE ELECTRIC MFG. CO.

Eastern Office
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111 W. Washington St.
CHICAGO

Western Office
First Nat'l Bank Bldg.
San Francisco
Calif.

WITH THE GENERAL ADVERTISERS

Cigar Appropriation Doubled—Wedding Ring Copy for Rotogravure Sections—Lumber Men Discuss $1,000,000 Campaign—Nolan Joins United Artists

NEWSPAPERS in three states will be used in a campaign to start in May promoting the Van Dam cigar, product of the Tunis Johnson Cigar Company, Grand Rapids, Mich. The cigar concern has doubled its advertising appropriation this year. The White Advertising Agency, Grand Rapids, is directing the account. States in which the advertising will appear are Illinois, Indiana, and Michigan.

Prospective June bridegrooms will be told about wedding rings in space purchased in newspaper rotogravure sections by Byard F. Brogan, Philadelphia, manufacturing jeweler. The Charles C. Green Advertising Agency, Inc., Philadelphia office, has been appointed to direct the campaign.

Members of the National-American Wholesale Lumber Association are to be asked to finance a $1,000,000 co-operative advertising campaign, when they meet at Atlantic City, Ambassador Hotel, April 15-17. The drive is to be urged to combat the inroads which substitutes are making in the lumber business.

Warren Nolan, former moving picture critic of the *New York Evening Telegram,* has joined the advertising staff of United Artists, Inc., New York. Before joining the Telegram, Nolan was for four years on the *New York Times.*

James M. Muldoon has been appointed advertising manager of the New York State department of the Tide Water Oil Sales Corporation. At one time he was with the Hearst newspaper, and had been an account executive of Frank Kiernan & Co., New York advertising agency.

The Lamson Ice Maid refrigerator, made by the Lamson Company, Syracuse, New York, will be advertised in newspapers this season. Service branches are to be opened in New York, Chicago, Philadelphia, and St. Louis to sell direct to consumers. Advertising will be extended as branches are opened. C. S. Bigsby is sales manager. The account is handled by Moser & Cotins, Utica.

Foreign Trade Convention, April 28

Various advertising associations are co-operating in drawing up a program for an advertising session to be held at the Foreign Trade Convention, Charleston, S. C., April 28. Among them are the American Association of Advertising Agencies, the Association of National Advertisers, and the Advertising Club of New York. James S. Martin, foreign publicity director of the Remington Typewriter Company, will preside. James A. Farrell, president of the United States Steel Corporation, will speak on "The Foreign Trade Outlook."

Magee to Speak at Iowa School

Carl C. Magee, editor of the *Albuquerque* (N. M.) *State Tribune,* who is an alumnus of Teachers' College, Cedar Falls, Ia., has accepted an invitation to make the presentation speech for the memorial camp at the Teachers' College, May 31, in behalf of the alumni association. Mr. Magee was graduated in 1894.

At any rate Rhode Island wets are able to say truthfully they can count on Providence.—*Wichita Eagle.*

WHAT'S WHAT IN THE FEATURE FIELD

More Than 460 Editors Invited to "Polar Lark"—Syndicate Association Meeting April 19—NEA Concludes Baseball Contest

MORE than 400 editors and publishers have been invited to the "Polar Lark," annual convention dinner and entertainment given by M. Koenigsberg, president of King Features Syndicate, Inc., to be held April 20, 8 P. M. at the Friars' Monastery, 110 W. 48th street. This year's event is seventh of its kind given by the syndicate.

The association of Newspaper Syndicates, of which David Lawrence, Consolidated Press and Current News Features, Inc., is president, will meet in Mr. Lawrence's room at the Waldorf, April 19 at 8:30 P. M.

NEA Service, Inc., New York and Cleveland, this week concluded a contest among boys to pick the favorite player in the National and American Leagues. The boys voted and wrote essays telling why they considered the player their favorite. More than 75 newspapers participated in the contest, according to Fred Ferguson, president. Walter Johnson was voted favorite in the American League and Roger Hornsby in the National. The contest winners were Alfred Dornheim, 13, whose essay appeared in the *Scranton Times* and Edwin Marshall, 10, through the *Springfield* (Ill.) *State Journal.* The two boys were taken by NEA Service to the opening games, where each presented a loving cup, furnished by the syndicate, to his favorite player.

Albert Payson Terhune, who writes dog stories for the McNaught Syndicate, Inc., returned to New York this week from a trip abroad.

Frank Parker Stockbridge, author "Florida in the Making," and a form newspaper man, has written a series "Florida After the Boom," for the C mos Newspaper Syndicate, Inc., N York.

The Christy Walsh Syndicate, distr utor of sport features exclusively, moved from 17 East 42nd street to n offices at 570 Seventh avenue, near Tim Square. This syndicate is distribut free tickets to baseball games of the N tional or American league teams pla in New York during the conventi The tickets are offered through courtesy of the Yankees and the Gia

New letters from Oscar Wilde Sarah Bernhardt have been brought light by Sylvestre Dorian, who has turn them over to the Cosmos Newspa Syndicate, Inc., New York for distri tion.

Acme Newspictures, subsidiary NEA Service, Inc., has acquired the clusive American rights to pictures p lished in the *London Times.* Arran ments have also been completed for ture correspondents in Paris, Ber Constantinople and Budapest.

Milt Gross' daily comic strip, dra for the New York World Syndic now runs under the title "The Feitleba Family."

Dr. William T. Ellis writes Sun School lessons for the McNaught Syn cate, Inc., instead of the Bell Syndic Inc., as erroneously reported in this partment last week.

Merchant & Evans Company



Producers of

SPARTAN
TYPE METAL

Our Sixtieth Year was the Best

Every day the small country newspaper of a few thousand circulation and the large metropolitan dailies of more than one half million depend upon Spartan Type Metals and Restore Service for good printing.

LINOTYPE INTERTYPE COMBINATION
STEREOTYPE MONOTYPE AUTOPLATE

MERCHANT & EVANS COMPANY

NEW YORK PHILADELPHIA CHICAGO
CLEVELAND KANSAS CITY PITTSBURGH

STOCKS IN PRINCIPAL CITIES

TRADE MADE IN CERTIFIED DRY MATS THE U.S.A. MARK

QUALITY

First, Last and All the Time

THE best vindication of our policy to make only the best mats we know how is the fact that several hundred publishers are using Certifieds.

Furthermore, the fact that Certified Dry Mats are now being used by

The New York Times*

New York World
New York Sun
Cleveland News
Cleveland Plain Dealer*
Detroit Times*
Milwaukee Sentinel*
Wisconsin Evening News*
Kansas City Journal-Post*
Omaha World-Herald*
Syracuse Post-Standard*

proves that our mats meet the requirements of these larger papers, as well as of smaller papers. (*The papers starred have discarded wet mats and steam tables, and are using Certified Dry Mats exclusively; the others use Certifieds for picture pages, starters, etc.)

We are particularly pleased to be able to state that it has NOT been necessary for us to make special mats at special prices for any of our customers. We have but one quality of newspaper mats, and that sells for 15 cents on standing order.

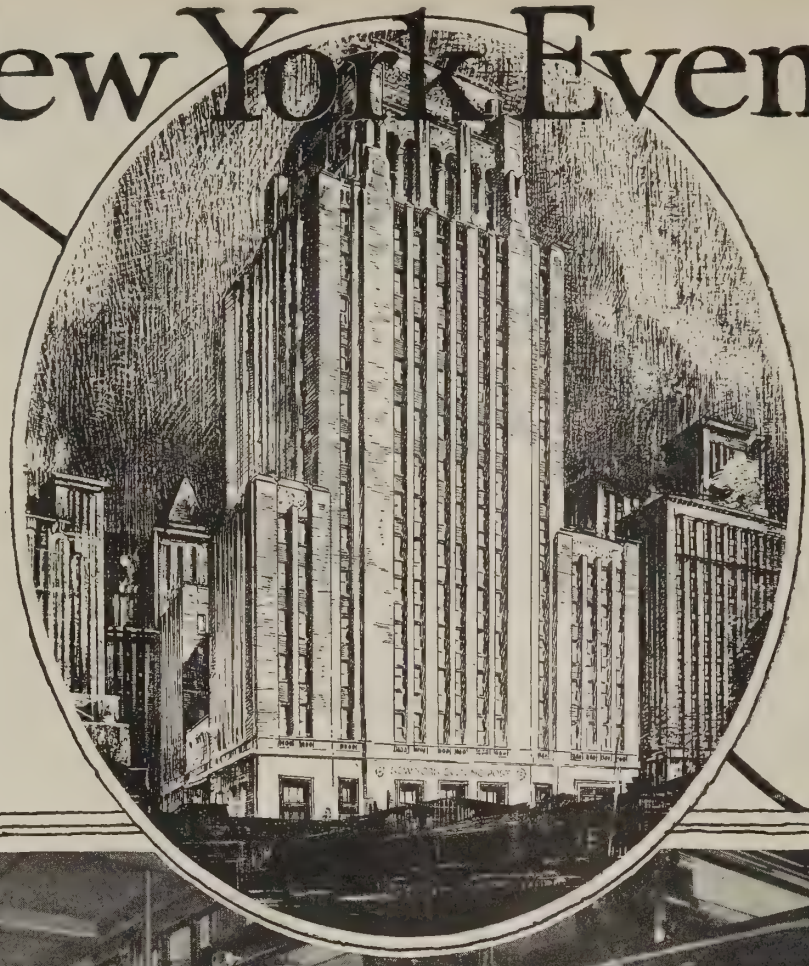
Certifieds are winning their way solely on their merits; we invite you to try them, COMPARE them, and prove to yourself that they can meet your every requirement.

Geo. A. Kuhlen.
President

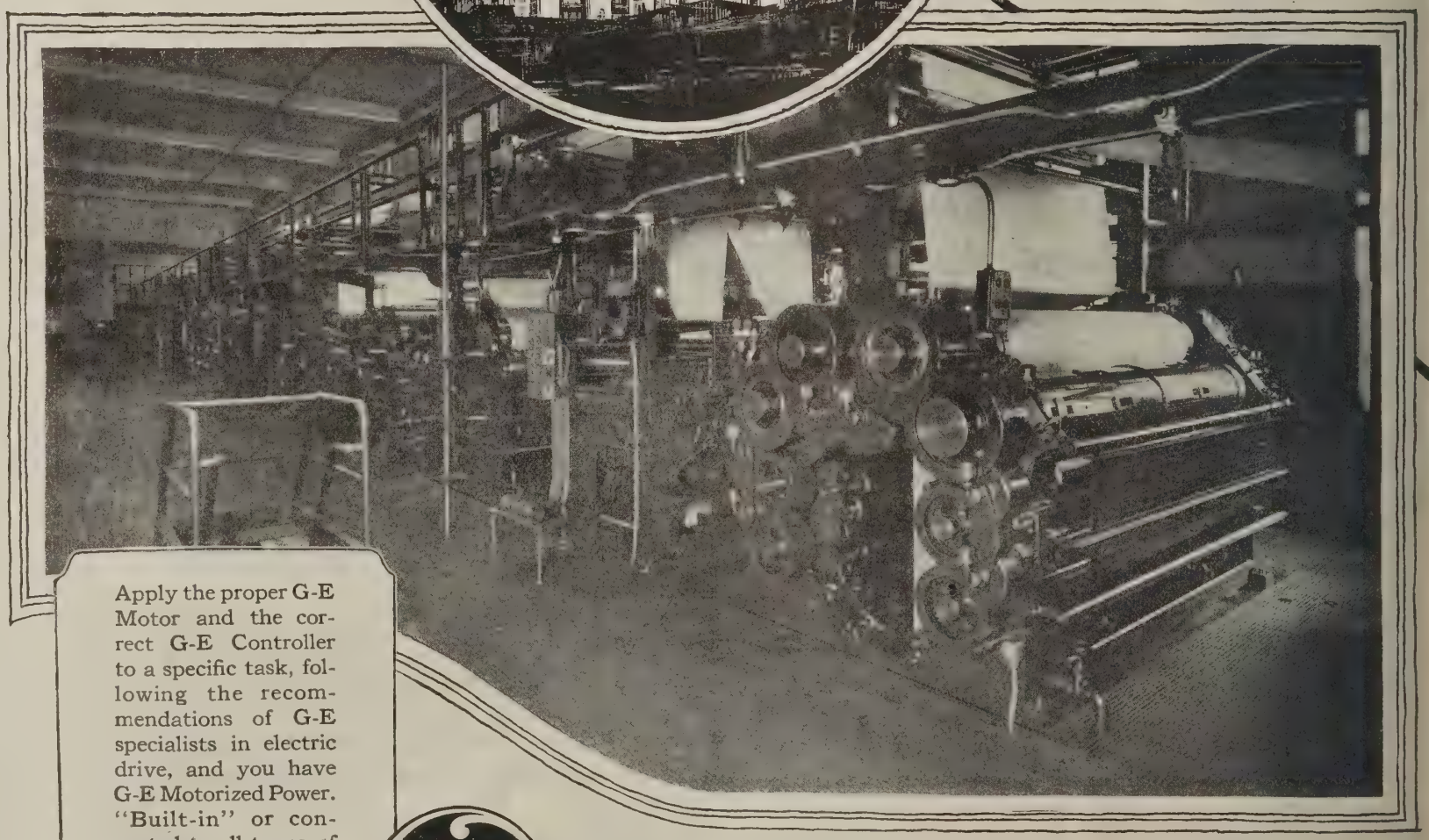
CERTIFIED DRY MAT CORPORATION
340 MADISON AVENUE NEW YORK, N. Y.

For wet mat printing with DRY MAT facility—use Certifieds
MADE IN U. S. A.

The New York Evening Post



A row of 12 Scott press units, with four 100 h.p. G-E drives, has just been installed by the Evening Post. A duplicate row, similarly equipped, has been added to the plant of the Philadelphia Public Ledger.



Apply the proper G-E Motor and the correct G-E Controller to a specific task, following the recommendations of G-E specialists in electric drive, and you have G-E Motorized Power. "Built-in" or connected to all types of industrial machines, G-E Motorized Power provides lasting assurance that you have purchased the best.

MOTORIZED POWER
-fitted to every need

GENERAL

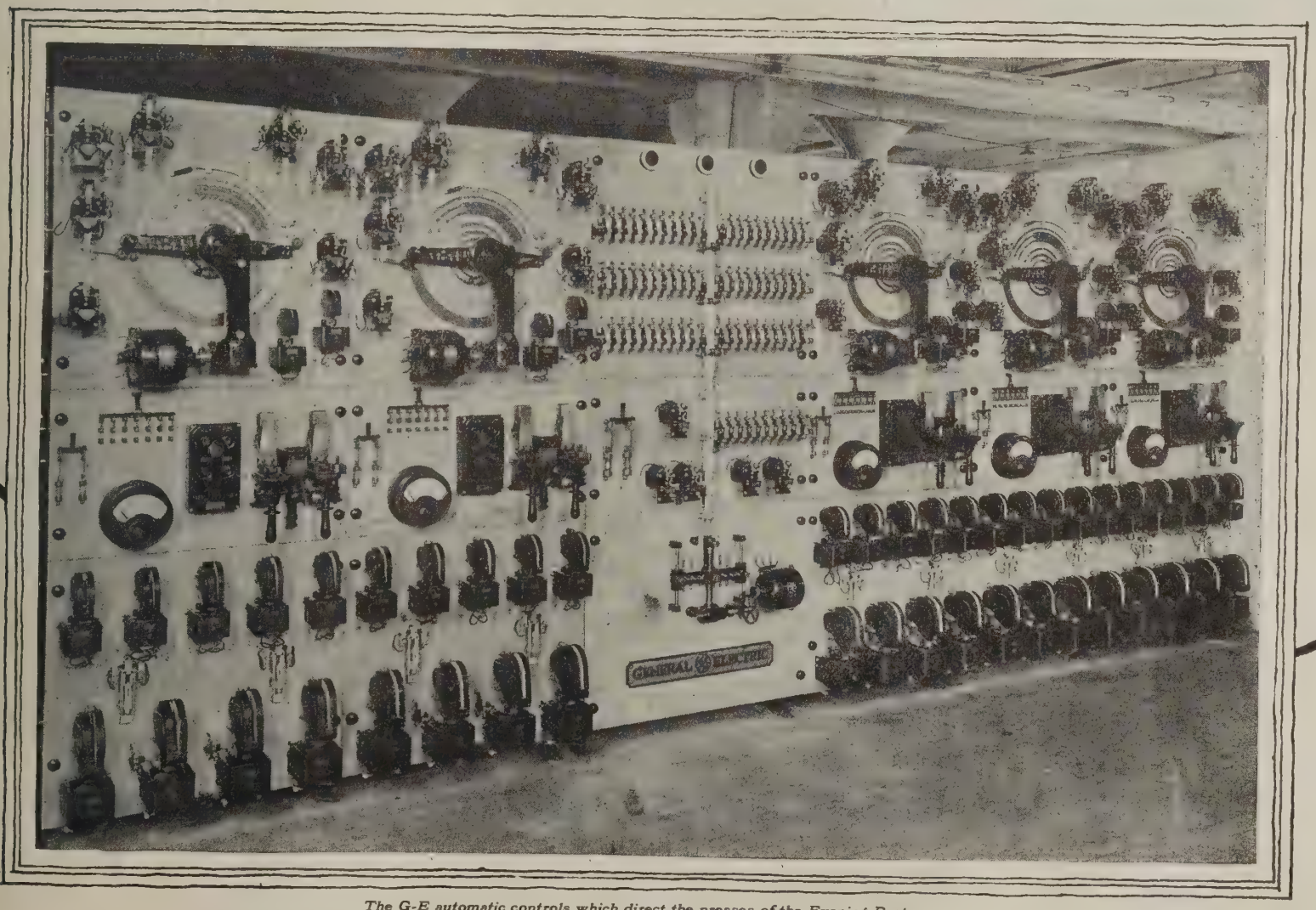
GENERAL ELECTRIC COMPANY, SCHENECTADY, NEW YORK

Electrical Equipment by G-E

The rapid growth of the Evening Post, one of New York's oldest and most distinguished newspapers, since its acquisition by the Curtis-Martin interests, has necessitated a new building and greatly increased press capacity.

To operate the twelve Scott press units, the Post selected the General Electric system. It was inevitable that the Post with all its high traditions should seek press control beyond the ordinary. The press control, especially built for the Post, is the finest yet constructed for any newspaper.

Electrical equipment by G-E—a mark of the highest distinction.



The G-E automatic controls which direct the presses of the Evening Post

ELECTRIC

230-3

SALES OFFICES IN ALL PRINCIPAL CITIES

AS HIS HOME TOWN SEES HIM

Oscar G. Foellinger



LIKE many other newspapers during the World War, the *Fort Wayne News* was threatened with the necessity of suspending publication. There was only a few days' supply of white paper on hand. Clarence F. Bicknell, at that time publisher of the News, was desperate. Paper had been shipped from the mills in Canada, but the car had been lost and was several days past due. Finally, the car was located in the yards in Detroit. Fort Wayne railroad officials were unable to get it out.

Bicknell called Oscar G. Foellinger, now president and genral manager of the News Publishing Company, into his office.

"Oscar, I want you to take the first train for Detroit and see if you can get that car of paper out of the yards and started on its way to Fort Wayne," Bicknell said. "Otherwise we will have to quit business."

Foellinger took the first train to Detroit. He consulted with the railroad officials there, but was given little satisfaction. They could give him no assurance as to when the car would be shipped.

Foellinger then took things in his own hands. He had the car number and in his youth he had had a little experience in railroading. He went to the yards of the Canadian Pacific in Windsor, Canada. After several hours' search he found his car. Then he hunted up the superintendent of the yards. He was a rough fellow and suspicious of everyone. His vocabulary consisted largely of profanity.

"What in —— do you want?" he asked.

Foellinger explained the situation. He wanted to get a car of paper routed to Fort Wayne on the first train out. He insisted that unless he would be considerate enough to grant his request his paper would have to suspend publication.

"Well, that doesn't mean anything in my young life," the superintendent indifferently replied. "What's your name?"

Foellinger told him.

"That name doesn't sound good to me," the superintendent said. "There is nothing that I can do for you."

But Foellinger was not dismayed. He insisted, he threatened, and he swore. Finally, the superintendent told him that if he could be assured that he had given his correct name and that he was really representing the News Publishing Company of Fort Wayne he would get the car out on the first train. As a result Foellinger had to telegraph Bicknell and Bicknell had to telegraph the superintendent assuring him that Foellinger was a bona-fide name and that he was a representative of the News Publishing Company.

But the worst was yet to come. Foellinger was in Canada. The war was on. All railroads were guarded. He wanted to get back to Detroit the shortest route. And so he started to walk down one of the tracks leading to the tunnel under the Detroit river. He had not proceeded far when he was stopped by two soldiers.

"Where are you going?" he was asked.

"I have a car of paper in the yards here about ready to leave and I want to get back to Detroit before it gets over there."

"Tell it to the sergeant," one of the soldiers told him.

At the points of two bayonets Foellinger was marched to the guard house to await the pleasure of the sergeant. The sergeant wasn't in any particular hurry. Eventually, he made an appearance.

"What are you doing here?" the sergeant asked.

Foellinger repeated the story he had related to the two soldiers.

"What's your name?" the sergeant asked.

Foellinger's heart sank. He felt that if he gave his name he would be shot at sunrise. Foellinger is a German name and he was in Canada. However, he mustered up sufficient courage to tell him. The sergeant became more inquisitive.

"Where are you going?"

"I'm going to Detroit through that tunnel," Foellinger answered.

"You are not," the sergeant insisted.

Just then an electric engine with several freight cars passed by. Foellinger saw his car of paper and without further ceremony he jumped on the train and was on his way to Detroit before the sergeant realized what had happened. He waved his hand at the astonished sergeant just as the train disappeared in the tunnel.

Foellinger believes with Shakespeare that "a rose by any other name would smell as sweet."

However, his paper did not have to suspend publication.

Chester W. Lyman Dead

Chester W. Lyman, 64, formerly vice-president of the International Paper Company, died April 7, in a Boston, Mass., hospital. He started his career as a paper manufacturer in 1885 with the firm of W. H. Parsons & Co., New York. In 1890 he joined the Herkimer Paper Company. On the absorption of this business by the International Paper Company in 1898, he began his long association with the largest organization.

EUGENE L. BERTRAND

Veteran of N. Y. World and Friend of Eugene Field Dies in Aurora

Eugene L. Bertrand, 65, associated with Eugene Field on the *Denver Post*, and widely known as a newspaper writer and editor, died April 7, at his home, Aurora, Ill., where he had resided the last two years. Prior to his return to Aurora he had been in the editorial department of the *New York World*. Mr. Bertrand was born Sept. 5, 1860, in Superior, Wis., and when he was eight years old his family moved to Clinton, Ia., where he gained his first newspaper experience as a printer's devil. When he was 19 he became a reporter on a Leadville, Colo., paper and later went to Denver, where he was city editor of the Post, when Eugene Field occupied a desk in the office. Mr. Bertrand was special correspondent in Washington, D. C., for the *San Francisco Chronicle* from 1890-1892, covered the Republican convention in Minneapolis, where his paper was a Blaine supporter. Bertrand's mild manner gaining for him the sobriquet of "Bertie, the Lamb," which remained with him throughout his life. He was for many years Sunday editor of the *Chicago Tribune* and had been with the *New York World* 14 years. The widow, three brothers and two sisters survive.

JOHN FLOYD HUME

Evening World Man Had Seen 25 Years Service on N. Y. Papers

John Floyd Humes, New York newspaper man, died on April 13, at his home, New York City. He had suffered from influenza, but continued his work on the staff of the *Evening World* until the Thursday before his death.

Mr. Humes was a Southerner and had been employed on the *Detroit Free Press* before coming to New York, about 25 years ago. He was with the *New York Herald* for several years and continued with that paper after it was combined with the *Sun*. Later he joined the Evening World.

Funeral services were held last Wednesday, after which the body was cremated and the ashes sent to Laingsburg, Mich., to be placed beside those of Mrs. Humes who died two years ago.

Veteran Texas Publisher Dead

James M. Fanning, 79, who died recently at the home of his daughter, Mrs. Bessie Lyles, Greenville, Tex., was a veteran newspaper editor. With his son, R. W. Fanning, he published the *Mount Vernon* (Tex.) *Herald*, which was sold to C. R. Duval, owner of the *Mount Vernon Optic*, with which the Herald was merged. Later Mr. Fanning bought the *Sulphur Springs* (Tex.) *Gazette*, and with his son operated that newspaper for ten years. It was sold shortly after the son's death several years ago. James M. Fanning was born in Bloomington, Ind., but moved to Texas when a youth.

Obituary

P. H. GIBLIN, for a number of years with the advertising department of the *Springfield* (Ill.) *State Register*, but until his illness a year ago with the Strauss Bond Company, Detroit, Mich., died last week in Detroit.

ELKANAH B. GORRELL, 75, owner and editor of the *Pana* (Ill.) *Daily Gazette* in 1895, founder of the *Louisville* (Ill.) *Republican* and later the *Effingham* (Ill.) *Republican*, and associated in an executive capacity with several southern Illinois newspapers in that period, died recently in Louisville, Ill., where he had lived in recent years.

NORMAN B. LICHTY, 68, in recent years prominent in advertising and novelty sales in Des Moines, Ia., where for many years he was in drug manufacturing business, making the Lichty headache tablets and head of the Lichty Manufacturing Company, druggists, died April 4.

JAMES F. ROGERS, 52, veteran employee of the *Denver Post*, died recently following a major operation. Rogers had been employed in the Post's stereotyping department for 22 years.

FRANK O'BLENNESS, aged 45, editor of the *Ohio Bell*, published by the Ohio Bell Telephone Company, died at his home in Cleveland a few days ago. For a number of years O'Blenness was Associated Press correspondent in Columbus and Cleveland and at times worked on the *Columbus State Journal*, *Dispatch* and *Toledo Blade*.

PAUL DAVIS, 52, well known in the theatrical advertising business throughout Massachusetts and previous to that prominent in the newspaper field in Worcester as a member of the business office staff of the *Spy* and later as reporter on the *Gazette* died recently in Springfield, Mass. He had recently operated an advertising agency in Springfield.

MRS. MARIETTA WHITCHER, 67, widow of William F. Whitcher, former publisher of the *Woodsville* (N. H.) *News*, and at one time editor-in-chief of the *Boston Traveler*, died at her home in Winthrop, Mass., April 9.

THOMAS F. COFFIN, 58, business manager of the *Amesbury* (Mass.) *News* died at his home in that city, April 9. He joined the News more than 25 years ago.

JUSTIN S. KEELER, veteran of the Civil War and a former reporter on the *Boston* (Mass.) *Herald*, died at his home in Los Angeles, Cal.

MRS. L. A. DARE, 40, wife of the editor of the *Elk River* (Minn.) *Star News* died in Minneapolis, April 9.

JOHN B. STOLL, 83, a veteran journalist and former owner of the *South Bend Times*, died in South Bend this week.

L. B. GOSHORN, editor of the *Saugatuck* (Mich.) *Commercial Record* and a former member of the *Chicago Tribune* staff died this week. He was buried in Chicago.

MATTHEW ORR SULLIVAN, 70, died April 4. He was one of the oldest employes of the *San Francisco Examiner* going with the mailroom 55 years ago when the Examiner was an evening paper. Sullivan was retired a year ago.

FLEXITYPE means ECONOMY

in your

STEREOTYPING ROOM



Write for Particulars

BROOKS PAPER COMPANY

Security Bldg., St. Louis, Mo.

THE BUFFALO EXPRESS

NOW HAS

The Largest Morning Circulation

IN

BUFFALO

April first postoffice statement for six months average is 53,254 and we are still growing. No contests. No prizes—Just editorial excellence.

De Lisser figures for March show The Express leading morning field in majority of classifications including local display, national display and grand total.

Local advertising linage growing.

National advertising linage growing.

Classified advertising linage growing.

The Buffalo Express has true quality-quantity circulation.

National Representatives

CHARLES H. EDDY COMPANY

New York Chicago Boston

Special Representative for

Financial and Steamship Advertising

ROBERT S. FARLEY

25 BEAVER ST., NEW YORK

16,000 BOYS AND GIRLS IN DAILY'S CONTEST

Forty 5-Day Trips to Washington Among the 668 Prizes Competed for by School Children in Pittsburgh Chronicle Telegraph's Bird House and Sewing Contest

By JOSEPH M. AYLWARD

A RECORD for newspaper contests in the United States, requiring a general knowledge of art, manual training and household economy, was established by the *Pittsburgh Chronicle Telegraph* in its tenth annual bird house contest, which enrolled 16,140 entrants. They were boys and girls, aged 10 to 16 years, divided into three groups according to age for purposes of competition. The boys built bird houses, feeding stations, bird baths and made bird houses of gourds grown by them from seeds distributed last Spring by the paper, while the girls made princess slips and gingham frocks. The list of 668 prizes acted as a magnet. Chief among the prizes were 40 free five-day tours of Washington and its environs, for as many boys and girls, winners in Group B, for contestants aged 12 and 13 years, and Group C for contestants aged 14 and 16 years. Besides there were prizes of tool chests, beaded bags, binoculars, field glasses, double deck pencil boxes, bicyclets and cameras.

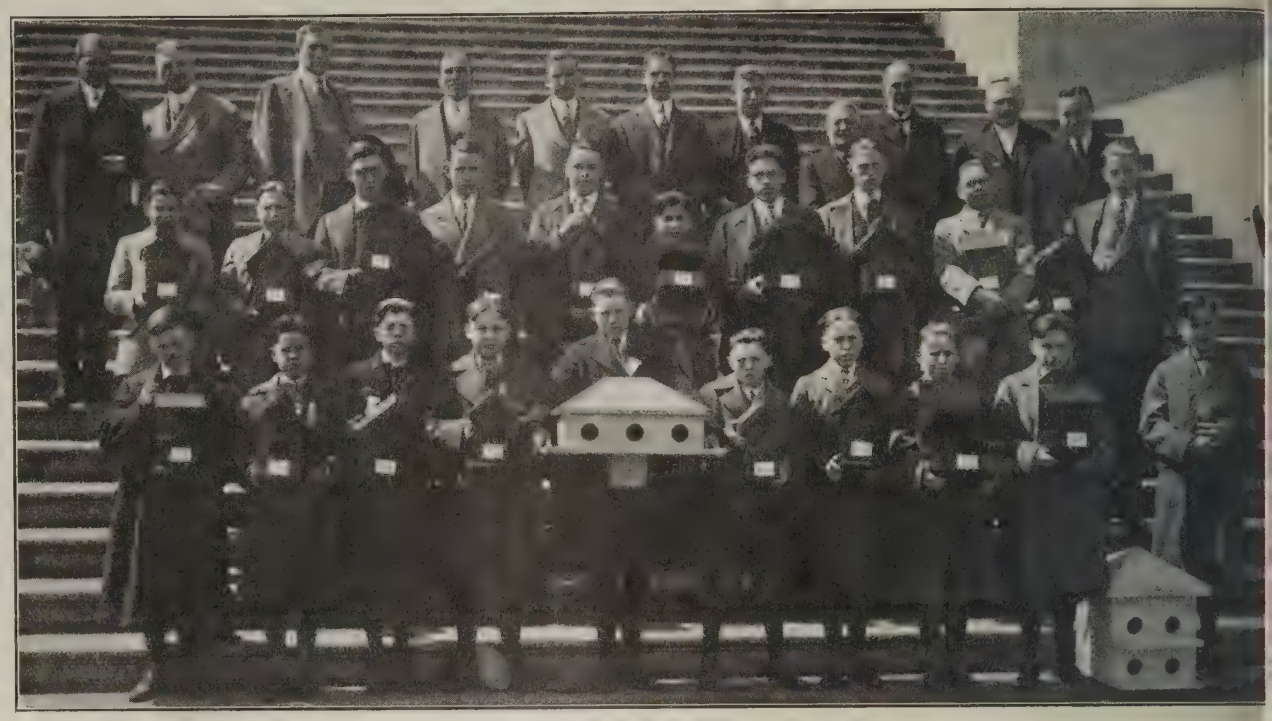
The contestants were given seven weeks in which to make and enter their specimens. Judging of the specimens began immediately after the close of the contest. This task was in charge of naturalists and manual training instructors in the boys' division, and household economy instructors in the girls' division. An affidavit from parent, guardian or teacher was required of each boy or girl chosen by the judges as a winner before he or she was eligible for a prize. This affidavit was to the effect that all the work on the specimen was done by the boy or the girl. The contestants under the contest rules were permitted to obtain all the suggestions possible, but they were required to do all the actual work on their specimens themselves.

The specimens were displayed in a large storeroom in the heart of downtown Pittsburgh and for two weeks the public flocked to see them. The visitors numbered thousands. Parents, educators and men in public life came, including Senator George Wharton Pepper, and former Governor John K. Tener of Pennsylvania.

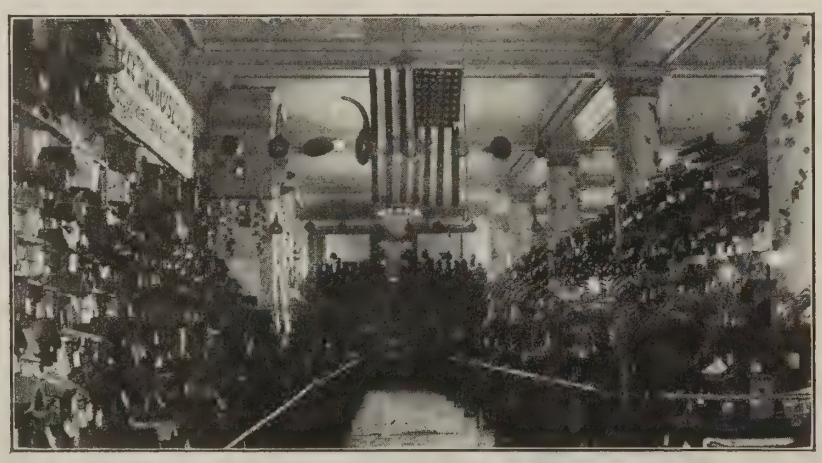
The enterprise received alike the endorsement of educators, artisans and the general public. The work of the boys and the girls was highly praised. A mother, after viewing the thousands of specimens, was moved to declare that the "future of the nation is safe with the boys and the girls engaged in such gainful endeavor." The spirit of fair play, initiative, self-reliance and kindness to birds and animals were among the contest's objectives. The specimens all reflected high standard of workmanship, this feature being especially commented on by the judges, many of whom had watched the Bird House contests grow from a small beginning, ten years ago, into an enterprise engaging the interest and activity of thousands of boys and girls of the tri-state district.

The contests were inaugurated in 1916, with the thought in mind to help further the interest of the younger generation in the protection of native birds. In 1916, about 900 boys entered specimens. In the contests to date the boys of Western Pennsylvania have constructed more than 40,000 bird houses. A remarkable feature is that in the construction of these houses is that 85 per cent of them have been placed to advantage in providing nesting places for birds that inhabit Western Pennsylvania.

As their reward, 40 boys and girls, 20 from municipal Pittsburgh and 20 from other places in Western Pennsylvania, winners in Groups B and C, for contestants aged 12 to 16 years, were taken on a free five-day tour of Washington and its historic environs. The party left Pittsburgh by Pullman over the Baltimore and Ohio railroad Wednesday night, March 31, and returned Monday, April 5 by daylight over the picturesque route along the Potomac River, through Harper's Ferry, W. Va., and the famous Sand Patch tunnel, more than a mile long, at the crest of the Allegheny Mountains.



"Tele" bird house contest boy winners holding their prize bird houses which they presented to the Mercersburg Academy as memorials to Calvin Collidge, Jr., who was a student th ere. The presentation took place on the steps of the Capitol at Washington, D. C., during the five-day free tour of the national capital which was the boys' reward for their success. Prominent government officials and educators in back row.



Thousands viewed the public exhibition of bird houses entered in the tenth annual bird house contest of *Pittsburgh* (Pa.) *Chronicle Telegraph*, of which the photograph shows one section.

The party was in charge of the writer Miss Irene E. McDermott, director of household economy of the Pittsburgh schools, and assistants from her department were chaperons. Employes of The Chronicle Telegraph were in charge of the boys. The young people were divided into groups of three and four, each group in charge of an adult. In addition, there was a graduate nurse and a physician in the party.

There was no sickness, and all through the trip the tourists, everyone of them, were fine and fit for the full enjoyment of every feature of the tour.

Nothing was left undone in Washington for the entertainment and educational enlightenment of the young people. The program included sightseeing trips through Washington's residential and public districts by motor bus, visits to Georgetown, Mount Vernon, Alexandria, Va., Arlington Cemetery, tomb of the Unknown Soldier, the Capitol, the White House, Congressional Library, the Museums, Pan-American Building, the Washington Monument, the United States Naval-Air Station, Bolling Field, the Monastery, the National Cathedral and other places.

A high spot of the tour was on Friday, April 2, when the 20 boys presented the prize bird houses to the Mercersburg Academy as memorials to Calvin Coolidge, Jr., who was a student there. The presentation was marked by impressive ceremonies on the steps of the United States Capitol, attended by Congressmen from Allegheny and Westmoreland counties, Pennsylvania, and prominent Washingtonians, including David Lynn, architect of the Capitol, and Dr. T. S. Palmer, biologist of the Biological Survey. John M. Phillips, former game commissioner of Pennsylvania, presided. Joseph H. Speer, director of industrial education of the Pittsburgh schols, made the presentation on behalf of the boys.

Emory J. Middour, assistant to the Head Master at Mercersburg Academy accepted the bird houses on behalf of the Academy.

Solemn faces of the boy and girl tourists, who were representatives of thousands of other boys and girls in the Pittsburgh district, showed that they were sensitive to the high honor that was theirs in presenting the memorials. The bird houses were embellished with plates aluminum plates inscribed with the name of the boy donor, the date, and the occasion.

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Key West Call
Lakeland Star-Telegram
Miami Herald
Orlando Sentinel
Palm Beach News
St. Petersburg News
Tampa Tribune
Palm Beach Post

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Macon Telegraph
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Lexington Herald
Louisville Courier-Journal
Paducah News-Democrat

LOUISIANA
Shreveport Times

MAINE
Kennebec Journal—Augusta
Bangor News

MARYLAND
Baltimore American
Cumberland News

MASSACHUSETTS
Lowell Courier-Citizen

MISSISSIPPI
Jackson Clarion-Ledger
Natchez Democrat

NEW JERSEY
Paterson Call
Hudson Dispatch—Union City

NEW YORK
Buffalo Courier
Glens Falls Post Star
Jamestown Post
Poughkeepsie Eagle-News
Rochester Democrat & Chronicle
Rochester Herald
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NORTH CAROLINA
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OHIO
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OREGON
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Williamsport Gazette & Bulletin

TENNESSEE
Chattanooga Times
Knoxville Journal
Memphis Commercial Appeal

TEXAS
Corpus Christi Caller
San Antonio Express
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Richmond Times-Dispatch

WASHINGTON
Bellingham Reveille
Spokane Spokesman-Review
Walla Walla Union

WEST VIRGINIA
Clarksburg Exponent
Charleston Gazette

WISCONSIN
Milwaukee Sentinel

DANIELS ATTACKS CONSOLIDATIONS, URGES STRICT PROFESSIONAL STATUS FOR PRESS

(*Excerpts from an address on "Newspaper Ethics" by Hon. Josephus Daniels, publisher of the Raleigh (N. C.) News and Observer, before the First Pan American Congress of Journalists, Washington, April 7-13.*)

IS the newspaper of today an institution established to serve and lead the public, or is it a business institution set up and directed to earn dividends for those who own the title to the plant? This is no academic question, propounded for diversion of intellectuals, or to provoke discussion by business men and chambers of commerce or as the topic for debate by the Pan-American or other Congresses of journalists.



JOSEPHUS DANIELS

Primarily as journalists we must meet this question and answer it. If we fail to fix the true status of our journals let us not doubt that the reader will make the correct appraisement.

If the newspaper is a public institution, holding the relation as partaking partly of an educator and partly a public service corporation, it is fitting that journalists should set up and maintain a code of ethics such as have always been held fitting for professions as they are different from commerce and trade. If, however, a newspaper is property, having something to sell in the marts of trade as its chief mission, it is governed by business ethics.

There is a wide difference between business ethics and professional ethics, chiefly in the fact that the primary purpose of the business world is to realize profit by catering to the public needs or the public tastes. The ethics of the profession changes the emphasis. Whereas both serve a good purpose, the profession requires its members first of all to serve the common need and find their chief reward as public servants, accepting compensation honorarium or fees. The highest expression illustrative of a profession, which is an institution rather than business, is that "he that preaches the gospel must live by the gospel," which means that the lawyer, who is an officer of the court, is charged with the duty of seeing that a client obtains all his legal rights. The fee must be a secondary matter, and if the client has no money, the lawyer must defend him as zealously as if the money compensation was large. The physician degrades his profession who permits the size of his fee to affect the exercise of his highest skill to save or cure his patient. In like manner, if the journalist belongs to a profession he must pour out his soul in the columns of his journal and be true to his righteous convictions "unawed by influence and unbribed by gain." If he has no convictions, he would die for, he is no editor, even though he may write with the pen of a Greeley or a Pulitzer. The best definition ever given of an editor is that he is a man who, rising in the morning to read of what transpired in the world on the previous day, is moved to righteous indignation against wrong or injustice, and goes forth to combat it with all the power of a crusader. If wrong and injustice do not summon him to fight the "wrongs that need resistance," he may be the owner or editor of a journal, rich and widely circulated, but he has no more right in the sanctum than a facing-both-ways Christian has place in the pulpit. The doctrine of *noblesse oblige* must guide the journalist who belongs to a profession rather than to a trade.

It must be recognized that journalism of our era must combine the office or teacher with the practices of the business world. There was a time when any writer who felt he had a message or felt the call to write could establish a newspaper if he could command a handkerchief full of type and a $150 hand press. Oftener than otherwise, such men were concerned with questions of government. Politics governed in most sanctums. When the Hamiltonian theories were expounded by John Fenno's journal, the Jeffersonians stood behind Philip Frennean's. Party journals often descended to bitterness and sometimes to Billingsgate. Editors in past generations sometimes depended on political patronage for bread and butter, and fell into disrepute when they became the mere organs of ambitious men or the hired exponents of selfish interests. But as a rule, the precarious livelihood of editors attracted to journalism only those who felt the compulsion of a medium to reach and influence the public for policies and principles they deemed essential. If the scant advertising and the small number of subscribers brought enough to keep the wolf from the door, the editor felt recompensed. It was true in the days when Nathaniel Macon, Speaker of the House, wrote to John Randolph, of Roanoke when that eccentric Virginian was lambasted by the papers, "A government of editors would be a government of the hungry."

No such condition exists today. The newspaper in a city of large population brings large money returns. The temptation to accept dictation by direct money contribution no longer exists. Financial independence, greatly increased by larger reading constituencies and a new faith in printer's ink by advertisers, has lifted all newspaper owners to economic independence and some to wealth. Has this freedom from financial worry brought the newspaper up to a larger and more unselfish devotion to the common weal? Or has it tended to make newspaper owners share the views of other recipients of large incomes and influence their editorial utterances? If an issue has been raised —as is now debated in the United States: Shall the burden of taxation be first reduced on what the toilers must buy, or shall the earliest and largest tax reductions be given to those in receipt of large incomes?—if that is presented, will publishers be influenced to advocate the course that reduces their own tax along with the other favored classes, or will they throw the weight of their influence to the immediate relief of those least able to pay the cost of government? The answer to this question challenges the supreme test which every journalist should apply to themselves.

The day when a man with small capital could establish or buy a newspaper, has gone, more's the pity for that journalistic debate which keeps the current of opinion active and clear. Plant and other expense of running a daily newspaper makes starting a new one so hazardous that we are now in an era of consolidating rather than founding new papers. If Mr. Munsey had lived and kept up his gait, we might have come to the day in New York as in St. Louis and Detroit, where there would be a single morning daily in our metropoli[s]. Mr. Curtis has reduced the number in Philadelphia. Most consolidations have come about because the mounting costs of publication have made it an economic necessity. Even then the tendency is to be deplored, and it is a calamity when consolidations have no basis except the desire to increase profits and dividends to the owners or the publishers. It is debasing to journalism when consolidations are made to deny open discussion and end the life of a journal whose policy was not agreeable to the powers that be. Such journalism has no ethics. It is not even journalism. It is trade and barter in what should be the palladium of the people's rights, and, when a journal changes hands to douse the light or to strangle utterances not acceptable to any selfish interest, business or political, the transaction destroys by that much the freedom of the press, guaranteed by the Constitution.

The fact that a newspaper has a large field, comparatively free from competition, imposes a responsibility that must compel acceptance of the truth that the publisher must not conduct his paper with the main idea of profit. He should regard his paper as a public institution, himself as a trustee of the property for the public weal, and regard ownership as a necessary incident to public service. In every real respect the journal should belong to the public. If it is afflicted with the itch for large profits, and its policy influenced by such desire, it is a menace and not a blessing to the community in which it is published. Recen[t] there was a conspicuous example of the extreme acceptance of the fact that a journal belongs to the public. Many years ago William R. Nelson, without money, landed in Kansas City. He had enough money to buy a handful of type and a press. He started a newspaper and conducted it along original lines. He added an afternoon paper. It helped Kansas City to grow and the growth of Kansas City brought him great riches. In his will Mr. Nelson provided that his two papers should go to his only daughter, but at her death should belong to the people of Kansas City. The earnings are estimated at a million dollars a year. Upon the death of his daughter a few days ago, this Kansas City newspaper property worth $10,000,000, became the property of all the people of Kansas City. However "Old Bill Nelson," as he was familiarly called, had no illusions about the ability of political agents to run great newspapers. The property is to be held by the president of three universities as trustees and conducted by them for two years. Then it is to be sold and the income from the amount realized to be spent for paintings, sculpture, tapestries and other works of art for installation in a municipal art museum, the building having already been provided i[n] his wife.

To be sure, a newspaper of today has a business side, and its importance is not to be minimized, or the ability to successfully conduct the business department underrated. Upon its successful conduct depends the ability of the paper to furnish the latest news and best features and secure the best talent so the journal may be interesting, instructive and useful. Advertising has become an integral part of the paper and dependence on business information make advertising essential to its readers. The proper display and attractive writing of advertisement has demanded talent of high order. But there the mission of the business side ends. If it dominates in any degree the editor's policy, if the income desired affects the paper's utterance, the journal becomes a trade or a business, and has no right to claim the ethics of a profession or the honor paid to a public institution.

There ought to be—there must be—close cooperation between all who make a modern journal, and in the truly great newspaper the able advertising and business management has come to appreciat[e] quite as well as the writers that the cha[r]acter and independence and public ser[v]ice is its only permanent asset. A news[-]paper cannot retain its character b[y] favoritism or supression or poisoning i[ts] news any more than by substituting co[m]mercialism for public duty. An ab[le] journalist recently said that a newspap[er] "can no more afford to poison its new[s] than a dairyman can afford to put pruss[ic] acid in his milk," and he added: "Th[e] newspaper which poisons its produ[ct] poisons itself. Suppression of importa[nt] or pertinent facts in the interest of popu[-]larity, class, gang, clique or self-intere[st] is the equivalent of a death warrant [if] persisted in. Of this the toll of dea[d] newspapers is sufficient testimony."

There is no other institution—or bus[i]ness—if it is a business—which enjoy[s] such privileges and rights as the pres[s]. All free countries feel that a free pres[s] is the mudsill upon which popular govern[-]ment rests. "If the choice were give[n] me," said Jefferson, "of a free press or [a] free government, I would choose a fre[e] press, for where the press is free fre[e] government will be secured," or words t[o] that effect.

It was that conviction that caused Mr[.] Jefferson to request North Carolina an[d] other colonies to refuse to ratify the Con[-]stitution and enter the Union until the Bi[ll] of Rights, freedom of religion, and free[-]dom of the press were incorporated int[o] that American Magna Charta. "Congres[s] shall make no laws," says the Constitution "abridging the freedom of speech or o[f] the press."

If journalism is a trade and publishin[g] a paper is a business they have no mor[e] right to constitutional protection tha[n] selling fish or dry goods. It is certai[n] Jefferson would not have written fro[m] France and insisted upon security of free[-]dom of the press if he had supposed th[at] journal would be other than a publi[c] institution, set up to serve the public and would keep free the channel of dis[-]cussion, which he believed would so in[-]fluence the people that government woul[d] become responsive to the popular will[.] That high obligation upon journalists i[n] the United States and all other America[n] journals in North and South America should cause us here and now to recon[-]secrate ourselves and rededicate ou[r] journals to the service of the whol[e] people. If any of us yield to the tempta[-]tion of putting profit above promotin[g] the common weal, what moral right hav[e] we to invoke the protection of the Con[-]stitution enacted only to insure a fre[e] press? It is no longer free to serv[e] humanity if the paramount aim is to mak[e] large dividends.

More than that: if the trend in tha[t] direction, which cannot be denied, shoul[d] become general, if newspapers are chiefly business concerns, not only will powe[r] go out from us, but the people will look for help and deliverance from othe[r] sources, and the sceptre will depart from the press and should depart from it.

France has about reached the poin[t] where nothing will help so much as a good cry.—*Spartanburg Herald.*

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RICHMOND, VIRGINIA

The Fastest Growing Newspaper in the South

COMPLETE NEWSPAPER SHOULD TOUCH ALL PHASES OF CONTEMPORARY LIFE

(Extracts from an address on "The Complete Newspaper" by Ogden Reid, editor of the New York Herald Tribune, before the First Pan-American Congress of Journalists, Washington, April 7-13.)

THE past generation has seen a considerable change in the character of editorial opinion. On the whole, newspapers today are less partisan than formerly and feel a greater responsibility to their readers. Editorials are more informative and judicial in tone. Cartoons are probably more effective now than ever before. They frequently explain a situation and paint a moral at a glance where a written opinion would require considerable length to convey the same idea.



Ogden Reid

Newspaper columns are often a forum for debate, and influential dailies are glad to publish letters from readers expressing opinions at variance with their own. Furthermore, they frequently publish signed articles by people of prominence whose opinions are of interest to the public, though they may not necessarily agree with those held by the paper in which they are printed.

Another modern development, which has on many papers required the services of a special department, is the enormous number of letters from readers asking for information and advice on every conceivable subject. They want to know how to invest their money, how to make out their income tax returns, how to build their houses, how to make their clothes and cook their meals. These questions, as far as possible, are answered by highly trained specialists, who conduct regular news departments on these subjects. This service to the readers forms a personal relationship that could probably not be obtained in any other way.

While the main business of a newspaper is to print the news to help all worthy causes so far as its facilities permit, there are occasions when it can make a special effort for a particular purpose. Many papers have some form of welfare work which they promote at regular intervals. There are fresh air funds for children, ice funds, coal funds, substantial Christmas presents—either money or food—and various other forms of help for those who cannot entirely take care of themselves. Most of these endeavors carried on purely as charities, could not afford to maintain an organization all the year round and yet could not build anew an efficient organization every year when the time came to start work. But papers, with their accounting, news and other departments working all the time, and the aid of a minimum permanent force can act quickly and do a tremendous amount of good, which would otherwise be left undone.

More and more the modern newspaper is becoming the product of a highly organized group of experts acting under one management. No editor can be a master of all departments. He must select expert assistants and harmonize the various groups so that a well balanced paper can be produced. His dominating though, however, must always be that nothing human is alien to a newspaper.

AS HIS HOME TOWN SEES HIM

John S. Cohen



THOMAS J. HAMILTON, editor of the *Augusta* (Ga.) *Chronicle*, in a speech to a press convention at Waynesboro the other day modestly but proudly proclaimed that the Chronicle, dating from 1785, is the oldest newspaper in the South and that a distinguished triumvirate of Southern editors cut their eye teeth in the Chronicle school of journalism.

"It so happens that the Augusta Chronicle has been the training school for some of the South's great editors and publishers," Mr. Hamilton said. "Within the past 40 years, three Chronicle reporters left their mother newspaper to build their fortunes in other cities. Pleasant A. Stovall, late minister to Switzerland, bought the *Savannah Press;* Edward W. Barrett acquired the *Birmingham Age-Herald;* and John S. Cohen became a reporter on the *Atlanta Journal.*"

After recounting briefly the success of Messrs. Stovall and Barrett, at Savannah and Birmingham, Mr. Hamilton added that "the third member of this triumvirate—John S. Cohen—is now president and editor of the Atlanta Journal, which to my mind is the South's greatest newspaper."

Jack Cohen began at the very bottom of the ladder as a reporter of the *Atlanta Journal*, but his instinctive newspaper talent won him steady advancement through various stages to his present position. His experience embraces all fields of reportorial activity, from police courts to Washington and war correspondence, with a liberal allotment of editorial writing.

He entered the Spanish-American War as a special correspondent of the Atlanta Journal, and "scooped" the universe on the location of Sampson's fleet when there was much mystery as to its whereabouts. He came out of the war as a full fledged Major of Infantry, having been advanced from a lieutenancy in the only Georgia regiment of volunteers that saw service in Cuba.

At the close of the war, Major Cohen returned to Atlanta and resumed his connection with the Atlanta Journal as managing editor. At the death of the late James R. Gray, he succeeded to the presidency and editorship of the newspaper.

Major Cohen is Democratic National Committeeman from Georgia, and holds an LL.D., degree from Washington and Lee University.

Hoover to Address Iowa Editors

The Iowa Press Association will hold its annual meeting at the Hotel Fort Des Moines, Des Moines, Ia., May 6, 7 and 8. The first day's program will be devoted largely to daily newspapers; the other sessions to all newspapers of the state. Secretary of Commerce Herbert Hoover is scheduled to be the chief speaker.

SUPREMACY IN SYRACUSE

Study these figures of circulation of The Syracuse Journal:

Average net paid City Circulation	**34,393**
Average net paid Suburban Circulation	**21,559**
Average net paid City and Suburban	**55,952**
Average net paid Country Circulation	**9,374**
TOTAL AVERAGE NET PAID CIRCULATION	**65,326**

The postoffice statement of the second Syracuse newspaper (morning) is 55,034 and the third Syracuse newspaper (evening) is 47,884.

The Journal leads the second paper by 10,292.

The Journal leads the third paper by 17,442.

The Journal's city and suburban circulation is more than 1,000 greater than the total circulation of the second paper and over 7,000 more than the third paper has all told!

The Journal has the largest daily circulation ever attained by any Syracuse newspaper.

And the Syracuse Sunday American tops each of the other Syracuse Sunday newspapers in circulation. For the six months ending March 31 it was 78,873. For March, 1926 the Syracuse Sunday American was over 82,000.

Syracuse Journal-American

National Advertising Representative
THE JOHN BUDD COMPANY

How to Sell Your Audience!

Newspaper advertising space is the sale of white paper to reach an audience.

The nature and extent of that audience is largely determined by editorial appeal and journalistic skill.

O. C. Harn, of the National Lead Company, and President of the Audit Bureau of Circulations, recently wrote an article directed to advertisers, stressing the importance of "buying your audience," through careful study of A. B. C. reports and the study of correlating data.

Woolworth made millions by mass production and mass selling. The Tiffany fortune was accumulated by contrary methods. In between are many classes of successful merchandisers who are neither Tiffanys nor Woolworths.

Use the *whole* of your A. B. C. reports in "selling your audience" and selling your market.

One of the greatest achievements of the A. B. C. has been its assistance to publishers in this "selling of audiences."*

AUDIT BUREAU OF CIRCULATIONS
By STANLEY CLAGUE
Managing Director

*P.S. *This has been as true with publications of less than 5,000 circulation as it has been with publications whose circulation exceeded the million mark.*

HIGH CABLE AND RADIO RATES BARRING PROGRESS IN WORLD NEWS TRANSMISSION

(Excerpts of an address on "Gathering and Dissemination of News" by M. Koenigsberg, president of the International News Service before the First Pan-American Congress of Journalists, Washington, April 7-13.)

IN our domestic gathering of news and its distribution we are employing some of the modern means of communication. The automatic electric typewriter is taking the place of the Morse operator. Channels capable of transmitting 60 words a minute to that mechanical marvel are replacing the old channels with less than half that speed. As a result, we have doubled the volume and promptness of our news reports without increased cost.

In the foreign field, however, in communication between the continents, we are practically at a standstill. The news associations and the newspapers are deprived of the great benefits of modern invention because of greed, or inefficiency or political jugglery or monopoly or international agreement. An international agreement makes it impossible for radio stations in China to operate across the Pacific. They can't send or receive.

The Japanese Government holds to a minimum 30 cent press rate for radio service, while the United States Navy Station at San Diego can give better service for six cents a word. We can get that service to Manila, but we cannot use it to Japan. I might go on indefinitely.

The American Publishers' Committee on Radio Communications owns a radio station in Halifax. We have a receiving station and a sending station. We have a satisfactory receiving arrangement. British, French and German stations send to us at Halifax at preferred rates. But our transmitting station, built for sending to England, is largely idle, because the Marconi company insists on its monopoly in eastward traffic from Canada.

Cable press rates to Europe remain unchanged, 7 cents to London, 10 cents to Paris and 14 cents to Berlin. Urgent rates are anywhere from three to four and one-half times as high. Press cable rates to South America are more reasonable, at 10 cents and 12 cents a word, with urgents, however, at $1.50 a word. Press rates to the Orient are ridiculous. Thirty-five cents a word press rate to China; 34¼ cents a word to Japan, with urgents at $2.76 a word and $2.16 a word respectively.

And urgents are used more and more frequently, as the competition between newspapers and press associations grows keener and as international events become matters of deeper public interest throughout the world. Years ago an urgent message was a rarity in foreign news gathering. Only the other day we used urgents exclusively in covering a tennis match between two young women in Cannes, France.

Years ago, when a wire was a wire and carried one message, there might have been some justification for these new high rates. But today, when science has shown how numerous messages may be transmitted simultaneously over the many channels to be found in one wire—and even over phantom channels between wires—today there should be a revision of cable rates to facilitate the dissemination of news over the world.

Look over the field of news communication as differentiated from the field of commercial messages and you will find that by some coincidence radio press rates are nearly identical with cable press rates—when radio is available at all.

In spite of tremendous stations standing in New York, available at practically all the American important news centers, and similar stations available at all the important South American, European and Oriental news centers, radio press rates to South America, for instance, are 10 cents a word, with the report from the Radio Corporation "that they cannot yet recommend the service for use by newspapers."

To Europe, the radio rate is practically the same as the cable rate and very much slower. To the Orient the press rate is 5 cents less per word to Tokio, with no service to Shanghai or Manila. Thirty cents is the radio rate to Tokio. The United States Naval Station, serving American press associations at cost, for transmission of messages to Manila, charges six cents a word. It does not cost one cent less to send a message to Manila over the radio than it does to send it to Tokio. Why the difference of 24 cents a word? Is a profit of 400 per cent necessary?

In wireless lies the future communication of newspapers and press associations. In wireless lies all our hope for that great forward step—a press association or two or three press associations combining together the peoples of the great republics of North and South America into one great union of knowledge.

Boundaries have their place but in this hemisphere at least they should not be allowed to serve as barriers to information. If we all can do our part toward the creation of economical channels of communication between all the peoples of the North and South—we shall have created a greater preventive of misunderstanding than all the diplomatic conferences that can be assembled.

We all know that radio communication has gone beyond the field of experiment. We know that radio and the automatic typewriter together can make the transmission of news so cheap that the newspapers of North America, through their press association, will be able to afford to gather the news of South America and the newspapers of South America will be able to afford to gather the news of North America in as great detail as they wish.

AS HIS HOME TOWN SEES HIM

Leonard K. Nicholson

LEONARD K. NICHOLSON, president of the New Orleans Times-Picayune Publishing Company, sits contemplating a thick pile of clippings on his desk these days. Every mail brings in more editorial comments from newspapers the country over, pertaining to the *Times-Picayune* Chair of Journalism at Tulane University, the great college of New Orleans.



LEONARD K. NICHOLSON

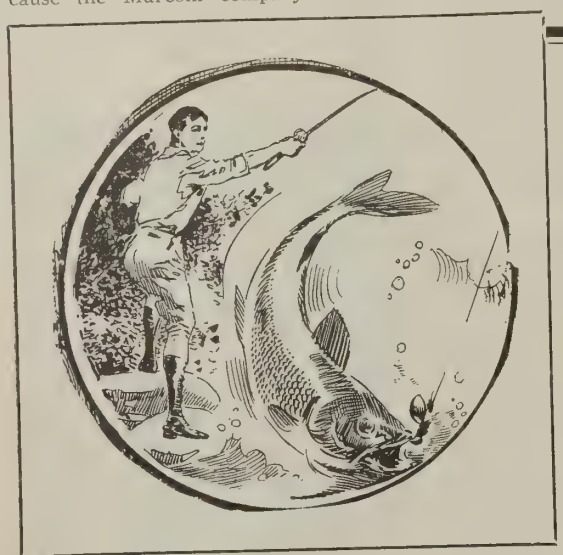
The Times-Picayune is celebrating its ninetieth anniversary by appropriating the sum of $6,000 annually for ten years to establish this department at Tulane.

The purpose of the foundation is to establish a course in "economics, literature, history, languages and possibly commercial law," in addition to the course in Newspaper writing under the best and most practical newspapermen possible to secure to head the department. The Times-Picayune has offered, also to assist by allowing some members of its newspaper organization to give practical help to students enrolled.

Tulane has accepted the gift from the newspaper, and the course will be functioning in September 1926; it will be in full running order when the Times-Picayune achieves its ninetieth birthday in January, 1927.

San Diego Sun Buys Building Site

The *San Diego* (Cal.) *Sun* has purchased the lot adjoining its present property and will erect an addition.



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The Press-Guardian of Paterson, N. J. is the best advertising medium in the City

Prove it? *Why certainly—*

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5. It was Jason Rogers' first choice in Paterson because it gave the most intensive single coverage of the greatest purchasing power.
6. The Press-Guardian reaches and STAYS in more homes in Paterson and thriving suburbs than any other newspaper.
7. It has the highest local rate of any paper in Paterson.
8. It is the only paper that has shown a consistent growth in circulation during the past five years, while its morning competitor has not only stood still, but has dropped circulation in the past two years and its evening competitor, after spending $20,000 in an automobile contest, showed a slight gain, but not large enough to keep it from being the last in the field.
9. It was the only newspaper in Paterson, N. J., to show lineage gains in all three major classifications—Local, National and Classified in 1925 over 1924.
10. It is not obsessed, however, with building up lineage simply for lineage's sake, but refuses thousands of lines yearly because of poor credit ratings, etc.
11. During the past six months, October to March inclusive, The Press-Guardian carried more National lineage than either of its competitors.
12. The Press-Guardian is a member of the Associated Press and carries the complete NEA Feature Service.
13. The Press-Guardian is now installing a modern low unit type sextuple Duplex printing press to meet its growing needs and has recently purchased a 3-story corner building adjacent to its present property for expansion purposes.
14. The Press-Guardian established the first Merchandising Service Department in Passaic County and has route lists for all retail outlets for advertised goods available.

Wm. B. Bryant, Publisher; John L. Matthews, Editor

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UNETHICAL PRACTICE OF "LIFTING" ARTICLES DENOUNCED BY MEXICAN EDITOR

(Extracts from a report on "Newspaper Ethics," presented by Dr. Juan José Tablada, director of El Universal, Mexico City, before the First Pan American Congress of Journalists Meeting in Washington, April 7-13).

NEWSPAPERS have the supreme function and indisputable privilege of being the disseminators par excellence of human thought. This supremacy cannot even be contested by recent inventions, such as the motion picture and the radio which need rather the newspaper to assure their efficacy. The advertisements of motion pictures and the broadcasting programs which the papers publish daily are conclusive evidence of this fact.

Newspapers are, therefore, the multipliers and accelerators of thought. Ideas or inventions destined to influence the moral or material world may be born in the laboratory, in the university, in the lecture-room or in a book, but without the newspaper to take up these ideas, multiply them, put them within reach of the masses and carry them to the farthest corners, the march of human thought across Time and Space would be slow and haphazard.

To this enormous force belongs a proportional responsibility, and this force and this responsibility are generated and ruled by two essential conditions which the press must have, conditions which cannot be valued one above the other or subjected one to the other, but which are interdependent and complementary.

These essential attributes are:

1. The Freedom of the Press.
2. Newspaper Ethics.

From these two attributes the newspaper derives its force and its authority: a periodical organ cannot exist which lacks either one or the other.

The newspaper which puts itself at the service of interests which are not directly related to the public interest and the welfare of society loses its quality and fails in proportion as it departs from this ideal.

Although I am glad to say that we are all pilgrims along the straight and open road, I believe that it is pertinent, for the sake of the prestige of the Latin American Press, to urge this enlightened Assembly to co-operate for the firm establishment of journalistic ethics and to fight for its unconditional *acceptance and practice without any exception.*

And now let us point out, quickly, certain deviations that should be rectified and which are due to lack of suitable preparation rather than deceit.

In our countries no preparation is necessary to be a journalist. Not only is it sometimes a career thoughtlessly chosen, but in many cases it is an activity engaged in by those who have failed in other fields, men who do not bring to the new enterprise any altruistic purpose, but merely a despairing desire for subsistence, for pecuniary success, or notoriety, and in many cases this results in anti-social impulses. All well organized societies have schools of journalism, schools that are urgent, necessary, whose establishment is recommended by the very program of this Congress, and in our countries we have done without these schools until now, with fatal results for the fundamental ethics of our profession.

This lack of preparation, this blind ignorance, this total unconsciousness, gives rise to breaches of ethics of which we professional journalists are the first victims.

I had thought of submitting a paper to this Assembly on an aspect of this topic of ethics: Respect for intellectual property, with the purpose of preventing this wrong of which we are made the victims by those who call themselves our colleagues. Doubtless there is not a single author here present whose name enjoys prestige who has not seen his productions reprinted without his permission in journals foreign to him. There is not a single important and reputable newspaper represented here that has not suffered from the plagiarism of articles for which it has paid, by unscrupulous newspapers. For my part I can say that among the papers that have taken my writings one has even dared to state that I was their special correspondent in New York, systematically appropriating the articles I had prepared for a reputable newspaper that remunerated my work.

The victims of these reprehensible practices are the authors, who are plundered of their property, "the most legitimate kind of property, intellectual," and respectable newspapers with which the unscrupulous compete without any difficulty.

Having in their hand, unknowingly, the enormous force which the newspaper signifies, some of these men, with no schooling and no notion of responsibility, are able to find their way into the enormous personnel of the big dailies and it is easy to see the dangers with which they can beset it.

Through the great desire for opportunity and pretext of sensationalism, news that appears innocuous, figures that seem truthful to the censor who is always under pressure of the incessant vortex of the daily paper, alarm is sown and panic spread, with grievous results; for you well know what laborious work it is to build and how easy it is, on the other hand, to destroy what has been built.

So these activities, which we might call reflex actions of the journalistic organism, are a constant threat to the results attained by the constructive elements.

Propper Joins Housing Corporation

Henry M. Propper, labor editor, *New York Herald Tribune,* has resigned to join the newly organized division of research and education of the City Housing Corporation. His place will be taken by Joseph Shaplen, a staff member, who was for four and a half years Berlin correspondent for the Herald Tribune, and before that a labor reporter.

Parliamentary Press Gallery Dines

The Press Gallery of the Ontario Legislature held its annual dinner recently in the Speaker's Chambers of the Parliament Buildings, Toronto. Lieutenant-Governor Cockshutt, Premier Ferguson and his cabinet, and several private members of the Legislature were present. W. E. Elliott, *London Free Press,* president of the Gallery, presided.

From the Linotype Mailbag

Keeping a Promise

"We wish to express our appreciation also at this time of the courtesy and consideration extended us throughout the entire transaction covering the purchase of this machine and in your promptness in making shipment to us. We received practically the same good attention which Mr. Gunn informed us we might expect, and assure you of our deepest appreciation of same."

The Valley Register
Middletown, Md.



LINOTYPE

AS HIS HOME TOWN SEES HIM

Norman E. Mack



NORMAN E. MACK is a successful publisher heading for more than 40 years his own newspaper, the *Buffalo Times.*

But he is more than that. More thoroughly than most men has he cultivated that quality which is called "knack"—the aptitude for political understanding and the art of politics.

Do newspapers sufficiently stress the importance of interesting young men and women in public affairs—in politics? Do publishers realize that today's dearth of public men of fine performance is largely due to somebody's failure to interest them in political, even party, affairs at an early age? Norman E. Mack speaks on a subject very close to his heart when he says:

"Interest young men and women in political affairs. We shall need them 25 years from now. One party or the other will need them. The nation will need them. Yet we are neglecting the very kindergarten.

"I came to Buffalo as a very young man. That night I followed the crowd to a political rally. The great leaders of the State were there in preparation for the state convention at Syracuse the next week. I was thrilled beyond description. I lived frugally the next few days and went to the Syracuse convention 'on my own.' Again I was thrilled by this making and unmaking of men. Right there an interest was born that has remained with me all my life. It has been my greatest diversion, a great joy, an interesting study, the source of superlative friendships.

"Political interest is a duty of citizenship. Don't confuse it with personal gain. Some wag once said: 'No man who went into politics for his health, ever showed much improvement.' He uttered a great truth if he used the word 'health' as a synonym for material things. I launched my newspaper for a livelihood but my interest in politics has always been a great leaven."

Although Mr. Mack has risen to great influence in the Democratic party, he has declined many proffers of office in favor of his first interest, newspaper publishing

To Owners of "Sick" Newspapers

For ten years I have successfully specialized in survey, analysis and promotion of ailing newspapers, some of them now among the biggest money makers in the country.

For a limited time my services are available (on a fee basis) to newspaper owners who feel that a fresh, intelligent and well trained mind might aid in solving the problems of their properties, circulation, advertising and mechanical.

Ample references.

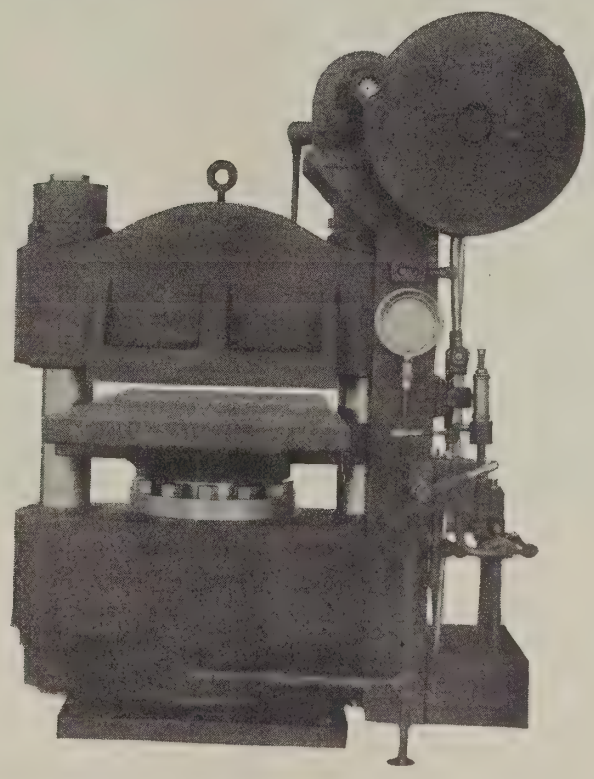
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Working Demonstration at Waldorf During Week of Publisher's Convention

A Birotadruck Hydraulic Matrice Press will be shown under actual operation at the Waldorf-Astoria in the store located on the Main Floor opposite stairway and elevators with entrance from main corridor (Peacock Alley).

The Birotadruck Press will be operated by a practical stereotyper and mats moulded under typical newspaper operating conditions.

The New York Times has installed and has in daily operation three (3) Birotadruck Hydraulic Matrice Presses, having taken out their steam tables and matrice rollers and is using the Birotadruck Hydraulic Press exclusively for mat moulding.

Other installations have been made in the plants of The New York Herald-Tribune, Boston Globe, Cleveland Press and Dallas News.

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LA NACION PAYS HIGHEST ASSESSMENT IN A. P., PRESIDENT NOYES SAYS

(Abstract of remarks by Frank B. Noyes, president of the Associated Press, and publisher of the Washington Evening Star, on "Gathering and Dissemination of News," before First Pan-American Congress of Journalists, Washington, April 7-13.)

THE news arm of the Associated Press is a far-reaching one, extending to the most remote corners of the globe and frequently bringing forth a thrilling story from the most unexpected, unlikely and sometimes hitherto unheard-of quarters. Only the other day it brought out from a small place in the Costa Rican hinterland the tragic news of a railway bridge collapsing under a heavily loaded passenger train, precipitating more than 200 persons to a sudden death. Again it reaches to the Asiatic steppes and reveals the finding of records and remains of ancient civilizations there, and sweeps over the wilds of Africa to report the progress of an explorer, or the news of a native uprising.

This vast reach is possible not alone through the staff and string correspondents which the Associated Press maintains at strategic points all over the world, but through its close touch with the network of affiliated news agencies whose services are at its disposal, as its home news field is open to them through their connection with it. Let some big news development be rumored in any quarter of the globe, and it is a question only of telegraphic, cable or wireless speed in transmission to put the Associated Press' news finger on the spot to press the key that will release the facts of the situation, whatever they may be, and lay them before its members for immediate use in the columns of their newspapers.

These things are interesting as showing the scope, the great reach, of the news-gathering end of the organization.

Both by cable and wireless the news is flashed across the water. All available means are employed, with the fastest and most reliable naturally getting the bulk of the transmission. Sometimes conditions are highly favorable to the use of wireless, and the radio then is extensively used. At other times, the signs of trouble being experienced along the air route, the shift is the other way, to the as yet more stable under-water means of transmission. On highly important bulletins, nothing is left to chance, and the big developments are flashed by both radio and cable, and frequently not only over one cable but by all cable routes, with the fastest in action getting the news in first and winning the honor.

In this way, duplicated, triplicated, quadrupled, comes the news of the crash of cabinets, the outbreaking of rebellions the fall of dynasties, and not infrequently the winning of high international honors in the world of aviation or in the field of sports. Frequently, the time of transmission from London or Paris is two, or three, or four minutes, and brief flashes have been known to come even in seconds. The relay to the Associated Press wire system is almost instantaneous, and not infrequently a flash is put on the wires in the New York Cable Room before the sheet on which it is received has been timed and pulled from the receiving operator's machine.

To discuss intelligently the expenditures of the Associated Press I must describe in a few words, the nature of that organization.

It is a co-operative, non-profit making association of more than 1,200 newspapers formed to exchange news between its members and to gather news independently for them and for them only, no service being sold, though agreements for the exchange of news have existed for many years with the Allied News Agencies headed by Reuter and Havas and the Canadian Press, which in its organization is closely akin to the Associated Press.

Its membership is mainly in territory under the American flag though many of the important newspapers of Latin America are full members.

With very few exceptions all the important newspapers of the United States are members.

I mention this for the reason that it has an important bearing on the question of expenditures as each member is obligated to furnish to his co-members in other places the news of his vicinity and this puts in the service of the organization an army of news gatherers who are not on the pay rolls of the Association, which, of course, greatly reduces its expenditures as an Association.

With this explanation, I may say that the average daily amount expended by The Associated Press in the collection and distribution of the world's news during 1925 was $20,049 reaching a total for that year of $7,317,956.59.

Of the total expenditures, the domestic news service absorbed approximately 80 per cent; 10 per cent of the entire sum covered the cost of the foreign news service, while administrative expenses absorbed 10 per cent.

Of the domestic expenditures $1,084,-223.19 was for rental of 117,656 miles of telegraph and telephone wires necessary to make the distribution to and collect the news from the members in the continental United States; $3,822,816.05 comprised the salaries of 1,125 Morse telegraphers and approximately 300 editors to man and file these wires. To serve the member newspapers not connected to the leased wire system, but receiving service by commercial telegraph or telephone companies or by cable and wireless to Latin America, Alaska, Hawaii and the Philippine Islands, $413,786.86 was expended for tolls alone. The state mail and other state services, exclusive of wire service, required an outlay of $526,-709.10, while telegraph tolls on gathered in news amounted to $92,058.84.

The foreign service cost $700,000 of which $300,000 was expended in payment of salaries to staff correspondents and part time men in that field, the balance was paid to cable and wireless companies for tolls on news brought in from abroad and for incidental expenses.

Administrative expenses included $388,-183.17 for salaries and $295,921.66 for rentals, furniture and the purchase of automatic printer equipment.

European news can be brought to New York at press rates of from 5 to 13½ cents a word, according to the capital from which it is sent, whereas it cannot for example, be delivered in Buenos Aires for less than from 17 to 23½ cents a word. Whether relayed at New York or sent direct by the ocean cables to South America, the tolls are either the same or cheaper by the New York route.

My information is that two cable companies are now operating between the United States and South America and one between Europe and South America with another projected. Three cable companies operating 13 cables and one commercial wireless company operate between Europe and the United States. Wireless communication with South America is not yet as dependable as between Europe and the United States.

The news sent by the Associated Press to its members in South and Central America is distributed chiefly by the All American Cables over a route extending 6,000 miles between New York and Buenos Aires. News to Mexico and Cuba is sent telegraphically, and the cost is relatively cheap.

The news is filed from the New York headquarters under the supervision of the Latin American Department.

The press rate from New York to Buenos Aires is 10 cents a word. A charge of ½ cent a word additional is made by the cable company for delivering dispatches at any point en route so that certain quotas of news that are delivered to ten or a dozen points carry a rate of 15 or 16 cents a word.

But considering only the basic press rate of 10 cents a word between New York and Buenos Aires and combining it with the press rates from Europe, it costs 17 cents a word to transmit a dispatch from London to Buenos Aires, 20 cents from Paris to Buenos Aires, 20 cents from Rome, and 23½ cents from Madrid.

Notwithstanding the tendency of these high rates to restrict the quantity of news, the maximum number of words sent to the principal members of the Associated Press in South America is nearly 5,000 words daily, and it can be safely said that, as a group, South American newspapers pay more for their news than any other group of equal number in the world. Indeed, *La Nacion* of Buenos Aires represented here today by its head, Jorge Mitre, pays much the largest single assessment in our organization.

The present rates to South America, however, represent a material reduction from what they were in years past and have made possible within the last seven years of an interchange of information between South America and the rest of the world that is immeasurably greater than existed previously.

This flow each way of legitimate, truthful news between two continents including Central America, Cuba and Porto Rico has served to bring us into much closer contact with each other and is, I think, helpful in the highest degree to the welfare of this hemisphere.

Canada Bars Two Magazines

Two more United States magazines have come under the ban of the Canadian Department of Customs and Excise, *Film Fun* and the *Art Lovers' Magazine,* both of New York. The censor of foreign publications claims that they are of a salacious character.

PRAISES PAN PRESS MEET

Panamanian Delegate Calls It Mo Momentous Event in 20 Years

"The most momentous event in the fie of Pan-Americanism in the past 20 years was the comment of Abel Villegas Ara go, of the *Diario de Panama, Star & Herald,* and *La Estrella de Panama,* on the First Pan-American Congress of Journalists which ended its sessions in Washington Tuesday of this week.



ABEL V. ARANGO

"The First Pan - American Congress of Journalists is the most momentous event in the field of Pan-Americanism duri the last 20 years, and will, I fe confident, justify its continued existen by means of periodical meetings various capitals," he told EDITOR PUBLISHER. "Even though the achiev ments of the present Congress are n great—and this happens invariably any first assembly on any subject—as f as ethics and technique of modern jou nalism are concerned, the event is a cor plete success from the standpoint of pra tical Americanism, as a considerable gro of the minds which direct the journalis of the hemisphere, especially from Sou America, has had the chance of a tete-tete talk and a heart-to-heart understan ing with the people of this country. Th all Latin-Americans return home with very favorable impression and a deep fe ing of gratitude, is a foregone conclusio

"We have seen so much in a few da and learned so to appreciate the true wor of this country and its incomparab people, that a new criterion has bor within us which will bespeak friendsh and cohesion with the United States the best policy."

Excellent Values in Printing and Newspaper Equipment

Hoe 8 column 48-page Sextuple Right Angle Web Press, 21½" cut-off

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3 No. 3 Miehles, bed size 33x46
2 No. 1 Miehles, bed size 39x53
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Other Cylinder Presses on our floor, rebuilt, ready for prompt delivery:

46x66 Huber Hodgman 2 rev. Cylinder Press
No. 8 Cottrell 2 rev. Cylinder Press, bed size 38x55
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POLICE TERRORISM in Passaic Strike—Little children were trampled under foot and old men and helpless women were injured in their mad dash to escape the enraged police officers charging the picket line at the Gera Mills in Passaic, New Jersey April 7th. This photograph represents news picture getting under the most difficult circumstances.

Newspictures for Newspapers!

VIRTUALLY every large or important newspaper in this country has accepted and now uses the picture as a news vehicle. The old time photographer has given way to the new style cameraman—the pictorial reporter. The American public, due to the movies and the use of pictures in publications, has become picture minded. And the progressive editor of today thinks in terms of pictures as well as in terms of text.

Consequently, the best picture service is a modern essential in the news room. This four year old organization, founded and maintained by the Chicago Tribune and the New York News, literally gives *news service* with pictures! Every news center is covered with a working staff, and P & A gets the cream of pictures from two thousand correspondents who serve P & A first.

Every means of quick and certain transmission of pictures is employed, regardless of expense—cable and telephone, planes and when necessary, special cars and special trains. So the publisher using P & A service is not only protected at all times, but constantly gets the best and newsiest pictures first. At least one paper in every large city is a P & A client!

This service, moreover, is relatively far less expensive than straight news service. P & A print services represent the best value in the field today. P & A mat services make the output and resources of this organization available to even the smallest papers for a few dollars a week. Wire any branch office, or see a P & A representative in New York during the A.N.P.A. Convention.

89 P & A cameramen cover principal cities

In addition to 2,000 correspondents stationed all over the United States, branch offices in principal European cities, P & A covers ten cities with adequate photographic staffs. The entire output of these staffs is exclusively P & A pictures.

New York staff	26
Chicago	19
Philadelphia	17
Boston	9
Washington	3
San Francisco	7
Los Angeles	8
San Diego	3
Oakland	3
Seattle	4

The staff personnel listed herewith are all cameramen. Editors and other representatives are not included.

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DEVELOPING "WORLD-MIND" IN STUDENTS IS TASK OF JOURNALISM SCHOOLS

(Following, in part, is a report on "Schools of Journalism," presented April 13, by Prof. Roscoe C. E. Brown, acting director, Columbia University School of Journalism, before the First Pan Congress of Journalists meeting in Washington.)

WHILE schools of journalism originated in the United States and have spread here with great rapidity, we should be far from offering them as a perfect model for other countries that may desire to develop systematic training for the press. A useful school of journalism must shape its policy according to the character of the newspapers for which it prepares workers.

In the United States the predominant interest is domestic news, and what is called in office slang "entertainment copy," with the latter constantly pushing the former off the pages as the result of our peculiar "mass circulation" struggle. The existence of a vast public given to habits of at least rudimentary reading has stimulated the seekers for great circulations to publish large quantities of trival matter and to lay stress on sensational methods of presentation. This pressure for "mass circulation" concentrates attention in many quarters, on the technique of psychological appeal, on ways of putting things strikingly, somewhat to the sacrifice of attention to the substance and soundness of what is published.

Latin American seems on the whole to be free from that struggle for "mass circulation," which means reaching out to capture the interest of the less intelligent parts of the community. Perhaps the corresponding elements in the southern countries are not newspaper readers. At any rate a greater tendency appears there than here to be content with moderate-sized class circulations among the more intelligent and leading citizens. Typographical display is minimized. Omniverous news hunger is not the sole or chief appetite. The editorial, the *feuilleton*, the essay have a leading place. The record of great events in the outside world is not buried by local trivialities.

Now school training for such a journalism need never fall under the delusion that its job is to teach tricks of a trade and equip for technical dexterity in stimulating factitious interest. It may not fairly be supposed that such a delusion prevails in the United States. Yet, with the rapid springing up of so-called journalism courses, even in high schools, many persons have gathered the notion that facility to write in the current reportorial style is the essence of journalism. But all of the leading schools adhere firmly to the teaching that the essential equipment of the journalist is knowledge and more knowledge, and that his essential vocation is prophetic, to understand life in all its phases, and interpret it to his fellows.

A great deal of confusion has been caused by discussion of the relative merits of cultural or informational and technical study for journalism. What study is cultural and what technical? Is there anything impractically academic in the study of psychology that fructifies in understanding how to reach the minds of men in the mass? Is it trade school training to make the student of economic principles apply them to the actual working of the financial world of today? Is it technical or cultural to approach domestic and foreign politics from a contemporary point of view, to search out the historic background of present problems, to make the past furnish guidance for the present and at the same time make the present give vitality of interest to the study of the past?

Indeed, the very training in the practical matter of writing and editing with facility and accuracy is itself a part of the newspaper man's culture. Perfection of technique lies at the end of art and at the beginning of science.

When we recall how Michelson's interferometer opened the door for Einstein's philosophical imagination, we shall find no reason to fuss over attention to technique in professional training. As well complain that a medical college is a trade school because the surgeon teaches dexterity and skill in the use of instruments as to complain of a school of journalism because it focusses attention on the best use of the newspaper man's instrument, expression, for the special needs of a newspaper.

The School of Journalism of Columbia University has from the outset maintained this ideal of broad culture directed to meet with knowledge and power the problems of the world of today. Experience shows that its graduates are equipped for the everyday, practical work of their calling as well as with the something beyond that marks cultural leadership in a profession. Joseph Pulitzer, to whose foresight and benefaction it owes its existence, was interested, not at all in making skillful journeymen, but in developing a race of intelligent, conscientious statesmen of the Fourth Estate. We have sought to make practical and cultural training one. We have tried to develop in our students a world-mind.

Circulators Plan Dinner-Dance

The circulation department of the *Brooklyn Times* will hold a dinner-dance at the St. George Hotel, Brooklyn, May 3, the anniversary of E. S. Dobson, circulation manager's connection with the paper. Among the invited guests are Fremont C. Peck, publisher, John N. Harman, George Rothwell, business manager, Clarence Hebb, managing editor, and their wives.

ANNOUNCING A CHANGE IN
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BUT NOT IN POLICY

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Addressing and Mailing Machines For Newspapers

The greatest system ever devised for handling mailing lists of any size for any purpose. All operations are done at high speed and printing process is done over a rotary drum, assuring perfect printing and keeping down the cost of addressing and mailing.

With this system the Circulation Manager has the lists under his personal observation and supervision—every new name, renewal, change of address, stop, etc., is taken care of up to within an hour of going to press or office closing time.

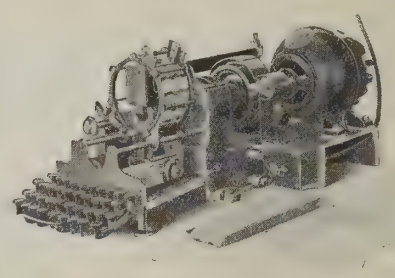
Get away from the old galley system; use your linotype machine for other purposes; increase the efficiency of both the circulation and mail room departments.

Ask any of the following newspapers who use the Pollard-Alling system to tell you what they think of it.

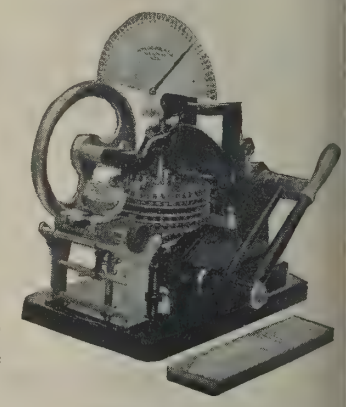
Newspapers Using The Pollard-Alling System

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*Kansas City Times
*Kansas City Journal-Post
Kansas City Daily Drovers Telegram
St. Louis Globe-Democrat
Montreal Star
*Des Moines Register & Tribune
*St. Paul Dispatch
*St. Paul Pioneer Press
*Oklahoma City Oklahoman
*Oklahoma City Times
*Atlanta Constitution
Chicago Daily Drovers Journal
*Topeka Daily Capital
Philadelphia Inquirer
Daily Metal Trade, Cleveland, O.
The Press, Cleveland, O.
New York World, New York City
La Patrie, Montreal, Can.
New Orleans Times-Picayune
Lansing (Mich.) State Journal
Wichita (Kan.) Eagle
Baltimore Sun
Forward (Jewish daily), New York, N. Y.
Burlington Free Press, Burlington, Vt.
*St. Paul Daily News
Omaha Bee
*Omaha Daily News
Brooklyn, N. Y., Daily Eagle
Middletown, N. Y., Herald
Rochester, N. Y., Democrat & Chronicle
Minnesota Daily Star
L'Evenement, Quebec, Canada

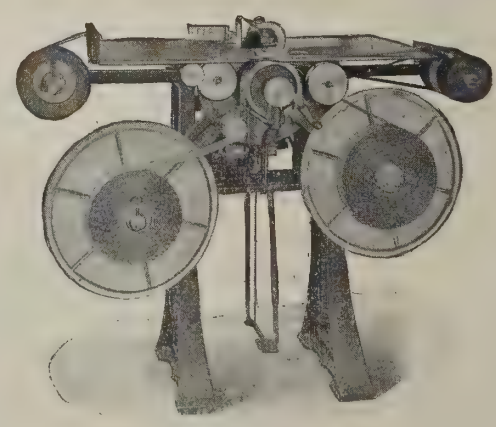
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Reliefograph, for embossing names, addresses, etc., on aluminum plates; equipped with one-sixth horse-power motor. Capacity, 250 name plates per hour.



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Operated by hand lever, not motor driven—capacity 50 embossed plates per hour. Absolutely noiseless. This machine may be equipped with large type for newsdealers lists.



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Equipped with one-sixth horse power motor and counter. Prints addresses for mailer strip on paper in rolls, office proof for reference, newspapers and publications directly on margin, cut wrappers, envelopes, bills, statements or anything to be addressed. Capacity 10,000 addresses on mailer strip or proof per hour, 3,000 addresses on anything hand fed per hour.

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THOUSANDS of publishers now consider the Imperial Plus Metal Plan as standard practice in their shops.

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If you are not using the Plus Plan, write and let us send you a copy, or better still, talk to our representative when next he calls.

THE IMPERIAL TYPE METAL CO.

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FAKING BY FOREIGN CORRESPONDENTS AND UNRELIABLE NEWS SOURCES SCORED

(Abstract of remarks on "Newspaper Ethics," by John H. Fahey, publisher of the Worcester (Mass.) Evening Post, before First Pan-American Congress of Journalists, Washington, April 9).

THE greatest single influence on international relations today is that of the press. It is greater now than it ever has been and it will be greater in the future than in the past.



JOHN H. FAHEY

The war demonstrated the tremendous power of the press as never before in history it revealed great undeveloped reservoirs of power, which, even those most familiar with the mysteries of its influence, did not understand. It represents now the greatest single institution in existence, having opportunity to influence the peoples of the world for right or wrong. The daily newspaper is the popular university for millions of people.

I wonder sometimes if we fully realize as reporters, editors and publishers, the responsibility which rests upon us—the effect upon the public mind and on human happiness of our daily efforts. Are we discharging this responsibility, in the international field, as well as we should? I regret to say I do not think we are.

Of all of the factors which make for better understandings or for misunderstandings between the people of different nations, the character of the news exchanged and of editorial comment, undoubtedly, has the most important influence. It is the duty of those of us who participate in this conference, to constantly exert our efforts to consolidate the victories of peace we have already won. There is no public service we can render of such importance.

For these reasons it seems to me that the question of adherence to the highest ethical standards of journalism in correspondence concerning European conditions and the relations of the Western Hemisphere and Europe, is worthy of special consideration.

I do not wish to be unduly critical, but nevertheless, it is my firm conviction as a newspaper man, that the general character of the correspondence which has come to this country from Europe since the war and especially during the last six years, as well as that which has gone to Europe from the United States, is far from creditable to our profession and is susceptible of great improvement. I speak only of Europe and the United States, because, perhaps, there is less risk of being misunderstood. It is also true that my knowledge of news conditions as between Europe and the Central and South American countries is very limited.

I am well aware that the service rendered to North American newspapers from Europe by some of the responsible press associations has been excellent. Indeed, I think they offer very little room for criticism. I have a profound respect, too, for the careful work of a limited number of experienced special correspondents. Nevertheless, it is my opinion that the writings of an undue proportion of correspondents serving the North American papers from Europe, has been irresponsible, sensational, and superficial in extreme. Too many of them have devoted themselves to striving for first page "stories" where none existed, and manufacturing suspicions out of half truths when any calm examination of the facts would prove the falsity of their statements. I believe that most of this is due to lack of training, ignorance on the part of the correspondents of the problems concerning which they write, and unwillingness to really work and study the questions they are assigned to cover.

Abroad, there are too many newspaper men who are dealing with the great affairs of nations and peoples with a carelessness and abandon that would never be permitted by their editors in work under closer supervision. It is possible to perpetrate comparatively harmless "fakes" at home, although self-respecting publishers refuse to tolerate them, but the circulation by the press of falsehoods and unwarranted insinuations cabled from abroad, the only effect which is to produce ill feeling, too often brings results far beyond the first reaction. Our public is victimized by the constant use of words and phrases employed by our correspondents without due consideration. All too frequently when an important international conference is in progress, the representative of one nation who quietly sits down with another in an attempt to get his point of view is pictured as engaged in "intrigue" or "secret diplomacy." The necessary discussion in committee sessions of different points of view is constantly described as "bickering." The unwillingness of statesmen charged with grave responsibilities to sit in open convention in the presence of three or four hundred newspaper men when attempting to negotiate understandings, is concealment of important facts from the public. That old time friend "it is believed in official circles" covers a multitude of sins in the work of many correspondents and too often it happens that our journalistic experts on foreign affairs interview each other and then interpret the minds of political leaders with that well worn introduction "it may be stated authoritatively."

If more of our American and European publishers would attend a few important international conferences and observe for themselves coldly and without prejudice the activities of a considerable number of the foreign correspondents, they would have no difficulty in understanding the distrust of their work which exists amongst many statesmen.

Responsibility for international prejudices and misunderstandings does not, of course, rest entirely with the faking correspondent, culpable as he is. The sensational politician, sometimes self-seeking and sometimes merely ill-informed, is one of the chief factors. He can almost always be stampeded by a clever reporter into a hasty and unwarranted statement about the methods and motives of political leaders of another nation. The correspondents covering international political events well know the temperamental characteristics of some so-called statesmen whom they can usually goad into "making a story" out of very thin material and the result seldom conduces to international friendship and good will.

We are all equally familiar with the trick of quoting the sensational editorial utterances of an unimportant newspaper and making it appear as a serious expression of national sentiment.

I am well aware that there is often a twilight zone between the fields of legitimate and illegitimate news. There are times when some of the things to which I have referred represent news factors of unquestioned legitimacy to some degree, but I maintain that there are today too many correspondents who overstep the lines of legitimacy with reckless disregard of the ethics of this profession. For one, I believe that many practices still prevalent in international correspondence are unjustifiable and should be discouraged if the newspapers of the world intend to serve the pressing needs of humanity and to aid in constructive, useful upbuilding of tolerance and good will.

In the United States at least, exaggerated competition and undue haste, which provoke inaccuracy, are the chief causes of such unsatisfactory conditions as exist.

Finally the responsibility for better service rests not with the correspondents in foreign lands, often poorly paid and inadequately instructed, but with the editors and publishers at home whose duty it is to see that the news from abroad is as truthful and dependable as that gathered in the local field.

We have a right to take pride in the great gains we have made in the last generation but we should not be satisfied until as a result of better planning, better training, greater vision and more thorough study we have made international news and comment incomparably superior to that of the present day.

The world needs and craves friendship, confidence and prosperity. There is no force on earth which can do more to make them possible than the press. In this new day now dawning, therefore, let us resolve to recognize and remedy our own shortcomings; let us lead the way toward better understandings between all peoples and insist that no profession shall maintain higher principles of ethics and morality.

EXPANSION DRIVE PROGRESSES

Local Advertising Clubs Rallying to Support A. A. C. W.

Local advertising clubs throughout the country are rallying to support the expansion campaign of the Associated Advertising Clubs of the World, Earl Pearson, A. A. C. W. manager, announced this week. An appropriation of $500,000 is sought.

The Advertising Club of Boston, of which W. F. Rogers, advertising director of the *Boston Transcript,* is president, held a banquet April 14, to discuss means of raising the minimum of $10,000 this local group has pledged to aid the parent association. The Advertising Club of New York has started raising a $100,000 fund.

This week the Advertising Club of Hartford, Conn., pledged itself to raise $3,000.

Mr. Pearson and Ed Green, director of the National Better Business Bureaus, Inc., are scheduled to attend a joint meeting of the directors of the Adcraft Club, Detroit, and the Detroit Better Business Bureau to be held April 22-23 to discuss the expansion campaign.

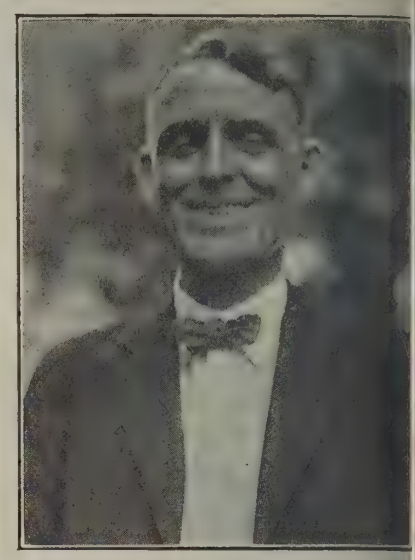
Western N. Y. Publishers Meeting

Members of the Western New York Publishers' Association were to hold a two-day convention in Rochester on Friday and Saturday of this week. J. Harvey Bachus of the *Andover News* was to speak on "Printing Costs" and Bristow Adams of the New York State College of Agriculture was to give an analysis of newspapers of the district included in the association. Entertainment was to be provided at the Eastman Kodak plant.

Read EDITOR & PUBLISHER—$4 a year.

AS HIS HOME TOWN SEES HIM

Arthur Capper



SENATOR ARTHUR CAPPER owner of the *Topeka Daily Capita* and other publications too numerous t mention, takes great pleasure in financin pig and calf clubs for the country boys poultry and cooking clubs for the countr girls and contests and picnics for th Topeka school kids, but there is on class of kids that he has learned to watc —golf caddies. And thereby hangs tale.

When Capper was governor of Kan sas he took up golf. The Topeka Coun try club maintained about a dozen caddie at that time. One day late in Decembe the governor told the grounds keeper t have each of the caddies come to th state house the day before Christmas t receive a little present with his com pliments.

On the appointed day he laid in a sup ply of $2 bills and told his secretary t "send in" any boys that showed up durin the day. Soon thereafter the boys bega to drift in, at first one at a time, then i pairs, then in platoons. The boys range in ages from 3 to 30 years. They al admitted they were caddies at the Coun try club. The governor, every few min utes, would send down to his newspape plant for a new supply of $2 bills.

Finally when the office doors wer closed for the day the clerks cast u the figures and found that 486 caddie had tapped the governor for Christma presents. Governor Capper stood th gaff; he even smiled about it. But sinc that time he has been handing out hi Christmas remembrances to the caddie right on the golf links.

Shields Heads S. F. News Writers

The San Francisco Newspaper Men's Club, at its eleventh annual meeting March 30, elected Hale M. Shields presi dent; Richard Jones, vice-president James J. Morris, secretary; Edward A Morphy, treasurer.

We say we have the solution to a newspaper publishers checking proof problem—and as proof we need only point to our list of 276 subscribers.

The Advertising CHECKING BUREAU *Inc.*

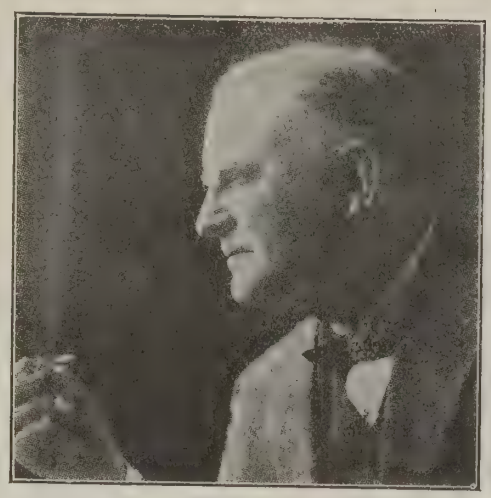
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Fifty famous men and women, leaders in every field of world progress, supply a daily six hundred word news editorial. In last week's releases, each on a big subject in the news, were Nicholas Murray Butler, Sir Charles Higham, Bishop Manning, Dr. Georg Bernhard, editor-in-chief of the Berlin "Vossische Zeitung" (on "Germany's Policy based on Locarno"), William J. Burns, Luther Burbank (his last article, giving his Creed of Happiness), and Robert Underwood Johnson. Immediate action is advised if your territory is still open. Special Offer during A. N. P. A. Convention. Call at Cosmos Headquarters at the Waldorf-Astoria.





Tom Masson on Books

The brilliant Masson, long Managing Editor of "Life," begins a bright and humorous weekly column on the New Books. Not reviews or literary gossip but Tom Masson—that's all. And this will have a radio hook-up —something brand new.

Frank Parker Stockbridge Florida After the Boom

What has happened and what is left, now that the collapse has come. The real truth about Florida in a series of seven vivid articles, based on close-up survey just completed. Illustrated with new pictures.





William H. Crawford Things Never Told About

Roosevelt, Wilson, Cleveland, Bismarck, Mussolini and scores of the most famous men and women in the world. A great weekly series by the famous interviewer.

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Published now for the first time. Brilliant epigrams on love and philosophy by the famous poet. No such series has appeared since Wilde's tragic death. Four installments.



SPECIAL EXTRA!! "BUFFALO BILL" by his sister (Julia Cody Goodman), in collaboration with John P. Miles

Here, at last, is the great romantic story of the frontier, centering in its immortal hero, Buffalo Bill. Full of incident, adventure, family tradition, and frontier color. A great series for immediate release.

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SPECIAL CONVENTION OFFERS—To introduce Cosmos Quality Features to every newspaper, unusual offers will be made during A.N.P.A. Week at Cosmos Headquarters at the Waldorf-Astoria or at our offices.

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JOURNALISM SCHOOLS SHOULD DEVELOP TRAINED INVESTIGATORS SEEKING FACTS

(*Excerpts from an address on "Objectives of the Schools of Journalism" by Nelson Antrim Crawford before First Pan American Congress of Journalists, Washington, April 7-13.*)

THE school of journalism, in stating its objectives, often encounters misunderstanding from at least two quarters.



N. A. CRAWFORD

The university faculty, or at least the older and more conservative members of it, feel that it is too practical, too much concerned with technique, too greatly inclined to teach students how to make a living rather than how to live. On the other hand, practicing newspaper men criticize the school of journalism on the ground that it is theoretical, that it sends out men and women who are upholders of fine-spun theories rather than "merely good reporters."

The school of journalism must have as one of its objectives sound training in the technique of journalism.

What the technique of journalism comprises, is not wholly clear to many who argue about it, especially in academic halls. It is often discussed as if it consisted wholly in the technique of writing. "Why not merely give the student good training in the English department, instead of a course in journalism?" is a question often asked. It is true that ability to write is essential to the journalist. Moreover, he must be able to write in certain well-defined forms, such as the news story, the feature article, the editorial.

The technique of journalism, however, involves much more than merely the technique of writing and editing. Essential to useful journalism are incontrovertible facts and sound conclusions from those facts. The journalist is no mere repeater of talk; he is, or should be, a trained investigator seeking facts. This means that the school of journalism must train the student in standards of evidence, in order that he may be able to separate the true from the false, the sound from the specious. It must also insure that he shall gain a broad familiarity with subjects of human signficance and interest, including the social sciences, the natural sciences, and the arts, in order that he may not be led by ignorance into inaccurate or even ludicrous comment.

Nor is it too much to expect that the school of journalism shall, so far as a school can do so, strive to develop in the student the qualities necessary for successful converse with people, since the journalist must obtain the mass of his current information through direct contact with people and since the success of his work is measurable by his ability to reach the public with the truth.

A further objective of the school of journalism consists in the development of the professional spirit on the part of its students. To this end the history of journalism, the biographies of great journalists, and the ethical principles that should govern the profession, are emphasized. An effort is made to show the student that in his career he cannot be merely an individualist, upholding what personal principles he can, but that there must be a professional *esprit de corps*, that the individual must function as an integral part of an organism dedicated to the maintenance of specific standards and the upholding of specific ideals, and that in turn he shall be able to draw upon the resources of this organism. Individuality is a precious possession of the journalist, as it is of the lawyer, the physician, or the artist, but individuality is heightened, not lessened, by the maintenance of professional standards and the professional spirit.

The objectives of the school of journalism, whether directed to the present and future members of the profession or to the public, have human connotations far beyond the immediate relations of the press. No one who observes the trend of the times can fail to appreciate that the steady growth of contemporary civilization is retarded chiefly by unwillingness to face facts. The popular tendency is to apply the test of tradition, not the test of authenticity or the test of experiment. The average citizen today bases his politics, his religion, his social views, his economic attitude, on what his parents have held, or in some cases, on the opposite of what his parents have held. He rationalizes instead of thinking things out, whereas the only useful type of thinking, the only type that will direct active life into productive channels, is that which faces the world as it is. The press has an unequaled opportunity to re-educate the public on this realistic basis. Here, indeed, is an ultimate objective to which the day-by-day objectives of the school of journalism in cooperation with the press steadily tend. This ultimate objective is a world which realistically and courageously faces facts.

What makes the farm-relief crisis so cruel in the lives of Congressmen is that they used to be able to stall such things off with free garden seed.—*Dallas News.*

New Ad Group Publication

The 1,800 members of the Advertisi Council of the Chicago Association Commerce have a new monthly bullet known as *Advertising Council New* Paul S. Van Auken, secretary of t council's executive board, is edit March, 1926, was the first issue.

Asa M. Jenkins Dies

Asa M. Jenkins, 60, for more th 10 years foreman of the composing roo of the *New York Times,* is dead. B fore joining the Times, he was forem of the composing rooms of the *Phil delphia Public Ledger* and the *Chatt nooga Times.* He retired from the Ne York Times nearly 8 years ago.

Read EDITOR & PUBLISHER $4 a ye

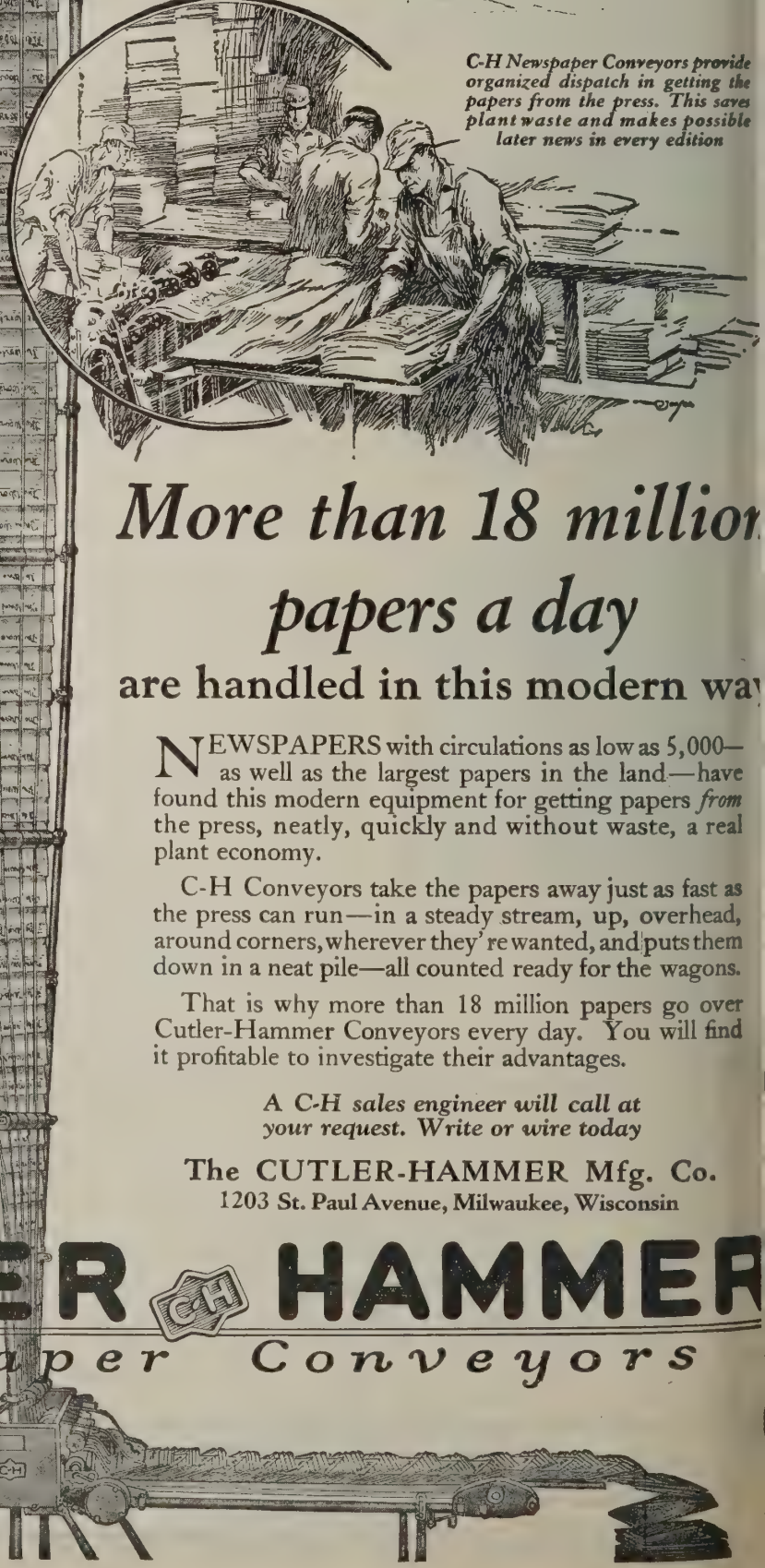
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Birmingham Progressive Farmer	*455,000*
Boston Post	*380,000*
Chicago Daily News	*395,000*
Chicago Tribune.	*700,000*
Cleveland Plain Dealer	*200,000*
Dallas News	*75,000*
Detroit News	*295,000*
Fresno Bee	*26,000*
Indianapolis News	*127,000*
Kenosha News	*10,000*
Kokomo Tribune	*10,100*
Montreal Gazette	*33,000*
New Orleans Times-Picayune	*80,000*
New York Times	*365,000*
Ottowa Journal	*5,900*
Palm Beach, Fla. Post	*9,500*
Pasadena Star-News	*17,200*
Phila. Bulletin	*525,000*
Pittsburgh Post	*144,200*
St. Louis Globe-Democrat	*228,500*
Wilmington Journal	*3,500*

and hundreds of others

Circulation based on Jan. 1926 Standard Rate and Data



C-H Newspaper Conveyors provide organized dispatch in getting the papers from the press. This saves plant waste and makes possible later news in every edition

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NEWSPAPERS with circulations as low as 5,000—as well as the largest papers in the land—have found this modern equipment for getting papers *from* the press, neatly, quickly and without waste, a real plant economy.

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Buffalo is a two paper city but if only one paper can be used at a time the Buffalo Times should be used in turn to an equal extent for it represents a market no sales manager can afford to slight.

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CANADA NEWSPRINT GROWTH A TRADE MARVE

Expansion So Rapid Conservative Elements Fear Overproduction — 25 Mills Now Operating Ha 5,700 Ton Capacity Per Day—To Add 17 New Machines This Year

EXPANSION in the newsprint manufacturing industry in Canada is one of the phenomena of the day in the industrial life of the Dominion. Viewed for a time by Canadians with a certain amount of confidence and pride, there is perhaps a tendency at present among the more conservative element in the country to question the wisdom of the rapid development now going on and in prospect. This has two angles, the one of perhaps more immediate interest connected with the effect of increased production on prices and consequently on the financial standing of the industry; the other of more remote, yet none the less serious consequence, bearing on the question of ultimate wood supply.

The physical position of the industry at the present time may be briefly summarized. There are approximately 25 mills manufacturing newsprint in Canada and these had at January 1, 1926, a combined capacity of 5,700 tons a day. Additions scheduled for 1926 include 17 machines with a capacity of 1,640 tons. These are being installed by the following companies:

	No.	Capacity		Date
Canadian International Paper Co.	1	85	tons	February
Canadian International Paper Co.	1	85	"	March
Canadian International Paper Co.	2	170	"	April
Keewatin Lumber Co., Kenora	1	125	"	March
Port Alfred Pulp & Paper Corp.	1	100	"	May
Port Alfred Pulp & Paper Corp.	1	100	"	August
Port Alfred Pulp & Paper Corp.	1	100	"	October
Port Alfred Pulp & Paper Corp.	1	100	"	December
Powell River Co., Limited	1	100	"	July
Powell River Co., Limited	1	100	"	September
Belgo Canadian Paper Co.	1	100	"	October
Belgo Canadian Paper Co.	1	100	"	December
Manitoba Paper Co.	1	100	"	December
St. Lawrence Paper Mills	2	150	"	December
Fort Frances Pulp & Paper Co.	1	125	"	December
	17	1,640	"	

By the addition of these machines the capacity of the industry will be brought up to 7,340 tons a day. Beyond this point, information becomes rather vague, though the indications are that in 1927 nearly as many machines will be installed. The Canadian International Paper Company are well ahead with their 400-ton mill at West Templeton, Que., and are concluding arrangements for the establishment of a large mill in the vicinity of Grand Falls, N. B. Associated with them in the development of Grand Falls will be the Fraser Companies Limited, who also propose to enter the newsprint manufacturing field. The Bathurst Company, Limited, have plans to enlarge their mill at Bathurst, N. B., from 65 to 265 tons, while another Maritime Province development that is talked about is the establishment at Liverpool, N. S., by the McLeod Pulp & Paper Company of a large newsprint mill. The Thunder Bay Paper Company, Limited, in Northern Ontario are expected to have at least one of four 100-ton machines in operation in 1927. Developments are also expected in the case of the Great Lakes Paper Company, Limited, Fort William, and more capacity will be in operation at Kenora. The Manitoba Paper Company's 250-ton mill will be completed. On the Pacific Coast, at least two projects for paper mills are in contemplation

It was the view of the president of the Canadian Pulp and Paper Association, Frank W. Clarke, at the last annual meeting of that organization in January, that there was no real reason for viewing the situation with concern. He said: "There is a tendency on the part of some to confuse the ratio of increased production in Canada with the ratio of world production, while, as a matter of fact, the increase of newsprint production outside of Canada is very considerably less than the increased rate of consumption. This, I believe, accounts for the fact that the often-expressed fear of an over-production of newsprint has in the past not been realized. It is true that at one time during the year the demand for newsprint fell off somewhat, but a reaction followed during the last quarter and conditions so improved as to absorb the entire output. The immediate future offers good promise of continued absorption. It has been demonstrated more and more every day that investments in advertising space are very profitable, and with the volume of advertising now carried by the newspapers showing no signs of diminishing, there is little reason to fear any immediate trouble from over-production so far as the newsprint mills of this country are concerned."

On the other hand and more recently the *Pulp and Paper Magazine of Canada*, which may be regarded as the unofficial mouthpiece of the paper manufacturers of the Dominion, sees cause for anxiety in the manner in which increasing production is leading to price-cutting. It said editorially on April 1: "A great deal of the underlying cause of price uncertainty, and the troubles that come with price-cutting could be avoided if the increase in production were kept somewhere within the limits of the known or probable increase in demand. When we consider that practically all of the additional newsprint will come from extensions to mills now operating, it seems rather foolish that the managers of these mills have not come together and arrived at some kind of an arrangement that would stabilize the development of the industry. And it is in the best interest of the country that they should do so."

Unquestionably the industry is expanding on the strength of expectations of ever-increasing demand from American publishers. Production in 1925 amounted to 1,522,217 tons, which compared with 1,530,318 tons by U. S. mills. Of this total 1,401,655 tons were exported, 1,320,602 tons or 94 per cent going to the United States. This was an increase of 127,971 tons over the amount shipped to the U. S. in 1924. While it is true that a certain amount of paper is being shipped to other countries and that this may be increased somewhat, it is regarded as doubtful whether an outlet for more than 150,000 tons can be found in this direction. As for the domestic market, Canada's consumption only runs to about 130,000 tons per annum and, owing to lack of expansion in business, there has been no increase for several years and there is little immediate prospect of any great growth in demand. It is therefore to the United States that the Canadian industry must look for the absorption of the rapidly increasing tonnage. Will United States newspapers continue to grow in size, in numbers and in circulation sufficiently to warrant the expansion? That is the problem.

In the meantime, Canadian newsprint manufacturers have been seriously canvassing the price situation. The cut from $70 to $65 a ton, effective this year, is held to have been both foolish and unnecessary. To quote the Pulp and Paper Magazine again,—"This ill-considered cut, that took effect on January 1, means that many companies can only meet the figure by cutting expenses at every possible point. This will mean the discharge of men whose services are not altogether measured in present production, but largely in future productivity. It means abandoning long term plans for forest management, and the spoiling of many acres of timberland to get cheap pulpwood for present needs. It means making the price of newsprint to the consumer inevitably higher than would ultimately be the case if a fairly high and satisfactory price were maintained from year to year, and an increasing, or at least a definite, proportion of this were invested in forest conservation."

The drop from $70 to $65 means a loss to the paper manufacturers of over seven million dollars a year and this, it is claimed, will prevent the setting aside of proper amounts for depreciation and wood maintenance, as well as making it difficult for some companies to pay dividends. Emphasis is laid on the importance of conserving the wood supply as a protection not alone to the paper manufacturer but to the publisher with his large investment in plant, machinery and goodwill, and this, it is asserted, is being jeopardized through price reduction.

There is exported from Canada annually to the United States a considerable quantity of pulpwood and for some time there has been an argument as to the desirability of taking steps, by imposing an embargo or an export tax, to put a stop to this export, reserving the wood for Canadian mills. It is wood that is cut from privately-owned lands, the various provinces having long since prohibited the export of wood cut on crown lands. It will be recalled that a Royal Commission investigated the question a year or two ago but made no definite recommendations, declaring that it was a matter for the Government to decide. The Canadian Pulp and Paper Association went on record in 1925 in favor of an adequate export duty on all logs and pulpwood exported from Canada, the proceeds of such tax to be devoted as far as possible to the conservation and protection of forests; this resolution was reaffirmed in 1926. Then to meet the agitation for an embargo or export tax, the Canadian Pulpwood Association was formed, with a membership made up principally of pulpwood exporters, and this organization has been carrying on propaganda work of an aggressive character during the past two years.

The situation today is that, while a few advocates of an embargo continue to carry on an agitation through letters to the press, the question is not a live issue. So far as the Canadian Pulp and Paper Association is concerned, it has taken no further action to bring its resolution officially to the attention of the Government. The belief is fairly widespread that, with the increase in the number of pulp and paper mills in Canada and the consequent enlarged demand for pulpwood, exports will gradually diminish without the application of any artificial means of restriction. As it is, the quantity of pulpwood is not increasing to any alarming extent. The following shows the movement, in cords:—

	Production	Used in Canada	Exported
1908	1,325,085	482,777	842,308
1913	2,144,064	1,109,034	1,035,030
1918	3,560,280	2,210,744	1,349,536
1919	3,498,981	2,428,706	1,070,275
1920	4,024,826	2,777,422	1,247,404
1921	3,273,131	2,180,578	1,092,553
1922	3,923,940	2,912,608	1,011,332
1923	4,648,663	3,264,433	1,384,230
1924	4,647,201	3,316,951	1,330,250
1925	(not available)		1,423,502

So far as Canada's resources in pulpwood are concerned, the Royal Commission appointed two years ago to investigate the subject reported a total stand of species ordinarily used for pulp of 1,418 million cords, but of this only 630 cords were considered accessible. This amount would supply the present annual cut of 4,650,000 cords for 135 years, leaving ample time for renewal. The estimate, however, includes 194 million cords poplar and Jack pine, very little of wh is now used in Canadian mills, and pr ably only half this quantity will utilized for pulp. Assuming that so new sources may meanwhile be m accessible, it is doubtful whether m than 600 million cords of usable pulpw are in sight at present, disregard natural increment. In the meantime, t supply is being annually depleted by f insects, decay and cutting for other p poses, so that there is an annual de tion exceeding 20 million cords. If t continues, 30 years will see the last the present merchantable stand. But cutting of pulpwood is expanding and d ing the last 17 years it has increased an average rate of 210,000 cords per num. If this rate of increase contin the cut in 1930 will be 5,750,000 cords in 1940, 7,850,000 cords.

On the other hand, Roland D. Craig the Dominion Forestry service says, "C ada is fortunate in having more t sufficient land to meet any demands wh are likely to be made on them, if t are properly handled. About 1,200, square miles is primarily forest land of this about one-half is so located t the timber can be economically grown utilized. An annual increment of onl cubic feet per acre on this accessible a would supply our present industrial domestic requirements. Fifteen cubic f per acre should leave a sufficient mar for unavoidable loss from fire, insects disease. Twenty-five cubic feet wo allow for a very large increase in consumption. . . . . The forests of C ada have wonderful recuperative pow in spite of the use and misuse to wh they have been subjected."

Some progress is being made towa the application of improved silvicult practice. Old Dominion forest reser every timber sale is now made un specific cutting regulations and four serves have been placed under work plans to be operated on a felling bud determined by rate of growth. In Brit Columbia, complete utilization, which the best means of securing desirable production, is required on all timber sa In Quebec, and Ontario all recent sa limit the cut to a proportion of the e mated annual growth. Pulp and pa companies are gradually and system cally adopting improved methods wh will ensure adequate reproduction each year sees more attention paid fire protection. The work of such ganizations as the Dominion Fores Association, the Dominion Fire Prev tion Association and various provinc bodies is unquestionably having an fluence for good and tending to bri about a strong public opinion on the s ject.

Ontario Publishers Hold Meeting

The Ontario Daily Newspaper Pu lishers Association were in session Toronto on March 29 when they hea representations from J. T. Crowd president of the Retail Merchants As ciation of Canada, as to the desirabil of supporting the movement agai price cutting. F. H. Leslie, *Niag Falls Review*, discussed church advert ing. The meeting considered chain st advertising, standard retail rate card a co-operation between the provinc dailies and advertising agencies. Ma advertising agents were present.

N. Y. Times Prints 60-Page Paper

The *New York Times* on April 6 pu lished the second largest week-day pa in its history, totaling 60 pages, with 3 columns of advertising. The record wee day edition was published Jan. 12, 19 during Automobile Show Week. Th issue ran 66 pages, with 369 columns advertising.

JUDGE LIMITS WRITERS THEN RELENTS

Order Forbidding Reporters to Print Names of Jurors in Pueblo Trial Rescinded When Case Opened

Newspaper men, covering the cases against bankers prosecuted in connection with the failure of the Globe National Bank of Denver, were given instructions by U. S. Judge Foster J. Symes not to publish names of jurors, even after the juries are selected, and to make no comment whatever on the cases except to state the bare facts as revealed in the courtroom.

However, when the case was called April 12, Judge Symes freely gave out to newspaper men the complete panel of jurors after the case was under way. The reason for this reversal of the Judge's earlier order was not learned. Reporters meticulously observed, however, the Judge's further order that editorial comment be omitted from their stories and that only the facts in the case as brought out in court be published. The cases, through the upshot of a Denver bank failure, are being tried in the district court at Pueblo, Col., "as a precaution to make certain that the Denver bankers will have a fair and impartial trial," Judge Symes announced. The unusual newspaper ruling issued to reporters was inspired by the same desire for fairness to the accused, it was stated.

Judge Symes intimated also that any reporter who disobeyed the court's instructions in the reporting of the case, would be barred from the courtroom. He also intimated that he would cite editors before him for contempt in case of violation of the order.

ROOSEVELT TO SPEAK

"Teddy" Jr., Will Address Advertising Bureau Banquet

Theodore Roosevelt, Jr., will be a speaker at the annual banquet of the Bureau of Advertising of the American Newspaper Publishers Association to be held in the Grand Ball Room, Waldorf-Astoria, April 22.

Other speakers will be Rev. Dr. S. Parkes Cadman and Will Rogers. Entertainment will be furnished by a double quartet from the "Vagabond King."

The committee in charge of the bureau of which William F. Rogers, *Boston Transcript*, is chairman, is scheduled to hold a meeting at the bureau's New York headquarters, April 19.

FLASHES

Mussolini is demonstrating the fearful effects of allowing a traffic-cop complex to get the best of you.—*Nashville Banner.*

There's now a car to every five people, so should limit each driver to four Americans.—*Manila Bulletin.*

In order that the French public may be constantly informed in the matter, the duties might arrange to have confidence in Briand on Monday, Wednesday and Friday, and none on Tuesday, Thursday and Saturday.—*Detroit News.*

The wages of sin now depend somewhat on how much the confession magazine is paying.—*Memphis News-Scimitar.*

The difficulty in uplifting drama is that those who want it purer don't patronize it anyway.—*Altoona Tribune.*

Automobile enamels have been so improved in recent years it is said a wolf howling at a limousine door no longer can hear the finish.—*Detroit News.*

This New Service to The Nation's Press

THE editor who constantly studies his paper to see how he can turn out a better sheet realizes that its quality reflects the average of ability of his staff. He will improve his paper most noticeably not so much by the adoption of more progressive policies as by increasing the average of ability of the men who write his front page each day, or each week.

A paper is no better than its editorial staff. Since editors frequently have their days occupied with more varied duties and civic demands than even the mayor has, they do not have time to train their staffs as they would like to. And with business interests and other papers constantly picking off the best reporters and copyreaders, the proper training of new men presents a serious problem.

Men who come to the staff with some journalistic education, if they also have some natural ability, sometimes develop very well. Most new reporters, however, have not been able to get practical training of any sort and so commence as cubs; and in a busy shop most of their coaching comes in the form of reproof for mistakes.

When the Newspaper Institute, a few months ago, announced its home study course in Newspaper Writing in the New York manner by the Copy Desk Method, it believed that most of the demand for this training would come from men and women outside the business who desired either to enter newspaper work or to become more proficient at general literary endeavors.

Greatly to our surprise we have had many active newspaper men make inquiry about our course, have received much commendation for it from newspaper men, and have enrolled not a few who are studying it. This response has been indeed gratifying. We have been told that this crystallization of the best methods and manners of the New York press, assembled in this course for the first time they have been recorded anywhere, is regarded as an extremely valuable training and lexicon for the press at large.

We have the indorsement and co-operation of leading members of the New York press in the administration of this course and desire that this newly-available training be made as useful as possible to the press everywhere.

A. N. P. A. delegates are cordially invited to visit the Institute's offices at Suite 1108, 25 West 45th Street, to examine the course, to meet our officers and to ask for information regarding our plans and purposes.

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Name .....

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Paper .....

City ..... State.....

PUBLIC WAKING TO NEEDS OF FORESTRY

(*Continued from page* 19)

tures in Exports" (*Saturday Evening Post,* April 10) calls lumber export a "romance"; its activities encircle the globe, our Federal Lumber Export Service is the largest in the world. We have a dozen commercial softwoods, two-thirds of our total lumber is of the lower grades and will increase as the logs grow smaller. Lumber export developed mainly since the war. Lumber Division of Export Service makes reports that are textbooks for the loggers and millmen. It establishes connection for the trade and "helps combat propaganda circulated among foreign dealers that our forest resources will soon be exhausted," and so forth.

Marcosson further shows that since 1922 we have come to dominate foreign markets with our doors, have grown rapidly in export trade of wooden boxes (wooden boxes are now said to take 8,000,000,000 cubic feet of our cut, more than twice the entire demand of our whole paper industry). We have more than one thousand exporters. Activity increased greatly when the service got us into the door export business.

Marcosson ventures to state that this export business is a strong aid to national reforestation. One at once asks why.

Obviously Marcosson does not state this ironically. The writer ventures to recall that one editor dared to write ironically that increase of slums and infant mortality would be a good thing since it would bring about elimination of slums by a burst of popular indignation.

Yes, speeding up this export might work beneficially for reforestation, provided it roused our demand for proper handling of the lands and proper cutting and preservation of the forests. But why be so fatuous? The present writer does ask, both seriously and ironically, "Isn't this sport, this burning the ship to make it go faster?"

Returning to Donovan once more. He does point out the real solution of the timber destruction matter. He quotes a logger.

"I wonder if it is so important that we slaughter the last of these trees? Substitutes have been found. Twenty to twenty-five years from now, except for interiors, I doubt if lumber will be used. Must we go ahead and destroy all these remaining watersheds and playing places just when America is learning how to play? We must quit sometime. When we quit there will be just as many investments to be lost as there are now.

"Serious things do not interest many of us, unless they touch our pocketbooks. Well, pretty soon, we may have a revolt of the playing children of the land. While we can replace lumber in building, we cannot put God's own acres of hills and trees in place. Not in a generation or two generations.

"Grays Harbor ships a billion feet a year and boasts of it. Half the shippers lose money. They celebrate the billionth foot. They ought to hang up mourning for it."

Comment such as this from the so called "front line" merits acceptance.

How can we reduce excessive cut of forest reserves?

Hubert Work, Secretary of the Interior, asks that all sale of government-owned timber be stopped for ten years. That's interesting. The government timber supplies but five per cent or less of our lumber cut. While we would have better control of the then final reserves, this would cripple the management of our Forest Service and remove the one real example of well-managed forests cutting only the matured crops.

The remedy is to be found only in a much more drastic and rapid reduction in forest cut now and henceforward.

Dr. George Otis Smith, director of the U. S. Geological Survey, pointed out the one really hopeful side of protection of forests by increasing use of the mineral products and steel. (EDITOR & PUBLISHER, April 18, 1925, Pp. 74-75.)

Dr. Smith pointed out that had it not been for the change from the former large dependence on wood for engineering and construction, we should have far smaller forest reserves than we have even now.

He made clear that we were revamping our material civilization by these newer products; that great increase of mechanical power and machine handling had given us the mastery and management of these materials. He showed that these materials fitted our growing demands and were far more permanent, that this demand was for permanency and fire safety so far as possible.

Director Smith, speaking on the growth of mechanical power, first by coal and then by oil and water power, stated that our transportation, our engineering and our structural works were rebuilt entirely by the available power translated into terms of steel and the minerals. On the fuel item alone he gave credit to coal for having saved the forests from complete extinction like China's. He said that were we to return to wood fuel for locomotive power only we would consume all the standing cordwood and merchantable timber in thirteen years.

He spoke of the thousands of everyday utensils that were once made almost entirely of wood that are now of the metals, showed that the real solution of the forest supply would be economic rather than merely political and urged, "Speed the day when we wake up to a full realization of the power of the mineral world to save the vegetable world from the vast burden of trying to house our nation." He asked that we save our forests for the higher needs or higher utilization of that tree vegetable cellulose which supplies our greatest and most economic store of raw material for the new and marvelous uses that chemistry is unloosing for our growing social and economic needs.

In 1915 studies made by the Forest Products Laboratory of the Forest Service showed rates of change and gave fundamental and economic reason for the progress of change. Those are still good today and can be brought up to date by any thoughtful reader.

The general tendency of the economic and other factors is apparently to decrease the use of lumber in building construction. Lumber consumed in building in 1915 was 71 per cent of the total. It had fallen off fifteen per cent in total volume since 1907. Per capita consumption had fallen from 516 board feet to about 375.

President Coolidge told us recently that it had now fallen to below 300 board feet and in some Eastern sections to 160 board feet.

Continuing, the Forest Service report of 1915, on the causes of change fro lumber and wood use, states substa tially that:

The safety-first idea caused the chan to steel cars and has spread wide from that.

In building construction highly i creased demands for service in i broadest sense, growing recognition the common fire menace and growi insistence on safety in building constru tion are leading reasons for the chang

The use of competing materials w ultimately depend mostly upon the utility, or service and ultimate cost compared with wood.

More than 75 per cent of the replac ment of lumber has taken place in spi of the higher initial cost of the cor peting materials. This holds true ge erally in transportation, ships, furnitu building construction and many oth fields.

The growth in use of competing m terials is said to be due largely to th aggressive advertising and telling t people.

Lumber is suffering the competition competing materials such as pulpwo for paper being able to outbid it for t timber supply. This increases the lu berman's difficulties.

The recent progress and change c be summed up by quoting a current par graph that covers the last fifteen yea This statement comes from within t lumber industry and from an autho tative source:

"In the last fifteen years act physical volume of building has creased 100 per cent, lumber has fal off ten per cent in the softwoods a 30 per cent in the hardwoods, wher

No dull *Summer* IN Los Angeles!

Keep your schedules active - in *June, July,* and *August!*

Los Angeles Examiner



Interchangeable!

Intertype Molds and Mold Disk

All mold caps interchangeable on same mold bodies.

Easy changes of mold liners and easy to keep clean.

Mold caps heavy enough to resist warping.

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SCHOOL IN CHURCH ADVERTISING

ASSOCIATED ADVERTISING CLUBS OF THE WORLD — TRUTH

—Don't fail to attend—

Eminent men will discuss church advertising methods at the departmental sessions of the Associated Advertising Clubs convention in Philadelphia, June 19-24, 1926.

One advertising expert will demonstrate and explain actual samples of church advertising copy.

Time has been set aside, also, for an open forum when there will be opportunity for questions and answers.

Make your reservations early!

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS
383 Madison Avenue
New York, N. Y.

brick has increased 100 per cent, cement 130 per cent, structural steel 140 per cent, prepared roofing 300 per cent, steel frames and sash 400 per cent and wall board 300 per cent. In the last five years wood shingles have fallen off 25 per cent while tile roofing has increased 323 per cent."

Adding this to the previous report of the Forest Service about brings this phase of the subject down to date. Mr. Donovan's logger friend would like to read the above paragraph. It might prove a ray of hope to him, and a promise of stoppage to the riotous waste of the effort to hold down costs and so hold markets by the practices now used in lumbering, leaving so much behind and destroying the growing forest because the industry cannot carry the burden of sustaining itself in this fierce struggle.

One more reference to the power of turning public sentiment or rather the awakening of public common sense to action is here given.

In the Dec. 26 issue of EDITOR & PUBLISHER was published an item regarding the interest in New York City in the danger of conflagration from excessive areas of wooden buildings.

This condition roused public interest during the general public hearing on the housing question. The architects, fire department officials, insurance engineers, financing agencies and the State Housing Commission, too, stand strongly against this vast growth of massed frame construction. They have asked for new zoning rules to stop future similar growth. It was shown that over thirty thousand such buildings were erected each year, that the excessive risks both to the invested capital and the income-return strength of this capital was forcing excessive insurance margins, both against fire and for return of capital.

This example of public interest is just one more indication of how the change of economic practices can work and does work out in large way the needed readjustment between forest drain and forest restoration. While there is no thought of effort to save forests, there is a manifest determination that it will be unwise to burn the forests in the form of square miles of city dwellings.

No such outburst of public interest can go unheeded. It is believed by the groups named that the correction will be secured. The far-reaching influence of such moves cannot be easily told. New York is builder of one-tenth of the country's total. Others would follow.

The advent of further competitors for wood pulp should be given brief notice here and should be thoughtfully considered by those who wish to understand influences affecting the forest industries.

"Rayon activity," it was recently stated by a paper mill executive, "has boosted our prices on sulphite considerably. The effect of this new industry may well be large."

A few condensed facts on rayon follow: World growth has been from ,000 tons in 1912 to 63,000 tons in 1924. The United States growth has been from 00 tons in 1912 to 27,500 tons in 1925. World output for 1926 is calculated at 0 per cent above 1925. Actual capacity f European mills is stated to be planned be doubled during 1926.

Thirty-eight per cent of the rayon tal volume uses cotton linters; the ther 68 per cent uses spruce sulphite r its raw material.

Rayon takes 2,000 pounds of sulphite d turns out 1,500 pounds of rayon. he sulphite pulp, at about four cents a ound, is turned into three-fourths of pound of rayon worth about $2 a ound.

The most enthusiastic predicters of yon growth have been surpassed by e actual growth.

Hark back if possible to what was e public and the industries expectation paper use for wood pulp 50 years ago. nd now look at the industry and its sition as regards pulpwood supplies.

The demands or askings for reforestaon have been beggarly. Therefore: ngress has not yet learned to respect restry projects as it could and should d would.

Just why the representatives of the wood-using industries should be so modest is not evident.

The two main Census Groups of Industries, "Paper and its Re-Manufacturers" and "Lumber and Its Re-Manufactures," have combined capital investment of $5,000,000,000; employ 1,350,000 wage earners; pay wages in excess of $1,400,000,000; include 75,000 establishments and create an annual product valued at $5,578,055,000.

But the chosen representatives of these groups go timidly to Washington and spend days asking for a paltry $40,000,000 for a ten year new forest project. All are agreed that the very life of these industries depends upon a big program of new forests. All agree that the Federal policy and program sets the pace and is the real core of the whole movement. State and private policies follow the national.

Congressman Haugen is justified in asking what the whole thing is going to cost. Any business man demands to know what he is entering upon when a business project is put up to him. Haugen does try to inoculate legislation and appropriations with some bacteria of business sense.

There can be but one of two conclusions drawn. The first is that the advocates of reforestation do not know what they want and therefore do not ask for it. The other is, that they do not dare to ask for it because the request would be so large that they fear failure.

Puttering around on this project of interesting the United States in reforestation will not get us far. We will be decades in getting a worth while definite program and policy established. It is high time for real reforestation friends to know what they want, recognize that the job is a big one and admit it; then get on the job and ask for a national policy and program that will get results.

Although the writer has shown that the total results to date are negligible, he does not make any criticism of those who have obtained that progress. More credit to those few who have done it. They have worked in face of all the initial difficulties, the principal one being the inertia of the very industries they seek to aid.

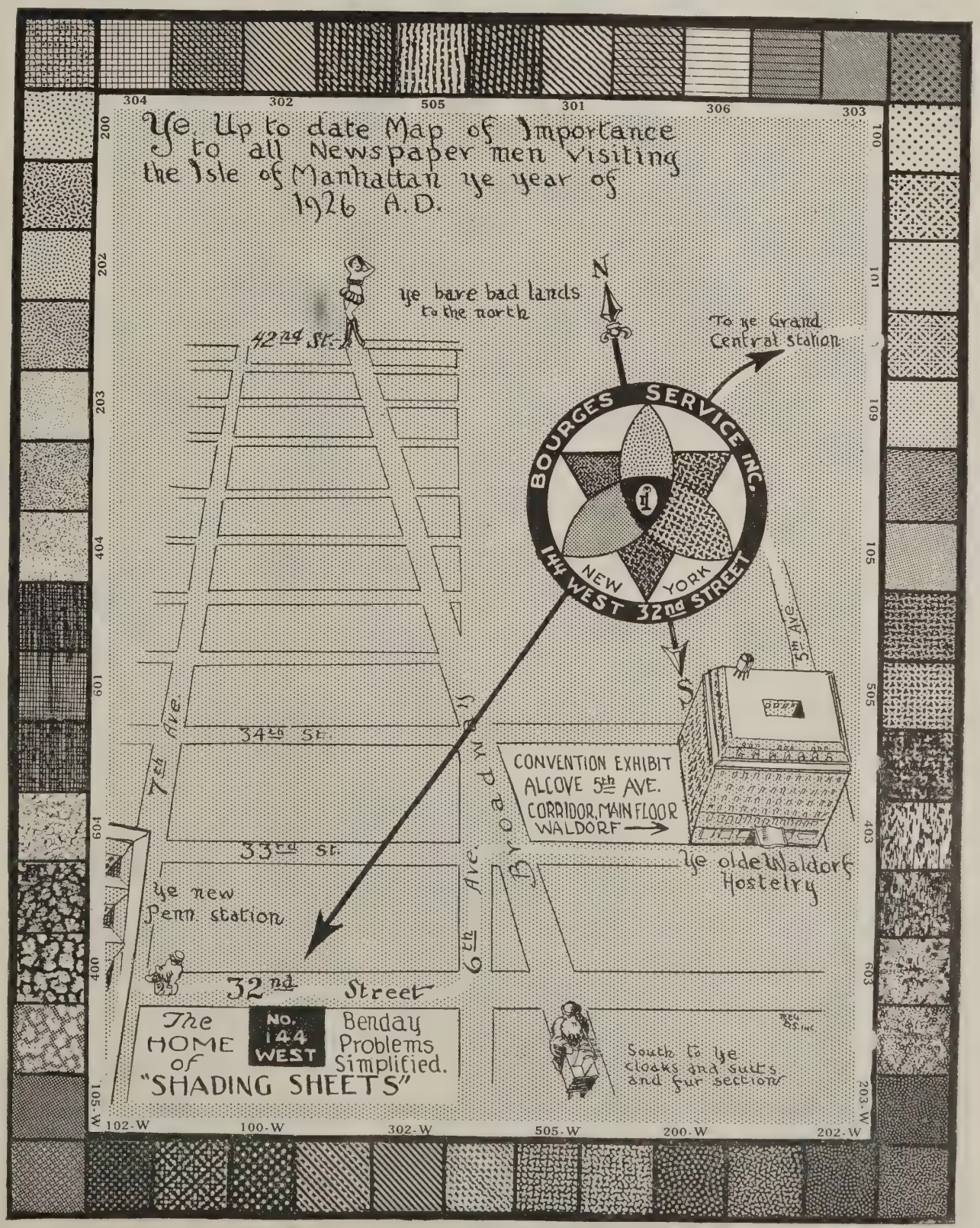
That the business interest and the moral responsibility of the publishers is second to none is obvious. Their opportunity to study and know the subject and then tell their readers about it, is still more obvious. This is Forestry Week.

Chicago Ad Women Elect

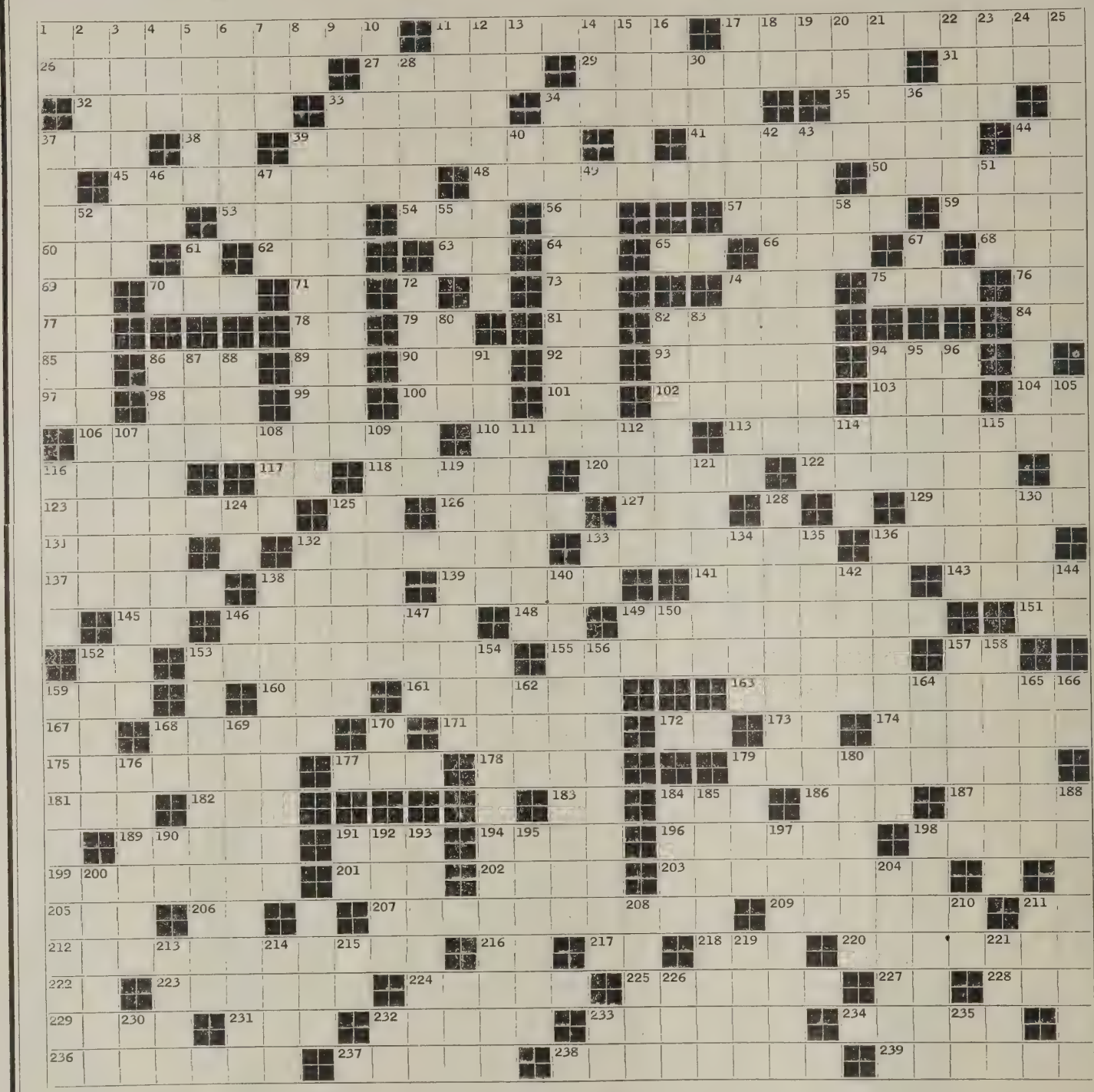
Mrs. Helma Benson was elected president of the Woman's Advertising Club of Chicago at their election last week. Other officers named are: Miss Mary Dowd, first vice-president; Miss Lois Donaldson, second vice-president; Miss Nellie S. Massie, treasurer; Miss Hazel Braun, corresponding secretary; and Miss Mae Fanning, recording secretary. Committee chairmen named are: Miss Helen Downing, social; Mrs. E. B. Palmer, finance; Mrs. Ellen Rose Dickey, program; Miss Claire Samels, vocational; Miss Elizabeth Salkeld, publicity; Mrs. Monica Morrison, membership; Miss May Brown, historian.

Minnesota Weeklies Merged

The *Shakopee* (Minn.) *Argus* has absorbed the *Tribune*. D. W. Byrne and William F. Duffy are, respectively, business manager and managing editor of the consolidated paper, the *Argus-Tribune*.



EDITOR & PUBLISHER CONVENTION CROSS-WORD PUZZLE



HORIZONTAL

1. Our visitors.
11. Their Mecca.
17. This week's business.
26. Faster.
27. Alleged international objective.
29. Trounce.
31. Unoccupied.
32. Execution of a decision.
33. Luminous jewel.
34. Whirlpools.
35. Belonging to Siam.
37. Biblical name.
38. Or (French).
39. Practical jokers.
41. Steam control.
44. Foreign service (abbr.)
45. Railway signal.
48. Public good.
50. Lubricating inlet.
52. Irish.
53. Luncheon time.
54. Twin brother to dash.
56. Prefix meaning "early."
57. Guide.
59. Hindu mystic.
60. Golfer's sacrificial altar.
62. Alphabet's equator.
63. Yes (Spanish).
64. Royal navy (abbr.).
65. Business group (abbr.).
66. Masculine name.
68. Formerly legal.
69. Military police (abbr.).
70 National editorial association (abbr.).
71. Prefix meaning "well."
73. Athletic association (abbr.)
74. Sag (obs.)
75. Adverse vote.
76. Symbol for Tellurium (chem.).
77. Prefix meaning "early."
78. True name (abbr.)
79. Metropolitan rapid transit.
81. Space between printed lines (abbr.).
82. Pertaining to mankind (prefix).
84. Independent Republican (abbr.).
85. North River (abbr.).
86. Numeral.
89. Illinois Central (abbr.).
90. Vegetable.
92. Our Lord (Lat. abbr.)
93. An A. P. veteran.
94. Three (prefix).
97. That (telegraphic abbr.).
98. Garden tool.
99. Civil engineer (abbr.).
100. Lubricant.
101. Ancient order (abbr.)
102. Italian (combining form).
103. The well known fish.
104. Man's nickname.
106. Dentition.
110. Southern French.
113. Renders inert.
116. Neat.
117. Arabic article.
118. Chemical gum.
120. Well-known Waldorf musician.
122. Battle fought 1066 A. D.
123. Spanish landholder.
125. Protestant Episcopal.
126. Head (French).
127. Single (combining form).
129. Brilliance.
131. Beams.
132 and 133. Famous New York hotel.
136. Early religious sect.
137. Belonging to Elmo.
138. Air (combining form).
139. Mohammedanism.
141. Pertaining to lighthouses.
143. Body of a newspaper.
145. Above.
146. Highest in the arts.
148. Yacht (abbr.).
149. African antelopes.
151. The publisher's mealticket.
152. Greek letter.
153. Previously mentioned.
155. Act of endurance.
157. Twelfth and 13th letters.
159. On this side.
160. Maiden name.
161. Willows.
163. They make the want ads grow.
167. Within.
168. Change.
171. French revolutionist.
172. Legal seal.
173. Senior (abbr.).
174. Newspaper size type.
175. Eastern European.
177. Not against.
178. Rate of progress.
179. Non-existent.
181. Chief signal officer (abbr.).
182. Consumed.
183. Toward.
184. Associated Social Reformers (abbr.)
186. Three (prefix).
187. Agrees.
189. Sensitive mental perceptions.
191. Chief petty officer (abbr.).
194. At the apex.
196. Roman general.
198. She made the first U. S. flag.
199. Door sills.
201. Three (prefix).
202. New star (last
203. Notorious New
gangsters.
205. Association of
tional Adver
(abbr.).
206. Old English (a
207. Simultaneously.
209. Yearly.
211. Proceed.
212. Subsidiaries.
216. Repulsion (obs
217. That man.
218. Favorite Engli
beverage.
220. Famous old-sty
newspaper.
222. One of Juno's
223. Practicable.
224. Passageway.
225. Reduction in
227. Exist.
228. One of a num
229. Poems of prai
231. Sheltered side.
232. A schedule of
233. Ornate gambli
house.
234. Persian prince.
236. Irritated.
237. Half of an ol
confection.
238. Cutting away.
239. Periodic move

VERTICAL

1. Postscript.
2. Poisonous tree.
3. Woodcock (fr.
4. Permit.
5. Current speech
usage.
6. General clas
tion of India
7. Female fowl
8. Comparative s
10. Pointed weapo
11. Detective (cr
slang).
12. Selective.
13. You and I.
14. Ancient.
15. Wireless teleg
16. Knight of Me
India (abbr.)
17. Turns into mo
18. Old style (abb
19. New Testamen
(abbr.).
20. Clothe.
21. News director
22. What news m
23. Chromatin gr
(bot.).
24. Suffix meaning
25. Our business.
28. Gave birth.
30. Between (abb
33. Declares.
34. Belonging to
Hugo's Gips;
36. Mohammedan
37. Assistance.
39. According to
40. Royal Order
O.).
44. In flight (pl.)
46. Engineering d
47. Small dog.
49. New Hampsh
mountain.
51. Read.
52. News-gatherin
business.
55. Bone.
58. Half an em.
61. Personal pron
67. Note of scale
74. Withdrew.
80. Roumanian c
82. Prominent.
83. Little one.
86. A. N. P. A.
87. Infinite perio
88. Publisher's delight.
91. French possession.
94. Wild bird.
95. More genuine.
96. Illegal.
105. Man's name.
107. Growing in pairs.
108. Three vowels.
109. Unangered.
111. Flying insect.
112. Burden.
114. Decade.
115. California wild plum.
116. Number.
119. Indifference to pain.
121. Barrel maker.
124. Southern State (abbr.)
125. East Indian religion.
128. Practices of a giant.
130. The Association.
132. One who wears.
133. Exist.
134. South American birds.
135. Machinery for settling di
136. Alchemy (obs.)
138. Solitary state.
140. Alluring.
142. Four vowels.
144. Man's name.
146. Compare (abbr.)
147. Three vowels.
149. St. Louis (abbr.)
150. Latin pronoun.
152. Less.
153. Pertaining to onions.
154. Transparently.
156. Bone doctor.
157. Advertising volume.
158. Imitation moire silk.
159. What newspapers crave.

Period.
Metal.
A. P. President.
Symbol for Tin.
Because.
Tale-bearer.
Negative.
Cossack command.
Rainbow
To beach.
American Society of Geological Engineers (abbr.)
Pertaining to Egyptian bug.
Words of similar meaning.
Near.
Connecticut (abbr.)
Before (prefix).
Oil receptacle.
Mechanical joint.
Open carriage.
Cheap restaurant.
Invaded (variant).
South German.
Belonging to Juno.
Louisiana (abbr.)
Firearm.
Head and shoulders.
Resting.
That is (abbr.)
Narrow road.
Meeting place (German).
Compass direction (abbr.)
And (French).
Thus.
Engineering degree (abbr.)
Zinc Chloride (abbr.)

MICHIGAN PAPER SOLD

ckle and Goodrich New Owners of Mount Pleasant Times

he *Mount Pleasant* (Mich.) *Times* sold this week by E. J. and J. N. Call to T. O. Huckle, business manr of the *Ypsilanti, Daily Ypsilantian ss,* and F. H. Goodrich, one of the enville *Independent Daily News* lishers. While Mr. Huckle has held option on the Times for some time ame as a surprise to both daily and kly Michigan publishers. Owing to interest in the Ypsilanti daily he is able to leave for the present so taken Mr. Goodrich in as a partner.

Rukeyser Leaves N. Y. Journal

lerryle Stanley Rukeyser has reed as financial editor of the *New k Evening Journal,* which he joined anuary, 1923, after having served for eral years as financial and business dor of the *New York Tribune* and ncial editor of *Vanity Fair.* Mr. eyser plans to devote himself prily to magazine writing and will conre as a member of the faculty of umbia University.

WHAT OUR READERS SAY

Theatrical Criticisms

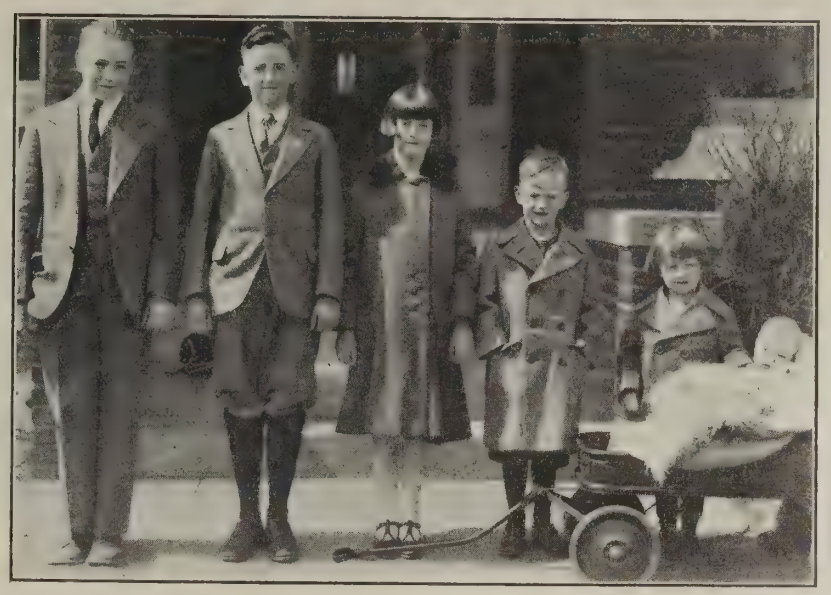
o EDITOR & PUBLISHER: Is it perned for one who is not in the newsr business to make a remark or ? Your publication happens to be in home every week, and reading it one not be other than impressed with the derful standards of propriety (or l we call it a code of ethics) that y governs the newspaper world. We nothing like it in my profession—trical.

ut what prompted me to write you is ecent experience of mine in some England cities like Holyoke and fisfield, Mass.; Waterbury, New Lono and Meriden, Conn. Breaking in a act in vaudeville one naturally buys newspapers to read the criticisms to out the public's reaction. But this hat I found in all these places—the cisms were written by the theater's s department. In places where there e more than one newspaper the critiis were always the same, though in a while one would find a paraph slightly changed. But the most hem did not even take that trouble. y one newspaper had the honesty to its readers know that the review was sponsored by its editorial depart-t, for it frankly placed "Adv." at end.

would seem to me that these newsers would gain reader confidence, and the same time lose practically nothing business way if they would print trical criticisms that truly mirrored thoughts of the reviewer they choose end.

Sincerely yours,
BESSIE WYNN.

AS HIS HOME TOWN SEES HIM
Eugene Kelly



THE two husky youngsters at the left above are named John Charles and Eugene Fred, respectively, of the family of Kelly, and they are members of the carrier staff of the *Sioux City* (Ia.) *Tribune.* They are following in the footsteps of their father, Eugene Kelly, manager of the Tribune since he was graduated from Princeton 15 years ago, and recently elected president of the Midwest Newspaper Advertising Managers Association. Selling papers and raising children are his chief interests and at the same time his diversion. The other members of the Kelly family group pictured above are Mary Elizabeth, Arthur Lennon, Anthony Hill, and Frederick Tate.

Mr. Kelly, beside the many activities that the above information connotes, is also a Consistory Mason, an Elk, Rotarian, member of the country club, Shriner, and busy with civic affairs.

OTTAWA WRITERS DINE

Lord Byng Attends Parliamentary Press Gallery's Banquet April 10

The annual dinner of the Parliamentary Press Gallery, Ottawa, was held on April 10, being honored by the presence of the Governor-General, Lord Byng; Premier Mackenzie King and other leading members of Parliament.

Fulgence Charpentier, president of the gallery, presided. Special reference was made to the fact that this was the last year of Lord Byng's term of office and he was given an ovation when he rose to speak.

Other speakers included the Prime Minister, the leader of the opposition, the Progressive leader and Hon. G. P. Graham, chairman of the Tariff Board.

Wills $100 for News Room Clock

J. Frederick Rose, South Byron, N. Y., newspaper man who died recently after representing the *Batavia News* and other newspapers in that vicinity for nearly half a century, made a bequest of $100 for the purchase of a clock to be placed in the editorial room of the News, filing of his will revealed.

Capt. Brady Buys Yonkers Record

Capt. T. A. Brady, a former army officer, has purchased the controlling interest in the *Yonkers Sunday Record* from Frank Starr and James L. O'Brien.

Sylvester Appeal Not Dismissed

In the April 3 issue, EDITOR & PUBLISHER stated that the $25,000 suit of E. Rodgers Sylvester against New York Herald Company publisher of the *New York Telegram* had been dismissed by the Court of Appeals at Albany. This was erroneous, the case being argued at that time on appeal from a dismissal by a lower court. The decision of the Court of Appeals will probably be rendered shortly after May 3, when the Court reconvenes after an adjournment, Otto Sommerich, attorney for Mr. Sylvester stated. Sylvester sued when a booklet, "History of Classified Advertising," written by him while in the employ of the Telegram, was issued under the name of Gilbert Gunderson, then classified manager.

Centerville (Ia.) American Suspends

The *Centerville* (Ia.) *Southern Iowa American,* a new daily started in September, 1924, has suspended publication. A semi-weekly will be issued. The American was organized by a stock company of 80 while the Ku Klux Klan was being promoted and had the support of this organization. The *Iowegian & Citizen* remains the only daily in Centerville.

Read EDITOR & PUBLISHER—$4 a Year.

have you been following the remarkable growth of the Detroit Times

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO EMPLOYERS.

first! in OHIO

5,345,751 Lines

Dispatch advertising record for January, February and March, 1926, exceeding other Columbus newspapers combined by 709,855 lines. In 1925 the Dispatch published 21,544,376 lines exceeding second largest Ohio newspaper by 2,648,383 lines.

NET PAID CIRCULATION

CITY	55,812
SUBURBAN	26,973
COUNTRY	23,666
Total Daily Circulation	106,451

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

SCIENCE

intrigues with its human interest

amazes with its daily wonders

impresses with its timeliness

SCIENCE SERVICE

popularizes with its modern writing style

vivifies with its brilliant word-pictures

constructs with its authoritative information

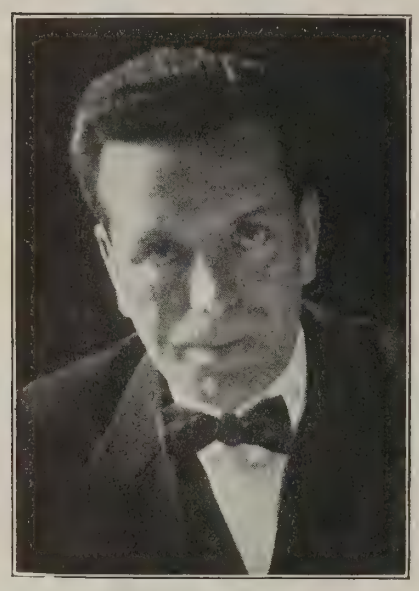
"Keeping step with Science gives you something to think about and talk about."

Science Service Washington, D. C.

NEWSPAPERS SHOULD SPREAD CULTURE LIMA, PERU, EDITOR BELIEVES

Dr. Quesada, El Comercio, Aims to Make His Daily an Extension of a University—Interested in North American Mental Tests—His Plant Linked to U. S. by Its Equipment

A DAILY newspaper should be operated as a University extension, in the opinion of Dr. Luis Miro Quesada, director of *Lima* (Peru) *El Comercio,* who, himself a professor of philosophy in the



Dr. Manuel Quesada

University of Lima, seeks to spread culture through his paper as well as disseminate news.

"Newspapers," he explained, "are supported by the people, and should, I think, assist them in obtaining an education in part payment for that support. We should, of course, attend to our business of presenting the news of each day thoroughly, but we can also add to the culture of our readers; and that is what I am trying to do."

Three years ago El Comercio completed a new six-story marble home. On the second floor is a spacious auditorium in which everything but politics may be discussed. It is used for discussion of labor problems. Prominent speakers come there to talk on matters of public thought. It is a center for social welfare work, for philanthropies.

"We offer this auditorium as one place where human ideas may be diffused," Dr. Quesada said. "But we also regularly give space in our paper for the same purpose.

"We have one special page every Sunday which we give over to our readers as a sort of newsprint auditorium. On that page they can talk among themselves—ask each other questions, of history, perhaps, on literary subjects, legal matters, philosophy.

"I myself have been particularly interested in the mental tests originated in this country. During the last seven months I have written a series of weekly articles on this subject, telling their history and the application of these tests to education. Teachers of Peru have shown considerable interest and I hope while I am here to obtain more details to give them."

Dr. Quesada said El Comercio hoped soon to establish a medical clinic, to offer its services free to readers of the paper.

"The public service a newspaper performs pays for itself in increased circulation," he said. "We depend upon our circulation for support. Advertising has not been developed in Peru to the extent it has in this country.

"Our paper sells for 5 cents daily, which corresponds to two cents here. We average between 12 and 14 pages in our morning and evening editions, with between 16 and 20 pages on Sundays. We sell our newspapers to the newsboys at four cents a copy. About a third of our circulation, which is about 28,000 for the morning edition and 22,000 for the afternoon, are regular subscribers to whose homes the paper is distributed.

"Even without large-scale advertising support, we are able to make money, because our production costs are so much lower than they are in the United States."

Dr. Quesada pointed out that his paper was "united with North America, through its equipment." A new Hoe press was recently installed; the paper has long been set by linotypes and monotypes manufactured in the United States; and the newsprint is also imported from this country.

El Comercio is one of the oldest newspapers in Peru, having been established in 1839. Fifty years ago, Josi A. Miro Quesada, father of the present director, became its owner. At present it is managed by four brothers, three of whom, in addition to Dr. Quesada, are professors in the University of Lima.

Peruvians believe in holding fast to old traditions. The exterior of El Comercio's plant, therefore, is of pure Spanish architecture. Within, however, it is as modern in every detail as the best equipped North American newspaper structure. The entire building is used by El Comercio. The first floor houses the editorial rooms, composing rooms, and press room, arranged so as to avoid loss of time and wasted motion in production. On the third floor a photo-engraving department has recently been installed.

One interesting room in the building, as it was described by Dr. Quesada, is bare of all furniture with the exception of one ornate cabinet which stands in a corner and is filled with swords.

"We use this room for fencing practice," he explained. "While dueling is no longer legal in Peru, it is permitted by custom."

He hastened to add that he himself had never been forced to fight in defense of his honor, but, he said, he has acted as a second on numerous occasions.

Dr. Quesada was once Mayor of Lima. He refused, however, to discuss Peruvian politics, when interviewed, declining even to talk on the Tacna-Arica question for publication.

He addressed the First Pan-American Congress of Journalists in Washington, April 12, on "Newspaper Organization."

NEWCOMBE BILL OPPOSED

Publishers Attack Measure Making It Felony to Print Women's Names

Frederick H. Keefe, publisher of the *Newburgh* (N. Y.) *News,* representing the New York State Publishers' Association, the New York Associated Dailies, the New York Press Association and the Publishers' Association of New York City, appeared before the joint codes committee of the legislature at Albany, recently, to oppose the bill making it a felony to publish the names of women in criminal assault cases. He declared there is no necessity for the proposed legislation as newspapers are exercising a voluntary censorship under which victims of such crimes as the bill is designed to cover are amply protected.

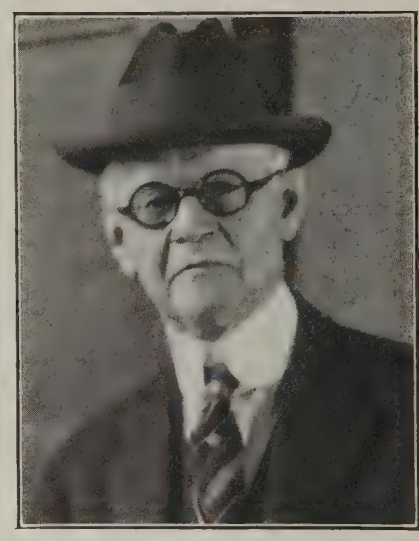
The bill was drafted by Richard S. Newcombe, district attorney of Queens county, and was supported by delegations of women's organizations. Mr. Newcombe said the bill "is the only way to reach the very small group of publishers who haven't the decency to stop printing such stuff."

Asking $65,000 for Tourist Copy

The Colorado Springs (Col.) Chamber of Commerce is conducting a drive to raise $65,000, with which to advertise the city to tourist trade.

AS HIS HOME TOWN SEES HIM

Edward H. O'Hara



EDWARD H. O'HARA, publisher of the *Syracuse Herald,* and with that publication since its first year in history, commemorated Jan. 15, the beginning of the 50th year of publication of his newspaper.

"But yesteryear it seems Arthur Jenkins and I met," wrote the veteran publisher in the 49th anniversary number recalling the story of the founding of the Herald. His detailed reminiscences went on to show that he remembered all events of a half century ago as vividly as though they occurred last

The long range memory of the cuse publisher is well known amon friends, and especially notable for tion of names and facts of travel.

"E. H." has a fetish for rail and distances and for hours of leaving arriving. They say he is going i air-line statistics and airplane sche next.

Mr. O'Hara continues tripping i pursuit of business and interest. fall he motored to White Sulphur Sp and two months ago visited the na capital.

Something hardy of the qualities school of publishers developed from ers and reporters of an earlier gene activates him and he is kindling plans for the golden anniversary paper.

Accident Blinds S. D. Editor

L. T. Hoaglin, editor of the (S. D.) *Enterprise,* may lose the of both eyes as the result of gunpo burns received last week during American Legion's Powder River Mr. Hoaglin asked one of the carrying a gun to fire it. The w was so close to Mr. Hoaglin's head it was discharged that the powder back and severely burned both eyes. Hoaglin was taken to an Omaha pital where efforts are being ma restore his sight.

New Daily for Texas

J. Marion Bird has announced for a new seven day paper for Mc Tex., the *Morning Telegram.* Mc is located in the lower Rio G Valley.

Maybe this is the first time lately tha you have seen a copy of

EDITOR & PUBLISHER

Or, perhaps, the copy you have been reading all along has not been your own personal copy?

In either case, don't you think it would be a mighty fine thing to have it come to you from now on?

So many and varied are the practical uses to which you can put it; so complete, so interesting, so human, so full of helpful ideas, is the news it brings you each week of all that is going on in the publishing and advertising field—that it won't be long until you will be wondering how you ever got along without it.

Fill in, tear out and mail this coupon—this will start the service at once.

Editor & Publisher,
Suite 1700, Times Bldg.,
Broadway at 42nd St.,
New York, N. Y.

Yes, indeed, I do want my own personal copy of EDITOR & PUBLISHER. Send it to me every week for { 1 year / 6 mos., beginning with the next issue, and including with my subscription, at no additional cost, the 1926 International Year Book and the 1926 Space Buyers Guide, when it comes out in November. I shall remit the price on receipt of your bill—in the next 10 days or so.

Name .....

Address .....

Business connection.....Title .....
(Important confidential information for our own files only)

Annual Subscription Price

Domestic, $4 Canada, $4.50 Foreign, $
(6 mos., $2, Domestic; $2.25, Canada; $2.50, Foreign)

AS HIS HOME TOWN SEES HIM

Frank H. Burgess



"THE Insect," as Frank H. Burgess is known to the newspaper fraternity, weighs 103 pounds when he has been not-eating. Which is what adds poignancy to this drama of real life which took place recently in the office of the *McCross* (Wis.) *Tribune.*

"I want to see the boss," demanded a pompous individual with an impressive and compelling personality—one of these high-pressure go-getters, you know, with a wonderful front."

"Yes, sir. What can I do for you?" said Burgess, who really is a good head taller than the counter in the business office.

"Say, kid, don't get fresh with me!" exclaimed the visitor. "I said I wanted to see the boss—get me? The boss!"

Well—that's all, unless you count the appearance of the erstwhile go-getter a few minutes later as he went slowly out of the front door. He was astonished. Yes, he was astonished, to put it mildly. And there was nothing new in his order book.

TO PLACE CITY'S COPY

Roster Leaves Corpus Christi (Tex.) Caller to Handle Community Drive

Charles Roster, advertising manager, *Corpus Christi* (Tex.) *Caller,* has resigned to open a branch office of Coulter & Payne, Inc., San Antonio advertising agency.

Mr. Roster is succeeded by George E. Smith as advertising manager. Gilbert F. Vetters has been transferred to the advertising department from the circulation department. A. P. Herndon, formerly news and telegraph editor, will divide his time between the editorial and advertising departments, while Victor H. Herold has taken over the telegraph desk of the Caller.

Mr. Roster will conduct the Chamber of Commerce advertising campaign during the coming year, using Middle Western newspapers as media. A budget of $60,000 is being raised for the Chamber of Commerce, approximately $45,000 of which will be expended in newspaper advertising.

WHAT A. P. ASKS FROM DIRECTORS

(*Continued from page 9*)

eliminated" from news stories while another deplored the tendency of crime news writers to make a hero of a criminal.

Another suggestion smothered under was that the A. P. experiment on "a conservative basis" in "producing a news picture service such as we now buy from other concerns and similar to such services furnished by other telegraph news organizations." Vote opposing this stood 76 to 38.

In answer to the question "What outstanding news accomplishments of the Associated Press within the past year merit special mention in the advisory board's report to the board of directors?" the following were listed:

World Series, Santa Barbara, Cal., earthquake, Collins cave story, P. N.-9 flight, Missouri tornado, death of William Jennings Bryan, and the election machinery set up by Kent Cooper for reporting state political campaign results.

Eighty-three voted for continuance of the A. P.'s plan to run gratis advertisements on the association, compared to 32 opposed.

The middle western editors showed themselves favorable to the amount of foreign news now being carried on the wires. Asked if too much foreign news was being carried 88 replied no, and 30, yes. It was recommended that dispatches from European countries be made more interpretative.

It was suggested to the directors by members in this district answering the questionnaire that the A. P. add to its service a weekly Washington news letter, a New York letter, and a market letter. One specific request was made that the style of the A. P. writers be "livened up."

A total of 113 as opposed to 6 advised caution to the recommendation that magazine features be supplied at cost "by our co-operative organization."

FINED FOR BEATING NEWSIE

Buffalo Citizen Must Pay Boy $870—Objected to His Cries

A newsboy has a right to cry his wares in public and in the performance of a lawful vocation is entitled to police protection. This is the substance of the decision given last week in Supreme Court at Buffalo, in the case of Francis Crotty, 15 years old, against Adam S. Hobert.

The boy presented evidence to show that he had been attacked and beaten by Mr. Hobert after the latter had warned him not to sell papers in the vicinity of the Hobert home if it were necessary to accompany the sale with the usual cries. The defense contended the practice was a most annoying one and that after the warning the newsboy should have discontinued his shouting.

The jury, after brief deliberation, awarded the newsboy $870 for his injuries.

Read EDITOR & PUBLISHER for all the news of newspaper and advertising fields.

A LEADING ADVERTISER

Maurice L. Rothschild, a leading retailer and manufacturer in Minneapolis, St. Paul and Chicago, bought space in two Minneapolis newspapers to publish this tribute to the policies and influence of

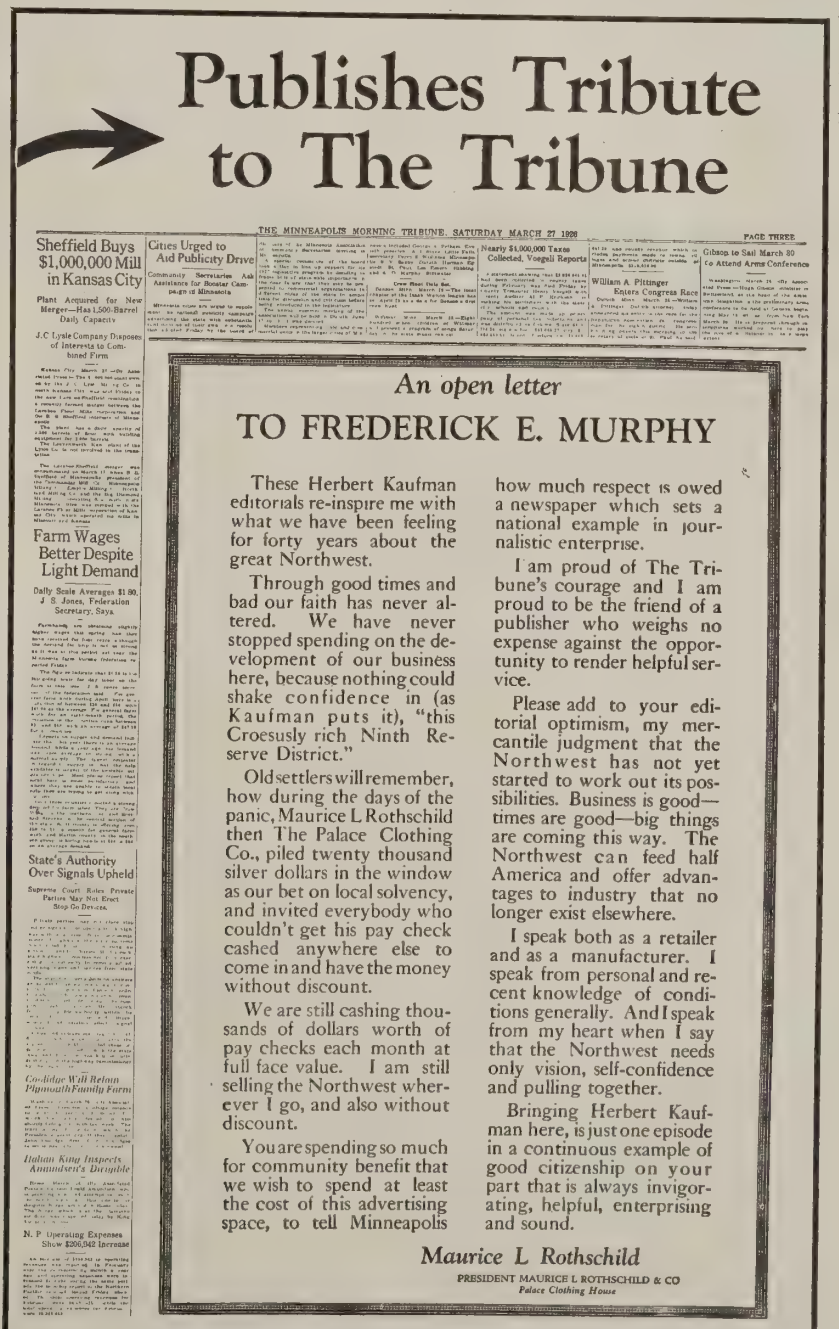
The Minneapolis Tribune

THE DOMINANT NEWSPAPER OF THE GREAT NORTHWEST

CHICAGO	NEW YORK	SAN FRANCISCO
GUY S. OSBORN	J. B. WOODWARD	C. GEO. KROGNESS
360 N. Michigan Ave.	110 E. 42nd St.	253 1st Nat. Bk. Bldg.

✪ *The Herbert Kaufman editorials referred to in Mr. Rothschild's letter consist of fifteen remarkable articles detailing the resources and visioning the future of the Northwest. Copies will be sent upon request to persons having business or other interests in the Northwest.*

Publishes Tribute to The Tribune



THE MINNEAPOLIS MORNING TRIBUNE, SATURDAY, MARCH 27, 1926 — PAGE THREE

Sheffield Buys $1,000,000 Mill in Kansas City

Plant Acquired for New Merger—Has 1,500-Barrel Daily Capacity

J. C. Lysle Company Disposes of Interests to Combined Firm

Cities Urged to Aid Publicity Drive

Community Secretaries Ask Assistance for Booster Campaign in Minnesota

Farm Wages Better Despite Light Demand

Daily Scale Averages $1.80, J. S. Jones, Federation Secretary, Says

State's Authority Over Signals Upheld

Supreme Court Rules Private Parties May Not Erect Stop-Go Devices

Coolidge Will Retain Plymouth Family Farm

Italian King Inspects Amundsen's Dirigible

N. P. Operating Expenses Show $206,942 Increase

Nearly $1,000,000 Taxes Collected, Voegeli Reports

William A. Pittinger Enters Congress Race

Gibson to Sail March 30 to Attend Arms Conference

An open letter

TO FREDERICK E. MURPHY

These Herbert Kaufman editorials re-inspire me with what we have been feeling for forty years about the great Northwest.

Through good times and bad our faith has never altered. We have never stopped spending on the development of our business here, because nothing could shake confidence in (as Kaufman puts it), "this Croesusly rich Ninth Reserve District."

Old settlers will remember, how during the days of the panic, Maurice L Rothschild then The Palace Clothing Co., piled twenty thousand silver dollars in the window as our bet on local solvency, and invited everybody who couldn't get his pay check cashed anywhere else to come in and have the money without discount.

We are still cashing thousands of dollars worth of pay checks each month at full face value. I am still selling the Northwest wherever I go, and also without discount.

You are spending so much for community benefit that we wish to spend at least the cost of this advertising space, to tell Minneapolis how much respect is owed a newspaper which sets a national example in journalistic enterprise.

I am proud of The Tribune's courage and I am proud to be the friend of a publisher who weighs no expense against the opportunity to render helpful service.

Please add to your editorial optimism, my mercantile judgment that the Northwest has not yet started to work out its possibilities. Business is good—times are good—big things are coming this way. The Northwest can feed half America and offer advantages to industry that no longer exist elsewhere.

I speak both as a retailer and as a manufacturer. I speak from personal and recent knowledge of conditions generally. And I speak from my heart when I say that the Northwest needs only vision, self-confidence and pulling together.

Bringing Herbert Kaufman here, is just one episode in a continuous example of good citizenship on your part that is always invigorating, helpful, enterprising and sound.

Maurice L Rothschild

PRESIDENT MAURICE L ROTHSCHILD & CO
Palace Clothing House

FIVE CROWDED DAYS IN NEW YORK

(*Continued from page* 17)

dore Friday morning, April 23 at 9 a.m., and leads North via Yonkers to Bear Mountain, West Point, Newburgh, Schenectady, Utica, Syracuse, Rochester, Niagara Falls, Buffalo, Erie, Pa., Cleveland, Toledo, Detroit and Battle Creek. From this city Chicago will be reached by train. Busses will carry the party eastward through South Bend, Nappanee, Ind., Akron to Pittsburgh. From Pittsburgh to New York City will be by train.

The entire trip will occupy 18 days and cover some 2,000 miles by rail and automobile. There will be a stop of one day in Buffalo, one day in Cleveland, two days in Detroit and two days in Chicago.

Following is the program of hospitalities arranged for the visiting editors by the Merchants Association of New York.

MONDAY, APRIL 19

6:00 P. M.—Delegates arrive at Pennsylvania Terminal, escorted by members of the General Reception Committee. The party wil be motored to the Commodore.

9:00 P. M.—Informal Reception, Vaudeville and Supper, West Ball Room, the Commodore, tendered to the delegates by the General Reception Committee.

TUESDAY, APRIL 20

9:30 A. M.—Informal Reception, Committee Headquarters.

10:10 A. M.—Delegates and Committee leave the Commodore in motor cars.

10:30 A. M.—Official Reception at the City Hall by the Hon. James J. Walker, Mayor of the City of New York.

11:30 A. M.—Visit to Radio Central, the Radio Corporation of America, 64 Broad Street.

12 Noon—Visit to the New York Stock Exchange.

1.00 P. M.—Luncheon at the Waldorf-Astoria, tendered to the delegates by the Associated Press.

3:00 P. M.—Visit to the Museum and Library of the Hispanic Society of America.

7:00 P. M.—Dinner at the Park Lane, tendered to the delegates by the publishers of the New York daily newspapers.

TUESDAY, APRIL 21

11:00 A. M.—Visit to rotogravure plant of the New York Times.

12:30 P. M.—Luncheon at the Times Annex, tendered to the delegates by Adolph S. Ochs; followed by inspection of the New York Times plant.

3:00 P. M.—Session of the American Newspaper Publishers' Association, the Waldorf-Astoria, with special demonstration of exhibits.

7:50 P. M.—Theatre party at the Hippodrome, tendered to the delegates by E. F. Albee.

10:45 P. M.—Visit to the plant of the *New York Herald Tribune.*

THURSDAY, APRIL 22

9:00 A. M.—Breakfast, West Ball Room, the Commodore, tendered to the delegates by the American Association of Advertising Agencies.

1:00 P. M.—Luncheon at the Hotel Roosevelt, tendered to the delegates by the Pan-American Society of the United States.

2:30 P. M.—Sightseeing trip in New York Harbor on the Municipal Steamer "Colonel Clayton." tendered to the delegates by the Hon. Albert Goldman, Commissioner, Department of Plant and Structures.

7:00 P. M.—Dinner at the Biltmore, tendered to the delegates by the General Reception Committee.

FRIDAY, APRIL 23

9:00 A. M.—Departure of delegates in motor cars from the Concourse entrance, the Commodore, on trip arranged by the National Automobile Chamber of Commerce.

Following are delegates on tour:

Filiberto Aguero y Rosales, *La Defensa* Manzanillo Cuba.
Luis M. Alama, *Guia Commercial,* Caracas, Venezuela.
Manuel de Aldea, *Union Obrera,* Porto Rico.
Ricardo D. Alduvin, *Excelsior,* Guatemala City, Guatemala.
Efren Alvarez Lara, *El Guante,* Guayaquil, Ecuador.
Eleodoro Aviles M., *El Guante,* Guayaquil, Ecuador.
J. A. Calcaño, *El Heraldo,* Caracas, Venezuela.
Jose Camocho Lorenzana, Bogota, Colombia.
Luis Cano, *El Espectador,* Bogota, Colombia.
Abel Carbonel, *El Diario del Comercio,* Barranquilla, Colombia.
Joao Castaldi, *A Capital,* Sao Paulo, Brazil.
Julio Cosi, *Platia,* Sao Paulo, Brazil.
Ramon Diaz Collazo, *La Correspondencia de Puerto Rico,* San Juan, Porto Rico.
Carlos Gandara Duran, *Diario de Guatemala,* Guatemala City, Guatemala.
Dioclecia Duarte, *O Journal,* Rio de Janeiro, Brazil.
Luis Aurelio Echevarria, *El Estado,* Santa Marta, Colombia.
Conrado Eggers Lecour, *La Razon,* Buenos Aires, Argentina.
Luis Espinosa Saravia, *La Reforma,* La Paz, Bolivia.
A. Fernandez Garcia, *El Nuevo Diario,* Caracas, Venezuela.
Rene Fiallo, *Diario de Cuba,* Santiago, Cuba.
Persio C. Franco, Santiago, Dominican Republic.
Nemesic Garcia Naranjo, *Excelsior,* Mexico, D. F. Mexico.
Arturo Garcia Pajujo, *El Noticiero,* Monterrey, Mexico.
Manuel Garcia Pelaez, *El Mercurio,* Antofagasta, Chile.
Federico Gomez, *El Porvenir,* Monterrey, Mexico.
Julio Gonzalez Herrera, *Boletin Mercantil,* San Pedro de Macoris, D. R.
Ramiro Guerra, *Diario de la Marina,* Habana, Cuba.
Paulo Hasslocher, *Journal de Commercio,* Rio de Janeiro, Brazil.
Rafael Huete, *Diario de Costa Rica,* San Jose, Costa Rica.
J. Cantu Leal, *El Porvenir,* Monterrey, Mexico.
Federico Llaverias, Santo Domingo, Dominican Republic.
Julian Lopez Fineda, *Diario de Guatemala,* Guatemala City, Guatemala.
Edgard Louenroth, *Journal,* Brazil.
Rafael E. Machorro, *El Dictamen,* Vera Cruz, Mexico.
Tomas Mackey, *La Patria,* Cartagena, Colombia.
Aurelio Manrique, *El Porvenir,* Monterrey, Mexico.
Carlos Mantilla, *El Comercio,* Quito, Ecuador.
Jorge Mantilla, *El Comercia,* Quito, Ecuador.
Carlos Marti, *La Voz del Pueblo,* Guantanamo, Cuba.
Vidal Mejia, Honduran Press Ass'n, San Pedro Sula, Honduras.
Gilberto de Mello Freire, *Diario de Pernambuco,* Recife, Brazil.
Luis Miro Quesada, *El Comercio,* Lima, Peru.
Adelardo Novo, *Diario Espanol,* Habana, Cuba.
Luis Teofilo Nuñez, *El Universal,* Caracas, Venezuela.
Clemente Palma, *La Cronica,* Lima, Peru.
Antonio Parra, *La Idea,* Guayaquil, Ecuador.
Arturo Fellerano Sarda, *Listin Diario,* Santo Domingo, D. R.
Juan Francisco Rojas, *El Telegrafo,* Guayaquil, Ecuador.
Carlos Gonzalo Saavedra, *La Republic,* La Paz, Bolivia.
Francisco Senabia H., *Nuevo Diario,* Santo Domingo, D. R.
Cesar San Pedro, *El Sol,* Habana, Cuba.
Alfredo Santiago, *Heraldo Comercial,* Habana, Cuba.
Fabian Vaca Chavez, *El Diario,* La Paz, Bolivia.
Luis Varela Orbegoso, *El Comercio,* Lima, Peru.
Joaquin Vargas Coto, *Diario de Costa Rica,* San Jose, C. R.
Ernesto Velez Calvo, Bogota, Colombia.
Florencio R. Velis, *La Correspondencia,* Cienfuegos, Cuba.
V. Villasana, *El Mundo,* Tampico, Mexico.
Abel Villegas Arango, *Diario de Panama,* Panama City. (Also *Star and Herald,* Panama.)
Pablo M. Ynsfran, Paraguay, *El Diario.*
Virgilio Rodriguez Beteta, Guatemala.
Juan Carmona, Venezuela.
Antonio Cicero, Brazil.
Carlos Dias Fernandes, Brazil.
Rodolfo Galves Molina, Guatemala.
Emilio G. Godoy, Dominican Republic.
Jose Gomensoro, Uruguay.
R. R. Govin, Cuba.
Adrian Guerrero Diaz, Mexico.
Casper Libero, Brazil.
Mauricio Lopez Aldazabal, Cuba.
M. Patin Maceo, Dominican Republic.
Juan Malpica, Silva, Mexico.
Eduardo Martinez, Mexico.
Alejandro Mayorga Rivas, Salvador.
Mario Mello, Brazil.
Enrique Dalmareo, Mexico.
Carlos R. Menendez, Mexico.
Angel Mendez Calzada, Argentina.
Rogerio Meraz Rivera. Mexico.
Nestor Festana, Brazil.
Adolfo Rodriguez, Mexico.
Carlos T. Sepulveda, Mexico.
Mario Rodrigues Soares, Brazil.
Maximo Soto Hall, Argentina.
Silvestre Terrazas, Mexico.
Julio Treno, Mexico.
Luis Rosado Vega, Mexico.
Alfredo Vargas, Porto Rico.
A. Villasana.
Federico Gomez.
J. Cantu' Seal.
Dr. L. S. Rowe, director-general, Pan-American Union.
Franklin Adams, Pan-American Union.
William A. Reid, Pan-American Union.
Seymour McConnell, Pan-American Union.

New Sunday Paper for New York

Carl F. Zittel, publisher of Zit's Weekly, with Ray Toleson, publisher of the Running Horse, will start publication of the *New York Sunday Leader,* a 12-page weekly, April 18. Robert Murray, former sports writer for the *New York American,* will be managing editor, and Harold Vivian, city editor.

Merrill Back from Europe

Bradford Merrill, general manager of the Hearst newspapers, returned to New York this week, from a trip to the Continent and England. In Italy, he was granted a personal interview with Benito Mussolini, the dictator.

Some simply reduce their contention to a premise that prohibitory law won't work as long as fruit-juice will.—*Detroit News.*



Industry and Agriculture go hand in hand in INDIANA

Business is on an even keel in Indiana. There are two sources of wealth and income—industry on the one hand, agriculture on the other. And all trading centers supply a large area.

The merchants in Indiana cities have the city folks to cater to and they do a big business from the up-to-date farmer for which Indiana is noted.

You reach both groups of buyers through the daily papers.

Advertise to the Indiana folks through these home papers.

		Circulation	Rate for 5,000 lines
**Columbus Republican	(E)	4,912	.03
†Connersville News-Examiner	(E)	4,557	.025
††Decatur Democrat	(E)	3,215	.025
*Fort Wayne Journal-Gazette	(M)	34,198	.08
*Fort Wayne Journal-Gazette	(S)	30,599	.08
*Fort Wayne News-Sentinel	(E)	42,168	.10
*Gary Evening Post-Tribune	(E)	15,019	.06
†Huntington Press	(M & S)	3,836	.025
*Indianapolis News	(E)	125,827	.25
*Lafayette Journal & Courier	(M) 7,761 (E) 13,204	20,965	.06
†La Porte Herald-Argus	(E)	6,560	.035
†Shelbyville Democrat	(E)	4,012	.025
*South Bend News-Times	(M) 9,634 (E) 15,671	25,305	.07
*South Bend News-Times	(S)	23,249	.07
South Bend Tribune	(S) 19,735 (E)	20,697	.06
††Terre Haute Tribune	(E&S)	23,798	.06

*A. B. C. Publishers' Statement, Oct. 1, 1925.
†Government Statement, Oct. 1, 1925.
††Government Statement, March 31, 1926.
**A. B. C. Publishers' Statement, March 31, 1926.

Sell your goods in NEW ENGLAND

Where 40% of the nations savings are deposited



A campaign in New England will move your merchandise in quicker time than is possible in any other part of the country.

They are prosperous in New England. They have money. New Englanders are thrifty but show them a product that has merit and they are ready to buy.

And sales expenses are lower in New England because you have a thickly populated group of states in a comparatively small area, every section of which is easily and economically reached.

Once you advertise your goods in New England you establish the greatest group of repeat buyers in the country.

The papers listed below are ready to aid you in the most effective distribution of your goods.

Reach New England through these newspapers

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
*Attleboro Sun .....(E)	5,778	.03	.03
**Boston Globe .....(M&S)	287,590	.50	.50
**Boston Globe .....(S)	332,282	.55	.55
*Boston Transcript ....(E)	38,807	.20	.20
**Boston Post .....(M)	377,443	.60	.60
**Boston Post .....(S)	349,596	.55	.55
††Fall River Herald ....(S)	17,052	.06	.06
*Fitchburg Sentinel ....(E)	11,603	.06	.045
*Haverhill Gazette ....(E)	15,729	.065	.05
††Lynn Item .....(E)	16,699	.065	.05
††Lowell Ccurier-Citizen and Evening Leader ..(M&E)	21,918	.07	.07
*New Bedford Standard Mercury (M&E)	32,111	.10	.10
*New Bedford Sunday Standard (S)	27,392	.10	.10
**North Adams Transcript (E)	9,918	.0425	.035
*Pittsfield Eagle .....(E)	16,712	.05	.05
*Salem News .....(E)	21,199	.09	.07
††Taunton Gazette ....(E)	9,279	.05	.04
*Worcester Telegram-Gazette (M&E)	91,768	.26	.23
*Worcester Sunday Telegram (S)	50,079	.19	.16
(E)	4,046	.0214	.015

NEW HAMPSHIRE—Population, 443,683

	Circulation	2,500 lines	10,000 lines
*Concord Monitor-Patriot (E)	5,041	.0375	.025
†Keene Sentinel .....(E)	3,806	.036	.023
†Manchester Union Leader (M&E)	29,422	.13	.10

RHODE ISLAND—Population, 604,397

††Newport Daily News..(E)	6,271	.0336	.0293
*Pawtucket Times .....(E)	26,612	.07	.07
**Providence Bulletin ..(E)	68,815	.18	(B).25
**Providence Journal ..(M)	36,416	.11	(B).25
**Providence Journal ..(S)	70,518	.18	.18
**Providence News ....(E)	29,123	.08	.08
††Providence Tribune ..(E)	21,719	.10	.09
*Westerly Sun .....(E&S)	4,476	.025	.025
**Woonsocket Call ....(E)	14,508	.05	.05

VERMONT—Population, 352,428

	Circulation	2,500 lines	10,000 lines
*Barre Times .....(E)	7,131	.03	.025
†Bennington Banner ...(E)	3,132	.0125	.0125
Brattleboro Reformer ..(E)	3,370	.03	.0175
**Burlington Free Press (M)	13,071	.05	.05
*Rutland Herald .....(M)	11,038	.04	.04
St. Johnsbury Caledonian-Record (E)	4,046	.0214	.0214

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
*Bridgeport Post-Telegram (E&M)	43,008	.15	.15
*Bridgeport Post .....(S)	20,827	.10	.10
*Hartford Courant ....(M)	37,412	.08	.08
*Hartford Courant .....(S)	54,087	.11	.11
†Hartford Times .....(E)	50,354	.13	.13
*Middletown Press ....(E)	8,214	.0325	.03
††New Haven Register (E&S)	46,218	.14	.13
**New London Day.....(E)	12,054	.07	.045
††Norwich Bulletin ....(M)	12,724	.07	.05
*Norwalk Hour .....(E)	6,069	.04	.04
††South Norwalk Sentinel (E)	5,043	.04	.025
**Stamford Advocate ..(E)	10,329	.05	.04

*A. B. C. Publisher's Statement, September 30, 1925.
†Government Statement, September 30, 1925.
**A. B. C. Publisher's Statement, March 31, 1926.
††Government Statement, March 31, 1926.
(B) Combination rate Daily Journal and Eve. Bulletin.

EXPANSION OF SERVICES CHIEF A. N. P. A. TOPIC

(*Continued from page 7*)

high that publishers have had to turn elsewhere for distribution, but also that the government is depending too much on the railroads for transportation instead of using motor trucks over new hard roads.

Always a major convention problem, labor is also scheduled for considerable discussion. Harvey J. Kelly, chairman of the special standing committee, makes his first report this year. Charles A. Webb, *Asheville Citizen,* is chairman of the committee on the open shop division.

Discussion of all topics, it is expected, will be given impetus by special work carried out by William B. Bryant, *Paterson* (N. J.) *Press-Guardian,* chairman of the topics committee, who handled the White Sulphur Springs convention with outstanding success. Mr. Bryant this year has laid the ground work for membership discussion from the floor, in an effort to bring out general opinion on all important problems.

Convention activities actually begins Saturday April 17. On that day the committee on advertising agencies meets at New York A.N.P.A. headquarters in an all-day executive session. Here, behind closed doors, the Federal Trade Commission's advertising commission complaint will be reviewed and discussed. On Saturday evening the annual meeting of the board of directors is scheduled.

At the directors' meeting, in addition to President Thomason, Mr. Bryan, and Mr. Palmer will be George M. Rogers, *Cleveland* (O.) *Plain Dealer,* secretary; Howard Davis, *New York Herald Tribune,* treasurer; and the following directors: Frank G. Bell, *Savannah Morning News;* Hilton U. Brown, *Indianapolis News;* F. J. Burd, *Vancouver Daily Province;* Edward H. Butler, *Buffalo Evening News;* Harry Chandler, *Los Angeles Times;* Paul Patterson, *Baltimore Sun;* Charles H. Taylor, *Boston Globe;* and T. R. Williams, *Pittsburgh Chronicle-Telegraph.*

Golf is an A.N.P.A. specialty. At White Sulphur Springs the game proved a healthy cocktail and appetizer for the ready digestion of serious convention business. Last year the first A.N.P.A. annual golf tournament was inaugurated. It proved popular as a means of cementing association friendships.

"This year," Mr. Palmer said, "it seems as though every one who played last year has brought along a friend."

Seventy contested for last year's prizes and more than 100 have signed up for the tourney this year to be held at the Westchester Biltmore country club, Rye, N. Y., April 19 and 20. Roy C. Holliss, *New York Daily News,* is chairman of the golf committee.

The full list of committee members except the secret committee on advertising agencies follows:

Special Standing Committee—Harvey J. Kelly, Indianapolis, Chairman; Charles H. Taylor, *Boston Globe.*

Committee on Open Shop Division—Charles A. Webb, *Asheville Citizen,* Chairman; H. W. Flagg, Philadelphia, Executive secretary; Harry Chandler, *Los Angeles Times;* Rowe Stewart, *Philadelphia Record.*

Committee on Printing Trades Schools—Victor F. Ridder, *New York Staats-Herold,* Chairman; Benjamin H. Anthony, *New Bedford Standard;* J. D. Barnum, *Syracuse Post-Standard;* F. J. Burd, *Vancouver Province;* Frank E. Gannett, *Rochester Times-Union;* Fleming Newbold, *Washington Star;* William F. Schmick, *Baltimore Sun;* Charles A. Webb, *Asheville Citizen.*

Postal Committee—J. D. Barnum, *Syracuse Post-Standard,* Chairman; Elbert H. Baker, *Cleveland Plain Dealer;* Louis H. Brush, *East Liverpool Review;* Amon G. Carter, *Forth Worth Star Telegram;* Gardner Cowles, *Des Moines Register;* Howard Davis, *New York Herald Tribune;* A. L. Fish, *Salt Lake City Telegram;* Homer Gard, *Hamilton Journal;* David W. Howe, *Burlington Free Press;* R. L. McKenney, *Macon News;* A. L. Miller, *Battle Creek Enquirer & News;* F. A. Miller, *South Bend Tribune;* E. B. Piper, *Portland Oregonian;* Charles A. Webb, *Asheville Citizen;* Lafayette Young, Jr., *Des Moines Capital.*

Paper Committee—E. P. Adler, *Davenport Times,* Chairman; T. R. Williams, *Pittsburgh Chronicle-Telegraph,* Vice-chairman; Frank S. Baker, *Tacoma Ledger;* Frank G. Bell, *Savannah Morning News;* L. A. Dix, New York City; M. F. Hanson, *Duluth Herald;* F. I. Ker, *Hamilton Spectator;* H. V. Jones, *Minneapolis Journal;* E. Lansing Ray, *St. Louis Globe-Democrat.*

Committee on National Forest Resources—Elbert H. Baker, *Cleveland Plain Dealer,* Chairman; Benjamin H. Anthony, *New Bedford Standard;* Harry Chandler, *Los Angeles Times;* R. R. McCormick, *Chicago Tribune;* E. B. Piper, *Portland Oregonian.*

Committee on Traffic—E. M. Antrim, *Chicago Tribune,* Chairman; William L. McLean, Jr., *Philadelphia Bulletin;* John S. McCarrens, *Cleveland Plain Dealer.*

Committee on Standardization of Presses and Press Parts—Charles F. Hart, *New York Times,* Chairman; Thomas Johancen, *Baltimore Sun;* John A. Parks, *Chicago Tribune.*

Committee on Radio—W. A. Strong, *Chicago Daily News,* Chairman; Amon G. Carter, *Forth Worth Star-Telegram;* Louis Hannoch, *Newark Sunday Call;* J. R. Knowland, *Oakland Tribune;* W. H. Pettibone, *Detroit Free Press;* E. B. Piper, *Portland Oregonian;* Elzey Roberts, *St. Louis Star;* H. S. Scott, *Detroit News;* J. L. Stewart, *Washington Observer;* Rowe Stewart, *Philadelphia Record.*

Committee on Federal Laws—A. L. Miller, *Battle Creek Enquirer & News,* Chairman; E. P. Adler, *Davenport Times;* Elbert H. Baker, *Cleveland Plain Dealer;* F. A. Miller, *South Bend Tribune;* Fleming Newbold, *Washington Star;* W. F. Wiley, *Cincinnati Enquirer.*

Committee on Membership Matters—John Stewart Bryan, *Richmond News-Leader,* Chairman; E. H. Butler, *Buffalo Evening News;* George M. Rogers, *Cleveland Plain Dealer;* Charles H. Taylor, *Boston Globe;* T. R. Williams, *Pittsburgh Chronicle-Telegraph.*

Convention Program Committee—William B. Bryant, *Paterson Press-Guardian,* Chairman; Harry L. Grant, *Milwaukee Journal;* Wiley L. Morgan, *Knoxville Sentinel;* George E. Scroggie, *Toronto Mail & Empire;* J. L. Stewart, *Washington Observer.*

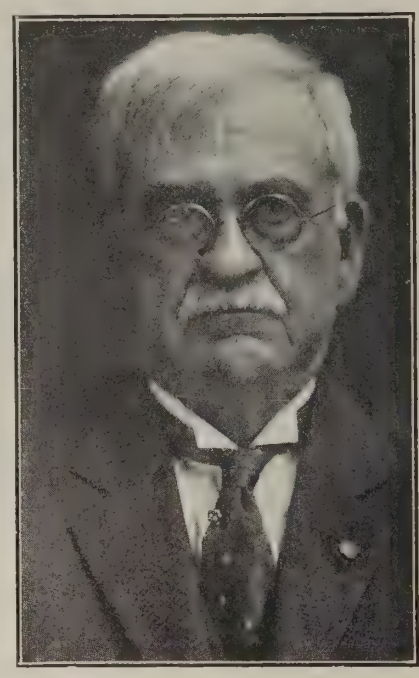
Convention Floor Committee—G. B. Williams, *Geneva Daily Times,* Chairman; Buell W. Hudson, *Woonsocket Call;* W. C. Johnson, *Chattanooga News;* A. M. Snook, *Aurora Beacon News;* George E. Scroggie, *Toronto Mail & Empire;* J. L. Stewart, *Washington Observer.*

Committee on Fall Convention—Hilton U. Brown, *Indianapolis News,* Chairman; Frank G. Bell, *Savannah Morning News;* F. J. Burd, *Vancouver Daily Province;* Howard Davis, *New York Herald Tribune.*

In charge of Past Convention Resolutions—Charles H. Taylor, *Boston Globe.*

AS HIS HOME TOWN SEES HIM

Lafayette Young



SIXTY years ago, a young editor-printer by the name of Lafe Young made extensive use of the heavy iron side bar which was employed to lock type in the forms. He worked at his editorial desk with one of these bars at his elbow. When burly politicians of the old frontier came in to "lick the editor," they found that the young man who could do some vigorous writing with his pencil could also do some vigorous talking with his iron bar.

The lapse of 60 years reveals this pioneer editor still standing in defense of his opinions; but his surroundings and methods have changed, just as Io has changed. He is on duty daily one of the offices of the *Des Moi Capital,* and the sign on the door re "Lafayette Young, Editor and P lisher." But there is no iron cudgel his desk or on the big mahogany ta For intruders who might annoy him, has tactics which are fashioned w greater finesse.

"How do I find you this morn Colonel?" was the greeting of a re visitor.

"Quite by accident," was the edit reply. And the interview thus be was soon ended.

In this way, the editor saves his lei time for his friends. They come to not only from Iowa but from ren corners of the world. Long public vice and travel have given him quaintance which is probably wider t that of any other contemporary Iov He was the first native Iowan to si the Iowa senate and, 37 years later, was the first native Iowan to sit in United States senate.

His energy and self-reliance of nineteenth century turned to ma judgment and ready wit in the twenti At the age of 78, spontaneous hu establishes for him an enthusiastic come even in places where others sessing similar opinions would be ou place.

They don't make any stronger Re licans, yet a speech by Lafe Youn considered a necessary part of the formance when the Democrats asse for a banquet in Des Moines. On such occasion, Senator Young rema that "you can't pick out the Democ any more; they're as well dressed as Republicans."

Nassau Review Has Record Editio

The *Rockville Centre* (L. I.) *Na Daily Review* printed a record editio 82 pages April 7. The issue consi of the regular 14-page main section a 68-page tabloid real estate supplen

Greater Merchandising Service offered, than any other Milwaukee paper.

THE MILWAUKEE LEADER

"Unawed by influence and Unbribed by Gain"

Advertising Representatives

FRALICK & BATES

Chicago, New York, Atlanta, Los Angeles

A SINGLE ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their respective fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page .....$280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page ..... 82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

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London, England
Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON

N. Y. TIMES LOSES $25,000 LIBEL SUIT APPEAL

Case Dating Back to Publication of a Letter in 1913 Decided in Favor of Plaintiff by Court of Appeals

The Court of Appeals at Albany, N. Y., before adjourning the term April 1 handed down a decision affirming the lower courts in granting Mrs. Abigail E. Bishop a judgment of $25,000 as damages for an alleged libel printed by the *New York Times*. A jury in the New York Supreme Court rendered a verdict of $60,000 damages, which Justice Proskauer, the trial judge, reduced to $45,000 and the Appellate Division, First Department on appeal, further reduced to $25,000.

The alleged libel was published in the Sunday issue of the Times, March 2, 1913, and was a letter written by the law firm of O'Gorman, Battle and Marshall to former Governor Charles S. Whitman, when he was district attorney of New York county. Mrs. Bishop had instituted a divorce action against her husband, naming Lelia Gaines Gwathmey, wife of J. Temple Gwathmey, well known financier, as co-respondent. Mrs. Gwathmey was served with a copy of the summons and complaint by a process server who made written representation that he was from the office of her attorneys, O'Gorman, Battle and Marshall, to gain admittance to her apartment. Their letter to the district attorney demanded an investigation as to the commission of the crime of forgery in the service of the process and stated that Mrs. Bishop was mentally unbalanced, had been committed to an insane asylum and was a drug and alcohol addict. Copies of the letter were sent to all the New York papers and Mrs. Bishop's attorney requested that it not be published as it contained false statements.

On the first trial of the action Mrs. Bishop, who has five daughters, testified that the article was read by her youngest child, seven years old, and as to her mental anguish by reason of the effect on the child. The jury awarded her $85,000 damages, which the Court of Appeals reversed because of the admission of this evidence. On the second trial she testified the child read the clipping of the alleged libelous article two years after its publication when nine years old. Counsel for the Times vainly argued that the reading of the clipping was not a proximate result of the publication but an independent and intervening act of the mother in permitting her to read it and required a reversal of the judgment.

S. F. Call-Post Circulator Dead

John E. Gray, 43, circulation manager of the *San Francisco Call-Post* died April 6 following a three-months' illness. Gray was in the circulation department of the *San Francisco Examiner* from 1910 to 1914, when he went to New Yrok as circulation manager of the *Evening Journal*.

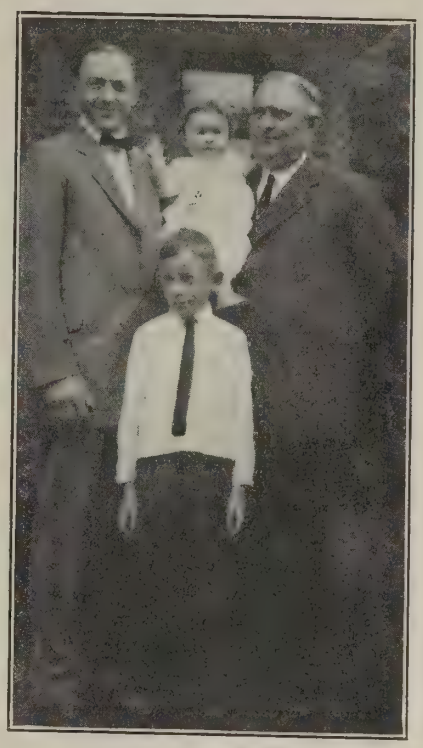
Planning Special Canadian Edition

The *Manchester Guardian* is arranging for the publication on June 24, of a special edition devoted solely to British Columbia and its resources. Edward R. Skipwith is now in Vancouver securing material for the issue.

Item-Tribune
MORNING-EVENING-SUNDAY
COMPLETE COVERAGE
at one cost
95,000 circulation—20c
a line week-days
over New Orleans
At ONE Cost

AS HIS HOME TOWN SEES HIM

Norman B. Black



NORMAN B. BLACK, (right) publisher of the *Fargo* (N. D.) *Forum*, among the A. N. P. A., and A. P. convention visitors in New York City, has several hobbies, but transcending all, is his hobby for North Dakota.

"You have heard a lot about our state during the past few years, but the real story of North Dakota—let me tell it," says Mr. Black.

"North Dakota has just passed through a winter season without the semblance of a blizzard. Out there in North Dakota we didn't experience a delay of more than an hour in the time of a single train during the entire winter season, insofar as weather conditions were concerned.

"And are we prosperous?

"Every business condition map issued in the past year has shown a large part of North Dakota in the white area, and the balance of it is only slightly shaded.

"Our farmers, when they were appealed to to join in demands for congressional relief, replied that they were not interested. North Dakota, they said, was getting along, and you'll notice if you check the record that our State isn't now included in the list demanding federal intervention for the 'relief' of agriculture.

"Our bank deposits are at a high mark; there is a great deal of building activity in practically every population center in the state, and we are on the high road to even better things.

"Politics? Yes, we have some. Probably we don't take our politics as seriously now as we did several years ago. You'll recall that North Dakota went for Coolidge in 1924, and that in the face of the fact that practically every 'expert' political observer in the country insisted that we who were on the ground, when we told them North Dakota would be in the Republican column, scoffed at us and insisted we were blind to facts."

Mr. Black is president of the Forum Publishing Company, and publisher of the Fargo Forum, with morning, evening and Sunday editions. He is president also of the *Minot* (N. D.) *Daily News*.

Just now the Forum Publishing Company is in the midst of a new building program.

Accompanying Mr. Black to New York are Mrs. Black and their son Norman D. Black, general manager of the Forum, and Mrs. Norman D. Black.

BADGE FOR JOURNALISTS

Lapel Button Adopted for Paris News Writers in Lieu of Police Card

A badge for French journalists, so that in a crowd they may not be mistaken for ordinary onlookers and be molested by the police in case of rioting, has been definitely decided upon by the newspaper men and the Prefecture of Police, Paris.

It is a small shield which buttons into the lapel of the coat. Its colors are those of the town of Paris, blue and red. The corners of the shield are dark red, the border is dark blue, as are the ship and the word "Presse." The rest is light blue, with a white background behind the ship.

NEWARK EDITOR RESIGNS

Bowman Succeeds Goodrich in Editorial Charge of Star-Eagle

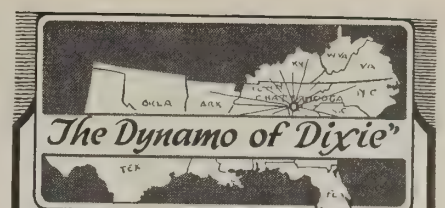
Calvin Goodrich, formerly of the *Toledo* (O.) *Blade* staff, for a year and a half editor of the *Newark* (N. J.) *Star-Eagle*, has resigned to return to the Blade.

W. E. Bowman, managing editor of the Star-Eagle for four years, is in charge of the editorial department. Before going to Newark in 1922 to become managing editor of the Star-Eagle, Mr. Bowman was Washington correspondent for the Star-Eagle, Toledo Blade and the *Detroit Journal*.

Paul Block, who has become sole owner of the Star-Eagle, is actively directing the paper as publisher, with Mr. Bowman in charge of the editorial department and Henry J. Auth, general manager, in charge of the business affairs of the property.

We Print
COMICS
and
MAGAZINE
SECTIONS
High Quality
COLOR WORK
Let Us Quote On
Your Next Contract
Missouri Agricultural
Publishing Co.
J. E. NICHOLSON, Mgr.
2206 Pine Street, St. Louis, Mo.

FEATURES
SINCE
1899
(Room 141)
The International Syndicate
Baltimore, Md.



CHATTANOOGA
TENNESSEE
IN THE HEART OF THE
INDUSTRIAL SOUTH

Strategic location as the hub of fourteen southern states makes the Dynamo of Dixie a logical site for factories, assembly plants, warehouses and sales offices in the South.

Ideal Transportation Facilities

All parts of the South, as well as western and eastern points, can be quickly reached with salesmen and shipments at low costs from Chattanooga. Transportation facilities include Tennessee river, trunk railway lines in all directions, and arterial highways.

Vast Hydro-Electric Resources

Now, 270,000 h.p. is developed and available for all industrial uses. Additional 2,000,000 h.p. planned through other hydro-electric developments along the mighty Tennessee river, with 592,000 h.p. actually covered by applications pending before Federal Power Commission.

Many Other Industrial Assets

Fine water, cheap coal, gas and coke. Abundant Anglo-Saxon labor, splendid factory sites, ample warehouse, office and housing accommodations, convenient raw and semi-raw material sources, are among the advantages Chattanooga offers.

Great Scenic and Historic Center

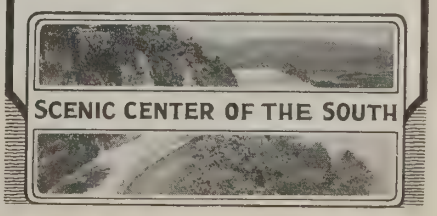
Make the most of your next southern trip by enjoying a leisurely stay amid the exquisite scenic and interesting historic attractions of Chattanooga.

See famous Lookout Mountain, Signal Mountain, Missionary Ridge, Chickamauga Battlefields and numerous other things and places of unsurpassed interest.

Know More About Chattanooga

Write today for illustrated literature covering various scenes in and about Chattanooga. If you are interested in the tourist, industrial, commercial or residential opportunities of Chattanooga, we will appreciate special inquiries.

Community Advertising Ass'n
1500 Chamber of Commerce Building
Chattanooga, Tennessee





Our Own World of Letters

By JAMES MELVIN LEE

WILLIAM PRESTON BEAZELL, assistant managing editor of the *New York World* and instructor in Journalism in the Pulitzer School, opens the *Intercollegiate World* for April with an intelligent answer to the question "Why Newspaper Work?" The answer is somewhat personal but not egotistical. I want to put ditto marks under what he says about the importance of the reporter and his work:

> But the reporter is the key-man of the newspaper. His are the eyes, the ears, the mind, indeed, that fashion it. It is from his ranks that the executives are drawn. The editors, great or small, who did not begin as reporters, are almost non-existent. What makes a reporter? Practice chiefly. He needs, first of all, curiosity, as the scientist must have it, for no "story" is complete that does not answer every question it provokes in the reader's mind. He must be a lover of truth and fairness for their own sakes; there is no excuse for inaccuracy or injustice that is purposely or carelessly permitted. He must have judgment, lest superficial estimates of men and facts lead him, and his newspaper, on to humiliation and disaster. He ought to have personality, though that lack may be overcome. He ought to take himself and his work seriously; the esteem in which he is held and the success he achieves will be determined chiefly by his own standards.

I also quite agree with Beazell's suggestion that the cub gets his first experience on a small town paper where the work is varied and where he can "familiarize himself with the technique of every aspect of his work." The following specific illustration is given by Mr. Beazell:

> The value of such training is notably demonstrated in New York. On the World, for example, only four of the 15 places of principal executive responsibility are filled by men who started in New York. Among the 81 reporters and copy editors, only 27 started in New York. The others found their training in 43 towns in 26 states. It may be added of the World that every executive began as a reporter, and a majority of them were reporters when they joined its staff.

These words spoken of the New York World in particular apply to metropolitan newspapers in general.

* * *

AMERICAN advertisers as well as newspaper men may possibly like to be reminded that "The Advertiser's Annual" (Business Publications Ltd., 66 and 67 Shoe Lane, London) is just out for 1925-26. In addition to being an annual data book for all who are engaged in advertising and selling, it contains a number of special contributions with wide appeal. One of these is the official record of the British Advertising Convention at Harrogate.

Hon. C. Harold Vernon, International Vice-President of the Associated Advertising Clubs of the World, opens the volume with "What Advertising Is Doing." In addition to a resumé of the newspaper advertising of the year and the periodical advertising of the year there is a section devoted to "Trade and Technical Press Advertising of the Year" by Percival Marshall, chairman of the Trade and Technical Section of the Periodical, Trade, Press, and Weekly Newspaper Proprietors' Association, Ltd.

The volume is a directory of newspapers, periodicals, advertising agencies, printers, engravers, etc. Possibly the most valuable part of the volume is the "Market Data and Survey Section."

Another section that may be noted in passing is "Government Advertising of the Year." For the first time the British government has given practical as well as moral support to the British Industries Fair and has set aside an advance appropriation something like seventy-five thousand dollars. Especially valuable is "British Laws and Regulations Affecting Advertisers" by F. E. Sugden, barrister-at-law.

The volume concludes with a survey of the proceedings at Harrogate where the first British advertising convention was held in July, 1925.

* * *

IN the April issue of *Chile*, a monthly survey of Chilean affairs, edited by Ernesto Montenegro, may be found a review of the history and progress of the Chilean press. It contains a fascimile of the first page of the first number of *Aurora De Chile* for Thursday, Feb. 13, 1812. With this date journalism in Chile really begins, as is pointed out in the article.

The most valuable part of the article, especially to American advertisers, is the directory of the Chilean press—daily and periodical. Chile, by this time, is printed in English and is published in New York Cty under the management of E. Guzman-Donoso.

A recent chapter in the history of the Chilean press is recorded as follows:

> The the age of cables came, with the same in the double capacity of common carriers and news suppliers. By 1900 *El Mercurio* had branched out to Santiago, where the bigger place soon helped the sapling to outgrow the mother newspaper of Valparaiso. News and commercial information continued to be the main game the publishers were after. Political partisanship dwindled as general prosperity grew larger. *El Diario Ilustrado* began publication in 1902. The quality of its newsprint and its make-up were far superior to anything Chile had known before. Acamera was its trademark, and with it the illustrated feature made its first bow in Chilean journalism. The very popularity which greeted the new sheet was also the factor which changed the literary, compact daily into the popular, at times sensationalistic, but always lively newspaper of today.
>
> *La Union* of Valparaiso represents the family newspaper, inspired by religious morality as it sees it, but none the less awake to journalistic opportunities. *El Sur* is another type of newspaper which represents the solid middle class interests of Southern Chile, holding a position similar to that of the *Atlanta Constitution* or the *Los Angeles Times*. As to the youngest of them all, *La Nacion* of Santigao, represents the successful experiment of a group of wealthy or influential Chileans who put youth in the saddle and let them have free rein in the conduct of this venture.

* * *

A BOOK review in the *New Republic* for April 7 is headed "Crime and Journalism." The book reviewed is "The Saga of Billy the Kid" (Doubleday, Page & Co.) by Walter Noble Burns. But the comment is a mirror of newspaper conditions in Chicago with special reference to the old *Interocean*.

* * *

The current issue of the *Scholastic Editor* prints "The Responsibilities of a Newspaper" by Frank C. Cross. One point which he stresses for the benefit of reporters is worth special quotation:

> Beware that you do not ultimately judge the truth or falsity of any statement or declaration by the reputation of the man who utters it. Truth is truth, whether it comes from the lips of the wise man or the fool, the patriot or the traitor, the saint or the criminal. It cannot be destroyed or changed or tarnished. An atom of truth in a mass of falsehood is like a precious jewel in a pile of refuse, and it is just as worthy of recovery.

* * *

FREQUENTLY the practical newspaper man is asked the question, "I want to write. How can I get a start on a newspaper or magazine?" How to answer is a puzzle, but here is a new "first aid," "Women in Journalism" (D. Appleton & Co.) by Genevieve J. Boughner. To recommend it is not just passing the buck, either, for it really answers every question for a beginner, and even goes into the details of what openings exist, what qualifications are needed, and how the articles for different departments are written. It is the most useful and comprehensive book of its kind I have seen, and should prove a service to the writer, the teacher, and even the hard pressed "free lance." The vocational adviser—amateur or professional—will welcome the volume with joy.

The book is specific and practical. Its 18 chapters include advice and instruction on writing for the following departments: Society, Clubs, Home-Making, Fashions, Beauty, Advice, The Inspirational Philosopher, The Column, Politics, Sports, Children, The Shopper's Guide, and Syndicates. It discusses the editor of a woman's page, of a woman's magazine, and the high-school teacher of journalism. And ends up with booklets and magazine make-up. So you see it answ the odd query "What have you?"

Nor is this generous menu made of sketchy generalizations. Each sec goes cold-bloodedly into those basic pr lems: Opportunities, How to Get a St Preparation, and Qualifications. It e suggests details of pay—but perhaps t is another story. The next steps given in full: How to cover the dep ment or field, and how to write the "st —once you get it.

This practical advice on technique se the most valuable part of the book. example, how to handle names in soc reporting is a problem that has wor many a poor beginner to tears. Here given the "Do's" and the "Don'ts" the matter. Again, the author should called blessed for her insistence that ev feature article on home-making sh be preceded by an outline—at least the mind of the author—"to enable he include all the essential points, to forth her facts in a logical manner an

HOW WELL ARE YOU "COVERED" IN QUEENS?

In Queens, The "Home Borough" of New York City, the total combined circulation of the Metropolitan evening newspapers is 13,725 in the territory served by the Daily Star.

The circulation of The Daily Star, the dominant newspaper of Queens, was 22,115 (circulation statement March 31, 1926.)

Are you satisfied to touch only the high spots here and there, or do you want real coverage in the Borough of Homes? If you are not,

Can You Afford to Leave THE DAILY STAR Off Your List?

Publication Office: Star Square, Long Island City, Borough of Queens, New York City.

ONLY 9 MONTHS OLD, BUT — The BIGGEST TABLOID ON EARTH

Rapid growth, you will admit, but the DAILY NEWS, St. Petersburg's Picture Paper, is keeping pace with Florida's development.

Editorial punch, convenient size, service to the community and its daily noon, home and sporting editions have combined to push the DAILY NEWS into its undisputed leadership in this rich market.

The SUNDAY NEWS, started in September, is the most popular on the West Coast.

Daily News

ST. PETERSBURG'S PICTURE PAPER

Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall
Represented by
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

Buffalo, The Wonder City of America

Buffalo — A Profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo Homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representative
Marbridge Bldg. New York, N. Y.
Lytton Bldg Chicago, Ill



creating Impression!

nearly half the 2013 national advertisers using the Cleveland Plain Dealer in 1925 used it *exclusively.*

The Plain Dealer
ONE Medium — ONE Cost ALONE Will sell it

J. B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 360 N. Mich. Ave., Chicago

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

The DES MOINES CAPITAL

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best Advertising buy in the mid-west

O'Mara & Ormsbee
Special Representatives

The DES MOINES CAPITAL
Lafayette Young
Publisher

...e each point the necessary amount of p...e." As a teacher who has struggled ... "coherence, unity, and progression," ...ow what the advice can do for the ...t lady who just wants to express her ...tions. At the end of the chapters are ... exercises to sharpen the wits and ...pen of the novice.

...the larger matters, the book is not ...xhaustive, but always clear and stimu...tg. The discussions of the need for ...rate knowledge before you can help ...rs by advice, of the experimental ...ses in which magazines test their sug...ions, of the relation between the ...les and the advertising columns, are ...ull of meat. I do think Mrs. Bough...e could have condensed part of her ...y by giving a first chapter in which ... principles common to many of the ...s of writing could have been outlined. ... I wish she had put a little more color ...t her style and human interest in her ...e.

...t these are minor points. What the ... or has done is so sensible, honest, ...ful, and fresh that I know any young ...an—and lots of men—will be helped ... studious perusal of these pages.

Jewish Daily's Silver Jubilee

...arking the silver jubilee celebra... of the *Jewish Advocate,* Boston daily, ... the 10th year of its existence under ...present management, a radio program ... broadcast for station WNAC, Bos... Wednesday evening, April 7. Be... a musical program, brief talks were ...n by F. E. Williamson, New Eng... manager, Associated Press, Harold ...Wheeler, managing editor, the *Bos...Traveler,* and Alexander Brin, edi...and publisher of the Advocate. The ...r holds the distinction of being one ...the youngest newspaper publishers ...e United States. He also owns the ...nnecticut Hebrew Record* and the ...*ngfield* (Mass.) *Review.*

...ined $100 for Selling Mercury

...lix Caragianes, a Cambridge, Mass., ...dealer, was fined $100 after having ...e found guilty in East Cambridge dis... court April 12, of selling copies of ...y L. Mencken's *American Mercury* ...taining the alleged immoral story ...rack". The New England Watch ...Ward Society, which had Mencken ...r trial in Boston last week, was the ...plainant in the Cambridge case. Cara...s appealed. On the witness stand, ...ewsdealer testified that he had sold ...pies, most of which were purchased ...arvard professors and students. His ...sel was Atty. Arthur G. Hays, of ... York, who was Mencken's personal ...sel when he was found not guilty of ...ale of immoral literature last week ...ffolk county court, Boston.

...izetelly Addresses Proofreaders

... Frank H. Vizetelly, lexicographer, ...ssed an open meeting of the New ... Society of Proofreaders in the as...ny room of the *New York World,* ... 11. John F. Dobbs is president of ...ciety.

...-Democrat to Move N. Y. Office

...e Eastern Office of the *St. Louis ...-Democrat* will be moved to Rooms ...and 1201, 41 Park Row, New York, ... 20, F. St. J. Richards, manager, ...announced.

...EVENING HERALD
LOS ANGELES
Los Angeles, Calif.
...ed 7,505 Daily Average Circulation ...orn Government Statement, Six Months ...ng Sept. 30, 1924, 174,280 Daily. Six ...ths, Ending Sept. 30, 1925, 181,785 Daily. ...crease in Daily Average Circulation, 7,505.
...COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
..., Moloney, 604 Times Bldg., New York. ...Logan Payne Co., 401 Tower Bldg., 6 ...orth Michigan Ave., Chicago. ..., Norris Hill, 710 Hearst Bldg., San ...ancisco, Calif.

AS HIS HOME TOWN SEES HIM

Walter C. Johnson



FEW men under the age of 50 can boast of having been in one line of business continuously for 36 years. Few men who have been engaged in one profession for 36 years can claim the honor of having started at the bottem and reached the top without ever asking for a job or a promotion in their lives. This is the enviable record of Walter C. Johnson, general manager of the *Chattanooga* (Tenn.) *News,* and president of the Southern Newspaper Publishers' Association.

Mr. Johnson is only 48 years of age but he has been in the newspaper profession long enough to see it grow from the days before the linotypes up to its present position.

In April of this year Mr. Johnson celebrated his twentieth anniversary with the Chattanooga News. When he was chosen president of the Southern Newspaper Publishers' Association last summer, he prepared a definite program for the year, the twelfth one in the list reading thus "To make the S. N. P. A. a real business organization in which every member receives a profitable dividend in service on the investment made in dues and assessments." This has been accomplished.

President Johnson grew up in the newspaper business starting in as a carrier for three Georgia newspapers, the *Macon Telegraph, Atlanta Constitution,* and *Atlanta Journal.* Then, upon return of the family to Knoxville, Tenn., (the city in which he was born and lived up to the time when he went to Georgia), he became a carrier for the *Sentinel.* On the Sentinel his office experience began. He held successively the offices of advertising solicitor, circulation manager, bookkeeper and cashier. The Sentinel owners purchased the *Knoxville Tribune* and this added to Johnson's responsibilities.

When the *Memphis* (Tenn.) *Morning News* was founded in 1902 Mr. Johnson became its treasurer and assistant business manager. Later the paper purchased the *Scimitar,* merging the two and retaining Mr. Johnson as secretary-treasurer and business manager of the *News-Scimitar* for a year. His next step was that of general manager of the Chattanooga News.

It is often said of Mr. Johnson that he keeps five or six secretaries busy carrying on different lines of activities with which he is connected. He is a 33d degree Mason, a past commander of the Knights Templar, past president of the Chattanooga Society Scottish Rite of Free Masonry, a charter member of the Chattanooga Rotary club, and at present its president. He is also head of the Chattanooga community advertising campaign.

Rigney Host to Veteran Editors

Col. C. W. Wilson of the *Tuscola* (Ill.) *Review,* now in his 51st year as a newspaper man, and L. T. Yeargin of the *Oakland* (Ill.) *Ledger,* 50 years in the newspaper field, were guests of honor of Hugh M. Rigney of the *Arthur* (Ill.) *Graphic Clarion* at the Inman Hotel, Champaign, last Friday night. Members of the press throughout the district were present.

Writer Proved His Farm Knowledge

Jollied into entering a cattle judging contest at the Waukesha County dairy show, Louis French, special writer for the *Milwaukee Journal,* turned the joke on his friends by winning second place with a score of 91 per cent. This was but a half of one per cent behind the winning score of 91.5. The contest was judged by W. W. Yapp, Urbana, Illinois, professor at the University of Illinois.

Ogdensburg (N. Y.) News Sold

J. M. Zaremba and Loren Bailey of Syracuse, N. Y., have purchased a controlling interest in the *Ogdensburg* (N. Y.) *Daily News* and will take possession in about 30 days. The News is a Democratic morning paper and has been owned for several years by Capt. Henry Holland, former collector of the port of Ogdensburg. Mr. Zaremba is connected with a New York stock brokerage house, while Mr. Bailey is on the staff of a Syracuse paper.

N. Y. American Moves Jersey Office

The Newark branch of the *New York American* will move from Broad and Market streets, in the center of the city, to the Military Park Building, May 1, it has been announced. A staff of 12 will handle the American's correspondence in Newark and publish a weekly New Jersey section.

A paper with the people

In March, 1926, the New York Evening Graphic GAINED 227,594 lines of advertising over March 1925—A GREATER GAIN than that shown by any other New York Evening or morning newspaper except The Sun.

CIRCULATION GROWTH

On March 31, 1926, the net paid circulation of the New York Evening Graphic was

211,211

—a figure fast approaching that of newspapers which have been in the local evening field for years.

Buy on a rising circulation.

NEW YORK
EVENING GRAPHIC

Published by BERNARR MACFADDEN
H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

TAMPA MORNING TRIBUNE
"So. Florida's Greatest Newspaper"
Established 1894

CIRCULATION
SUNDAY..59,202 DAILY..34,321

In addition to complete coverage in Florida's industrial and commercial city, the Tribune covers 190 cities and towns in twenty-four South Florida counties—the heart of the most rapidly growing and wealthiest section of Florida. This territory includes the rich industrial citrus, phosphate and truck-raising district of the State.

The Tribune stands TWELFTH among the newspapers of the United States in volume of advertising printed during the year 1925—21,650,678 lines.

Only one New York newspaper and only one Chicago newspaper printed more advertising in 1925 than the Tampa Tribune

The S. C. Beckwith Special Agency
National Representatives

Do you know what percentage of errors are made in your Composing Room?

We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.

Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.

When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.

Matrix Contrast Corp.
33 W. 42d St., New York City

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 650,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

If Quality

of circulation is your first consideration

The Evening Star.

With Sunday Morning Edition

Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

New York Office — 110 E. 42nd St.
Dan A. Carroll
Chicago Office — Tower Building
J. E. Lutz

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

DAILIES BATTLE FOR READERS AS ADVERTISING FLOWS

(*Continued from page 5*)

paper business. Advertising, the element that pays the bills, flows inevitably to the newspapers which carry out these fundamental principles.

Competition for the advertiser's dollar has been keener than ever these past few months. Advertisers who hold to the theory that the bigger the space the bigger the return—and some of them prove it—have found the publishers eager to listen when they proposed double-trucks, eight pages, sixteen pages in a single issue. The *St. Louis Post-Dispatch* last week printed an 84-page Friday edition, in which one department store purchased 16 pages. Most of the issue was devoted to advertising, of course, but the space given to news in that issue exceeded the total pages of many another metropolitan edition.

A veritable whirl of newspaper promotion surrounds the advertising managers and agency executives handling national, or general, accounts. A casual survey of newspaper advertising in other newspapers, in trade papers, of direct-by-mail matter, and of streetcar and outdoor advertising warrants the belief that newspaper promotion has increased about 30 per cent during the past two years. No data exist for an estimate of the increase in the overhead or the personal compensation item for the advertising department, but there is no doubt that while business is more abundant, competition for it is keener, and the cost of getting it into the office has advanced.

So also has the cost of putting it through the office and into the hands of the circulation manager.

Wages paid to composing room employees have increased 11 per cent since 1921, when the average wage paid to evening paper men in 36 representative cities of the United States was $44.41 a week. These men now receive an average of $49.35.

Stereotypers in the same 36 cities (with one exception) have received wage advances which increase their 1921 wage by 9 per cent, to $44.88 from $41.18.

Wages to pressmen-in-charge in 35 cities have increased from an average of $43.57 to $48.30, or slightly less than 11 per cent.

The scale for journeymen pressmen has risen only less rapidly. The average wage in the same 35 cities in 1921 was $39.99. It now averages $43.32, the increase being $3.33, or 7.6 per cent.

Photo-engravers, who now have an average wage in 23 cities of $52.46 per week, had in 1921 an average of $45.86, their gain being $6.60 or 14.3 per cent.

Mailers employed by newspapers in 25 cities now have an average weekly wage of $37.58, against a 1921 scale of $34.41, an increase of $3.17, or 9.2 per cent.

These calculations are based on reports made by publishers to the Special Standing Committee of the A. N. P. A. of their wage scales as contracts are made, changed, or renewed between newspapers and the various unions. Evening paper scales are used because they apply to the greater number of newspapers.

The comparisons are made in terms of dollars per week only, without reference to changes of working hours that may have occurred since the earlier figures were gathered. Reduction of hours or limitations on the period in which work may be performed have been put into effect in several cities since 1922, with the result, of course, that the publishers' cost of production has increased.

Neither do these comparisons indicate the increase in publishers' mechanical costs due to larger working forces or necessity for overtime in assembling large editions.

A safe estimate of the newspapers' mechanical department payroll and departmental expenses (supplies, repairs, power, heat, and light) sets the figure slightly under $200,000,000 a year.

Paper costs have decreased per ton since 1922. The most recent price-cut, which brought the 1926 mill price from $70 to $65 per ton, has been followed by cries of anguish from the paper manufacturers. The reduction was made with the idea of encouraging publishers in their extravagant use of newsprint, and in fear lest an increase create a retrenchment program and a stable price of $70 induce caution. The newspapers consumed about 3,000,000 tons of newsprint last year, worth about $225,000,000 in the newspaper basement. They will use more newsprint than that this year, by present prospects, and the mill men weep in the belief that the $70 price would have been as acceptable this year as it was last. What 1925 did to the paper bills is evident in a recent statement by a metropolitan newspaper that it consumed 27 per cent more newsprint last year than in 1924.

All of these elements pertain strictly to the business of putting out a newspaper. They make no allowance for unusual enterprises outside of the editorial province and productive of no direct immediate return. Insurance policies for employees, full vacation and holiday pay for all workers, unionized or not, homebuilding assistance, medical and dental attention, restaurants serving food at cost, club and assembly rooms—many newspaper staffs now enjoy these accessory comforts provided by publishers. Possibly the newspapers are better because of these free-will offerings. At any rate the publishers who have put thousands of dollars into such intra-mural activities seem satisfied with the investment.

New fields of service to the public in and out of the news and advertising columns are being explored. Some newspapers will procure theatre tickets, book passage on ocean steamships, give road information to motorists for their own territory or anywhere on the continent, and one paper, the *Milwaukee Journal*, through its public service bureau even obtains driver's licenses for automobiling readers. The *Brooklyn Eagle* and the *Chicago Tribune* also have long followed this method of keeping informed on their city's wants and other newspapers are showing interest in their methods and results obtained.

Bearing more directly on the production of revenue is the market information and merchandising service that an ever-increasing number of newspapers are furnishing national advertisers. The cost of these activities is included in the advertising department budget, reference to which has already been made.

Only the tremendous volume of advertising that has come to the newspapers has made these achievements and ambitions possible. Mr. and Mrs. Newspaper Reader are getting four, five, sometimes ten, times as much for their coppers as the newsboy handed their fathers and mothers. Mr. Advertiser buys a volume and a concentration of newspaper circulation that was undreamed of a few years ago. In many cities, large and small, where consolidations have killed off newspapers, he is paying one or two advertising bills instead of four or five.

The national advertiser, buying morning paper space on a 5,000-line contract pays at the rate of $2.66 per line per million circulation. Five years ago, with all business skirting dangerous shoals and proceeding cautiously, the newspapers charged him $2.59 per line per million circulation—the increase is only 2.7 per cent.

Evening paper space sells to contract national advertisers now at $3.39 per line per million circulation. Five years ago, the similar rate was $3.29. The increase is 3 per cent.

Sunday newspaper space sells at a milline rate of $2.32, exactly the same figure that was effective five years ago!

The numerous small increases in advertising rates have barely kept pace with the steady rise of circulation totals. In themselves, the increases are hardly adequate to meet the higher costs of intensified circulation.

It is a well conducted business, indeed, in any line of endeavor, which can assume a horizontal increase of much more than 10 per cent in all operations of production, raise the cost of the unit produced less than three per cent, and still find the net revenues adequate for the return on invested capital and the protection of the future.

It is altogether possible that the latter aspect has not received any too much thought from the mass of newspaper publishers. The immediate past has been pleasantly productive of revenues, the present is even more so, and if the margin of profit is smaller, the amount of net revenues is larger. The future presents no immediate worries for most 1926 publishers.

Yet the future is worrying some newspaper owners whose operations are marked by the highest intelligence and skill and are rewarded with profits adequate by any present newspaper standards.

They see the destruction of North American pulpwood forests hurried to a climax by an annual newsprint production exceeding 3,000,000 tons. They can foresee prices for newsprint higher than those paid by most newspapers during the helter-skelter market of 1920. They envision a public unable to read a 60-[illegible] paper and unwilling to attempt it. [illegible] can see advertisers failing to get re[illegible] from mammoth newspapers which p[illegible] cannot read thoroughly. They see [illegible] recession in business as inevitable [illegible] they wonder what a consequent redu[illegible] of their advertising revenues by 5, 1[illegible] 15 per cent will do to their profits. B[illegible] ing a newspaper organization is a [illegible] process; reducing an organization wi[illegible] destructive effects is extremely diff[illegible] The prospect of a lean period of read[illegible] ment is not alluring.

All of that leads back to the an[illegible] problem of getting an adequate adve[illegible] ing rate. The greatest progress in [illegible] direction in recent months has been i[illegible] smaller cities, where rates had never [illegible] vided a fair margin above the cos[illegible] manufacture, if they provided even [illegible]

IN some cities, the "leading newspaper may have merely few hundred more circulatio than its competitor. The Pre has 40,000 *more* net paid circu lation in Pittsburgh than th other two evening newspaper *combined*—and 35,000 *more* ne paid circulation in Pittsburg than the other two Sunday new papers *combined.*

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

Build deep to build high—classified mediums as well as sky-scrapers

THE BASIL L. SMITH SYSTEM, Inc
International Classified Advertising Counsellors.
Packard Building Philadelph

CUMBERLAND

is the second largest city in Maryland and in the past five years has grown in population from 27,000 to 45,000.

Annual industrial payroll is $25,000,000.00; resources of six banks now $19,494,036.51.

Surrounded by a prosperous agricultural territory. One of the most responsive markets in America.

Covered thoroughly by

THE EVENING TIMES

Circulation now over 14,000 daily

Represented nationally by
THE DEVINE-MACQUOID CO., INC.
New York Pittsburgh Chicago

Detroit

Fourth
Largest
City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

Dominant in the rich Louisville field

The Courier-Journal THE LOUISVILLE TIMES

Represented Nationally by
The S. C. BECKWITH Special A

he larger centers rate advances have
nly kept pace with the increases in cir-
lation. The past ten years have seen
e improvements in the adjustment
ate schedules, but most of it was
eved fortuitously during 1919 and
when costs were mounting at panic
c.
fter all that has been said and written
ficly and privately by newspaper men
space-buyers in the past, the situation
mains essentially unchanged. News-
rs on the whole now have the milline
of $2.50 to $3.00 per line per million
culation that their spokesmen talked
dreamed of 10 years ago, but that
rate is no more adequate for the
ce that the newspapers of today are
ng their readers and advertisers, than
rate of 1916 was adequate for the
rs of that time. It would seem that
rtune awaites the man who can
duce a plus sign before the adver-
g rate without affecting the entire
equation. That is the biggest funda-
al question facing the newspaper
siess today.

NEW TEXARKANA DAILY

l Group Will Launch Interstate News in Evening Field

(*By Telegraph to* EDITOR & PUBLISHER)

TEXARKANA, Ark., April 14.—An-
cing they will begin publication of
fternoon paper to be called the *Inter-
Journal,* Tom Bell, A. R. Gusth-
and Ellis Williams have bought the
of the *Farm Labor Union News* at
rkana.
ll will be president of the Company
editor of the new daily. Guthridge
be vice-president and business man-
; Williams will superintend the
anical department. The new com-
will continue to publish the weekly
n News.
W. Stevick of Champaign, Ill., re-
y purchased the three dailies then
shed in Texarkana, consolidated
into one morning paper but sub-
ently announced also an afternoon
on.

MERCURY WINS INJUNCTION

S. Court Restrains Society from Hindering Sale of Magazine

(*By Telegraph to* EDITOR & PUBLISHER)

STON, April 14.—Temporary injunc-
was granted in United States Dis-
Court by Judge Morton today in
l of complaint filed by the *American
cury,* edited by H. L. Mencken, Bal-
re newspaper man, restraining J.
k Chase, secretary of the New Eng-
Watch and Ward Society from in-
ring with the sale of the magazine.
court ruled that the society has no
to enforce its views by organized
t and that its course is illegal. No
ion is made by the court of the
r in the bill of complaint asking for
nting of damages to date.

232 Page Tabloid Edition

Claiming it to be the largest tabloid
printed, *St. Petersburg* (Fla.) *Daily
* produced a 232 page edition on
h 7. Three weeks later this paper
an edition of 210 pages. "During
ury," said Major Alfred Birdsall in
tement this week, "Daily News
d 1,830,000 lines of advertising and
elieve that was the peak of all ad-
tising ever carried in a tabloid news-
p."

Cover Fashions by
Printing Fashion News—

*See samples of Our
New Daily Service
by wire or mail*

FAIRCHILD
Newspaper Services
3 East 13th St. New York

AS HIS HOME TOWN SEES HIM

James Kerney



IN an effort to throw off an acute attack of writer's cramp, and for the purpose of distributing in Europe some of his information, wit and money, James Kerney, editor and publisher of the *Trenton* (N. J.) *Evening Times,* has gone East with Mrs. Kerney and their daughters, Katherine and Peggy, leaving another daughter and three sons behind. The holiday began on March 13 and will continue until the early Summer. Upon his return from Europe, Mr. Kerney will take the rest cure at the beautiful Summer home that he maintains at Bay Head, one of the select spots on the Jersey Coast.

Mr. Kerney is making his second trip to Europe, his first having been made during the World War, when President Woodrow Wilson sent him overseas to keep the record of the United States straight among European nations. He made a big success of that mission and acquired, quite readily, some first class French and English words and a fund of knowledge that will stand him in good stead if he ever needs a sideline for some extra cash.

While Mr. Kerney is abroad, the Century Company putting on the market the maiden literary effort of the Trenton editor, "The Political Education of Woodrow Wilson." Century Magazine recently gave a foretaste of the breezy style of the book in two articles entitled "At the End of the Cable." The story deals in part with Wilson and Pershing at their war labors and is an intimate political history of Wilson, written by a man in whom the President had absolute confidence and one with whom intimate relationship was maintained from the time Mr. Wilson became Governor of New Jersey until his death. This period of contact between the late President and Mr. Kerney provided the material upon which "The Political Education of Woodrow Wilson" is based.

As a runner-up for the book about to appear, Mr. Kerney wrote for the *Saturday Evening Post* a series of articles on "Last Words of Woodrow Wilson," which attracted national and international attention.

There are some things about Mr. Kerney which remind one of President Wilson, chief among them his absolute disregard for hoodoos. The late President was a warm admirer of the almost universally spurned "thirteen." His biographer harbors no misgivings about "thirteen," for he selected Saturday, March 13, to set sail on his present journey, which will include a tour of Continental Europe, with a visit to Rome as a high spot.

ATLANTIC CITY DAILY STARTS

First Issue of Evening Times Printed From Uncompleted Plant

The *Atlantic City* (N. J.) *Times,* new evening and Sunday daily was launched Sunday, April 11 on schedule, George F. Goldsmith, president, stated.

Publication was attended with difficulty, building operations being held up by a bricklayers' strike. However, machinery was moved into the uncompleted structure in time to get out the first edition.

Commenting on the support received from the Typographical Union, Mr. Goldsmith said:

"As an instance of the devotion of the Typographical Union to our enterprise, a meeting was held by these men and it was decided that they would place an advertisement in our columns to be charged to them at the full rate, and it was also decided by them to accept no overtime pay on the last day until the paper went to press. They worked like Trojans for twenty-nine hours without sleep, steady on their feet, and gave us the heartiest and most wholesome support.

Canadian Veteran Dead

William Mackenzie, once a well-known figure in Canadian newspaper circles, died at Palo Alto, Cal., on April 7, aged 75. Born in Scotland, he came to Canada in 1874, immediately taking up newspaper work and building up an extensive connection as special writer with the press of Canada, Great Britain and the United States. He was a member of the Press Gallery, Ottawa, for 30 years, retiring to become Secretary of Imperial Correspondence in the Department of External Affairs. He retired about 8 years ago and took up his residence in California.

London Times Man Marries

Sir John Willison, Canadian representative of the *London Times* and formerly editor-in-chief of the *Toronto News,* was married April 10, to Miss Marjory MacCurchy, a well-known figure in Canadian literary circles. Sir John and Lady Willison spent a short honeymoon in New York.

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.
Member A. B. C.
URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representatives:
E. M. BURKE, Inc.
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122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

Regional Advertising
at
Regional Rates
in
The Christian Science Monitor
An International Daily Newspaper
Publishing SELECTED ADVERTISING
ATLANTIC, CENTRAL and PACIFIC Editions
Rates and Circulation Data Supplied on Request
ADVERTISING OFFICES
Boston, Philadelphia, Chicago, Cleveland, Detroit, New York, London, Paris, Florence, Kansas City, San Francisco, Los Angeles, Seattle, Portland
"Buy What You Can Use"

MICHIGAN
and the
BOOTH NEWSPAPERS
THE LEADING NEWSPAPER IN GRAND RAPIDS — THE ONLY DAILY IN SEVEN OTHER CITIES
The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News
National Advertising Representatives
I. A. KLEIN, 50 East 42nd St., New York City
J. E. LUTZ, Tower Building, Chicago, Ill.

KANSAS
Midst Oil and Wheat
Growing and Prosperous
Wichita Center of this great wealth
The Wichita Eagle
The Predominant Choice of National Advertisers
For this section of the Central West
The Eagle leads
In Circulation
In advertising lineage
In reader interest
In merchandising service.
The Wichita Eagle
Wichita, Kansas
Represented in the National Field by
The S. C. Beckwith Special Agency
New York City, Chicago, Kansas City, Atlanta, Detroit, St. Louis, Los Angeles, San Francisco

Consistent Builders of Circulation
We do not use just one outstanding success to show you as proof of our ability. Year in and year out, for twenty-two years, we have continued to make each and every campaign a success.
We have proven our methods.
MYERS'
Circulation Organization
415 E. Third St., Waterloo, Iowa

GRAVURE SECTIONS PRINTED
SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK
Standard Gravure Corporation
LOUISVILLE KY

CIRCULATORS MEET

New York State Association Discusses Tabloid

(By Telegraph to EDITOR & PUBLISHER*)*

ELMIRA, N. Y., Apr. 14.—The annual fall meeting of the New York State Circulation Managers Association will be held in New York, it was decided as the two-day spring sessions of the organization closed. Officers will be elected then.



C. E. BLEWER

The convention was given over mainly to round-table discussions of various problems which confront the circulators.

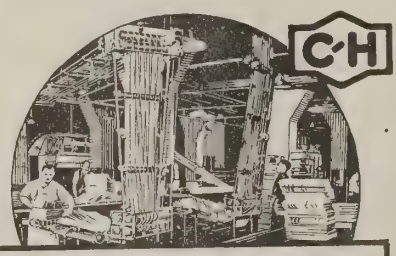
Leading among topics discussed was whether the illustrated tabloid would force the old-line newspaper either to copy or take a place at the foot of circulation. It was generally conceded that every newspaper, regardless of kind of news or size, has its field, and that it should conform its style to the demand in that field. James McKernan, an honorary member of the state organization and past president of the International Circulation Managers Association, took an active part in this discussion.

"The importance of small town items" was also an important topic, with the value of such news declared of much value a certain class of papers, particularly these which must look to the small towns for much of their circulation. The metropolitan dailies have given up the idea almost entirely.

Talks were made by B. M. Knight, *Syracuse Herald;* James McKernan, Kings County Delivery Company, Brooklyn; W. C. Hixson, *Syracuse Post-Standard;* George Erb, *Buffalo News;* Glen England, *Gloversville-Johnstown Leader-Republican;* Harry Baltz, *Elmira Sunday Telegram,* and W. A. Cockerill, *Utica Press.* General Discussion covered these topics and also bargain offers and cut rates, value of the paid-in-advance subscriber, premiums as circulation builders, street sales, baggage and bus rates, machine mailing and listing, promotion through city carriers, fundamental causes growth of newspaper circulation, promotion, radio, insurance and features.

C. E. Blewer, president presided. More than 50 circulation managers from various cities of the state attended.

Supplies—Equipment



Newspaper Conveyors

speed up the movement of papers to delivery room—without fuss or waste. Used for years by hundreds of large and small publishers throughout the country. Write for details and typical installation views.

The Cutler-Hammer Mfg. Co.
Works: MILWAUKEE, WISCONSIN

New York, Chicago, Pittsburgh, Philadelphia, Cleveland, Cincinnati, Boston, Detroit, St. Louis, Buffalo, Milwaukee

San Francisco, Los Angeles, Seattle, H. B. Squires Co.

CUTLER-HAMMER

Modern Composing Room Furniture

as made by us will speed up production and reduce costs—A *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co.
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City



Reach the Buyer

He reads
Editor & Publisher

Business Offers

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS
(Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE.

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the **International** Publications Service, Incorporated, Suite 1004, 1841 Broadway, New York City.

BUSINESS OPPORTUNITIES

Brokers

For Sale at a Bargain—Local printing plant. Gross business over $70,000. Returns to owner $10,000. Price $25,000, two-fifths cash. Balance reasonable terms. J. B. Shale, Times Bldg., N. Y. City.

$5000 will secure control of exclusive weekly in desirable Illinois field. $15,000 annual business; over 60% net on investment. Available for short time only. Prop. 951x. The H. F. Henrichs Agency, Litchfield, Ill.

Omar D. Gray, the Sturgeon, Mo., Newspaper Broker with 37 years' experience in the newspaper game, who in the last year sold a quarter million dollars' worth of newspaper property, and who specializes in consolidating newspapers in the same city, writes:

"Glad to report the sale of the Times at Niles, Ohio. It was the toughest daily sale I ever had, but I am sure that James L. Wick, the new owner, will do well there.

"In Oklahoma I have a weekly and job plant doing a business of $32,000 a year, city of 3,400, clearing $10,000 a year, priced at $20,000, $7,500 down. Same owner has another such proposition in city of 15,000, same State, making big money—$22,000, with $7,500 down. When this weekly was started business men signed ad contracts for $20,000. Fine opportunity. I have a weekly in Oklahoma doing business of $700 per month that can be bought for $8,000, with $2,500 down. You short cash fellows ought to grab this. And I have another weekly in same State that can be bought for very little cash down—about $2,200. Paper making good money.

"I have a small daily in Oklahoma. No daily competition within 100 miles—$10,000, with $6,000 down.

"I want to list a million dollar daily for sale. I will handle it to please you. Will, if you prefer, submit all propositions to you and gain your consent before I write a line, or you can write direct to intended purchasers if you prefer.

"I have a $100,000 Arkansas daily to sell. A weekly in same State, with no competition, $10,000—half cash.

"In California I have a weekly within one hour's run of Los Angeles, clear field, with 4,000 population, $9,500 and the owner only cares for $3,000 down. Great buy. The climate is worth half the money.

"I have a Colorado weekly, city of 6,000—$8,500, half cash.

"In Missouri I have a prosperous daily, with building in city of 15,000 for $50,000—half cash. In city of 20,000 I have a daily for $70,000, with 5 Intertypes and a 20-page Goss straightline press, 4,000 circulation, offered at $70,000, with $25,000 down.

"Have a client with $25,000 who wants an Illinois daily.

"Have a client who wants me to find him business manager for daily doing $200,000 business yearly, and who can take a nice block of stock.

"Weekly in Texas clearing $11,000 a year, priced at $27,500, with $15,000 down.

"I want to sell $300,000 worth of papers by the last of August when, if living, I will pull out for Europe with Dr. Walter Williams, president of the Press Congress of the World, and only last week chosen as President of the Pan-American Press Congress. That will be a fine body of 600 or more men and women. One day last week four reservations were made on the steamer Carmania, leaving New York on September 4 for Switzerland for Australia people. They will be in Geneva from every section of the earth. You should not miss. And say, brother, you had better hurry, for Editor James Wright Brown tells me that only two state rooms with baths are left, so if you want a bath on this journey without jumpi the ocean, or chasing across the halls o steamer with the bath steward chasing better hurry and write Mr. Brown at Times Building, New York City.

"As I write these lines I remember t have been on a strict diet for one week about four more weeks of foolishness in ahead of me. I am resting up my stoma that I can enjoy a fried chicken breakfa my home in May, 1926, and have as my g Dean Walter Williams, who only lives 25 south of me and Col. Bill Southern, of pendence, Mo., and then when I get on the I want to be able to eat four meals a da retain my self-respect and other things.

"If you have anything on your mind me. I have a new typewriter and a stenogr who actually loves to work. My business better each month. I am like Coolidg think business is picking up."

BUSINESS OPPORTUNITI

Brokers

For Sale—Interest carrying position of M ger in evening daily in exclusive field in ci ten thousand and growing fast. Prospe buyer must have at least ten thousand dolla cash. City in Southwest, and located in country that is developing fast. Present o is interested in other dailies and plans t tend holdings, and hence this offer. Ad B-904, Editor & Publisher.

Desirable Small Weekly and Job Plant Elmira, New York. Exclusive field, ade equipment, doing nice business. Should good future. Asking price $5,000, one cash. J. B. Shale, Times Bldg., N. Y.

Newspapers Wanted

Business Executive, twenty years' experi seeks opportunity to buy whole or part in in paying afternoon newspaper in city no ceeding 35,000. Future opportunity more portant than present condition of paper. details and copies of paper to B-876, E & Publisher.

Daily in small city with future. P. O. 382, Green Bay, Wis.

Newspaper in California wanted—After daily in small city preferred. Other pr ties considered. Have money and a suc ful record back of me. Norman H. P 156 Grand avenue, Ocean Park, Calif.

We Want to Buy Newspaper in New Je Weekly in county seat or good business c desired. B-891, Editor & Publisher.

CIRCULATION

Promotion

Circulation—When quick, additional circul coverage becomes necessary, remember tha twenty years in this one line of endeav your proof against experimenting. Writ wire Pacific Coast Circulation Service, Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 tre Ave., Reading, Penn. Originators of S manship Club Campaigns.

Circulation Builders—Sherman & Eckert Northampton St., Easton, Penn. For circulation and new reader interest our portunity Club" plan campaigns are win Let us give you particulars.

Premiums

Premiums of every description. Your Publ takes no risk. C. R. Bailey, Hoboken, N Formerly New York. Estab. 1888.

EDITORIAL

Syndicate Features

Tampa Globe and Vineland Post are the customers this week. Write for samples live, alert, up-to-date service. The Gr Syndicate, 25 City Hall place, New York.

EMPLOYMENT

Help Wanted

Advertising Solicitor wanted for Pacific C daily. Must be able to lay out and sell Address B-919, Editor & Publisher.

Advertising Solicitor Wanted. After daily, no Sunday. Must be a developer of business. Permanent situation in a gro and enterprising city of 50,000. Hamilton J News, Hamilton, Ohio.

Advertising Manager, morning daily in we Canada. Opportunity for assistant adve ing manager to take full charge. Mus ambitious, good promotion man and ca of building permanent business. Correspond confidential. References required. A stating qualifications and salary requ Box B-922, Editor & Publisher.

Employment—Equipment—Services

EMPLOYMENT

Help Wanted

ir·lation—Young man who has had experi- as assistant circulation manager and would kta chance to take charge of circulation de- rtment of a fair size newspaper in city of 000. One who has executive ability and to handle help. State salary expected, age, ence and particulars about previous work. -93, Editor & Publisher.

ir·lation Manager, with wide experience in ·ling newsboys, getting home delivery and rsonality which will permit him to get well with local dealers. Paper situated ty of 100,000 in the New York territory. -93, Editor & Publisher.

ir·lation Manager: An exceptional oppor- ty is offered to an experienced, capable, spaper circulation executive in the best city e Southwest, on the best newspaper in that Want a man capable of supervising and ooting circulation of morning, evening and ay newspaper in city of about 200,000. pportunity like this does not come often. ou have made a success as a circulation tive and wish to be considered, tell us of experience, names of employers during past ears, age, salary desired, whether married, ssing B-910, Editor & Publisher.

ir·lation Manager for newspaper in a gy competitive suburban New York field. thoroughly familiar with developing street store sale. In reply give complete details our experience. $80 weekly. B-855, Edi- Publisher.

Circulation Man—Must be sober, depend- energetic, thoroughly experienced in city ootion and a producer of carrier or home ·ired circulation, and knows how to han- solicitors. This is a morning paper in of nearly 300 000, having the largest home ·red circulation and a successful man r delivery system. State papers worked how long with each, in what capacity dwhat salary expected, also give references. eranent to right party. Address B-883, ·ir & Publisher.

·fied Advertising Salesman Wanted with cessful record for developing and selling ·fied and classified display to real estate als, used car dealers, music and furniture r. Must be able to write strong selling ad- rting copy. Man accepted for this position llhave the advantage of working with a "up and coming" organization and the ities of a modern plant. Opportunity for tion and advancement. Prefer young man t 30 years old. Write fully regarding your ence and education; give references, en- photograph and state salary wanted to Address F. E. McCray, Register and ine, Des Moines, Iowa.

osing Room Foreman, with experience on l newspaper; to work on daily and Sun- aper in city of over 100,000 metropolitan Must be efficient and loyal. Give full ; age, experience, references and salary ·d when applying to B-917, Editor & her.

·eader wanted by publishing house in West. Need not be fast, but must be gh. B-914, Editor & Publisher.

·ienced Desk Man wanted for local or ph or live afternoon daily, eastern New B-923, Editor & Publisher.

·ors for classified and display wanted. be A-1 and good workers. Address, giv- ll particulars and salary expected, Mr. , Niagara Falls Gazette, Niagara Falls,

·Metal Service Man wanted by large type manufacturer. Must be thoroughly ac- ·d with the printing game from A to Z well known amongst all the leading news- in the East. Please give complete details ur first application for this position. Editor & Publisher.

r Man or Woman wanted to handle news, ·ising and circulation in newspaper branch Address, stating salary expected, John Valbridge, The Saratogian, Saratoga ·rs, N. Y.

Situations Wanted

·eising Executive, nationally recognized ·tive builder of permanent business, ·pportunity as business associate of pub- ·desiring to be relieved of this responsi- Moderate salary and interest acquiring Address B-877, Editor & Publisher.

·sing Manager—Owing to late merger ·spapers an advertising manager of wide ·ccessful experience on morning and eve- ·pers, published in cities of one hundred hundred thousand population, is seeking ·ertising management of a daily in need constructive work he is competent to For full particulars address, Room 219, Hotel, St. Louis, Mo.

EMPLOYMENT

Situations Wanted

Assistant Auditor-Bookkeeper, experienced, with executive ability, now employed by large morning newspaper, desires connection offering opportunity for advancement. Address B-782, Editor & Publisher.

Auditor or Assistant Business Manager: A hustler, with fifteen years of successful newspaper experience on large middle western newspaper, which he recently left to accept position with paper in Florida, is now available, account liquidation of latter paper. Age 37, married, and can furnish high grade references as to ability and character. Capable of directing large force, installing efficient systems and proficient in making income tax returns. B-902, Editor & Publisher.

Business Manager—Thoroughly experienced executive and big personal producer, nearly twenty years' experience as Advertising Manager, Promotion Manager, Business Manager and assistant to Publisher, Metropolitan and Provincial cities, now located in the East; 38, married, good reasons for change. The harder the proposition the better I like it. Can meet you at A. N. P. A. meeting. Address B-873, Editor & Publisher.

Business Manager or Assistant to Publisher, experienced, executive ability. Married. Good creator of business. Familiar with all branches of newspaper work. B-907, Editor & Publisher.

Business and Advertising Manager—This advertisement is addressed to a daily newspaper publisher who wishes to unload his burdens upon the shoulders of a capable executive. Must be given absolute control of business and mechanical departments. Fair salary and percentage of savings, based on 1925 per page costs. Now employed on Pacific Coast. Satisfactory results assured. Exceptional references. B-899, Editor & Publisher.

City Circulation Manager desires to make change. Satisfactory reasons furnished. Married, and prefer paper in town of 100,000 or over. I. C. M. A. member. Have always shown an increase. References furnished, present and past employers. Address B-898, Editor & Publisher.

City Circulation Manager.—Ten years of first class experience. Very successful handling boy carriers, also men carriers. Fine record as a promotion man. Real circulation builder. Best of reasons for seeking change. First class references from past and present employers. Twenty-nine years of age, married. B-924. Editor & Publisher.

City Promotion Manager, 12 years' experience, good record. By plans, district promotion, etc., can produce results and get revenue. Now employed. References. B-921, Editor & Publisher.

Desk and Outside Work wanted by experienced editor who is familiar with all branches of weekly newspaper making. B-820, Editor & Publisher.

Desk Editor—Experienced copy reader, telegraph editor, make-up man, etc., desires daylight position on daily in South. References. B-896, Editor & Publisher.

Editor and Manager with two successes to his credit (one in New York City) seeks post as managing editor or general manager of small city daily. Meet me any week-end in New York or Philadelphia or I will mail you my record of 20 years' experience, together with recommendations from successful newspaper men. B-844, Editor & Publisher.

Editor, seven practical years, college graduate, wants change, city or managing editor, city under 100,000. Married. B-913, Editor & Publisher.

Editor—Capable and experienced, seeks connection offering possibility of acquiring part interest. Mature judgment, conservative and reliable, with excellent past record. Address B-874, Editor & Publisher.

Editor—Position wanted on Long Island weekly by editor who has built successful weeklies and knows how. B-852, Editor & Publisher.

Experienced Promotion Man, age 34. Can get circulation and hold it. Employed. Best references. B-920, Editor & Publisher.

Foreman Stereotyper—If you have a vacancy in the stereotyping department, and desire the services of a thoroughly practical and experienced foreman of large and small plants, working the wet and dry mats successfully, who understands how to attain the best results, keep fast schedules at a minimum of cost and believes in the close co-operation between departments, the advertiser offers his services, moderate salary. Wire or write for further information, B-912, Editor & Publisher.

Experienced Newspaper Man, 35, wants desk or street job in Middle West or East. Good on heads and make up. B-901, Editor & Publisher.

Linotype Mechanical Superintendent with thorough knowledge of all departments and of printing business desires position. Address B-905, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Managing Editor, 19 years in editorial department, several years full charge news, features and editorial page on paper with 150,000 circulation, is available. Has sound judgment, not afraid of long hours, aggressive, able to operate economically. Address B-909, Editor & Publisher.

Mechanical Superintendent—Practical in all departments; union; 18 years' broad experience; university and technically trained on metropolitan dailies only. B-848, Editor & Publisher.

Newspaper Executive with clean record of achievement as editor and publisher on first paper in city of 75,000, desires similar position or assistant to publisher on larger paper. Know all angles of newspaper publishing, but especially valuable on business side in accounting, circulation, display and classified. Personal reasons for change; available immediately. Address B-771, Editor & Publisher. Telephone during A. N. P. A. week for interview.

Newspaper Publisher with many years' successful experience as Publisher and General Manager in the East and the South in cities of the 100,000 class, whose reason for remaining in present location has been removed, desires connection as Publisher, General Manager or Assistant to the Publisher, preferably on a salary and bonus basis, and with the privilege of purchasing an interest. Is adaptable to any section and can refer to publishers in many States who know his capacity and character. Will be at Publishers' meeting. B-889, Editor & Publisher.

Production Manager—Having reached limit on present position I desire connection with a metropolitan daily, where economical results are wanted; 22 years of broad experience. I have practical knowledge of photo-engraving, composition, stereotyping, press work (both black and color work), mechanical and constructional engineering. High school and business college education. Can furnish high class references. B-900, Editor & Publisher.

Publisher or Business Manager of evening daily—Man thoroughly competent to relieve owner of detail. Trained in the best ethics of newspaper work and with experience and background that should make him very valuable to owner of reputable newspaper. For interview address B-906, Editor & Publisher.

Reporter and Copy Reader—Three years' training in Journalism. Good education. Best references. Address B-864, Editor & Publisher.

Special Salesman—Publisher contemplating special edition or industrial or special pages may obtain salesman on fair commission basis. Clean solicitation guaranteed. References. Can arrange interview during A. N. P. A. Convention. Address B-908, Editor & Publisher.

Young Man, 30, married, long experience in circulation work, desires position in any department other than circulation or as general assistant to publisher in small town or city. Good office man, typist. Willing, steady and reliable. Please tell all in first letter. B-916, Editor & Publisher.

MECHANICAL

Equipment for Sale

Complete Newspaper Plant for Sale—Entire plant of the Republican-Gazette, Lima, Ohio, for sale owing to consolidation with Lima News. 32 page Goss straight line press, perfect condition, six linotypes, all models 8 and 14 and modern; everything else used in operation of Gazette as evening and Sunday newspaper. Priced reasonable as building must be vacated at early date. W. J. Galvin, Daily News, Lima, Ohio.

Complete Newspaper Engraving Plant for sale. Ideal for one or two-man shop. Miles Machinery Co., 286 Eighth ave., New York City.

Complete Plant for Publishing Small Daily or Large Weekly Newspaper—Consolidation of two daily newspapers leaves one plant for sale. Equipment includes flatbed duplex perfecting press, 4, 6 and 8 pages; two linotypes, models 8 and 14, Miller Saw Trimmer; electric motors, full-page casting box, composing stones, large assortment of late type faces, brass rule, leads, slugs, etc. All in tip-top condition. Prefer to sell equipment as whole. Big bargain for quick sale. Communicate with M. S. Hansbrough, Sheffield, Alabama.

Hoe Jig Saw and Drill for sale. Completely rebuilt. Fine condition. Miles Machinery Co., 286 Eighth ave., New York City.

Goss Automatic Gas Fired Steam Generator, No. 46D, for sale. This generator is fully equipped and has only been in use one year. Would be a fine generator for steam tables where coal is now being used or used as an auxiliary to coal. Reason for selling, we have equipped with dry mats. Watertown Standard, Watertown, N. Y.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner Fendler Branch, A. T. F. Co., New York City.

Right Angle Hoe Quadruple Press—Eight-column page, 22¾ in. cut off on page, 22½ in. printing length of page, 45 degree bevel on plate cut. Reasonably priced for quick delivery. This press can be seen in operation in the plant of the Dayton Herald and Journal, Dayton, Ohio.

MECHANICAL

Equipment for Sale

Second Hand Machinery & Equipment for Sale by the Kalamazoo Gazette, Kalamazoo, Mich. All in good condition. 3-section steam drying table, 1 gas heated boiler, R. Hoe & Co. 3 complete fonts of 6-pt. linotype mats. 1 automatic ingot furnace, Wood & Nathan Co., New York. 1 No. 6 Hoe Stereotype metal furnace, 32" x 40", with pump, sheet metal hood and pipe. 1 combined saw table and trimmer, 20" x 24" saw table top with 2 H.P. G. E. 440 V—3 Ph. 60 cycle—1800 R.P.M. motor. 1 6' overhead bank, type C, divided for leads and slugs. 1 6' overhead bank, no trays. 8 Lee gas feeders, complete with burner. Thompson type caster No. 134, 6" dia pot, made by Thompson Type Mach. Co., Chicago, Illinois. Write for bargain prices F.O.B., Kalamazoo, Michigan.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Manufacturer's Representative

Graduate Engineer, with own office in well known New York office building, having large following in newspaper plants, desires to represent established manufacturer in New York or Eastern territory. Address B-869, Editor & Publisher.

WE ARE EQUAL TO YOUR PROBLEM:

To Buy a Newspaper,
To Sell a Newspaper,
To Appraise a Newspaper.

PALMER
DeWITT & PALMER

For Thirty Years the Recognized Leaders in

SALES—APPRAISALS
NEWSPAPER PROPERTIES

350 Madison Ave., New York

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

OUR MR. E. S. FERNALD will be at the Waldorf-Astoria in New York during the Publishers' Convention and will be glad to make appointments.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Use the Service Offered by the Classified Department of

Editor & Publisher

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

NOW is the time to get after the camera and camera supply houses for advertising. A little heavy advertising at this time of year is sure to increase their sales.—C. E. Pellissier, Boston.

Have you been passing up the in-between special page stunts, such as an electrical page for electrical supply firms booming electric wiring, new switches, etc.; garden and yard improvement work with seed merchants, landscape gardeners, foundation builders (for garages), lumber merchants with fencing materials, etc., radio special week of sale ads (end of the season idea). Beauty week with beauty and barber shops represented; and later a Vacation page featuring articles used by campers, trunk merchants, etc.—L. G. D.

"These merchants are proud of the goods they sell; that is why they advertise regularly in the columns of the Star. You will do well to trade with them." Here follows a list of the merchants carrying advertising in the Star and classified according to their particular business. The page advertisement, run once each month, is a wonderful good will builder as well as being a puller for the account of the non-advertiser.—B. A. T.

An attractive page of advertising can be made under the caption "Who's Who In ———." The *Halifax Evening Mail* carried a page of advertisements under "Who's Who in Halifax" recently which was very attractive and interesting.—V. G. Dawson.

Offer a prize for the best "fish story." Give honorable mention to four others. Then group the stories in the center of a page or double truck. Dealers in fishing tackle, out-board motors, provisions, clothing, etc., can be interested in this feature.—Davis O. Vandivier.

Three months from now will be celebrated the sesqui-centennial of American Independence. About that time an interesting ad feature would be a page containing the advertisements of those stores which were in business during the centennial year, 1876; in other words, those which have endured half a century or more. A careful canvass will show that there are probably many, and some professional men as well. A similar feature was tried rather locally last year, the occasions being the sesqui-centennials of the Battles of Concord, Lexington and Bunker Hill, and proved successful.—E. R. Lowe, Waltham, Mass.

Run a "telephone pole" up the middle of the page, with cross-arms and insulators, over which offer cash prize for the nearest correct guess of number of telephone calls in central exchange on certain day. Half way down the "pole," as though it was nailed on, have a sign bearing the words "Phone for Food." Sell the space each side of the "pole" to grocers.—Chas. H. Cowles, Poteau, Oklahoma.

The *Rockford* (Ill.) *Morning Star* has been conducting an "Ad-Rite" contest, whereby 20 or more firms each week gave suggestions for readers to write their ads, which was profitable to both the paper and the firms. A theatre ad suggestion was "Write on why I am going to the Blank theatre to see Blank picture." A suggestion for an ice cream dealer's ad was "Why one should buy brick ice cream in preference to bulk." One hundred dollars and $75 was given for the grand prizes at the close of the series, $50 to the one submitting the most ads and $25 for the best one each week. The interest aroused among the readers was great.—Wilbur Polson, Milwaukee.

COMPLETE WIRE REPORTS FOR EVENING AND SUNDAY PAPERS

International News Service

"Get It FIRST but First Get It RIGHT"

63 Park Row
NEW YORK CITY

PRESSMEN ENTERTAIN PUBLISHERS

Rhode Island Union Men Host to Employers in Providence April 6

Newspaper pressmen of Local No. 12, International Printing Pressmen's Union of America, entertained publishers and managers of Rhode Island newspapers at a banquet and dance in Providence, R. I., on April 6.

The meeting was addressed by Allison Stone, managing editor of the *Providence Journal and Evening Bulletin*, and Maurice Joy, chief editorial writer, *Providence News*, on behalf of the publishers, and by Maj. George S. Berry of Tennessee, president of the international union, on behalf of the pressmen. The object of the meeting was to promote closer feeling and co-operation between the owners and mechanical workers of the papers.

Newspapermen on Tariff Board

Two well-known Canadian newspapermen are to have important positions on the Tariff Board now being constituted by the Dominion Government. Hon. George P. Graham, publisher of the *Brockville Recorder-Times* and until recently Minister of Railways and Canals in the Federal Government, will be chairman and Hector B. Mackinnon, for many years a member of the editorial staff of the *Toronto Globe*, will be secretary.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

ARE there any "white collar" bandits in your town? See bankers, head of a better business bureau, C. of C., police. During the Florida boom there were many who sold sunken lots. Are they still at it? Besides a good story an educational one is found here.—J. H. C.

"Familiar Unknowns," daily vest-pocket features with pictures of public building elevator operators, blind shoestring peddlers and the like, are being used by the *Chicago Daily News*. Another short feature used by this paper was "Suppressed Ambitions" telling what the mayor, university heads, bankers and others wanted to be. Combination art was used—halftones of the subjects with pen-and-ink sketches showing their desires realized.—T. E. R., Chicago.

Your jeweler can tell you a good story. Back years ago the watches if turned on a side or held upside down would not run. Now they'll run no matter how they are standing.—J. H. C.

The *Des Moines Evening Tribune* every Saturday carries a strip of eight pictures of persons who have in the week's news attracted attention by some kind, worthy or heroic deed. The pictures which are of uniform size are carried under the caption "The Evening Tribune Takes its Hats off to These——."

For many of us it is impracticable to keep every copy of EDITOR & PUBLISHER on file. At the same time it seems almost sinful to allow them to go into the discard no matter how old they may be. The solution is—keep a scrap book, clipping all items of interest in my end of newspaper work. Advertising men may clip material relating to their department, city room men take articles of interest to the news gathers, etc. Keep a scrap book. Don't throw valuable material like this away.—R. B. S.

The typewriter as a crime detector. Recall the Leopold and Loeb case. Ask a salesman in your city. He'll show you how every "mill" is different. There is more difference in the typewriters than in the handwriting of humans.—J. H. C.

Is the installment sales plan being overworked? Put this question to a banker, a merchant (cash), a merchant (credit), an automobile dealer, a manufacturer, a realtor, and others. You will find that every line of the article will be read closely.—B. A. T.

JAMES M. LYNCH
Prominent Labor Leader
Formerly Industrial Commissioner of the State of New York
will write a Series of Ten Short Weekly Articles under the general title of
"Speaking of the World's Work"
in which he will discuss Important Current Labor Problems.
These papers have already ordered
Chicago Daily News
Washington Star
Boston Globe
Indianapolis News
The McClure Newspaper Syndicate
373 Fourth Avenue, New York

The World's Greatest Newspaper Feature Service
Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.
4 page ready-print color comics.
Write for samples and rates
NEA SERVICE INC. 1200 W. 3RD STREET, CLEVELAND, OHIO

BY UNITED PRESS
AROUND THE WORLD AROUND THE CLOCK
UNITED PRESS ASSOCIATIONS
World Building New York

Notice!
"RADIO - BY - THE CLOCK"
is a
Registered Trade - Mark
and its use, or use of a similar heading on radio programs is unauthorized and an infringement unless they are the original programs furnished *ONLY* by
AUDIO SERVICE
326 W. Madison St. Chicago
Write for samples and prices

THE COLLEGE COMIC STRIP THAT TAKES, AND *HOLDS ON*
BUSTER GATES
Depicts the howlingly funny exploits of an ex-gate crasher trying to make the grade in a fresh-water college—now appearing in the *New York Evening Sun*.
Mirth Packed Episodes, Continuity and Suspense
The Bell Syndicate, Inc.
John N. Wheeler, Pres.,
154 Nassau Street, N. Y.

SHORT STORIES DONE IN PICTURE STRIPS
Famous Stories By
POE, STEVENSON, DUMAS CONAN DOYLE
To Run 10 Days 2 Weeks
Beautifully Drawn, Full of Action, Suspense and Thrills
Write for Rates
WHEELER - NICHOLSON, Inc.
373 4th Ave. New York City

The Keystone State
Should be the keystone of your advertising campaign!

Build your advertising campaign around the smaller towns, and rural communities of Pennsylvania.

Great in industry, in mining, in agriculture, Pennsylvania is the keystone state in every sense of the word. Its workers make high wages, they buy the luxuries as well as the necessities of life. They own cars and enjoy life. But, they save their money as well.

They look to the daily papers for the news and for things to use in the home and bodily adornments.

The newspapers offer the best medium to reach the buying power of the state. Territorial data and information about the Pennsylvania consumer market is ready for you. Gladly furnished to any one interested.

These Daily papers reach the consumers of Pennsylvania

	Circulation	2,500 lines	10,000 lines
*Allentown Call .....(M)	30,274	.10	.10
*Allentown Call .....(S)	21,285	.10	.10
††Beaver Falls Tribune.....(E)	6,553	.03	.03
Bethlehem Globe Times .....(E)	13,651	.06	.06
†Bloomsburg Press .....(M)	7,535	.04	.04
†Chester Times .....(E)	17,827	.06	.06
†Coatesville Record .....(E)	6,716	.04	.05
*Connellsville Courier .....(E)	5,801	.02	.02
††Easton Express .....(E)	25,652	.08	.08
*Erie Times .....(E)	28,026	.08	.08
††Greensburg TribuneReview...(EM)	14,883	.05	.05
†Hazleton Plain Speaker.....(E) †Hazleton Standard-Sentinel..(M)	19,721	.07	.06
*Mount Carmel Item .....(E)	4,343	.0285	.0285
**Oil City Derrick .....(M)	8,588	.04	.04
*Pottsville Republican and Morning Paper .....(EM)	15,857	.08	.07
†Scranton Times .....(E)	43,495	.12	.11
*Sharon Herald .....(E)	7,031	.0357	.0357
**Sunbury Daily Item .....(E)	5,224	.03	.03
*Washington Observer and Reporter .....(M&E)	18,136	.06	.06
††West Chester Local News.....(E)	11,860	.04	.04
†Wilkes-Barre Times-Leader .....(E)	24,841	.08	.06
†Williamsport Sun .....(E)	20,203	.07	.07
†York Dispatch .....(E)	19,197	.05	.05

*A. B. C. Publishers' Statement, Sept. 30, 1925.
**A. B. C. Statement, March 31, 1926.
†Government Statement, Sept. 30, 1925.
††Government Statement, March 31, 1926.

The Telegram's WOMAN'S PAGES



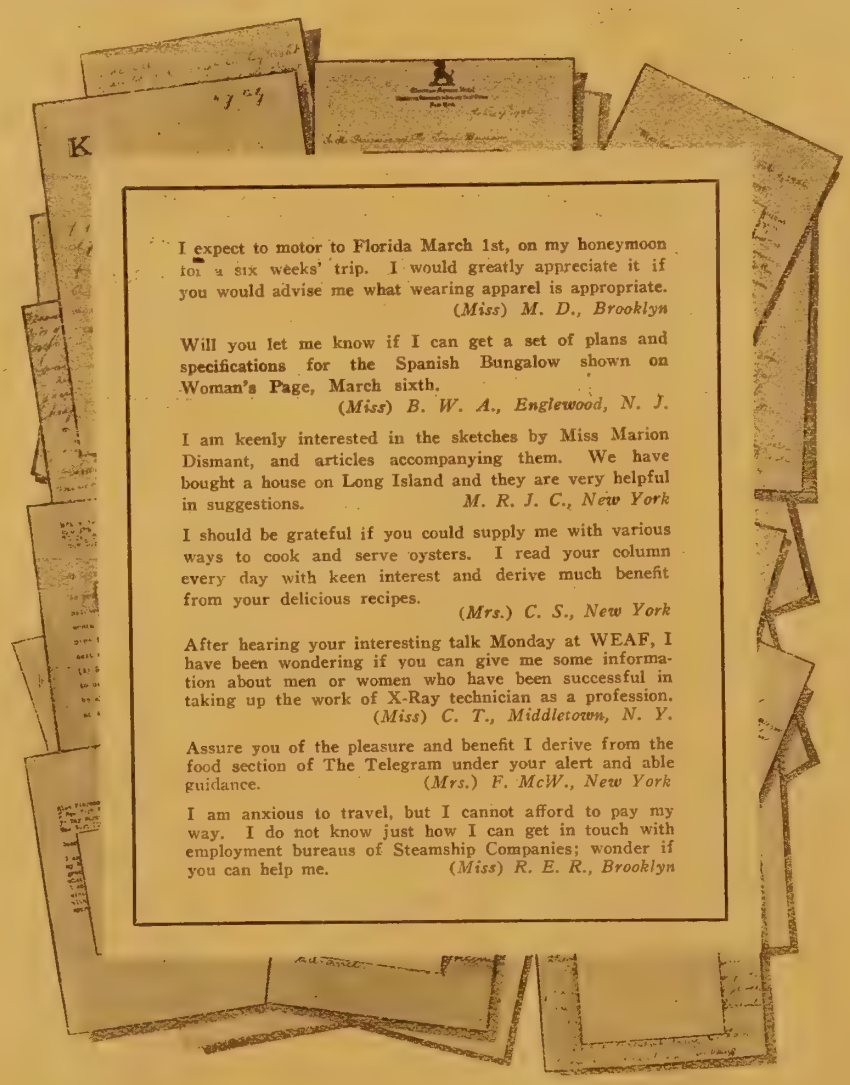
Director TELEGRAM FOOD BUREAU
Instructor Home Economics, N. Y. University. Broadcasting Telegram Food Bureau Programs—WMCA

Give Women What They WANT

These Letters (A Few Out of Thousands) Prove it!



Editor TELEGRAM WOMAN'S PAGES. Well Known Woman's Feature Writer and Lecturer. Broadcasting "Women in the News" from WEAF.



I expect to motor to Florida March 1st, on my honeymoon for a six weeks' trip. I would greatly appreciate it if you would advise me what wearing apparel is appropriate.
(*Miss*) *M. D., Brooklyn*

Will you let me know if I can get a set of plans and specifications for the Spanish Bungalow shown on Woman's Page, March sixth.
(*Miss*) *B. W. A., Englewood, N. J.*

I am keenly interested in the sketches by Miss Marion Dismant, and articles accompanying them. We have bought a house on Long Island and they are very helpful in suggestions. *M. R. J. C., New York*

I should be grateful if you could supply me with various ways to cook and serve oysters. I read your column every day with keen interest and derive much benefit from your delicious recipes.
(*Mrs.*) *C. S., New York*

After hearing your interesting talk Monday at WEAF, I have been wondering if you can give me some information about men or women who have been successful in taking up the work of X-Ray technician as a profession.
(*Miss*) *C. T., Middletown, N. Y.*

Assure you of the pleasure and benefit I derive from the food section of The Telegram under your alert and able guidance. (*Mrs.*) *F. McW., New York*

I am anxious to travel, but I cannot afford to pay my way. I do not know just how I can get in touch with employment bureaus of Steamship Companies; wonder if you can help me. (*Miss*) *R. E. R., Brooklyn*

THEY'RE *helpful* pages, solving women's *individual* problems—offering something for women of *every* type—wife, mother, homemaker, business girl, club woman—the *timeliest* of news and special features by New York's most brilliant writers—each a recognized AUTHORITY on subject handled.

The all absorbing question of "foods for the family" receives the personal care of Elizabeth Hallam Bohn, Director Telegram Food Bureau, Instructor Home Economics, N. Y. University.	***Foods***
For the home builder, there are delightfully *practical* house plans—emphasizing convenience, charm and economy.	***House Plans***
Home beautifying suggestions come from Ethel Davis Seal, nationally known interior decorator. The famous Marion Dismant *illustrates* the articles.	***Interior Decoration***
Dr. Arthur Dean, psychologist, takes up parents' problems, discussing them frankly and helpfully.	***Parents' Problems***
Jane Dixon, Betty Brainerd and Florence Smith Vincent—all well known feature writers—contribute special articles—what women are doing, how they *do* it.	***Women's Activities***
"Back Talk;" by Nellie Revell, is a sprightly review of current topics handled in the clever, appealing style of this successful writer.	***Current Topics***
When the hostess desires it, experts plan a party, the decorations, favors and costumes in keeping with the occasion.	***Hostess Helps***
As to the mode in dress—these Woman's Pages are up to the minute. Vyvyan Donner, the Poster Girl, does a sartorial feature weekly, and Paris sends bulletins on the trend of the mode.	***Fashions***
Then there are "The Sandman's Bedtime Stories," a daily Pattern and a Puzzle—*everything* for the home of the average New Yorker.	

77,220 Replies to nine features *alone* were received in the past six months. Through the influence of such a *helpful* Reader Service, Advertisers of Foods and Family Products get INTO the Homes of THOUSANDS of BUYING New Yorkers—*and GET Sales FROM Them!*

Is THE TELEGRAM on *Your* 1926 List?

The New York Telegram

Publication Office TELEGRAM SQUARE
NEW YORK CITY

DAN A. CARROLL, *Eastern Representative*, 110 East 42nd Street, New York

HARRY D. BEAN, *Western Representative*, 208 So. La Salle Street, Chicago.

New England Office: 540 Old South Building, Boston

CONVENTION NUMBER

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1926

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

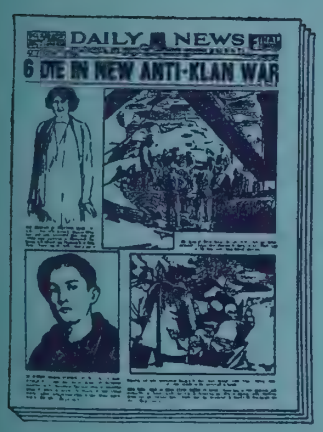
Vol. 58. No. 48 NEW YORK, APRIL 24, 1926 By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign 10c Per Copy

THE NEWS, New York's Picture Newspaper now sells more than a million copies *every day!*

March 1926 Averages

DAILY . . . 1,050,033
SUNDAY . . . 1,291,343

This is the largest circulation in America



Largest Circulation in America!

THERE HAVE been million circulations before—but not a Million like this! Some magazines have circulations in excess of a million and two million, but these circulations are scattered over the whole country. Some Sunday newspapers have circulations in excess of a million, but draw these from very large territories comprising several states. But never before, in this country at least, has a daily paper attained a million circulation locally, in and around its own city market. So this Million of the Daily News represents the greatest concentration of circulation ever available to any advertiser! Of The News million, 95% is concentrated in New York City and suburbs. Less than 5% is outside the New York market.

To-day, more than two of every five people who buy an English language newspaper in New York City are Daily News buyers. This paper alone reaches at least every other family in New York. It covers the major part of the richest city market in the world.

The News must be reckoned as a new and entirely unique business utility. In addition to the thorough coverage of its tremendous circulation, it affords the advertiser opportunity for more effective presentation of his message. The small thousand-agate-line page insures the highest visibility and greatest reader attention. The small paper, with definitely fixed advertising limits in every issue, assures less advertising competition. The small size, the convenience of handling and reading, the brevity of contents, the variety of makeup—all make this paper thoroughly read. There are no buried advertisements or poor positions or waste pages in The News. And the milline rate is by far the lowest in New York!

Adequate coverage, dense concentration, superior presentation, low cost—all in this one medium. Every advertiser needs The News! Get the facts.

JOURNALISM LIBRARY
Not to be taken from this roo

GREETINGS to the A.N.P.A.

Gritless News Ink

Maintains Highest Standards of American Newspaper Printing

Manufactured by

The Ault & Wiborg Company

Our Reputation for Quality is the Result of

Standardization - and - Service

—the tendency of all business. We have standardized our products, insuring quality and uniformity. This is appreciated by publishers everywhere.

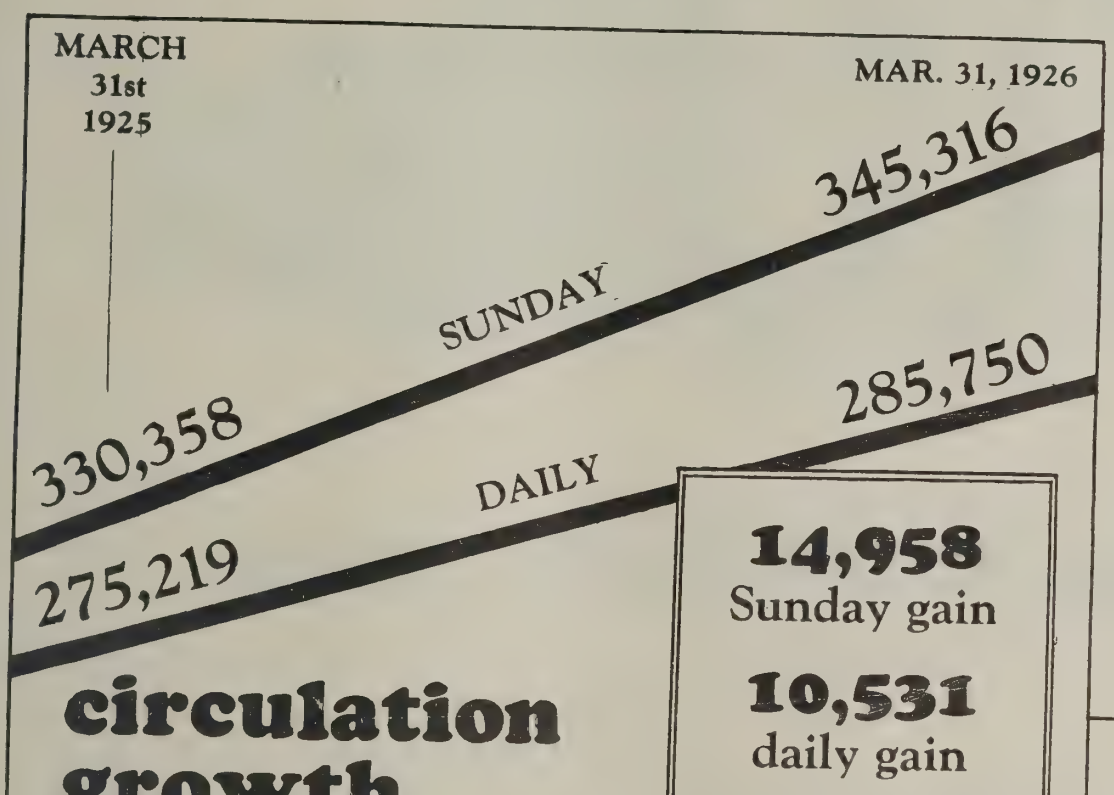
—the keynote of successful cooperation. Our many distributing stations insure prompt service to all customers, no matter where they are located.

OUR WEB PRESS COLORS and INTAGLIO INKS are rivals of GRITLESS NEWS INK for Popularity

AMERICAN BRANCHES OF THE AULT & WIBORG COMPANY

CINCINNATI	BALTIMORE	CHICAGO	BUFFALO	MILWAUKEE	SAN FRANCISCO
NEW YORK	PHILADELPHIA	CLEVELAND	ATLANTA	MINNEAPOLIS	LOS ANGELES
BOSTON	RICHMOND	DETROIT	ST. LOUIS	NEW ORLEANS	HOUSTON

. . . another year — Another GAIN!



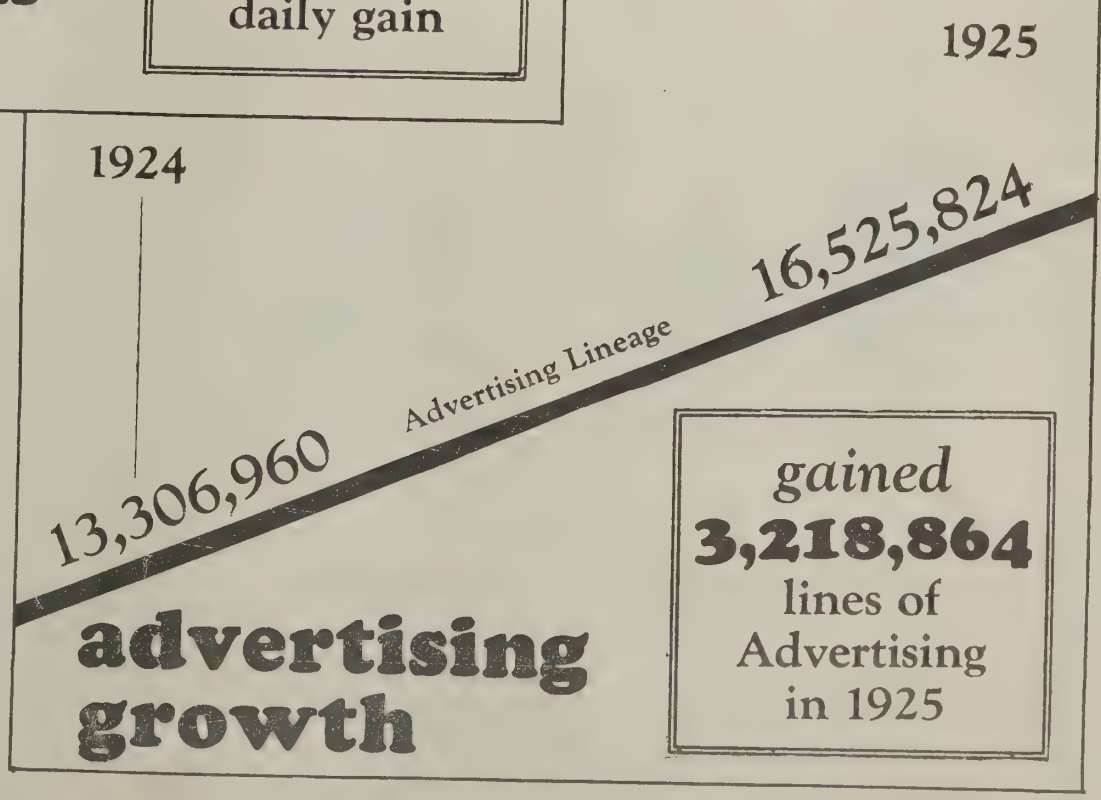
circulation growth

14,958 Sunday gain

10,531 daily gain

Every statement to the Post Office Department since the consolidation of the New York Tribune and the New York Herald has shown a steady gain in circulation.

The circulation success of the New York Herald Tribune is duplicated by its advertising success. So far in 1926, the proportionate advertising gain is greater than in 1925.



advertising growth

gained **3,218,864** lines of Advertising in 1925

New York Herald Tribune



EXPANSION WITH SCOTT PRESSES

Scott

"Multi-Unit" and "Straight-Unit" Presses

"I attribute the truly remarkable growth of the Camden Courier to the fact that we have spared no expense in getting the news and in *printing it as quickly as possible,"* says Mr. David Stern, Editor and Publisher of the Camden Daily Courier.

Six years ago the Courier was housed in a little building 20 by 80 feet with only 30 employees. Its circulation was less than 10,000. Its press equipment consisted of one small 16-page Scott.

Today the Courier occupies buildings with more than 40,000 square feet of floor space. Its employees number more than 300. Its net paid circulation is over 50,000. And its latest press equipment is a Scott *"Straight-Unit"* Octuple Press, running regularly at a 36,000 per hour speed and capable of 48,000 per hour.

WALTER SCOTT & COMPANY

Main Office & Factory - Plainfield, New Jersey, U. S. A.
New York Office - - - - 1457 Broadway
Chicago Office - - - 1441 Monadnock Block

Cable Address: WALTSCOTT NEW YORK

The Newspaper of Today Is the Most Direct, Acceptable, Completely Covering, Readily Available, Economical and Resultful of All Advertising Mediums

KNOWN CIRCULATION

NEWSPAPER advertising now, more than ever, demonstrates its immediate availability, its instant adaptability, and its speedy responsiveness. You may send your sales message to every nook and corner of this broad land tomorrow if you like, or you may select your spots and sections, a score, a hundred, a thousand cities and towns, as you desire, or as manufacturing and transportation conditions advise.

We are the National Advertising Representatives of Twenty Progressive Newspapers in that many fine cities of the United States.

Our several offices are the offices of each of those publications, where complete files and data of all kinds concerning both field and publication are in readiness for anyone interested. Our traveling representatives are thoroughly familiar with the publications and the fields in which they circulate.

We are at all times prepared—in conjunction with their respective service departments—to provide valuable and useful merchandise surveys and information reports that will assist the manufacturer of any commodity, either in opening up the territory, or in extending distribution already under way.

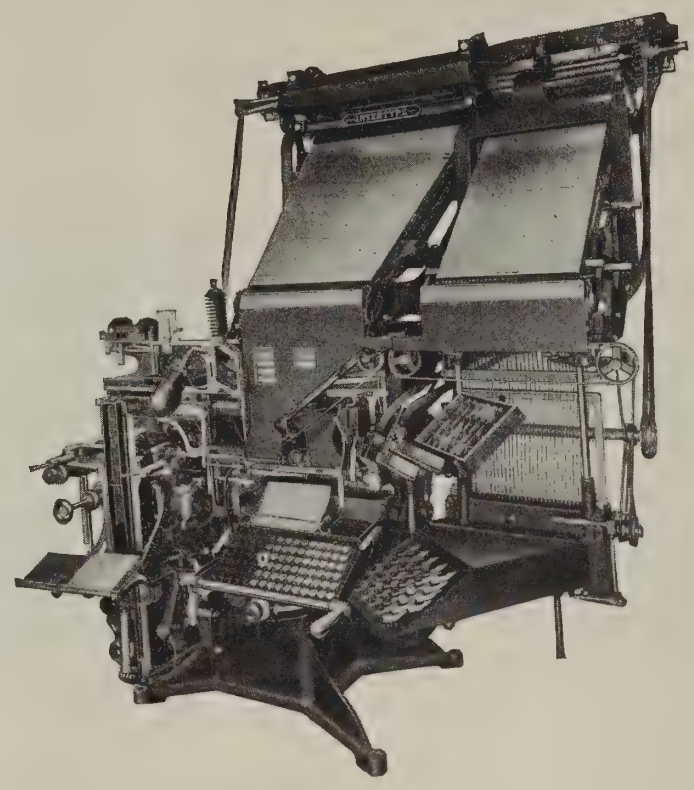
We bring to the advertising agency an intimate, complete and down-to-the-minute knowledge of market conditions and possibilities and of publicity outlets in the fields we cover, that will enable it to act with the decision, speed and assurance so largely contributing to satisfactory and successful service to its clients.

9 East 37th Street, NEW YORK
Tribune Tower, CHICAGO
Chemical Building, ST. LOUIS
Healey Building, ATLANTA
Sharon Building, SAN FRANCISCO
Higgins Building, LOS ANGELES

THE JOHN BUDD COMPANY

National Advertising Representatives of Newspapers

Originators of Standardization and Interchangeability



Have you seen the Intertype "Mixer" in operation? Do so, first chance you get! You will not believe it's a "mixer" machine until they show you what it does. Only one distributor box! No assembler complications! Display lines up to full-width 36-point bold—text type as small as 5-point. Matrices from four magazines mixed in one line if desired, with automatic distribution. No waiting for the distributor before changing from one magazine to another—no trouble. no delays.

INVESTIGATE before you INVEST!

No matter how big an executive you are—no matter how busy—the purchase of new composing machines is worth your most careful attention. Look around a bit and find out what others are doing. Find out how Intertypes are liked in offices where they are used side by side with other machines. Find out what you get for your money.

Standardized INTERTYPE

INTERTYPE CORPORATION, 1440-A Broadway, New York

CHICAGO MEMPHIS SAN FRANCISCO BOSTON LOS ANGELES LONDON

When You Buy Intertypes—

[1] Your investment is protected against loss through obsolescence. No Standardized Intertype has ever become obsolete.

[2] You get *complete* standardization. Interchangeable machines, interchangeable equipment, interchangeable parts throughout.

[3] You get all the well-known "Profit-Making Intertype Features"—improvements and simplifications which cannot be had on any other machine.

[4] You get dependable operation and minimum cost of upkeep. There are 910 fewer moving parts, in the escapement mechanism alone, on a three-magazine Intertype. Many other simplifications have been made on all Standardized Intertypes. Parts which do not exist cannot make trouble and cannot wear out.

[5] You get maximum production, because the Intertype is built for *speed* as well as range of work.

[6] You are in good company, for most of the world's greatest newspapers have ordered and repeat-ordered Standardized Intertypes.

No Standardized Intertype has ever become obsolete

Standardized INTERTYPE TRADE MARK

INTERTYPE CORPORATION, 1440-A Broadway, New York

CHICAGO MEMPHIS SAN FRANCISCO BOSTON LOS ANGELES LONDON

Circulation *has* Character

When placing your campaign
find out what that character is.

In TRENTON, N. J.

you are absolutely making a 100% coverage of
territory and population with one
advertising appropriation.

Trenton Times

National Representatives

KELLY-SMITH COMPANY

Marbridge Building, New York City
Waterman Building, Boston, Mass.
Atlantic Building, Philadelphia, Pa.
Tribune Tower, Chicago, Ill.

Visit Room 100 Waldorf-Astoria for Samples of

LEDGER SYNDICATE FEATURES

During A. N. P. A. Convention Week



DOROTHY DIX SERVICE

"We have been using the DOROTHY DIX TALKS for a score of years, and like them better each year. No writer has a greater appeal to women of all ages."—C. W. Danziger,
PITTSBURGH CHRONICLE-TELEGRAPH.



HAZEL DEYO BATCHELOR SERIALS

"Boston POST readers thought so highly of the Batchelor Stories that we solicited and entered into a long-time contract for the greater part of the New England rights to Mrs. Batchelor's future writings."
—BOSTON POST.



DAILY MIRROR OF WASHINGTON
—By Clinton W. Gilbert

"We consider the 'DAILY MIRROR OF WASHINGTON' one of the best editorial page features we have ever printed. It makes the figures in public life real, living human beings."
—NEW ORLEANS TIMES-PICAYUNE.



SYKES' CARTOONS

"Few men doing daily cartoons have maintained such a consistently high batting average as C. H. Sykes. Where others shadow box with a subject, he puts over the punch every time."
—Editor of LIFE, New York.



SOMEBODY'S STENOG — By A. E. Hayward

"We consider SOMEBODY'S STENOG the second best of eight comics we are now using. This comic met with immediate favor, and interest in it has never dwindled."—F. W. Clarke,
ATLANTA CONSTITUTION.



HAIRBREADTH HARRY — By Kahles

"I have always thought that HAIRBREADTH HARRY is the best comic published anywhere, barring none. I think it is the funniest, most colorful and cleverest comic being turned out."
—H. M. Crist, Managing Editor,
BROOKLYN EAGLE.



THE BOY FRIEND — By Marjorie Henderson

"We regard THE BOY FRIEND as peculiarly representative of the innocent, pleasant, frivolous aspects of youthful life in our present age and as a relief from the coarser tendencies of so much flapper humor." —CHICAGO DAILY NEWS.



VIGNETTES OF LIFE—By Frank Godwin

"The TIMES PICAYUNE has had tangible results from VIGNETTES OF LIFE because Frank Godwin not only has something to draw but can draw it. The quality of his craftsmanship has made his page popular with a considerable reader public that responds coldly to his rivals."
—Managing Editor,
NEW ORLEANS TIMES-PICAYUNE.



DUMB BELLS—By "Gar"

"The Boston GLOBE publishes DUMB BELLS top of column alongside of advertising on its first page. That's the way they do it in Boston. The Brooklyn STANDARD UNION publishes DUMB BELLS top of column next to reading matter on the last page, where we do not print any advertising. That's the way they do it in Brooklyn. But no matter how they do it, DUMB BELLS always gets preferred position in preferred newspapers." —R. F. R. Huntsman,
BROOKLYN STANDARD UNION.



MISS INFORMATION—By Hy Gage

"MISS INFORMATION is a clever, modern stickful of spice. She brightens the corner where she is."
—Walter M. Harrison,
DAILY OKLAHOMAN.



PARIS FASHIONS—By Eva A. Tingey

"The PARIS FASHION LETTER of Eva Tingey is one of the features best liked by women readers of the POST. They find it timely and interesting and the clever little sketches which accompany the text are extremely helpful to them."
—Merritt Bond, Managing Editor,
N. Y. EVENING POST.



MILADY BEAUTIFUL—By Lois Leeds

"MILADY BEAUTIFUL is drawing from 600 to 900 letters per week. There is no question about its popularity when such a response comes from our readers."
—Ella Gordon Smith, Woman's Editor,
DETROIT NEWS.



MAKING THE MOST OF YOUR LOOKS
By Dorothy Stote

"We have exceedingly pleasant relations with the Ledger Syndicate and have been particularly pleased with the feature recently taken on, MAKING THE MOST OF YOUR LOOKS, of which we wish to testify in commendation."
—R. L. O'Brien, BOSTON HERALD.



INDOOR AND OUTDOOR GARDENS—By Jane L. Kift

"From a canvass made of readers of the EVENING EXPRESS having gardens I find that the sentiment for your feature, INDOOR AND OUTDOOR GARDENS, is unanimously in its favor. The articles are declared to be practical and very helpful, and I believe it to be an excellent and very valuable feature." —Daniel W. Hoegg, Editor,
PORTLAND, ME., EVENING EXPRESS.



THE SPORTFOLIO—By W. N. Taft

"The proof of the pudding is the eating. That sport fans eat the SPORTFOLIO is shown by the many questions which come from them."
—W. S. Barnes, Jr., Sporting Editor,
BOSTON GLOBE.



DREAMLAND ADVENTURES—By Arthur W. Stace

"We ordered DREAMLAND ADVENTURES only after a thorough study of every available bedtime story on the market. Aside from the text the serial idea on which it is planned is especially appealing. We like the feature, and our young readers like it too." —Leo Wolfsohn,
MILWAUKEE LEADER.



WHAT'S WHAT—By Helen Decie

"We have used for several months the feature WHAT'S WHAT and have found it to be very satisfactory. It has the advantage of requiring only limited space, but the author seems to put a great deal in only a few words. We frequently have had letters from subscribers commenting on it. I regard it as one of the best small features we publish."
—Curtis Hodges,
INDIANAPOLIS NEWS.



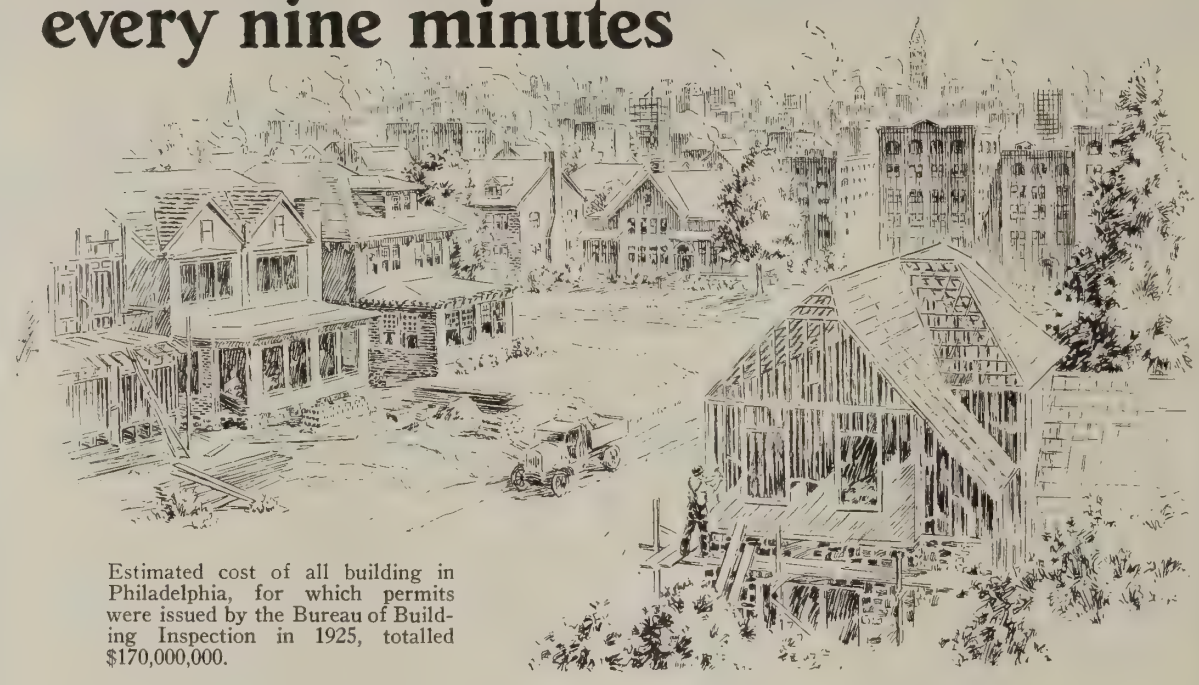
HOME NOTES—By "Jenny Wren"

"HOME NOTES, your home decoration feature, is cleverly drawn, exceedingly well written and is practical. It has many enthusiastic followers in the Free Press."
—Phil J. Reid, Editor,
DETROIT FREE PRESS.

See samples also of the PUBLIC LEDGER SUNDAY MAGAZINE PAGES, RADIO NEWS SERVICE, CROSS-WORD PUZZLES, PUZZLICKS, DAILY PUZZLETTE, CORRECT ENGLISH, THE SILVER LINING, by Fullerton Waldo, EVE'S EPIGRAMS, MATRIMONIALLY SPEAKING and LOVE NOTS.

Independence Square **LEDGER SYNDICATE** PHILADELPHIA, PA.

A new building completed every nine minutes



Estimated cost of all building in Philadelphia, for which permits were issued by the Bureau of Building Inspection in 1925, totalled $170,000,000.

To house the normal increase in Philadelphia's population, a new building is completed every nine minutes in the working day.

Philadelphia is a splendid market for all that builds the house and all that goes *into* it when completed.

The reader confidence enjoyed by The Evening Bulletin is attested by the fact that The Bulletin's circulation is the largest in Philadelphia and one of the largest in the United States.

The Bulletin goes into practically every home in and around the great city of Philadelphia and makes it possible to reach this huge market of nearly three million people — third largest in America — through one newspaper at one cost.

With a circulation of over half a million copies daily The Bulletin dominates Philadelphia.

"In Philadelphia nearly everybody reads The Bulletin"

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

524,662

Net Paid Daily Average for 1925

(Copyright 1926—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 58 NEW YORK, APRIL 24, 1926 No. 48

Press Is Bulwark of Popular Government Kellogg Tells Associated Press

Secretary of State Discusses World Affairs at Brilliant Tuesday Luncheon — Noyes and Cooper Welcome Latin Americans—Mitre Speaks of Peace and Free Press—A. P. Shows Moving Picture of World-Wide Activities

LATIN AMERICA dominated the Associated Press 1926 luncheon. Approximately 100 representatives of newspapers published in South and Central America were scattered through the 700 seated at tables in the grand ballroom of the Waldorf-Astoria Tuesday afternoon. Their spokesman, Jorge A. Mitre, editor and publisher of La Nacion of Buenos Aires, sat in a place of honor beside President Frank B. Noyes at the head table. At the other side of the Associated Press chief sat Frank B. Kellogg, Secretary of State, whose lucid address was devoted largely to the diplomatic activities of the United States in South America. And, for the first time in the history of the Associated Press, addresses were made and answered in a language other than English. Kent Cooper, general manager of the Associated Press, informed the guests that President Noyes had instructed him to greet the Latin-American guests in English so that the North American members could understand his words, and to translate his greeting into Spanish, so that the Latin-Americans could not understand. Mr. Cooper carried out orders, except that the Latin-American visitors understood perfectly and applauded the little courtesy fervently.

An added touch was a motion picture of Associated Press activities, including flashes of high news spots during the past sixteen years. Theodore Roosevelt, the Prince of Wales at his first public function twelve years ago, scenes on the World War battlefields, glimpses of President Wilson in France, of President Harding at the tomb of the unknown soldier, and of President Coolidge after his inauguration and later, after his reelection—all were shown among many other pictures as a few of the great news events of the past decade and a half. The newspaper men were characteristically chary of applause.

Secretary Kellogg's appearance was more or less an unexpected pleasure. It was learned that he had three times changed his mind as to the possibility of attending the luncheon in person and the A. P. officials had practically given up hope of his arrival until early Wednesday morning. Word was received at New York an hour before his arrival at six o'clock, a reception committee was hurriedly assembled and the Secretary was escorted to his room at the Waldorf. He departed for Washington immediately after the conclusion of his address.

Frank B. Noyes, presiding at the luncheon, welcomed Latin-American publishers, gave a brief outline of the Associated Press and offered a toast to President and Mrs. Coolidge.

His remarks follow:—

"In these days when the lessons of—shall I say—prudent conservation of wealth are being so earnestly insisted on, I may as well open my remarks, which will be very brief, with a story told me by a friend, within a day or two and which seems to me to have a present application. It is another Scotch story. This time, it is of a gaunt and haggard Scotchman travelling on a train who so excited the curiosity of his fellow passengers by hurriedly dashing out of the train and into the station at each stopping place, returning as hurriedly to his seat on the train that finally he was asked why he did this. 'I ha' been feelin' verra bad for sometime and ha' joost had a city doctor examine me. He says ma heart is so bad that I'm likely to drop dead ana minute. Under these saircumstances it seems prudent and reasonable only to buy my railroad ticket from station to station.'

"Our luncheon this year is marked by a feature both pleasant and important—that of the presence of a number of the Latin-American delegates to the First Pan-American Press Congress held last week in Washington. Some of these delegates are of our brotherhood of the Associated Press, and to them and to the delegates who are not of our number I extend a most cordial and hearty welcome.

"One of the resolutions adopted at the Washington Congress recommended the formation of a Pan-American or Latin-American Press Association, and when this suggestion was made by Senor Montenegro, a distinguished journalist from Chile, I expressed the view, which I repeat now, that the press of the United States as represented by the Associated Press, would rejoice at an opportunity to cooperate in a movement to form in Latin-America an organization of the newspapers of those countries and would make them the masters and not the clients of the news gathering organizations that served them. The position of the Associated Press could not be otherwise, for absolute control by the newspapers constituting its membership is the very foundation of its organization.

"This is best shown by its attitude towards its



Adolph S. Ochs, publisher *New York Times*; Frank B. Kellogg, Secretary of State; Kent Cooper, general manager Associated Press and Frank B. Noyes, President Associated Press, at the Tuesday Luncheon.—*By EDITOR & PUBLISHER staff photographer.*

neighbor to the North. Many Canadian newspapers wished to become members of our Associated Press, but we argued and indeed insisted that it would in every way be better for them to form their own association, under which they would be the masters of their news service; and we are now in full alliance with the Canadian Press, organized on the same lines as the Associated Press, but with the same independence of action as is enjoyed by our Associated Press.

"This was comparatively easy to accomplish as to our immediate north where one flag floats from the Atlantic to the Pacific.

"The task of forming such an organization to the South is much more difficult, and for that reason we have taken into full membership important newspapers throughout Latin-America.

"It is entirely possible that our form of organization is not suitable to your conditions, but I am sure that you will find the basic principles of the Associated Press equally essential for the basic principles of a Latin-American organization.

"You see the Associated Press here today. There is no separate entity. The Associated Press is merely the instrumentality through which 1,200 newspapers exchange news, one with the other, and collects original news throughout the world through a staff employed by these same 1,200 newspapers. There is no stock and profits and dividends are forbidden by its charter.

"The administration is through a Board of Directors of 15 newspaper men, members of the organization.

"The news service must be non-partisan in its broadest and in its strictest scenes, it must be without bias of any sort, and it must be as accurate as is humanly possible.

"Only one toast is offered at this annual occasion. Although we drink this toast in lawful fashion, I point out that this must not be construed as an evidence of bias on any pending questions by the Associated Press.

"The members of the Associated Press, regardless of party affiliations, honor the great office of President of the United States and are ever ready to evidence their respect and affection for the great American who fills it. I ask you to drink to the health and happiness of the President of the United States—Calvin Coolidge—and to the gracious and lovely lady of the White House."

KELLOGG DISCUSSES WORLD PROBLEMS AND PRAISES A. P. AT LUNCHEON

Further Armament Limitation, Chinese Question and Tacna Arica Touched on by Secretary of State—Says A. P. Performs Great Public Service

AMERICAN policies on outstanding international issues were bared Tuesday by Secretary Kellogg, in his address at the annual luncheon of the Associated Press.

On the question of armament limitation, the Secretary of State said the United States government would "welcome an agreement which would complete the work begun in Washington" at the 1921 conference, "particularly as there is danger that the competitive construction which formerly existed, particularly with respect to capital ships, may still be continued, in a less aggravated form, it is true, with respect to cruisers and other types of naval craft not dealt with by the Washington treaties."

Secretary Kellogg pledged in this connection that the delegates from the United States to the preliminary armaments conference in Geneva would "use their influence in favor of projects which may be practical in their application and realizable in their development." To this end, he said, the American representatives would "help to the utmost of their ability in preparing the way for agreements for the further limitation of naval armament at no distant date."

"Each definite move toward disarmament, small though it be, is of greater value for the promotion of world peace than ambitious and all-inclusive projects which may be excellent in theory, but which fail to take account of existing world problems.

"The questions which have been submitted for the consideration of the preparatory commission are very general and sweeping in character and until there has been some discussion, it is impossible to determine what definite proposals can most profitably be advanced, but when the most practicable line of action is determined, this government can be counted upon to cooperate within the limits of its traditional policy in any serious effort toward the further limitation of the burden of armaments."

Regarding limitation of land armaments, Mr. Kellogg said this country already had "voluntarily reduced to the minimum," and added:

"We have every reason to rejoice that our situation has permitted this but no justification for overlooking the different problems with which other countries are faced. We would naturally welcome any steps which other powers might take toward the limitation of land armament; we shall be glad if we can at any time exert a helpful influence in this direction.

The situation in China has to be viewed, the secretary said, in the perspective of that country's history. He declared the course of the Washington government throughout China's troubles had been "consistent and definite" in purpose.

"We have endeavored, and we are endeavoring, to carry out those promises solemnly made to the Chinese people in the covenants adopted at the Washington conference. The tariff conference and the extra-territorial commission are still sitting in Peking, are making progress and are carrying out the mandates dictated by the Washington conference."

As to the treaty situation between the United States and Turkey, Mr. Kellogg said there had been no departure from the traditional, typical American policy.

"We have endeavored to afford proper protection to all legitimate American activities in Turkey," he added, referring to the pending Lausanne convention. Criticism directed against this treaty was described as "negative" and the speaker asserted "this government cannot conduct its foreign policy with negatives."

The secretary referred at length to the arbitration and mediation negotiations undertaken by this government to adjust the Tacna-Arica dispute between Chili and Peru. He reminded the audience, particularly the Latin-American journalists present as guests of The Associated Press, that the true policy of this country contained no desire for imperialism, acquisition of territory, political or economical domination."

The policy is "solely a desire to live and cooperate on terms of equality," he said, and "to promote peace, interchange knowledge, develop trade and commerce, free from selfish aims."

Mr. Kellogg too occasion at the outset of his remarks to extend his "sincere congratulations" to the Associated Press, not only for its work in the United States, but in all the world.

"The organization is admirable," he said. "In collecting and disseminating news it does a great public service. You are animated by the highest sense of duty to the public as well as to the press. Your news is most carefully prepared, not only in the light of your duty to your subscribers, but of that which you owe to the public, and is so recognized throughout the world."

Mr. Kellogg expressed his appreciation of the power of the press in moulding public opinion.

"It is fully alive to my mind," he said, "that the government of the United States can only accomplish its purposes with the cordial backing of the great majority of the American people, and this backing is only obtainable when the press is able to treat these questions with understanding and comprehension of the broad lines which the government has pursued."

MITRE VIEWS A. P. AS AN INSTRUMENT FOR INTERNATIONAL PEACE

Publisher of La Nacion Pays Tribute to News Gathering Organization at Annual Luncheon—Praises U. S. Newspapers

JORGE A. MITRE, of *La Nacion*, Buenos Aires, speaking Tuesday at the annual luncheon of the Associated Press, paid tribute to it as "an international instrument for the promotion of brotherhood and peace" and praised its "matchless ideals of truth and fair play."

"I feel honored at having been asked to address this gathering," he said.

"With the improvement of communications, particularly the cable and wireless, the interests of newspaper readers—so long provincial and insular—have become international. This desire for world news, which has grown with each year during and since the war, meant that news correspondents had to be sent to every important center until now nothing can happen in any country, however remote, but it is read a few hours later in every home.

"In this splendid work of educating the public regarding other countries—of breaking down the barriers of race, color and distance—no organization has done so much as the Associated Press. With its far-flung staff of trained correspondents reflecting events in scores of countries, with its matchless ideals of truth and fair play, it has become something more than a mere news-gathering organization. It is an international instrument for the promotion of human brotherhood and peace. Before the invincible army of accurate knowledge, the mists of ignorance and misunderstanding are being swept away, revealing those common ideals which are the surest foundation for world peace.

"I pay my tribute to the Associated Press—its president, Frank B. Noyes; its general manager, Kent Cooper, and you, the members who support them so loyally, for the national and international service this great organization is rendering humanity.

"The newspapers of the United States reflect the sterling qualities of the great news organization upon which they chiefly rely. They have definitely emerged from that era in which principal attention was given to domestic news. They keep their readers informed of events abroad, many of them maintaining their own correspondents in principal centers to interpret and amplify the news.

"I think that in one important respect the American newspapers are superior to any in the world. It is true that the papers of Great Britain have established a high reputation for accuracy and independence, but it has always seemed to me that the principal function of the British newspaper was to inform and instruct its readers. While the American newspaper also aims at achieving this end, it endeavors to do something more: to entertain.

"Thus we find the American newspapers not only gives the solid news at home and abroad, but also varies the literary diet with a wealth of bright articles and features. What impresses the visiting journalist is that the American newspaper has been made entertaining without any loss of dignity or editorial weight. But most of all we admire your newspapers because of their absolute independence and the sacrifices they make for that principle which is so essential to us all—the Freedom of the Press."

N. Y. Publishers Win Fight

New York newspaper publishers won their yearly fight against passage of the so-called "clean book bill" by the New York State Senate. The bill, introduced by Senator Martin Kennedy, and which publishers describe as the first step towards censorship of the press, was lost by a vote of 21 to 14.

The bill had been amended since originally introduced in a very drastic form, to permit the taking of expert testimony and to define the meaning of "lewd" and "obscenity."

CONVENTION CLOSE-UPS



Julian Mason, managing editor, *New York Herald Tribune*, and Howard Davis, business manager of that newspaper, at the Waldorf-Astoria.

GANNETT FAILS OF ELECTION BY CLOSE VOTE

747 Members Favor, 249 Oppose Election of Rochester Times-Union—Vote of 796 Favoring Necessary—Hottest Fight in A. P. History

FRANK E. GANNETT, and his *Rochester Times-Union,* failed of election to membership in the Associated Press this week, after the hottest and closest fight in the history of the Associated Press. Had he received 50 more favorable votes than he did, Mr. Gannett would have been elected.

The total number of votes cast was 996. Mr. Gannett received 747, and 249 votes were cast supporting the protest right of William Randolph Hearst and his *Rochester Journal and Post Express.*

Results of the poll taken in the early evening of April 20 were announced at 10 o'clock April 21. A sealed report on the vote was then opened by Frank B. Noyes, *Washington Star,* and A. P. president, who handed it to Kent Cooper, general manager, for reading.

Election tellers in making their reports expressed ironical thanks to the membership for the privilege of staying up all night to count the votes. They started their work shortly after 8 o'clock in the evening and did not finish until 9:15 o'clock the next morning.

The tellers were: Frank E. Tripp, of the Gannett Newspapers; Victor Ridder, *New Yorker Staats Zeitung Herold;* Thomas E. McEntegart and Paul Kaiser, Jr., of the Hearst legal department. The vote was checked by the Audit Company of New York.

Mr. Gannett, following the defeat of his application, issued an exclusive statement to EDITOR & PUBLISHER, thanking his friends for their support, and stating that whether or not he would again be an applicant was for the directorate to determine.

"The result of the vote does not affect me personally to any great extent," he declared. "But it does affect the Associated Press. The Associated Press is the loser, not I.

"I am not sure about the future. It is for the board of directors of the Associated Press to determine what they want to do in a case where its news sources are in the hands of an owner of a competing news service."

John Francis Neylan, publisher of the *San Francisco Call,* who presented Mr. Hearst's side of the argument to the members prior to the poll, declined to comment.

Arguments for Mr. Gannett's election at this year's session were presented by Mr. Noyes, Adolph S. Ochs, publisher of the New York Times, and an A. P. director; E. W. Butler, publisher Buffalo Evening News, and A. P. vice-president, and W. T. Anderson, Macon (Ga.) Telegraph.

Mr. Neylan was the only speaker for the opposition.

The directors contended the membership should be represented in Rochester by a newspaper other than one owned by the owner of a competing news service.

Mr. Neylan urged members to uphold the principle of the protest right, and thereby insure the value of an A. P. membership.

This is the first time in several years that the Associated Press annual meeting was adjourned on its first day for continuation later. The last time was just prior to the war in an argument regarding morning and evening newspaper edition hours.

"This action of the directors," Mr. Noyes said, "is taken advisedly after long and careful study not only of the particular situation in Rochester, but of all the facts and considerations touching the general interests and welfare of the Associated Press and its members. The board is clearly of the opinion that the organization would be strengthened and its news service would be improved by the election of the applicant.

"The board further reports that the election of this applicant will in no wise infringe upon the right of protest as defined in section 6 of Article III of the by-laws, on the part of such members as possess that right; because in the future all cases when the right of protest exists and is not waived—as in this case—an applicant can only be admitted by four-fifths votes of the meeting of members.

"This case is an exceptional one. The attitude of the board is clearly reflected by the fact that 12 of the 14 members of the Associated Press serving on the board hold protest right, yet they unanimously favor election of the applicant.

"The board further reports to the membership that the right of protest referred to, such as is held by the *Rochester Journal and Post Express* is a special right expressly defined by the by-laws and possessed only by 206 members. The great majority of members—1,008 out of 1,214—possess no legal right to prevent the election by the board of new members in their respective territories, and in all such cases the board has full power of election by its own action. Therefore, the election of this applicant would be no precedent that could be remotely construed as in any wise affecting the 1,008 members who do not possess the special right of protest as defined by the by-laws. The board has always scrupulously endeavored to protect the interests of non-protest holding members."

Real barbs were hurled at Mr. Hearst by Mr. Ochs. The publisher of the Times was plain spoken in asserting it was his opinion that a member operating a competitive news-gathering association, the International News Service, should not have an exclusive membership in Rochester.

"It is time for a show-down," he said. "Either we want Mr. Hearst or we do not want him."

Both these speakers were answered by Mr. Neylan, the San Francisco publisher, who shortly after he had taken the stand in defence of the Hearst interests, demonstrated he had the majority of the members attending on his side.

"The right of protest," he argued, "is not an empty right. Mr. Ochs himself, whom you have just heard, pleaded for its establishment when that was an issue. Mr. Ochs has, on occasion, I believe, exercised his protest right, in the past. And now he asks us to wipe out entirely this value.

"All the time I have thought it was the purpose of the Associated Press to make this an exclusive news gathering organization. Why should we now set aside a precedent of 25 years' standing?

"The reasons advanced by Mr. Ochs are boiled down to the fact that Mr. Hearst is the owner of a competing news service. There certainly is nothing in the by-laws preventing a member from running an independent news service. Mr. Hearst has not been charged with any violation of the by-laws. Other great newspapers have established news services of their own."

At this point Mr. Neylan was interrupted by Mr. Ochs. The chair, however, rapped for order, and a personal argument was stopped.

"Mr. Hearst has owned a competing news service for years," Mr. Neylan continued. "Mr. Hearst has paid the highest prices for his memberships in the Associated Press. (Mr. Hearst has 15 A. P. memberships.)

"He recently purchased the Rochester Journal and Post Express and paid a large sum for its Associated Press membership. You let us go into Rochester. We had violated no rule.

"We had spent $275,000 to acquire a membership and now you are being told to destroy its value.

"We who have attended this meeting have heard a great deal of the necessity of establishing an Associated Press membership in Rochester.

"The same necessity was not so long ago the concern of Syracuse. The Associated Press has no evening paper member in Syracuse. Or is it that there is another bad member of the Associated Press in Syracuse? What did they do in this city?

"Why, they established a correspondent in Syracuse.

"Another case is that of Camden, N. J. There is no Associated Press member in Camden, N. J. One paper applied at one time for a membership and the application was endorsed by the entire membership in New Jersey. But a Philadelphia publisher exercised his protest right and still Camden has no membership.

"It seems extremely inconsistent to me that you should try to override a protest right in Rochester, remembering the two similar cases of Syracuse and Camden."

One of the few occasions during which applause was accorded a speaker came about this time. Mr. Neylan was speaking about the bond votes held by Mr. Hearst, which total about 400. These votes can only be used for election of the directors, and the present directorate controls most of the bond votes. There are about 12,000 bond votes outstanding.

Mr. Neylan said Hearst had these 400 bond votes, and Mr. Ochs interrupted with a question.

"He wouldn't surrender these votes would he?"

"Yes," quickly responded Mr. Neylan.

"Is that a proposition?" queried Mr. Noyes from the chair.

"It most certainly is," parried Mr. Neylan. "Within 30 minutes I could get in touch with Mr. Hearst by telephone and I am sure I could gain his permission to sacrifice the bond votes for a protest right."

This was wildly applauded.

The following brief prepared by William A. DeFord, Hearst attorney, was presented by Mr. Neylan in behalf of the *Rochester Journal* and *Post-Express*:

THE CLEAR MEANING OF SECTION I OF ARTICLE III OF THE BY-LAWS OF THE ASSOCIATED PRESS

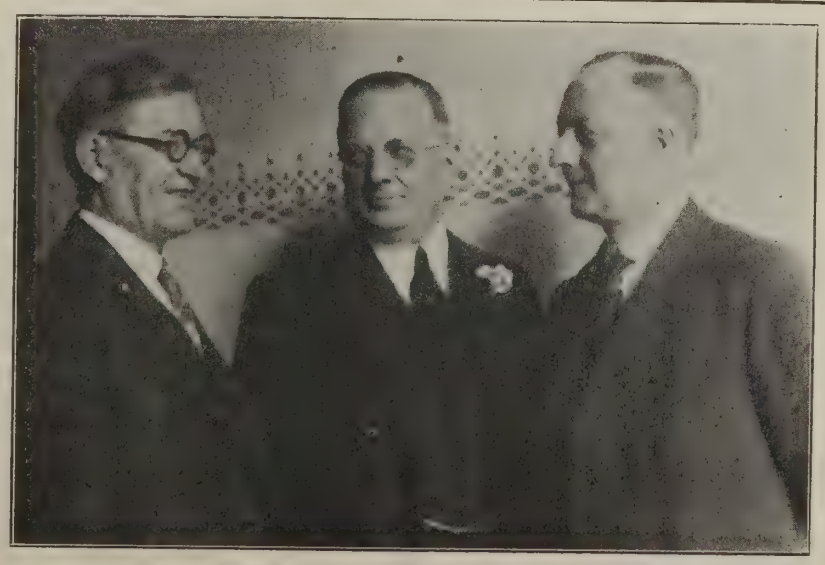
The Section, construed by itself, and in its relation to the text and object of the article of which it is a part.

The clear meaning and intent of Section I of Article III of the By-Laws is that an applicant for membership over a



Three members of the Committee on Credentials shown at work with members of the Associated Press staff outside the Astor Galleries. The committee members, beginning second from the left are David Smiley, executive editor of the Curtis-Martin Newspapers, Inc.; Herbert Gunnison, publisher, *Brooklyn Eagle;* and Herbert Bayard Swope, executive editor, *New York World.*

CONVENTION CLOSE-UPS



Interested in press room equipment: (left to right) John W. Baker, Gannett Newspapers; H. R. Swartz, president, Intertype Corporation and R. Hoe & Co., and Jack Letham, mechanical superintendent, *Montreal Star.*

right of protest, must receive a vote of not less than four-fifths of all of the members of the Corporation, whether or not they are present and vote either in person or by proxy.

The section provides:

"Members may be elected by the affirmative vote of not less than four-fifths of all the members of the Corporation at any regular meeting of the members of the Corporation or at a special meeting called for that purpose."

The By-Law quoted covers two things only, namely:

(a) The vote by which a member may be elected; and

(b) The time and place at which a member may be elected.

It provides that a member may be elected "by the affirmative vote of not less than four-fifths of all the members of the Corporation."

It provides that a member may only be elected "at a regular meeting of the members of the Corporation, or at a special meeting called for that purpose."

If the Corporation had intended that members might be elected by the affirmative vote of not less than four-fifths of the members of the Corporation present and voting, in person or by proxy, at a regular or special meeting of the Corporation, the By-Law might have been loosely drafted to read as follows:

Members may be elected by the affirmative vote of not less than four-fifths of the members of the Corporation at any regular meeting of the members of the Corporation, or at a special meeting called for that purpose.

The use of the word "all" in the By-Laws as it stands clearly and conclusively shows the meaning of the By-Law to be that members may only be elected by the affirmative vote of not less than four-fifths of all of the members of the corporation, not of the members of the corporation at any regular meeting or at a special meeting called for that purpose.

The use of the word "all" is pure surplusage if the section was intended to provide that a member might be elected by a vote of not less than four-fifths of the members present and voting, either in person or by proxy.

If the framers of the By-Laws had intended that a member might be elected by not less than a four-fifths vote of the members present and voting at a regular or special meeting, either in person or by proxy, they would not have used the loose form of By-Law quoted just above, but they would have drafted a By-Law to clearly and unmistakably show that meaning and intent, in form somewhat as follows:

Members may be elected by the affirmative vote of not less than four-fifths of the members of the Corporation present and voting, either in person or by proxy, at any regular meeting of the members of the Corporation, or at a special meeting called for that purpose.

It seems therefore clear, from an analysis of Section I of Article III of the By-Law itself, that an application for election to membership, over a right of protest unwaived, must receive an affirmative vote of not less than four-fifths of all of the members of the Corporation whether present and voting or not, at the time when the vote is taken.

The foregoing construction of that section is fortified, to the point of conclusiveness, by reference to the provisions of Section 6 of the same article which provides in part as follows:

"Sec. 6. The members of this Corporation may, by an affirmative vote of seven-eighths of all the members, confer upon a member (with such limitations as may be at the time prescribed) a right of protest against the admission of new members by the Board of Directors."

The Corporation clearly attached a high and important value to such a right of protest (clearly intended to create a practically inviolable property right thereby), when it required an affirmative vote of seven-eighths of all the members to confer that right.

This deduction is in itself strengthened by the further provision of Section 2 of Article III, that

"Whenever any member of the Corporation is entitled, as hereinafter specified, to protest against the elections of any new member by the Board of Directors, the Board shall have no power to elect such new member unless it shall have received a waiver in writing of such right of protest from all members entitled thereto * * * ."

The officers of the Corporation have advanced the contention that a right, really a property right, of so great importance and value, conferred by the necessary affirmative vote of seven-eighths of all of the members of the Corporation, may be seriously impaired, and practically destroyed, by the affirmative vote of not less than four-fifths of the members of the Corporation present and voting, either in person or by proxy, at any meeting at which such election may be held.

Let us follow this contention to its logical conclusion:

The membership of the Corporation entitled to vote upon the pending application of Mr. Gannett, is 1,214.

It would have taken the vote of 1,063 of the members to have conferred the right of protest upon the Rochester Journal and Post-Express.

If the writer's interpretation of the true meaning of Section I of Article III of the By-Laws is correct, it would require the vote of 972 to carry the application of Mr. Gannett over the unwaived protest.

If the interpretation put upon the same section by the officers of the Corporation is correct, it would require, (assuming that a bare quorum of 608 voted upon the application), a vote of only about 484 out of a total vote of 1,214 to sustain the application and override the protest.

It will be seen, therefore, if the interpretation which the officers of the Association put upon the By-Law is correct, that a right which could not be create except with a vote of about 1,064 of t members, may be seriously impaired, not in effect destroyed, by a vote of 4 of the members, a conclusion which, co sidering the nature and value of the pro erty right affected), is inconsistent wi the spirit and object of the grant a grossly illogical.

The writer's interpretation of the mea ing of Section I of Article III of the B Laws is further strengthened (if a ditional strength is needed), by a co parative study of the language of Secti 6 of Article III, which provides for t creation of a right of protest, and Section I of Article III, which provid for the overriding of a protest exercis under that right.

Section 6 of Article III (which co tains no descriptive reference to the mee ings at which that right may be co ferred), provides:

"The members of this Corporation ma by an affirmative vote of seven-eighths all the members, confer upon a member etc.

The part of the section quoted defin the vote necessary for the grant of t right of protest.

Section I of Article III, (insofar as provides for the vote by which a right protest may be overridden), provides:

"Members may be elected by the a firmative vote of not less than four-fift of all the members of the Corporation etc.

The language of the two provisions practically identical, in terms, and is ide tical in principle.

The officers of the Corporation w not here contend, (as the writer believes that it does not require an affirmati vote of not less than seven-eighths of a of its members to confer a right protest.

They would not have, by the sam token, even a superficial foundation f their claim that it only requires not le than four-fifths of the votes of the mem bers of the Corporation present and vo ing at a meeting regularly convened override a protest, were it not for t fact that Section I of Article III pr ceeds, after describing the vote necessa to elect an applicant, to define the mee ings at which such an election may held.

This By-Law was drafted to prote rights of News Service which have a quired, through the merit of that servi a high property value. Its protective i tegrity should not be distorted, and th impaired, to serve a temporary use.

This By-Law equally protects, with its general scope, the property rights all members with a right of protest. I meaning cannot be distorted, and i strength thus impaired, to strike o member, without striking them all.

This memorandum was prepared for t use of the member representing t Rochester Journal and Post-Express.

Dated, New York, April 20, 1926.

WILLIAM A. DEFORD.

CONVENTION CLOSE-UPS



August Sundine, vice-president of the *Moline* (Ill.) *Dispatch* and a fellow Illinois newspaper man; Carl P. Slane, publisher, *Peoria Journal-Transcript*.

CONVENTION CLOSE-UPS



Mechanical men were interested in possible formation of a mechanical department of the A. N. P. A. In this group are (left to right) William P. Carpenter, mechanical superintendent, *Rochester* (N. Y.) *Times-Union;* W. E. James, mechanical superintendent, *Buffalo Times;* Ray Finzer, Wood Flong Corporation; and George G. Cooper, assistant mechanical superintendent, *Rochester Times-Union*.—(By EDITOR & PUBLISHER staff photographer.)

Re-election of the board of directo was a cut and dried affair. The fi directors whose terms would have e pired this year were re-elected to su ceed themselves. W. A. Strong, *Chica Daily News,* was elected to succeed t late Victor F. Lawson, whose term, h he lived, would have expired next yea

The directors re-elected were:

Mr. Noyes, Mr. Ochs, H. V. Jone *Minneapolis* (Minn.) *Journal;* B. Anthony, *New Bedford Standard;* a Robert McLean, *Philadelphia Bulletin.*

The opposition candidates appointed the nominating committee all withdre and vote was unanimous.

After the secretary of the meeting, instructed, had cast one vote for members of the board to be elected, C. Adler, *Chattanooga Times,* rose suggest that the nominating committ be abolished, since it served no actu purpose. Mr. Adler was chairman this year's nominating committee. action was taken.

The applications for membership the Berkeley (Cal.) *Daily California* and the *Pasadena* (Cal.) *Morning Su* were both denied by viva voce vote.

(*Continued on page* 114)

A. N. P. A. MEMBERS ENDORSE EXPANSION PLANS

Favorable Vote Predicted—John Stewart Bryan Will Be President—New Bundle Charges Outlined—Arbitration Contract With Typo Union Accepted, Subject to I. T. U. Approval

WITH all debate behind them, members of the American Newspaper Publishers' Association ended their Thursday session primed to vote on the question as to whether or not the association will expand.

A favorable answer was expected as EDITOR & PUBLISHER went to press. Not a single discordant note marred the presentation of the changed system of collecting dues as forecast in the EDITOR & PUBLISHER Pre-Convention Number.

The biggest A. N. P. A. convention in history is moving to a close, and John Stewart Bryan, *Richmond News-Leader*, will probably head a reorganized association that will serve its membership in new and important fields. A special free publicity probe as recommended by the Advertising Bureau may shortly be under way.

Charles F. Hart, mechanical superintendent of the *New York Times*, spoke to the members urging creation of a mechanical department, and E. M. Antim, traffic expert of the *Chicago Tribune* told of advantages which might be expected to follow organization of a special section of the A. N. P. A. to be devoted to co-operative solution of national and local traffic problems.

In addition to laying the expansion cards on the table the Thursday session took the following action:

Approved the plan of an arbitration contract with the International Typographical Union.

Voted to return to large scale use of the mails as soon as a reduction in rates is enacted and a bundle rate created.

The resolution in which this promise was incorporated urged the joint committee of Congress to bring its work to a conclusion and report to the present session, and asked speedy Congressional action on the report "so as to provide for a reduction of second class mail rates to a basis that will be fair alike to the United States government and the publishers, as they affect newspaper circulation through the United States mails."

Passed a resolution paying tribute to the late Frank A. Munsey, referring specifically to his qualities "of courage, resourcefulness and ambition" and his "noble integrity."

The arbitration resolution, passed after considerable debate, representing various suggestions for dealing with the union, read as follows:

Resolved that the proper officers of this association be authorized to execute an arbitration contract with the International Typographical Union in substantial conformity with that appended to the report of the committee on arbitration of contracts. (This report is published in full in other columns of this issue.)

The postal resolution, which was offered by Maj. E. B. Stahlman, *Nashville* (Tenn.) *Banner*, prompted by a statement made by Jerome D. Barnum, *Syracuse Post Standard*, reads:

BE IT RESOLVED, That the American Newspaper Publishers' Association, representing five hundred publishers of daily newspapers, published in every State of the United States, respectfully represent to the Joint Committee of Congress now considering postal rates should bring its work to a conclusion and make report at the present session; and

BE IT FURTHER RESOLVED, That this association earnestly urge upon action by the Congress on that report, so as to provide for a reduction in existing second class mail rates to a basis that will be fair alike to the United States government and the publishers, as they affect newspaper circulation through the United States mails, and also to create a preferred bundle rate which will enable publishers to obtain from the government a service at a reasonable rate which now is available only at prohibitive rates; and



John Stewart Bryan, probable president, A. N. P. A.

BE IT FURTHER RESOLVED, That in the event such a reduction in rates is enacted and a bundle rate is created, the members of this association shall avail themselves of such rates so as to facilitate the distribution of newspapers by the Postal Service and increase the revenues of that service; and

BE IT FURTHER RESOLVED, That copies of this resolution shall be sent to the chairman of the Joint Sub-Committee of Congress considering postal rates, to the Speaker of the United States House of Representatives, to the President of the United States Senate and to the President of the United States.

Tribute to Mr. Munsey as passed by the members was phrased as follows:

The American Newspaper Publishers' Association records its profound regret in the loss of Frank A. Munsey, for many years a member of this association, and a publisher of long experience and wide influence.

This association remembers with pride the qualities of courage, resourcefulness and ambition which Mr. Munsey displayed in rising to his great success, from humble beginnings and through difficulties which would have halted one of less determined character. Mr. Munsey was a man of noble integrity, scrupulous in observing every obligation. As a journalist, he was vigorous in his assertion of the independence of the press, and in leading in the discussion of public questions. He was a firm believer in the co-operation and association among publishers, and was a valued member and friend of this organization. This Minute, therefore, is spread upon the records of this meeting of the American Newspaper Publishers' Association.

Postal affairs took the position of honor Wednesday afternoon after President Thomason had welcomed the delegates from South and Central America in the name of the association. The Latin Americans came to the meeting from the New York Times plant, where they had been the luncheon guests of Mr. Ochs, and after their welcome they were whisked to Brooklyn by H. F. Gunnison, E. G. Martin, and H. V. Kaltenborn of the Brooklyn Eagle, who showed them through the Eagle plant and then took them to Coney Island.

Purely formal also was the reading of the president's address and the reports of all committees except those on radio, printing trade schools and national forest resources, which will be read this morning.

All of these reports are printed substantially in full on subsequent pages of this issue. After their presentation, the convention engaged in a brief discussion of newspaper budgets and of the results of group insurance, profit-sharing, and pension plans. Wide interest apparently exists in the latter question, and of the more than twenty publishers who contributed information from their experience, all but one or two stated that their experiments in profit-sharing, insurance, and pension plans had resulted in better feeling among employes, and reduced labor turnover, but had had a negligible effect on eliminating strikes or threatened strikes.

This morning the convention will devote largely to consideration of the new dues schedule and the establishment of new services. This afternoon the annual meeting of the association is scheduled, but it is not improbable that press of business will cause its postponement to Friday.

President Thomason, in welcoming the Latin-American delegates, said:

"It is with sentiments of sincere satisfaction that I discharge the grateful duty of welcoming you in the name of The American Newspaper Publishers' Association.

"The delegates to your Congress are concerned in the problems of editing as well as in those of mechanical production and business administration. Our members are concerned as an Association solely with the business aspects of publishing. Yet there exists between us the close and necessary sympathy that comes of activity in the same fields. And in spite of the fact that we are separated geographically by immense distances, and limited in unrestrained intercourse by the difference in our native tongues, we are knit together by the bonds of a common purpose and a common ideal.

"And after all, it is not external similarity in manners of speech, but the deeper unity of conscious aims that gives to different people a close and sympathetic understanding of each other. This underlying singleness of objective has existed from the foundation of European Colonies in the new hemisphere. It was the struggle for freedom and autonomy first by the English, and later by the Latin-American Colonies that revealed the influence that binds all the peoples of our respective countries in common allegiance to democracy and liberty.

"It is, therefore, as a spokesman of your fellow-laborers in the vast and expanding field of freedom and self-government that in the name of the American Newspaper Publishers' Association, I welcome the delegates to the first Pan American Congress of Journalists.

"Our Association does not minimize, or in any way depreciate the essential importance of editorial conduct, but as we are composed of papers of all shades of political opinion, it has manifestly been necessary for us to apply ourselves, solely, to the problems that concern the business end of administration.

"We fear that this established method of procedure may detract somewhat from the interest of our discussions, which are largely, in not entirely, given to technical questions arising under local conditions. We, none-the-less welcome you to our deliberations in the assurance that, however lacking our discussions may be in dramatic interest, or universal appeal, they nevertheless concern the necessary corollaries for the adequate dissemination of our news.

"In closing this brief word of welcome, may I say to your distinguished company that I express the unanimous voice of the entire Association when I convey to you our sense of satisfaction at having had this Congress visit the United States. The inevitable effect of such interchange of visits and ideas is obliged to make for a better understanding of problems which are, at the bottom, the same for all civilized people. Between us there should be no estrangement of blood or speech for as mouthpieces of the democracies of the new World, we are allied by our common enlistment in the Eternal struggle for mastery over the disrupted forces of society. It was the great leader—Thomas Jefferson—who supported the cause of

Latin-American freedom all his life, who said: "I would rather have newspapers and no government, than government and no newspaper." In extending to you our hearty greetings, we take heart in the evidence given by your presence that we serve a common purpose in the common aims of your great democracies and our own."

Chairman Barnum of the postal committee outlined in general the policies developed by the committee during the past year, as follows:

1. Reduction of the present general rates applied to the transportation of second class matter to the 1920 schedule.

2. Establishment of a new rate for the service of transportation by the post office on dealers' bundles.

The proposed bundle rate, as outlined by the committee spokesman, is as follows:

For the first zone, within 50 miles of the publication office, 30 cents per hundred pounds.

For the second zone, 50 to 150 miles, 40 cents per hundred pounds.

For the third zone, 150 to 300 miles, 55 cents per hundred pounds.

For the fourth zone, 300 to 500 miles, 75 cents per hundred pounds.

"We are asking establishment of these bundle rates," Mr. Barnum said, "because the newspaper publishers prefer to use the mails if it is possible to do so, rather than divert their papers to motor trucks, baggage cars, or other media of transportation. The transport of the mails is the function of the post office and the publishers want the post office to receive adequate pay for the service it renders them.

"For the transport of bundles in the first zone, the post office would receive under our schedule 30 cents per hundred pounds. The post office pays the railroad for the transportation of this bundle within the 50-mile zone, a trifle less than 12 cents. The net profit to the government is 150 per cent, for the post office has nothing to do with the papers before they are put on the train nor after they are taken off. The publisher takes care of the papers at destination.

"In testimony before the congressional committee, it was that the government pays the railroads $15.75 for the carriage of 1500 pounds of newspapers during a seven day period in the 50-mile zone. The government collects from the newspapers for this same service the sum of $286! The publishers have had no choice but to divert their papers from the mails.

"For instance, the Washington Star ships bundled papers to Manassas, Va., by baggage six days a week at the rate of 30 cents per hundred pounds. When the train stops at Manassas, the baggage clerk throws the papers to the station platform. On Sunday, however, the train does not stop at Manassas and the papers cannot be shipped by baggage to that point. The Star sends them by mail by the same train, in the other end of the same car, and the mail clerk throws the bundle off as the train rolls past the station. The Star pays the post office not 30 cents per 100 pounds, but $1.90 per hundred for this service!

"The congressional committee also learned from witnesses that 97 per cent of all newspaper bundles are delivered within the 150-mile radius. The average limit in New York State is between 60 and 70 miles.

"On bundles weighing less than two pounds, our schedule provides that the publisher shall pay not less than 1 cent a pound for the first two zones. On packages weighing from two to 5 pounds, the publisher would not pay less than 2 cents per pound and on packages weighing more than five pounds, the 100-pound rate would apply.

"Another point which the committee has stressed is that the post office should take cognizance of the development of hard roads in the United States. More than 500,000 miles have been completed during the past 25 years and more than 300,000 will be completed during the next five years. The investment in roads and in equipment for using them exceeds the capital investment of all the railroads and the mileage of hard roads now in use is double that of the railway rights of way. The mileage of the railways—that is the number of trains run—has decreased 20 per cent in the past 25 years, the local short hauls having been taken over by the motor truck operating on hard-surfaced roads.

"The government has spent $750,000,000 in constructing and supervising the construction of these highways, for they are designated as post roads, but the post office department is making no use of them. We have 40-hour air-mail service from coast to coast, but we can hardly get 24-hour service from one county to the next county. The local mail service, which is that of chief interest to the newspaper publisher, has been badly neglected by the post office failure to adapt its methods to modern transportation conditions.

"The railroads have recognized the change and they are now asking the privilege of establishing bus routes parallelling at least 2,000 miles of their roadbed. This step will result in still greater diminution of local mail railroad service to the publishers' disadvantage.

"Let me repeat that the publishers want to have the post office take care of their business and do so at a profit. We consider the bundle rates amply justified by the fact that the association will promise if they are enacted to return to the mails a great tonnage of newspapers which are now carried by other channels. There has been a 20 per cent diminution in the number of copies of newspapers shipped by newspapers through the mails since 1920—a period which has seen the weight of newspapers increased by 25 per cent. The post office policy has resulted in financial losses in both of these directions. Its revenue from newspaper transportation will be doubled if the committee's proposed rates are made law.

"We want the joint congressional postal committee to report immediately to Congress, so that legislation may be enacted at this session."

The committee was highly commended by two veterans of postal rate fights—Major E. B. Stahlman, publisher of the *Nashville Banner*, and Col. Robert Ewing, publisher of the *New Orleans States* and chairman of the Southern Newspaper Publishers Association postal committee.

Cortissoz Lecturing at Amherst

Royal Cortissoz, art critic of the *New York Herald Tribune*, started a series of three lectures on art at Amherst College, April 21. The other two will be given on April 28 and May 5. The subjects are, "The Enchantment of Technique in Painting," "The Modernist Movement in Painting," and "The Genius of American Art."

EDITOR & PUBLISHER thoroughly covers the News of the Newspaper Field. Read Every Copy.

LESLIE NEAFIE WITH A LOW OF 74 WINS A. N. P. A. GOLF TOURNEY



LESLIE NEAFIE, of the *Toledo Blade* won the publishers' Gold Match played on the links of the Westchester-Biltmore Club at Rye, Monday afternoon, with a net score of 74.

The tournament, arranged as a feature of the A.N.P.A. convention, drew a large number of entrants.

S. E. Thomason, of the *Chicago Tribune* and A.N.P.A. president, was the winner of second place with a net score of 78.

Henry Hall of the *Jamestown* (N. Y.) *Journal* and Robert Meigs of Chicago tied for third place with scores of 79.

The weather was bad. The sun came out only occasionally and even then it seemed that Old Sol switched on ice instead of warmth. It was the intense cold that tended to shoot up the scores, especially for visitors from the South who came dressed for spring and not winter.

Some of the best scores, in addition to the leaders, were: F. Bush, 53—49—102; A. Hecox, 51—47—98; T. S. Bush, 55—51—106; E. Hanson, 51—54—105; Ray Hollis, 53—48—101; George Graff, 55—52—107; W. Metten, 51—55—106; V. Dice, 52—63—115; J. Bornum, 50—53—103, and L. Young, 58—50—108.

There were thirty-five prizes which were awarded by Howard Davis of the *New York Herald Tribune*.

CONVENTION CLOSE-UPS



John L. Stewart, publisher of the *Washington* (Pa.) *Observer* and *Reporter*, returned from a world tour to attend the publishers' meetings.

MOORE RESIGNS FROM HEARST EMPLOY

President of Publications Leaves to Buy Interest in Butterick Company—Ill Health Forced Change

Joseph A. Moore, president of the Hearst Publications, after eleven years in the employ of William Randolph Hearst, has resigned to become president of the Butterick Publications. He is succeeded in the Hearst magazine field by P. Hathaway.

Mr. Moore was placed in charge of Good Housekeeping magazine eleven years ago this month, and since that time has gradually taken charge of the rest of the Hearst publications.

At the time of his resignation he was a member of the Executive Committee of all the Hearst interests and treasurer of a number of Hearst publications.

Owing to ill health he wished to retire from editorial work. The opportunity was offered to buy a controlling interest in the Butterick Publications. Mr. Moore's holdings, combined with that of Stanley R. Latshaw, comprises two thirds of the voting stock.

The first Executive Committee meeting was held April 21 with the new members.

Mr. Moore wishes to state there was no other reason than ill health and a desire to do something himself which led to his retirement from the Hearst publications. He and Mr. Hearst have always been the best of friends and he has always found him a considerate employer, he said.

HUNDRED THOUSAND GROUP

Plans to Expand Outlined at Waldorf Luncheon Meeting

A meeting, followed by a luncheon, of the "100,000 Group of American Cities," was held in the Waldorf Apartments April 19. The directors' reports were presented, and plans discussed for the coming year. Additional newspapers were proposed to be invited to join the organization.

The association was organized in 1924, and is composed of newspapers in 81 towns of 100,000 population or over. An annual book is published in which is given the market conditions in each of the cities who are members. These are distributed to advertisers. The last publication ran to 15,000 copies.

W. A. Strong, publisher of the *Chicago Daily News*, is president of the association, and L. M. Barton, advertising manager of the same paper, is secretary.

A. N. P. A. MEMBERS ON WESTCHESTER-BILTMORE LINKS

(*By* Editor & Publisher *Staff Photographer*)



Wow! J. A. Blondell, secretary and treasurer, *Baltimore Sun*, put plenty of back into that one.



A distinguished threesome—(left to right) E. K. Gaylord, publisher, *Oklahoma City Oklahoman;* Louis H. Brush, publisher, *Marion* (O.) *Star*, and Walter M. Dear, business manager, *Jersey City Jersey Journal.*



William F. Metten, publisher, *Wilmington* (Del.) *Every Evening*, keeps his eye on the ball.



W. E. Buckingham, advertising manager, *Lynn* (Mass.) *Telegram-News*, all set.



"Eyes on the ball, slow back, and don't press." That's good golfing advice and J. E. Rockwell, publisher, *Duluth News-Tribune*, believes it.



Keeping his head down, down, down, is Harvey J. Kelly, (right) chairman of the special standing committee of the A.N.P.A. Watching him is T. L. Ryan, general manager *St. Louis Star.*



Ready for a long one seems R. C. Patterson, president, *Toledo Times*



A good drive from the club of A. C. Deuel, publisher, *Niagara Falls* (N. Y.) *Gazette.*



Must have been a good one! Roy W. Howard (left), chairman of the board, Scripps-Howard Newspapers, and Paul Patterson, president, *Baltimore Sun*, needed no warning to "look pleasant."



S. L. Slover, president, *Norfolk* (Va.) *Ledger-Dispatch*, watches the pill sail.



eet the "Babe"—M. C. Meigs (left) assistant publisher, *Chicago Evening* nerican, in fraternal conversation with Roy Wilken, advertising manager, *New York Daily News.*



The annual argument was resumed between Howard Davis (left), business Manager *New York Herald Tribune*, and Elmer E. Clarke, publisher, *Little Rock Arkansas Democrat.*



Jhn A. Meuhling, *Manchester* (N. H.) *Leader* and Roy C. Holliss, *New York Daily News*, ready for the fray.



All Eastern—(left to right) Victor Ridder, treasurer, *New York Staats-Herold;* Urban E. Dice, advertising manager, *Pittsburgh Gazette Times* and *Chronicle Telegraph;* Herbert F. Gunnison, publisher, *Brooklyn Daily Eagle;* Charles R. Long, editor and publisher, *Chester* (Pa.) *Times.*



R. A. Huber, business manager, *Cleveland Press,* and Henri M. Hall, business manager, *Jamestown* (N. Y.) *Journal,* pause for breath on a hillside.



G. B. Plante, (extreme right) A.N.P.A. attorney, told the photographer he was ublisher of the *Timaru Republican* and got the geographers all excited. Others who enjoyed the laugh are (left to right), B. H. Ridder, publisher, e *York Staats-Herold;* W. H. Reed, publisher, *Taunton* (Mass.) *Times;* nd E. D. Corson, publisher, *Lockport* (N. Y.) *Union-Sun and Journal.*



A syndicate twosome. Wood Cowan (left), cartoonist for the McNaught Syndicate, talks it over on the links with C. V. McAdam, vice-president of that organization.

DELEGATES ATTENDING NEW YORK CONVENTION

Allentown, Call, P. W. Leisenring.
Atlanta, Constitution, Clark Howell, Jr.
Barre, Daily Times, Frank E. Langley.
Bayonne, Times, M. M. Lazarus, S. A. Lazarus.
Boston, Transcript, Henry T. Claus, William F. Rogers.
Buffalo, Courier Daily Star, W. J. Conners, Jr.
Burlington, Free Press, W. B. Howe.
Camden, Courier & Morning Post, J. David Stern, D. J. Wattis, Jr., Walter A. Young.
Chattanooga, S. N. P. A., Cranston Williams.
Cincinnati Post, Frank W. Rostock.
Clarksburg, Telegram, Guy T. Viskniskki.
Cleveland, Cleveland Press, W. G. Chandler.
Corpus Christi, Times, C. E. Everet.
Dubuque, Telegraph Herald, F. W. Woodward.
Duluth, News-Tribune, J. E. Rockwell.
Erie, Dispatch-Herald, L. Benjamin; The Times, Frank C. Johannesen, John J. Mead, Sr.
Fargo, Forum & Republican, N. B. Black; Forum & Tribune, Norman D. Black.
Geneva, Daily Times, G. B. Williams.
Hagerstown, Herald-Mail, S. E. Phillips.
Hamilton, Spectator, James R. Allan.
Harrisburg, Telegraph, A. R. Michener, A. H. Stackpole.
Jacksonville, Times-Union, W. A. Elliott.
Jamaica, L. I. Daily Press, Benjamin Marvin.
Kokomo, Tribune, J. A. Kautz.
Lancaster, Intelligencer, A. E. McCollough.
Macon, News, R. L. McKenney.
Massillon, Independent, J. J. Bernstein.
Nashville, Banner, Edgar M. Foster.
New London, The Day, Theodore Bodenwein.
New Orleans, Times Picayune, L. K. Nicholson.
New York, Herald Tribune, A. H. Burns, Ported Caruthers, Howard Davis, Staats-Zeitung, Victor Ridder.
Niagara Falls, Gazette, A. C. Deuel.
Oshkosh, Daily Northwestern, O. J. Hardy.
Ottawa, Journal, Michael Powell.
Peoria, Star, S. A. Oakley.
Philadelphia, Record, W. H. H. Neville.
Pittsburgh, Gazette Times, Urban E. Dice.
Port Huron, Times-Herald, Louis A. Weil.
San Francisco, Bulletin, C. S. Stanton.
Savannah, News, F. C. Bell.
Scranton, Scrantonian, E. Tracy Sweet.
Sioux City, Tribune, Eugene Kelly, E. G. Tripp; Journal, J. B. Perkins.
Toledo, Blade, Leslie E. Neafie.
Troy, Record, D. B. Plum.
Vancouver, Daily Province, F. J. Burd.
Wausau, Record Herald, R. D. Sanche.
Woonsocket, Call, Buell W. Hudson.
Youngstown, Vindicator, W. O. Brown.
Zanesville, Times-Recorder Signal, W. O. Littick, C. W. Gibson.
Akron, Beacon-Journal, J. H. Barry.
Albany, Knickerbocker Press, Lyman J. Arnold, Jr., A. D. Hecox.
Baltimore, Sun, Jos. A. Blondell, Wm. F. Schmick.
Boston, Christian Science Monitor, Norman S. Rose.
Brattleboro, Reformer, H. C. Rice.
Brooklyn, Eagle, R. M. Gunnison, M. P. Goodfellow.
Charleston (S. C.), News and Courier, Robert Lathan.
Chicago, Daily News, Walter A. Strong.
Cleveland, Plain Dealer, Elmer H. Baker; News, George F. Moran.
Columbus, State Journal, H. F. Brandon.
Des Moines, Register & Tribune, Gardner Cowles, Jr., John Cowles.
Detroit, Free Press, E. R. Hatton, Mary Humphrey.
Duluth, Herald, M. F. Hanson.
Elgin, Courier-News, D. A. Mackenzie, C. B. Strohn.
Elizabeth, Journal, E. E. Stanion; Times, Jos. J. Fiske.
Erie, Times, John Mead, Jr.
Evansville, Journal-Courier, Ed. J. Fehn.
Findlay, Morning Republican, L. N. Heminger.
Fort Worth, Star-Telegram, B. N. Honea, J. M. North, Jr.
Gary, Post-Tribune, J. R. Snyder.
Greensburg, Review Tribune, E. A. Sweeney.
Hamilton, Spectator, James R. Allan.
Hartford, Courant, H. H. Conland.
Houston, Press, Wm. H. Dodge; Post-Dispatch, George M. Bailey.
Hutchinson, News, W. Y. Morgan.
Lancaster, Intelligencer, Henry C. Carpenter.
Lewiston, Evening Journal, A. G. Staples.
Lima, News, Roy Galvin.
Lincoln, State Journal, Fred Seacrest.
Little Rock, Democrat, J. M. Branham.
Long Island, Daily Star, LeRoy L. Smith.
Marion, Star, Roy D. Moore.
Meriden, Morning Record, E. E. Smith.
Muskogee, Daily Phœnix, E. K. Bixby.
Newark, Ledger, E. A. Bristor; Star Eagle, Paul Block.
New London, Day, O. G. Andrews.
New Orleans, States, Robert Ewing.
New York, Commercial, Lee H. White; American, A. B. Chivers, J. C. Dayton; World, S. M. Williams.
Norristown, Times-Herald, Henry D. Bradley.
Oakland, Tribune, J. R. Knowland.
Philadelphia, Record, James P. Considine; Public Ledger, John C. Martin; Evening Bulletin, Robert McLean.
Pittsfield, Eagle, D. B. Miller.
Richmond, News Leader, W. Brydon Tennant; Times-Dispatch, Frederick Lewis.
St. Louis, Times, F. D. McDonald; Star, Elzey Roberts, T. L. Ryan.
Springfield, Union, M. S. Sherman.
Topeka, State Journal, Frank P. MacLennan.
Washington, Post, Arthur D. Marks; Evening Star, Frank B. Noyes.
Worcester, Telegram Gazette, H. M. Booth, H. G. Stoddard.

Akron, Times Press, W. D. Cochran.
Allentown, Morning Call, C. J. Smith.
Altoona, Mirror, Harry L. Johnston, Fred G. Pearce, D. N. Slep.



Executives of *The New York Sun* staff recently dedicated the new club rooms presented by Wm. T. Dewart, president of the Sun Company. In the picture are seated (left to right): Edwin S. Friendly, business manager; Robert H. Davis, editor, Munsey's Magazine; Mayor James J. Walker; Mary Lewis, opera star; Wm. T. Dewart, president Sun Company; and Keats Speed, manager editor, New York Sun

Amsterdam, Recorder & Democrat, Gardner Kline.
Asheville, Citizen, Charles A. Webb; Times, Don S. Elias.
Ashtabula, Star Beacon, G. H. Liggett, C. A. Rowley.
Athens, Messenger, F. W. Bush, G. K. Bush.
Atlanta, Journal, Chas. D. Atkinson.
Auburn, Citizen, Victor J. Callanan, Rudolph W. Chamberlin, William O. Dapping.
Augusta (Ga.), Herald, James C. Harrison.
Augusta (Me.), Kennebec Journal, Chas. F. Flynt.
Aurora, Beacon News, V. E. Joy, A. M. Snook.
Batavia, Daily News, G. C. Griswold.
Baton Rouge, State Times, Chas. P. Manship.
Battle Creek, Enquirer & News, A. L. Miller.
Bayonne, Times, M. Zinader.
Beaumont, Enterprise & Journal, J. L. Mapes.
Binghamton, Press & Leader, R. E. Bennett; Press, L. S. Chubbuck, F. W. Spaulding.
Birmingham, News, Victor H. Hanson.
Bloomington, Daily Pantagraph, C. C. Marquis, Davis Merwin.
Boston, Christain Science Monitor, Willis J. Abbot, Chas. E. Jarvis; Globe, Chas. H. Taylor.
Bridgeport, Post Telegram, Ed. Flicker.
Brooklyn, Daily Eagle, Herbert F. Gunnison.
Buffalo, News, Ed. H. Butler; Times, Norman E. Mack; Express, Burrows Matthews; Evening News, J. F. Melia; Times, P. F. Metz.
Burlington, Hawk-Eye, John F. D. Aue.
Charleston, Gazette, Robert L. Smith; Mail, B. H. Anderson.
Chattanooga, Times, H. C. Adler; News, Walter C. Johnson.
Chester, Times, Chas. R. Long, F. C. Wallace.
Cheyenne, State Tribune-Leader, W. C. Deming.
Chicago, Tribune, E. M. Antrim; Evening American, Herman Black; Tribune, E. W. Parsons, S. E. Thomason.
Cincinnati, Enquirer, W. F. Wiley; Times Star, George Fries, F. J. Oxnor, C. H. Rembold; Tribune, Harry W. Brown.
Clarksburg, Exponent, W. Guy Tetrick; Telegram, Guy T. Viskniskki.
Cleveland, Plain Dealer, John S. McCarrens, Geo. M. Rogers; Press, R. A. Huber, J. C. Meilink.
Coffeyville, Journal, H. J. Powell.
Colorado Springs, Evening Telegraph, C. C. Hamlin; Gazette & Telegraph, T. E. Nowles.
Columbia, Record, W. H. Bagley; State, F. C. Withers.
Columbus, Dispatch, A. E. Campbell, Harvey R. Young.
Concord, Monitor, James M. Langley.
Corning, Leader, John F. Rolf.
Corpus Christi, Times, E. E. Everet.
Cumberland, Evening Times, Jos. B. Finan.
Danville, Commercial News, W. J. Parrett.
Davenport, Times, E. P. Adler, Philip Adler.; Democrat & Leader, Frank D. Throop.
Dayton, News, Hughlett Hollyday, Jr.
Decatur, Review, H. C. Schaub.
Detroit, Free Press, E. R. Hatton; News, H. Ponting.
Dubuque, Telegraph Herald, W. J. Arndt.
Duluth, News Tribune, J. E. Rockwell.
East Liverpool, Review, Louis H. Brush.
Elizabeth, Daily Journal, Fred L. Crane.
Ft. Smith, Times Record, J. S. Parks.
Ft. Wayne, Journal Gazette, L. G. Ellingham.
Glens Falls, Post Star, J. I. Fowler.
Gloversville, Leader Republican, E. H. Mills, Frank L. Rogers.
Gloversville, Morning Herald, E. H. Cullings.
Grand Rapids, Herald, A. H. Vandenberg.
Geneva, Daily Times, William A. Gracey.
Greensboro, Daily News, E. B. Jeffress.
Greensburg, Review Tribune, Robert B. Herbert.
Hagerstown, Daily Mail, William P. Lane, Jr.
Hamilton, Spectator, P. P. Fisher; Herald, R. B. Harris; Spectator, F. I. Ker.
Hannibal, Courier Post, E. L. Sparks.
Harrisburg, Patriot and Eve. News, H. E. Mager, Richard M. H. Wharton.
Hartford, Courier, G. B. Armstead.
Haverhill, Gazette, Robert L. Wright.
Houston, Chronicle, M. E. Foster.
Indianapolis, Star, B. F. Lawrence.
Jamestown, Journal, F. P. Hall, H. M. Hall.
Kansas City, Kansan, W. A. Bailey; Journal-Post, J. L. Dickey.
Kingston, Freeman, J. E. Klock.
La Crosse, Tribune, Frank Burgess.
Lancaster, Intelligencer & News Journal, J. A Steinman; New Era, Oliver J. Keller.
Lawrence, Eagle-Tribune, I. E. Rogers; Telegram, B. S. Pouzzner; Eagle-Tribune, Geo. A. Mellen.
Lewiston, Sun & Journal, L. B. Costello.
Little Falls, Evening Times, John Crowley.
Little Rock, Gazette, J. N. Heiskell.
Lockport, Union-Sun, E. D. Corson.
Los Angeles, Examiner, G. G. Young; Times, Harry Chandler, Norman Chandler.
Louisville, Courier-Journal Times, Emanuel Levi, H. W. Stodghill.
Lowell, Courier-Citizen, Wm. G. Spence, A. N. Stackpole, S. F. Whipple.
Lynchburg, Daily News, Powell Glass.
Lynn, Daily Evening Item, C. H. Hastings; Telegram-News, W. E. Buckingham.
McKeesport, Daily News, Jess E. Long.
Madison, State Journal, I. U. Sears.
Manchester, Union & Leader, Frank Knox, J. A. Muehling.
Marietta, Register, J. D. Chamberlain, E. H. Rood.
Marion, Star, Roy D. Moore.
Mason City, Globe Gazette, Lee P. Loomis.
Memphis, Commercial Appeal, C. P. J. Mooney.
Meriden, Journal, C. J. Tryon, S. H. Wendover; Record, W. A. Kelsey.
Milwaukee, Journal, Ralph A. Turnquist.
Minneapolis, Journal, G. B. Bickelhaupt; Tribune, E. P. Stewart.
Moline, Daily Dispatch, August Sundine.
Muscatine, Journal, C. R. Rabedeaux.
Muskogee, Phœnix & Times Democrat, Joel H. Bixby.
Nashville, Banner, Major E. B. Stahlman, J. G. Stahlman.
Newark, Evening News, Eugene W. Farrell; Sunday Call, Louis Hannoch.
Newburyport, News, Edw. E. Hicken.
New Bedford, Standard, Benj. H. Anthony; Standard Mercury, Edmund Anthony, James T. Murray.
Newburyport, Daily News, Fred E. Smith.
New Castle, News, Fred L. Rentz.
New Haven, Journal Courier, Everett B. Harvey; Register, John Day Jackson; Journal Courier, Herbert Peterson.
New Orleans, Item Tribune, A. G. Newmeyer; Item & Morning Tribune, Jas. M. Thomson.
New York, Daily News, J. W. Barnhart; Sun, E. S. Friendly; Daily News, R. C. Holliss; Times, Hugh O'Donnell; Staats-Zeitung, Jos. E. Ridder; Telegram, F. A. Walker; Times, Louis Wiley.
Niagara Falls, Gazette, N. F. Maddever.
Norfolk, Ledger-Dispatch, P. S. Huber, S. L. Slover.
Norristown, Times Herald, John C. Dye.
Olean, Times, M. G. Fitzpatrick.
Oswego, Palladium Times, E. W. Waterbury.
Ottumwa, Courier, J. F. Powell.
Owensboro, Messenger, Urey Woodson.
Parkersburg, News, E. McGrail.
Passaic, Daily News, R. E. Lent.
Paterson, Press Guardian, W. B. Bryant.
Pawtucket, Times, Chas. O. Black, W. E. Binford.
Perth Amboy, Eve. News, J. Logan Clevenger.
Philadelphia, Bulletin, W. L. McLean, Jr., J. W. Simpson; Record, Rowe Stewart.
Pittsburgh, Press, H. C. Milholland; Chronicle Telegraph, T. R. Williams; Press, C. H. Howell.
Pittston, Daily Gazette, W. J. Peck.
Portland, Oregonian, W. J. Hofmann; Journal, P. L. Jackson; Oregonian, C. A. Morden.
Poughkeepsie, Star & Enterprise, A. A. Parks.
Providence, Journal Bulletin, A. L. Poorman; Journal, Allison Stone.
Raleigh, News and Observer, Josephus Daniels, Jr.
Reading, Tribune, S. I. Snow.
Richmond (Ind.) Palladium, E. H. Harris.
Richmond (Va.) News Leader, Allen Potts, J. S. Bryan.
Rochester, Times Union, W. M. Clemens; Democrat & Chronicle, F. S. Todd; Times Union, F. E. Gannett.
Rockford, Star, R. S. Chapman, Russell Chapman.
Rutland, Herald, H. L. Hindley.
St. Joseph, News Press, L. T. Golding, C. M. Palmer, Dean Palmer.
St. Louis, Post Dispatch, Stuart M. Chambers; Globe Democrat, E. Lansing Ray.
St. Paul, Dispatch Pioneer Press, C. K. Bladin; Daily News, Howard Kahn; Pioneer Press, J. W. Magers.
Saginaw, News Courier, A. R. Treanor.
Salt Lake City, Tribune, J. F. Fitzpatrick.
San Antonio, Express, Frank G. Huntress.
San Francisco, Daily News, Roy W. Howard.
San Jose, Mercury Herald, J. O. Haynes.
Savannah, Morning News, Frank G. Bell; Press, P. A. Stovall.
Schenectady, Union Star, F. R. Champion.
Scranton, Times, J. A. Bradley, J. W. Flanagan, E. J. Lynett.
Seattle, Post-Intelligencer, W. V. Tanner.
Sioux City, Tribune, E. G. Tripp.
Spokane, Spokesman Review, W. H. Cowles; Chronicle, W. H. Cowles, Jr.
Springfield (Ill.), State Journal, S. Leigh Call.
Springfield (Mass.), Republican, Arthur H. Yunker.
Springfield (Mo.), Leader, H. S. Jewell.
Superior, Eve. Telegram, Clough Gates.
Syracuse, Post Standard, J. D. Barnum; Journal, H. D. Burrill; Herald, Edw. A. O'Hara, Edw. H. O'Hara; Journal-American, Louis Turpin.
Tacoma, News Tribune, Chas. B. Welch.
Taunton, Daily Gazette, Wm. H. Reed.
Terre Haute, Tribune, A. C. Keifer.
Toledo, Times, R. C. Patterson.
Topeka, Daily Capital, Marco Morrow.
Toronto, Eve. Telegram, M. T. Bodman; Mail & Empire, Geo. N. Scroggie; Globe, R. K. Stocks; Mail & Empire, J. S. Douglas.
Utica, Observer Dispatch, Prentiss Bailey; Press, Wm. V. Jones.
Vancouver, Sun, R. J. Cromie.
Warren, Tribune Chronicle, Mrs. Zell Hart Deming.
Washington (Pa.), Observer-Reporter, Howard L. Christman.
Washington (D. C.), Star, Fleming Newbold; Times & Herald, A. R. R. Onyun.
Washington (Pa.), Observer & Reporter, J. L. Stewart.
Waterbury, Republican & American, I. B. Myers; Republican, Wm. J. Pape.
Waterloo, Evening Courier, Jackson McCoy.
Watertown, Times, Chas. H. Congdon.
Wichita Falls, Eagle, M. Murdock.
Williamsport, Grit, Dietrick Lamade; Sun, Geo. E. Graff.
Wilmington, Every Evening, W. F. Metten.
Worcester, Telegram Gazette, Roland F. Andrews, Geo. F. Booth; Eve. Post, James J Conroy.
York, Gazette & Daily, J. W. Gitt, F. E Kain, H. B. Hostetter; Dispatch, E. B. Williamson, H. W. Young.
Youngstown, Telegram, W. W. Hawkins.

Special Standing Committee, Harvey J. Kelly.
Open Shop Division, H. W. Flagg.
Bureau of Advertising: W. A. Thomson, Walter P. Burn. F. Guy Davis.
Washington representative, Elisha Hanson.

N. Y. DAILIES PLANNING CO-OPERATIVE DRIVE

Individual Market Advantages to be Broadcast by Newspapers in Plan to Sell State as Merchandise Area

A state-wide advertising campaign to emphasize the value of New York State as a test ground for national advertisers was decided upon at a meeting of executives of the New York Advertising Managers' Association, publishers, advertising agency representatives and business representatives of New York City newspapers held at the Waldorf Wednesday night.

Representing the advertising managers at the meeting were L. S. Chubbuck, president of the state association and advertising manager of the *Binghamton Press* and Russell Harris, secretary of the group, who is advertising manager of the *Utica* (N. Y.) *Press.*

Representing state publishers were Frank E. Tripp, general manager of the Gannett newspapers; R. E. O'Hara, *Syracuse Herald;* and R. E. Bennett, of the *Binghamton Press.*

A number of representatives of New York advertising agencies were present.

The plan as presented contemplates the donation of advertising space by co-operating dailies for the purpose of impressing national advertisers with the value of New York newspapers as test mediums.

ROOSEVELT CHIEF SPEAKER AT A. N. P. A. BANQUET

Former President's Son Talks on Dry Law Enforcement—Five Hundred Publishers Present at Annual Bureau of Advertising Convention Dinner—Speaker Scores Sentimentality in Treatment of Criminals

THEODORE ROOSEVELT, JR., was guest of honor and chief speaker at the annual banquet of the Bureau of Advertising of the A. N. P. A., the brilliant social affair of the annual Waldorf convention week. The grand ball room of New York's famous hotel, was glittering with the evening gowns of the wives of newspaper publishers and editors.

Entertainment was furnished by the nimble wit of Will Rogers. S. E. Thomason, *Chicago Tribune*, presided.

The full text of Mr. Roosevelt's address follows:

The cornerstone of our American government is obedience to the laws we ourselves have made.

Our government announces that it is a government for the people, of the people, and by the people. The majority of the people control its machinery. The laws, at least potentially are enacted by the majority of the people.

By the same token, should a law that has been enacted prove wrong, and the majority of the people wish its repeal, the means are established whereby it may be repealed. Our laws, therefore, are in our own hands, both to make and to repeal. We are fouling our own nest when we flaunt and disobey them.

If our country were a despotism or a tyranny, there might be some excuse for violating the laws which we, as a people, were powerless to repeal or amend. As we are a republic, there is none. If there were no government machinery whereby bad or foolish laws might be changed, there would be some excuse for having them on our statute books.

We can change bad or foolish laws, therefore there is no excuse for having them on our statute books. The man is unsound who says, "I will disobey this law because I am too lazy to work for its repeal," or "I will violate this law because I am unable to rally sufficient sentiment against it to repeal it."

The duty of all public officers is to endeavor to repeal or modify such laws as may be improper, and equally, to bend every effort to the enforcement of the laws that exist on the statute books, regardless of his feeling thereon.

We have no people in this country who have the right to consider themselves above the law. We talk of liberty. It is trite to say that liberty is not license. Our liberty comes by law, and must be exercised under the law.

Widespread law violation is sweeping our country. In its wake are crimes of every sort and description. There is nothing more contagious than crime and license. The murders in Herrin and the latest burglary in New York City spring from the same source and are bred by the same conditions.

Should this continue, our government will become a mockery. The liberty which is so grandiloquently proclaimed in patriotic orations on our national holidays will cease to exist, and America will go into the discard.

One of the causes of this law violation is the fact that so many escape the penalties of the law. This is true both as to major and minor crimes.

An association for the study of criminal justice was organized in Missouri not long ago. In one of their recent reports, the following figures are given:

In St. Louis, during a single year (ending October 1, 1924)—

There were 149 cases of murder or manslaughter and only 25 criminals were convicted;

There were 2,701 burglaries reported, and only 107 criminals were convicted;

There were 2,075 robberies reported, and only 85 criminals were convicted;

There were 4,277 larcenies reported, and only 94 criminals were convicted;

Altogether, there were 13,444 major crimes reported, and but 374 criminals convicted.

In Kansas City, during the same period—

There were 131 cases of manslaughter or murder, and only 17 criminals convicted;

There were 1,282 robberies reported, and only 46 criminals were convicted;

There were 2,375 burglaries reported, and only 47 criminals were convicted.

To sum up:

In St. Louis, the individual who commits manslaughter or murder has a 6 to 1 chance of going free;

In Kansas City, an 11 to 1 chance;

In St. Louis, the robbers have a chance of 24½ to 1 in their favor;

In Kansas City, according to police figures, 28 to 1.

The burglars in St. Louis have a 25 to 1 chance;

In Kansas City, at least 50 to 1.

Records are not available in other parts of the United States, but I see no reason to believe that in our other great cities, the story would be materially different.

A burglar in Kansas City takes hardly more than an ordinary business risk. With the odds so much in favor of the offender, is it any wonder that evily disposed people are tempted to commit crimes?

Much of the cause of non-enforcement of penalties must be charged to the sloppy sentimentality of many of our own people. Of course, we do not want to punish an innocent man, but we must not make it all but impossible to convict a guilty man.

There is hardly a murderer, no matter how gross his crime, who does not find a body of weak-minded sentimentalists endeavoring to free him from the consequences of his act. Far too often these have their way, and the guilty man gets a punishment which from its very mildness is an incentive to further crime.

Practically every murderer today sets up at once a plea of insanity, and the ghastlier his crime the more chance of his success. All those who commit crimes are to a certain extent abnormal, and there can always be found alienists who will testify to the fact. That is no reason, however, that criminals should be allowed to escape the consequences of their actions. If a mad dog bites you, you do not forgive him because he is mad, you put him out of the way to protect yourself and others in the future.

As an illustration of the way criminals, and largely unbalanced criminals can still reason and weigh the penalties they may receive, the man who shot my father at Milwaukee followed my father through a number of states where there was a death penalty, but did not make his attack until he had reached a state where there was no death penalty.

Of course, there should be no inhumanity or brutality in dealing with prisoners. The first consideration, however, as far as crime is concerned, is not the prisoner, but the protection of the majority of the people. The trust that is reposed in public servants is the interest of the majority, and it is that that must be their constant care.

All crime is tragic, because it is axiomatic that the relatives of the criminals are those who suffer must. Sometimes it is a wife and children; sometimes a mother. It tears the heart of the man in authority to administer justice where it strikes at these. He must do so, however, or be untrue to his trust, the interests of the community as a whole. It is infinitely more pleasant for him to give rein to his natural pity, and grant a pardon. Nine times out of ten, if he does so, he is untrue to his trust as a public officer. Sloppy philanthropy is the blood brother of crime. What we must strive for is sweeping and unswerving punishment for all criminals, justice unswayed by fear or favor. Once you convince the criminally inclined that a lawless act predicates a lawful punishment, the vast majority of them will think twice before violating the law.

Ably abetting the criminals, are the lawyers who regard the law not as a means of administering justice, but as a means of escaping justice. These men spend their time in endeavoring to find technicalities which will enable them to subvert the evident intention of those who passed the law. The case before the court degenerates from an endeavor to administer justice to a complicated and furtive game of wits which makes the word justice a mockery.

Perhaps one of the most potent influences for law violation are those law-making bodies which seem to believe that they can justify their existence only by passing additional laws, and which pass law after law without regard to either its fundamental soundness or its practicability. This, of course, is thoroughly wrong. It is putting the cart before the horse.

Laws should not be passed lightly. The passage of a new law should be treated rather in the light of a last resort than as a first aid measure.

There are many matters which are not properly judicable under our theory of government. For example, the people could so amend the Constitution that a law might be passed, declaring that all persons in the United States should practice some particular religious faith, or prescribing some scientific theory. That would be oppression.

Majorities must not trespass on the rights of minorities. We must guard against any attempt to legislate a state of mind. We have given to the majority vast power. It is necessary that they should have it in a republic. The majority must bear in mind, however, that the power is given to them as a sacred trust. If they use it improperly they may damage irretrievably the republic, for the greater the power, the more dangerous the abuse.

Bryce, in his "American Commonwealth," speaking of the New England town meeting, says that the people of New England at that time were of such character that they would have made almost any form of government workable. This is merely another way of saying that clean, honest, hard-working, self-respecting citizens, under a government with few laws, will have a society freer from vice than illiterate, unstable citizens under a government loaded down with laws. Wherever possible, we should endeavor to educate people to eliminate evil, rather than to legislate against it.

Those who rush to the legislature and demand the passage of new laws to guard against every unsound practice and evil, old or new, are only too often merely lazy. They shirk the infinitely more difficult and infinitely sounder course of undertaking to educate the community to see the truth and abolish the evil.

The continual passage of laws for the purpose of modifying or correcting morals is like giving drink to cure dropsy. Build a public character by training and education, and you have a far more lasting and sounder remedy than you can get by a bushel basket of legal enactments. Statute books loaded down with laws are the bane of a republic. We have too many laws, not too few. What we need is less laws and stricter enforcement of those that exist.

Laws that for one reason or another do not meet with the approval of the majority of a community are particularly pernicious. It may be that they are too strict. It may be that they are on some subject which the average individual believes is one that should not be regulated by law, but should be governed by the innate decency and honesty of the individual.

Whatever the reason, however, these laws lay themselves open to careless violation, and careless violation of one law breeds contempt for all laws. In this category comes the Volstead Law. Perhaps no law in the community has contributed more to the breakdown of the respect for law.

Entirely outside of the moral or Constitutional aspect of this law, it has brought about law violation on a more commercialized and gigantic scale than our country has ever known before. This law has built up a profession in the United States, that of the violaters. Not only is there a considerable body of our citizens engaged in making a living by violating this law, but there is another considerable body who live by preying on them, for corruption always breeds maggots.

To me, this is the principal objection to it.

Questionnaires were recently sent to the newspapers in towns of 20,000 or more in the United States, requesting both editor and police reporter of the papers to comment on the crime situation in their cities. In a very large number of cases, this question elicited a response to the effect that the Volstead Law was very greatly at fault.

I have never been for the Volstead Law, primarily because it always seemed that this would be the result. The only time I could legally express my opinion thereon was when the so-called "Beer Bill" was before the Legislature when I was a member. I voted for the Beer Bill.

Of course, I am opposed to the saloon. I am convinced, however, that the repeal or modification of the Volstead Law does not predicate the return of the saloon. That can be prevented by enactment. Were I a member of the federal congress, I would vote for the modification or repeal of the Volstead Law, *and the substitution therefor of some enactment permitting the increase of alcoholic content to such a point as the Constitution might permit. Delimitation should be left to the states individually.* I believe this to be absolutely necessary in order to check the murder, corruption and other evils that have followed in the train of this law.

I want no misunderstanding on this, however. Public officials should endeavor, and genuinely endeavor, to enforce this law. Equally pernicious with the foolish laws are those public officials who, truckling for popular favor, refuse to honestly try to enforce the laws as they stand on the statute books. As I have said, I have been and am against the Volstead Law. But were I in public office, I would bend every effort to enforce this law, because the duty of every public official is to enforce the laws, regardless of what his personal opinion may be on them.

There will be necessary a big increase of officials and machinery if this law is to be enforced. Those who advocate the Volstead Law must face this fact and be prepared to stand their share of the burden.

It is no excuse to say you do not like a law and do not believe in it. If it is a law, it must be enforced. There are many laws which it would be either convenient or profitable for each of us to violate from time to time. If we permitted ourselves the liberty of such violation, there would be no law, and no United States. There is but one sound way to act when one disapproves of a law, and that is to endeavor to repeal it.

To illustrate what I mean: Those opposed to the Volstead Law should be sure to register their opinion on it if the subject comes up at a referendum. They should join any reputable organization which expresses their views. They

should acquaint their congressmen and senators with their opinion, for Washington is the only place where legal action can be taken now. No state official has the power to change or modify the Volstead Law in the slightest particular.

As for our public servants, if they do not believe in the Volstead Law, they should work for its repeal or modification in the federal congress, but while it is a law of the land, they should enforce it with all the powers that lie in their office. Honesty demands that the public officials genuinely strive to enforce the law by enactment and otherwise, even if they believe it wrong, for not to endeavor to enforce it is to play into the hands of the corruptionists, the anarchists, and all those who would overturn our government.

People are notoriously short-sighted. There are many business men who support with all their strength the opposition to law enforcement in this matter. Those business men are doing more to hurt themselves than anyone else, for their very existence as business men depends on the people in this country retaining their respect for law. Do they intend

"To pluck down justice from its awful bench,
To trip the course of law, and blunt the sword,
That guards the peace and safety of their person?"

If law falls into disrepute, those who have not will certainly help themselves to the possessions of those who have.

The country must awake and face this problem of law violation and crime. If it does not, the rottenness will strike to the bone in our body politic. We need less laws, better laws, and strict enforcement of those that exist.

REGIONAL DIRECTORS A. N. P. A. GUESTS

Co-operation Promised by Speakers at Dinner Between National Association and Regional Bodies

Co-operation between the American Newspaper Publishers Association and the state and regional publishers groups was promised at a dinner given by the directors of the A.N.P.A. to presidents of the other associations on April 21.

Discussion at the banquet evolved a plan providing for a system of inter-locking committees to work in harmony for more effective results and to avoid duplication and concomitant waste motion.

The dinner, at which S. E. Thomason, *Chicago Tribune,* and A.N.P.A. president, presided was held this year to correct erroneous suggestions in circulation that strengthening and expansion of the A.N.P.A. would be accompanied by weakening of the inter-state and regional bodies.

It was established by those attending that it would be for the betterment of the Southern Newspaper Publishers Association, the Inland Daily Press Association, the Pennsylvania Newspaper Publishers Association, and the Canadian Newspaper Publishers Association, and others to have the assistance of the A.N.P.A., or in other words to work in harmony with each other.

Expansion of the A.N.P.A. was enthusiastically approved by the group presidents or their representatives, attending.

"We made a complete statement of our purposes," Mr. Thomason told EDITOR & PUBLISHER after the dinner, "and they were endorsed unanimously."

Those present were John Stewart Bryan, George M. Rogers, Howard Davis, J. G. Bell, F. J. Burd, Harry Chandler, Edward H. Butler, Charles H. Taylor, J. R. Williams, Harvey J. Kelly, H. W. Slagg, T. P. Seymour, W. C. Johnson, Granston Williams, Wil V. Tufford, H. L. Jones, J. W. Magers, Wm. F. Metten, James C. Murray, George E. Scroggie, Arthur Partridge, J. B. Pinkham, L. L. Jones, A. W. Fell, Bloor Schleppy, and J. B. Palmer.

COMMEMORATING FIRST PAN-AMERICAN PRESS CONGRESS



Dean Walter Williams, president of the first Pan-American Congress of Journalists puts the first spadeful of dirt about the tree which was planted in the grounds of the Pan-American Union to commemorate the meeting held in Washington from April 7 to 13, 1926.

NEWSPAPER TRADE EXPOSITION DRAWS BIGGEST CROWDS IN HISTORY

Annual Exhibits in Waldorf Corridors Overflow to Upper and Lower Floors, with More Firms Represented and Bigger Visiting Lists than Usual—Newcomers Have Booths

WITH nearly 100 syndicates and supply firms exhibiting, the annual newspaper trade exposition held in Waldorf corridors during convention week surpassed all previous records for both quantity and quality this year. Ad-spangled walls held out inviting offers and editors and publishers responded in larger numbers than ever before.

Mechanical displays drew attention of publishers and press room experts, and the editors found a feast of features laid out for their digestion.

So many companies this year chose the newspaper trade exposition as a means of meeting and displaying their wares to convention delegates, that not only the halls on the convention floor were crowded, but the exhibitors spilled over into new rooms and corners in the foyer and on upper floors.

It was impossible for any publisher to visit all exhibits during a single day, without taking along a supply of corn plasters.

Newcomers among the exhibitors included Sam Weston, who has had a Birotadruck machine set up in a vacant store off the hotel's main lounge room on the street floor; the International Intaglio Corporation; sharing quarters with a trade paper; the H. D. Roosen Company, ink makers; Partlow Company; Johnson Features Syndicate, Inc., and Editors Features Service, Inc., of New York and Cleveland; Bourgess Service, Inc., makers of shading sheets; the New York Graphic Syndicate; Editors Syndicate; Kohler System; and Clifford Yewdall, newspaper accountant and auditor.

Added free entertainment features were this year offered to publishers by the supply men. The United Press Associations ran a daily moving picture showing the work of U. P. correspondents around the world. Mrs. Mary Harriman Rumsey, the directors and officers of Editors Features Service, Inc., and Johnson Featues, Inc., put on a show with Broadway talent in a private theater near convention headquarters.

In EDITOR & PUBLISHER'S own headquarters, a new feature was added this year, in the form of a complete and unusual exhibit of Hispanic-American magazine covers, illustrations, cartoons, and photographs. The collection was assembled by the late Dr. Peter H. Goldsmith of the Inter-American Section of the Carnegie Endowment for International Peace, of which Dr. Nicholas Murray Butler, Columbia University, is the president.

Also on display by EDITOR & PUBLISHER were the silver tokens presented by Chin Yun-Peng, Prime Minister of China, to the Press Congress of the World. The presentation consists of a large loving cup and a Chinese Pagado Arch, symbolizing, the four corners of the earth, from which the words news are taken, North, East, West, and South.

This is the first year the Goss Printing Press Company has had their products exhibited as a working display. They had set up one of their combination wet-end dry matrix rolling machines, a motor driven steam table for drying wet mats, a full sized 4-plate wide plate cylinder and a model of the folding cylinder with the Goss three-way folding cam.

The Partlow Corporation, Utica, a newcomer among exhibitors, was passing out circulars describing their heat control and automatic burning equipment for stereotype pots and remelting pots. Chief factors claimed are low cost with no waste gas, incident to manual control, and convenience because of small space required for installation.

The Birotadruck matrice press, which is being marketed by S. P. Weston, was in operation almost continuously with interested publishers watching. The machine is erected in a store on the ground floor of the Waldorf. One page of type had been used for demonstration purposes throughout Monday, Tuesday and Wednesday and according to those in charge more than 250 mats had been impressed.

Lanston Monotype Machine Company was showing a new giant caster, casting 72 point initials, and 72 point border corner pieces.

A moving picture of the Kohler System in operation in the plant of the *Detroit News* was shown in miniature near the stairway to the convention floor. What was shown in the motion picture was the ease of changing paper rolls without stopping the presses, by means of the Kohler Magazine Reels.

Members of the A. N. P. A. who have been contributing to the support of printing trades schools for several years had the results of this work visualized at the meeting by a display which occupied one side of the information room.

A. SCHAEFER RE-ELECTED

Manager of Fort Wayne (Ind.) Journal-Gazette Heads Morning Newspaper Group

A. Schaefer, business manager of the *Fort Wayne* (Ind.) *Journal-Gazette,* was re-elected president of the Morning Newspaper Publishers Association of America at the annual meeting held at the Waldorf April 22. W. H. McConnel, publisher *Springfield* (Ill.) *State Journal,* was re-elected vice-president, and E. J. Treffinger, publisher, *Richmond* (Ind.) *Item,* secretary-treasurer. Emerson B. Knight, president of Emerson B. Knight, Inc., Indianapolis, will handle the advertising.

The group plans to spend $40,000 in newspaper advertising this year promoting the morning newspapers.

The organization represents 26 states and has a total membership of 83 newspapers. Among the larger newspaper members are the *Chicago Herald-Examiner; Philadelphia Record; Memphis Commercial-Appeal; New Orleans Times-Picayune* and *Hawaii Advertiser.*

The next meeting of the association will be held in Chicago during the annual convention of the Audit Bureau of Circulations next October.

The Morning Newspaper Publishers' Association of America was organized five years ago at an Associated Press and American Newspaper Publishers Association convention in New York, and has grown rapidly since then.

"FOUR A" MEMBERS GREET LATIN-AMERICANS

"You Have Widened Our Vision," Says O'Shaughnessy, Secretary, at Breakfast Meeting—Mitre, Durstine, Cooper and Furay Talk on News and Advertising

LATIN-AMERICAN editors ate advertising agency affairs with their breakfast grapefruits at the Hotel Commodore, New York, April 22, as guests of the American Association of Advertising Agencies. Functions of an advertising agency to aid publishers and advertisers and the gathering of South American news was discussed by speakers, James O'Shaughnessy, secretary and Roy Durstine, president of the A.A.A.A.; Jorge Mitre, director of Buenos Aires La Nacion, James H. Furay, United Press Association, and Kent Cooper, general manager of the Associated Press. J. W. Sanger, Frank Seaman Agency, Inc., presided.

Mr. O'Shaughnessy explaining the idea behind the breakfast quoted from a speech delivered by Senor Tablada, Mexico City El Universal, at the First Pan-American Press Congress in Washington.

"Advertising," Sr. Tablada had said, "is the material in journalism, the editorial is the intellectual, and the ethics the spiritual."

Mr. O'Shaughnessy pointed out that as the dissemination of news between nations expands the volume of international advertising will enlarge. The "Four A's," he said, would be ready for that day. He told the visiting editors of the complete international rate and data file his organization has already at hand. In conclusion, Mr. O'Shaughnessy said.

"You gentlemen of Latin American journalism have written the most beautiful page in the new history of the western hemisphere by participating in the assemblage here this morning. You have widened our vision, strengthened our high purposes, and you have given us great and enduring honor."

At the speakers table were: Frank Presbey, Frank Presbey Co.; Frank Seaman, Frank Seaman, Inc.; Franklin Adams, Pan-American Union; James Wright Brown, EDITOR & PUBLISHER; Col. Charles E. Warren, Vice-Pres., Irving Bank-Columbia Trust Co.; Joseph A. Richards, Joseph Richards Company; I. W. Diggs, General Outdoor Advertising Co.; C. K. Woodbridge, president, Associated Advertising Clubs of the World; Jesse H. Neal, executive secretary, Associated Business Papers, Inc.; Newcomb Cleveland, Erickson Company; S. C. Mead, The Merchants Association of New York; Walter Hine, Frank Seaman, Inc.; Dr. Maximo Soto Hall, *La Prensa*, Buenos Aires.

Dr. Jorge Mitre, who spoke on behalf of the visiting journalists, told how Latin-American newspapers had overcome various objections on the part of United States advertisers in placing copy in South American newspapers.

He repeated the hope he had previously expressed in EDITOR & PUBLISHER that his initiative in auditing circulation would be followed by other Latin-American dailies.

The Spanish-Americans were welcomed by Roy Durstine, of Barton, Durstine & Osborne, and president of the "Four A's." He told of the great developments made in the past few years in services performed by American advertising agencies.

"We sincerely hope," he declared, "that your visit may be the beginning of a greater extension of this service, the value of which it appears has already been clearly demonstrated both to the publishers and the advertisers of our own country."

"The work of gathering and distributing news in the international field really means conveying and distributing the story of today to the peoples of the world today," Mr. Furay said. "The world is full of news and peoples everywhere on the globe are living their lives as individuals, and as groups in communities and in nations. Each individual and each group has its own joys and sorrows, tragedies and pleasures. Each one has, too, its own problems.

"And its problems and its viewpoint and the news of the world in which it is particularly interested are based on its history, tradition, environment, culture. If all peoples had the same history, tradition, culture and environment their problems and viewpoints would be much the same and their news tastes would differ very little. But they do not: and it is precisely in these differences of viewpoint that the real difficulties and problems of international journalism lie.

"Most misunderstandings between nations can be traced to differences in viewpoint and it is one of the first duties of the man engaged in the work of delivering a world news service to the peoples of the world to take those differences into consideration always. He must recognize and keep steadily before him a sense of the tremendous responsibility which he holds. He must never forget that the influence of news dispatches on nations, as on individuals, is often enormous. If he does not recognize these things, if he regards himself merely as a machine having no responsibility for the consequences of what may pass through his hands, he has no place in international journalism.

"Misstatement or distortion of facts having international significance may easily lead to serious international consequences. And deliberate misstatement or distortion is a capital offense. The international journalist must try to state the facts fairly and adequately and, above all, as much as possible he must have a certain understanding and what our Latin American friends call simpatico.

"Several of the Latin American journalists during the recent Pan American Congress in Washington remarked that Latin Americans best understand Latin America and that it is quite true. The journalist in international news distribution that embraces the whole world cannot simultaneously be a Latin American and an Anglo-Saxon and an Oriental and a Slav, but he always has one sure guide which cannot fail him in any crisis. That is the Truth.

"International Truth does not consist in stating the facts of the news as seen with American eyes or Oriental eyes or through the colored glasses which national prejudices sometimes produce. The international journalist must discard national prejudices and ignore the promptings of his personal patriotism. Facts and the Truth impersonally sought and impersonally stated without ulterior purpose and wihtout intent to serve any cause, personal or private, national or political, are the standard.

"Vice President Dawes said in Washington last week that the greatest thing to be gained by the recent congress of journalists was the contacts that it made possible. In a larger sense, that is really what international news distribution is—furnishing the contacts between peoples of the world so that each will be closer to the others. And, being closer to the others, each will better understand the others.

"And that is the goal towards which men engaged in international journalism are striving. It is their hope that, by bringing nations closer together, they will promote closer international understanding."

"I wish to make a few remarks of my experience during the seven years that have passed since I was last in the United States," Mr. Mitre said. "In that time I have found that there were several objections to advertsiing in South America.

"I would name the following: first, a lack of knowledge of the various South American countries; second, the absence of a fixed rate for advertising both at home and abroad; third, unreliable statements regarding circulation.

"I have endeavored to meet these three points by creating in my paper an office for the preparation of reports regarding business conditions, and these reports are distributed free. The same office endeavors to furnish reports on any information requested by advertisers. In regard to the second point, I have enforced a fixed rate for advertising obtained at home and abroad, and have announced that rate publicly. In order to meet the third objection, I have taken even more definite steps. As part of a plan to support the claim of La Nacion having the largest circulation in South America I asked the Audit Bureau of Circulation to send an officer at our expense to examine and make a report of our circulation. Unfortunately, its policy would not permit this and they were unable to accede to our request.

"At the same time they expressed regret that they were not able to extend the activities of the bureau to Argentina. We then decided to have our circulation audited and certified, and a quarterly audit is now made and the results are published. The three firms employed by us are Deloite, Plander, Griffiths & Co., Price, Waterhouse, Saller & Co., and Arturo R. Zoppi, the national public accountant. Although we have been auditing our circulation only a little more than a year it has proved entirely successful, and business men are rapidly realizing the value of audited circulation.

"I know you will pardon me for talking about my own paper because I feel that it is in concrete facts such as these that you are interested. Moreover, I hope that our example in this respect will be imitated, and that the era of exaggerated claims of circulation, based only on exceptional figures, will come to an end and give place to the audited system which is working so splendidly in the United States. When we come to consider it there is no reason why a paper which has a small circulation should be ashamed to show its figures. Physically I am one of the smallest men here, but it does not follow that even in your presence I need be ashamed. I have tried to correct what is wrong with our system, and I would advise you that it might be helpful if you would do the same with your geographical impressions of South America. You are apt to think of the great land lying to the South as one country, but you should remember that it is made up of several important republics—alike, it is true, in their sentiment of friendship for the United States, but in many aspects of commerce and industry different and individual."

"It is a very great privilege to have the honor of welcoming you in the name of the American Association of Advertising Agencies," said Mr. Durstine.

"No doubt you have been told repeatedly since you have been our guests in this country, that the chief benefits of your visit will be a more complete mutual understanding of your industries and ours, your methods and ours and your people and ours. You must be very weary of having facts and figures thrust at you and of being asked to give in return the information which we all so much desire.

"Yet, I can assure you that if we the advertising agencies of the United States are to be useful to our clients and to you in helping through a plan of advertising to develop the sales possibilities of our clients in your countries, we must receive all the information that you can give us.

"As an example of what I mean, I may tell you that in one advertising agency in New York, a plan is now being formulated to send to your countries an investigator seeking trade information in behalf of five manufacturers engaged in non-competing but allied lines. It was found that sources of printed information now in our hands were not adequate when measured by the standards applied by the advertising agency of today, planning its domestic advertising programs. We want more adequate detailed facts of buying habits and market conditions and this latest effort is merely typical of the way in which we are constantly approaching the same problem in the United States.

"On our part, we want you to know a great deal about the way in which the advertising agency of today is approaching its very vital task of assisting manufacturers in the marketing of their products.

"A generation ago the type of advertising agency organization as it exists today was virtually unknown.

"Advertising agents merely sold space. This was at the period in which our industries were only beginning to enter into an era of production on a large scale. One manufacturer after another found that he could produce much more than the public in his own neighborhood could consume. How could the collar manufacturer in Troy or the furniture manufacturer in Grand Rapids tell the man and woman who lived in California or Alabama about their products? By advertising. So the need arose for the type of business man who could do the telling.

"The publishers had white space for sale but the manufacturer wanted some one to help him convey a message in that white space. The publisher realized that his white space was not a finished product until it contained the advertiser's story.

"With this obvious need on the part of both the manufacturer and the advertiser, it was only a question of time until there should come into existence the type of organization which is known here today as the advertising agency. So now we have these organizations, some of them small, some of them large, some serving a few clients, some many—all devoted to finding out what conditions are and how best to meet them by interpreting the advertiser's story in a way that will increase his sales and reputation.

"These advertising agencies, responsible for the preparation of so great a share of national advertising, are composed of investigators who study the conditions of the market, of executives trained and experienced in drawing conclusions from the material obtained, of artists and writers skilled in interpreting a marketing idea. Working in the closest co-operation with the manufacturers' own advertising experts, it is the privilege of these agencies to apply their specialized creative abilities to opening up new markets for the advertiser and to creating and maintaining new advertisers for the publisher.

"To you, gentlemen, it seems to me, the most interesting aspect of our agencies' work is that this highly developed service has been too greatly restricted to the development of markets within the boundaries of the United States. We sincerely hope that your visit may be the beginning of a greater extension of this service, the value of which it appears has already been clearly demonstrated both to the publisher and the advertisers of our own country.

"It is an obvious but none the less vital fact that as American manufacturers extend the boundaries of their own selling, they must apply the same careful planning, the same skilled use of white space in advertising that has made them successful here.

"Through our association, perhaps

(*Continued on page* 144)

PUBLISHERS LAVISHLY ENTERTAINED AT "POLAR LARK"



Editor-Diners at the King Features Syndicate "Polar Lark"

MORE than 500 editors and publishers, delegates to the A. P. and A. N. P. A. conventions, as well as a number of the journalists of South America and Mexico, who have been attending the First Pan-American Congress of Journalists in Washington, were the guests Tuesday night of M. Koenigsberg, president of King Features Syndicate, Inc., International News Service and Universal Service, at a "Polar Lark" at the Friars Club. The event was named in recognition of the several polar explorations being conducted this spring, sponsored by American newspapers and newspaper organizations.

Guests found as the principal decoration of the great hall a totem pole more than 25 feet high, made up of the faces of the famous comic characters which are familiar to newspaper readers all over the world.

The pole was the work of Louis Biedermann, newspaper artist, who worked on the sculptured faces composing it for more than seven weeks. Miniature replicas of the pole in silver were presented to Mr. Koenigsberg's guests as souvenirs. Other decorations of the room, such as a "blimp" or polar airship which sailed across the room suspended from wires were in character with the atmosphere of the frozen north which had been imported into the hall to make the occasion genuinely a polar party.

Following dinner and speech of welcome by Mr. Koenigsberg, the editors and publishers were entertained with a program made up of acts and specialties from the leading Broadway theatrical productions. David Belasco, who was present, presented Lenore Ulric and the Lulu Belle company, the presentation being followed by a burlesque of it, "Noo Noo Belle," by Fannie Brice and her brother, Lew Brice; Hardeen, the magician and necromancer, appeared in an illusion created by Houdini, showing how east and west poles could be discovered by legerdemain, and there were two other polar specialties; a set of moving pictures of "Uncle Tom's Igloo," the scenario by Gene Fowler, and a one-act play by Rube Goldberg, the cartoonist, showing an "explorer's" dinner with Mr. Goldberg playing the principal part, assisted by Cliff Sterrett, Harry Hershfield, Walter Hoban, Arnot, Lejaren Hiller, Willard Fairchild and Ruth Fallows.

Others on the program were Sophie Tucker, Texas Guinan, Anatole Friedland, Billy Rose and his Fifth Avenue Club, Vincent Lopez with Fowler and Tamara, the dancers, Julius Tannen, Bora Minnevih, Sylvia Froos, Bob Murphy and company, Joe Cook and five Alaskans, Jack Donahue, the comedian from "Sunny"; Earl Carpenter and his melody sextette, Ben Bernie and the Hotel Roosevelt jazz band, Roger W. Kahn and the Hotel Biltmore band, and Gus Edwards, "flaming youth" group of 1926.

Mr. Koenigsberg has been host to the editors and publishers every year for the last eight years during the newspaper convention weeks.

ASSOCIATED PRESS ADVISORY BOARDS ENDORSE STATE MEMBER GROUPS

Resolutions Passed Urging Further Organization and Co-operation with Management at Meeting in Joint Session in New York—Western Division's Interest Sought

STATE associations of Associated Press members were endorsed by members of the A. P. advisory boards of three of the four divisions meeting at the Waldorf the morning of April 19. The divisions represented were the eastern, southern and central. Richard Hooker, *Springfield* (Mass.) *Republican*, father of the advisory plan, and chairman of the eastern division, was elected chairman of the meeting, and Hugh J. Powell, *Coffeyville* (Kan.) *Journal*, chairman of the central division, was named secretary. About twenty members of the advisory board attended. The total membership is 40.

A resolution was passed praising the work of Kent Cooper, general manager.

Recommendations made regarding state A. P. associations follow:

"Motion is hereby made that the advisory boards of the eastern, southern and central divisions of the Associated Press, having met in joint session wish to record their profound sense of the usefulness of the state associations and their desire to aid in promoting the further activities of these associations.

"Experience in the separate divisions indicates that the state associations have functioned most successfully, when, in addition to a state chairman and secretary an executive committee has been established for the purpose of advising and conferring with the chief correspondent and divisional superintendent on news matters requiring immediate attention.

"Experience has also shown the value, where distances are not too great, of holding two meetings of the state associations; one in the spring and one in the fall of each year.

"The importance of the matters considered at these state meetings is so great that the boards of the three divisions join in urging attendance at the said state meetings upon all the members within those divisions.

"In this connection, the three advisory boards also join in urging a continuation of the rule, which has hitherto generally prevailed in state meetings, namely, that due notice of the time and place of said meetings, having been sent to the entire state membership, a quorum shall consist of those present, it being recognized, however, that the state associations, under the resolution adopted in the annual meeting, April, 1925, are advisories of the management, and that their acts must necessarily take the form of recommendations to the management and the directors.

"The eastern, central and southern divisional advisory boards of the Associated Press, having observed excellent results from the active organization of state associations, venture to express the hope that during the coming year the western division will organize its state or joint state associations and through them elect members of its advisory board so that at the time of the next annual meeting of the Associated Press, the advisory boards of the other divisions may have the benefit of the presence of representatives of the western division."

The appreciation on the part of the advisory board members of the work of Mr. Cooper during the past year, was expressed in the following resolution:

"The advisory boards of the Associated Press desire jointly to express their keen appreciation of the progress made during the past year by the general manager, Mr. Kent Cooper, and his associates in adding interest and value to the service, in expediting the transmission of news, and in permeating the whole organization with increased energy and alertness."

Blade Carriers Tour Washington

Fourteen carriers from the *Toledo* (O.) *Blade* were taken on an educational and pleasure tour to Washington, D. C., from March 27 to April 1. They visited all points of interest around the capital, including Harper's Ferry and Mount Vernon. The trip was given as a prize for new subscriptions. Nine other boys received bicycles in the contest.

Sun Club Holds Annual Dance

The Sun Club, composed of members of all departments of the *New York Sun* held its annual spring dance at the Hotel Roosevelt on April 17. There were about 1,000 guests, including some from a number of advertising agencies and advertising departments of local stores.

SYNDICATE GROUPS MEET

Vote to Hold Dinners with Editors During Year

The Association of Newspaper Syndicates, by decision of its board of governors who met at the Waldorf-Astoria this week, will hold three dinners during the coming year to discuss among themselves and with newspaper men questions of mutual interest.

According to David Lawrence, president of the association, informal dinners will be held in New York, June 4 and in October, to which syndicate men, members and non-members of the association, will be invited. The third dinner, in January, will be staged in Washington, probably about the time of the annual meeting of the Editors' Society meeting. It is planned to invite newspaper men to this function.

In addition to Mr. Lawrence, among those present, included: H. H. McClure, Associated Newspapers, Inc., association secretary; Christy Walsh Syndicate, John Dille, National Newspaper Service, Chicago, and William Johnson, Johnson Features, Inc,. and Editors Feature Syndicate.

Bellingham Dailies in New Home

The *Bellingham* (Wash.) *Herald* and *Reveille*, owned by the Bellingham Publishing Company, moved, April 12, into their new six-story steel, concrete and gypsum block home. The building represents an investment of about $250,000. The whole of the first floor is occupied by the newspapers. Included in the new equipment is a press with a capacity of 24,000 papers an hour.

INVESTIGATION OF PRESS AGENT EVIL URGED

Bureau of Advertising, A. N. P. A., in Annual Report Asks Appointment of Special Committee to Probe Free Publicity

APPOINTMENT of a special committee by the American Newspaper Publishers' Association to investigate the subject of free publicity was urged by the Bureau of Advertising of the A. N. P. A., in its 13th annual report. The report was made by William F. Rogers, *Boston Transcript,* and chairman of the committee in charge of the bureau, at a meeting held April 19.

"Your committee submits that the willingness of many newspapers to give their space to free publicity seekers is still an obstacle to the further development of advertising," the report reads. Specific instances are given where advertisers were sold an exclusive magagine campaign, because an ambitious and smooth talking press agent informed them he could get their advertising into the newspapers free of charge.

The suggestion calling for appointment of a special committee to probe this situation, reads as follows:

"Your committee suggests that the A. N. P. A. authorize the appointment of a committee to investigate the subject of free publicity and that this committee include in a report to be made at the fall convention the results of a study of individual newspaper columns with a view to estimating the value of space given to material which properly belongs in the advertising columns."

The bureau's committee, according to its report, believes a remedy for the press agent evil, is "in the hands of the publishers of newspapers who can stop this flood of destructive material by instructing their editors to better inform themselves about the character of free publicity, which they consider 'news' today, but which has a disastrous effect upon newspaper advertising, and, in our judgement, tends to lessen the confidence of readers in newspapers."

The annual report follows in full:

To the President and Members of the American Newspaper Publishers Association.

Gentlemen:—

Your Committee in Charge of the Bureau of Advertising submits herewith its thirteenth annual report:

National advertising in newspapers in 1925 reached a total of $220,000,000, according to an estimate made by the Bureau. This represented an increase of slightly less than 10% over 1924 and sets a new record for the value of space bought by national advertisers.

Bureau members averaged slightly better in national advertising volume than the field in general, according to figures submitted by the majority of the membership. These reports disclosed an average increase of 13% in 1925 over 1924, compared with an average increase of 2.33% for the latter year over 1923.

The steady growth in national advertising and the further opportunities for its development have impressed upon the Bureau the necessity for increasing its service work among advertisers as well as carrying forward aggressively its program of solicitation. It has been better equipped than ever in the past year to meet demands for information and advice upon every phase of newspaper advertising and it is gratifying to report a larger number of requests than ever for help in this direction.

The Bureau has continued to win substantial recognition for its efforts both in service and advertising development.

"In my opinion," writes H. G. Little, of Lord & Thomas, "with the exception of the agency, as a whole it (the Bureau of Advertising) is doing more constructive good for the improvement of newspaper advertising, particularly the physical phase of it, than any other single force."

"It seems to me that publishers should appreciate the work your Bureau is doing," writes George Albers, president of Albers Bros. Milling Co., Seattle. "For many years newspaper advertising men called on us for business but we were never quite convinced until interviewed by * * * the Bureau of Advertising."

"At a meeting of the New York Associated Dailies held in Syracuse on January 28," says Edwin S. Underhill, Secretary, "a motion was made that the secretary convey to the Bureau of Advertising its sympathy with the objects of the Bureau, and pledge its hearty support to the ends that the Bureau is seeking to accomplish.

"This motion was made following a question asked by a member who was inclined to question the value of the (Bureau of Advertising) A. N. P. A. to smaller newspapers."

The Bureau's confidential semi-monthly reports which are open to the inspection of the membership, cover in detail its activities. Special attention, however, is drawn to the progress of its investigations to determine the amounts of money spent by leading national advertisers in newspapers.

Starting late in 1924 and carrying the work through 1925 the Bureau was enabled to give for the first time a comprehensive picture of what 118 advertisers invested in newspaper space during 1924.

In March, 1926, the Bureau announced estimates showing the expenditures in newspapers in 1925 of 227 national advertisers running from a minimum of $50,000 to a maximum of $2,500,000.

The Bureau has been encouraged by the reception accorded these compilations and it is believed will be in position to estimate at the end of 1926 the majority of newspaper national advertising accounts in excess of $50,000. It has arranged with the membership to make monthly reports of current advertising and this data, in addition to furnishing the basis for estimating total appropriations, will also disclose for the first time a complete list of all national advertisers using the newspapers.

The Bureau continued to work through its three offices in New York, Chicago and San Francisco for all newspapers in the United States and Canada. Its files show active contact on most of the principal accounts now running in the news-

(Continued on page 140)



Attending the meeting of the committee in charge of the Bureau of Advertising of the A. N. P. A. were (seated, left to right): Thomas H. Moore, associate director of the bureau; Fleming Newbold, *Washington* (D. C.) *Star;* W. F. Rogers, *Boston Transcript,* and committee chairman; Louis Wiley, *New York Times;* and William A. Thomson, bureau director. Back row (left to right): Hugh O'Donnell, assistant business manager, New York Times; Charles D. Atkinson, *Atlanta Journal;* John S. McCarrens, *Cleveland Plain Dealer;* John B. Woodward, *Chicago Daily News;* F. Guy Davis, western manager of the bureau; William J. Hofmann, *Portland Oregonian;* Frank H. Burgess, *La Cross Tribune;* Walter P. Burn (rear), Pacific Coast manager of the bureau; E. W. Parsons, *Chicago Tribune;* David Plum, *Troy Record;* Allen B. Sikes, local bureau staff; Allison Stone, *Providence Journal;* W. C. Flad, bureau staff.

Seen and Heard Outside Convention Doors

Close-ups by Editor & Publisher Staff Photographer



Miss Marion Smith, business manager, *Orlando* (Fla.) *Sentinel.*

THOMAS H. PRATT, vice-president of the *Pulaski* (Va.) *Southwest Times,* is, he said, trying to give a town of 10,000 population a big city paper. The Southwest Times, a 20-year-old weekly, entered the daily field on April 1. The make-up of the paper is a copy of the *New York Herald Tribune,* with no "caps" headlines.

The publisher of the Southwest Times, and its A.P. member, is Paul Cline. Mr. Pratt in addition to his interest in the Pulaski paper, is publisher of the *Kingsport* (Tenn.) *Times.* He has been associated with the latter paper for the last 10 years.

The Southwest Times fell into a four leaf clover bed when its owners decided to make it a daily and needed a bigger building. The town had just completed a $25,000 community house and had found it couldn't keep it up. A purchaser was sought and Mr. Pratt and Mr. Cline stepped in. The gymnasium made an excellent editorial department, and a Goss press has been installed where once the townspeople held bowling matches.

ON May 15, the *Kansas City* (Kan.) *Kansan* will start building a new home to be used exclusively as a newspaper plant, W. A. Bailey, general manager, who is attending the convention, told Editor & Publisher. The building will measure 64 by 150 feet and will be three stories high.

"We traveled around inspecting many newspaper plants before we had our plans drawn," Mr. Bailey said. "Thus our new building will include ideas taken from the plants of the *Milwaukee Journal, Kalamazoo Gazette, Aurora Beacon-News, Rock Island Argus, Moline Dispatch, Davenport Times* and *Davenport Democrat.*

"We have subordinated ornateness to general utility."

Decoration of the front office of the new home will, however, be unique. One panel will contain the likenesses of several well known comic characters, including Andy Gump, Barney Google, Winnie Winkle, and the Wishbone Man. Another panel will contain a reproduction of the first page of the first issue of the Kansan under Senator Arthur Capper's ownership, dated Jan. 1, 1921.

"THE Inland Daily Press Association should dominate this meeting" was the comment of Wil V. Tufford, Inland secretary, who said two special cars brought members of his association to New York from the Middle West.

He said he was most anxious to have the A.N.P.A. take "drastic action to dam the deluge of free publicity" and commended Editor & Publisher for its campaign against press agentry.



W. Guy Tetrick, general manager *Clarksburg* (W. Va.) *Exponent* and Walter C. Johnson, president, Southern Newspaper Publishers' Association, and general manager, *Chattanooga* (Tenn.) *News.*

"More than 50 Inland members are attending the A.N.P.A. convention," he said.

Mr. Tufford, long known as a poet, has lately been acquiring fame as a paragrapher.

"The *Chicago Daily News* recently paid me a dollar for this one," he declared, and quoted:

"To preserve a wedding ring, dip it in dish water."

FORREST RICHMOND, publisher of the *Toronto* (O.) *Tribune*, is attending his first A. N. P. A. meeting. He has just joined that body. He told of plans he has just had drawn up for a new two-story home for his paper on Toronto's Main street. The building, which it is expected will be ready for occupation next spring, will contain five stores and five apartments in addition to the newspaper plant. It will measure 75 by 200 feet.

"My paper and I are just 46 years old. We both 'started publication' in the same month—September. That's why we get along so well together," Mr. Richmond said.

"We are both older than our town. That is, we were established before Toronto was incorporated."

Mr. Richmond purchased the Tribune four years ago. Prior to that he was foreign advertising manager of the *East Liverpool* (O.) *Review Tribune.*

"Believe me, it's fun running a small town paper," commented Mr. Richmond.

Mr. Richmond ran away from home when he was in the fourth grade in school. His training has been in the traditional school of hard knocks.

There he is secretary of the local Kiwanis club, which he founded, president of the local baseball association, which he organized, and which this year has nine intra-city ball teams, a trustee in the Ohio Good Roads Federation; and an executive in the local Boy Scouts.

MARCELLUS E. FOSTER, publisher of the *Houston* (Tex.) *Chronicle,* somehow finds sufficient time to write his daily editorial column signed "Mefo," no matter where he is, even during the busiest convention days. Mr. Foster was recently in California. There he also did his daily stint.

The Ku Klux Klan no longer bothers him in Houston, Mr. Foster said. And another interesting political note from this end of the country is that the Chronicle is not supporting Gov. M. A. Ferguson now for re-election. Many a person has said that "Ma" owed her governorship to the active campaigning done in the Chronicle's editorial columns, written by Foster's pen.

MISS MARION H. SMITH, business manager of the *Orlando* (Fla.) *Morning Sentinel,* is one of few newspaper women in the cash drawer end of the business. She represented her paper and, dressed in latest Palm Beach styles, was a colorful addition to the cigar smoking publisher delegates.

When the Sentinel was established 10 years ago by W. M. Glenn, its present publisher, Miss Smith was the only member of the business staff. Now the newspaper's staff numbers more than 125. Miss Smith believes the opportunities are especially good for women on the business side of a newspaper, and yet, she added, nine out of every ten prefer to be writers.

"Women are born bargainers," she explained. "I do all the buying for the Morning Sentinel, and buying machinery, newsprint, ink and all the rest of it, requires the same kind of sense as shopping for an Easter hat."

Miss Smith said she never sent any "must" stories to the editorial office.

"I do send tips every once and a while," she said. "And there is a certain amount of reliable real estate development, which is really constructive new and is valuable, I believe, to readers."



Howard Kahn, editor, *St. Paul Daily News*



Marcellus E. Foster, editor and publisher *Houston* (Tex.) *Chronicle.*

C. P. J. MOONEY, editor of the *Memphis Commercial Appeal,* and vice-president of the Associated Press was telling friends he should no longer be called "a fighting editor."

"I'm getting old, fat and lazy," he said.

But there was a youthful sparkle in his eyes, when he started to recall the days when he was one of "the yellow boys" working for William Randolph Hearst in New York.

And no one would agree with him that he was old or lazy.

He is getting fat.

HOWARD KAHN, editor of the *St. Paul Daily News,* returned from Cuba and Florida to attend the conventions in New York. He has been recuperating from a recent illness.

The St. Paul News is a great stunt paper and Mr. Kahn always has something interesting to report.

Just recently the News held its 16th annual dog derby, for instance. It is a dog-sled race conducted with boys and girls as drivers. More than 300 entered this year, Mr. Kahn said, and a crowd of 25,000 were drawn to the park where the race was held.



John H. Perry, publisher of Perry newspapers and head of American Press Association and auto-caster service.

Shop Talk of Newspaper Men of the Nation

Close-ups by Editor & Publisher Staff Photographer



S. L. Slover, publisher, *Norfolk* (Va.) *Ledger-Dispatch*, and L. K. Nicholson, editor, *New Orleans Times-Picayune*.

OLIN W. KENNEDY, assistant publisher and managing editor of the *Miami* (Fla.) *Herald*, is attending the A.N.P.A. convention and the Associated Press meeting. Recently he was made chairman of the committee on syndicates and press services of the American Society of Newspaper Editors.

Kennedy has been connected in executive capacities with some of the leading dailies for a quarter of a century, and has been assistant publisher of the Miami Herald for six years.

THE Waldorf meeting this year was given a festive air, with four out of five of the publisher delegates inspecting exhibits wearing carnations presented by Editor & Publisher.

The flowers for the living were presented at Editor & Publisher headquarters by Miss Ruth Smith, of the office staff.

JAMES M. COX, publisher of the *Dayton* (O.) *News*, and other Ohio and Florida papers, arrived at the convention early telling friends he was "out of politics for good." He said he had begun to enjoy life in the fullest sense since he quit public office and devoted himself to his newspapers. He explained he was glad to have made the Democratic Presidential race in 1920, because he was privileged to "take up the banner" that had been carried through the stress of the war by Woodrow Wilson.

Mr. Cox said he had read the letters of Col. E. M. House, purchased for newspaper syndication by the New York Herald Tribune Syndicate.

"Whoever advised Mrs. Wilson not to give out President Wilson's letters for publication made a big mistake," he said. He described the situation in Florida, where he owns and publishes the *Miami News*, as "a readjustment" rather than a "reaction" and that the readjustment had been awaited hopefully by many who believed in the future of Florida.

HARRY E. TAYLOR, publisher of the *Portsmouth* (O.) *Times*, who has just returned from a visit to South America, revealed how Dr. Sojo, publisher of *La Razon*, Buenos Aires, dramatically refuted his assertion that South American newspapers were perhaps not as "fast on their feet" as those of North America.

In company with Lawrence Haas, United Press representative, and two other Americans, Mr. Taylor was being shown through La Razon's plant by Dr. Sojo. Marveling at the completeness of their equipment and organization, Mr. Taylor remarked in English to Haas:

"This is wonderful; more complete than most of our papers. And I think the only possible difference is that these South American papers are perhaps not quite as fast in getting a story or a picture into print as are some of our papers."

An interpreter overheard the remark and told Dr. Sojo. Without revealing that he knew what Mr. Taylor had said, Dr. Sojo gave a brief order, and a cartoonist quickly joined the sight-seeing party.

Leisurely they made their way through the plant, and finally to the pressroom. The huge octuple presses were just starting. The first papers were handed to Dr. Sojo, and he handed one to Mr. Taylor. There, on page one was a cartoon with excellent likenesses of Mr. Taylor and two other members of the party. It had been drawn, the cut made, mounted into the form and printed inside of an hour—between the time Mr. Taylor made his remark about South American speed, and the arrival of the party in the pressroom.

Dr. Sojo said not a word, but Mr. Taylor changed his opinion.



F. W. Woodward, publisher *Dubuque* (Ia.) *Telegraph-Herald*, and W. J. Arndt, circulation manager.

THE first linotype machine used for newspaper composition is on display at the Mergenthaler Linotype Company's quarters during the American Newspaper Publishers' Convention at the Hotel Waldorf.

This machine was the first product of Ottmar Mergenthaler and was first used to set up part of the *New York Tribune* on July 3, 1886. On the same day, Whitelaw Reid named the machine the "linotype."

The editorial page of the New York Tribune of that date is also on exhibit, with the first bound volume to be set up by linotype.

Behind the machine is a window, backed by a scene to represent the view from the old Tribune Building on Park Row.

A booklet is being distributed, "The Second Greatest Event in the History of Printing," which has as a frontispiece a drawing of Mergenthaler watching the composition of the July 3, 1886 issue.



W. E. James, *Buffalo* (N. Y.) *Times* and M. A. Walker, business manager *Warren* (Pa.) *Times* and *Mirror*



Frank E. Gannett

ARTHUR THOMPSON, who in other years marshaled Associated Press members to their proper places in the Astor Galleries and in the Grand Ball Room for the annual luncheon, was entertaining friends in princely fashion in Room 432, convention headquarters of the H. D. Roosen Company, makers of printing inks. He is now general sales manager of that company.

"I used to think I had to work hard during convention week," he groaned, "but this is something else again."

A group of Texas publishers found his hospitality so refreshing, Thompson went to bed at 4 o'clock one morning.

FRANK E. GANNETT, president of the Gannett Newspapers, Inc., arrived in New York for the convention on April 19, in fighting trim after three weeks spent in Asheville recovering from an attack of the "flu."

He preferred not to be quoted in regard to his application for A. P. membership for his *Rochester Times-Union*, chief topic of this year's Associated Press meeting.

But he would say this:

"All my papers this year are ahead of the linage figures they set for the corresponding time last year. I have no complaint to make."

The Gannett newspapers are: Rochester Times-Union; *Utica Observer-Dispatch, Ithaca Journal-News, Elmira Star-Gazette, Advertiser*, and *Telegram*, and *Newburgh News*.

ED. RANDALL, cartoonist of the *New York Mirror*, was on the job early this week, sketching publisher delegates as they thronged Peacock Alley in the Waldorf. Among those he caricatured were Charles D. Atkinson, *Atlanta Journal;* Paul Kahn, *St. Paul News;* Alison Stone, *Providence Journal;* David Plum, *Troy Record*, and Fleming Newbold, *Washington Star*.

JOHN L. STEWART, publisher of the *Washington* (Pa.) *Observer and Reporter*, reached New York in time for the convention from a trip around the world. During the time he was away from his paper he wrote a series of 50 feature articles, giving inside information on international political affairs.

N. Y. PUBLISHERS FETE PAN-AMERICAN EDITORS

Adolph Ochs Toastmaster at Park Lane Banquet With Walker, Pulitzer, Gunnison Reid, Mitre, Don Rafael Huete and Jose Camprubi as Speakers

NORTH and South America shook hands over a banquet table in New York on April 20. The banquet was given by the New York City Publishers Association to the delegates to the first Congress of Pan-American Journalists.

F. A. Walker, publisher of the *New York Evening Telegram,* chairman of the association, spoke first and then introduced Adolph S. Ochs, *New York Times,* as toastmaster. Mr. Ochs was brilliant in his remarks introducing speakers of the evening.

"The members of the Publishers Association of New York heartily welcome to their city the Latin-American delegates to the first Pan-American Congress of Journalists," said Mr. Ochs, "and have asked me to express their delight at the opportunity the occasion affords for personal acquaintance, feeling assured of the mutual desire for a good understanding and co-operation between the people of all American nations in everything that promotes their individual welfare and happiness and the peace and prosperity of the world."

He pledged aid and co-operation in the organization of any news gathering agency by the Latin-American press, modeled after the Associated Press

Mr. Ochs announced that William Randolph Hearst, was unfortunately unable to come and deliver his expected address and had sent his regret.

In referring to Mr. Hearst Mr. Ochs called him "a modern Colossus, for he bestrides the continent."

"His interests stretch from the Pacific to the Atlantic, from the Lakes to the Gulf, interwoven with thousands of miles of telegraph wires," he continued. "No journalist in history—no journalist of today—not even a broadcasting instrument could reach so many people as does this owner of 25 daily newspapers, ten magazines, and numerous other minor publications, the combined circulation of which goes into the millions—a man of varied tastes and inclinations, a cosmopolitan to the 'nth' degree, a veritable newspaper genius."

He then introduced Ralph Pulitzer of the *New York World,* with these words:

"I take pleasure in presenting to you one of the most agreeable personalities engaged in the conduct of a great newspaper, a gentleman of scholarly attainments, with the grace and manner of a Chesterfield! He is the son of a man who, in my judgement, was one of the ablest and best equipped newspaper makers that has ever been engaged in American journalism. The newspaper of which this gentleman is the head has to its credit some of the greatest achievements in journalistic history. It is a crusader, personifying liberty with a flaming torch, throwing light into dark places—one of the outstanding and inspiring successes of independent, courageous journalism. I take pleasure in introducing a noble son of an illustrious sire, the publisher of the New York World—Mr. Ralph Pulitzer."

"I regard it not only as a great pleasure but as a great honor to be allowed to take part in welcoming you to our city," said Mr. Pulitzer. "Our instinct for hospitality is the greater because it has such obstacles to overcome. From the west we have to overcome the barrier of virtuous suspicion; from the east the barrier of moral turpitude. On the north we have a platonic attachment to our Canadian friends. But on the south we are open to your friendly and profitable invasion. Let me make a confession to our southern guests: We New York journalists may be skyscrapers in our buildings and world-scrapers in our news-gathering machines, but, between you and me we are many of us sadly provincial. I have heard it stated with equal correction and complacency that any New York City editor was qualified to be managing editor in any other city in the world. I may add that this statement was made by a New York City editor."

Ogden Reid next speaker, was introduced as follows: "It is my pleasure to present the successor of a long line of illustrious predecessors notable in the history of journalism. The publication of which he is now the head has never, in the eighty odd years of its existence, enjoyed greater popularity and success. He has an achievement to his credit that is unequaled in the journalistic history of this country. He consolidated two competitive newspapers to the satisfaction of the clienteles of both, the circulation of the combined papers being equal to the total of the separate units. I present my good friend and neighbor, publisher of the *New York Herald-Tribune*—Mr. Ogden Reid."

"Through the press," Mr. Reid said, "we can tell each other about each other's countries, and I think that the most effective way of saying how one country feels about another. Dealing with Governments, for instance, occasionally there will be a partisan Administration, and the representative of that country feels he has to say what the Administration wants. A newspaper says what it thinks, and you find out more accurately how the people really feel toward each other."

Herbert F. Gunnison was called by Mr. Ochs the "guiding genius of what is generally regarded as the premier of local newspapers, and one of the outstanding successes of American Journalism.

"It is the primer, the reader, the history, the guide, philosopher and friend of the best family life in Brooklyn," he said. "I present the publisher of the *Brooklyn Eagle*—Mr. Herbert F. Gunnison.

Mr. Gunnison predicted the Congress marked the beginning of a new era for journalism in both South and North America.

Mr. Ochs next introduced Jorge Mitre as one to whose "genius and courage the fine reputation of South American journalism is in no small measure due." Mr. Mitre spoke in English.

He said:

"The fact is that the press here is advancing every day more and more and keeping pace with the progress of the United States. In my opinion, one of the most striking results of the war was that the centre of economic and commercial progress was transferred from Europe to the whole American continent. Both the United States and South America have participated in this movement. You have had the biggest share, but we also have played an important part in this evolution.

"My prediction is that this movement will increase so much within the next ten years that I do not think it will be necessary for us to request more news in your columns. Meanwhile, there is a stage of transition, and while it is not reasonable to ask you to change your news policy, I would like to suggest that you consider in your large Sunday papers the printing of entertaining sidelights reflecting the life in various countries in South America. I think this probably would be more feasible than attempting to bring about a change in your policy. The printing of articles such as I suggest would do much to dispel ignorance regarding the many countries which make up South America.

"The occasion which has brought so many Latin-American journalists to the United States is of great importance. I foresee the time when closer contacts between journalists and the general progress of our continent will bring us together much more frequently at gatherings such as this."

Upon the conclusion of Mr. Mitre's address, the toastmaster turned to the youthful-looking Don Rafael Huete, editor and publisher of Costa Rica.

"This gentleman," said Mr. Ochs in presenting him, "has done much to raise to its present high standard the journalism of Central America and has been selected by our guests from Central America here this evening to respond in their behalf."

Don Rafael spoke in Spanish and in the course of his remarks expressed his deep gratitude that he had been able to be one of the delegates to the congress. He said that he had gathered much that would be of use in his work at home, and had established personal contacts and made friends that would be of inestimable value.

"I shall be able to tell my people," he said, "what you are really like; tell about your organization and tell them what is the basis of your greatness."

He urged that the Hispanic-American should make an effort to know the United States better, and that with a better appreciation of the motives of this country would come realization that America is "noble and generous." He said that he was convinced that American might would never be used for anything but protection.

Jose Camprubi, was introduced as "a modest gentleman of exceptional newspaper qualifications who has the admiration and respect of all who are acquainted with him and his work."

"He is a worthy and influential spokesman of the Spanish speaking people, and maintains in this city the best traditions of his people," Mr. Ochs said. "Such is his personal popularity that recently, by the unanimous vote of the newspapers in this city, the unprecedented action was taken of admitting him to membership in the Associated Press. It gives me great pleasure to introduce the publisher of *La Prensa,* Mr. Jose Camprubi."

Mr. Camprubi delivered his address in Spanish.

NEW YORK TIMES IS HOST

Adolph S. Ochs Entertains Visiting Latin-American Journalists

The visiting Pan-American journalists were guests of the *New York Times* Wednesday morning. The group assembled at eleven-thirty, and under the direction of William H. Neel, were conducted through the entire plant.

At one-thirty, the visitors were entertained at luncheon by Adolph S. Ochs.

Mr. Ochs welcomed the journalists to New York and especially to the Times Building. He outlined briefly the growth of the paper since its beginning on Nassau Street up to the present time.

Mr. Ochs then introduced Rollo Ogden, editor-in-chief, of the Times, who addressed the guests in Spanish.

Nemesio Garcia Naranjo, publisher of *Excelsior,* Mexico City, thanked the publisher for his courtesy to the group. He stated that the recent Pan-American Congress held in Washington was undoubtedly the beginning of a greater understanding between the peoples of the Americas.

After the luncheon the visitors were taken to the studio to be photographed.



Latin-American editors' delegation photographed before Pan-American Union Building,

LATIN EDITORS VISIT NAVAL ACADEMY

Tour Maryland as Guests of Baltimore Sun—Steamer Chartered for All-Night Trip Up Chesapeake Bay

Latin-American editors and writers who attended the First Pan-American Congress of Journalists held in Washington April 7 to 13, were shown the Chesapeake Bay and the United States Naval Academy at Annapolis on Friday and Saturday of last week as the guests of *Baltimore Sun* and *Evening Sun*. They were made acquainted with the Maryland Free State and were introduced to Gov. Albert C. Ritchie.

The papers chartered a large Chesapeake Bay steamer, the "City of Richmond" and met the Latin Americans at Norfolk on the evening of Friday, April 16. The visitors boarded the steamer on their return from a trip through Virginia and the all-night trip up the bay was begun immediately.

Paul Patterson, the president of the A. S. Abell Company and a number of the editors and reporters of the Sun papers had made the trip from Baltimore to Norfolk the night before and had arranged the entertainment. Dinner was served as the voyage up the bay was begun and there were numbers of speeches by the Latin Americans and by the Sun folks.

After dinner an orchestra and a group of Negro singers of spirituals made the hours pass pleasantly.

The vessel docked at Annapolis at 10 o'clock. A naval escort led the way to the huge Bancroft Hall of the Academy. With its noble white interiors for background, Admiral Louis McC. Nulton and a group of his officers received the visitors.

Eight hundred midshipmen were drawn up in a parade ground before Bancroft Hall with the Severn River at their backs; three solid squares of "middies" in their dark blue uniforms, with the green of the field, the blue of the river and the white and the blue of the sky for background. In one corner was the Naval Academy Band, its red coats a brilliant spot of color. When Admiral Nulton stood before the regiment sword blades flashed in the air as his officers saluted him. The band struck up an air and the dress parade began. At the same instant half a dozen war-grey submarine chasers out on the river went into formation and faced in to shore, as a part of the spectacle.

When the regiment had marched by the Inspection of the Naval Academy began, Admiral Nulton and his officers serving as guides. All the sights of the Academy were shown including the tomb of John Paul Jones.

From the Academy the visitors were taken to the Maryland Capital buildings. They were shown the historic Senate Chamber in which General George Washington resigned his commission in the United States army.

After luncheon the Latin-Americans returned to their steamer and were taken to Baltimore. On their arrival in Baltimore on Saturday evening, the editors and writers were met by representatives of the Philadelphia Chamber of Commerce and taken to that city.

A paper prepared especially for the trip and containing articles descriptive of the scenes through which the visitors passed, printed in Spanish, formed one of the features of the trip. It was entitled "The Sun of the Chesapeake."

Edwin A. Fitzpatrick, assistant managing editor of the Evening Sun, arranged the program.

Among the members of the staffs of the Sunpapers who made the trip other than Messrs. Patterson and Fitzpatrick were: Hamilton Owens, editor, Evening Sun; Stanley M. Reynolds, managing editor, the Sun; Henry M. Hyde, special writer, of the Evening Sun, Gilbert Kanour, dramatic editor, J. A. Shea, local staff, Innis P. Lyon, local staff, Evening Sun; Edgar Williams, local staff of the Sun; and T. J. McCartney, of the A. S. Abell Co.

SCENE AT OPENING OF PAN-PRESS CONGRESS



Secretary of State Frank B. Kellogg, chairman of the Gov erning Board of the Pan-American Union, officially opened the First Pan-American Congress of Journalists. On the platform can be seen Dr. Leo S. Rowe, director of the Pan-American Union; Secretary Frank B. Kellogg, Hon. Francisco Sanchez Latour, vice-chairman of the Governing Board, Pan-American Union and Cuno Rudolph, Commissioner of the District of Columbia, who presented the keys of the city to the visiting journalists.

AS HIS HOME TOWN SEES HIM

Frederick H. Keefe

FREDERICK H. KEEFE became publisher and general manager of the *Newburgh* (N. Y.) *News*, which his father founded in 1885, by the retirement from the business of Frederick W. Wilson, who sold his half interest in the News to Frank E. Gannett of Rochester, N. Y., on July 1, 1925. Mr. Keefe has been identified with the paper from boyhood and since 1917 has directed the business end of the paper.



FREDERICK H. KEEFE

He has always taken an active interest in the various publishers' organizations and for the past five years has served as chairman of the Joint Legislative Committee of the Newspaper Publishers' Associations of New York State. The present unified method of measurement and graduated line rate for legal advertising is the result of his work with the legislators in Albany.

Mr. Keefe is now serving a term as president of the Newburgh Chamber of Commerce and is a past president of the local Kiwanis Club.

The campaign for group selling of the Poughkeepsie, Kingston and Newburgh field as the Mid-Hudson Region is the result of his initiative; and the copy in this campaign was prepared by him.

Changes in Cleveland Agency

J. P. Garvey, E. L. Goldbach and H. L. Corey have resigned from the John S. King Company, of Cleveland. K. L. Ede is the new space buyer.

NEW HIGH SCHOOL BODY FORMED AT IOWA

Quill and Scroll, National Society for Youthful Editors Has Abbot, Villard, Allen and White as Honorary Founders

With 20 journalism supervisors from ten states as founders and four nationally known newspaper editors as honorary founders, Quill and Scroll, national honorary non-secret society for high school journalists came into being April 10, at the University of Iowa, Iowa City.

The honorary founders include: Willis J. Abbot, editor, *Christian Science Monitor;* Oswald Garrison Villard, editor, *The Nation;* Henry J. Allen, editor, *Wichita Beacon;* and William Allen White, editor, *Emporia Gazette*. In charge of the Iowa City meeting and of the arrangements for the organization's founding was Prof. George H. Gallup of the University of Iowa's school of journalism.

The purpose of Quill and Scroll as set forth in the constitution is "to instill in student the ideal of scholarship; to advance the standards of the profession of journalism by developing better journalists and by inculcating a high code of ethics and pride in the profession; and to promote exact and dispassionate thinking, clear and forceful writing."

Chapters may be established in any high school where a "magazine, yearbook, or newspaper is published or where students gather and write news under supervision for regular town or city newspapers." To be eligible for membership the student must stand in the upper third of his (or her) class scholastically, must be of junior or senior standing, must have done outstanding work in writing, editing, or in business management, and must be recommended to the national officers by the high school journalism supervisor.

Officers chosen at the meeting of founders include: president, Miss Elizabeth White, Central High, Omaha, Neb.; first vice-president, Miss Hildegarde Stolteben, Dubuque High, Dubuque, Iowa; second vice-president, Miss Jennie G. Rice, Abraham Lincoln High, Council Bluffs, Iowa; secretary and treasurer, George H. Gallup, University of Iowa; and national councilors: Mrs. Nina H. Covington, Hugh Morson High, Raleigh, N. C.; Miss Margaret Jones, Cheyenne High, Cheyenne, Wyo.; and Miss Florence Churchhill, Iowa City High, Iowa City.

A national convention of Quill and Scroll will again be held in Iowa City in the fall.

COL. GEORGE HAM

Canadian Newspaper Man and Railroad Official Dies

Col. George Ham, 79, known as the "Grand Old Man" of the Canadian Pacific Railway, died in his Montreal home April 16. Prior to 1891, when he became associated with the railroad, he was widely known as a Canadian newspaper publisher.



COL. GEORGE HAM

He was born in Trenton, Ont., on Aug. 23, 1847, the son of a country doctor who later became a lawyer and still later a business associate of Sir John A. MacDonald. After leaving school, he enlisted in the Canadian militia in 1861 owing to tension growing out of the Trent affair. After a short enlistment term he became a newspaper reporter, serving on the *Whitby Chronicle*, and the *Winnipeg Free Press*. Later he published the *Winnipeg Tribune*, which he amalgamated with the *Winnipeg Times*.

In 1891, Sir William Van Horne, president of the Canadian Pacific, made him a traveling passenger agent. From that time his service with the railway was uninterrupted.

The Colonel wrote several books, his best known being "The Flittering of the Gods" and "The Reminiscences of a Raconteur."

PRESIDENT THOMASON'S ADDRESS

Members of the American Newspaper Publishers Association:

This Convention marks the fortieth annual meeting of our Association, but I shall not consume your time with a recital of the growth and influence of the organization during that period. It suffices to say that a year ago your Directors advanced the opinion that the American Newspaper Publishers Association had not adequately reflected the tremendous growth of the newspaper publishing industry in the last decade. We believed that the time was at hand to expand our activities, our interests, our functions, to parallel the advance of the industry as a whole. Your Directors laid before you a program calculated to bring about this expansion, and now at this fortieth meeting, we can point to substantial progress in every phase of the program submitted last year.

THE FALL CONVENTION

A year ago the Convention authorized a Fall Convention "at some point in Southern Territory." November 10th, 11th and 12th the First Fall Convention was held at White Sulphur Springs, West Virginia. As our Association's corporate meetings must legally be held in the State of New York, no corporate action binding upon the Association can be taken at Conventions held outside this State. In excess of one hundred of our members attended, and the value of the meetings met with the enthusiastic approval of every one present. The mornings were devoted to talks by experts upon our common problems of advertising, circulation, traffic, taxation, and organization. The afternoons were devoted to golf and the evenings to social, intellectual, and even moral exercises. The report of the Convention contains on its last page this expression of Lafayette Young, Jr., seconded by Frank B. Noyes:

"It seems to me this Convention has fulfilled its mission even in a greater degree than those who proposed it could have imagined. I have been attending A. N. P. A. Conventions for more than twenty years and a good many other incidental newspaper conventions, but I have never attended one in which there has been so much information and so much sound sense delivered in so brief a time.

"I move that we express our approval of the Program Committee and the Board of Directors, and those who have arranged this Convention, by urging that a similar convention be arranged for next year at this spot or at some other spot equally attractive, and I suggest that perhaps it might be held in the Middle West, as getting a larger representation from that part of the country."

DUES

At the Fall Convention John Stewart Bryan, as Chairman of the Committee having under consideration the extension of the Association's activities and necessary provision of increased revenues for that purpose, submitted the Committee's Program, and the meeting recommended to the Directors that the schedule of dues and rates as suggested by Mr. Bryan be adopted. But in their consideration of the question at their meetings since last Fall, your Directors concluded that it would be wise to modify the plan submitted to the Fall Convention and to submit the exact basis of change in our methods of levying dues to the membership at this time. The Report of Mr. Bryan's Committee will be found in the printed Committee Reports, and your action on this report is one of the important mattres to come before the Convention. I earnestly hope that this Report may receive your favorable action. To provide a real mechanical service, calculated to save each of us the endless exchange of information on mechanical matters, which this Association could do so much more effectively; to provide a real traffic service which could earn each month its annual cost to our members; to increase the service of the Chairman of the Special Standing Committee; these increased revenues are necessary. If our revenues were doubled they would represent a small percentage of our common net earnings than did our revenues ten years ago. And the method proposed by Mr. Bryan's Committee accomplishes a more equitable division of the expense between our larger and our smaller members. Its adoption by the Convention will bring about a fair division of the burden (if the expense is large enough to be called a burden), and will unquestionably tend to bring about that increase in our membership of smaller papers which is so necessary to our effectiveness.

INTERNATIONAL CONTRACTS

At the 1925 Convention the Directors were authorized to appoint a Committee to negotiate new International Contracts, without restrictions imposed on their authority to negotiate. The Report of your Committee is found in the printed Committee Reports. Having had a hand in the activity of the Committee, I hesitate to speak in approval of its work, but I commend the Committee's report to your best attention. I believe the results justify the judgment of the last Convention, and I hope that the Committee's work may have your approval.

THE POSTAL COMMITTEE

The work of the Postal Committee during the past year has been of the most exacting character, and Mr. J. D. Barnum of the *Syracuse Post-Standard* has given most generously of his time during the year to the Committee's efforts. Although our efforts towards more equitable postal rates have not yet borne fruit, the work of the Committee and of Elisha Hanson, our Washington Representative, before the Joint Committee of Congress, to investigate postal rates, has certainly brought nearer to solution this perennial problem. I am sure that I voice the sentiment of all our members when I express our appreciation of the untiring efforts of Mr. Barnum's Committee.

FEDERAL TRADE COMMISSION

Throughout the past year certain advertising interests have urged the Federal Trade Commission to take action against the American Association of Advertising Agencies, the several organizations of publishers, including ourselves, and various advertising organizations. The complaint which the Federal Trade Commission has filed appears to be founded on the assumption that this organization, through its Committee on Advertising Agents, is engaged in a conspiracy to prevent aggrieved advertisers from enjoying the net rates allowed to legitimate advertising agencies. The effort is apparently to upset the entire existing structure built for the placing of advertising, and it proceeds on the absurd assumption that the whole edifice has grown upon a foundation of fraud and illegal practices. In my judgment the Federal Trade Commission has entered upon no more foolish enterprise during its entire history. Nevertheless it has been necessary to engage counsel and to expend a great deal of time and expense in defense of these proceedings.

COMMITTEE REPORTS

I commend to your attention the splendid reports of the Paper Committee, of the Committee on Advertising Agents, and the Committee on Printing Trades Schools, which has carried on its work so ably under Mr. Ridder's chairmanship. The Report of the Traffic Committee, suggesting an important new activity of the Association, deserves careful scrutiny. The Report of the Radio Committee calls attention to the expansion of radio broadcasting, a field which is so close to our own as to compel our interest. The work of the Committee on National Forest Resources to secure more adequate Federal forest protection is of the first importance.

SPECIAL STANDING COMMITTEE

Since the last Convention Mr. Harvey J. Kelly has assumed the chairmanship of the Special Standing Committee. In his new capacity as counsellor to the Committee, Mr. Kellogg affords to the Special Standing Committee the benefit of his long experience in Indianapolis.

In the past four months I have received many letters commending in unstinted terms the thoroughness and excellence of the surveys of local labor conditions which the Special Standing Committee, under Mr. Kelly's chairmanship, is sending from Indianapolis. I believe our membership is assured of that high quality of co-operation from the Indianapolis office in its labor problems which is so essential to the orderly progress of work in newspaper shops.

CONCLUSION

Again the splendid service of our New York office under the direction of our Manager and his associates, and the whole-hearted co-operation of our Committeemen and Directors have safeguarded the interests of our members. It has been a privilege and a constant source of pleasure to work with all these Association agencies during the past year. I am sure that the membership joins with me in expressing our thanks to all of them for their accomplishments in the Association's behalf.

Respectfully submitted,
S. E. THOMASON, President.

(*Reports continued on page 29*)

A. N. P. A. MEMBERS ON THE LINKS



Heavyweight contenders. Harry Milholland, (left) advertising manager, *Pittsburgh Press*, and W. W. Hawkins, general business manager of the Scripps-Howard Newspapers.

BOYS VISIT CAPITOL

Nine Winners of Baltimore Sun Bird House Contest Guests of Paper

Nine boys who won prizes in a contest for builders of bird boxes conducted in Baltimore were taken on a trip to Washington Saturday, April 17.

With Congressman John Philip Hill of Maryland, as their guide, they sat in the gallery of the House of Representatives and looked down on the House at work; they visited the offices of the United States Supreme Court, and sat in the chair in which Chief William Howard Taft sits; they visited the White House and saw where President Coolidge transacts the business of the nation.

They went to Washington as the guests of the *Baltimore Evening Sun,* which conducted the contest.

FEATURES FOR BUSINESS MEN

Topeka Daily Works Variations on Write-Up Idea

The problem of interesting business men—both old and young—in their daily newspaper has been solved to a good extent by the *Topeka State Journal.* Business men of Topeka are seeing their names in timely features.

Three years ago the State Journal started the publication of a weekly mystery column, "Do You Know Him?" The name of the person about whom the article was written was not divulged until the following week, the subject being referred to throughout the article as "he." Each of the articles, about 75 of which were published, closed with the question, "Do you know him?" The picture of the subject was presented only in silhouette.

This series, editors of the State Journal say, appealed more to the older, more widely known business men of the city, who could be recognized easily by the profile system.

Late last year, in order to provide a series featuring the younger men in Topeka business, a daily "Meet Mr." series was developed. Each day one of Topeka's younger business men was interviewed and a half-column article is run under the head, "Meet Mr. ———," with the name of the man changed from day to day. A cut is included in each article making timely additions to the paper's morgue.

REPORT OF THE SPECIAL STANDING COMMITTEE

Since the last report of the Special Standing Committee, 157 contracts were made by members of the A. N. P. A., with printing trades Unions, divided as follows:

Typographical	68
Pressmen	37
Stereotypers	36
Photo Engravers	6
Mailers	10
	157

Forty-three (43 of the 157 new contracts entered into by members did not materially change working conditions and made no change in wages. There were no previous contracts on file for cities from which 5 new agreements were received which included some changes. In addition to the 157 new contracts there were 60 agreements continued in effect without change through failure of either party to reopen. The total number of contracts now in effect is 535. Of this number 280 will expire before April 1, 1927.

In many jurisdictions unions seek to secure contracts for only one year. Longer term agreements are more desirable and have been recommended by your Committee. Out of the total of 535 contracts now in existence, 226 are for periods of three years or longer.

ARBITRATION CONTRACTS

There were 4 purely local arbitration contracts reported, as follows:

Typographical—Milwaukee, Wis.; Racine, Wis.

Stereotypers—Detroit, Mich.; Portland, Me.

This brings the total number of local arbitration contracts up to 13.

There were 12 International Arbitration Agreements signed with the pressmen, making the total number 145 now in effect. This is 3 more than were in effect at the time the last report was made.

STRIKES

There were 9 strikes during the past year, as follows:

Bangor, Me., Typographical; Hamilton, Ont., Typographical; Parkersburg, W. Va., Typographical; Pueblo, Colo., Typographical; San Antonio, Tex., Pressmen; Springfield, Mass., Pressmen; Vancouver, B. C., Pressmen; Pittsburgh, Pa., Mailers; Los Angeles, Cal., Pressmen.

There were 9 strikes during the preceding year.

INTERNATIONAL ARBITRATION BOARD MEETINGS

The International Board of Arbitration during the past year functioned on twelve cases, divided as follows:

Typographical, 5; Pressmen, 2; Photo Engravers, 4; Mailers, 1.

CHANGES IN INTERNATIONAL LAWS

The outstanding changes in Union laws affecting publishers materially, your Committee enumerates as follows:

Typographical rule providing for the immediate reinstatement of discharged men on demand of local unions was repealed, 1925 Convention.

Typographical rule, sometimes called the mandate law, which forbids the Executive Council to mandate local unions to arbitrate when employers propose reductions in pay or changes in established conditions, was repealed, 1925 Convention.

1925 Typographical Convention adopted a change in apprentice laws so that apprentices may now work on machines any time during the fifth year of their apprenticeship, instead of during the last six months.

1925 I. S. & E. U. Convention adopted a law prohibiting the pooling of hours.

The I. P. E. U. Convention did not adopt any changes affecting newspaper publishers, and the I. P. P. & A. U. did not hold a meeting in 1925, biennial Conventions being the rule with that organization, the next one occurring in the fall of 1926.

The 1925 Typographical Convention also endorsed the recommendation of the Executive Council that no more daily newspapers be launched by local unions as part of strike activities. Union operated dailies failed at New Orleans, Walla Walla, Wash., and Sioux City. The Council in its report stated in part:

"The following pertinent reasons are responsible in a large measure for the failure which has in all cases resulted from these daily newspaper activities:

"1. Lack of sufficient financial backing.

"2. Absence of sound business policies, due to inexperience of promoters.

"3. Failure of business interests to extend aid in the nature of advertising.

"Members of the Typographical Union employed on daily newspapers for years should be familiar with the enormous financial backing required to establish a daily newspaper, especially when it is necessary to compete with publications which have been in the field for many years.

"The Council desires to submit to the forthcoming annual convention of the International Typographical Union, at Kalamazoo, a recommendation that subordinate unions refrain from establishing a daily newspaper in the future, believing as it does, that the activities of local unions should be confined to reconstruction and organization campaigns rather than futile attempts to invade the daily newspaper field."

APPEALS SHOULD NOT BE MADE TO THE I. T. U. EXECUTIVE COUNCIL IF CONTRACTS PROVIDE FOR SUBMITTING DISPUTES TO JOINT STANDING COMMITTEES

There have been instances during the past year wherein publishers have yielded to the desire of foremen to appeal disputes to the Executive Council of the I. T. U., notwithstanding the fact that the local agreements provided that all differences be appealed to the Joint Committee.

Your Committee urgently recommends that in all cases where contracts give the Joint Committee jurisdiction over disputes, they be settled in accordance with the contract. Failure to do so tends to nullify the efforts of other publishers to gain this eminently fair provision in their contracts.

Opposition of foremen to submitting disputes to the joint committee usually results from one of two causes—either loyalty to the Union and a desire to nullify the jurisdiction of the Joint Committee over disputes, or aversion to trying anything that is different from the way they have handled such matters in the past.

PHOTO ENGRAVERS

Your Committee recommends that publishers make use of the full apprentice ratios allowed in their contracts and endeavor when negotiating new agreements, to increase apprentice ratios. For a specific example of the inadequacy of the present ratios we will take the Photo Engravers. According to President Woll, the present apprentice ratios provide 1,000 journeymen every five years. He states there are 7,400 members of the Photo Engravers' Union and that there were 53 deaths of members during the year covered by the annual report of the Photo Engravers' officials. This number, far below the average death rate for the nation, would indicate 265 deaths in five years, leaving a net gain in Union Photo Engravers of 735 every five years. Obviously more than 50 years would be required to replace the present membership of the Photo Engravers' Union at the present apprentice ratios, not taking into consideration the increased death rate which must occur among the present journeymen when ten to twenty years have been added to present ages. It will be apparent that the present apprentice ratio is inadequate even if no expansion could be expected in the industry.

During the consideration of the Toronto Photo Engravers case by the Six-Man International Arbitration Board in March, International President Woll stated that within three years the minimum scale for Photo Engravers will be $55.00 per week and that the Union will never in any manner abridge the right of the individual to sell his services for as much more as he can get. That will be plenty if the present training of Photo Engravers is not stimulated. The same situation may prevail in other printing trades unless adequate apprenticeship plans are carried out.

Respectfully submitted,
HARVEY J. KELLY, Chairman.

REPORT OF THE COMMITTEE TO NEGOTIATE NEW ARBITRATION CONTRACTS

To the American Newspaper Publishers Association:

After the thirty-ninth meeting of your Association, your Directors met to consider the resolution relating to further negotiations for arbitration contracts adopted by the membership at the meeting as follows:

"RESOLVED, That the recommendation of the President as set forth in his address to the convention with relation to the negotiations of arbitration contracts be approved."

The recommendation of the President as set forth in his address to the Convention was as follows:

"At the 1922 Convention a Committee was appointed to negotiate new International Arbitration Contracts with the several Unions. The powers and authority of this Committee have been continued at succeeding annual conventions. Limitations were imposed by the Convention on the powers of this Committee to negotiate. Subsequently the International Unions in Convention imposed similar limitations on the powers of their officers and Executive Committee. The result has been to make negotiation virtually impossible.

"Your Directors are charged by the by-laws of the Association with responsibility to our members. They are chargeable in the event of their failure to carry out the policies laid down by our members in Annual Convention. The credit for success or the burden of failure properly falls upon them, and the Committee appointed by them to carry out the Convention's instructions.

"We submit to the Convention the wisdom of delegating to the Directors responsibility for the negotiation of International Arbitration Contracts—as responsibility for all other association activities is delegated to the Directors. In our judgment a smaller committee, appointed by, and answerable to the Directors, working to carry out the Convention's directions without limitations imposed in advance, can successfully negotiate new International Contracts—and in no other way can it be done. No contract so negotiated should be effective until it is ratified by our membership. We make this suggestion, believing that by this means negotiations will be facilitated. At the same time the rights of our members will be safeguarded. I hope that the whole question of our negotiations with the International Unions will have the careful consideration of the Convention."

Immediately following the last Convention the Directors met and appointed the undersigned as a Committee to conduct the negotiation of arbitration contracts with the International Typographical Union and the International Photo-Engravers' Union.

In the year which has elapsed since the last Convention, your Committee has had ten meetings with President Lynch. These have been held in Chicago, Kalamazoo (Michigan), and Indianapolis. Your Committee believes that these meetings have been characterized by an honest effort, both on the part of the Union and on the part of your Committee, to agree upon an arbitration contract which might be submitted to our organization and to the Union for the required vote of approval. As a result of these efforts, your Committee has agreed with President Lynch and the Executive Committee of the Union that the contract which is appended to this report shall be submitted to the Fortieth Annual Meeting of our organization, and to the Annual Convention of the International Typographical Union to be held next September.

The contract speaks for itself, but it is fair to the membership that we should report briefly the considerations involved in your Committee's recommendation of this contract to our membership.

The arbitration agreement formerly in effect between our Association and the Typographical Union expired April 30, 1922. Since that date, we have had no orderly method established by contract for appeal from local arbitration awards. In this four year period, approximately half of our membership have signed contracts with local unions.

The rock upon which our endeavors at negotiation have been broken in these four years is the question of the recognition of the Union's "International Law." The Union has maintained that a recognition of those features of its Laws which outlined established practices in our relations was essential to its integrity as a Union. We have maintained that in negotiations between two autonomous bodies neither can preserve its self-respect by a complete recognition of a set of rules framed by the other alone. Our discussion of the past year has in our judgment brought about a better understanding of our respective points of view on this subject. The representatives of the Union have made it clear that the Union's purpose has been and is to maintain those established standards of composing-room operation which have been universally recognized in composing-rooms of our members. We have made clear to the Union the fact that it is our purpose to establish arbitration upon the foundation of those basic rights of both parties which, in our judgment, are as essential to the integrity of the Union as they are to the operation of our own composing-rooms. Proceeding on this better basis of understanding, we have devised the contract appended which we believe serves the purposes of all of our members operating Union composing-rooms

A. N. P. A. MEMBERS ON THE LINKS



Action! W. G. Chandler, president, Central Group Scripps-Howard Newspapers has plenty.

without sacrifices of their inherent rights.

The contract offers an orderly and improved method of arbitration between our members and other newspaper publishers having local contracts with local unions affiliated with the I. T. U. It is far simpler in form than the previous contract, and assures both parties a reasonably prompt settlement of disputes by the appointment of a seventh man who shall sit with the six-man board if it shall have failed to reach a settlement at two hearings.

In the third paragraph of the contract we found a common ground upon which we could come together in our understanding of the established and fundamental facts affecting the operation of what we have referred to as the Union's "International Law." It is there agreed that "The question of whether a composing or mailing room shall be Union or non-Union shall not be classed as a difference which may be arbitrated. The Union departments are agreed to be departments in which all eligible employes are members of the Union in good standing, and in which the Union has been formally recognized by the publisher." We are agreed that in these sentences there is a mutual recognition of those established standards of our relationship which become effective as soon as our individual members enter into local contracts with their local unions. A union composing-room is *in fact* one in which "the Union has been formally recognized by the publisher." It is a fact that when this recognition has been made, the question of whether a composing-room is to be Union or non-Union is no longer subject to arbitration. When the individual publisher enters into a contract with a local union it is *in fact* the province of the International Union to establish rules for the guidance of its local members, and these rules in the last analysis must necessarily establish the definition of a Union composing-room to which the local unions will conform. It is the purpose of this International contract to offer to the local publisher and the local union the benefits of appeal and orderly procedure which this arbitration contract affords when they have signed it. Neither the local union nor the individual publisher is compelled to sign it unless he pleases.

We believe that this arbitration contract is a successful adjustment of the differences which have left us for four years without this protection. We recommend to the Convention that the proper officers of the Association be authorized to execute an arbitration agreement in substantial conformity with that here appended.

In the event that this contract is adopted by our Association and by the Typographical Union we shall proceed at once with our negotiations with the International Photo-Engravers.

Respectfully submitted,

S. E. THOMASON
E. H. BAKER.
EDWARD H. BUTLER

MEMORANDUM OF AGREEMENT entered into....., 1926, between the American Newspaper Publishers Association, hereafter referred to as the "ASSOCIATION," and the International Typographical Union, hereinafter referred to as the "INTERNATIONAL," WITNESSETH:

For the purpose of providing a standard and orderly method for the settlement of disputes between newspaper publishers (whether affiliated with the ASSOCIATION or not), and local unions affiliated with the INTERNATIONAL, this standard form of agreement has been entered into.

IN CONSIDERATION of the premises and of the mutual promises herein set forth, the parties agree with each other as follows:

(1) This contract may be executed by newspaper publishers (whether affiliated with the ASSOCIATION or not), and by local unions affiliated with the INTERNATIONAL, having local contractural relations with each other. Upon the signing and delivering of duplicate copies of this agreement, the parties shall thereupon enjoy the mutual guaranties provided herein.

(2) With the exceptions noted in the following paragraph, all differences between local unions and members of the ASSOCIATION, involving wages, hours of labor, and working conditions, which cannot be settled by conciliation, shall be submitted to arbitration in the manner provided by the code of procedure attached hereto.

(3) As this contract is available only to those members of the American Newspaper Publishers Association, and other newspaper publishers conducting union composing and mailing rooms, the question whether a composing or mailing room shall be union or non-union shall not be classed as a difference which may be arbitrated. The union departments are agreed to be departments in which all eligible employes are members of the union in good standing, and in which the union has been formally recognized by the publisher.

(4)—A. Every newspaper publisher who shall execute a copy of this agreement with a local union is hereby protected by the INTERNATIONAL against walk-outs, strikes, or boycotts by the members of the INTERNATIONAL, or of the local union party with him to this contract, and is hereby protected against any other form of concerted interference by members of the INTERNATIONAL, or of local unions, with the usual and regular operation of any of his departments of labor.

(4)—B. Members of the INTERNATIONAL, or of local unions hereafter becoming parties to this agreement with newspaper publishers, are hereby protected by the ASSOCIATION against lock-outs or boycotts by members of the ASSOCIATION.

(4)—C. In the event of a difference arising between any publisher and the local union party with him to this contract (or any member thereof) all work shall continue without interruption pending proceedings, looking to conciliation or arbitration, either local or international, and the wages, hours, or working conditions prevailing at the time the difference arises shall be preserved unchanged until a final decision of the matter at issue shall be reached.

(4)—D. All differences which cannot be settled by concilation shall be referred to arbitration in the manner stipulated in this agreement.

(5) This agreement shall remain in effect from the first day of....., 1926, to the thirtieth day of....., 1931, inclusive, but amendments may be proposed at any meeting of the International Board of Arbitration by either party hereto, and on acceptance by the other party to this agreement, shall become a part hereof.

IN WITNESS WHEREOF the parties have caused to be affixed the signatures of their respective officers duly authorized in the premises in quadruple this.....day of....., 1926.

THE AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION,

By .....
President

INTERNATIONAL TYPOGRAPHICAL UNION,

By .....
President

CODE OF PROCEDURE

(1) An arbitrable difference or issue is raised (a) when either party creates any change in existing working conditions affecting the other and without the consent of the other, or (b) when a written request is made by either party presenting in detail changes in conditions desired.

(2) The representatives of the two parties shall confer within ten days after an issue is raised and at such conference an honest effort to adjust the issue by concilation shall be made. If no agreement is reached within thirty days after the date of the first conference of the parties, each party shall within five days thereafter prepare a written statement setting forth its proposition to the other in detail, which shall be submitted to a local board of arbitration to be formed as herein provided.

(3) After the expiration of the five days' period provided for in the preceding paragraph, during which the parties shall prepare their respective written statements, each party shall name two residents of the locality in which the controversy arises as its representatives on the local board of arbitration. The four members of the board as thus constituted shall select a secretary from among its members. It shall then proceed to choose an additional member who shall be a disinterested party and shall act as chairman of the board. In the event that the parties cannot agree within ten days upon such fifth disinterested member of the board, each of the parties shall submit to the other a list of ten nominees. Each of the parties shall thereupon choose from the other's list of nominees one name, and from the two names thus chosen one shall be selected by lot, who shall thereupon be constituted as the only appointed fifth member of the local board of arbitration. The chairman of the local board shall preside, put motions, et cetera, and shall be entitled to vote on all propositions which may properly come before the board in open session. The board shall thereupon proceed at once to hear the evidence and arguments of the parties in support of their respective contentions. At the conclusion of the hearing, the chairman shall retire and the other members of the board shall immediately take up a consideration of the issues involved. If the members of the board in the absence of the chairman cannot agree, or if there are any differences which do not receive the votes of at least three of the four original members of the board, the chairman shall be called in to cast the deciding vote on all unsettled questions or propositions.

(4) The local board of arbitration shall conduct its hearings under the following rules:

(a) It may examine all parties involved in any differences referred to it for adjudication.

(h) It may employ stenographers to provide a record for use in the event of an appeal, which record shall be properly paged and indexed.

(c) It may require witnesses to take oath, and in its judgment may accept affidavits on all disputed points.

(d) It shall have free access to all books and records of the parties bearing on points at issue.

(e) Equal opportunity shall be allowed to the parties for presentation of evidence and for argument.

(f) In event of either party to the dispute refusing to appear or present its case after due notice, it may be adjudged in default, and decision shall then be rendered against such party.

(g) It shall preserve inviolate all evidence given to it in confidence.

(h) The usual rules of hearing evidence and making arguments on points of evidence shall be followed.

(i) It may in a body visit any office involved, in order to see the operation of labor therein, or for any other purpose necessary to a just decision.

(j) There shall be an agreement by at least a majority of the members of the board as to the exact time and place of its hearings, of which both parties shall be duly notified in good season.

(k) Sessions shall be continuous except for necessary intermissions until the hearings are concluded.

(l) The local board of arbitration shall proceed with due diligence to hear evidence and arguments and the award shall be filed within sixty days of the time such local board is constituted.

(m) The award of the local board of arbitration shall be formulated in writing and signed by all of the members thereof at a regular session after there has been a full opportunity for consideration and discussion, the date and time of such session having previously been determined at a full meeting of the local board. Any member of the local board dissenting from the award may file a dissenting opinion, setting forth his reasons for such dissent within forty-eight hours after the signing of the award, and such dissenting opinion duly signed may be attached to the award.

The local board of arbitration shall fix the period during which its award shall be effective, such period to be not less than one year nor more than three years, provided there is no local agreement as to time. All expense of the local arbitration board shall be divided equally between the parties.

(n) Except in those cases in which an appeal shall be allowed by the International Board of Arbitration, it is the express intention of the parties that the award of the local board shall be final and binding upon the parties.

(5) The International Board shall determine whether or not an appeal shall be allowed from the award of a local board. No appeal shall be allowed from the award of a local board except in those cases in which the International Board shall find:

(a) That the local board has violated the rules of procedure herein set forth in any provision materially affecting the rights of either party;

(b) That the award of the local board is in material violation of the terms of this agreement or rules of procedure;

(c) That the award of the local board is (1) fraudulent or (2) grossly unfair to either party;

(d) That the local board has failed to file an award within sixty days after its duly constituted meeting for that purpose as herein provided.

(6) In the event that either party shall desire to appeal to the International Board of Arbitration written notice to that effect shall be given to the other party within five days of the time that the local award has been rendered and the appeal shall be filed with the International Board within thirty days after such decision. To file an appeal the appellant shall file with the International Board of Arbitration a transcript of testimony properly certified by the stenographer taking the original evidence before a notary public, together with a sworn statement setting forth his right to appeal under the provisions of Paragraph (5) hereof. The International Board shall at its next hearing after the filing of such appeal consider the same, and determine whether or not such appeal shall be allowed If the appeal is denied the parties shall be notified and the award of the local board shall thereupon become effective. If the appeal shall be allowed both parties shall be notified to that effect. In all cases where appeals are allowed no evidence shall be heard by the International Board of Arbitration, but both parties may appear personally or may submit the records and briefs of the local hearing making oral or written arguments in support of their respective contentions. The rules and procedure given for the local arbitration boards shall govern the International Arbitration Board.

(7)—(a) The International Board of Arbitration shall consist of three members of the executive council of the International and three members of the Special Standing Committee of the Association, or their proxies. This board shall meet at such time and place as shall be determined by it, due notice to be given to all the parties. If the board as thus constituted is unable to reach a decision after considering the case at two hearings, the membership of the Board shall be increased at its next hearing by the addition of a seventh and disinterested member, who shall act only on the matters that made his selection necessary, and who shall have the same standing as the other members, and shall act with them at the earliest possible date after his appointment.

(7)—(b) Prior to the execution of this agreement, the parties shall agree upon the name of one suitable to act as the seventh member of the International Board of Arbitration. In the event of his death, absence or inability to act the name of his substitute or successor shall be agreed upon between the parties before proceeding with further hearings. Such seventh man shall act in all cases where he shall be called upon unless or until either party withdraws its consent, when a successor shall be agreed upon. Provided, that neither party may withdraw its consent pending any hearing of matters already before the board.

(8) The award of the International Board of Arbitration in all cases in which it shall take jurisdiction shall include a determination of all the issues involved; it shall cover the full period between the raising of the isues and their final settlement; any change in the wage scale may be made effective from the date the issue first arose at the discretion of the board. An award by the majority of the International Board shall be final, and shall be accepted as such by the parties to the dispute.

(9) At the request of either party to an arbitration the International Board shall determine whether either party has failed to comply with or refuses to fulfill its obligation under a decision, or has omitted to perform any duty prescribed therein. At the conclusion of such inquiry it shall be wholly within the power of the International Board to reject all that has been previously done and order a rehearing before the International Board, or before a new local board; or it may find against the offending party or annul the individual arbitration contract. In the event of either party to a dispute refusing to accept and comply with a decision of a local board which is not appealed, or with a decision of the International Board, or with any of the provisions of this International Arbitration Agreement, as determined by a decision of the International Board, all aid and support to the employer or the local union refusing acceptance and compliance shall be withdrawn by both parties to this agreement. The acts of such recalcitrant employer or union shall be publicly disavowed and the aggrieved party shall be furnished by the other with an official document to that effect.

CONVENTION CLOSE-UPS



The Inland Daily Press Association sent many members to the A. P. and A. N. P. A. conventions. In this group are: Wil T. Tuford, Inland secretary; Forrest Richmond, *Toronto* (O.) *Tribune;* Roscoe S. Chapman and Russell Chapman, *Rockford* (Ill.) *Star;* and A. L. Miller, *Battle Creek Enquirer and News.*

ADDRESS WANTED

Lee A. Williams

REPORT OF THE COMMITTEE ON THE OPEN SHOP DIVISION

The work of the Open Shop Division of the A. N. P. A. being limited in its work to the handling of one subject—the protection of the members of the association from the constantly and ever-increasing demands of the various printing trades unions—it naturally follows that a great deal of sameness and reiteration must appear in the annual reports. While labor difficulties differ in some respects, in the main the questions involved are the same, and the manner of handling is along lines followed for several years.

During the year just passed there have been many controversies, but little if any direct locking of horns between local unions and members. Demands for increased wages have been made at the expiration of each contract, as well as demands for shorter hours. In the final settlements the question of hours has been waived. Owing to the fact that the Government's index figure of living expenses has shown a decrease during the year 1925, it has not been difficult for the publisher to show the scale committee that there was no justice in asking for increases in wages.

LABOR

The office of the Open Shop Division has received numerous calls from various sections of the country for help of different kinds, and the Secretary has made many trips to cities where contracts were expiring. In all cases where the advice of the Secretary was followed contracts were made or renewed on satisfactory terms. In the cases mentioned the Division was prepared to furnish competent help at a few hours' notice. In a few instances men have been assembled and held in readiness for immediate moving if the demand of the unions should be insisted on. On no occasion were the men needed. In three cities offices running open shop for several years had allowed their forces to get overbalanced on the union side, with the usual and inevitable result—a threatened strike if the office was not unionized at once. Enough emergency men were furnished to the members to protect their interests. One city had a one-day strike. Men were being held by the Secretary of the Division for quick action, but the publishers decided to settle the matter without calling for the men.

APPRENTICES

The apprenticeship question is still a subject that demands the attention of all members of the Open Shop Division, as well as of publishers not members of the Association, but who conduct non-union or open shop mechanical departments. The schools at Nashville, Ithaca and Spokane are doing a great work, but the united output of the three schools makes only a dent in the demand for non-union compositors, linotype operators, make-ups, etc. The graduates of the schools mentioned are in ever-increasing demand, and placed in many instances before they are graduated.

As the Committee on Printing Trades Schools will fully cover this subject, we will not take up in detail the greater advantages offered by those schools devoted to the exclusive teaching of the printing business to its students, over those trade schools now being fostered by the Boards of Education.

The Open Shop Division has placed a few of the boys from the Spokane School and also the Nashville School. Every graduate of the Spokane School could have been placed at once if the question of transportation could have been satisfactorily arranged. The boys graduated and placed have made good in every instance.

DAILY NEWSPAPER SURVEY

A recent survey of the daily newspaper field made by the Secretary shows the following:

Daily Newspapers Published.	2,133
Combined Daily Circulation..	34,393,451
Combined Sunday Circulation	23,008,592
Open Shop and Non-Union Papers	792
Combined Circulation Daily Non-Union and Open Shop Daily Papers.....	4,930,860
Combined Sunday Circulation Non-Union, Union and Open Shop Sunday Papers	1,787,354

NEW MEMBERS

As a result of the work of your Open Shop Division the membership of the Association has been increased by several new members, and because of the constantly increasing importance of the work, and a wider knowledge of the benefits this branch of the A. N. P. A. offers to the daily newspapers more are expected to become members in the future.

LABOR MARKET

The labor market during the year 1925 was nearer to normal than during the years 1923-24. A few localities reported workmen of an inferior grade as out of employment; but generally the demand was brisk with an inadequate supply of competent men. The schools for teaching boys and girls the groundwork of the printing art have practically confined their efforts to two or three branches, such as linotype, job pressmen, and/or compositors. Additional departments should be established in each school for the instruction of apprentices in newspaper ad-setting, make-up, etc. The labor market for the coming year is not at all promising. If newspapers generally continue to increase the size of their editions, more machines will be demanded and consequently more men. This means that the demand for apprentices as well as for experienced men in newspaper work will be greater. The present scope of education will have to be extended greatly if the requirements are to be adequately met.

Respectfully submitted,
CHARLES A. WEBB, Chairman
Harry Chandler Rowe Stewart
H. W. Flagg, Executive Secretary.

A. N. P. A. MEMBERS ON THE LINKS



Here's an accounting fantasy illustrated. Rowe Stewart, general manager of the *Philadelphia Record*, compares scores with John C. Martin, general manager of the *Philadelphia Public Ledger* and the *New York Evening Post*.

REPORT OF THE POSTAL COMMITTEE

The last year has been a busy one for the Postal Committee, and one, which in the opinion of the Committee will produce benefits for all members of the Association.

The Postal Law of February 28, 1925, created a Joint Committee of Congress to investigate and consider postal rates and directed it to make a report at the opening of the session on the first Monday of last December. The Committee was named with Senator Moses of New Hampshire as Chairman. It began its work in Washington on July 20 and after two days there, went to Atlanta, Georgia, where it held its first out of town hearing. After Atlanta, hearings were held at Philadelphia, New York, Boston, Augusta, Buffalo, Chicago, Minneapolis and St. Paul. At the conclusion of the St. Paul hearing on August 28, the Committee adjourned to meet in Washington at the call of the Chairman.

THE POSTAL HEARINGS

The Chairman of your Committee, the Manager of the Association, the Washington Representative, as well as numerous publishers and representatives of various organizations appeared at these various hearings and submitted testimony and argument in favor of a revision of newspaper mail rates. Pursuant to the policy of the Association, the main purpose of our effort was to bring about a return to the so-called 1920 rates. It developed during the hearings, however, that new agencies of transportation and distribution have sprung up during the last few years and also that express and baggage companies have actively sought to participate in the transportation of newspapers at lower rates than those provided under the 1920 postal schedule.

The Congressional Committee appeared to be greatly interested in these phases of the problem, so your Postal Committee, after conferring with the Officers and Directors of the Association, decided to advocate, in addition to the 1920 rates on individual subscriptions and club packages, a special rate on newsdealers' bundles.

At the Chicago hearing, it appeared as though the Post Office Department would concur in such a rate, but later the Department objected to it most strenuously.

After the adjournment at St. Paul, the Congressional Committee did not meet again until late in October. This hearing was immediately adjourned until November 11 at the request of the Post Office Department. On November 11, it became apparent that the Joint Committee could not conclude its work in time to report in December, as the law provided, because the Post Office Department declined to give it information which was regarded as essential to its final report. In view of this situation in December, Senator Moses obtained consent of Congress for the Committee to continue in existence for one year.

Hearings were finally resumed in Washington, March 29, 1926, and were still in progress when this report was prepared.

COMMITTEE BELIEVES REPORT WILL BE PRESENTED AT THIS SESSION

While it is impossible at the moment to forecast either the contents of the report of the Committee, the date of its submission to Congress, the action by Congress thereon or the date thereof, your Committee believes that much good has been accomplished in behalf of publishers, even if there be neither report nor action at this session of Congress. But it also believes there will be a report and it is confident that if the same fine co-operation heretofore given by members of the Association is continued, there will be action which will restore the 1920 rates and obtain a favorable bundle rate.

Two problems now confront us:

First, bringing about an immediate report from the Congressional Committee favorable to our program seeking a return to the 1920 rates, supplemented by a bundle rate, and

Second, obtaining action on that report at this session of Congress.

Means of solving these problems will be discussed at the Convention in the light of last minute information from Washington.

SUMMARY OF WORK ACCOMPLISHED

The good which already has been accomplished, in your Committee's opinion, may be summarized thus:

In December, 1924, the Postmaster General proposed a 100% increase on the great bulk of newspaper mail. This proposal was defeated and the law of 1925 provided for an increase in but one zone—the fourth.

As a result of the testimony submitted at the hearings held to date, your Committee feels certain that in the future

no unbiased person can safely accuse newspapers of not paying their way in the mails. It was clearly and conclusively demonstrated that mail distribution is the most expensive form of distribution employed by publishers. It was equally conclusively demonstrated that mail charges for transportation only, without any distribution by the Government, are far out of line as compared with any or all other charges by other transportation agencies. Furthermore, it was shown to the Joint Committee's satisfaction that the increases in postal rates since 1920 have curtailed the distribution and transportation of newspapers through the mails with injury to the public and no corresponding benefit to the Government. Finally, while the Postmaster General has declined to recommend a reduction in second class rates or to approve a special bundle rate, he no longer advocates a 100% increase, or any increase in fact in newspaper rates.

The Joint Committee of Congress is now considering Senate Bill 3544, introduced by Senator McKellar of Tennessee. This measure provides for a return to the 1920 rates and at the recent hearings in Washington, Senator McKellar announced he would propose an amendment to cover a bundle rate.

THE I. C. C. CASE

In addition to the work of your Postal Committee before the Joint Congressional Committee, it has been engaged during the last three months in a proceeding before the Interstate Commerce Commission affecting the pay given the railroads for hauling the mails. Last year, the carriers asked the I. C. C. to give them large increases in pay for carrying the mails. The Postmaster General is resisting their request. Your Committee, as well as your Board, felt, however, that the interests of publishers, as well as the public generally, would be served if the A. N. P. A. could be allowed to intervene in this case. Therefore, a petition of intervention was filed, and while at first the I. C. C. denied it, upon further consideration the Commission decided to listen to argument.

This has not taken place as yet, and while it is impossible to forecast the result, it is not imprudent to say that even if the petition finally is rejected, a record will have been made which will put our views squarely before the Commission. That which we seek to prove is best summed up in our petition of intervention as follows:

"The Petitioner, respectfully represents, therefore, that if allowed to intervene in this proceeding, it will submit, among other matters relating to the rates in controversy, the following evidence:

"1. That the cost of postal transportation of newspapers is excessive as compared with the cost of other methods of transportation and distribution involving substantially similar service.

"2. That such excessive cost results in part from the present practices of the Post Office Department with respect to the transportation and distribution of the mails.

"3. That the charges for transportation paid the railroads could be materially reduced if various appropriate kinds of transportation service were substituted for the one form of highly expensive passenger train transportation, now almost exclusively used by the Post Office Department, even for the cheapest and most bulky forms of non-perishable commodities.

"4. That if the methods of transporting the mails are properly revised, the cost to the railroads for the service rendered by them can be materially reduced.

"5. That as to a large volume of newspaper circulation now distributed by the Post Office Department, the sole out-of-pocket expense to the Department is the transportation rate paid to the railroads under the order of this Commission, since the newspaper publishers deliver their bundles to the car, put them in the car at their own expense, and have them picked up by their dealers at point of destination without handling cost to the Department.

"6. That as to that part of newspaper circulation distributed on rural routes, the newspaper publishers subject the Post Office Department to practically no expense for distributing or handling such circulation; that the publishers route and bundle all such mail for the route on which it is to be distributed, and in addition deliver such bundles to the train on which they are to be carried; that these rural routes were established by Congress as a part of a public policy to afford mail service to every citizen of the United States; that rural carriers are not paid according to the number of hours they work or the volume, weight or value of the mail they carry, but solely by the number of miles they travel; that the expense for operating such rural routes is, therefore, not increased by increasing the volume of second class mail matter, and, on the contrary, is not reduced by a decrease in the volume of second class mail matter.

"7. That for these services of transportation only publishers pay the Department an average in excess of $1.70 per hundred pounds for a haul of 150 miles or less, whereas railroad and other carriers competing for similar shipments offer rates ranging from 30c to 90c per hundred pounds for the same distance, and express companies competing for such shipments offer rates ranging from 50c per hundred pounds for intrastate shipments, to $1.00 per hundred pounds for interstate shipments. That because of these discrepancies in cost, Petitioner's members, wherever possible, have diverted their distribution of newsdealers' bundles from the Post Office Department to other distributing agencies, but that where such other distributing agencies are not available, Petitioner's members, in order to serve their subscribers, are compelled to use the postal service at what they believe to be an excessive charge for transportation only, said excessive charge solely for transportation being largely due to the practices of the Post Office Department in the transportation of this and other mail matter.

"8. That the four successive increases in second class postal rates since 1918 have injuriously affected Petitioner's membership by curtailing the circulation by mail of daily newspapers in the United States. That this has been particularly true since the third of these four successive horizontal increases took effect July 1, 1920. That under the present second class postal rates, Petitioner's members have been forced to seek other methods of distribution, or in the absence of less expensive methods, have been compelled to curtail their mail distribution because they could not afford to pay the cost thereof, and subscribers would not pay it through increased subscription charges. That as a result, it is now impossible for Petitioner's members to increase their volume of circulation through the mails. That since any further increase in the transportation rates allowed the railroads may result either in increased second class postal rates, or in further curtailment of second class postal service, Petitioner's members and the public at large will be greately damaged by the allowance of any such increased transportation rates to the railroads without a proper readjustment of the transportation practices of the Post Office Department."

COMMITTEE APPRECIATES CO-OPERATION OF MEMBERSHIP

In conclusion, your Committee desires again to thank the Association as a whole for the co-operation extended, and especially to thank those individual publishers, their circulation representatives, the Manager of the A. N. P. A., and his staff, and the Washington Representative of the Association, who were so helpful to us during the long siege of Congressional hearings last summer.

Respectfully submitted,

J. D. BARNUM, Chairman

Elbert H. Baker	David W. Howe
Louis H. Brush	R. L. McKenney
Amon G. Carter	A. L. Miller
Gardner Cowles	F. A. Miller
Howard Davis	E. B. Piper
A. L. Fish	Chas. A. Webb
Homer Gard	Lafayette Young, Jr.

REPORT OF THE COMMITTEE ON TRAFFIC

Following is a report of the activities of your Traffic Committee during the past year:

Directly following his appointment as a member of your Committee, your present Chairman undertook the compilation of a tariff or statement of rates applying on newsprint paper from the various mills and ports of importation to all large centers or rate groups in the United States. It was his belief, and still is, that such a tariff would reveal numerous maladjustments, correction of which could be negotiated by the Committee or individually by members. Some work was done on a publication of this nature, but it soon developed that it was more of a task than your Committee could handle with its present limited facilities.

Complete and up-to-date tariff file must be assembled which would require constant revision. Such work as has been done has not been wasted effort, however—as an instance, the inconsistency of the rates from points in the Hudson River Valley to New York City was developed. This feature will be mentioned later in this report.

The net result of our efforts is contained in the remarks of your Chairman at the First Fall Convention of your Association held at White Sulphur Springs, November 10th, 11th and 12th, a transcript of which may be found on page 558 of the 1925 Bound Volume of Bulletins. It is our belief that matters relating to transportation are of vital interest to the members of this Association, but that the subject is varied and technical to be handled by a Committee. We recommend that a department be created immediately to handle traffic matters for the American Newspaper Publishers Association.

In our report for the year 1924 we advised that the railways through their Classification Committee were endeavoring to so alter the description of cores that pulp and fibre paper winding cores without metal ends would pay rates four classes higher than at present—roughly, an advance of 100 per cent. Your Chairman has appeared before the Committee and resisted this advance in which he has had the co-operation of the Pulp and Paper Traffic League. As a result, the present proposal has been abandoned by the railways, but the docket of the Classification Committee must be closely watched in the future as the railways have indicated that they are not satisfied with the present description. They claim it permits unscrupulous shippers to move under present rates the light paste-board cores such as are used in rolls of tissue and crepe paper sold in chain stores.

The matter of rates on carload shipments of paper winding cores has also had the attention of your Committee. Just at present the newsprint rates in the opposite direction apply on returned cores moving in carloads between all points west of Espanola, Ontario, Chicago and East St. Louis, and this, in the opinion of your Committee, is the proper basis for the whole country. In eastern territory, however, with very few exceptions fifth class merchandise rates apply. Of necessity paper mills are usually located far back from large centers to which reasonable class rates apply, and frequently there are no through class rates, in which case the cores must pay full local rates to and from some intermediate junction. The only thorough and proper basis is the rate established to move the paper in the opposite direction and this is the goal your Committee has in mind.

During the year the Interstate Commerce Commission handed down its decision on the subject of core rates in the complaints of the Washington Publishers Association. From certain points sixth class rates have been prescribed by the Commission. Viewed from one angle this is a step in the right direction, but on the other hand it affords very little relief to shippers who must pay combination rates and at the same time establishes a fixed basis for the future. The decision has proved an effective check in our efforts to obtain the newsprint rates by negotiation. We have, however, several proposals under consideration and hope within the next year to have found a method of overcoming the effects of this decision.

In our previous report we advised that the Interstate Commerce Commission had issued a circular under its Docket No. 17000 initiated as a result of the so-called Hoch-Smith Resolution adopted by Congress in which shippers and receivers were asked to set forth conditions prevailing in their various lines of industry. In a nutshell, the resolution calls for a general revision of the rate structure of the country with a view to shifting a part of the burden of transportation costs necessary to maintain our railroads from farm products to manufactured products and other freight. While little can be proven without exhaustive statistics and exhibits, your Committee is of the opinion that failure to file a statement at this time might later be construed as an admission that the publishers could stand a heavier share of the freight burden or were not particularly affected by the volume of freight rates. We filed a complete statement.

The railroads operating from the south Atlantic ports have for a number of years carried import rates on newsprint paper to certain destinations in Alabama, Georgia and Tennessee lower than the local rates. The original idea was to meet competition through the Gulf ports. Certain interests have drawn the attention of these roads to the fact that where the rates apply on traffic from Newfoundland there is no competition from that colony and further that a substantial movement of Newfoundland paper has developed. The roads immediately attempted to increase their revenues by cancelling the application of the rates on traffic from Newfoundland allowing the higher local rates to come into effect on this traffic. Your Committee lodged protest with the issuing agencies. As a result, the proposition has been withdrawn from the railways' docket. It has been the intention of your Chairman to make a thorough check of the rates to this territory via all rail routes as well as through the Southern and Gulf ports, but, as above outlined, it has proved to be too great a task for the time he is able to devote to it.

Advice has reached your Chairman that following his remarks, regarding the rate adjustment from Hudson Valley mills to New York City made during his talk at White Sulphur Springs, a committee composed of representatives of the New York dailies has been formed to investigate this situation and if advisable to form a traffic department to handle this and other rate situations and traffic matters. If the right man can be secured we are certain that the results will be highly satisfactory and it might be remarked in pasisng that what is true of one city would also be true for the whole organization.

As recommended in our former report, the Association has now secured membership in the National Industrial Traffic League. This membership gives us a voice in the largest and most influential traffic body in the United States which would be particularly valuable to your traffic manager.

At the annual meeting of the Pulp & Paper Traffic League, held in Chicago January 20th and 21st, the matter of the proposed traffic department of the American Newspaper Publishers Association was discussed and your Chairman through his membership in the Pulp & Paper Traffic League was able to have a resolution passed favoring heartiest co-operation between the membership of the league individually as well as collectively and the traffic manager of this Association.

Respectfully submitted.

E. M. Antrim, Chairman.

Wm. L. McLean, Jr., John S. McCarrens.

(*For Additional Reports see page* 118)

WOMEN LIKE VARIETY OF SUGGESTIONS IN ADS

Retail Copy with This Feature Received Largest Vote in Daily's Ad Letter Contest—Copy with Merchandise Pictured Second Choice

RETAIL advertisements which contain a variety of suggestions for purchasers are of the greatest interest to women readers, according to an analysis of letters received in a recent "Ad Letter" contest just issued by the *Kansas City Journal-Post*.

Six hundred and eighty-eight women declared they were most interested in copy as described above, while 650 mentioned preference for advertisements with merchandise pictured.

The other ratings, which EDITOR & PUBLISHER believes of high interest to advertising managers and copy writers, were:

547 preferred to see **popular priced merchandise** advertised.

538 decided that the **price of** merchandise must be included in an advertisement to make it valuable.

520 emphasized the value of **description** of merchandise in advertising.

436 said **service** was the most important thing the advertiser had to offer. Of this number 54 liked the free parking space accommodation, 30 the lunch room service and 25 the day nursery offered by one firm. The use of rest rooms, writing rooms and a willingness to cash checks for customers were all included as forms of service to customers.

402 are partial to **sale** advertisements, favoring price reductions and bargains of any kind.

384 appreciated the **reliability** of the advertiser.

378 favored advertisements that were **attractive** to the eye either in makeup or art work, or both in most cases.

348 expressed a preference for advertisements that included merchandise for **all members of the family.**

323 appreciated the **time-saving** and **energy-saving** aid of the advertisements.

267 said they were **mail order** customers of advertisers.

255 were impressed with **the credit appeal** of an advertisement. Those merchants who offer an easy payment plan were preferred.

247 favored advertisements that featured **practical merchandise** for sale.

211 said **style** was the thing they were interested in when reading advertisements.

210 were partial to **large advertisements.** They thought the size of the advertisement more than anything else attracted attention.

202 decided **quality** in merchandise advertised was of the utmost importance.

192 admired the **simplicity** with which the advertiser stated his message.

189 acknowledged the importance of **store courtesy** in winning patronage.

159 mentioned the influence of **timeliness** in advertising. The merchant who keeps up with the seasons and the important events of the year and applies it to his advertising is complimented.

152 suggest that advertisements include a **range of prices** so that all classes can be reached.

136 decided they liked certain advertisements because they were **well arranged** as to copy and illustrations.

131 appreciated the advertisement that told of the **store arrangement.** In other words, on what floor and in what section to find merchandise advertised.

127 liked to see the **location** of the firm conspicuously placed in the advertisement.

126 were attracted to advertisements that showed **originality.**

105 preferred to see merchandise of **utility** advertised.

98 commented on the **human interest appeal** of certain advertisements.

96 thought **forcefulness** was evident in the ads they wrote about.

86 emphasized a preference for **display headlines.**

84 approved of the **surety coupon** plan in use by one Kansas City firm.

79 stressed the desirability of the **personal note** in an advertisement, saying they were attracted by the informal, chatty tone of the "ad."

78 advocated the use of **large type** to call attention to the advertisement.

73 liked advertisements that were **constructive** in their message. . . .

70 admired the **thrift encouraging** tone of the advertisements—this particular feature applying particularly to bank advertisements.

61 appreciated advertisements that mentioned **trademarked** brands.

60 recognized the value of **white space** in an advertisement.

57 noticed that certain advertisers **use space consistently** and so became better sold on the firm.

56 liked to know they could **order by phone** and appreciated the advertisement which incorporated this fact.

56 noticed the advertisement with an **appeal to children,** especially was this true in the toy ads before Christmas.

55 praised advertisements that seemed to uphold and foster **civic enterprise.**

54 voted for advertisements that were **informative**—that were newsy and told something worth while either about their store or the city.

53 approved of the **convenient location** of certain stores.

46 opposed advertising that used **extravagant superlatives.**

45 were impressed with the **sincerity** of the advertiser.

44 wanted advertisements to **name business hours** for the shopper's convenience.

42 liked advertisements that gave them **new ideas** in merchandise.

39 considered late closing hours an important thing for working people during the Christmas holiday season.

39 urged the abolition of **comparative prices** in advertisements—the 39 opposed to it were very emphatic.

39 appreciated the **educational appeal** of the advertisements—this applied particularly to radio advertisements.

36 wished to see the **name of the advertiser** at the top of the advertisement.

34 were able to get the **meaning** of the advertisement preferred, at a glance, so clearly and concisely was it put.

31 preferred **small advertisements** because they were easy to read and could be digested in a short time.

31 approved of **dollar day sales.**

30 thought the **position** of an advertisement in the paper had a great deal to do with its effectiveness.

29 believed that those merchants who advertised that they sold in **large quantities** had an advantage.

27 considered the **free incentive** in an advertisement of decided interest and appeal.

27 were partial to **gravure advertisements.**

26 were attracted to advertisements that were **intriguing** or held an air of mystery.

23 liked the **slogan** featured by an advertiser.

23 believed **one-day sales unfair.** Believed sale period should cover several days.

21 disliked **flashy illustrations** or anything noisy looking in an advertisement.

19 stated emphatically that they were **against cut prices.** They felt more confident when buying from a one-price store.

18 felt the influence of **dignity** in an advertisement.

12 favored merchants with **progressive** ideas.

11 preferred advertisements of a **conservative** type.

10 liked advertisements filled with **reading matter.**

7 mentioned desirability of stores **all on one floor.**

5 voted for advertisements with a bit of **humor** in them.

4 appreciated a **well lighted** and **well ventilated store.**

2 said advertisements with a touch of **romance** appealed to them.

The contest, the analysis of which has just been issued in booklet form, was launched Dec. 6 last and covered a period of 14 days. It was open only to women and girls. In spite of the busy Christmas season which might have deterred writers, thousands of letters were received. Cash prizes totaling $1,400 were offered, first prize being $200, second $150, third $100. There were fifty smaller prizes.

The letters were limited to 200 words, subjects being any local advertisements appearing in the Journal-Post between Dec. 8 and 22, inclusive. A clipping of the ad commented on had to be enclosed with the letter.

"The thousands of letters received in the Ad Letter contest radiated appreciation of the sincerity in advertising," the Journal-Post stated.

"'I like their advertising because it is honest and I can find the same treatment in the store that is suggested in the advertisement,' was a typical statement.

"Another expressed her idea of honesty in advertising in this manner: 'Art is wonderful, but when I anticipate a purchase and search the advertisement for prices, I do not care to get lost in Old English Gardens, swim Venetian thoroughfares or trail among Grecian statues. To me, simplicity combined with *honest representation* means strength in advertising.'

"'I make frequent shopping trips to Kansas City and read the advertisements in the Journal-Post and feel safe in using them as a shopping guide.' This thought expressed in a letter reflects the attitude of all women readers. They have learned to depend upon the advertisements for they have found them reliable.

"Newspaper readers expect their newspaper to reflect sincerity and truthfulness in its advertising pages. It is a rightful desire and the advertiser who caters to it is the advertiser who wins customers."

Following are excerpts from letters regarding the appreciated qualities in copy advertising a men's store:

"The ad gives the assurance of an abundant stock so that one may be sure, after the selection is made, he will not hear 'We are just out of that.'"

"The prices are plainly quoted instead of being advertised only as cheap and made it possible to select intelligently and still keep within my budget."

"The price is plainly given with each article—not so small that it is hard to find, not so large that it cheapens the ad."

"No definite date is set for the sales, thereby assuring out-of-town shoppers the same service as those who shop in the city."

"A pictured as well as a written description was given on almost all articles, thereby giving the phone buyer a better idea of what was offered."

"I have no patience with advertisements of articles that do not include the price. I like the 'no time limit for exchange.' I dread reading advertisements that are small and obscure."

Points of interest in department store copy were commented on as follows:

"We women are still children and one picture would attract more attention from us than a page of reading matter. It is like window shopping at home."

"Their willingness to cash checks makes it possible for the woman shopper to do her buying without carrying a large amount of cash with her in the crowded shopping district."

"Each article is illustrated. I do not take much interest unless a cut accompanies the description."

"All feminine minds love 'Charge Purchases—With Small Payments Down.' Nor can we overlook 'Triple Surety Coupons Monday and Single Coupons With C. O. D. Orders' in the Jones Store ads."

"They advertise their sales early, a thing that is of utmost importance to me, as I have to shop by mail."

"By actual count I found 64 suggestions and gifts, each one illustrated, practical, and the price of each given. . . . I transformed my husband into nursemaid from 6 to 8:30 o'clock and had no trouble in deciding on many of the suggestions appearing in the advertisement."

"The articles mentioned in the brief but clear descriptions enabled me to visualize my purchases and saved not only my time but the time of the salespeople as well. . . . The advertisement was easy to read and did not have any embellishment to detract from its message."

"A form of service which I cannot fail to appreciate is the fact that they advertise that checks from any Kansas City bank would be cashed. This is most convenient to the laboring class who have to work late and are not able to get to the bank before closing hours."

"Their descriptions are short and clear and at the bottom of each are directions telling what floor to find merchandise on."

"Such a variety of goods is advertised that I always read the entire ad to see if there is something of particular interest to me."

AS HIS HOME TOWN SEES HIM

Fred T. Bonham



CLEAN advertising constitutes one of the cardinal principles in the code of ethics of Fred T. Bonham, business manager of the *Knoxville* (Tenn.) *Journal*. This principle is not forgotten even in the heat of political campaigns.

No candidate for office is ever allowed to attack the private life and record of his opponent in the columns of the Journal. This principle has caused the Journal to turn away a good many dollars' worth of advertising, but it has contributed to the unshakable confidence which it enjoys in Knoxville and East Tennessee.

Mr. Bonham also believes in newspapers taking firm stands on great questions involving the public welfare. Once the Journal takes a side it stays with it until victory. But it does not involve itself in every passing squabble.

A few years ago when the municipal government of Knoxville became notoriously extravagant and inefficient, the Journal with other papers engaged in a fight which resulted in a change in the city charter and the installation of a city manager.

It was the first to begin the fight for the establishment of a great national park in the Smoky Mountains near Knoxville. After three years of unceasing effort, the park now seems assured. Tennessee and North Carolina have just raised more than $1,200,000 for purchase of the park area.

These are two of the major activities in which the Journal has engaged recently.

Mr. Bonham came to the Journal as assistant business manager in 1908. In 1912 he became business manager, a position which he has since retained.

WHAT IS FAIR PRESS COMMENT AND CRITICISM?

Editorial Opinion Restricted and Critical Judgment Restrained for Protection of the Individual—Helm Tells How Far Editors May Safely Go

By PHILIP SCHUYLER

Press freedom would be mere mockery were editors not permitted the privilege of fair comment and criticism.

But when is comment "fair," and "criticism" just?

Carl Helm, member of the Hearst legal department, in New York, answers these questions this week for Editor & Publisher *in this the sixth article in a series stripping the libel law of legal verbiage.*

Libel law was created for the protection of the newspaper editor and owner as well as all other individuals, Mr. Helm explains.

FIGHTING editorship has brought many a paper from mere ink-smudged newsprint to popularity and prosperity. It is one circulation builder unpurchasable from the syndicates and most precious of them all.

And yet a fighting editor is doing a devil's dance on the libel tight rope, if he hasn't truth as his balance pole and doesn't know exactly what "fair comment and criticism" means and when it is permitted by law.

Even editorial opinion is limited in its expression to certain definite fields; even critical judgment is restrained by law for the protection of politician, author, artist, composer or other public man or woman.

For the protection of newspaper editor and publisher, too, libel law, particularly criminal libel law, was created, Carl Helm, lawyer, member of the Hearst legal department, New York, pointed out this week in an interview.

"Not so long ago," he said, "a sawed-off shot gun or a steady pistol hand was the libel law. Then if a man, attacked in the public prints, felt himself maliciously outraged, he called on the editor in person, shot him up, wrecked his plant, and in this boisterous way got his revenge. Today the same man engages a lawyer and takes his case into the courts.

"The editor is thus protected and at the same time hampered by law. He cannot always say exactly what he thinks. No gentleman ever would. He must be sure his facts are probably true, and that is language is temperate enough to prevent any suspicion of malice.

"But he is granted a privilege which has been given the term 'fair comment and criticism.'

"In a single clause, this privilege means that an editor can attack the works of a man, but not his motives nor the character of a man himself."

Legal-minded men, however, are never content with dismissing a definition with a clause. Mr. Helm provided me with a classification of the various fields in which an editor is permitted to comment and criticize freely, but fairly, without fear of resultant libel litigation. These fields are:

1. Affairs of state.
2. Administration of justice.
3. Public institutions and local authorities.
4. Ecclesiastical matters.
5. Books, pictures, and architecture, theatres, concerts, and other public entertainments.
6. Appeals to the public for funds, etc.

William A. DeFord, chief counsel of the Hearst Corporations, added this warning and advice to the editors:

"You can argumentatively criticize what a man does," Mr. DeFord told the editors, "as a public man—all of his official acts and the affects of those acts, as long as the charges or attacks reveal no personal malice on the part of author or publisher and as long as you do not state or imply to the subject of your criticisms any motive for the act holding him up to public ridicule, or expressly or implicitly charge him with a disgraceful act which would hold him up to public scorn.

"In making a fair report of an official or judicial proceeding, the report must present a narrative of what actually occurred without interlarding any comment or criticism."

Newell on "Slander and Libel" supplements this advice in greater detail. A quotation from that book reads:

"The editor of a newspaper has the right, if not duty, of publishing for the information of the public fair and reasonable comments, however severe in terms, upon anything which is made by its owner a subject of public exhibition, as upon any other matter of public interest, and such a publication falls within the class of privileged communications for which no action can be maintained without proof of actual malice.

"It is sometimes said that fair and honest criticism in matters of public concern is 'privileged.' This is not true in a strict sense. The distinction between fair and reasonable comment and criticism and privileged communications is this:

"That in the latter case the words may be defamatory, but the defamation is excused or justified by reason of the occasion while in the former case the words are not defamation of the plaintiff and hence not libellous. The stricture or criticism is not upon the person himself, but upon his work and does not attack the moral character or professional integrity of the invidual, and is fair and reasonable, there is no libel, because there is no defamation of the man himself.

"But when the comment or criticism of the man's work becomes an attack on his private or business character, then the element of malice comes in and stamps the language libellous."

In another section Newell states:

"Condemnation of the foreign policy of the government, however sweeping, is not actionable.

"Criticism, however trenchant, on any new poem or novel, or any picture exhibited in a public gallery is not actionable.

"But to pry maliciously into the private life of any poet, novelist or statesman is indefensible."

And again:

"There is no doubt that the public acts of a public man may lawfully be made the subject of fair comment or criticism, not only by the press, but by all manner of publication. But distinction cannot be too closely borne in mind between comment or criticism and allegations of fact, such as that disgraceful acts have been committed or that discreditable language was used. It is one thing to criticize, even with severity, and quite another to assert he has been guilty of particular acts or misconduct. To state matters which are libellous is not comment or criticism."

In this connection, Mr. Helm pointed out, editors court libel. Their reporters bring in reports or rumors; investigations are ordered, but again the reporter falls down. He tells half-truths to his editor, who writing his editorial, states them as truths and the paper is named defendant in a libel suit.

Not long ago a report was circulated of a certain man that he was a candidate for public office. In this capacity, he was a legitimate subject for an editorial attack. The editor attacked. He was perfectly safe in that he only criticized his public acts; he did not condemn his motives, his personal character, nor did he charge any indefensible misconduct.

It seemed an absolutely safe editorial.

The trouble was, however, the man was not a candidate for office. The report proved unfounded. He sued for a substantial sum and collected.

In addition to the necessity of truthful foundation, temperate writing is virtually an essential for the editor who wishes to avoid an unnecessary libel suit. Some degree of moderation should sit in with every editor as he writes an attack or criticism. Aristotle and his celebrated "Golden Mean" is an appropriate editorial companion.

Not many years ago a certain John D. Sweeney was a candidate for office in Ohio. Aristotle was unknown to the Ohio editor, who wrote of Mr. Sweeney:

"Laboring men are taught to believe that a certain candidate, who never did an honest day's work is their especial champion and friend. . . . . A professional gambler, he preaches morality; and a confessed ignoramus, he argues that intelligence should control the elections."

On the following day, the same editor, milled out this bit about Mr. Sweeney:

"Let the people of Ohio county not select a representative from the prize ring or the gambler's den. . . . . Club law is what we may expect from the Jim Sweeney style of legislature. Would you select a man to make laws whom you would kick out of your house and would not trust in your hencoop? Certainly not. And yet by staying at home today you give half a vote to just such a man. It is as much the duty of the citizens to vote against Jim Sweeney as it would be to deodorize against cholera."

The unfortunate Ohio editor cost his paper a half year's supply of newsprint. Jim Sweeney, the candidate, may have been unworthy for the office he was seeking, but the editor was far too reckless in his choice of figures of speech. Mr. Sweeney was not, and was able to prove it, a professional gambler; he had never in his life confessed to being an "ignoramus"; he had been honestly employed for years; and produced evidence satisfactory to a jury that he was not a "representative of the prize ring."

The case was hotly contested and reached the supreme court.

There it was held that:

"His talents and qualities, mental and physical for the office for which he asks at the hands of the people may be freely commented upon and published in a newspaper, and though such comments be harsh and unjust, no malice may be implied, for these are matters of opinion of which the voters are the only judges; but no one has a right by publication to impute to such a candidate falsely, crimes, or publish allegations affecting his character, falsely."

Far more freedom is allowed in criticism of books and plays and art, than in the field of politics, as far as temperate language is concerned; but here, too, the writer must not enter into discussion of personal qualities, motives, or acts, if he does not wish to involve his paper in a libel suit. At least he must be sure of his facts. A certain amount of error, to be sure, is permissable. The courts do not generally have a very high idea, unfortunately, of the press. One court, for instance, has held: "It is not to be expected that a public journalist will always be infallible." And likewise it has generally been conceded that a public man must accept an attack as a necessary, though unpleasant appendage, to his office. The freedom permitted in dramatic criticism has never perhaps been so definitely shown as in a case which occupied the courts of Des Moines, Ia., not so very long ago.

The Des Moines dramatic critic was not lazy, but he felt he had found a gem describing the act of the Cherry Sisters published previously in the *Odebolt Chronicle*. He went to the show, and the Chronicle's account suited his opinion exactly. He reproduced it therefore, as follows:

"Billy Hamilton, of the Odebolt Chronicle, gave the Cherry Sisters the following, graphic write-up of their late appearance in his town: 'Effie is an old jade of 50 summers, Jessie a frisky filly of 40, and Addie, the flower of the family, a capering monstrosity of 35. Their long skinny arms, equipped with talons at the extremities, swung mechanically, and waved frantically at the suffering audience.

"'The mouths of their rancid features opened like caverns, and sounds like the wailings of damned souls issued therefrom. They pranced around the stage with a motion that suggested a cross between the dance du ventre and the fox trot—strange creatures with painted faces and hideous mien.

"'Effie is spavined, Addie is stringhalt, and Jessie, the only one who shoed her stockings, has legs with calves as classic in their outlines as the curves of a broom handle.'"

The Cherry Sisters were enraged and brought suit against the Des Moines paper. They said their professional reputations had been injured to the extent of many thousands of dollars. But the Des Moines paper furnished evidence that proved to the satisfaction of the jury that the performance given by the company was not only childish, but ridiculous in the extreme.

The court held the publication did not exceed the bounds of fair comment.

A somewhat similar case in New York last year hinged on the poignant comment of Alan Dale, dramatic critic of the *New York American*, made following the performance of "The Little Poor Man" on Broadway.

The play was directed by an English Shakespearean actress, who also played a role in the production.

The paragraph in Dale's criticism to which the Shakespearean actress objected, read:

"There were at least 35 names on the program as members of the cast. That means that 70 nice fathers and mothers were responsible for it all."

Although her name was not mentioned in any way in the review, the actress brought suit for $50,000 against the New York American, claiming that the criticism implied that she was an amateur. Mr. Helm argued the case for the American and contended that while Dale undoubtedly meant to say that all the members of the play's cast acted like amateurs, he certainly did not say they were amateurs. It was held fair comment by the court.

Of course the most celebrated case of art criticism is the attack made by Ruskin against Whistler.

In about the year 1875, Sir John Ruskin, the greatest art critic of his day, wrote and published an article criticising pictures exhibited in the Grosvenor Gallery in England. Referring to a picture painted by Whistler, Ruskin wrote the following:

"Sir Coutts Lindsay ought not to have admitted works into the gallery in which the ill-educated conceit of the artist so nearly approached the aspect of wilful imposture. I have seen and heard much of cockney impudence before now, but never expected to hear a coxcomb ask 200 guineas for flinging a pot of paint in the public's face."

Whistler sued Ruskin for libel. The only words which were considered libellous in the foregoing passage were "wilful imposture."

Whistler recovered as damages the insignificant sum of 1 farthing and had to pay his own costs.

A. Newton Plummer Retires

The *National Financial News* ceased publication with its issue of April 17. A. Newton Plummer, publisher, has retired to devote his time to other interests. The *Magazine of Wall Street* is reported as purchaser of his interests in the financial magazine.

HOW TO INCREASE EFFICIENCY IN THE LIBRARY

Combined Use of Index and Clippings Found to Be Best Method by Indianapolis News—Provides Permanent File of All Record Matter Complete Within 24 Hours of Last Edition

By CHARLES T. MOORE
Indianapolis News Library

IT is the aim of this article to show how index and clippings may be combined to preserve all the advantages of each with few of the vices of either and as an ultimate resultant a permanent alphabetical index to bound files, while the process constitutes at all times a current alphabetical index within 24 hours, or even less, of the next edition. Nothing of originality or novelty is claimed for this system, which has been in use in several progressive reference departments for a number of years, with modifications to suit the peculiar requirements of each. It is adaptable to any size plant by determining limits within which indexing shall be confined and, in the long run, especially when both current and enduring values are considered, is but little more expensive than other methods.

In primary form the index here considered consists of clippings filed in individual, lightweight, tough bond envelopes with square-cut ungummed flaps, the sizes 4″ x 6″ or (approximately) 5″ x 8″ having been found most practicable. Each envelope bears an appropriate subject heading, with sub-heading if desired; an outline (called "sub-entry"), of the nature of the story or article and the date, page and column numerals. If it is advisable to index under more than one subject this is done by means of cross reference cards of the same size as the envelopes.

Unless all editions are bound the "home edition," or that one which is supposed to pick up all essential matter of the preceding 24 hours, is used as the basis for the index and is the only one to which a permanent index will apply. If all editions are bound care should be taken to index important material in any which does not appear in the others and in such cases it will be necessary, in addition to the page and column numerals, to indicate the edition and, if the paper is printed in sections separately paged, the section in which the article is found.

The envelopes and cross-reference cards are filed in dictionary alphabet sequence and those having the same subject heading from day to day follow each other in chronological order and thus, where a particular phase of a story running for a considerable length of time is wanted, it may be selected quickly by means of the "sub-entry" without disturbing the others, while the whole series gives the story complete. The advantage of this method over the cumulative envelope system, containing all clippings on the same subject, which must be sorted over until the right one is found, is obvious. The time required to make the envelopes and insert the clippings will be little, if any longer, than making entries on cards or folio sheets—the usual methods of indexing bound files, since either of these requires search and "plucking" of cards or folios for the new entries. If indexing is begun as soon as the editions come from the pressroom the new day's entries can be completed and filed within a few hours.

Experience has shown that the active life of clippings, that is, the period during which they are most frequently called for is from three to five years. After this length of time it has been found that, in seven out of ten cases, all the information wanted is usually contained in the sub-entry. These considerations furnish a basis for revision of the index files and the discarding of clippings at suitable intervals, at once preserving the references to the bound files and reducing the accumulation in filing cabinets. The process, amounting to the "transfer" in commercial filing parlance, has been called "condensation."

It is patent that each of the envelopes and cross-cards constitutes an index entry to bound files as soon as the latter are completed. At the interval determined, say three years, the complete entry, heading, sub-heading, sub-entry, date, page and column numerals and edition symbols of each envelope and cross reference card within the period is type-copied in alphabetical, chronological sequence on sheets of suitable size which may be bound in book form or, if preferred, lightweight ("onion-skin") paper may be used and the pages folded to fit envelopes of the same size as the index envelopes but of a different color, which, with proper captions may be filed in their logical positions in the index file cabinet. After the references have been copied the clippings and envelopes are destroyed while cross cards may be canceled and used again on the reverse side. Where the "condensation" sheets are refiled in envelopes the process reduces bulk in the file drawers in the proportion of about 6 inches to ¼ inch.

Clippings from other sources may be filed along with the news index if desired, but their sources always should be plainly indicated on the envelope and, of course, they should never have been included in "condensation." When an index of this nature is once well established it will be found that fewer and fewer clippings from other papers or periodicals will be required. The experienced indexer has learned long ago that sooner or later his own paper handles most of the material to be derived from other columns. The condensation process affords opportunity, of course, for the deletion of any references that time has shown to be valueless.

In this system biographical sketches, especially those furnished by the syndicates and press associations are carried at the head of the file occupied by index clippings on the personages involved, giving a ready and continuous history including the most recent events which the prepared sketches, of course, cannot have. These sketches, of course, never are included in condensation. When any material is removed from the files for condensation this should be shown by an "out-card," giving the subject heading, the period covered by the removal and showing where the references may be found until the typing is completed and the sheets bound or returned to their places in the index file.

If it is desired to print the index this can be carried on almost simultaneously by placing thin cards or stiff paper with a carbon sheet in the envelopes as they are typed for the index. The use of cards or stiff paper makes insertion in the envelopes easier and quicker than lighter weight material. The copy thus made can be easily edited for the printer and a bound volume made as soon as enough material accumulates. This, indeed, is the end devoutly to be wished but one not likely to be undertaken by most newspapers because of the additional expense. It is true the *New York Times* helps to make ends meet in this direction by the sale of its published index, but this very fact helps to limit the market for other publishers since the published index of any good newspaper will be a "master-key to all newspapers" except for matters strictly local and provincial.

The stumbling block in many offices where indexing is attempted, whether by cards, folio or otherwise is the formation of subject headings. The effort usually is to adopt a fixed list according to what professional indexers know as subject classification. The trouble with this method is that many items do not fall naturally under any chosen heading and must be forced under such as most nearly appear to designate them. Also it is necessary for the user to be familiar with the scheme of classification in order readily to find the material for which he is searching.

One able worker (Gustav V. Lindner), has said: "It would be utterly purposeless to try to adhere to any strictly scientific classification of subjects . . . ordinary common sense is a much more satisfactory basis for newspaper indexing." However, the practice of certain elementary conventions recognized by expert indexers furnishes a method of choosing headings which not only allows sufficient latitude for widely varying data but also has a regularity of operation that is readily grasped by almost any one familiar with the use of the dictionary or encyclopedia.

Professional indexers regard their field as made up of four principal divisions: (1) Personal, names of persons; (2) Subjective, embracing all items of a subjective nature; (3) Titular, embracing titles of government departments or officials, of nobility, of books, works of art, etc., and (4) Geographical, names of countries, their political divisions, etc. In practice headings derived from any of these divisions may be used alone or, often to advantage in combination with one or more derived from another as sub-headings.

Thus, instead of being obliged to memorize several hundred or thousand subject-classifications among which only too often the exact one needed is not to be found, the indexer may form his own subject headings for the matter in hand with reasonable assurance of uniformity in the resulting web and pattern of the index as a whole and any one accustomed to the use of dictionaries or encyclopedias will be able to find his way about in it, in emergency, with little if any more difficulty than is now and then encountered in those labyrinths of learning. It is not meant to give the impression that indexing by this system is child's play. It means systematic, painstaking work.

The newspaper sense of the indexer will govern to a large extent in his selection of subject-headings in which he will try to express the idea which the item will most likely impress on the reader and which the latter will try to describe when it is wanted again. The use of sub-headings will be dictated by variations within the scope of the item, and whether a sufficient number of such variations occur under the main heading to warrant their distribution by this means as a help to quicker search. The sub-entry, that is the outline of the nature of the story, should be a brief and succinct as possible, with an outside limit of 25 words.

It is beyond the scope of such an article as this to go minutely into the construction of subject-headings. The principles governing the art and the conventions observed by indexers, including the treatment of prefix and suffix titles and designations such as "Dr.." "Col.," "Mrs.," "Jr.," "II," and of such racial and linguistic dingbats as "Ap," "de," "Mc-," "Mac-," "O'-," and "von" will be found discussed in any one of several manuals of indexing of which probably the best in anything like the compass is that of George E. Brown, F. I. C.

Once a heading is established in the files the indexer's memory will follow it almost automatically but if there is any doubt he should verify the exact form from previous entries, otherwise discrepancies will result disastrously in filing. Some indexers keep a memorandum list of all index entries on their desks. The making and care of this, however, is apt to consume about as much time and energy as is required to consult the index files.

A good ground work for establishing the limits of the index is for the managing editor, news editor, department heads and librarian each to mark several successive issues of the paper, say for a week, canceling such items as each thinks can be safely omitted. A round table discussion of reasons for canceling or allowing items to stand also will be helpful. It is assumed as a matter of course that no ordinary advertising, display, classified or reading notices will be indexed.

As a partial guide which experience has developed with regard to material which may be excluded from the index with comparative safety may be mentioned: All ephemeral and encyclopedic matter; advance stories of events to take place within a few days unless containing important distant future dates or valuable information not apt to be repeated; Churches, except actual events or discussions of denominational or congregational importance—no routine sermons or social affairs; Courts, except actual news stories—no docket routine or minutes; Fashions, except discussions in news or editorial columns—no syndicate material; Features, only legitimate features of special interest—no daily syndicate material; Financial and markets, only such items as have important bearing on stories in news columns; Departmental, such as City News Notes, State Brevities, etc., only items of prima facie importance; Industrial, only items of prima facie importance; Music and Art, only bona fide criticism of important offerings; Routine, no minutes of municipal boards or commissions, police courts, vital statistics, real estate transfers, etc.; Society, except actual events of unusual importance, club and lodge elections or participation in important municipal affairs; Sports, except actual events of championship importance and advance notices of distant important dates; Theaters, only bona fide reviews of recognized offerings, local interviews with important personages and the like.

This list, as already intimated, is not intended as a hard and fast schedule, but may be modified to suit the exigencies or requirements of any particular situation or occasion.

HEARST, STARTING AGAIN, WOULD CHOOSE NEWSPAPER WORK

WILLIAM RANDOLPH HEARST, in a letter to the Newspaper Club of New York, Inc., this week gave his opinion of newspaper work. He wrote in part:

"I am very happy myself to be a member of the club—happy to be a newspaper man and to be regarded as one, and to have the honor of association with other newspaper men.

"Newspaper work is the best line of work that I know of, and if I had my life to live over again, I would be a newspaper man and merely try to be a better one.

"I think it is a more important business and a more dignified business than we always realize."

Toronto Telegram 50 Years Old

The *Toronto Evening Telegram* on Sunday, April 18, celebrated its fiftieth year of existence. It was founded on April 18, 1876, by the late John Ross Robertson.



TRAIL BLAZERS OF ADVERTISING

Over The Bridge of Statistics

by Chalmers L. Pancoast

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CHAPTER XLIV

Curtain

ONE day at a crowded luncheon in the old advertising club on East 25th street, I happened to find an empty seat at a table with a chap I had never seen before, haven't seen since; and do not even remember his name. But he was one of the old school of ad-men.

We fell to talking about the old scheme days in advertising. We had a lot in common. He had been a special edition man, a schemer, and knew all the tricks of the old game.

We were drawing comparisons between the old and new order of things, before advertising became analyzed, dissected and cut into bits by modern theorizing minds.

Today the scientific methods have destroyed the myths, miracles, mysteries and secrets of advertising. Hard facts, cold, merciless and dangerous figures have taken the place of beautiful, fanciful pictures painted with colorful words.

The G's of the old advertising game—gambling, guessing, gifts, gabble, gadding, gala, gamesters, gangs, gaudiness, gaiety, genius, glitter, graft, grandeur, guts and grit of go-getting guys—have been replaced by the modern and mechanical M's of business.

Perhaps you have heard of these fundamental M's, such as— methods, money, men, media, management, materials, machinery, merchandising and markets.

The old and the new. The old loose ways and the modern tight ways. Yet your old-time solicitor was more hard-boiled than the scientific salesman of today.

He possessed that rare quality of salesmanship known as strategy. When he ran out of ammunition and didn't want the enemy to know it, it was strategy to keep on firing. He never wanted for arguments, even when there were none. He used talk, not facts.

The first steps towards changing the old game were market and media investigations. I traveled across the long bridge of investigations from schemes and guess-work to practical facts and figures. All effort was directed toward digging up figures to prove certain theories were facts.

Every line of merchandise was given the searchlight treatment. Investigators were calling from door to door, from store to store; asking questions which were knocking certain theories into a cocked hat. Gangs of investigators invaded grocery and drug and hardware stores, barber and beauty shops, to get the facts on the goods they sold. What were the best sellers, and why did people buy them? What kind of advertising brought the most customers?

These questions were putting guesswork to rout, and knocking theories sky high.

The idea was to get down to bed rock. Like the prospecting miner, pan the gravel of advertising-dope to get the gold-data. Nothing was left to the imagination. In large cities where the people didn't believe bees made honey it was proven.

Hives of bees with glass fronts were put in grocery windows. The swarm of bees working on a comb in full view of everyone proved that honey was a product of bees. And these bees were alive too. I ought to know. One stung me when we were putting them in the windows.

There wasn't any scheme or guesswork about an exhibit of bees—it was a practical demonstration of the new trend in advertising. The way to make people believe was to give them the facts—or bees.

All at once everyone seemed to come from the state of Army Mules. It was that way with every idea in advertising. Plans were carefully gone over with a fine tooth comb to pick out any tricks or guessing spots.

States were chopped up into hunks, city markets were divided into sections and analyzed; rent-paying capacity was shown to determine buying power; data and information gathered was used to direct advertisers how to spend their money. Salesmanagers were told where, when and how to put in their hard licks; how to reach customers quickly without wasting time or money. Scientific methods and efficiency were dominant.

Everything along the line had to yield to this merciless system of analysis. It dug into populations, rents, buyers, nationalities, retail stores, ratings, newspaper circulations and the attitude of merchants towards advertised goods. In short, guesswork was so thoroughly eliminated that the theory that advertising pays became a hard fact.

The grasshopper solicitor ceased to hop. He had to change his easy flow of theoretical talk to words such as modern merchandising, charts, maps, lists, guaranteed distribution, proven circulation, analyzed markets.

There was no secret or mystery about advertising. It was out in the open.

The loud-talking space-salesman, with nothing to say but words, passed out of the picture. Either that or he had to change his vocabulary; playing with words that meant something and which could be backed up with maps, charts and figures.

With the coming of the analytical era passed out the schemes, tricks premiums and free gifts of the old days. It was no longer necessary to fool or trick people into buying. They didn't have to buy a rocking chair or a bowl of gold fish to get a can of baking powder or sack of flour.

Inferior goods could no longer be advertised in the same words as good merchandise. Wild-catters, loan sharks, patent medicine fakers, and all the old objectionable gamesters had played their last card.

Advertising men who had made a mystery out of advertising now became investigators, service and promotion men.

Instead of fooling retailers with free deals, schemes and cut prices, manufacturers started to obtain the good will and support of merchants. The catchword in trade circles was "co-operation," and the idea back of all advertising was to educate and render valuable assistance in selling goods.

But the old hardened, hunger-seasoned, experienced schemer had a good foundation for a quick training in the new merchandising methods.

The sunlight had been let in; and this bright light of publicity had rung down the curtain on the old colorful show.

CHAPTER XLV

Over the Bridge of Statistics

OUT of the clever schemes and exciting gambling games; out of costly guess-advertising of the past, has come a new profession, a dignified profession, founded on "Truth In Advertising."

This new profession is based not alone on the art and science of printed, pictured and painted salesmanship, but on the basis of winning the confidence of the public, and keeping it.

Today, advertising copy is built entirely around selling ideas—the kind of tested and proven ideas which catch the eye, hold the attention arouse the interest, and obtain immediate action.

Through the force and importance of TRUTH in present day advertising, consumer preference and acceptance of certain products and services had been created. The great factor of TRUTH has established the confidence of the public in advertising. Good will, valued at millions of dollars, product and service prestige of tremendous value, increase in volume of sales and greater profits in all markets have been brought about through the changing of advertising from a "game" to a profession.

Out of the chaos of wild schemes and turbulent ideas has come sane commonsense advertising and selling methods.

But trail blazing was necessary in advertising to reach the fertile fields and mountains of gold, just as the covered-wagon pioneers were required to open up the West to bring about our present great national prosperity.

As I have looked backward in writing the preceding chapters, and attempted to paint a picture of the schemes, ideas and events which have transformed the game of advertising into a profession, across the highway of my memory has moved the most colorful pageant of our times.

Men of the advertising world today who received their training in the Hard-Knock College of trail blazing experience are not old men by any means.

This great change in advertising has all taken place in the last 25 years, a period of amazing development in ideas and literature and art in advertising.

The men who have not learned to enjoy moments by living again in the past have not a well balanced capacity for looking forward to greater creations and inventions in advertising and selling.

Many of the old colorful schemes of the past have popped up in my memory through exchanging reminiscences with the other advertising men who have adventured and romanced along the great highways of publicity.

The past quarter of a century in advertising has been its most changeable and venturesome period. Big ideas have jumped into the limelight and just as quickly have died an ignoble death.

It is a period rich in picturesque history; there has been exciting and passionate shouting of headlines and pictures; comedy and tragedy in results; brilliant and glittering dreams of gold gone to smash; house-top shouting of bum wares that has died away into a whisper of shame. As memory pictured all those chapters of colorful romance and adventure in the old advertising game, out of the dim shadows has crept a history that will never be repeated—not in the great dignified profession of advertising.

Never again will we ride a bicycle and toss advertising hand-bills into front yards —never again will we carry a ladder and hammer for tacking Old Dr. Clark's Oil of Arnica signs on telegraph poles; never again will we see advertising that exploits fakes and false values, that pictures dudes and dandies in peg-top trousers and square shoulders, with shiny decorative buttons for $7.50.

No, the old scheme days have gone out of style just as the bicycle, the fancy suit, the foolish songs—"There'll Be a Hot Time," "After the Ball," "You Can't Slide Down My Cellar Door," "Down Went McGinty"—have gone the way of the browned page in memory's album.

Now we have such things as "Basic Facts," "Fundamental Principles," "Analysis of Markets and Products," "Visualization," "Common Acceptance," and hundreds of other such nailing-down factors, that the old game of taking chances on this or that has been crowded out in the cold.

We are familiar with such phrases as "Truth in Advertising," "Close Co-operation," which stand for present day ideals, ideals which will not permit false and misleading advertising to exist.

Hokum in business and hokum in advertising cannot stand the spot light glare of the great universal cry of "Truth In Advertising."

It is not only bad ethics, but also very bad business to try to get by on the fool-the-people basis. Truth in advertising is the policeman of the public.

Advertisers cannot exist as one-time sellers. It is regular customers, satisfied clients and permanent consistent campaigns based on truthful statements which make good business and continued business possible. Even good advertising will not sell a bad article twice.

With the injection of truth in advertising came better living conditions and a greater desire to buy more of the necessities and luxuries of life.

Truthful advertising alone is tolerated because advertising has become nationalized. The same ideas and truths are spread uniformly over our country. Truth in advertising is keeping business clean.

National advertising has become such a tremendous force for enlightenment and education that today fake schemes do not even flourish in out-of-the-way places. Business follows truth in the printed word.

There are no obscure spots on our map today, national advertising goes into the smallest as well as the largest newspapers spreading its light.

Advertising messages of national import emanate from the same source, the source of successful manufacturers whose business continues to grow because they have told the truth about their products and service.

Advertising has become a national force because Truth itself has been the basic element in this force. Without this important factor advertising would lose its hold on the national consciousness over night.

The reason it pays any national advertiser to place his message in thousands of newspapers and tell his story to millions of people at one time everywhere is because these millions are ready to believe that message.

Years and years of trail blazing in advertising has resulted in all that is unsound and unworthy being cast out.

In the language of the street the Old Advertising Game is both "down and out," existing only in the fading pages of memory's scrapbook.

The End

COOK SUCCEEDS WOODBURY

Scripps-Howard Executive Takes Post of Late Columbus Citizen Editor

E. E. Cook, editor-in-chief of the Scripps-Howard newspapers of Ohio succeeds Howard Woodbury, whose death occurred March 1, as editor of the *Columbus* (O.) *Citizen*, a member of the Scripps-Howard Ohio Group.

In assuming the editorship of the Citizen Mr. Cook retains his present position. While Mr. Cook will be located at Columbus, headquarters of the Ohio-Scripps-Howard newspapers will be miantained and continued in Cleveland under his direction.

Greatest Six Months' Circulation Average Ever Attained In Michigan, Week Days or Sunday

333,802
SUNDAYS

303,598
WEEK DAYS
SIX DAYS

The intrinsic merit of The Detroit News as a good home newspaper which any member of the family may read, has achieved for it the greatest circulation yet known in Michigan journalism. Leading in circulation constantly for years, The Detroit News has kept pace with the ever increasing growth of the city, proving that not only is The News the preferred medium of the older and more settled sections of Detroit's population, but that it is also the newspaper selected for home reading by every new accretion of population. The thorough coverage of the Detroit field which has won for The News the advertising leadership of America again and again, has thus been maintained for more than half a century. Detroit is therefore more than ever a one paper city thoroughly covered by The Detroit News. In fact, no other city of Detroit's size or larger is so thoroughly covered by one newspaper as Detroit is by The News.

Greatest Increase Week Days or Sundays, of Any Detroit Paper During the Six Months Ending March 31, Compared With the Same Six Months of a Year Ago

Not only did The Detroit News attain the greatest circulation hitherto known in Michigan, but it performed a unique and difficult achievement for a newspaper already leading greatly in circulation by showing the greatest increases week days or Sundays of all Detroit newspapers. During the six months ending March 31, it increased 36,124 in Sunday circulation, and 24,407 in weekday circulation.

Increases Also In Advertising

During 1925 The Detroit News led all other large metropolitan newspapers in advertising, repeating its achievement of 1924. During the first three months of 1926, however, The News surpassed even this great mark with an increase of 673,078 lines over the same period of a year ago.

News Leads in All Divisions of Advertising

(Comparison for First 3 Months 1926 in Agate Lines)

Paper	Local	National	Classified	Total
News	5,141,164	1,250,172	1,848,308	8,239,644
2nd Med.	2,017,470	1,194,802	1,139,600	4,351,812
3rd Med.	1,865,416	732,340*	517,244	3,115,000*

**Including 116,620 lines American Weekly.*

The Detroit News

Detroit's HOME Newspaper

LETTERS FROM OUR READERS

"Better and Better"

To Editor & Publisher:—So deep is our appreciation of what your publication means to the newspaper publisher, especially in the preparation of data for his information and guidance, we cannot refrain from writing to you an unsolicited letter of commendation.

Regardless of how small a daily one may be publishing, it appears to us that Editor & Publisher would be indispensable.

Just so long as you continue to make your paper as interesting and helpful as it is today, you may count on the News-Democrat being a regular subscriber, and let us say here that it gets better and better all the time.

Again assuring you of our appreciation of your publication, we are

Yours very truly,

W. H. Lackey,
Advertising Manager,
Paducah (Ky.) *News-Democrat.*

Public Relations Course Explained

To Editor & Publisher: I am certain it was through no intention on your part, but the headlines over your story about our course in Public Relations almost completely misrepresented the course. It is not a course in "press agentry" at all.

It is really a broad study of the relations between business and the public, and has, in large part, nothing whatever to do with newspaper publicity. It deals at length with the basic business policies that make for good public relations and the importance of such policies, the proper training and handling of employees for the promotion of good will, and other such subjects.

And when it does touch on newspaper publicity, nothing is made clearer than that anything like space grabbing—which is what you and I and all newspaper people mean by press agentry—is the very opposite of good public relations work.

There is in Chicago a large public service corporation from which just a few years ago it was practically impossible for a reporter to get any essential information, and which now employs a capable man to see that every reporter gets all the information he wants. This man has never asked a newspaper to print anything. He has only supplied what the editors or reporters wanted, or what from his experience he believed they would want, if they knew of it. And far from supplying only "favorable" information—which is the expression you use in the second deck of your head, the quotes being yours, and by which I take it you mean some sort of biased or incorrect information—he recognizes that that would smash all his usefulness to any one. He helps the papers to get whatever they want to know about the business: those are his instructions.

I have never heard any newspaper man object to his services. His work, as I see it, is the real thing in public relations work, so far as such work has to do with publicity. And this is the only sort of publicity that we teach.

I believe you will be glad to have these facts and to give them to your readers.

Alfred Pittman,
Medill School of Journalism
Northwestern University.

"More Valuable Each Week"

To Editor & Publisher: Accept my appreciation of the series on journalism schools. I have read each article with interest and profit. Editor & Publisher is becoming more valuable each week; I don't see how a teacher of journalism can get along without it.

A. L. Higginbotham,
University of Nevada, Reno, Nevada.

Copy Writing Service

To Editor & Publisher: You hit the nail on the head in an editorial which apeared on April 3, entitled "Business Copy Writers," in which the need for supplying the local merchant with copy service is pointed out.

The writer, a display man of several years' standing, has always deplored the fact that the majority of publishers do not realize the value of an advertising solicitor who has a good knowledge of advertising and the ability to write good copy. Too many publishers employ high-pressure salesmen who go around with a club, selling space instead of selling the merchants increased business by the proper handling of their advertising.

A good knowledge of advertising, and an ability, born of love for the work, for creating really effective copy are prized possessions of the writer. Time and again this knowledge and ability, pitted against hard-hitting salesman tactics, has proved its superiority in many ways.

Show an advertiser you can get him more business and you win his confidence. Give him ideas that you know have been successful elsewhere and you have his whole-hearted support. Show him that you are as anxious for him to get results as he is himself and he will consult with you and even seek your advice.

In the writer's experience of furnishing advertising service to merchants he has often been taken into the confidence of men who had never been known to talk about their business to other members of the staff and were generally regarded as hard-to-get-at accounts. It is wonderful how much easier it is to obtain advertising if the solicitor ceases to sell space and offers the advertiser something that smacks of a live business proposition.

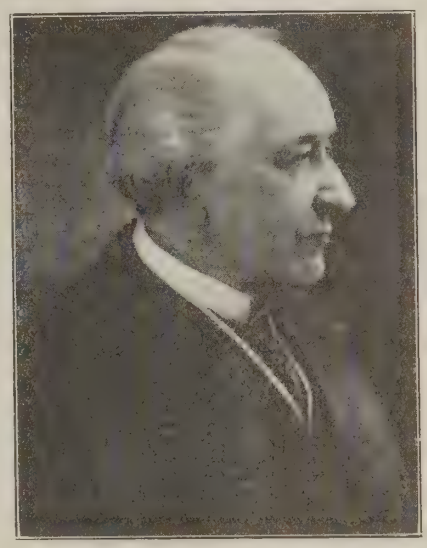
In the writer's experience of furnishing advertisment each solicitor should be equipped with a good knowledge of advertising and the ability to write copy. Salesmanship is secondary, because a man having such knowledge and ability would have the arguments at hand necessary to put over his proposition and, once the confidence of the advertiser is won, the rest is comparatively easy.

It is the writer's opinion that copy service should not be paid for but be part and parcel of the service rendered by the newspaper. Increased revenue will soon pay for the additional outlay occasioned by the hiring of more competent help, and show a substantial profit, too.

Until copy service is rendered by all newspapers, millions of dollars will continue to be wasted by merchants in foolish advertising, and many more millions will still remain unspent by merchants who do not know how to advertise, and therefore don't. HAROLD NUTTALL,
New Rochelle (N. Y.) *Standard Star.*

AS HIS HOME TOWN SEES HIM

Maj. E. B. Stahlman



IN the last months of the Civil War there came from the mountains of West Virginia, a lame, slim stripling of a boy, seeking work to aid a widowed mother.

Near Gallatin, Tenn., Morgan's raiders had swept down and left behind a wrecked railroad tunnel.

Carrying cross ties was the job he got there, a heavy burden for a boy.

From a private car Albert Fink, general manager of the road, called to him, "You are too small to do this work, boy."

"I was hired to do a man's work and I will," said the boy and he went on.

The boy was Edward Bushrod Stahlman.

There was the perfect setting for one of those stories that so seldom come true.

Could Albert Fink have looked ahead through the years he would have seen this slim boy vice-president of the road for which he began at carrying cross ties.

Today Middle Tennessee bears the imprint of his character and his hands. In the biulding of that rich section of the state no man had more to do than he.

It was significant that he began improvement. His first work was that of repair.

He developed the resources of the state. He introduced coal for domestic consumption. The people's fight was and is his.

His climb to vice-president of the road was spectacular. He could have gone on and on in that field, but he left it to better serve his state.

For more than 30 years, Maj. Stahlman's paper, the *Nashville Banner,* has waged a constant fight for right.

His paper recently brought about a great state-wide "Know Tennessee" contest.

The state was just beginning when the slim, lame boy was hired to do a man's work. Today he is a distinguished figure. His snowy white hair, his face, wherein the fingers of time have written the story of effort crowned with success not without sacrifice, is known to thousands. A great building bears his name, but his efforts for his state are greater monuments.

Chicago Agency Moves

The Osten Advertising Corporation, Chicago, will be located in the Jewelers' Building after May 1.

Publisher's Body Found

The body of John M. Francis, publisher of the *Troy Times,* drowned when his boat was swamped in a squall while duck hunting last October, was recovered Monday. The body was found by searchers following the break-up of the ice on Mound Lake, N. Y.

HIGH SCHOOL PAPER SERVING IOWA TOWN

A FEW weeks ago the *Linn Grove* (Ia.) *Independent,* a weekly, the only one in the community, suspended because of lack of revenue. The high school pupils, who had been issuing a school paper, have enlarged that publication to eight pages and are now supplying the community newspaper needs, soliciting ads and extending their editorial scope to cover community and county events.

PULITZER ENTERS HOSPITAL

St. Louis Post-Dispatch Publisher Having Eyes Treated at Johns Hopkins

Joseph Pulitzer, president of the Pulitzer Publishing Company and editor of the *St. Louis Post-Dispatch,* has entered the Eye Institute of the Johns Hopkins Hospital for treatment. Whether an operation is necessary has not been determined, but it was stated that Mr. Pulitzer will remain in the hospital several days.

Two weeks ago Mr. Pulitzer married Miss Elizabeth Edgar of St. Louis and started on a three weeks' wedding trip.

MULHERN JOINS N. Y. TELEGRAM

Brooklyn Eagle Classified Manager Takes Similar Post in Manhattan

The *New York Telegram* this week announced the appointment of T. F. Mulhern as classified advertising manager.

Mulhern, for the past 17 years, has been connected with the *Brooklyn Eagle,* serving in both circulation and classified departments, and for the past three years has been manager of classified.

He is a member of the Brooklyn Chamber of Commerce, Classified Advertising Managers' Association, Newman Club, Delta Sigma Pi and Brooklyn Advertising Club.



by Rail, Road and Sea

Bound for Florida

Continues Unabated

There is no slackening of traffic to Florida

The Clyde Line recently added three new steamers to their New York-Jacksonville fleet, and also signed contracts for two more vessels.

Railroad expansion programs for the current year involve an expenditure of millions of dollars. Additional rolling stock and extension of routes are urgently needed.

The St. Johns River Bridge automobile tolls are steadily increasing month by month.

There is no slackening of traffic to Florida.

The Florida Times-Union
JACKSONVILLE

FIRST IN CITY AND STATE CIRCULATION
ON SALE AT ALL NEWS-STANDS IN FLORIDA

Daily 53,000 Sunday 70,000

The Greatest Quantity *of* Quality

The average net paid daily and Sunday circulation of The New York Times as reported to the Post Office Department for the six months ended March 31, 1926, was 392,695 copies. This total is a gain of 10,690 over the average of 382,005 for the six months ended September 30, 1925.

The New York Times appeals to intelligent, thinking persons. The accuracy, the completeness and the value of its news have established The Times as the preferred newspaper of the highest quality of readers of New York City, and have given it unmatched local and national prestige. *In quantity plus character of circulation The Times is first among newspapers.*

The Times is newspaper leader in the greatest market in the world. *In the volume and high character of advertising The Times is unrivaled.*

In 1925 The Times published 28,200,444 agate lines of advertising, a new high record, a gain of 1,916,520 lines over the total of 1924, and an excess of 10,963,382 lines over the second New York newspaper.

In three months of this year The New York Times published 7,481,592 agate lines of advertising, a gain of 776,330 over the volume of the corresponding period of 1925, and an excess over the second New York newspaper of 2,829,046 lines.

Next to the number and the quality of its readers, the censorship exercised by The New York Times over the advertising submitted for its columns has contributed to its leadership. The Times declines more advertising than any other newspaper; The Times protects its readers and honest advertisers by this careful censorship, and the confidence thus established is a powerful advertising asset.

The New York Times.

IGNORANCE, CARELESSNESS, SHYSTER LAWYERS CHIEF LIBEL FACTORS

News Ban on Troublesome Attorneys Suggested by Bristol Publisher—Discusses Phases of Libelous Publication

By C. J. HARKRADER

Vice-President, *Bristol* (Va.-Tenn.) *Herald-Courier and News-Bulletin.*

I WANT to thank EDITOR & PUBLISHER for Philip Schuyler's articles on the subject of libel.

Three factors are responsible for nearly all the libel suits against newspapers. They are: first, ignorance of laws of libel on the part of editors and reporters; second, the element of carelessness; and the third, and probably the most prolific cause, cheap-skate lawyers.

Dissemination of information such as is contained in Schuyler's articles will help the situation by causing editors to exercise more care and to handle their news with a knowledge of what constitutes libel and what to do in event they print a libel. It may also cause them to be more careful by stressing the danger and peril of libel suits. It is hard to get at the third cause—the shyster lawyer. In many towns and cities there are one or two lawyers who habitually stir up libel litigation. My observation is that except in rare cases a high class practitioner will not recommend a libel action. When victims of libels go to the average lawyer of standing the latter, as a rule, seeks a retraction and when it is fully and freely given and where the publication was not inspired by actual malice, the case ends.

My idea is that the shyster lawyer given to bringing libel suits without real merit should be barred from the newspaper columns. His name should never appear in the newspaper's column in any complimentary way or in any other way that can possibly be avoided. It is not necessary to broadcast your motive but simply have his name omitted. I know an editor who put this ban on a troublesome lawyer. I was in his office when the city editor brought in a list of pall bearers in which the lawyer's name appeared. The editor hesitated a moment and then gave instructions that the entire list be omitted. The offending lawyer will soon discern the reason and if it does not work a change of heart with him it will be a deterrent to others. A person who stirred up litigation and profited in the fruits was guilty at common law of the offense of champerty and was punished for his crime.

Ninety-five per cent of those who bring libel suits are really not seeking vindication but merely see a chance for a little easy money by mulcting the newspaper in damages. Those who suffer most by libel almost never bring a suit but are content with retraction. I cite a case in point. Many newspapers last December published a wire story sent out from Morgantown, W. Va., to the effect that Homer Rodeheaver, the Billy Sunday singer, was in jail there for causing the death of a boy by giving him poison whiskey. It was one of the worst possible libels. It had no foundation in fact. No person could be more damaged by such a story than a man in Rodeheaver's position who had attained fame and fortune by purporting to live a life free from such conduct. On the other hand no two men in the country have received more free publicity than Rodeheaver and Sunday. Rodeheaver was undoubtedly damaged by having such a story broadcast from one end of the country to the other but he never thought of libel suits. He could have recovered damage and probably substantial damage, from every newspaper that printed it. The libelous story was as follows:

"Morgantown, W. Va., Dec. 21.—Homer Rodeheaver, former member of the party of Evangelist "Billy" Sunday, and Joe Lawson were placed in jail here tonight by Morgantown officers, charged with causing the death of Andrew Matthews, aged 22, by giving him poisonous liquor.

"It is stated that Matthews and a companion helped Rodeheaver and Lawson to get their stalled car out of a mudhole, and on leaving Rodeheaver gave the man some liquor for helping him. Complete details regarding Matthews' death are not known tonight, but shortly after he drank the liquor he became ill and died in a short time. Whether his companion drank any of the liquor is not known.

"Rodeheaver is one of the country's well known singers and for some time was a member of the "Billy" Sunday party. He was also in the Sunday band, playing the trombone."

Now the surprise is that this story ever got started because every news editor knows that Billy Sunday does not have a band and that Homer Rodeheaver does not play in a band. I do not claim any superior judgment but I stamped the story as a fake when I saw it. In my judgment it would have done Rodeheaver infinitely more damage to have sued the newspapers than any damage sustained by the false publication. Yet in the case of a man known from coast to coast he is no doubt injured in the minds of many people who will never know the story was false.

The element of malice enters largely into libel suits and must be shown to obtain vindictive damages. In a libel suit the plaintiff almost invariably asks for actual damages and then an equal sum as exemplary damages, the latter formerly known to the English common law as "smart money" and intended to punish the offender. Unless changed by statute, every false, or defamatory publication implies legal malice. Legal malice is not actual malice but in most states the court instructs the jury in such cases that malice is to be inferred from the publication. Only the truth of the publication can be plead in bar of recovery. It is a perfect defense but is a hazardous one if not made out. Retraction, absence of real malice, care shown by the newspaper in making inquiry before publication and other factors in favor of the defendant may be put in evidence in mitigation of damages but not in bar of the recovery. In most states, unless the common law is changed by statute, the plaintiff starts with a prima facie case. The chicken-thief is clothed by law with the presumption of innocence and this mantle clings to him until he is convicted by a court of last resort. Not so with the editor. Legal malice is presumed from a false or defamatory publication or one unjustly imputing crime.

Confessions of persons accused of crime, especially when given through detectives, should be received with great caution by newspapers. They are often loaded with dynamite. Any story imputing crime or calculated to hold another up to ridicule or contempt, should be scrutinized. Better be safe than sorry. Libel suits are expensive and a reflection upon the profession.

Editors should inform themselves and inform their reporters on the laws of libel. In some states even a police court blotter, when correctly reported, is no protection to a newspaper if it develops that a mistake has been made by the Justice or his clerk. This is not true in courts of record. The word "alleged" is really an aggravation of a libel instead of a defense or even mitigation. It indicates that the newspaper did not even consider the rights of the subject enough to investigate. "It is stated" and "reported" are in the same category. If the "report" is untrue and damage results, the newspaper is liable.

Special statutes to mitigate the rigid common law of libel have been adopted in some states and in some states they have been declared unconstitutional and void. Where we have freedom of the press we must have responsibility for the wrongful exercise of this privilege. The disposition of juries has been, in the main, toward fairness and justice to the news papers. They are disposed to deal lightly where care has been exercised beforehand and where everything possible has been done to make amends. The special libel statutes sought by newspapers in nearly every state and already obtained in some states, may help some but these statutes can only deal with the element of exemplary damages or "smart money." I doubt if any statute that takes away from the citizen or in any way restricts or clogs his right to recover actual damages growing out of a false, defamatory and libelous publication is constitutional or based upon elementary justice.

Charles H. S. Brown Dead

Charles H. S. Brown, 51, senior founder of Brown Brothers, news and commercial photographers, New York, died at his New York home, April 14. He was widely known in newspapers and magazine circles.

AS HIS HOME TOWN SEES HIM

William F. Rogers



WILLIAM F. ROGERS, advertising manager of the *Boston Transcript*, doesn't talk much about himself. One must have followed him and his career with the Transcript over 25 years to know what has occupied him. He has seen the volume of advertising carried by his newspaper doubled and the rates more than trebled, without methods which would not conform to the Transcript's conservative standards.

He has been chairman of the committee in charge of the Bureau of Advertising for many years and the bureau has been entirely reorganized and expanded under his direction. He was president of the Advertising Club of Boston for some years and led its delegation to London in 1924. Another presidency which fell to him for two terms was that of the Sales Managers Club of Boston.

In less serious field's he has led and been the moving spirit in the Appalachian Mountain Club, which has a membership of more than 4,000 with headquarters in Boston and a magnificent clubhouse on Beacon Hill.

And, in the hours he spent at home, he has been for several years Moderator of the town of South Braintree, executing the duties which usually are the Mayor's in larger communities.

His only business connection prior to that with the Transcript made a quarter century ago, was service for two years with the *Youth's Companion*.

Back to its pre-war price of one cent, the Brooklyn Standard Union has a circulation to-day which is the largest in its history; likewise the largest in Brooklyn, daily and Sunday.

R. J. R. Thompson
President

LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPER

COMPLETE FEATURE COVERAGE THRU NEA SERVICE

NEA Full Service clients find it unnecessary to buy anything outside.

Everything in features from one source eliminates worry and reduces costs.

Newspapers holding the valuable NEA franchise are in possession of an asset appraisable at many thousands of dollars.

NEA with the largest reader following in the world has materially helped over 800 papers to increase and hold circulation.

NEA has its usual exhibit in the Waldorf Astoria during the A. N. P. A. Convention.

Color Comics ready-print or in mat form.

Exclusive territorial rights---no contract to sign.

NEA SERVICE, Inc.,

MAIN OFFICE

1200 West Third Street Cleveland, Ohio

The World's Greatest Newspaper Feature Service
Backed by 33 Years' Experience.

GENESIS OF DAVENPORT'S ROOSEVELT CARTOON RECALLED BY DAVIS

Artist, Working for New York Evening Mail, Spent Day with "T. R."—Then Originated Famous Slogan: "He's Good Enough For Me."

ROBERT H. DAVIS, member of the Munsey Company executive board, writing in his column in the *New York Sun,* April 6, recalled the genesis of Homer Davenport's most celebrated cartoon. The cartoon, showing Uncle Sam standing behind Theodore Roosevelt, his left hand resting affectionately on the latter's shoulder, has been acknowledged the greatest vote-making picture in American political history.

It was captioned simply: "He's Good Enough for Me." Mr. Davis told the story as follows:

"During the two McKinley administrations there appeared in the Hearst newspapers a series of cartoons showing Mark Hanna wearing an ill-fitting suit upon which the dollar mark served as the sole pattern. The President was presented as a little boy toddling along in the wake of the money power, otherwise The Trusts. Homer Davenport of Silvertown, Oregon, was the artist who first fitted the great Ohio dictator with the symbol of the $ $ $ $.

"After the assassination of McKinley in Buffalo, Theodore Roosevelt, Vice-President, became the President, finished out the term and was nominated by the Republican party to succeed himself. Davenport in the meantime having renounced his Democratic allegiance, was invited to join the staff of the Evening Mail a few months prior to the election in 1904. I happened to be the intermediary through whom the overtures were made. The whole transaction consumed not more than twenty-four hours. Still in my possession is the agreement upon which Davenport took up his pen for Roosevelt and his policies. Here it is, terms and all:

"THE MAIL AND EXPRESS.
NEW YORK.

June 28, 1904.

Homer Davenport, Esq.,
Morris Plains, New Jersey.

Dear Sir: Agreeable to our conversation of to-day I hereby accept your proposition to draw cartoons for the Evening Mail exclusively until January 1st, 1905, for the sum of $25,000 (Twenty-five Thousand), payable as follows:

$5,000 payable July 1, 1904.
$5,000 payable July 15, 1904.

The remainder by November 1st, 1904, and in installments at your pleasure.

It is also agreed that the originals of said cartoons shall be regarded as your property and delivered to you on your request. Very truly yours,

(Signed) HENRY L. STODDARD,
Pres. Mail and Express Co.

Witness: ROBERT H. DAVIS.
Accepted:
(Signed) HOMER DAVENPORT.

"Within a few days after this alliance was made Davenport called on the Rough Rider, who had on numberless occasions felt the sharp prick of the cartoonist. That meeting, the details of which were arranged by William Loeb, Jr., secretary to the President, was held at Oyster Bay.

"'Davenport,'" snapped T. R., 'you have thrown a great many snowballs at me with rocks in them. I didn't duck them all but it was a fair fight and I have no criticism. Is it really a fact that you have cut loose from the Democratic party?'

"'Well in my home town up Oregon way I'm pledged to stand by some of the boys,' answered Davenport, sharpening a lead pencil through force of habit. 'However, I am of the opinion and have been for some time, that you are the man who should be the next President of the United States. I'm for you. That's as far as I am willing to go at present.'

"'We'll go together,' was Roosevelt's retort. 'How are you with an ax? Loeb and I are getting into condition for the approaching campaign. We do a good deal of wood chopping these days.'

"'I'm better with a hammer,' said Davenport.

"'We're not building anything this afternoon' said T. R., carrying out the analogy. 'Something is coming down. It's bully exercise.'

"Davenport soon found himself swinging an ax in the forest adjacent to Sagamore Hill. He and the Rough Rider



R. H. Davis

felled a dead chestnut tree and stripped its limbs, after which they took to the cool waters of Oyster Bay, ran a foot race, boxed a few rounds, walked five miles and dressed for dinner. It was a union of kindred souls, at which Roosevelt revealed all his plans for the approaching battle of the ballots. Secretary Loeb said afterward that he had never been present at a meeting where T. R. had so completely discarded the speech of diplomacy and thrown the cards on the table with a comparative stranger, who had in the past been an avowed and powerful enemy.

"'He's the most convincing man I ever met,' Davenport told Loeb as they were driving to the depot that night. 'I never saw such sincerity and energy. He knocked me off my feet with his Americanism. No man can talk with him and not be impressed. I don't see how any other man can beat him. I've been racking my brains all afternoon trying to get an idea for an opening cartoon. I want to put one out that will go with a bang. What is needed is a cartoon that speaks for the nation, a cartoon with a short caption that will fit the American tongue. Say, I wish he would talk to the people as he talked to me—'

"'He will and the people will listen,' interpolated Loeb, adding with the precaution of an old campaigner, 'but like all independent self-reliant men, he has a full set of enemies. Don't forget that.'

"'Enemies? Of course. But so far as I am concerned he's good enough for me.'

"With that observation Davenport lapsed into silence. Presently he spoke again: *'He's good enough for me.* That's it! I've got the idea for my cartoon. I'll do one tonight as soon as I get back to New York.'

"The whistle echoed in the distance. Davenport, somewhat excited, tumbled out of the carriage, shouting to Loeb as he climbed aboard the train: 'Watch the Evening Mail this week. I've got it!'

"He arrived back in New York at midnight and immediately went to work. The following day there appeared on the front page what has since come to be acknowledged as the greatest vote-making cartoon in all America's political history. It showed a full length picture of Uncle Sam standing behind Roosevelt and with his left hand resting affectionately on the shoulder of the President. It required nothing of one's imagination.

"Over the picture was the significant phrase:

"'HE'S GOOD ENOUGH FOR ME.'

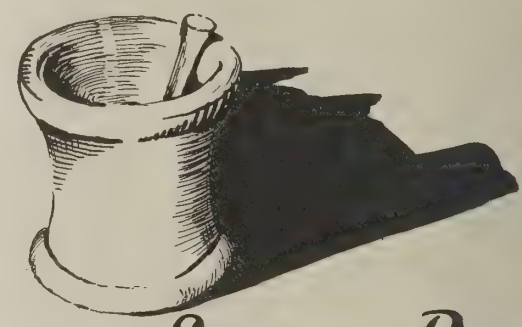
"That was the single clamorous line that appealed to all of the people, the slogan that Davenport flung broadcast across the States like a whirling cyclone.

"The original of that cartoon now hangs in the old home on East Twentieth street where the President was born. It is one of the treasured possessions of Roosevelt House and was presented by Henry L. Stoddard, former owner and editor of the Evening Mail. With it is a letter from Mr. Stoddard authenticating its originality."

PRESIDENT LAYS CORNER STONE



When President Coolidge laid the cornerstone of the new ten-million-dollar home of the National Press Club, at 14th and F Streets, Washington, thousands of on-lookers cheered.



Canny Space Buyers

Local druggists are usually first-rate buyers of advertising space.

In the rapidly expanding Miami market, their preference is—

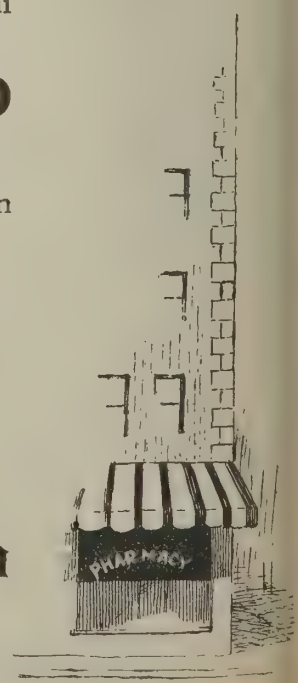
THE MIAMI HERALD

—by a wide margin.

For 1925, comparison of lineage in this classification shows:

THE MIAMI HERALD: 36,428 Lines
Second Paper: - - - - 27,923 Lines

And the marked preference of the local druggist for the Herald applies to virtually all classifications, and to the national as well as the local advertisers.



The Miami Herald

"Florida's Most Important Newspaper"

FRANK B. SHUTTS, Publisher

NATIONAL ADVERTISING REPRESENTATIVES
J. P. McKinney & Son
NEW YORK CHICAGO SAN FRANCISCO
Geo. M. Kohn, 704 Walton Building, Atlanta

Are Agencies Developing Their Space Buying Departments?

Have advertising agencies in general given the same relative thought to improving their space buying departments as they have to their research, copy and other departments?

Are directories, circulation figures, linage and rates the alpha and omega of space buying?

True enough, the newspaper publisher visits the buyer. The special representative travels his cities and in turn visits the buyer.

But how many agency space buyers ever visit the cities and personally get local experiences with competitive newspapers?

One man cannot cover the United States but he *can* lay out a definite program of travel for himself each year.

An agency can very well afford to maintain a well paid space buying department with a definite policy of personal field work and travel year after year.

For newspaper advertising, actually *selling* more merchandise than any other type of printed advertising, is a sales force worthy of one's most intelligent study.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

DETROIT	NEW YORK	KANSAS CITY
ATLANTA	CHICAGO	SAN FRANCISCO

DAILY CATERS TO YOUTHFUL READERS BY PRINTING LIVE HIGH SCHOOL NEWS

Students Collect Items Regularly for Greensburg (Pa.) Tribune's Bi-Weekly Department— First Page Copy Sometimes Crops Up in Their Tips

By ERROL DERBY
City Editor, Greenburg (Pa.) Daily Tribune

FOR a long time editors have been attempting to cater, and quite successfully, too, to the youthful reader interest which is absolutely necessary if future readers are to be made.

Probably no greater example of the insight into future reader interest was ever given than in that memorable article which answered the question "Is there a Santa Claus?" which made the name of the *New York Sun* famous, as well as its editor. That article, I venture to say, is reprinted every Christmas season in the majority of the newspapers of the country.

We specialize at Christmas time, at Commencement time, and on a few occasions in the year with news material which is particularly appealing to the youthful reader. We concentrate their attention on our papers by contests of one kind or another, giving the youth something to do, and something to gain as the result of achievement.

But for more than the time being do we attract them to our columns? Do we present for them material which is and of themselves? In other words do we give them their department just as we provide sports for men and society for women and a few for the entire family, perhaps?

A few papers have seen and met this demand. For others there is an opportunity which is being passed by but for the seeking.

Can we expect young people to be attracted to our papers for the sake of comics we print or the one or two features we may run for their benefit?

The age which must be educated to the reading of our newspapers is the high school. There, ideas begin to form and expression to materialize. If there is competition in the newspaper field the younger folks want that paper which appeals to them and has something in it which is for them particularly. The persuasive manner whereby young folks seemingly get their way can be reflected in our own field just as in every other.

The high school news department, which, I believe, is as inexpensive as any feature a paper can provide, almost runs itself. How would you, Mr. Editor, like to have a staff of six or a dozen, or even more, reporters working gratis—and liking it?

May I be specific? We run a department called "High School News" twice a week. Contributing to the columns which are given over to the work are at least a dozen or 15 high school students, under the supervision of floor reporters. One of our younger reporters, who himself is in high school, acts as the monitor of the news; collects it from the school reporters and puts it into shape for the city editor's hands, for such copy, we feel, must be handled carefully.

Headed and arranged it goes to the machines in a short time and is soon in type. Displayed it IS read by the students because it is ABOUT the students.

School co-operation for such enterprises, except in the very rare case, is exceptionally easy to acquire. Once shown the value, school authorities co-operate. I have found English teachers willing to sacrifice a little of the classroom time to have the news items written; principals to suggest stories, and in our high school here in Greensburg we have a Journalistic Club of some 40 students organized and functioning, under the direction, not of the newspaper, but of the school authorities. The club has its officers, its floor reporters, its room reporters and just students who gather up items concerning themselves, their clubs, activities, alumni, and other matters of general interest; their little social affairs, class doings, affairs of teachers; interclass sports and other activities and in fact the general run of news. Wherein care must be exercised is in the use of personals. There are impractical jokers of high school age as well as older. The "puppy love" wisecracks cannot be safely handled.

The size of the school news department can only be measured by the size of the city in which the newspaper is located. For instance in direct contrast to ours, a splendid news co-operation and department of which I know, is that conducted by the *Pittsburgh Chronicle and Telegraph*. Several columns are devoted each week to the presenting of notes : news of the several high schools in that city. The field there is so large that it is a regular assignment and a newspaper department all its own.

In our own case we have begun to branch out. Every once in a while we have had news collected in some hig school in our territory and have run it as a special feature. In time this may also work up to a weekly or bi-weekly feature. An announcement of the coming news a day or two previously stirs up student interest in those communities and they watch for the appearance of the paper. This is an aid to territory.

There are several other benefits to be derived from the high school reporters' activity besides the mere conducting of the department. As they appeal to me they include:

1—The inception of the "journalistic germ," possibly, in one or two students who will provide future reportorial material on the city staff.

2—More names in the paper, and when metropolitan newspapers can again see the advisability of printing names, the smaller dailies have no need to fear that they shouldn't use more of them.

3—The youthful interest incites adult interest and a two-fold purpose is accomplished.

4—The occasional early "inside" tip to a corking good page one story. Again may I illustrate?

One of our school reporters during the past winter called one morning and said:

"There are 272 students out of school today sick."

"What cause?"

"Grippe and colds."

"Are you sure of the number?"

"Yes."

That was a "tip" which developed into the worst "scare" story since the influenza epidemic of 1918. The disease was, not grippe but a mild form of "flu," doctors said when questioned.

The student reporter was also correct in his number of pupils ill, and they kept becoming ill for several days in large numbers. Incidentally the malady spread to the city and thousands were infected. It was a page one story which ran for several weeks, off and on, after the first rush.

This, of course, may be an unusual illustration, but is true, nevertheless.

Cartoonist's Father Dies

Judge Fontaine Talbott Fox, 90, veteran member of the Kentucky bar and father of Fontaine Fox, the cartoonist, died at his home, Louisville, Ky., last Friday. Judge Fox had been in declining health for two years following a fall in January, 1924. Judge Fox was a Civil War veteran holding the rank of Major in the Confederate Army. He was a native of Pulaski county, was educated at Centre College and practiced law for a time at Elizabethtown, Ky. Coming to Louisville Judge Fox was a contributing editor for the *Courier-Journal* under the regime of Col. Henry Watterson. He also wrote book reviews.

AS HIS HOME TOWN SEES HIM
Henry J. Allen



HENRY J. ALLEN, editor-in-chief and publisher of the *Wichita Beacon*, formerly governor of Kansas, will adopt a new role in October when he leaves for an eight-months' tour of the world as faculty member and historian of the "Ryndam," which is to be known as the "University Afloat."

This project is sponsored directly by the University Travel Association of New York and by about 25 of the larger universities of the country indirectly. A. J. MacIntosh is president and manager of the tour. About 450 students will be accommodated, and the itinerary will include 30 foreign countries.

Dr. Charles F. Thwing is president of the faculty and among the other members of the faculty are: Dean George E. Howes of Williams College; Dean Albert K. Heckel, University of Missouri; Dr. Wallace W. Atwood, president, Clark University; Prof. Charles H. Whitman, Rutgers University; Prof. Jos. E. Woodman, New York University; Prof. C. P. Patterson, University of Texas and Prof. Thos. K. Urdhal, Swarthmore College. In addition there will be representative men from the Universities of Heidelberg, Leipsic, Vienna, Turin in Europe and universities of Alabama, Arizona, Colorado, George Washington, LaFayette, South Dakota, Virginia, Harvard, Washington, Indiana, Michigan, California, in this country.

Mr. Allen will be dean of the department of journalism and will edit a daily newspaper on board the general news for which will be furnished by radio. He will also write a book about the tour telling of the experiences and purposes of the project. He will be accompanied by Mrs. Allen and daughter Henrietta.

He is looking forward with a great deal of pleasure to this trip, believing that it will furnish stimulating and educational contacts, with the students and with the countries visited. He is especially interested in the purpose of the enterprise to bring about better international relationships and an interchange of points of view among students all over the world.

Canadian Dailies Meeting April 29

Immediately after the Canadian Press completes its annual meeting on April 28, directors of the Canadian Daily Newspapers Association will go into session preliminary to the holding of the annual meeting of that organization on April 29. Two business sessions will be held and the program will be rounded out with a banquet in the evening. Arrangements for speakers have not yet been completed. The meeting is scheduled to take place in the King Edward Hotel, Toronto.

Reader Confidence
PLUS
Dealer Confidence
ALL FOR ONE PRICE

A strict adherence to the principles of Truth, Accuracy and Thoroughness in the presentation of news for 80 years has earned for The Daily Pantagraph the unswerving confidence of Central Illinois readers.

The Daily Pantagraph's paid circulation of 18,784, plumped in the treasure house of Illinois, has also attracted under yearly contract, the unusually high percentage of 48.7 of the local retail outlets to its advertising columns.

The Daily Pantagraph.

Published Every Morning Except Sunday at Bloomington, Ill.

REPRESENTATIVES—
CHAS. H. EDDY CO., 247 Park Ave., New York City; 294 Washington St., Boston. J. H. GRIFFIN, Room 840, 140 S. Dearborn St., Chicago. P. A. FOLSOM, Chemical Bldg., St. Louis, Mo.
Member A. B. C. A. N. P. A., Associated Press.

Buy Leadership

For years advertising of The Chicago Tribune Newspapers Syndicate has urged publishers to "Buy Leadership." This is no idle slogan coined for the purpose of building sales but the actual result of the use of sound and original features. Undoubtedly the biggest single factor in the remarkable growth of The Chicago Tribune and The News, New York's Picture Newspaper, has been the exclusive use of all the features sold by The Chicago Tribune Newspapers Syndicate. Note the positions of these two newspapers in the publishing field. The Chicago Tribune and The News of New York now have the largest daily circulations in America, morning or evening.

The features responsible for this are the best balanced, most carefully selected and intelligently edited group in the world. Please note the accompanying list of features now being used by The Tribune and The New York News, and write or wire for proofs and further information on them.

DAILY and SUNDAY
Comic strips
The Gumps, *by Sidney Smith*
Gasoline Alley, *by Frank King*
Harold Teen, *by Carl Ed*
Winnie Winkle, *by Branner*
Moon Mullins, *by Frank Willard*
Smitty, *by Walter Berndt*
Little Orphan Annie, *by Harold Gray*
Texas Slim, *by Ferd Johnson*—
Sunday only
Jinglets, *by Al Posen*—
Daily only

The above strips in black and white or 8 page color comic section either tabloid or full size.

W. E. HILL
page of comics,
"Among Us Moderns"

DAILY *and* SUNDAY CARTOONS
John T. McCutcheon—Carey Orr—
Gaar Williams

BLUE RIBBON FICTION
Daily Serial story—Weekly Serial and short story
Crossed Wires, *by John T. McCutcheon*
TRUE LIFE STORIES—Daily and Sunday
JUSTICE SERIES—Sunday

WEEKLY
Women's Special Page
Embroidery Page
Sport Page
Bridge Whist

DAILY and SUNDAY
Doris Blake articles
Antoinette Donnelly Beauty articles
Men's Fashions
Women's Fashions

SUNDAY
Paris Fashions

DAILY and SUNDAY
Dr. W. A. Evans,
"How to Keep Well"

WEEKLY
Burns Mantle Theatrical Letter
Mencken Literary Review
Movie Letter
N. Y. Society Letter
"About Broadway," *by Mark Hellinger*

DAILY and SUNDAY
Woods and Waters, *by Bob Becker*
Walter Eckersall's Football Articles
In Motordom, *by J. L. Jenkins*
Line o' Type or Two, *by R. H. L.*

DAILY
Wake of the News,
by Harvey T. Woodruff

SUNDAY
The Nickeldicks—children's story
The Sporting Goods,
by Westbrook Pegler

DAILY and SUNDAY
What's Wrong Here?
Cookery Articles, *by Jane Eddington*
Farm and Garden, *by Frank Ridgway*

SUNDAY
Practical and Fancy Needlework
Home Harmonious, *by Anita de Campi*
Club Ethics, *by Maude Evans*
Maiden Meditations, *by Sara Moore*

DAILY
The Goops, *by Gelett Burgess*
Sentence Sermons,
by Rev. Roy L. Smith

WEEKLY
Book Review, *by Fanny Butcher*
Confessions of Authors

PACIFIC and ATLANTIC PHOTOS,
organized by The Chicago Tribune and The News of New York,
25 Park Place, New York

CHICAGO TRIBUNE PRESS SERVICE
Foreign—National—Local

The CHICAGO TRIBUNE Newspapers Syndicate

TRIBUNE SQUARE CHICAGO

NEWSPAPER MEN PLAN PAGE MEMORIAL

Establishment of Two Fellowships to Permit British Journalists to Study in U. S. Sought—American Committee Named

A project to bring to the United States two British newspaper men annually for a stay of six months or a year was announced April 15 at a luncheon given in New York to Sir Campbell Stuart, *London Times,* by Julian S. Mason, managing editor of the *New York Herald Tribune,* in co-operation with the English Speaking Union. Mr. Mason is chairman of a committee of American newspaper men, assisting in financing the fellowships.

The plan provides for the establishment of two fellowships to be known as the Walter Hines Page Memorial Fellowships in Journalism. They are established to commemorate the services of the late Ambassador Page, himself one of the most distinguished members of the journalistic profession, in cementing the friendly relationship between the United States and Great Britain.

The first fellowship provides for a young English newspaperman who will spend a year in different newspaper offices throughout the United States. He will then return to resume his work on the newspaper with which he was originally associated on the other side of the Atlantic. It is expected that the first Englishman to hold his junior fellowship will arrive in New York about the end of May.

A senior fellowship provides for the coming of an older journalist of established position in the United Kingdom. It is hoped that this fellowship will be taken by a leading British writer, who may come over at the time of the national congressional elections in the fall.

Sir Campbell Stuart read at the luncheon the following letter from Lord Burnham, the chairman of the British Selection Committee, whose duty is to select the fellowship holders:

"I am very glad to hear that you are meeting the Committee of American newspaper men and those who are so generously financing the Page Memorial Journalistic Fellowships. It is a real pleasure to me to be associated with the project on this side, and our two peoples cannot fail to gain in knowledge and understanding from the contacts which the holders of the fellowships will make during their year in the United States.

"Our Committee on this side were deeply impressed with the far-reaching advantages that may be brought about in better understanding and mutual appreciation by this fine memorial to one of the best and most affectionate interpreters that the American and British peoples ever had between one another."

The other members of the British Committee are:

Sir Campbell Stuart, vice-chairman; Hon. J. J. Astor, M. P., R. D. Blumenfeld, Sir Robert Bruce, H. T. Cadbury, Sir Robert Donald, J. L. Garvin, Lord Riddell, Evelyn Wrench, C. M. G., and Alfred E. Johns, honorary secretary.

At the luncheon Sir Campbell Stuart expressed the gratification of himself and his colleagues that so large a body of American newspaper men had identified themselves with this project, a project which, he said, was as practical a contribution to Anglo-American understanding as had yet been put into being. Sir Campbell said that the Page fellowships were another evidence of the real service being performed from day to day by the English-Speaking Union. He recalled his first meeting with Harry J. Fisher, who with John W. Davis, George Wickersham, Otto Kahn, Langdon P. Marvin, A. N. Marquis, Charles C. Goodrich, and John Daniels put the scheme into effect.

The American Newspaper Committee on the Page Memorial Fellowships is made up as follows:

Harry J. Fisher, The English-Speaking Union; Melville E. Stone, Associated Press; William Allen White, *Emporia* (Kan.) *Gazette;* John H. Finley, *New York Times;* James Melvin Lee, *New York University;* John Stuart Bryan, *Richmond* (Va.) *Times;* George Harvey, former ambassador to Great Britain; Irvin Kirkwood, *Kansas City Star;* Charles H. Dennis, *Chicago Daily News;* Herbert S. Houston, Cosmos Newspaper Syndicate; Herbert Bayard Swope, *New York World;* Edward H. Butler, *Buffalo News;* Will H. Cowles, *Spokane Spokesman Review;* Jay N. Darling, New York Herald Tribune; Erie C. Hopwood, *Cleveland Plain Dealer;* James M. Thompson, *New Orleans Item;* Karl Bickel, United Press; Cornelius Vanderbilt, Jr.; Bradford Merrill, *New York American;* Amon G. Carter, *Fort Worth Star Telegram;* Edward Price Bell, London correspondent, Chicago Daily News; Stuart H. Perry, *Adrian* (Mich.) *Telegram;* Charles McD. Puckette, New York Times; Keats Speed, *New York Sun;* Edwin T. Meredith, former secretary of Agriculture; John W. Cunliffe, Pulitzer School of Journalism; Willis J. Abbot, *Christian Science Monitor;* William Brigham, *Boston Transcript.*

AS HIS HOME TOWN SEES HIM
C. K. Blandin



A YOUTH in his teens took up his pack and started out from the little town of New London, Wis., years ago to get a job—any job.

The youth was Charles K. Blandin, now president and publisher of the *St. Paul Dispatch and Pioneer Press.*

First a paper carrier, then successively printer's devil, school teacher, magistrate in a western Minnesota hamlet, owner of a small town newspaper, wholesaler of fruits and vegetables and then canvasser of subscriptions on a Minneapolis newspaper, which based him in the career he followed. Blandin joined the old Pioneer Press of St. Paul. Later, when the St. Paul Dispatch bought out the Pioneer Press he remained with the paper, and later was selected by the then owner, the late George Thompson, for the post of business manager of the combined papers. When through disability Mr. Thompson found it necessary to unshoulder the burdens of management of the papers Mr. Blandin became the operating officer of the property and at Mr. Thompson's death his widow sold a one-half interest in the papers to "C. K." as he is known to his friends, later arranging during her life for the transfer of her holdings to be taken over at her death.

During the pinch of newsprint production about ten years ago Blandin, realizing how dependent the newspapers were on the vagaries of the news print market, bought a "hay-wire" outfit at Grand Rapids, Minn., where he has developed one of the finest newsprint mills for its size in the country. He also built up a woodland supply in northern Minnesota. The present holding of his company represent a 30 years' supply of pulpwood.

SNAPPY CATECHISM OFFERED AS AID TO FUTURE COPY DESK MEN

BY CLARENCE E. STAATS

For the benefit of students in schools of journalism who contemplate a career of copy-reading the following abbreviated catechism has been prepared. With little observation of current newspapers the student should be able to expand it to several times its length.

It will be found a valuable desk reference in the search after headlines which will both fit 12-em columns and imply action. With a few hours study the student should be able to fit himself for a position on most any daily newspaper as a headwriter.

Q.—How is it proper to describe any woman in the day's news. A.—Pretty.

Q.—What does a storm? A.—Sweeps.

Q.—What does any organization do at any meeting? A.—Plans.

Q.—How does a ship perform in a heavy sea? A.—Wallows.

Q.—Of what is a heavy sea composed? A.—Mountainous billows.

Q.—How does a disabled ship get into port? A.—Limps in.

Q.—What are seafaring men? A.—"Those who go down to the sea in ships."

Q.—What is a windstorm? A.—(a) Hurricane, (b) tornado, (c) twister, (d) gale.

Q.—What is an explosion? A.—Blast.

Q.—What does a blast do? A—Hurls to death.

Q.—Where do they keep prisoners condemned to hang? A.—In the shadow of the gallows.

Q.—How do non-elective officials get into office? A.—They are named to them.

Q.—What are collisions? A.—Crashes.

Q.—What happens at railroad crossings? A.—Crashes.

Q.—How does a bank fail? A.—Crashes.

Q.—What is a casualty list? A.—A death toll.

Q.—What does a death toll do? A.—It mounts.

Q.—What does death do to persons? A.—It claims them.

Q.—What does Congress usually try to do to budgets and taxes? A.—Slash them.

Fete for Pressroom Superintendent

John W. Wallace, superintendent of the Hearst color pressroom, New York, will be guest of honor at a dinner and dance May 2, at the St. George Hotel, Brooklyn. Arrangements are being made for the affair by Walter Keenan, Joseph McGuinniss, and John McCreight, Jr., chairmen of the chapels of the *New York American* and *New York Journal* color press rooms. Among those invited to attend are William Randolph Hearst; J. S. Healy, production manager, American and Journal; Hugh Murray, business manager, American; C. E. Tebbs, superintendent art department of Hearst newspapers; A. J. Kobler, president, *American Weekly;* and Gene Fowler, of the King Features Syndicate, former managing editor of the American.

Figures Which Indicate Prosperity

The number of bank depositors in Rhode Island has increased 54 PERCENT in the past ten years.

The population of Rhode Island has increased 14 PERCENT in the past ten years.

In 1915 the average amount of deposit for each savings bank depositor in Rhode Island was $633.89.

In 1925 it had increased to $774.45.

To reach this prosperous market advertisers use

The Providence Journal
and
The Evening Bulletin

Circulation 105,000 Net Paid

Providence Journal Co.
Providence, R. I.

Representatives
CHAS. H. EDDY CO. — Boston, New York, Chicago
R. J. BIDWELL CO. — San Francisco, Los Angeles, Seattle

The Great Result Getters

Because—

Waste in advertising investment is entirely eliminated, due to the fact that this **GREAT FAMILY OF NEWSPAPER READERS** embraces those who really **earn money** and **spend money** in PITTSBURGH

The Pittsburgh Gazette Times

(Morning and Sunday)

—AND—

PITTSBURGH CHRONICLE TELEGRAPH

(Evening Except Sunday)

A Big Combination in America's Fourth Largest Market

Sold Singly or Combined

E. M. BURKE, Inc.
42nd and Broadway, - New York
122 S. Michigan Blvd., - Chicago
Constitution Building, Atlanta, Ga.

URBAN E. DICE
National Advertising Manager
Gazette Square, Pittsburgh, Pa.

R. J. BIDWELL COMPANY
742 Market St. - San Francisco
Times Bldg. - - Los Angeles
White-Henry-Stuart Bldg. Seattle

NEW YORK AND BROOKLYN CIRCULATION STATEMENTS

Filed with the Government, of Six Months Ending April 1, 1926; Compiled by Statistical Department of New York Evening Post, Inc.

	1920 April 1	1920 October 1	1921 April 1	1921 October 1	1922 April 1	1922 October 1	1923 April 1	1923 October 1 **	1924 April 1	1924 October 1	1925 April 1	1925 October 1	1926 April 1	1926 April 1 Compared with April 1 1925 Gain	Loss	% Gain	% Loss
American	385,271	379,049 §	406,311	440,941	456,335	429,071	434,198	439,177	411,471	405,044	379,975	362,862	347,771	.....	32,204	...	8.5
Commercial	11,329	11,390	11,595	11,645	11,068	11,701	12,461	13,060	14,010	11,800	11,300	11,793	11,480	.....	180	...	1.6
Herald	†214,891	205,127	202,088	193,368	177.629	178,078	170,257	165,710	‡‡.....	.....	.....	.....	.....	.....	.....	...	...
Herald Tribune	119,479	126,192	142,384	142,069	137,485	130,161	131,613	133,230	154,435	276,755	283,197	287,386	294,327	11,130	.....	3.9	...
Journal of Commerce	26,396	28,292	29,294	30,394	27,825	27,685	26,338	26,156	25,772	26,935	26,972	26,707	26,768	.....	204	...	.8
Press	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	...	...
Sun (Morning)	¶.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	...	...
Times	351,939	342,553	352,528	348,607	372,801	356,671	370,266	362,361	378,174	383,005	387,934	382,005	392,695	4,761	.....	1.2	...
Wall Street Journal	18,514	18,750	19,076	19,203	19,196	19,582	22,242	21,883	22,191	22,266	25,772	28,329	29,937	4,165	.....	16.2	...
World	365,014	373,403	385,892	392,478	387,191	382,087	392,387	382,739	391,421	404,377	381,536	342,928	329,860	.....	51,676	...	13.5
Mirror (Tabloid)	.....	.....	.....	.....	.....	.....	.....	.....	.....	§§157,796	218,431	249,649	316,418	97,987	.....	44.9	...
News (Tabloid) Daily	122,333	250,283	336,149	415,006	440,482	522,635	551,457	633,578	720,862	786,398	795,160	920,956	998,617	203,457	.....	25.6	...
News (Tabloid) Sunday	.....	.....	.....	191,510	268,061	348,711	438,810	567,381	662,142	807,279	987,199	1,122,065	1,224,063	236,864	.....	24.0	...
Evening Journal	712,778	622,892	649,834	633,083	654,952	622,749	643,489	601,837	641,192	666,886	649,072	635,805	696,447	47,375	.....	7.3	...
Evening Mail	158,288	172,703	155,148	168,073	137,760	161,215	144,135	170,327	††.....	.....	.....	.....	.....	.....	.....	...	...
Evening Post	33,818	36,875	38,596	32,706	35,006	32,318	32,694	32,506	35,768	31,291	35,501	32,415	35,525	24	.....	.07	...
Evening World	335,233	351,684	313,143	289,871	280,727	265.049	277,853	272,335	271,114	314,489	310,850	311,933	294,442	.....	16,408	...	5.3
Evening Globe	179,192	181,475	164,429	177,066	149,882	166,196	159,786	‖.....	.....	.....	.....	.....	.....	.....	.....	...	...
Sun	205,565	191,719	190,218	183,253	180,442	179,937	177,290	‡236,165	260,026	255,212	247,370	256,234	259,351	11,981	.....	4.8	...
Telegram	134,407	120,148	109,511	116,187	107,710	119,431	111,088	133,594	155,194	220,707	190,519	199,566	182,489	.....	8,030	...	4.2
Evening Graphic	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	²95,697	96,998	141,865	46,168	.....	48.2	...
Brooklyn Citizen	39,498	39,365	40,126	41,003	41,137	41,221	41,186	41,352	42,237	42,311	42,455	42,470	43,108	653	.....	1.5	...
Brooklyn Eagle	51,496	53,431	58,521	60,395	63,595	61,737	65,568	63,475	67,553	69,102	72,493	71,912	75,395	2,902	.....	4.	...
B'klyn Sstandard Union	57,991	58,916	62,755	65,068	67,051	68,586	71,557	72,252	71,187	67,365	64,339	61,742	63,010	.....	1,329	...	1.8
B'klyn Daily Times	43,280	45,102	46,897	46,982	46,987	45,139	45,313	45,389	37,637	57,269	65,471	80,081	81,573	16,102	.....	24.6	...
Totals	3,394,379	3,608,712	3,714,495	¹3,775,470	¹3,770,629	¹3,796,402	¹3,865,084	¹3,837,669	¹3,691,855	¹4,130,562	¹4,311,478	¹4,430,500	¹4,653,288	.....	.....	...	...

* Morning Sun and Press consolidated. ¶ Sun and Herald combined into Sun-Herald Feb. 1, 1920; name changed to Herald Oct. 1, 1920. †Average for two months Sun-Herald.

‖ Evening Sun and Globe combined June 4, 1923. Name changed to Sun March 10, 1924. ‡ Average for 2 months Sun and 4 months Sun-Globe.

§ Price of evening newspapers advanced from 2 cents to 3 cents June, 1920.

†† Telegram and Mail combined January 28, 1924. Sunday issue discontinued March 16, 1924. Name changed to Telegram May 18, 1925.

‡‡ Herald and Tribune combined March 19, 1924.

§§ Mirror (Tabloid) first issue June 24, 1924.

¹ Include daily average of the Daily News inclusive of the Sunday News.

² Evening Graphic first issue September 15, 1924. Sunday edition inaugurated May 3, 1925, discontinued September 1, 1925.

** During the general strike of the New York newspaper pressmen, from September 18 to 26, 1923, inclusive "combined morning" and "combined evening" papers were published. Statements of the following newspapers show that circulation figures of this period were omitted: Times, Herald, World, Mail, Sun-Globe, Eve. World, Eve. Telegram, Brooklyn Eagle, Brooklyn Standard Union, Brooklyn Citizen.

TEXAS TO SEND 150 TO A.A.C.W. MEET

Tenth District Directors Consider Convention Plans at Waco—Also Discuss $500,000 State Ad Campaign

The seven-Pullman train which will take Texas advertising men and women to the annual convention of the Associated Advertising Clubs of the World at Philadelphia, June 19-24, will start from Fort Worth June 16, it has been announced following the recent Waco meeting of directors of the tenth district, A. A. C. W. It is expected that a Texas delegation of 150 will attend the national convention. Dates of the 1926 tenth district convention, to be held at Beaumont, are Oct. 24-26.

Plans for the $500,000 campaign to advertise Texas nationally were discussed at the Waco conference, presided over by James P. Simpson of Dallas, tenth district chairman. Proposed method of procedure was outlined by Fred Johnston, Dallas, chairman of the committee named to devise ways and means of obtaining the fund.

It is planned, Johnston said, to raise between $125,000 and $250,000 for the first year of the five-year campaign, the remainder to be raised during the remaining four years.

Members of the committee to outline methods of raising the money include, besides Johnston, Dale Rogers, Houston; W. A. Garrabrandt, Beaumont.

In addition to Chairman Carpenter, members of the central committee entrusted with the duty of raising the $500,000 are: J. Lutcher Stark, Orange; J. H. Kennedy, Marshall; Will Hogg, Houston; J. A. Kemp, Wichita Falls; W. V. Crawford, Waco; Col. Ernest Thompson, Amarillo; Harry Rogers, San Antonio; Walter Wortham, Paris; Porter Whaley, Stamford; Ben Keith, Fort Worth; William T. Burnett, Brownsville; R. L. Kempner, Galveston; Blake Seay, Mercedes; Gus Taylor, Tyler.

The visitors were luncheon guests of the Waco Advertising Club, its president, L. M. Coyne, presiding as toastmaster. President C. F. Dumas of the Waco Chamber of Commerce welcomed the ad men.

Other than Simpson and Secretary Beeman Fisher, Dallas, those who attended the session follow: W. A. Garrabrandt, Beaumont; Mrs. Cora Kraeuter, Alfonso Johnson, Dallas; R. G. Coulter, San Antonio; J. M. Binkley, Sherman; Fred Johnston, Dallas; President Karl H. Moore of the Fort Worth Ad Club, and Otto Bruck of Beaumont.

MRS. KUHN RESUMES WRITING

Wife of Late U. P. Shanghai Correspondent Opens Office in Chicago

Irene Corbally Kuhn, writer and newspaper correspondent, formerly of Shanghai, China, has opened an office-studio at 605 North Michigan Avenue, Chicago, and will devote all her time to writing.

Mrs. Kuhn has lived abroad for five years and was on board the "Empress of Canada," sailing from Vancouver, B. C., Feb. 20, to rejoin her husband, Bert L. Kuhn, then United Press correspondent at Shanghai, when the cabled news of his sudden death was handed to her. With her small daughter she returned immediately to Chicago, where she is now making her home.

Following her graduation from Columbia University, Mrs. Kuhn entered newspaper work on the *Syracuse* (N. Y.) *Herald*. She afterwards joined the *New York Daily News* under Phil Payne, then city editor. Mrs. Kuhn went abroad and in 1921 joined the staff of the Paris edition of the *Chicago Tribune*. She made a tour of the occupied area in the Rhine country in Germany and wrote stories of her observations of army life there.

With Peggy Hull, a war correspondent on the Mexican border in 1916, in France during the World War, and in Siberia, after the Armistice, she sailed from Marseilles for China, via Suez, on a Japanese freighter.

Romance began to break out at Singapore where Peggy Hull met a sea captain whom she had known previously. She left the ship at Hongkong, the next port-of-call and was married, while Mrs. Kuhn, then Irene Corbally, went on to Shanghai. C. H. Webb, then editor of the *China Press*, engaged her as special feature writer for the *Evening Star*, the American afternoon paper which had just been launched. The city editor of the Star was Bert L. Kuhn of Chicago, and four months later, they were married.

In October 1925, Mrs. Kuhn returned to the United States for a five months' vacation.

Pueblo Cheiftain Editor Retires

Walter Lawson Wilder, for nearly a quarter of a century editor of the *Pueblo* (Col.) *Chieftain*, has retired to develop his 600-acre "dude" ranch near Rifle, Col. George H. Sweeney purchased the Wilder interest. The veteran editor first came to Pueblo in 1903 from Colorado Springs.

Newspaper men around the globe are weekly readers of EDITOR & PUBLISHER.

THE BUTTE MINER

"Montana's Greatest Newspaper!"

IT DOMINATES ITS FIELD

An advertising medium which stands alone in circulation, reader interest and prestige in a trade territory that is remarkable for richness and for compactness—a real medium for the advertiser seeking to create buyer demand as well as for the national and local advertiser—

Leads its nearest competitor 92 per cent Daily

129 per cent Sunday in City Circulation

Create maximum impression at one cost by concentrating your Montana advertising in the paper everybody reads,

THE BUTTE MINER

BUTTE, MONTANA

THE RICHEST HILL ON EARTH!

162 out of 227!

Out of 227 national newspaper advertisers, listed by the Bureau of Advertising, American Newspaper Publishers Association, who invested $50,000 or more in newspaper space in 1925,

162 USED THE FORT WORTH STAR-TELEGRAM

Most of the remainder were sectional advertisers with restricted marketing areas. Many other national advertisers not listed in this bulletin used the Star-Telegram

BECAUSE

The Star-Telegram and Record-Telegram covers Fort Worth and its rich trading zone with more net paid, no premium, no contest circulation than any other three or four newspapers combined—

AND

Discriminating national advertisers are not overlooking

PROSPEROUS WEST TEXAS

in making up their lists.

FORT WORTH STAR-TELEGRAM (EVENING)

Fort Worth Record-Telegram (MORNING)

FORT WORTH STAR-TELEGRAM

and Fort Worth Record

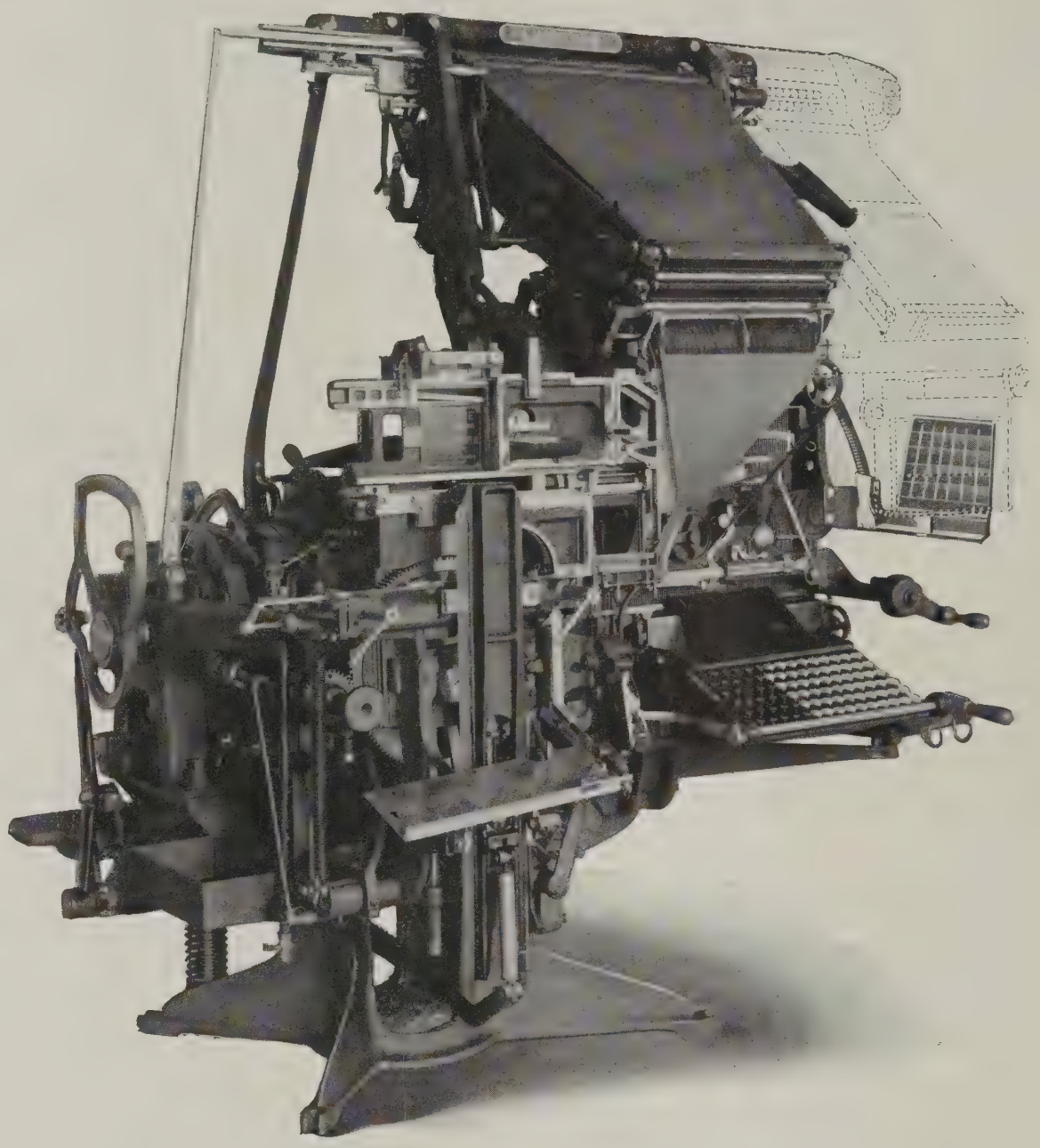
(SUNDAY)

AMON G. CARTER
President and Publisher

Charter Member
AUDIT BUREAU OF CIRCULATIONS

A. L. SHUMAN
Vice-President and Adv. Director

SINGLE DISTRIBUTION



One, two or three
Main Magazines

Model 8
WITHOUT AUXILIARY
MAGAZINE

Model 14
WITH AUXILIARY
MAGAZINE

Also built as Display Linot

Model 21
WITHOUT AUXILIARY
MAGAZINE

Model 22
WITH AUXILIARY
MAGAZINE

TRADE LINOTYPE MARK

INTERCHANGEABILITY

There are two types of Linotypes either of which can be equipped with various combinations of interchangeable magazine units to give you just the machine you need: Single or multiple distribution; one, two or three main magazines; with or without auxiliary; 30 or 42 picas maximum measure.

MULTIPLE DISTRIBUTION

Two
Main Magazines

Model 25
WITHOUT AUXILIARY
MAGAZINE

Model 26
WITH TWO AUXILIARY
MAGAZINES

Continuous composition
from all magazines

Faces from all magazines
mixed in the same line



TRADE LINOTYPE MARK

All Using Standard Interchangeable Magazines, Matrices, Molds and Liners
All Operated from the Same Standard Power-driven Keyboard
All Magazines Quickly Changed from the Front

MERGENTHALER LINOTYPE COMPANY
BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Representatives in the Principal Cities of the World

DISPLAY SET IN NARCISSE NOW BEING CUT FOR THE LINOTYPE, BODY MATTER IN CASLON OLD FACE

530.26.4-F2

"It Makes an English Journalist's Mouth Water"

This is a summary of a survey of the American newspaper situation by editor Frank Dilnot in the current issue of "The Landmark"—the monthly magazine of the English-Speaking Union, published in London.

There is much authoritative testimony to support the statement that this achievement during the past decade has been accomplished to a large extent by the increasing confidence of advertisers in the purchase of newspaper space as the result of the work of the Audit Bureau of Circulations.

"Buying the right audience" by a thorough study of entire A. B. C. reports—not accepting front-page figures or summarized figures which confessedly can only show half truths, is enabling advertisers to make advertising dollars bring in better returns, thereby enabling larger advertising expenditures and adding to the profits of publishers by eliminating waste.

This applies to publications of modest circulation as well as publications which can show more pretentious figures.

AUDIT BUREAU OF CIRCULATIONS
By STANLEY CLAGUE
Managing Director

MINNESOTA EDITORS' SHORT COURSE MAY 6

National Advertising for Weeklies Important Topic Slated for Discussion at U. of Minnesota Gathering

National advertising in country weekly newspapers will be one of the chief subjects to come before the tenth annual Editor's Short Course offered by the Department of Agriculture, University of Minnesota, at University Farm, St. Paul, May 6-8.



H. Z. Mitchell

Several large manufacturers who merchandise on a national scale have been using country weekly space very effectively. It is to encourage co-operation by manufacturers, retailers, and country publishers that the subject is being made a prominent feature of the course this year. Representatives of two manufacturers doing a nation-wide business are expected to discuss the subject.

The course will open at 2:30 p. m., Thursday, May 6, with a round-table discussion of live questions submitted by Minnesota editors, led by J. V. Weber, *Slayton* (Minn.) *Murray County Herald*. A demonstration in platen press work will follow.

The *Minneapolis Journal* will give a dinner in honor of the visiting editors in the dining hall at University Farm, Thursday evening. H. Z. Mitchell, publisher of the *Bemidji Sentinel* and *Daily Pioneer*, will preside. W. C. Coffey, dean of the University Department of Agriculture will extend greetings and Carl Eastwood, president of the Minnesota Editorial Association, will respond. Addresses will be delivered by Lotus D. Coffman, president of the University of Minnesota, and by Fred W. Andersen, a merchant who has built up a business of $300,000 annually in Cozad, Neb., a town of about 1,300.

One of the features of the course is to be an ad-writing contest, the prizes for which are being given by the Munsingwear Corporation, Minneapolis.

The lay-outs submitted for this contest will be discussed by J. H. DeWild, editor of the *Northwest Commercial Bulletin*, at the opening session on Friday, and this will be followed with an address on effective advertising writing, also by Mr. DeWild. Then Mr. Anderson, the Nebraska merchant, will give a second address, telling of his own advertising methods.

Friday afternoon will be taken up with the discussion of national advertising in country weeklies noted above, H. Z. Mitchell of Bemidji leading the discussion following the formal addresses.

Following a dinner and smoker Friday evening, R. S. Vaile of the School of Business, University of Minnesota, will give a talk on community co-operation emphasizing the newspaper's place as a factor, and he will be followed by Sam S. Haislet, recently appointed field secretary of the Minnesota Editorial Association, who will outline the plans of his office.

Circulation building will be the chief subject Saturday morning. E. W. Smith will introduce the subject with an explanation of the place of farm news as a subscription getter for country newspapers, and he will be followed with a talk on contest methods.

An exhibit by the American Institute of Graphic Arts will be on display throughout the course, and a lecture on the exhibit will be one of the closing numbers of the program.

A casting-box demonstration will be one of the chief mechanical features.

The executive committee of the state editorial association will hold a meeting at University Farm on the adjournment of the short course.

Kent Press Opening New Bureau

Charles E. Calkins, business manager of the Kent Press Service, spent a week in Indianapolis recently making plans for the opening of that organization's fifth news bureau, to be located there. The service has bureaus in Detroit, St. Louis, Springfield, Ill., and Chicago. The Indianapolis bureau will open early in May.

AS HIS HOME TOWN SEES HIM
W. Laurence Dickey



WHEN W. Laurence Dickey, publisher of the *Kansas City Journal-Post*, persuaded John G. Neihardt to write a page of book reviews and comment on the trend of literature for his paper, he achieved the unusual in the field of journalism. For John G. Neihardt is recognized as one of the best American poets. His works are a part of the study in English courses in many universities and colleges in the United States.

In obtaining the services of Mr. Neihardt, Mr. Dickey assured his paper of one of the best book pages in the Middle West and one that compares well in style and authority with any in the country.

Mr. Neihardt has written 18 published books. His nineteenth, a collection of his shorter poems, will be issued soon by the Macmillan company, his publisher. Besides being a lyric and epic poet Mr. Neihardt has written short stories.

With the reputation already established for his lyric poetry and short stories, Mr. Neihardt turned to epic poetry. He had long had a desire to make the stirring events of the early days along the Missouri river live in a cycle of epic verse. He went to live for six years among the Omaha Indians, studying their lore and hearing from those who saw it, the history of the old trappers.

The "Song of the Three Friends," the first of the cycle appeared 12 years ago. The "Song of Hugh Glass" was next. The "Song of the Indian Wars" was published last fall. Three more books of the cycle are to be written. Mr. Neihardt is working on "The Song of the Messiah" now. It will require six more years, he says, before the entire work is completed.

Mr. Neihardt writes but 30 lines a day. He polishes every line with patient care. He knows hard writing makes easy reading. And as a hobby and a pleasure he writes book reviews and literary essays for the Journal-Post.

Mr. Neihardt is a product of the Middle West. He has lived near Kansas City much of his life. He is doing his writing at Branson, Mo., a little town in the peaceful Ozark hills, not far from Kansas City.

Leading the Leaders

Mediocrity never attained to National Leadership.

Official advertising lineage records of ALL the six-day Newspapers published in the United States for the year 1925, places the

Newark Evening News

IN FIRST PLACE

in the four important classifications of Advertising that prove the value of the medium and the importance of the territory it serves.

FIRST in Classified Advertising

proves its intense reader interest;

FIRST in Automobile Advertising

proves the purchasing power of its readers;

FIRST in Food Advertising

proves its influence in the HOME;

FIRST in National Advertising

proves that its power is recognized outside its own territory.

Telling To-day's news to-day; injecting the elements of local and home interest; producing a clean, breezy, wholesome newspaper which is recognized as the HOME NEWSPAPER of the richest and most populous district of the United States; read (and fit to be read) by EVERY member of every home into which it is daily delivered.

Upon such sound newspaper qualities is its leadership built.

Newark Evening News.

Always Reaches Home

EUGENE W. FARRELL, Business and Advertising Manager

O'MARA & ORMSBEE, Inc.
General Advertising Representatives
New York Detroit Chicago San Francisco

FRANK C. TAYLOR
New York Local Representative
280 Madison Avenue, New York

CRIME NEWS NECESSARY SAYS PSYCHIATRIST

Newspapers More Than Offset Possible Harm by Educating Public in Causes of Crime, Kansas Declares

Publication of crime news by the newspapers is a benefit to society through its provision of a vicarious expression for the criminal tendencies of many readers, Dr. Karl Menninger, Topeka psychiartrist, told journalism students of the Kansas State Agricultural College before whom he lectured April 8 on the subject "Crime and Punishment."

Through this provision of a "safety valve" for the repressed criminal impulses of some readers, and through education in the causes of crime, newspapers more than offset whatever harm may come from publishing crime news, Dr. Menninger believes.

The average newspaper worker is much more enlightened in his attitude toward crimes and criminals than the average business or professional man of equal intelligence, Dr. Menninger stated further. He cited instances of efforts by reporters to get back of the readily apparent facts in crime cases to the reasons for the actions of the criminal to illustrate his point.

The newspapers must educate their public to shake off the traditional attitude toward the crime problem before much progress can be made toward reducing the social and economic waste caused by crime, the speaker declared. Punishment has not been successful as a curb to anti-social acts, he asserted, for "had it been, there would now be no crime. To be effective the method of treatment must produce a cure."

"Justice," he continued, "assumes that every one is master of his own affairs when, as a matter of fact, he is not. Many influences of which we, and often the criminal himself, may know nothing, are behind his actions. It is as unreasonable to punish a criminal for something he does not know why he does as to punish him for a fainting spell."

SPORTS WRITERS ORGANIZE

S. T. Potts of Norfolk Virginian-Pilot Heads Virginia-North Carolina Group

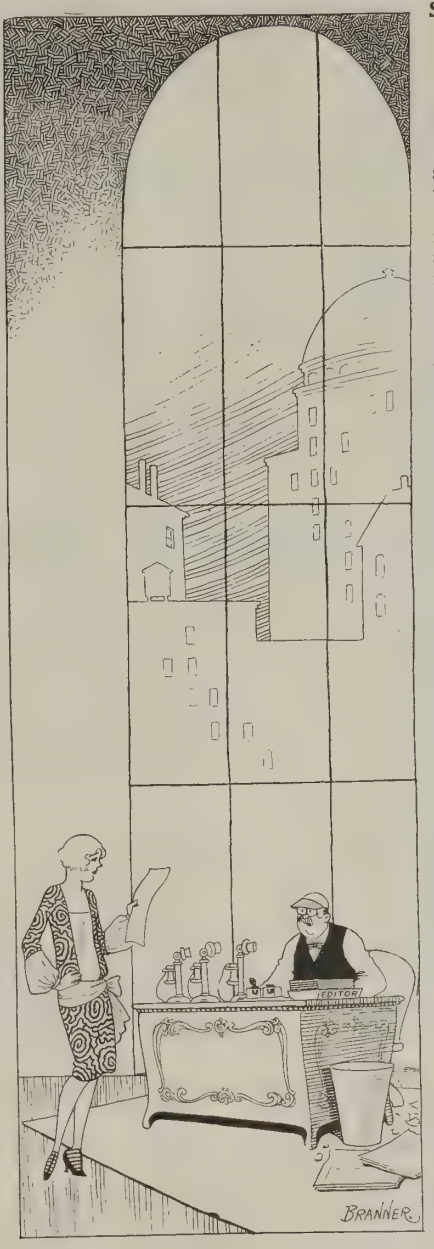
Sport writers representing newspapers in Virginia and North Carolina cities in which there are Virginia State League baseball clubs, met at Norfolk last week and organized the Virginia League Baseball Writers' Association. Sam T. Potts, sporting editor of the *Norfolk Virginian-Pilot,* was elected president; Robert Curtis Harper, of the *Richmond Times-Dispatch,* vice-president, and Tom Haines, of the *Norfolk Ledger-Dispatch,* secretary and treasurer. The organization, the first of its kind in the South, is patterned after the Baseball Writers' Association of America, with which it will seek associate membership.

Those present and enrolled as charter members were: J. Curtis Lyons, *Petersburg Index-Progress;* Eddie Davis, *Wilson* (N. C.) *Times;* H. D. Vollmer, Norfolk Ledger-Dispatch; W. B. Lohman and W. J. Minshull, *Portsmouth Star;* and the newly-elected officers. The association voted to hold its first annual banquet in conjunction with the annual meeting of Virginia League directors. Present and former sports writers on newspapers in the Virginia and North Carolina cities in which the Virginia State baseball league has teams are eligible for membership.

E. G. Lawrence Writing for N. H. Paper

Edwin Gordon Lawrence, formerly editorial writer on the *Miami* (Fla.) *Herald* and recently associate editor of the *Palm Beach* (Fla.) *Times,* is now running a special feature series in the *Concord* (N. H.) *Monitor-Patriot.* Mr. Lawrence is author of several books on elocution.

Editorial Abstraction



Winnie Winkle the Breadwinner: "Big story just broke boss. Terrific storm wipes out whole town, blows down houses, terrible havoc!"

Managing Editor:—"By George! That reminds me. I forgot to call up my wife."

Nevada Press to Meet in August

The Nevada State Press Association will hold its annual mid-summer meeting at Austin sometime in August. Harold Hale, editor of the *Elko Independent,* is president of the organization.

252,599

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

March, 1926

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of March, 1926, was 190,684.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

GOLDEN BELT GROUP ANNOUNCES PROGRAM

Six Prominent Kansas Newspaper Men to Speak at Annual Meeting in Hays, Kan., May 1—Large Attendance Expected

Six well-known newspaper men of Kansas have been obtained as speakers for the annual meeting of the Golden Belt Editorial Association, which is to be held in Hays, Kan., on Saturday, May 1. The association will be the guest of the journalism department of Kansas State Teachers College of Hays.

The program: Morning Session 10:30.

Ewing Herbert, *Hiawatha Daily World* —"Advertisers Demand An Interesting Paper."

Ol W. Little, secretary, Kansas, Press Association—"The Why's and Wherefore's."

Luncheon at Hays Civic Club 12:15 (Courtesy Hays Chamber of Commerce).

Ben Hibbs, director of Hays department of journalism — "We're Glad You're Here."

Trip to Grounds of Experiment Station Grounds 1:15.

Afternoon Sesson 2:00 o'clock.

Marco Morrow, assistant publisher, Capper Publications — "Making The Mare Go."

Business Session, election of officers.

Round table discussion—Chairman, Ernest Trimmer, Hays.

Trip to view new plant of *Ellis County News* 5:15.

Dinner at the College 6:15 (Courtesy Department of Journalism.)

W. Y. Morgan, *Hutchinson News*—"What We Are Here For."

Paul A. Jones, *Lyons Daily News*—An Illustrated Lecture on "Hypocrites."

A. K. Trimmer, *Gove Republican-Gazette*—"As It Was In The Beginning."

President W. A. Lewis, K. S. T. C.—"Come Again."

President Paul L. Jones of the *Oakley Graphic* will preside at the sessions.

Although the organization is one consisting largely of Sixth District editors, all the newspaper folks in the western half of the state are being urged to attend the Golden Belt meeting. More than 40 newspapers were represented at last year's meeting, the total attendance at the evening session being more than 80.

KEFFER NAMES COMMITTEES

Eleven Groups Appointed by President of Southern California Editors

Following his election as president of the Southern California Editorial Association, with headquarters in Los Angeles, Frank M. Keffer, publisher of the *Van Nuys News,* has organized several standing committees to handle various matters coming before the association.

Committees named by Keffer are: Finance—A. V. Douglass, Harvey R. Ling, J. A. Bowen; membership—J. R. Gabbert, Leo A. Smith, Timothy Brownhill, S. A. Meyer, Carrol H. Smith; legislation—John E. King, Harlan G. Palmer, W. D. Witter, Ben H. Read; commercial relations and business standards—P. P. Krouser, J. L. Matthews, Paul Moore; advertising agencies relations—George R. Fugate, D. R. Carlson, Thad N. Shaw; conventions and outings—O. M. Cannon, C. H. Turner, George R. Barker, F. S. Hosfelt, Neil R. Murray; labor—Harry S. Webster, C. F. Waite, W. F. Prisk, Harry Hammond; Newsprint—Dailies: Harry S. Webster, Harlan G. Palmer, C. F. Waite; Weeklies: Walter Mendenhall, Tobias Larson, W. J. Sergel; free publicity—J. P. Baumgartner, J. S. Easton, George B. Morgridge, Ben H. Read.

Besides the above named there is also a committee on Business Policies, the membership of which will not be made public. This committee will serve as a censorship body.

The INDIANAPOLIS NEWS

In few other cities in America is it so easy as it is in Indianapolis to pick out the outstanding. By every test by which a newspaper is judged, The Indianapolis News towers above its field — circulation, advertising volume, editorial character, results per dollar of advertising investment and length of honorable service.

Dan A. Carroll, 110 E. 42nd, NEW YORK
J. E. Lutz, Tower Bldg., CHICAGO

Frank T. Carroll,
Advertising Director

BOX

Headings are set quicker and more economically by this simple and modern method and saving time as

Certain

Classes of work require special treatment and this is possible only by the possession of a variety of typefaces such as

Began

Job at eight o'clock in morning and had sixteen duplicate forms set by noon and the entire job was delivered

NICE

Printing is often the result of modern equipment in the composing room. By placing your shop on a permanent

Printer

One who is engaged in one of the oldest trades known and

The Ludlow
For Better Ads and Heads

THE great newspaper leaders in linage throughout the world have chosen the Ludlow system of composition because it gives them better ads and heads.

The many economies resulting from installations of Ludlows in these plants prove well worth while to publishers. But the chief advantage of the Ludlow to publisher and advertiser alike is the fact that clean-cut, superior quality ads and heads pay handsomely.

With the Ludlow, you never run short of sorts because you set matrices—not type. With equal facility, you can have condensed, medium-width, or extended faces from 6 to 60 point, or change rapidly from one to the other, thereby securing all the benefits and none of the drawbacks of hand composition.

With the Ludlow, there are no battered, broken, or worn letters. You always print ads and heads from freshly-cast new typelines.

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

San Francisco, 5 Third Street
Atlanta, 41 Marietta Street
New York, 63 Park Row
Boston, 261 Franklin Street

Learns

To operate Ludlow in a very short time. With but one hour of instruction most compositors can become

Rush

Work can be quickly produced with this system of

Mold

Change is simple on

Method

Of all-slug composition is more efficient and more rapid for the setting of display and job work than any other system

Retains

Its characteristics after many years of usage. True-Cut Caslon is an ideal face for the job or newspaper plant and

Safes

And heavy articles are best displayed by the use of type that shows strength and durability which at

Comes

In handy in any plant because of its use in all classes of work and

Person

Or product is shown

Round

In general design giving

Reducing

The measure of a job in order that

There

Are many reasons why all printers endorse the Ludlow of

Delights

Printers the world over because of its extreme simplicity and range

Drawn

To show boldness and

Perfect

Specimens are the results

Artist

And printer alike have a thorough knowledge in the use

Careful

Work results in no

Brings

More work because your customers are assured of clear

PRINT

One or more up by casting as many slugs as needed thereby saving electrotyping

Bright

And new type cast in any

Prefer

This method of composition because compositors can do more work

PRESS

Waiting time reduced to the minimum in Ludlow-equipped plants and by saving a large

LUDLOW QUALITY COMPOSITION

"CASH AND CARRY" COMPETITION MET BY CO-OPERATIVE AD DRIVE IN DAILY

Local Merchants of Ashtabula, O., Unite Against Big Chain Store Combines — Educational Campaign Placed in Star-Beacon Wins Success for Independent Merchants

IN practically all lines of business, the competition of big chain store combines has become one of the most vital problems of small independent merchants. Selling at low prices on a "cash and carry" basis, the local link of a nation-wide group frequently makes disastrous cuts into the sales of the native business man.

In Ashtabula, O., the *Star-Beacon* has found one way of assisting the home town retailer. Copy for an educational advertising campaign was written by Charles Abbey, of the daily's staff, and space for its publication purchased by the Local Butchers and Grocers Association. The drive was prepared to run 26 weeks.

Believing other publishers would be interested in how Ashtabula grocery and meat dealers are meeting the situation, J. W. Quigley, business manager, of the Star-Beacon this week sent EDITOR & PUBLISHER tear sheets of the first two advertisements of the series and adjoining pages showing how the local merchants were supporting the co-operative campaign by purchasing large space for their own stores.

The educational campaign began with a sensational presentaion of the small independent merchant's positon as compared to that of the chain store. Copy measures nine by twelve inches. As illustration, the spiralling winds of a cylone threaten the city's homes, and the headline reads: "A Cyclone Isn't the Greatest Calamity That Could Happen to Ashtabula."

"The tremendous damage of a big wind storm MAY BE repaired," the text reads. "Business may be IMPAIRED for a brief period but HUMAN INGENUITY soon overcomes physical difficulties and in a few months, at the most, things are going on about as usual.

"A VISITATION THAT WOULD CAUSE THE ESTABLISHED BUSINESS INTERESTS OF THE CITY TO CEASE FUNCTIONING would be far more critical and far reaching than would the wildest storm that could hit us.

"ELIMINATE the SMALL BUSINESS INTERESTS OF ASHTABULA and you have eliminated practically all of the institutions that must depend for support on the public.

"Eliminate the business man who has the little store on the corner or in the center of the block and you do away with our Y. M. C. A., the Y. W. C. A. the RED CROSS ORGANIZATION, the BOY SCOUTS and every other activity which must stage annual campaigns for funds with which to carry on.

"The little business man of Ashtabula isn't appealing for SYMPATHY, but he is APPEALING TO YOUR OWN SENSE OF FAIRNESS—he does want to know just how YOU stand in relation to the FUTURE PROSPERITY of YOUR city.

"He wants to know whether you want your money to STAY IN YOUR OWN CITY and be used in the UPBUILDING OF YOUR OWN CITY or if you had rather lend your efforts to the prosperity and growth of NEW YORK and CHICAGO and CLEVELAND and other large cities.

"The small business man of Ashtabula doesn't want to build a fence around the town, he WELCOMES HONEST COMPETITION, he stands willing to aid his fellow townsman whenever the opportunity occurs, but what he does RESENT is the coming of the GREAT COMBINES which have just one interest in coming and that interest is PURELY COMMERCIAL."

The advertisement concludes with the announcement that similar copy is to be published each week thereafter and the expressed hope that some thought may be brought out causing readers to retain their confidence in "the neighbor who has served you faithfully and well."

Advertisements of four independent grocers and two independent meat markets find space on the same page as the co-operative copy.

The text for the next advertisement in the series attacks the "cash and carry" principle of the chain store. A picture of a storm swept house, cut out to expose a cozy interior, shares attention with a close-up of a telephone, ably picturizing the idea of small store service in sunshine or rain. The sentiment that the native merchant is the one who stands ready to support local charity and not the corporation controlling the chain store is also carried over from the opening advertisement.

The chord of reminiscence is struck to turn the mind and the eyes to the advertisement, which is headlined with the question "DO YOU REMEMBER LAST TUESDAY?"

"—surely you remember that far back," the small type takes up the strain struck by the bold-face head. Homely, small-town words then seek to lead up to the real message for which the Local Butchers and Grocers Association purchased the space.

"Gee! it was a fright of a day—part of the time it was raining, remember, and then it snowed and the wind blew and the mud oozed and all in all it was a day when the fireside seemed doubly inviting."

Obviously the next paragraph asks the reader what he or she did. Did she bundle up, get out the umbrella, and slosh through the mud to the "cash and carry store"? Or simply lift the receiver from the hook and call the neighborhood grocer?

"—what we're trying to put across is this," the advertising text continues: "THE SERVICE YOU ARE GETTING NOW IS EXCLUSIVE WITH THE LOCAL, ESTABLISHED STORE.

"—and what we want you to do is decide whether you want the small store eliminated through outside competition or if you will show by your patronage that the EFFORTS OF YEARS and YEARS is, in a measure, appreciated.

"—your local GROCER and MEAT-MAN are striving to SUPPLY YOU THE BEST possible product for the least possible amount of money. They buy carefully, conscientiously, and with the thought of YOUR HEALTH and happiness in view.

"—your local merchant is making a bid for your business with QUALITY, CONSISTENT PRICE AND EXCLUSIVE SERVICE.

"Is that fair?

"—don't forget that your telephone is the medium between you and the stores that are owned by YOUR NEIGHBORS, the men who SUPPORT ASHTABULA'S ACTIVITIES and who will pay willingly to maintain the CHARITIES of the city. JUST THINK IT OVER PLEASE."

Coast Daily 36 Years Old

The *Fullerton* (Cal.) *Daily News-Tribune* on April 8 celebrated its 36th anniversary. E. Johnson is editor and owner.

Ask Double Liability Assessment

Application was made to the district court at Fergus Falls, Otter Tail county, Minn., April 16, for a double liability stock assessment on the stockholders of the Otter Tail Farmers Publishing Company. The latter ran a daily paper at Fergus Falls when the Nonpartisan League movement was at its height in 1918. Philip R. Monson is in charge of affairs. The time for filing claims has just expired. The indebtedness is $27,581.58 and assets $4,607, nearly all in uncollected notes. The stockholders are practically all farmers.

AS HIS HOME TOWN SEES HIM
Edgar B. Piper

ONE of the conspicuous accomplishments of Edgar B. Piper, editor of the *Portland Oregonian*, aside from his newspaper work, has been to take the leading part in putting the Portland Symphony Orchestra on the map. Portland holds a position, musically, far in advance of other cities in the Pacific Northwest, and no little part of that distinction is due to the efforts of Mr. Piper.



EDGAR B. PIPER

For many years Mr. Piper has been a director of the Portland Symphony society and is now its president. The orchestra which the society sponsors has just closed by far the most successful year in its career.

It is no small task to build up a successful symphony orchestra in a city of 300,000, like Portland. It requires a campaign of education and a perseverance in the face of many discouragements. That the Portland society, led by Mr. Piper, has persevered is attested by the fact that the Portland orchestra now draws capacity audiences to all of its concerts in the Public Auditorium, a building seating 4,000 people without the use of available side sooms. Hundreds have been turned away from the concerts the past season which ended with a concert in March.

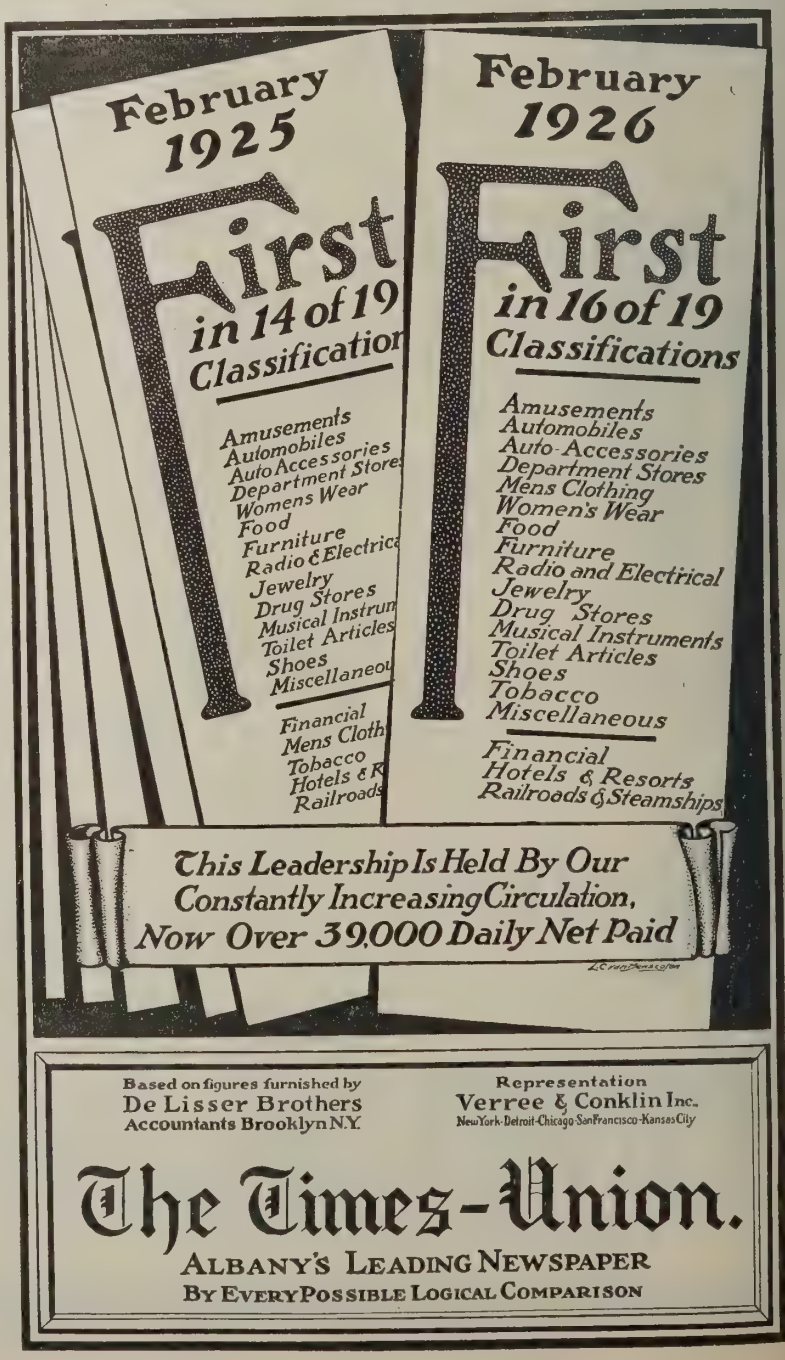
One factor in the success of the past season was the engagement as director of the orchestra of Willem van Hoogstraten, famous conductor. Mr. Piper insisted that the most capable conductor available was none too good. Van Hoogstraten has achieved note as conductor of the stadium concerts of the New York Philharmonic society and in other important musical capacities. Not only was he secured to direct the Portland orchestra for the past year, but he has signed a contract for two years more.

Mr. Piper's interest in things musical may be traced back to his youth when he played a cornet in the band at Salem, Ore. That is a dark chapter in his past that is seldom alluded to and he forgot how to play the cornet many years ago. A much greater influence in inspiring his interest in symphonic music has been Mrs. Piper who is herself an accomplished musician and a leader in Portland musical affairs.

The Portland editor has taken the leadership in many activities in his city and state, but Portland acknowledges a special debt to him for being instrumental in giving that city music that is excelled nowhere in the country.

Resumes Sports Final

With the opening of the National and American baseball seasons last week, the *Richmond* (Va.) *News Leader* resumed its 7 o'clock sports night final edition.



Columbus Dispatch

OHIO'S GREATEST HOME DAILY

FIRST

In News

There is no veil of mystery over the Dispatch's constantly exceeding all other Columbus newspapers. Its great leadership is built upon sound reader interest and confidence. It renders complete service to readers. During the first quarter of 1926 the Dispatch printed 4,449,189 lines of news exceeding the other evening paper by 2,741,130 lines.

In Circulation

The superior news service of the Dispatch is reflected in its circulation which has grown from 72,534, April 1st, 1922, to 106,451 April 1st, 1926, greatly exceeding that of all other Columbus newspapers in City, Suburban and Country circulation. Analysis shows that 94%, or 100,400 is concentrated in the 33 Ohio counties shown on the map.

In Advertising

Advertisers used 5,345,741 paid lines in the Dispatch during January, February and March, a gain of 422,050 lines over the first quarter of 1925. The total advertising for the three months exceeded the linage in the other newspapers combined by 709,885 lines. During 1925 the Dispatch was FIRST in Ohio in advertising volume, publishing 2,648,383 lines more than any other newspaper.

106,451

AVERAGE DAILY

NET PAID CIRCULATION for the

SIX MONTHS PERIOD *ENDING*

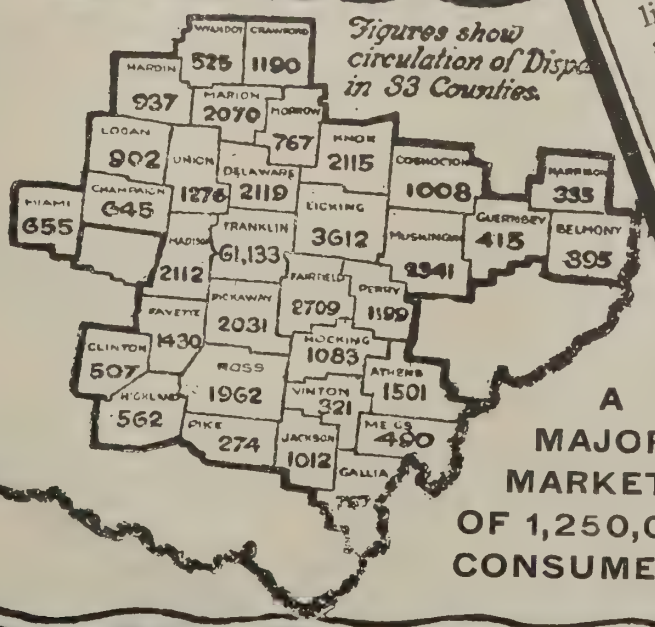
APRIL 1ST 1926

33

OF OHIO'S GREAT AND RESOURCEFUL COUNTIES — *COMPRISE THE GREAT CENTRAL* OHIO MARKET COVERED *by the*

COLUMBUS DISPATCH

OHIO



A MAJOR MARKET OF 1,250,000 CONSUMERS

The Columbus Dispatch

HARVEY R. YOUNG
Advertising Director

O'MARA & ORMSBEE, INC.
New York Chicago
Detroit
San Francisco

READERS FIND EMOTIONAL ESCAPE IN DAILIES

Glamor of Great Events in Distant Places and Stories of Thrilling Adventures Bind Public's Interest to the Newspaper, Journalism Professor Declares—Cites Examples of Vivid Reporting

By H. F. HARRINGTON

Director, Medill School of Journalism, Northwestern University

ONE of the most popular indoor sports in America is criticizing the newspapers. Whenever everything else fails to produce fuel for argument someone calls attention to several glaring mistakes in the evening daily; somebody else stoutly declares that many papers are controlled by the advertisers; a third critic stands ready to make solemn affidavit that all reporters are liars.



H. F. Harrington

The upshot of the discussion is that every mother's son admits he could run the newspapers much better than they are being run. Occasionally one of them tries it and becomes a sadder, wiser man,—and a more charitable citizen.

I am not saying that some of these criticisms are not justified. The newspaper does make mistakes because it is planned by the human mind and put together by human hands.

The lawyer draws up a faulty indictment and the prisoner is acquitted; the doctor makes a wrong diagnosis, and the patient dies; the banker finds blunders in his bookkeeping; the merchant stocks up on goods that do not sell. All of these men keep their blunders to themselves—but when the newspaperman makes a slip he shouts his mistakes from the housetops.

Most of the errors you see in print cannot be traced to any deep-laid conspiracy to deceive; but rather to such obvious causes as haste, carelessness, elusive memory, and scarcity of facts. These human shortcomings, by the way, are not the exclusive property of reporters and editors.

In this article I have no desire to join the ravens' chorus of censure. Instead I want to show how the printed sheet satisfies our natural, insatiable curiosity about life and is, therefore, entitled to our respect and thanks.

Most of us read and enjoy the newspaper because we find in it a little gallery of vivid portraits representing people we know in situations at once dramatic and real. We read the newspaper because it calls us by name, Floyd, Eleanor, Irvin, because it talks about our friends and neighbors, because it is the discerning artist of the human scene. Hence its popularity as a daily guest in our homes.

Suppose we visit for a little while this picture gallery of the news, to discover if we may a few miniatures—some gay with sunshine, others gray with shadow—all hastily produced by reporters who failed to attach their names, but who found their reward in a reader's sympathetic response.

Our first "little masterpiece" bears the apt title "The Call of the Light." It is the handiwork of a writer for the *Associated Press.* Note the simplicity of theme and treatment.

Baby Franz Sches, aboard an Atlantic liner, was to have arrived in the United States, the land of promise, today. To their steerage companions his parents told of their ambitions centered in the boy and of the wonderful future dreamed of for him. Two days out from the Statue of Liberty the boy sickened. Early today the ship's surgeon carefully examined the boy and gave a hopeless negative to the mother's entreaty.

"But he must live to see America," cried the father. "It is for that we came." Again the surgeon shook his head.

Just then a light twinkled like a firefly on the horizon. Some one shouted that it was the Fire Island light, the first signal of the new country.

With the gasping baby in his arms, the father went on deck. He held little Franz aloft and the child's drooping eyelids lifted for a moment at the sight of the far-off beacon. Then they closed forever.

Such a bit of pathos makes us forget our own trivial discomforts and stirs our feelings into unwonted warmth.

Every day the newspaper furnishes just such a gateway of emotional escape for thousands of folk who live dull, uneventful lives. I wonder if you have read that little poem by Florence Kiper Frank entitled "The Movies," which might just as easily be called "The Newspaper," for both institutions often achieve the same end. It runs:

She knows a cheap release
From worry and from pain—
The cowboys spur their horses
Over the unending plain.
The tenement walls are small;
Their walls press on the brain.
Oh, the dip of the galloping horses
On the limitless, wind-swept plain.

Now we stand before another "little masterpiece" in our gallery of the news, in this instance an animated cross-section of a Chicago courtroom with the judge on the bench. The title of the picture is "The Tale of a Horn and a Wise Judge," and it was done by a correspondent for the *Minneapolis Tribune*:

Chicago, Nov. 18.—Now it came to pass in the reign of Calvin the Silent that two musicians brought a certain matter to a judge of the city for settlement. And the judge was John Richardson, and great was his wisdom.

And with them they brought a cornet, and shewed it unto him. And one saith: "It is mine." And the other saith, "Nay, my lord, but it is mine, and this nutty bimbo hath swiped it from mine house."

And the judge was sore vexed to know which of the twain spake the truth. But he had a hunch, and spake unto the one:

"Let's hear you play it."

And the one to whom he spake took the instrument, and swelling up like one sick with the dropsy, he blew with all his strength. And it was a sour note, so that the judge lay as one dead and those who were in the court cried out to put the musician to death, saying he was a murderer as well as a thief.

But he heeded them not, and blew a second time and the plaster fell like rain, and a centurion named Gilhooley came with certain of his men to carry him out to be stoned.

But the judge, awakened from his swoon, and would not suffer them to kill him until his adversary had blown upon the horn.

"But remember when thou blowest," he spake unto the other, "that if the note is not dulcet and easily harkened unto, thou also shall be torn asunder and thy bones divided among the junkmen who have paid their tax.

And the other blew, and lo, it was music, even as Alexander's Ragtime Band. And the centurions and those who were in the court danced and made merry.

Then saith the judge unto him who had first blown upon the horn: "Thought you could outsmart me, hey? Throw him in the hoosegow."

And they cast him into a place of utter darkness. And his name was Walter Berry.

But on the other, Preston Helm, he bestowed much praise, and gave him the horn. And the fame of his wisdom was noised abroad.

Here is another finely executed picture recently added to the gallery, one which presents with high color the merry days of childhood when hobby-horses cantered in the playroom amid squeals of laughter. It is based on the death of the man who invented the hobby-horse and is dated:

Buffalo, N. Y., March 4: (United Press) In thousands of homes and on hundreds of merry-go-rounds, little children today sat astride the hobby horses, laughingly riding "to Banburry Cross to see an old woman ride on a white Hoss."

But not many of them knew that the man who invented those mechanical horses which never falter as they gallop countless imaginary miles through lands of childish dreams, died here last night. The man was Benjamin Crandall and he had lived 104 years.

Once he had been wealthy—enjoying riches gained through the joy he brought to childhood.

But he helped a friend who was in trouble, as might be expected of a man whose imagination ran to the building of children's toys; merry-go-round horses; and the things which bring gaiety to carnivals and amusement parks. The troubles of his friend were lifted but they came back to him; he was ruined financially and died here almost in poverty. It had been 20 years since money had been plentiful in his purse.

Crandall was a native of Westerly, R. I. He came to New York when a young man and worked as a mechanic.

Over his bench he dreamed of things that would amuse the children who played on the streets near his shop. From these dreams he evolved the hobby horse.

The world was not slow to take it up. It was not many years before his horses were being ridden, through the wide spaces which open in childish dreams, by thousands of children. Today hardly a nursery is complete without one, and no merry-go-round could draw a penny, were it not for its galloping animals.

Until 20 years ago Crandall manufactured his creations. Then he failed in business. He came here and spent the remainder of his life living with relatives.

A few months ago he was stricken with paralysis. Death came last night.

The body of this 104 year old benefactor of childhood will be buried in New York City—not many miles from the spot where the first hobby horse galloped.

Mention of hobby-horses suggests a contrasting animal picture, only in this case it is about two dogs, of all four-legged friends the most faithful, lovable, and forgiving. It is credited to the *Portland* (Ore.) *News:*

"THE TWA DOGS"

By Howard H. McGowan

There follows the story of a dog—a black and tan puppy—a mongrel of unknown origin and of no breed whatsoever, except dog.

Wet, thin and shivering, he slunk into the story, acted his role, and wet, thin and shivering, he slunk out again. Nothing except what is in this story is known of him. He went as he came and his present whereabouts is unknown.

He was every inch a dog. He had those qualities of loyalty and sportsmanship which have endeared his kind to man, and though a puppy, accounted for himself well.

It was last Saturday that he made his entrance. The day was wet and cold. The little black and tan wandered across the fields between Ryan Place and Hillsdale, homeless and masterless.

If dreams haunt the minds of dogs as they do of men, greasy soup bones and a warm dry mat beneath a kitchen range must have filled his head as he pushed through the brush and drenched grass on his solitary search.

He had reached a cart road through the open countryside where the walking was easy, when suddenly, with arched back, tail erect and front paw lifted, there appeared before him Gretel, a handsome police dog, who acknowledged Benny Titus, aged 4, of Hillsdale, her master.

Now Gretel, as dogs go, was royalty when compared with the little black and tan. The blue blood of dogdom flowed through her veins. She had a long line of aristocratic ancestors behind her, and a sealed and patented pedigree that set forth the prizes they had won and the good points they had achieved.

What is more, she had a home and a hearth and a little master for whom she was responsible.

All this, however, was passed over in the thrill of the meeting. Her maternal dog heart was warmed at the sight of the forlorn little black and tan. She forgot that gods should stay upon their pedestals and aristocrats in their homes. She sympathized with the little wayfarer. Soon they were good friends and set off romping across the country, leaving two lines of parallel tracks as evidence of their friendship.

Down the cart road they frisked and played, chased tails, chewed at each other's throats, rolled and tumbled. The sport grew uproarious when suddenly, like the black shadow of death, an automobile whirled up, honked its horn and passed.

After it disappeared the sport was not resumed, for Gretel, country-bred and slow at dodging, had been struck down and lay in the wet grass, dead.

The little black and tan walked up to her, his tail between his legs, sniffed and then quietly sat down.

Night fell. The rain poured down in torrents. The wind blew, but the puppy stayed by his friend of a few minutes.

All next day he remained at his post and all the next night.

The few people that passed that way thought nothing of it. There was nothing exceptional in the little hobo dog that all alone kept cold and hungry vigil.

Meanwhile great stir was caused by the loss of Gretel. Advertisements were put in the newspapers and inquiries were started in the neighborhood. Finally on Monday evening a woman called up the master and stated that a dog similar to the one advertised was lying dead by the cart road.

Benny's father went out to see and found the dead Gretel. But the little mongrel black and tan was not there. The neighbors said he had sat in the weather for 48 hours and then some one came and carried him off bodily. Some thought it was the mailman, some thought it wasn't. But the pup was gone, and his story ended.

Next to ourselves and our friends we respond most eagerly to the adventures of celebrities as chronicled upon the pages of our newspapers. President Coolidge, Mary Pickford, Charley Chaplin, Helen Wills, Irving Berlin—to mention just a few—instantly lure our attention and capture our interest.

A few weeks ago the entire country read the story of Marion Talley, a Kansas City girl, who had made her debut as a singer at the Metropolitan Opera House in New York. Her great adventure was a triumph of youth; hence it satisfied the love of the romantic that thrills all of us. We rejoiced in her success. Behold her portrait—painted by a writer for the *Associated Press:*

New York:

A plump, pink and white, blue-eyed girl of 19 held a Metropolitan Opera House audience

(*Continued on page* 66)

278 SUBSCRIBERS

and climbing steadily.

We are confident that every newspaper publisher will want us to solve his checking proof problem with our specialized service as soon as he realizes that we have the simple and practical solution that we claim.

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St.
CHICAGO

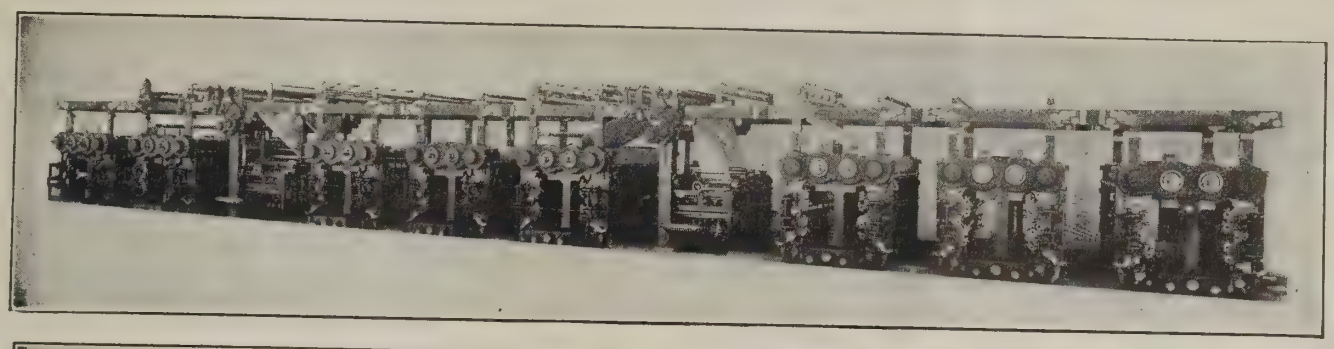
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NEW YORK

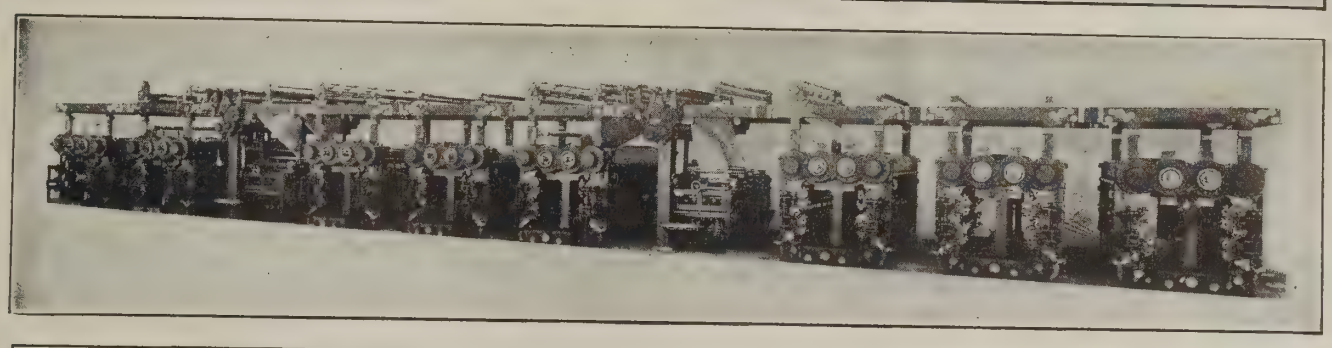
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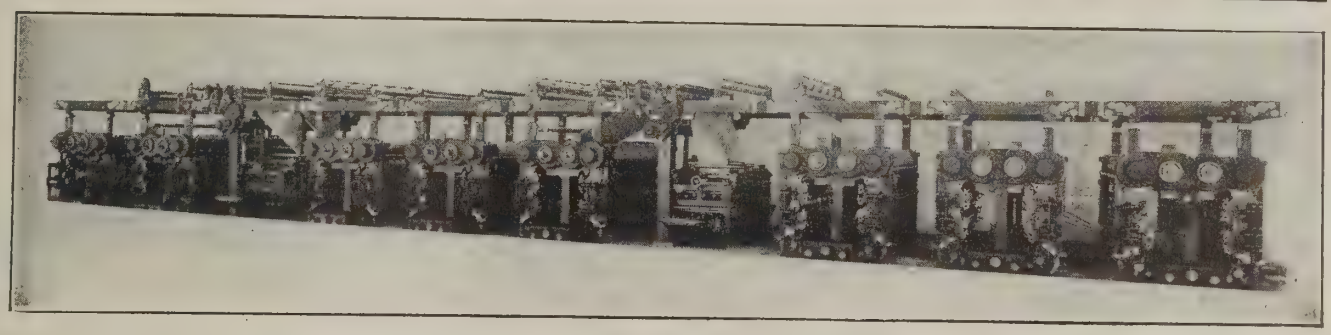
35 UNITS AND FOLDERS

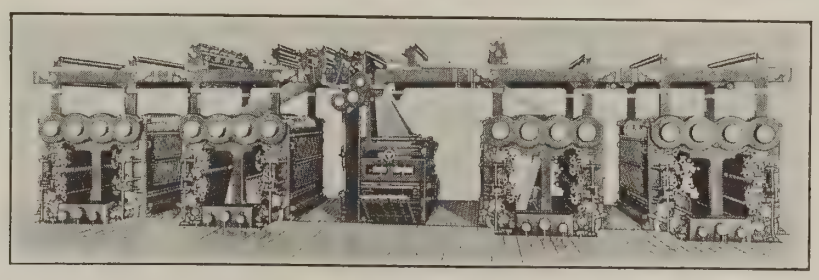
DUPLEX HEAVY-DUTY SUPER-UNIT TYPE
Now in the NEW YORK WORLD

and more to come









Service and Satisfaction—Our Customers Write Our Ads

The World. MORNING EDITION

New York City
March 15, 1926

Dear Mr. Stone:

Please rush the work of shipping the presses just completed. We are in need of this equipment because we had to discard old presses to make room for them.

The new octuple DUPLEX PRESSES we are now operating give us almost *50 per cent greater production* than we get from our old presses, so you can see it is highly desirable that we get the additional new octuples into action at the earliest possible day. Please advise date you will ship.

Very truly yours,

J. F. BRESNAHAN,
Business Manager.

THE DUPLEX PRINTING PRESS COMPANY

Main Offices and Works: BATTLE CREEK, MICHIGAN

World Bldg.
New York City

Temple Building, 77 Washington Street
Chicago

De Young Bldg.
San Francisco

DAILY ENDORSES PRACTICAL VALUE OF UNIVERSITY JOURNALISM COURSES

New Orleans Times-Picayune Will Celebrate its 90th Anniversary Jan. 25, 1927, by Establishing Chair of Journalism at Tulane—Instruction Starts Next September

"UNIVERSITY courses in journalism are no longer experimental. Their practical value is proven by the successes of their graduates in the journalistic field."

This quotation represents the editorial judgment of the *New Orleans Times-Picayune*, of which L. K. Nicholson is editor. The Times Picayune recently announced it would celebrate its 90th anniversary which falls on Jan. 25, 1927, by establishing a chair of journalism at Tulane University to start in September, this year.

"While the graduate journalist, like his fellow graduates in other departments, emerges from classroom and campus with much still to learn," the editorial continued, "his training nevertheless sets him forward on the right road to honorable success.

"The main purpose of the Times-Picayune's endowment is of course to make available in the South and at New Orleans an efficient and fundamentally sound course of training for the young men and women planning to engage in newspaper work."

The details of this unique manner of celebrating a newspaper anniversary were told by Mr. Nicholson in a letter to Dr. A. B. Dinwiddie, president of Tulane, when the proposal of establishing a chair of journalism was first made. He wrote:

"The board of directors of the Times-Picayune Publishing Company has authorized its officers to establish the Times-Picayune Chair of Journalism and to appropriate the sum of $6,000 a year for ten years for that purpose. The year 1927 will mark the ninetieth anniversary of The Times-Picayune and it is to commemorate this milestone of our service and progress that the chair is to be established. Subject to a mutually satisfactory understanding with you and your board, Tulane University has been selected as the logical seat of learning for the chair.

"It is thought that a course in journalism could form a part of a general instruction in economics, literature, history, languages and possibly commercial law. A student pursuing studies of this nature would obtain a broad vision that would enable him to successfully follow journalism as a career. On the other hand, if he ultimately selected some other profession or business we feel that he would be sufficiently equipped to intelligently understand the nature and scope of journalism, as well as its aims and functions.

"It is not our intention to urge the use of part-time instructors, but it is suggested that the person chosen for the chair may find some benefit in calling upon some of our staff to present certain parts of the course. The present day tendency is toward full time professorships, and we endorse that principle, but we want you to have this freedom if you believe there is any merit in the suggestion. There is always a danger in the possibility of placing a man of radical tendencies in a chair of this sort. We are not dwelling upon the point, as that part of it is left to your judgment.

"As additional background to the thing we have in mind, it would be an error for any prospective student to take this course with the belief that he was assured of a lucrative position on the staff of The Times-Picayune. We are not entirely altruistic in this matter, and it is hoped that well qualified students will find their way into our ranks, as well as those of other newspapers in the South, but we do not subscribe to the theory of education that attempts to promise a student immediate financial reward for his meritorious efforts. A Red Grange of the educational field is not in our thoughts.

"We know the power of the daily newspaper. We believe that the proper use of this power is a necessary benefit to the social group served. We are justified, therefore, in using our means to strengthen the attainment of this ideal. The service to our community should be a good one, and in that way we could mark our ninetieth anniversary.

"We await your pleasure with the hope that this chair can be established for the beginning of your next year in September, 1926."

PICAYUNE FOUNDED IN 1837

THE *New Orleans Times-Picayune* was founded as the *Picayune* by George Wilkins Kendall and F. A. Lumsden in 1837. The present paper represents the consolidations of the old Picayune, the *Times*, and the *Times-Democrat*.

Lafcadio Hearn worked for a while on the paper, as did Walt Whitman, Irwin Russell, Page M. Baker, Pearl Rivers (Mrs. Nicholson, mother of Leonard K. Nicholson, the president of The Times-Picayune Publishing Company), Stephen Crane, George W. Cable, Brander Matthews, Henry Rightor and Catherine Cole; and there were many other famous names signed to copy that came across the desk in the old days.

(Signed) Leonard K. Nicholson, president, the Times-Picayune Publishing Company.

The board of administrators of the Tulane educational fund, at its meeting, accepted the offer.

The same day, Dr. A. B. Dinwiddie, president of Tulane, sent the following letter to the Times-Picayune:

The Tulane University board of administrators, in accepting the offer of the Times-Picayune Publishing Company to establish The Times-Picayune chair of journalism at the university and to appropriate the sum of $6,000 yearly for ten years for that purpose, requested me to write you a letter of appreciation of your action and to thank you for the service rendered the university thereby.

"The board of administration was particularly pleased with the broad background suggested for the course in journalism and for the high professional aim indicated by this. The university will be glad to carry out this purpose to the best of its ability and to show in this way the real appreciation of the service which you have done not only to the university and to journalism, but to the public in providing the highest form of training from the standpoint both of education and of ideals for men who are intending to enter this profession."

Trade Press Moves New York Offices

The International Trade Press, Inc., moved its eastern offices last week from 15 Park Row to 250 Park Avenue, at 46th street, New York. Charles W. Price, chairman of the board resides in New York and for 41 years has had his office on Park Row. Among publications issued by the International from its main printing establishment in Chicago are *Engineering World, Highway Engineer & Contractor, American Fruit Grower Magazine, Concrete Products, Belting & Transmission, Cement, Mill & Quarry* and *American Machine & Tool Record.*

Newspaper Education Factor

Miss Belle Sherwin, president of the National League of Women Voters, which is holding its seventh annual convention in St. Louis, praised newspaper reading as a factor in civic education.

GENTLE ADVICE TO LOCAL AGENTS

TELEPHONE TERRACE 8800

DETROIT OFFICE
252 GENERAL MOTORS BUILDING
DETROIT, MICH.

MOTOR IMPROVEMENTS, INC.
OFFICES AND FACTORY
365 FRELINGHUYSEN AVENUE,
NEWARK, N.J.

March 29th, 1926.

ADVERTISING BULLETIN NO. 34.

SUBJECT:- PUBLICITY ITEM

TO ALL DISTRIBUTORS AND SUB DISTRIBUTORS:-

We are giving below, an article relative to Purolator. The information contained herein may be of interest to you as furnishing data for use in talking to prospects on Purolators. This may also be used as a reading notice or publicity matter for local newspapers. Those newspapers in which you are advertising are usually very willing to run occasional articles of this kind. In newspapers in which you are not advertising they will be very glad to have articles of this kind as space fillers.

Yours very truly,
MOTOR IMPROVEMENTS, INC.
A T Abeles
Advertising Manager.

ATA:FMS

UNFILTERED OIL A MENACE

SOURCE OF MOTOR TROUBLES

"Dirt, dust and tiny bits of metal accumulating in the lubricating oil are the source of most of our engine troubles", says

[illegible] years ago the car manufacturers started a strenuous educational campaign to make owners realize the importance of clean oil in their engines.

One of EDITOR & PUBLISHER'S subscribers in the Southwest sent this week the above interesting space mooch exhibit. This is the kind of stuff that some of the general advertisers are handing out to their local agents, all over the country.

Observe the underscored lines (underscores our own) which speak so eloquently of the business acumen of newspaper managers and editors—when they do not get paid advertising they like to publish free puffs just to fill up the paper.

Just such communications are flooding the mails, causing all sorts of confused notions about newspapers, lowering confidence of local business men in local papers, and encouraging space grafting.

Mr. A. T. Abeles, who signed the above letter, is of course a very hopeful optimist; still, there is enough truth in what he says about "easy" newspaper managers and editors to make his communication uncomfortable reading in newspaper circles. The free publicity evil must be met by the organized press! It is not only a question of "good business"; it is a question of professional honor.

The DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

Publishers A.B.C. statement just issued shows a

GAIN *of* 11,044

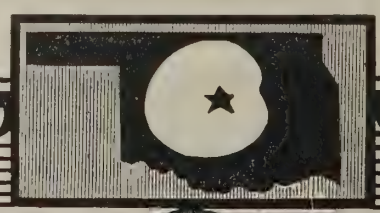
over average for preceding six months

Daily Average six months ending Mar. 31, 134,983

Daily Average six months ending Sept. 30, 123,939

Greatest Gain in Our History!

Represented by E. KATZ Special Advertising Agency
New York Chicago Kansas City Detroit Atlanta San Francisco



The Supremacy of The Washington Star Is Three-Fold

Greatest in VOLUME of CIRCULATION

Strongest in READER INTEREST

Dominating in ADVERTISING LINEAGE



The more than 100,000 circulation of The Star — Evening and Sunday — completely covers the National Capital, and its twenty-five mile shopping radius. A circulation that is 33 1/3% or more greater than the other papers here — and by a thoroughly organized carrier service delivered directly into the homes — which cannot be reached so definitely by any other medium.

The advertising lineage for 1925 of 26,569,189 lines gives The Star fourth place among the papers of the entire country: is an increase of 1,255,449 lines over the previous year — half a million lines greater than all the other Washington papers combined — and 16,173,141 lines MORE than was carried by the second paper.

Here are nearly three quarters of a million prosperous people reached regularly and directly by The Star.

In planning an extension of your business you cannot afford to overlook the National Capital and its suburbs — but you need reckon on but ONE medium. The Star is the necessity in this field.

The Evening Star.
WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE
Dan A. Carroll
110 E. 42nd Street

CHICAGO OFFICE
J. E. Lutz
Tower Building

"THE ANSWER—"

THE MILWAUKEE JOURNAL

EVERY EVENING AND SUNDAY

MILWAUKEE

April 2, 1926.

Kohler Brothers,
Chicago, Illinois.
Attention of Mr. G. A. E. Kohler.

Gentlemen:

Answering your inquiry regarding the utility of Kohler magazine reels installed in our plant.

We are entirely satisfied with the efficiency of the reels in our operation. Press room production in our new plant, through the operation of unit type presses and reels, has increased approximately fifty per cent. In view of our experience, we are convinced that magazine reels operated in conjunction with unit type presses are the answer to the newspaper publishing problem of today.

We are very much pleased with the service you have rendered in connection with our purchase and installation of Kohler reels. We shall be very glad at any time to answer any inquiries that you may care to refer to us.

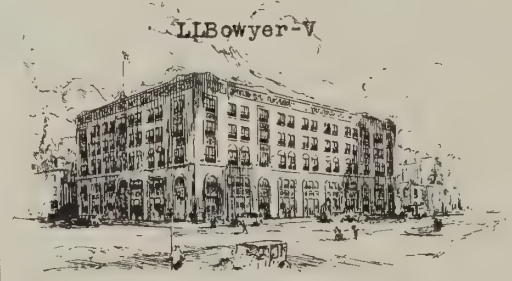
Yours very truly,

THE MILWAUKEE JOURNAL,

L L Bowyer

Business Manager.

LLBowyer-V



Largest Newspaper Plant in the Northwest
THE NEW MILWAUKEE JOURNAL BUILDING
Occupied entirely by The Journal

THE KOHLER SYSTEM
MAGAZINE REELS

Patented January 12, 1915

KOHLER BROTHERS

Engineers and Manufacturers

CHICAGO
WRIGLEY BUILDING

NEW YORK
90 WEST STREET

"98⅔% PERFECT—"



GEORGE G. BOOTH, PRESIDENT—
WM E. SCRIPPS, VICE PREST & MANAGING DIRECTOR
H.S. SCOTT, TREAS. & GENL MANAGER
C. BILLINGTON, SECRETARY

THE DETROIT NEWS

PUBLISHED DAILY AND SUNDAY BY
THE EVENING NEWS ASS'N

DETROIT, MICH., U.S.A.

April 10th, 1926

Kohler Bros.,
Wrigley Bldg. North,
Chicago, Ill.

Gentlemen:-

In connection with your request that we furnish you with the percentage of web breaks on splices, please be advised that out of approximately 7,000 rolls of paper used each month, only 1-1/3% of same are broke in splicing at reels, and during the month of March the figure was a little less than 1%.

Yours very truly,
THE DETROIT NEWS

Business Manager

HF:A

THE KOHLER SYSTEM
MAGAZINE REELS

Patented January 12, 1915

KOHLER BROTHERS

Engineers and Manufacturers

CHICAGO

Eastern Address After May 1st, 1926
The New York Evening Post Bldg., 71 West St.

NEW YORK

DAILY PRESS ANALYZED AT CLUB SESSION

Merits and Defects of Newspapers Subject of Philadelphia Group—Bliven, Douglas, Cheyney, Woodruff, Speakers

The merits and defects of a modern daily newspaper, from the viewpoint of the reading public and from that of the newspaperman himself were analyzed Monday night by speakers at a symposium on "the Daily Newspaper," conducted by the Contemporary Club, of Philadelphia.

The speakers were Bruce Bliven, formerly director of the Department of Journalism, University of Southern California, and at present on the editorial staff of the *New Republic;* George W. Douglas, of the editorial staff, *Philadelphia Evening Ledger*; Dr. Edward P. Cheyney, professor of English history at the University of Pennsylvania; and Clinton Rogers Woodruff, former member of the Legislature and member of the Philadelphia bar.

Mr. Bliven pointed out to a more or less antagonistic audience that the newspaper of today, the big, metropolitan daily, really has its superior virtues, and among these he mentioned its cheapness to the consumer, the speed with which it is printed and the news of the world presented promptly, and finally the optimistic fact that the personnel of journalism is increasing in intelligence and responsibility.

"Does the press do its duty on the side of brain as well as on the side of morality," he asked. "The press is an integral part of the great experiment in political democracy now in progress in the United States. This political democracy is predicated on the question as to whether or not the citizens involved in the experiment can be intelligently informed as to how to carry out their duties. The newspaper is simply an extension of the old New England town meeting, the sole machinery by which the people may be kept informed.

"The ordinary newspaper wants the largest circulation, not the best circulation, and it is not concerned with getting into the best homes. It lies with the public, with the votes it casts with the pennies it pays for the paper it reads whether the newspaper is to be a menace to the nation or a great aid to democratic institutions."

Mr. Douglas, assuming the hypothetical premise that the audience and he were to get out a newspaper, said they would first decide that an ideal paper was impossible of realization, that they would then seek an audience, realizing that people will not buy a paper "if it contains only what we think they should read.

"The fundamental interests of every one lies in sex, life and prosperity," said Mr. Douglas. "The great novels are often stories of crime. If the story of Paola and Francesca were published in the newspapers, some people would say, 'such things should not be printed.'

"On the afternoon that the verdict was brought in at a recent murder trial the paper with which I am connected sold 100,000 more copies than it ordinarily sells. Some persons again would say, 'People should not be interested in such things,' but we cannot change man.

"The newspaper tells the story, but the moral makes itself heard in trumpet tones, for every one who reads the story said, 'I shall not let myself get into an entanglement that might lead to crime.'

"The standard of honesty in newspaper work is as high or higher than in any other profession. The paper is your eyes and ears, it gives you information of what your legislators are doing; when you lie down on the job, as evidenced by the way the great number of persons who do not vote, it fights your battles."

Dr. Cheyney was pleasantly ironic about newspapermen in general, and wondered why it was that university students who appeared to be such promising young men while in the classroom turned out to be such monsters of ignorance and misrepresentation when they became reporters. He did not indicate whether it was the environment of the university or of the newspaper office which contributed the greater part of their dereliction.

Correction

In a recent story concerning the start of the *Atlantic City* (N. J.) *Times,* it was erroneously stated that the Times was an A.B.C. member. The paper has applied for membership.

AS HIS HOME TOWN SEES HIM

J. M. Stephenson



BACK in 1917, a young bank cashier, then 25 years of age, had a serious conversation with his father-in-law, and forgot his banking career for that of publisher. J. M. Stephenson was the bank cashier. The *South Bend* (Ind.) *News-Times* was his opportunity.

The paper had had a very unfortunate career up to that period. The father-in-law had from time to time yielded to the persuasion of those who managed it to advance money, always in the hope that it would soon be earning dividends and justify its existence.

At the time it had a circulation of 7,000, and its advertising patronage was obtained more by favor or pity than by any hope of real returns.

That was the situation which confronted the young banker who started on the basis that there would be no more loans, no more advances of funds and that it must operate on its own resources.

Nine years later finds the News-Times with a net paid circulation of over 27,000 in a city of 100,000 and with an advertising bulk that is more than enviable.

No additional money was put into the paper from the time Mr. Stephenson took charge. He had decided that any enterprise to be self-respecting must be self-supporting and he made it so, largely by economy of management. He decided very early that the advertiser must obtain what he pays for in terms of results and additional business. He decided that subscribers must have what they pay for in terms of news, entertainment and strict fidelity to their interest.

Aside from that, he admits that banking as a business never did offer the thrill or the prospect of satisfaction which is to be found in type and printed page and that he really succeeded because he had a keen and continuing interest in every line of every column which goes into the paper.

"Newspaper making is the same as that of any other manufacturing business" says Mr. Stephenson. "It all depends upon the product.

"The publisher who forgets that he must keep his model new each day and keep abreast of public thought will soon join the makers of tallow candles or hoopskirts. It's a new business every day. It all depends on just how much you are ready to put of personality and thought into it. In building newspapers if one keeps in mind a personality that everyone likes, it is easier.

"We all like a man who is honest, truthful, jovial, forceful and broad-minded in all the affairs of life.

"Make your newspaper reflect these qualifications and your job is half finished."

IS ADVERTISING FREE IN THE NEWSPAPERS?

Fisher-Brown Advertising Agency Outlines $350,000 Magazine Campaign for Candy Makers and Expects Publicity Free in the Dailies

Advertising may be obtained free of charge in American newspapers was in effect what H. R. Wilson, vice-president of the Fisher-Brown Advertising Agency, St. Louis, recently told a group of candy makers meeting in Young's Hotel, Boston. He outlined a proposed $350,000 campaign in the magazines to be conducted co-operatively by the candy and allied industries, and said:

"Publicity will be issued to the newspapers for use in their 'food departments' concerning the value of candy as a food and its place in the household menu."

The idea of the campaign, he explained, is to combat "misinformation" concerning the fat producing properties of candy and the properties which make it deleterious to the teeth.

Parenthetically, Mr. Wilson said, that if there were any newspaper men in the room he hoped they wouldn't feel too badly about the plan not including them just now. He declared that in time the campaign might grow to include the newspapers, but just now the committee in charge believes it can afford only magazine advertising.

"We aim," he said, "to reach the entire country, and with the proposed budget of $350,000, we feel we will be unable to use the papers."

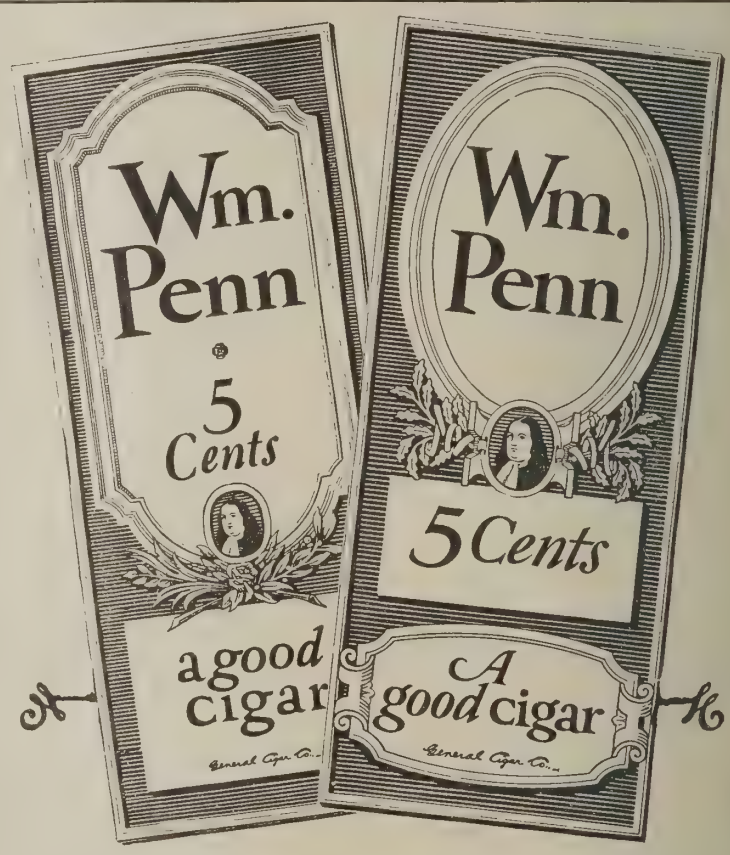
V. L. Price, St. Louis, president of the National Confectioners' Association, urged adoption of the plan. George H. Bunton, president of the New England Manufacturing Confections Association, presided.

Those who made speeches favoring indorsement of the plan included W. H. Raye, president; Walter M. Lowney Company; George S. Schrafft, treasurer, Frank G. Shattuck Company, and Horace S. Ridley, vice-president of the New England Confectionery Company.

General indorsement was then given by a standing vote.

Subscription Receipt Sold at Auction

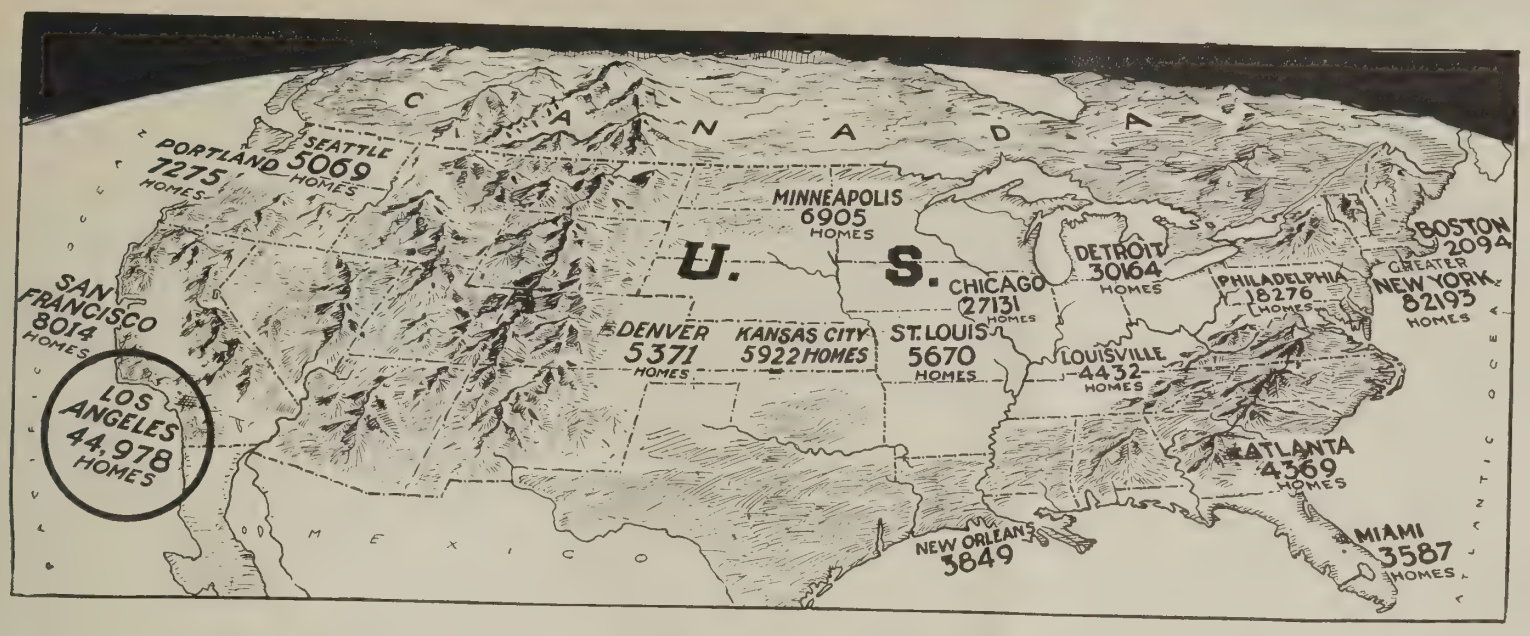
For the first time in history, at least so far as Indiana is concerned, a paid-in-advance receipt for a newspaper subscription has been considered collateral and sold at auction. A receipt for five years subscription to the *Brownsburg Record* was found among the effects of Lincoln Canary, who died there some time ago. It was put up at auction at the administrator's sale. As a result, Miss Nettie Canary of this city, is richer by $7.50. She was heir to the estate. Just a few days before the death of Mr. Canary, he paid $7.50 for the five years' subscription, but between the time of his death and the sale the subscription price of the Record was advanced from $1.50 to $2 a year. Bidding for the receipt was spirited.



"Wm. Penn—5c a Good Cigar"
has attracted attention as one of the most successful newspaper and outdoor campaigns during the past three years.
The Wm. H. Rankin Co. has handled this campaign from its beginning.

WM. H. RANKIN COMPANY Advertising

Established 1899
William H. Rankin, *President* Robert E. Rinehart, *Vice-President*
Wilbur D. Nesbit, *Vice-President*
Herman A. Groth, *Vice-President and Treasurer*
Main Offices: 342 Madison Ave., New York
Tribune Tower, Chicago
AKRON PHILADELPHIA SAN FRANCISCO TORONTO



LOS ANGELES

built more homes in the past two years than any other city except greater New York (and greater New York is 10 times larger)

44,978 new single family dwellings were built in Los Angeles during 1924 and 1925, according to figures compiled by the Santa Fe Railroad!

That number of homes would accommodate an additional 179,912 people, and is a sizable market within itself.

Greater New York, 10 times larger than Los Angeles, built less than twice that number, so you have here a concentrated and expanding new-customer group, coming to Los Angeles from all over the country, and open to buying-suggestions.

It is important, therefore, to *know* what newspaper these newcomers prefer. OVER A PERIOD OF FIVE YEARS, THE LOS ANGELES EXAMINER, SWORN STATEMENTS SHOW, WAS BOUGHT BY 66 OUT OF EVERY 100 NEW SUBSCRIBERS to a morning paper in Los Angeles.

Check against your present advertising plans! Are you placing schedules where you are reaching the greatest number of home-builders; are you getting as much new business, year after year, as you could here in Los Angeles with its rapidly growing population? Is the medium you are using, reaching the greatest number of these newcomers?

The Merchandising Service Department of the Los Angeles Examiner renders MORE than co-operation in obtaining retail distribution and dealer enthusiasm; it also provides accurate surveys on all lines, around which strategic advertising campaigns can be built. Write for the specific information YOU want.

170,000 DAILY

CHARACTER QUALITY ENTERPRISE ACCURACY

Los Angeles Examiner

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE — THE GREAT NEWSPAPER OF THE GREAT SOUTHWEST

Largest morning & Sunday circulation west of the Missouri

390,000 SUNDAY

T. C. HOFFMEYER
Pacific Coast Representative
571 Monadnock Bldg.
Telephone Garfield 2858
San Francisco

W. W. CHEW
Eastern Representative
Room 1512—285 Madison Ave.,
Telephone Caledonia 2093
New York City

WM. H. WILSON
Western Representative
915 Hearst Bldg.
Telephone Main 5000
Chicago

CLUB WOMEN TO HEAR VALUE OF ADVERTISING

Women's Ad Groups Planning Series of Educational Talks—To Tell Influence of Advertising

A national movement among women's advertising clubs to familiarize club members with advertising and its value to the home is now being launched by the Federation of Women's Advertising Clubs.

Mrs. Anita Simpson, president of the Women's Advertising Club of Chicago and the originator of the movement, has presented to the 18 clubs in the Federation, through Mrs. Bernice Blackwood, Federation president, an outline for educational work in the form of advertising talks for club women.

To reach the greatest number of women within its territory with this talk, each club will be asked to organize from its membership a speakers' bureau. Each advertising club member who gives the talks will prepare her own address, incorporating in it the 14 points given in the outline which cover the basic points of advertising. The talk will be non-technical and will be illustrated, if desired. Each speaker will also be prepared to conduct a round table discussion.

Some of the points brought out in Mrs. Simpson's outline are:

That the last articles to advance in prices during the world war were the nationally advertised products.

That people dress better, eat better, sleep better and live better because of the influence of advertised products.

That no matter how well she manages her home, when the housewife allows herself to be taught efficiency in buying and the cheapest and best markets through advertising, she and her family profit accordingly.

That the tremendous increase in savings and investments among the American people during the last ten years has been chiefly due to advertising—financial advertising coming into existence only a decade or so ago.

That advertising, by constantly calling attention to the care of health in connection with the use of advertised products, has performed a great public service.

"Realizing that women represent more than 85 per cent of the country's buying power," Mrs. Simpson said, "the necessity exists for acquainting women with the part advertising plays in life and living."

More than 2,500 club women have already been reached through the advertising clubs' talks.

CLINTON DAILY IN NEW PLANT

Herald Now Printing From Remodeled, Modern Structure

The *Clinton* (Ia.) *Herald* is now occupying its newly enlarged, remodeled and rebuilt plant.

In the composing room, production equipment includes eight Linotypes, while a Goss quadruple, high speed press, 32-page capacity, is the backbone of the press room equipment, with stereotyping machinery in keeping with the press.

The composing room, now on the second floor, is well-lighted, three of the composing room walls being almost completely windowed and is a large portion of the fourth.

The news department, also on the second floor, consists of a series of glass-enclosed private offices, one for each member of the staff. A separate room, with solid walls, is provided for the Associated Press operator, while the International News Service telegraph printers of the latter being enclosed in sound proof cabinets.

Cleanliness, light and air are outstanding characteristics of the new plant. A ventilation system that changes the air in the building every few minutes is a feature. Smoking is prohibited during production hours in all departments.

FIND EMOTIONAL ESCAPE IN DAILIES

(*Continued from page* 58)

spellbound tonight with the beautiful, full tones of "Caro Nome."

At the last note a storm of applause swept the packed auditorium, stopping the show for five minutes, and the name of Marion Talley of Kansas City was securely inscribed on the roll of prima donnas.

As the curtain fell on the second act of Verdi's "Rigoletto" the applause broke out again, and the audience called the youngest prima donna ten times before the footlights before they would let her go.

The huge auditorium resounded with the shouts of "Bravo" and "Talley."

Seated at the sending end of the special leased wire of the Associated Press twenty feet away from the scene of his daughter's performance, Charles M. Talley sent the first words that told the world of the successful fulfillment of his dreams.

Back stage there drifted the murmur of the audience still excited over the startlingly mature voice that had come to them from the throat of the little Kansas City girl.

Mr. Talley ticked off over the keys the following message of his delight:

"The things that the Talley family have been dreaming of for fifteen years have come true.

"Our little girl is singing to the world, as we always thought she could some time do and would do.

"CHARLES M. TALLEY."

And now for one of the larger canvasses, a picture that records the solemn scenes that marked the ceremonies attending the burial of the Unknown Soldier in Washington. It was done by Kirke L. Simpson of the Associated Press. You probably recall these majestic opening paragraphs with their vivid word pictures and bugle-like clarity—newspaper prose at its best. The story begins:

WASHINGTON, November 11 (Associated Press).—Under the wide and starry skies of his own home-land America's unknown dead from France sleeps tonight, a soldier from the wars.

Alone he lies in the narrow cell of stone that guards his body; but his soul has entered into the spirit that is America. Wherever liberty is held close in men's hearts, the honor and the glory and the pledge of high endeavor poured out over this nameless one of fame, will be told and sung by Americans for all time.

Scrolled across the marble arch of the memorial raised to American soldier and sailor dead, everywhere, which stands like a monument behind his tomb, runs this legend: "We here highly resolve that these dead shall not have died in vain."

The words were spoken by the martyred Lincoln over the dead at Gettysburg. And today with voice strong with determination and ringing with deep emotion, another President echoed that high resolve over the coffin of the soldier who died for the flag in France.

Great men in the world's affairs heard that high purpose reiterated by the man who stands at the head of the American people. Tomorrow they will gather in the city that stands almost in the shadow of the new American shrine of liberty dedicated today. They will talk of peace; of the curbing of the havoc of war.

They will speak of the war in France, that robbed this soldier of life and name and brought death to comrades of all nations by the hundreds of thousands. And in their ears when they meet must ring President Harding's declaration today beside that flag-wrapped, honor laden bier:

"There must be, there shall be, the commanding voice of a conscious civilization against armed warfare."

Each of these stories had been produced by a reporter impelled by the goading finger of the clock. He has had no "delusions of grandeur," no false notions of his importance as a literary personage, but has rather been content to paint the picture with as much artistry as he can command and with the sole desire to tell the truth as he has seen it.

The reporter's mission is to study life at close range, to discover something that affords the reader a moment's pleasure or to uncover a bit of information the everyday man would not otherwise secure. To do this the reporter must rub elbows with humanity daily. If he goes out on the street, he is assailed by incidents and situations. A gang of boys is at noisy high tension in a game of baseball—the darting figures, the excited voices, the crack of the bat, and the flight of the yellow rawhide into the mit of the second baseman. An ambulance is carrying the freshly wounded to the hospital. It carves its way through choked traffic, like an arrow seeking the white. Fire engines are pounding down the asphalt. Bells, whistles, voices are in the air. Human faces, friendly conversation, shop windows gay with color, these cross the area of vision. It is life, life that attracts him. Life is his open book, to be studied word by word, chapter by chapter.

"ONLY A NEWSPAPER GUY"

I see a man strut through a jam in the hall,
Take a seat 'mid the speakers and chat with them all,
"Is this Hoover?" I ask, "that the crowd he defies?"
"No," says someone, "he's one of the newspaper guys."

I see a man pushing his way through the lines
Of cops where a fire brightly glimmers and shines,
"Chief Collins?" I ask, but a fireman replies,
"Oh, no, why, that's one of those newspaper guys."

I see a man start on the trail of a crook,
And he scorns all assistance, but brings him to book,
"Mr. Burns?" I inquire. Someone scornfully cries—
"Burns? Naw. He's just one of them newspaper guys."

I see a man walk through the door of a show
Where great crowds are blocked by the sign S. R. O.
"Is that Arliss, himself, that no ticket he buys?"
"Well, hardly. He's one of those newspaper guys."

I see a man knock on a president's door
And the sign, NO ADMITTANCE, completely ignore.
"Is this Morgan, that privacy's rights he denies?"
"Morgan? Shucks! It's just one of those newspaper guys."

And some day I'll walk by the great streets of gold,
And see a man enter, unquestioned and bold,
"A saint?" I'll inquire, and old Peter'll reply:
"Well, I should say not, he's a newspaper guy."

These "little masterpieces" of the reporter's art reveal the human newspaper with the ruddy color of life upon its bright face, a newspaper by no means perfect but as absorbingly interesting as the men and women it presents to view from day to day.

Still Going Strong

Don C. Seitz, in *Editor & Publisher*, says:

"The buying power of the mass has become the fetish of the advertiser and not the buying power of the individual. Yet where will you find two more successful newspapers than the *New York Times* or the *Boston Transcript*, both of which have sturdily refused to be swept from off their feet?"

Apropos of this the *Transcript's* gain in Local advertising for the month of March was 33,004 lines, and in National, 41,804 lines.

Boston Evening Transcript

Highest ratio of BUYERS to readers

National Advertising Representatives:
Charles H. Eddy Co.
New York *Chicago* *Boston*

A. C. MacCarey, Boston Manager, 1023 *Old South Building*

TWO essentials are necessary to a successful newspaper feature syndicate—a feature of quality and a newspaper in which to give it a daily showing.

The feature without the newspaper is lost. A newspaper without features weakens its opportunities for circulation growth.

Since these two agencies are necessary to the profitable operation of the newspaper syndicate it is the policy of Editors' Feature Service, Inc., to offer to publishers a well balanced service of quality and interest at an attractive price and with a protection guarantee as to cost, territory and length of contract that makes it safe and profitable for the publisher to take on the service and to promote it as a part and parcel of his newspaper.

Editors' Feature Service, Inc., is an independent organization interested only in building an economical service of high quality for a select list of newspapers.

Write for samples, price and territory.

EDITORS' FEATURE SERVICE, INC.

W. H. JOHNSON, Pres.

An Insurance Against Rising Feature Costs

NEW YORK OFFICE:
1819 BROADWAY

Editors' Feature Service cuts cost by providing the newspaper with a COMPLETE service—news pictures, feature news, sports, comics, news cartoons and editorial features by circulation making headliners.

CLEVELAND OFFICE:
E. 22nd ST. and PAYNE AVE.

PROMOTER SUES WHEN ADS ARE REJECTED

Los Angeles Times Accused of Conspiracy With State Official by Mining Stock Seller, Who Asks $350,000 Damages

The *Los Angeles Times* was recently made co-defendant with the California commission of corporations in a suit filed by C. C. Julian, alleging that Harry Chandler, publisher of the *Times;* Ralph W. Trueblood, executive editor; W. H. Bryan, an advertising solicitor; Albert Nathan and A. M. Rochlen, reporters, had conspired with E. M. Daugherty, commissioner of corporations, and his subordinates, to wreck Mr. Julian's promotion of the Western Lead Mines Company. Damages of $350,000 were asked. The *Times* was sued after it had discontinued publication of Julian's advertising as soon as official action by the commissioner cast doubt upon the merit of the proposition from a mining standpoint and as a security.

That the *Times* was moved by considerations fundamental to the integrity of advertising in its action was set forth in the answer filed by its publisher and employees.

In taking such action the answer declares, the *Times* carried out its long-standing advertising policy, one well understood and practiced by the better class of newspapers and periodicals everywhere.

This policy is predicated upon the fact that advertising is valuable to the public, to the advertising medium and, in the long run, to the advertiser himself only to the degree that it is trustworthy, that any publication which continues to carry advertising after doubt as to its merit is known to exist is betraying its obligation to the public.

In suspending publication of the advertising in question pending the outcome of the official inquiry as to the merit of its subject, the *Times* pursued its established practice of nearly half a century, which answer describes thus:

"By this jealously guarding the integrity of its advertising columns and the public against imposition, and by establishing and maintaining a news and editorial policy vigilantly and militantly in the public interest, the *Times* has earned and enjoys public confidence and respect as a newspaper and the highest repute as a valuable advertising medium, which confidence, repute and respect would be jeopardized by knowingly publishing news or advertising matter inconsistent therewith."

The answer sets out various circumstances which came to the attention of the *Times* calculated to cast doubt upon the merit of the Julian enterprise, culminating with the citing by Commissioner Daugherty of various brokers selling Western Lead stock. One of these were articles in the *Mining Journal-Press,* a national mining magazine, questioning the merits of the proposition and challenging the standing as experts of men cited by Julian as indorsing it from an engineering standpoint and quoting one of them as repudiating his supposed indorsement. Another was the report of the engineer for the State Corporation Department declaring the Western Lead proposition to be an undeveloped prospect with very little ore in sight and scant outlook for success.

The answer makes a general denial of the conspiracy and other charges contained in Julian's suit. Appended is a demurrer to the promoter's complaint setting forth that the latter shows no proper cause of action.

Mount Carmel Carriers Organize

Under the direction of Glenn W. Williams, circulation manager of the *Mount Carmel* (Pa.) *News* the 50 carriers and helpers have formed the Mount Carmel News Carriers Club and now great preparations are under way for summer activities. The boys chose their own officers, named the club and decided on the dues to be paid monthly.

AS HIS HOME TOWN SEES HIM

W. B. Bryant



"BILL BRYANT" as the publisher of the *Paterson* (N. J.) *Press-Guardian* is known among his associates, is believed to be the only newspaper publisher in the U. S. who does not play golf, although his father, the late W. C. Bryant, introduced him to the game 30 years ago before it became popular. At that time Bryant said, as many others have since, that it was an "old man's game" and that he would refuse to play it until he was at least 50, and he has not as yet reached that age.

"Bill" has always been more or less athletically inclined; was considered one of the best all around horsemen in Brooklyn, having been in the Cavalry Service of New York State for nearly 15 years. He has always held tennis to be "the game," but admitted during the past year that he was going to slow down on tennis, put it on the shelf and take up golf.

But after all, Bryant's first love is the newspaper business and if he's obsessed with one thing it's his appreciation of the value of organizations. He has been active for years with most of the newspaper organizations.

He is a past president of the Passaic County Publishers' Association, New Jersey Press Association, New Jersey Daily League, the Associated Press Members of New Jersey, which group he organized and represents as a member of the Eastern Advisory Board. He is also a past president of the Paterson Chamber of Commerce and Paterson Rotary Club.

Bryant is the typical all around newspaper man, having served his apprenticeship in pretty nearly every branch of the business. He is one of the few publishers who is equally at home in all departments of the paper. He knows the mechanical situation from the proper melting of metal for linotype machines to the latest installation of modern controls and press equipment.

He was circulation manager and assistant business manager for the *New York Tribune* for ten years and has been a publisher for 15 years.

WALTER L. PATTESON

Veteran Illinois Newspaper Man Dies of Apoplexy

Walter L. Patteson, 67, an editor of the *Springfield* (Ill.) *State Register* and one of the most widely known newspapermen of the state, dropped dead the afternoon of April 14 while at his desk. He was apparently in good health when he came to work but a reaction from the strain of the election the previous day is believed to have induced apoplexy which caused death almost instantly.

Mr. Patteson was born Feb. 11, 1859, in Curran township and after graduation from the University of Illinois joined the staff of the *Springfield Morning Monitor,* of which he became city editor. He was Springfield correspondent many years for the *Chicago Herald* and later did editorial work for the *News-Record* and the *State Journal,* joining the Register staff about nine years ago.

Akron, Ohio, is Spending $21,000,000 This Year for Expansion and Improvements!

MILLIONS FOR INDUSTRIAL, MUNICIPAL, UTILITY PROJECTS AND HOMES

It Is A Good Time To Advertise In Akron

The Choice of the Others is

THE AKRON BEACON JOURNAL

OHIO'S FASTEST GROWING NEWSPAPER

FIRST IN ADVERTISING

14th place in 1925 linage of six day evening papers of the country, second in Ohio.

Three times the national advertising linage of second Akron paper, total of 14,777,071 lines in 1925!

FIRST IN CIRCULATION

Six months' daily average as of April, 1926, **51,973** a gain of 4,647 over previous six months, reaching 90 per cent of English speaking homes in Akron and 70 per cent in surrounding territory!

FIRST IN NEWS

Dependable news that has brought the largest circulation ever attained by an Akron newspaper and is continuing this growth and leadership every day!

A superior newspaper in a superior market where the tires and rubber goods of the world are made—where your advertising will get results.

TRADE MADE IN CERTIFIED DRY MATS THE U.S.A. MARK

The New York Times*

New York World
New York Sun
Cleveland News
Cleveland Plain Dealer*
Detroit Times*
Milwaukee Sentinel*
Wisconsin Evening News*
Kansas City Journal-Post*
Omaha World-Herald*
Syracuse Post-Standard*

are now using Certified Dry Mats. *Those starred have discarded their steam tables and wet mats, and are using Certifieds exclusively; the others use our mats for picture pages, starters, etc.

We are particularly pleased to be able to state that it has NOT been necessary for us to make special mats at special prices for any of our customers.

They all use our regular mats, taken from regular stock, and selling at 15 cents per mat on standing order.

All of our mats are ***special*** mats in the sense that they are made with special care to maintain our high standards of quality.

We leave it to the publishers and stereotypers to know quality when they see it. To COMPARE and draw your own conclusions is all we ask.

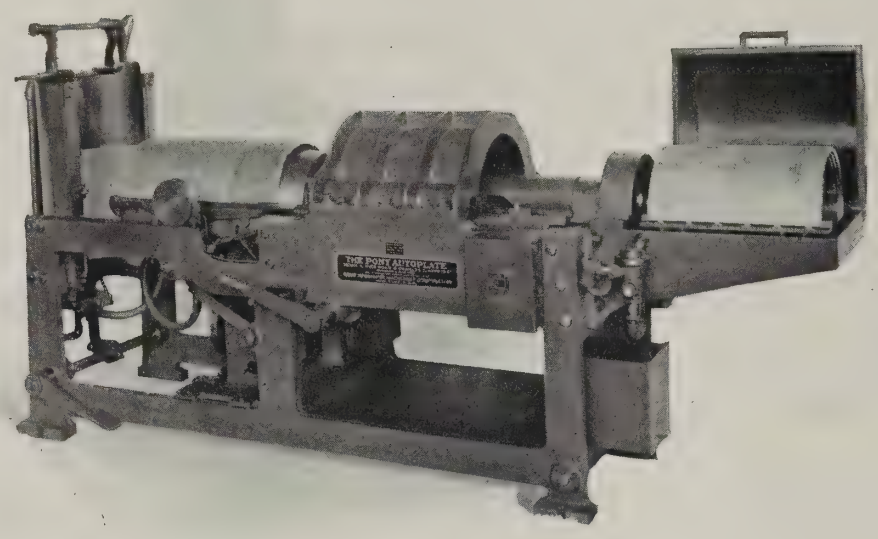
Geo. A. Ruble
President

CERTIFIED DRY MAT CORPORATION
340 MADISON AVENUE NEW YORK, N. Y.

For wet mat printing with DRY MAT facility—use Certifieds
MADE IN U. S. A.

TWO M

PONY AUTOPLATE MACHINE



Occupying but a single space, it performs every function necessary to the making of a Perfect Printing Plate.

It casts, shapes, shaves, trims, cools and delivers the plate dry and ready for press.

Plates require neither hand planing, hand tooling, hand dipping nor hand drying.

Saves lifting and carrying 225 lbs. of deadweight in making every plate and 3600 lbs. of deadweight in making a single 16-page dress.

Saves floor space, labor, time and money.

Is delivered entirely assembled, completely motorized and ready to go to work. May be purchased by any one of ten easy purchase plans.

Tha
Revolu
Smal
D

THE PONY AUTOPLATE MACHINE is the only modern and standard stereotyping equipment for a one or two press plant. It banishes the waste that necessarily attends the operation of several hand-worked machines. It produces perfect printing plates, finished and ready for press.

With it, one can perform all functions of plate-making and produce better plates in less time. It will do for the one or two press newspaper ALL that the AUTOPLATE MACHINE has done for the metropolitan daily.

The Pony Autoplate Machine costs $5500 and may be purchased on terms covering 20 months.

WOOD NEWSPAPER M

501 FIFTH AVENUE,

ACHINES

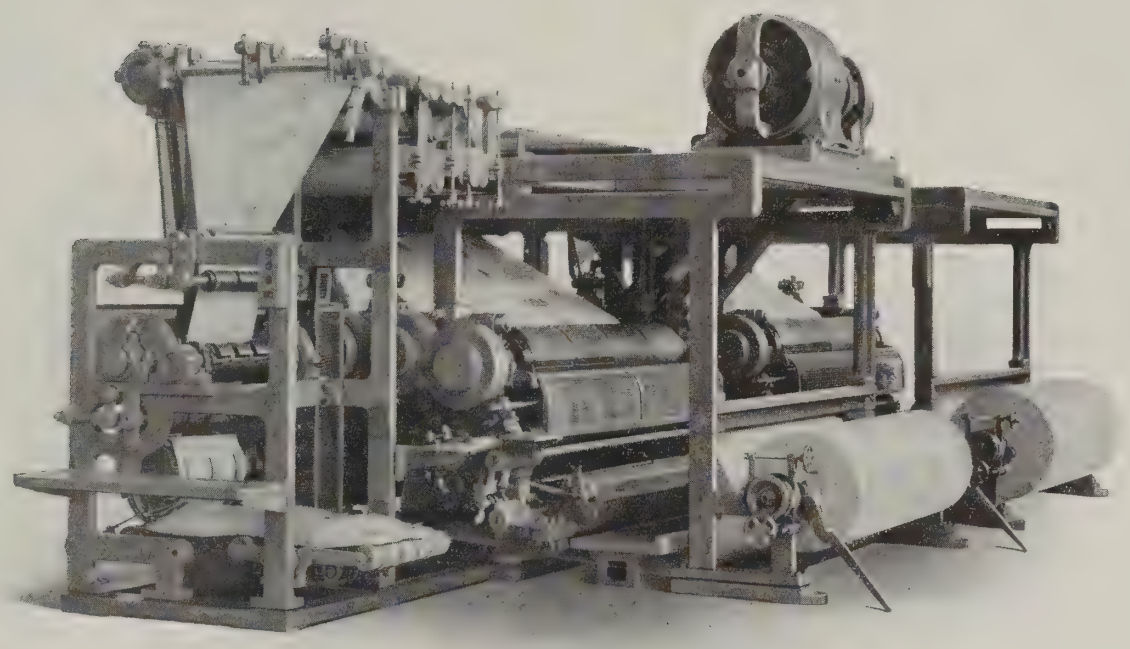
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City

ly

BEE-LINE PRESS



THE BEE-LINE PRESS is made especially for the smaller-city publisher who wants to give his readers as handsome a sheet as the metropolitan daily. It enables him to do this without the metropolitan publisher's heavy investment charge or his high operating costs.

Being ultra-modern in its printing qualities the BEE-LINE is capable of turning out first-class tabloid work. Having fewer parts, being more cheaply installed and more easily handled than any other press, the BEE-LINE is the most economical newspaper printing press on the market.

The Bee-Line Press may be purchased on the time payment plan at current rates for the accommodation furnished.

The simplest and swiftest small-city newspaper printing press in the world.

Prints at the same speed and as handsomely as the larger metropolitan daily presses.

From a single location, the pressman may view every operation of printing, folding and delivery.

It requires neither pit, motor base nor paper hoist.

Made in three standard units:

No. 1-16 (Single Unit) 4-6-8-12-16 pages.

No. 1-20 (Single Unit) 4-6-8-10-12-16-20 pages.

No. 1-32 (Double Unit) 4-6-8-10-12-14-16-20-24-28-32 pages.

Each unit is completely motorized. Prices are quoted f. o. b. Plainfield, N. J.

HINERY CORPORATION

ORK CITY



These 28 Iowa Daily Newspapers offer a valuable marketing service — uniform cooperation for you over the entire state. Write for the "Iowa Plan."

How to reach this market of *well divided* prosperity

IOWA is one of the very top states in per capita wealth.

Not many millionaires—on the other hand, slums and poverty are unknown.

There are approximately two bank accounts for every family in the state.

Iowa has the smallest percentage of illiteracy.

There is an automobile in Iowa for every 3.7 persons. Highest percentage of any state in number of automobiles on farms.

Has more telephones per capita than any other state in the union.

This is the kind of market it pays you to reach and **keep.** With such well divided prosperity, it is certain your percentage of **actual prospects** will be at the very maximum.

By every test of living standard you will find Iowa people rank far above the Nation's average.

It is easy for you to reach and sell this responsive market through these Iowa daily newspapers.

There is hardly a family in Iowa that does not read one of these 28 dailies every day.

Deal with this entire list, through our association office, as though dealing with **one** publication.

Rates and full information upon request.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune	Council Bluffs Nonpareil	Fort Dodge Messenger	Oelwein Register
Boone News-Republican	Davenport Democrat	Fort Madison Democrat	Ottumwa Courier
Burlington Gazette	Davenport Times	Iowa City Press-Citizen	Sioux City Journal
Burlington Hawk-Eye	Des Moines Capital	Keokuk Gate-City	Sioux City Tribune
Cedar Falls Record	Des Moines Register and Tribune	Marshalltown Times Republican	Washington Journal
Cedar Rapids Gazette	Dubuque Telegraph-Herald	Mason City Globe-Gazette	Waterloo Evening Courier
Centerville Iowegian & Citizen	Dubuque Times-Journal	Muscatine Journal	Waterloo Tribune

IOWA—WHERE EVERY FAMILY TAKES A DAILY NEWSPAPER

AS THEIR HOME TOWNS SEE THEM



Roy C. Watson, former publisher of the *Houston* (Tex.) *Post* and former U. S. Senator Gilbert M. Hitchcock, publisher *Omaha* (Neb.) *World-Herald*, to whom Mr. Watson recently disposed of his interest in the Post. They have been winter visitors at Honolulu.

"BARGAIN SALE" BILL UP

Hearing on Capper-Kelly Measure Set For April 22-23

The individual consumer, and especially the housewife, has awakened to a realization of his or her interest in the suppression of fake bargain sales, Edmond A. Whittier, secretary-treasurer of the American Fair Trade League, says in a bulletin notifying League members that hearings on the Capper-Kelly Bill will begin before the House Committee on Interstate and Foreign Commerce on April 22.

"The interest of the general public in this bill," says Mr. Whittier, "lies chiefly in the fact that it seeks to protect consumers against deceptive 'combination selling' which, under the guise of offering well known standard merchandise at 'cut prices,' gave the 'bargain sale' operators the opportunity to dispose of un-trade-marked and unguaranteed goods at an exorbitant profit. The purpose of the bill is described in its title as 'to clarify the law, to promote equality thereunder, to encourage competition in production and stability, to prevent injury to good will, and to protect trade-mark owners, distributors and the public against injurious and uneconomic practices in the distribution of articles of standard quality under a distinguishing trade-mark, brand or name.'

"Through this measure the manufacturers, jobbers and retailers of the country seek to have restored the right of contract to prevent misuse of popular trade-marked merchandise as fake bargain sale bait, a privilege of which they were deprived by erroneous judicial interpretations of the anti-trust laws."

ENTERTAIN SPELLING CHAMPS

Des Moines Register and Tribune Host to County Winners

The *Des Moines Register and Tribune* entertained for a day 99 spellers, champions of as many counties in Iowa who came to the capital city to compete in the state-wide spelling contest held under the paper's auspices April 16.

The winner of the spelling bee, 12 year old Janet Miller of Brooklyn, Ia., will represent the state at the national contest in Washington in June. She won when Perry Emmert of Hawarden, misspelled the word "hieroglyphics." Each county champion was presented with a medal by the Register.

Biggest result from smallest investment in the newspaper field is a classified ad in EDITOR & PUBLISHER.

NEWSPAPERS Which Dominate the Field

IN SOUTHWESTERN PENNSYLVANIA

(Outside of Pittsburgh)

The center of the largest industrial, coal and agricultural communities of the country.

The Observer — Morning
The Reporter — Evening

WASHINGTON, PENNA.

Combined Circulation Exceeds 18,000 Daily

Howard L. Christman, *Business Manager*

The Tribune — Evening — **Beaver Falls, Pa.**
Circulation . . . 6,500
James H. March, *Manager*

The Daily Times — Evening — **Beaver, Pa.**
Circulation . . . 5,500
E. L. Freeland, *Manager*

WITH A COMBINED CIRCULATION of more than **30,000** the national advertiser cannot afford to miss the opportunities offered by these four newspapers which thoroughly cover Washington, Greene and Beaver Counties in southwestern Pennsylvania.

JOHN L. STEWART, *President and Publisher*
WASHINGTON, PENNA.

BRYANT, GRIFFITH & BRUNSON, Publishers' Representatives
NEW YORK BOSTON ATLANTA CHICAGO

EDITORIAL

"BUSINESS OFFICE—MUST"

HERE are two sets of circumstances which recur often enough in the routine of newspaper publication to be commonplace:

The advertising solicitor tells the story of his newspaper's circulation and influence with readers, gets the space buyer's answer that his competitors have been preferred for the account, returns to the fray with an offer of a "good news story" for the advertiser in the same issue with the advertisement, gets the order, brings back copy for the advertisement and the "news story" and gets both printed.

Or, the managing editor sees in a magazine, or a trade journal, or in a newspaper exchange a tip for a picture or feature of peculiar local interest, telegraphs to probable source for the desired information, prints it, and is informed by the business office that his story is "free publicity" for a magazine advertiser.

If either of these hypothetical cases is pernicious in its influence on the integrity or earning power of the press, which is the more pernicious?

One answer is found in the annual report of the Bureau of Advertising, presented to the A. N. P. A. this week. The committee which made the report gives special emphasis to a case similar to the second, makes no mention of the first, and asserts:

"The remedy is in the hands of the publishers of newspapers who can stop this flood of destructive material by instructing their editors better to inform themselves about the character of free publicity which they consider 'news' today, but which has a disastrous effect upon newspaper advertising, and, in our judgment, tends to lessen the confidence of readers in newspapers. . . . The editor rather than the press agent is responsible for this situation."

That is sound sense, and it is true, but it is not the whole truth about the subject. The editor needs education along this line, no doubt. He also needs a budget sufficient to employ and pay competent reporters and copy-readers, to cover all essential and important news points in the circulation area, and to buy wholesome entertaining features. With these at his disposal, the editor of the small or medium city newspaper will not have to drop a press agent matrix into a hole at the deadline. It is lack of copy to fill the available space, or lack of machine facilities to set the necessary copy that is advanced by most small-paper editors as an excuse for letting the press agency see the light of day. They have no illusions as to its news value, usually.

Some improvement has been noted in recent months. Run-of-mine publicity finds access to the public more difficult through the news columns than it did a short time ago. The recipes for somebody's jam, the short story about somebody's perfume, and the panegyric for tailor-made clothes go to the waste-basket or the copy-paper drawer. The editor is now doing a fairly good job in this respect, but there is no doubt that he will appreciate and be assisted by the report of the A. N. P. A. committee which the Bureau wishes appointed to investigate the free publicity subject.

While the Bureau does not mention it, the other kind of free publicity, the "quid-pro-quo" variety, where the publisher gives five inches of "reading matter" with a 20-inch advertisement, deserves the close attention of the committee. This breed is poisonous to the whole newspaper fabric. It is in essence a rebate from the published rates. It consumes space and newsprint which might have a beneficial use for the entire circulation group. Its purpose is obvious to the most uninformed reader and it creates the belief that if an advertiser buys the back page, he is entitled to a news story on the front page. Even if there is no basis in fact for this belief—and there has been at certain times and places not remote—there is no doubt that its existence "tends to lessen the confidence of readers in newspapers."

This is an old evil, which has continued to exist either because publishers so wished, or because they lacked the resolution to end it. The editor's responsibility in this case is usually that of a subordinate, a good soldier, who obeys orders or gives place to someone who will. He knows what "business office must" means at the top of a sheet of copy. If the committee can find some means to rid the newspaper vocabulary of those three words, it will find little further need of educating the editor in the wiles of the press agent.



Debate thy cause with thy neighbour himself; and discover not a secret to another.—Proverbs, XXV; 9.

PAN-AMERICAN UNITY

TWENTY-NINE interesting and important resolutions were the tangible fruits of the First Pan-American Congress of Journalists, published in full text in last week's EDITOR & PUBLISHER. Creation of a permanent body, to perpetuate the work so auspiciously begun, was recommended and will unquestionably be followed.

Through these means the peoples of North, Central and South America are at last to know each other, bridging an absurd chasm of popular misunderstanding. In a few days the journalists at Washington made more progress toward this desirable objective than diplomacy has made in many years.

American newspaperdom will rejoice that there is to be a permanent Pan-American Press Association. The next Congress to be announced by the Pan American Union, will doubtless be held in Central or South America and newspaper men of the United States, who have come to know and thoroughly to enjoy the Latin American visitors will journey South to continue the friendly and helpful relationship. Newspaper men who take their profession with the spirit and the degree of honor that the twenty-nine resolutions indicate deserve high position at the press tables of the world.

The presence of the Latin Americans was easily the feature of the Spring publishers' conventions in New York this week. The period of stiff formality was worn out in the first few days at Washington and here the visitors seemed to feel themselves among old friends. Everywhere they were welcomed with warm cordiality.

Pan America has become a fact as well as a name.

"No newspaper in the land would have given 'Hatrack' space," says Mefo in "Houston (Tex.) Chronicle." But they gave Mr. Mencken and his magazine a million dollars worth of advertising.

REPORTING A STRIKE

DURING the recent coal strike EDITOR & PUBLISHER complained that the American press had badly neglected news vital to a vast number of citizens and commented upon a seeming attitude of disinterest in disputes between capital and labor in recent years. It seemed to us that the newspapers had treated the stupendous struggle in Pennsylvania as if it were a routine and wholly dry subject. EDITOR & PUBLISHER knew that the press did not fear to speak out, as was alleged in some quarters, but held that the strike had been underplayed.

Those who do feel that there is such a thing as a "capital-controlled press" might witness how the press has "covered" the outrageous treatment of mill strikers in northern New Jersey in recent weeks. Here is a conflict that is not marked by massacres such as made Homestead, Ludlow or West Virginia strikes historic, but the great dailies of New York have for many days been giving the event from three columns to a full page, detailing the condition of the unfortunate people and the series of monstrous denials of constitutional rights by the authorities. Editorially, many newspapers have demanded state and federal investigation of the whole wretched business. Sharp-eyed reporters have informed the public of evident dynamite planting to discredit the strikers and similar obvious deceptions. News-pictures, taken by men who have been beaten by ruthless mill hirelings in police uniform, continued for weeks to be plain evidence to the reading public that the stories of cruel clubbing of men and women strikers were true. Some of the news stories of this ghastly travesty on justice have been masterpieces of reporter skill.

The American press is as free to speak the truth concerning matters of interest to the public as it has ever been.

"The editor rather than the press agent is responsible for this situation," the Bureau of Advertising, A. N. P. A., comments on the wholesale defeat of advertising columns. Except when the business office orders graft bunk in over the editor's head.

"TAKE THIS, PLEASE, MISS—"

MR. PUBLISHER, call your stenographer over or drag up your dictaphone and dictate a letter to Mr. V. L. Price, St. Louis, president of the National Confectioners' Association; W. H. Raye, president of the Walter M. Lowney Company, Boston, Mass.; George H. Bunton, president of the New England Confections' Association, Boston, and H. R. Fisher, vice-president, Fisher-Brown Advertising Agency, St. Louis.

These important advertisers and their agents ought to furnish you free of charge a few hundred 10-pound boxes of chocolates.

At least they believe that you will furnish them free of charge some of your advertising linage.

They want to combat "misinformation" concerning the fat producing properties of candy and to do it have agreed to purchase $350,000 worth of magazine space and have engaged a press agent to send you free advertising to be run on your food department pages.

You know what to write to them.

Latest censorship, proposed by Typists' Society of Mexico, is for compositor members to refuse to set up any article which violates the political principles of the Society.

HUGE HEAD-LINES

THE late Foster Coates, brilliant Hearst editor, long held the opinion that first pages should be made for newsboys to sell. Head type could not be too big, in his opinion. Startle the boy on the street into drawing an armful of papers and leave it to his own devices to sell them, was the Coates' circulation formula.

Years ago a negro murdered "Father" Green, a famous New Yorker, author of the charter of the Greater City, as he walked on Park Avenue one morning. It was a case of mistaken identity. Coates was managing editor of the *New York Journal* and that paper was first to get the news of the shooting. An excellent report was written and Coates put a head over it that filled half of page one.

New York Evening World at that time had a conservative make-up policy. It used conventional one and two column first page heads and editorially ridiculed Journal box-car type. The World was slow on the murder story. After the Journal had been on the street for fully 20 minutes the World came along with an extra, carrying only meagre details, but displayed a lively, black, three-column head. Coates sent an assistant to the street to ascertain what the newsboys were doing with the two papers, and learned that the World, with its unusual three column head, was on top, blanketing the Journal's huge, but not uncommon, spread. Then Coates turned a trick which probably has no parallel in newspaper history. He made up page one with the column rules running from the outside margin, instead of from the top to the bottom of the page. He turned page one half way around. This gave space for a head-line, "Father Green Murdered," in letters stretching 20 inches across the page and at least 10 inches deep.

Newsboys had never seen such a paper, of course, and they held it up and it sold amazingly. In that edition box-car head type reached its peak.

The stupendous headlines of twenty years ago look absurd today. They are on file at the Fifth Avenue Public Library and one wonders as he inspects them that the public ever stood for such scare lines. The theory that metropolitan city newsboys and not the public are to be "sold" on first pages is equally out of date.

PERSONAL

WILLIAM T. DEWART, who recently succeeded to the presidency of the various enterprises of the late Frank A. Munsey, has purchased an apartment of 14 rooms and six baths in the co-operative apartment house to be erected at the northwest corner of Park avenue and 67th street, New York.

Eugene Lorton, publisher of the *Tulsa* (Okla.) *World*, who has been abroad since October, 1925, will arrive in San Francisco the latter part of May, according to word received from him. Mr. Lorton is traveling around the world studying foreign methods of newspaper transportation.

Edgar Morris, publisher and general manager of the *Springfield* (O.) *Daily News*, and Mrs. Morris are parents of a girl, born April 3.

B. C. Nicholas, editor of the *Victoria* (B. C.) *Daily Times*, has been appointed to the Board of Governors of the University of British Columbia, to succeed the late Dr. R. L. Fraser.

R. W. Hitchcock, publisher of the *Hibbing* (Minn.) *Daily Tribune* has filed to succeed himself in the Minnesota state legislature as representative from the Sixtieth district.

Governor Theodore Christianson of Minnesota has field as candidate for the Republican renomination as governor. He is the publisher of the *Dawson* (Minn.) *Sentinel*.

Charles H. Stockdale, former publisher of the *Elgin* (Neb.) *Review* and well known as a Nebraska editor, has joined the First National Bank of Elgin as stockholder and director.

IN THE BUSINESS OFFICE

THOMAS D. DWYER, Miami, newspaper man, has joined the display staff of the *St. Paul Dispatch-Pioneer Press* to work on rotogravure copy.

Stanley Hinman, for the past three years with the advertising department of the *Galesburg* (Ill.) *Evening Mail*, has joined the advertising staff of the *Galesburg Republican-Gazette*.

L. B. Krob, business manager of the *Springfield* (O.) *Morning Sun*, and Bert A Teeters, managing editor of the *Springfield* (O.) *Daily News* were among the speakers at the annual banquet of the Mechanicsburg (O.) Chamber of Commerce recently.

Albert V. Ambrose, circulation manager of the *Trenton Times*, and Mrs. Ambrose are parents of a daughter born April 11. The child has been named Grace Ella.

Donald Gould has joined the staff of the *Van Nuys* (Cal.) *News* as circulation manager.

IN THE EDITORIAL ROOMS

JOE NOBLE, city hall reporter, *Wichita* (Kan.) *Eagle*, has resigned to buy the *Canadian* (Tex.) *Record*.

Miss Jessie V. Dugan, society editor, *Beverley Hills* (Cal.) *Citizen* has resigned to enter the real estate business. She is succeeded by Wanda Davis Phillips.

Mrs. Carol Joan Hoffman is now associate editor of the *Downey* (Cal.) *Champion*.

Lillian Taeffe, society editor, *Minneapolis* (Minn.) *Tribune* reported the convention of the League of Women Voters held in St. Louis last week for The Tribune.

Walter J. Fenton, assistant city editor, *New York Herald Tribune*, has returned from a vacation in Bermuda.

Frederick G. Frost, formerly Hudson Valley, N. Y., special correspondent for the *New York Times*, and at one time sports editor of the *Newburgh* (N. Y.) *Daily Star*, has been made news editor of the *Pompton Lakes* (N. J.) *Bulletin*.

John Leissler of the Associated Press staff in Kansas City has joined the *Des Moines Register* as assignment reporter.

Charles D. Truman, promotion manager, *Los Angeles* (Cal.) *Evening Herald* for the past two and one half years, has resigned to become the general manager of the Credit Guide Publishing Company of Los Angeles.

W. G. Hale, associate managing editor of the *Des Moines Evening Tribune* has entered Iowa Lutheran hospital and plans to take three weeks' rest. Paul Prugh, assistant city editor will occupy Hale's desk for that period.

Bruce Graham, of the first year class at West Point has joined the copy desk of the *Des Moines Evening Tribune*.

Raymond E. Anderson, for several years with the St. Paul office of the Associated Press, has joined the local staff of the *Rochester* (Minn.) *Post-Bulletin*.

Miss Catherine Crane has joined the staff of the *Springfield* (O.) *Daily News* as society editor.

Robert B. Smith, former golf editor of the *Springfield* (O.) *Daily News*, has gone to Asheville, N. C., where he is engaged in the real estate business.

T. P. Magilligan, former member of the editorial staff, *San Francisco Bulletin* and *San Mateo* (Cal.) *Times*, is now editor of the *Eureka* (Cal.) *Humboldt News*, a weekly.

E. H. Hilt, recently with the *Cleveland Times*, is doing publicity for Harry S. Day, treasurer of Ohio, who is a candidate for governor.

Arthur J. Busch, former assistant Sunday editor, *Jacksonville Journal*, has returned to New York City.

C. A. Mulhane, former city hall man for the *Jacksonville Times-Union*, has returned to New York. He was formerly with the *Brooklyn Times*.

David A. Lidman, former Norfolk, Baltimore and Suffolk newspaper man, is now on the news staff of the *Richmond* (Va.) *Times-Dispatch*.

Warren A. McNeill, formerly of the *Lynchburg* (Va.) *News and Advance*, and later on the copy desk of the *Richmond* (Va.) *Times-Dispatch*, has been made city editor of the latter paper.

Thomas Powers, formerly with the *Boston American* and the *Boston Traveler*, has joined the *Worcester* (Mass.) *Telegram* as day police reporter.

John J. O'Brien, police reporter, *Worcester* (Mass.) *Gazette*, and Mrs. O'Brien are parents of a son, born April 11.

Miss Mary Lou Burton of the editorial staff, *Eureka* (Cal.) *Humboldt Standard*, was called to Seattle, Washington, recently on account of the death of her mother, Mrs. Sadie Burton.

Miss Kasa Sutherland, daughter of Howard Sutherland, Alien Property Custodian, has joined the staff of the *Miami Beach* (Fla.) *Beacon* as a feature writer.

W. E. Adair, news editor and editorial writer on the *Raton* (N. M.) *Daily Range* for the past two years, has resigned and will return to his home in Omaha, Neb., May 1. His successor is Willis K. Brown, secretary of the Raton Publishing Company, publishers of the Daily Range.

Miss Emma Bugbee of the *New York Herald Tribune* has gone to St. Louis to cover the seventh annual convention of the League of Women Voters. From there goes to the National Young Women's Christian Association convention in Milwaukee.

Sophus Arneson, former associate editor, *Thief River Falls* (Minn.) *Tribune*, has bought the equipment and supplies of the Midway Printing Company of Minneapolis.

FOLKS WORTH KNOWING

DR. MAXIMO SOTO HALL, one of the chief editors of *La Prensa* of Buenos Aires represented *La Prensa* as a delegate in the Pan-American Congress of Journalists which closed April 13. Dr. Soto Hall was a prominent figure in the Congress and delivered a number of spirited addresses on the topics considered by the congress. On Tuesday, at the invitation of the delegates by unanimous vote, he delivered a brief address on the ethics of journalism, outlining the ideals which should be followed by newspaper directors throughout the three Americas.



DR. MAXIMO SOTO HALL

Dr. Soto Hall is a native of Guatemala and retains his citizenship in that country. He is one of the best known writers in Latin America. From New York he will leave on a journey during which he will visit every country in Latin America, fulfilling a mission given to him by La Prensa to establish more direct contact between La Prensa and those countries and to arrange for the best Latin American writers to collaborate with La Prensa.

In his youth, De Soto Hall was active in the war for the liberation of Cuba from Spanish rule and was an associate of Maceo, Marti, Maximo Gomez and other Cuban liberators.

ON THE MECHANICAL SIDE

ROBERT LUTTRELL has succeeded Frank E. Wade as mechanical superintendent of the *Leroy* (N. Y.) *Gazette-News*. Mr. Wade will become a member of the business office staff of the newspaper.

A Serial Story with a Grip

That Terrible Thorne Girl

By FREDERIC ARNOLD KUMMER

is about to be released with Central Press Service. It's the kind of a serial that keeps the readers looking for next day's instalment. Hollywood, adventure, a good girl wrongfully suspected, and final vindication of virtue. The author is widely known for his woman's page stories.

It's about as good as a serial story can be made, and they can be made so good that they get circulation and hold it. And you get it as a part of a wonderful all-purpose service.

Also the world's best picture page; clear pictures with all detail visible, covering news of the world. Weekly full page sports pictorial.

Say the word and we'll send samples.

The Central Press Association

V. V. McNitt, President — Central Press Bldg., Cleveland — H. A. McNitt, Editor and Manager

"Nothing Succeeds Like Success"

GAS BUGGIES

or

HEM AND AMY

By FRANK BECK

For example New England

This dominant comic strip runs in 15 papers in 4 New England states: Massachusetts, Maine, Rhode Island, Connecticut.

Some of the papers are: the Boston Traveller, the Worcester Post, the Hartford Times, the New Haven Journal-Courier, the Portland Evening Express, the Bangor News, the Waterbury Democrat, the Lawrence Telegram, the Providence News.

Why?

"Nothing Succeeds Like Success"

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager — Earl J. Hadley, Associate

150 Nassau Street, New York City

WITH THE SPECIALS

GEORGE B. DAVID COMPANY, publishers' representatives, New York, have been appointed to represent the *Nw York Home News.*

Howland and Howland, publishers' representative, New York, has been appointed to represent the *Hanover* (Pa.) *Sun,* beginning May 1.

Robert S. Farley, New York, has been appointed Eastern financial advertising representative of the *Syracuse* (N. Y.) *Herald* and *Omaha* (Neb.) *Bee.*

W. W. Chew, New York representative of the *San Francisco Examiner, Los Angeles Examiner,* and *Seattle Post-Intelligencer,* has moved his offices to 285 Madison avenue.

HOLDING NEW POSTS

ROBERT COULSON, from assistant city editor, *Buffalo Times,* to city staff, *Buffalo Star.*

Jack Laing, from sport department, *Buffalo Evening News,* to assistant sports editor, *Buffalo Courier.*

PRESS ASSOCIATION NOTES

EDGAR T. CUTTER, superintendent of the Associated Press, central division, has just returned from a three weeks' business trip to Texas.

Glen Babb is now cable editor of the Associated Press at San Francisco.

E. O. Marohn has been named auditor in the Chicago headquarters of the Kent Press Service.

Minneapolis Bureau of the Associated Press has been moved into larger quarters in the Tribune Annex. Jay R. Vessels is correspondent. The office also houses the Minneapolis branch of the Northwest News Bureau, of which Harry H. Kaufman is day editor.

Edward Williams, formerly of the city staff, *Brooklyn Eagle,* recently joined the International News Service at Jacksonville.

NEW PLANTS AND EQUIPMENT

RECENT Elrod installations have been made by the *London* (Eng.) *Daily Mail, Lynbrook* (N. Y.) *Post, Vicksburg* (Miss.) *Post, Rockville Center,* (N. Y.) *Daily Review, American* (Wash.) *Free Press,* and *Clearwater* (Fla.) *Morning Herald.*

Solvang (Cal.) *Santa Ynez Valley News* is now being published from its new plant. The paper was started two months ago by D. L. Powell and during that time had the mechanical work done at the *Lompoc Record-Review* plant.

SPECIAL EDITIONS

BEMIDJI (Minn.) DAILY PIONEER, Automobile section, April 14.

Coachella Valley (Cal.) *Submarine,* a special development number, April 1.

London (O.) *Madison Press,* 40-page spring edition.

Norristown (Pa.) *Register* 48-page edition in celebration of the second anniversary of the founding of the publication.

Marysville (Cal.) *Democrat,* Diamond Jubilee edition, April 10.

SCHOOLS

STUDENTS in the class in news editing at the University of Nevada are acting as judges in a Nevada "better newspaper" contest. The students will select, according to their standards, the most representative daily and the most represnetative weekly in the state. The contest is sponsored by the Nevada State Press Association.

Maurice Hicklin is instructor of the recently organized journalism class at the Humboldt State Teachers College, Arcata, Cal.

Students in journalism at the University of Nevada, Reno, under the direction of Professor A. L. Higginbotham, traveled to Sparks, nearby city, and, without assistance from the regular staff, wrote and edited the issue of the *Sparks Tribune* for April 9. The Tribune, which is published three times a week, doubled its number of pages for the occasion.

AS HIS HOME TOWN SEES HIM

Luther T. Long



MEDICAL science may not agree on the best food for babies, but if you will ask Luther T. Long, publisher of the *Huntington* (W. Va.) *Advertiser,* he will tell you there is nothing to compare with printer's ink. He was raised on it. And both he and the Advertiser have thrived on it.

Twenty-five years ago Mr. Long began to stick type, sweep floors, run errands and play the "devil" generally around the Advertiser. He was a little boy then, and the Advertiser was a little newspaper. Both have gone far since then—but not without heroic struggle.

Since Luther T. Long left school at the age of 15 to help his father, Col. J. H. Long, get out his newspaper, the paper has grown from a puny, four page daily to one of the largest and most influential newspapers in the state.

Mr. Long was a boy in knee pants when the Advertiser was a babe in swaddling clothes. The paper then was housed in a ramshackle rented building. The Long family also was housed in a modest rented home. Today both are domiciled in mansions of their own.

From an investment of less than $5,000 the Advertiser has grown to an institution representing an outlay of more than $500,000. It moved into its new home, one of the finest newspaper plants in West Virginia, more than a year ago. Its equipment has expanded from a little drum cylinder press and a few cases of type to a 48 page Hoe press, 13 multi-magazine linotype machines, monotype and Ludlow machines, a complete photo-engraving department, and all the modern equipment of a metropolitan newspaper. From a four page daily, to an average of 20 pages a day, and from eight employes to 125 is some climb!

This, in brief, is the history of Luther T. Long and his newspaper.

Some growth! And all on printer's ink—combined with gray matter, plus elbow grease!

ASSOCIATIONS

W. FRANK McCLURE, of Albert Frank & Co., Chicago, was the speaker at the meeting of the COLUMBUS ADVERTISING CLUB, Columbus, O., Monday. His topic was "The Advertising Man's Laboratory."

An intensive advertising campaign with 200 new members as its objective, was put under way by the ADVERTISING CLUB OF RICHMOND at its last weekly luncheon. The campaign beginning officially last Thursday will close on June 1.

Denver newspapermen, members of the DENVER PRESS CLUB, staged their annual breakfast and gridiron entertainment of the club Sunday, April 18, at the Broadmoor Hotel in Colorado Springs, Colo., where they were the guests of Spencer Penrose.

Charles W. Brooke, senior member of the firm of Brooke, Smith and French, and president of the Better Business Bureau, was elected president of the DETROIT ADCRAFT CLUB at the annual meeting last week. He succeeds Ward H. Marsh. The other officers elected are: Vice-president, Ralph L. Yonkers, advertising manager of the J. L. Hudson Company; treasurer, Elmer Grierson, business manager, *American Boy;* secretary, Ward Gavett, manager, R. L. Polk & Co. Harold M. Hastings continues as manager of the club. New Directors of the Adcraft Club are: Clinton H. Berry, advertising manager, Union Trust Company; Gordon W. Kingsbury, former manager of the Club, and now advertising manager of the Electrical Refrigeration Corporation; Joseph Scolaro, publishers' representative, and Earl T. Sutton, of McKinney, Marsh & Cushing.

CHANGES OF OWNERSHIP

V. W. ST. JOHN and associates of the *Mena* (Ark.) *Star* have purchased the *De Queen* (Ark.) *Bee,* from L. A. Paerre.

Randall Henderson has purchased the interest of his partner, Myron L. Watson, in the *Calexico* (Cal.) *Chronicle,* after a business association of eight years, dating back to the time when they owned the *Blythe* (Cal.) *Herald.*

Gateway (Cal.) *Gazette* founded 18 years ago by A. J. Burdick, has been sold by the original owner, due to ill-health. A. J. Kuhn, with the Gazette for the last eighteen months is the new publisher. He has also purchased the *Leader* and combined the two papers.

Paul Dutcher, publisher of the *Brookings* (S. D.) *Register* has sold his interest to Vern Pratt, former publisher of the *Elkton* (S. D.) *Record.*

Wewoka (Okla.) *Capitol-Democrat* has been sold to local interests and L. G. Hardy has been made managing editor.

Jay (Okla.) *Delaware County Chieftain,* published for the past several years by Guy A. Tweedle, has been sold to O. E. Butler, newspaperman of Talequah and publisher of the *Talequah Arrow-Democrat.* O. L. Butler, son of the owner, will have charge of the paper.

BLUE GRASS EDITORS CHOOSE PINEVILLE

Kentucky Group to Hold Mid-Summer Meeting There June 24-26, Executive Committee Decides

The midsummer meeting of the Kentucky Press Association will be held June 24, 25 and 26, at Pineville, Ky., it was announced by the executive committee of the association at a meeting held in Louisville last week. The invitation was extended by Herndon Evans, editor of the *Pineville Sun,* on behalf of the various organizations in Pineville.

Editors who attend the meeting will be entertained at Middlesboro, 15 miles from Pineville, by Major E. S. Helburn, member of the Kentucky State Highway Commission and by State Senator Joseph Bosworth. Tentative plans calls for an automobile tour over the mountains to Cumberland Gap, Va., one of the most historic settings in the country.

Other places to be visited are to the new Cumberland State Park, Pinnacle Mountain, King Solomon's Mines and to Lincoln Memorial University at Harrowgate, Tenn.

The committee decided that the matter of pooling and pro-rating members' expenses to all association meetings in the future would be discussed at the Pineville meeting, on the theory that some adjustment of expense would be an inducement to all Kentucky editors to "see Kentucky first."

Members attending the meeting of the executive committee included the following: Ben Cozine, Shelbyville, chairman; Cecil Williams, Somerset, president of the association; J. Curtis Alcock, Danville, secretary; Joe Richardson, Glasgow; E. A. Jonas and Malcolm Bayley, Louisville and Herndon Evans, Pineville.

EDITOR & PUBLISHER classified advertising brings results.

For More Than
25 YEARS
We Have Been
"Color Printers to the Nation's Publishers"

In our plant we have all of the POPULAR Colored Comic Page Classics of the different syndicates—CAST, ROUTED, and STEEL-COATED ready for ANY favored make-up of 4-PAGE, 6-PAGE or 8-PAGE sections.

Newspapers must own local rights to comic pages used from the respective syndicates.

We print the BEST Colored Comic Sections available— and SAVE YOU MONEY

Write or wire for make-up proofs and LOW PRICES

THE WORLD COLOR PRTG. CO.
Est. 1900 R. S. GRABLE, Pres. St. Louis, Mo.

Convention Headquarters
Room 144
R. S. Grable, President
R. Messing, Vice-President
in attendance

TOLEDO BLADE

The TOLEDO (Ohio) BLADE has a circulation of 120,845. This is about 33-1/3% larger than the circulation of its nearest competitor. Not only does the BLADE lead in circulation, but it leads in every classification of Advertising—Local, National, Classified, Department Store, Automobile.

An indication of the strength of the BLADE may be found in the comparative National Advertising figures for the first three months of this year: The BLADE carried 711,407 lines and the News-Bee 316,386 lines.

The BLADE averages from 150 to 200 Exclusive National accounts every month.

WORCESTER TELEGRAM GAZETTE

The WORCESTER, Mass., TELEGRAM GAZETTE covers Worcester and surrounding territory like a blanket. Its average Daily net paid circulation is 93,652 copies. This is three and a half times as large as its contemporary. In advertising lineage the TELEGRAM GAZETTE leads by a very big margin in every classification.

The national Advertising for the month of March broke all records. It was the largest month of any month in the history of the paper.

WASHINGTON POST

The WASHINGTON (D.C.) POST is the leading morning newspaper at the National Capital. Its big Sunday edition is one of the best result producing mediums in the country.

The POST is delivered into over 90% of the "worth-while" homes in the District of Columbia every day in the year.

The closest students of advertising conditions use the POST in Washington for best results. In circulation the POST has 10,000 more than either the Evening Times or the morning Herald. The March national advertising was the largest March in the history of the paper.

MANCHESTER UNION-LEADER

The MANCHESTER (N.H.) UNION-LEADER has more circulation than all the other daily newspapers in New Hampshire combined. It covers the rich territory of which Manchester is the center and it produces wonderful results for advertisers. New Hampshire can be covered in no other way. Circulation over 30,000.

The national advertising during March was the largest for any month in the history of the paper.

PAUL BLOCK, Inc., Publishers Representatives

New York Chicago Boston Detroit Philadelphia

EFFICIENT PROMOTION CAMPAIGN MUST HAVE DEFINITE OBJECTIVES

Overcoming Prejudice Or Indifference To a Publication Should Be Chief Goal—Dramatic Methods Necessary For Best Results

By A. J. SOLMANSON

IN the advertising field at large, a knowledge of the worth of the average publication is slow to penetrate. The advent of new publications into the field, their rapid growth, and the existing congestion of the field are factors which retard recognition. Added to the natural obstacles which many publications meet, there are prejudices which unfortunately arise to the detriment of the publication, such as circulation slighted as off-par in buying power and responsiveness, etc. Such prejudices, however formed, take strong root. They must first be thoroughly understood and then specific measures must be applied to remove them.

To educate the advertising field about the merits of a publication is the purpose of a promotion department. A promotion program must be laid out to accomplish three things. It must mitigate prejudice in the quarters where prejudice is detrimental to progress; it must adopt a dramatic method to accomplish these purposes, and bring the publication, with the pertinent facts of its rise and power, into sharp dramatic focus in the advertising world.

The following is an outline of a promotion program designed to these ends. The campaign includes intensive direct contract work on agency and advertiser executives in co-ordination with the general program.

General Campaign: General Advertising; Trade Paper Advertising.

Direct Agency and Advertiser Contact: Correspondence Campaign; Broadsides Advertising; Reprint follow-ups and other promotion literature.

Liaison Service: Co-ordinating the selling staff to the promotion campaign; Staff Letters; Staff Consultations; Preparation of Salesmen's Equipment; Preparation of New Salesmen Lists; Current Suggestions for Agency Solicitation.

Investigation and Research Service: The Assemblage and Arrangement of Selling Data.

As the general campaign swings into action, agencies and selected advertisers should be subjected to a sustained bombardment by direct mail contact. Currently published advertising would be given double effect by reprints sent direct through the mails within a few days after publication. The promotion literature, as far as possible, should carry the character of news; it should convey fresh information rather than dogmatic and general phrases; it should be made to mean something concrete. A broadside once a month should be employed to sustain the impetus.

Since the campaign would be expected to exert a valuable influence upon the selling organization, and since the staff must follow closely in the wake of the campaign to convert its effort into signed business, the salesmen must be fitted closely into the program.

Weekly and special staff news letters, together with joint conferences, should apprise the salesmen of the developments of the campaign, the amount of money that is being spent currently, and the effects that the various measures are desired to produce. It is desirable to cultivate an aggressive attitude of mind on the part of the staff and dissipate any defensive feeling that may have been occasioned by the encountering of prejudice.

Fresh promotion literature should be added to the salesmen's selling equipment, harmonizing with the other material that would be reaching the field. Helpful assistance could very probably be given in augmenting the salesmen's working lists with selected prospects, and in offering timely suggestions for solicitation.

Before starting a promotion campaign it is well to have a clear conception of just what prejudices are directed toward the publication. A general analysis of the attitude of the big advertisers toward a certain publication was that its chief component was disregard rather than hostility, and that if their antagonism was present, it would be found to be predicated upon rather loose generalities or conditioned by past experiences supposedly but not factually parallel.

A very brief test by means of a blind letter of inquiry addressed to a small selected group of standard advertisers fully supported this view. Some of the significant letters of reply from half a hundred or so received showed that four large advertisers were non-committal and presumably merely indifferent through ignorance of the publication or otherwise. Three of the letters evidenced a spirit that was definitely antagonistic, and the writers of these letters were advertisers who could undoubtedly employ the publication with profit. It was especially noted that no single specific point of objection or criticism was advanced in any of these letters. One letter was conditionally favorable and was received from the one writer in the group who was best informed and best able to exercise sound judgment.

While an inconclusive indifference to the publication was probably the prevailing attitude among the large national advertisers, due in some measure, no doubt, to the failure of educational efforts to penetrate to source, there was, unfortunately, no question that an attitude varying from a persistent disregard to expressed prejudice existed among the agencies.

A similar investigation was made for another publication in the field only about five years. The results showed that wilful disregard of new mediums was a familiar phenomenon in the agency world. Such disregard bore little or no relation to the intrinsic or comparative merits of the medium involved. It was supported by a closed and inflexible attitude of mind where openmindedness and keenness to appraise the medium on its imminent merits might be expected to prevail.

In setting out to contend with this admitted condition, it seemed highly important to understand that the prejudicial state of mind blocking its expansion had very little connection with the facts back of the publication, and would be found to exist, if variously phrased, whatever the facts were. It was equally important to understand, as a corollary, that since the attitude confronted was not a deliberated or rational one, it could not be argued away by the presentation of facts no matter how irrefutable the logic employed, or how masterly the salesmen's presentation. It was then understood that the problem presented went much beyond one of education to the facts, although, of course, such education was a necessary part of the corrective program.

These before related investigations are mentioned merely to emphasize the importance of knowing what the general attitude is toward the publications. Such investigations are conducive to starting promotion campaigns on the right track and toward a definite objective.

Investigations of this kind should also include an analysis of responsiveness, and the economic or price reach of the publication's readers. However strong a theoretical case can be set up to establish the responsiveness of a publication's circulation to its advertising, a thorough, concrete canvass and analysis of advertising responsiveness should be made. It should be conducted over as wide an area as possible, should avoid generalities, should seek specific facts, and should, where possible, identify all sources of data. It is generally known that space selling and promotion must be based upon an accurate knowledge of the circulation's economic range. Without comprehensive data on this subject, the selling program must be, to some measure, hit-or-miss, and may involve much futile effort if the actual limits of the range, whatever they may be, are exceeded.

If the price reach is found to be comparatively short, there is, of course, no desire to operate in a fool's paradise. Accounts belonging to a possible higher circulation range might be sold but the effort to hold them without productive results would be wasteful, and in the end unavailing. Concentration of effort within the ascertained range, having the merits of efficiency of effort and confidence in the circulation's productiveness, is desirable from any approach. Startling facts that would serve to expand the productive price reach might be uncovered on the other hand by investigation.

Other phrases of promotion could be executed according to the character of the campaign, but the suggestions as before related are of paramount importance in making a promotion campaign productive.

Am. Soc. C.E. Boston Soc. C.E.

EDWIN S. PARKER

15 EXCHANGE STREET
BOSTON, MASS.

Structural Engineer

Specializing in Newspaper Plants

Eight years with the Boston Post in their progressive development.

Let us help you with your problems.

AD TIPS

Critchfield and Co., 14 East Jackson boulevard, Chicago. Preparing a list on Firestone Tire and Rubber Company of Akron.

Erwin, Wasey & Co., 844 Rush street, Chicago. Sending out 5,000 line contracts to a list of newspapers on Full-O-Pep, Quaker Oats Company, Chicago. Sending out contracts on W. B. Wilde Company of Peoria, Ill.

Ferry Hanly Advertising Company, 6 North Michigan avenue, Chicago. Placing copy on the Greater Western Sugar Company.

Gruehl Advertising Agency, Albuquerque, N. M. Will place account for the Albuquerque Civic Council.

Johnson, Read and Co., 202 South State street, Chicago. Sending out copy to towns in the southwest on Johnny Wren Company.

H. W. Kastor and Sons, Inc., 14 East Jackson boulevard, Chicago. Sending out a general campaign on Dr. Coffee of Davenport, Iowa.

Kling-Gibson Company, 310 North Michigan avenue, Chicago. Sending out contracts on Iron Mountain Company of Chicago.

Lord and Thomas, Wrigley Building, Chicago. Placing copy to towns on the Pacific Coast on O-V-Dust-A Mop and Polish.

Lyddon & Hanford Company, 11 James street, Rochester, N. Y. Placing newspaper account of the Richardson Corporation, Rochester, N. Y.

St. Paul Advertising Company, St. Paul, Minn. Placing copy on "Vinol," a medical product for many years placed by E. T. Wetherald Company of Boston and Detroit, and lately purchased by the Ad-ler-ika of St. Paul.

J. Walter Thompson Company, 410 North Michigan avenue, Chicago. Placing a general campaign on the C. B. & Q. Railroad.

Vredenburgh-Kennedy Company, Inc., 170 Madison avenue, New York. Placing account of the Fitzgerald Soap Co., Collingswood, N. J.

White Advertising Agency, 78 West Munroe street, Chicago. Sending out copy in the Middle west on the Tunis-Johnson Cigar Company of Grand Rapids, Michigan.

PICTURE FIRM DISSOLVED

Kadel & Herbert Sever Partnership—To Operate Separate Businesses

By mutual consent the firm of Kadel & Herbert, New York news feature photo service has been dissolved. Effective April 19.

Edward J. Herbert is to continue business at the present address, 480 Lexington avenue. George J. Kadel is forming an independent news picture organization.

Ask the Canadian Pacific about Canada — CANADIAN PACIFIC RAILWAY

Bureau of Canadian Information

THE Canadian Pacific Railway through its Bureau of Canadian Information, will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In our Reference Library maintained at Montreal, are complete data on natural resources, climate, labor, transportation, business openings, etc. Additional data is constantly being added.

DEVELOPMENT BRANCH—If you are interested in the mining wealth and industry of Canada or in the development or supply of industrial raw materials available from resources along the Canadian Pacific Railway, you are invited to consult this Branch. An expert staff is maintained to investigate information relative to these resources and examine deposits in the field. Practical information as to special opportunities for development, use of by-products and markets, industrial crops, prospecting and mining.

"Ask the Canadian Pacific about Canada" is not a mere advertising slogan. It is an intimation of service—without charge or obligation,—that the information is available and will be promptly forthcoming to those who desire it.

Canadian Pacific Railway Company

Department Colonization and Development

J. S. Dennis
Chief Commissioner

Windsor Station
Montreal, Can.

ROCHESTER DEMOCRAT & CHRONICLE

The ROCHESTER (N.Y.) DEMOCRAT & CHRONICLE is the only morning newspaper in Rochester. Its recent purchase of the Herald gave the DEMOCRAT & CHRONICLE by far the largest circulation in Rochester. It has the prestige and standing and it produces the greatest results for Advertisers. On "keyed" copy the DEMOCRAT & CHRONICLE demonstrates its *pulling* power and the confidence and responsiveness of its readers. The National advertising in March was not only the largest March, but the second largest month in the history of the paper. Circulation over 75,000.

SYRACUSE POST-STANDARD

The SYRACUSE (N.Y.) POST-STANDARD blankets Syracuse and Central and Northern New York. It produces great results because, unlike the other Syracuse papers, its big circulation has been built up without the use of contests or schemes, but purely on its merits as a newspaper. Wise advertisers use the POST-STANDARD in Syracuse, many of them exclusively.

The national advertising for March was the largest March in the history of the paper, and 20% bigger than last March.

Circulation over 55,000 net Daily, 60,000 net Sunday.

SCRANTON REPUBLICAN

The SCRANTON (Pa.) REPUBLICAN delivers a paper into practically every "worth-while" home in Scranton and surrounding territory as far as Carbondale.

Local agents of national advertisers always request that the REPUBLICAN be used because it has no waste circulation and because it produces results. It leads in many classifications.

Circulation over 34,000 Daily.

TOPEKA STATE-JOURNAL

The TOPEKA (Kan.) STATE JOURNAL is the only afternoon newspaper in Topeka. It is "home-delivered" by Washburn College students into every home of standing and purchasing power in and around Topeka. Its news and editorial pages carry conviction and its advertising pages bring results. Topeka cannot be covered without the STATE JOURNAL.

Circulation over 21,000

PAUL BLOCK, Inc., Publishers Representatives

New York Chicago Boston Detroit Philadelphia

ISOLATION OF U. S. NEWS MEN ABROAD REFLECTED IN STORIES THEY SEND

Editor of Greek Daily Says Inability of Many Writers to Speak Language of Country Hurts Quality of News—Many Stories Untold

By ADAMANTIOS TH. POLYZOIDES
Editor, Atlantis Greek Daily, New York

IT is not very often that we hear people speak ill of the American correspondent abroad. Quite the contrary seems to be the rule. We think that the representatives of the American press in foreign lands, not only rise above anything and anybody that foreign newspapers put up, and we maintain that in point of dash, resourcefulness and sheer professional excellence, the American correspondent has no match. Naturally by so doing, we ignore the fact that England is still the leader in the field, and we are also apt to minimize the excellent work done by Italian and French correspondents in foreign fields.

And so when the other day an American publisher, John H. Fahey of the *Worcester Evening Post,* came out boldly before the Pan-American Press Congress in Washington, and frankly denounced 50 per cent of the correspondence from Europe as irresponsible, sensational and superficial, he created a stir among the profession, and opened an interesting discussion, whether he was aware of the fact or not.

The question then is this:

Are we getting what we are entitled to, from our American correspondents in Europe? Have we the right personnel for this most important branch of the service? Does the American public receive from Europe that kind of news which is most interesting, and knowledge of which is so important at a time when the various sections of the globe are daily being brought closer by radio and cable?

Now, much as I dislike becoming personal, I must say that I keep track of what is published in the leading newspapers of Europe. Eighteen years ago EDITOR & PUBLISHER gave me credit for keeping close watch on what is going on on the other side. I was a newcomer then in America, and I was thinking that with the passing of time I would be used to finding all the foreign news I wanted in the New York papers. At that time, however, I was depending for news on the foreign press. I am doing the same thing ever since, because the majority of the American correspondents in Europe, and I may add in Latin America, have not as a rule given us the news to which I think the majority of the American reading public is entitled. We are getting long dispatches; we are getting, I must add, some very excellent critical correspondence; some of our correspondents are doing a work which is splendid beyond mere praise. All of this, however, is exceptional, and as a rule most of the cabled matter that we get from abroad, falls very short of American requirements, and should have no place in our papers.

On my desk, as I write, I have some of the foremost newspapers of Europe and Latin America. My ability to read French, German, Italian, Spanish and Russian, enables me to find a wealth of information and editorial comment concerning questions of some importance to the American reader. And yet this information and this comment somehow as a rule escapes the attention of hte American correspondent in Paris, Berlin, Rome, Madrid and Buenos Aires, not to say Moscow.

I remember the time when the three American seaplanes flew to Europe. The Latin American papers gave the matter such space, that it made the account of Captain Franco's flight to Argentina a few weeks ago, as it appeared in our papers a trifling one by comparison.

Sometime ago an important controversy arose between Spain and Argentina, regarding the export of Spanish fruit to the Latin American republic, and the export of Argentine beef to Spain. That was an important bit of news for the American public, as the controversy teemed with statistics and other matter of considerable value. And yet not a word of that have I seen in our press. About that time Spain organized a fair of its export merchandise; that was under the auspices of the United Spanish Chambers of Commerce. A very important thing. Not a word in the American press.

There is a wealth of material concerning America in the French, German and Russian press. Some of the best stories about the turmoil in China appears in the Moscow papers. And yet our correspondents very seldom pay any attention to it.

Now what is the explanation of all this, some wonderful scoops of our correspondents always expected?

The main draw back of the American correspondent in Europe is his aloofness, and his isolation from the press, the public, and the life of the country in which our man operates. There is no better source of information than a newspaper office located in the country wherein one happens to represent an American paper. Yet how many American newspapermen establish relations with their colleagues abroad? How many of them have seen the inside of a European newspaper office? How many of them have an absolute command of the language of the country where they represent us? How many of them read carefully their foreign papers? Very few, and they are the ones who are a credit to their papers and to the profession. The rest assume the snobbish and highbrow airs of prewar diplomats, they confine their daily visits to the Propoganda Department of the local Foreign Office, sometimes they take tea in the Embassy, they occasionally go to Parliament, in order not to be there whenever something of importance breaks up, and for the most part are with American friends, having a pleasant time, reading the papers from home, and wishing they had an assignment to some other country to break the monotony.

The American correspondent, of the type referred to, considers himself as above his class; he thinks he is superceding his Ambassador. And when in a pinch for news, he falls victim to the first rumor given him confidentially by a casual acquaintance.

This situation may be remedied, and the remedy is comparatively easy. Only experienced newspapermen should be sent abroad, and that after a severe scrutiny as to their ability and skill. They should know thoroughly the language of the country to which they are accredited; they should live the life of the country and familiarize themselves with conditions. They should try to cover all kinds of news and they should subordinate sensationalism to real facts and their intrinsic value and importance.

No matter how complete our political isolation, no matter how reserved our official attitude towards Europe, we are living at a time when better international relations, and better understanding of the most conflicting aims form the keystone of future human progress. The American press is in a position to accomplish wonders in that direction. Some of our best foreign correspondents are showing the way to their lesser brethren. We need a first rate representation abroad, all along the line. We can, and should have it.

NORRISTOWN TIMES-HERALD

Norristown is a separate and distinct community by itself. Though only eighteen miles from Philadelphia, the Philadelphia papers have practically no circulation in Norristown. It can only be covered by using the NORRISTOWN TIMES-HERALD which is the big dominant newspaper in this rich territory—Circulation 13,000—over three times that of its competitor.

The National advertising during March was not only 37% greater than March, 1925, but was the *largest month in the history of the paper.*

JAMESTOWN POST

The JAMESTOWN (N.Y.) POST has about 50% more circulation than any other Jamestown newspaper. It blankets its field and of course leads in every classification, local, foreign and classified. Many advertisers use it exclusively to cover South-western New York.

The National advertising in March was the largest month in the history of the paper.

PAUL BLOCK, Inc., Publishers Representatives, New York Chicago Boston Detroit Philadelphia

NEWARK STAR-EAGLE

The NEWARK (N.J.) STAR-EAGLE broke all records in March.

The circulation average was 90,148 net paid. For April the average circulation will probably reach 95,000 net paid Daily.

Local advertising was the largest March in the history of the paper.

National advertising was 20% larger than any individual month in the history of the paper.

In the city of Newark proper there are about 105,000 homes. The STAR-EAGLE sells 56,-407 copies in Newark against 54,973 sold by our contemporary.

To cover Newark, Advertisers must use both newspapers.

DULUTH HERALD

The DULUTH (Minn.) HERALD is the only Evening newspaper in Duluth, and has a circulation of 42,390, which is nearly 50% greater than the circulation of the morning newspaper although the HERALD sells at 15c. per week for six evening papers, against the morning paper selling at 10c. a week for seven morning papers (six Daily and one Sunday).

The HERALD circulates more papers in Duluth than there are houses. There are few cities in the entire country where one paper covers its field so thoroughly as does the HERALD in Duluth.

During the month of March alone, the HERALD (six days a week) carried nearly one-half million more lines of advertising than the other paper (Daily and Sunday combined).

Practically every National Advertiser that goes to Duluth uses the HERALD, most of them exclusively.

MEMPHIS NEWS-SCIMITAR

The MEMPHIS, (Tenn.) NEWS SCIMITAR is the leading evening newspaper of Memphis. Its net paid daily circulation is now over 60,000 copies. In the city and immediate suburbs, the net paid circulation is close to 47,000 net paid. The DAILY NEWS SCIMITAR carries more department store advertising than any other Daily Memphis newspaper.

LANCASTER NEW ERA

Lancaster, Pa., has a population of 53,150, and has three daily newspapers.

It is usual for an Advertiser to use but one newspaper in a city of this size.

The Evening NEW ERA is the logical choice in Lancaster because it has a circulation of 22,122, which is over 50% larger than the circulation of either of the other newspapers.

The National Advertising during March was not only over 25% greater than last March, but it was the largest individual month in the history of the paper.

The Local Advertising increase for March, 1926 over March, 1925 was 27%.

247 PARK AVENUE **PAUL BLOCK, Inc.** NEW YORK CITY

BEGINNINGS OF JOURNALISM TEACHING IN U. S. TRACED BY PROFESSOR LEE

(Extracts from a report on "Schools of Journalism," presented by Dr. James Melvin Lee, Director, Department of Journalism, New York University, before First Pan-American Congress of Journalists, Washington, April 7-13.)

THE earliest American book to deal with the editing and making of newspapers was published by Charles C. Chatfield & Co., New Haven, Conn., in 1872. On its title page appeared the following, "Hints to Young Editors, by an Editor." The preface says that it is "the first text book" and it was published because "journalism is now making such demands on educated young men that a few chapters on its practical working cannot be uncalled for." Long out of print I was able to obtain a copy only when the library of that newspaper poet, Eugene Field, was publicly sold.



Dr. J. M. Lee

The book, however, is in error when it refers to instruction at Cornell University as being the first to prepare the newspaper man for his work. Three years before General Robert E. Lee, then president of Washington College at Lexington, Va., had recommended to his board of trustees the establishment of "fifty scholarships for young men proposing to make printing or journalism their profession." To make the technical instruction practical the faculty arranged with a local printing office for the admission of a "limited number of boys without charge of cost to the college."

This pioneer work by General Lee can scarcely be said to have been welcomed by the working press. Of the success of such instruction the leading editors of the time were extremely skeptical. Indeed, about the only important editor who openly and publicly advocated special training for journalism was Whitelaw Reid, editor of the *New York Tribune*. On April 4, 1872 he delivered at New York University a lecture on "The School of Journalism"—a lecture which was later printed in *Scribner's Magazine*. His views differed from those of General Lee in that practical instruction in the printing plant was omitted and was left to be obtained when young men had obtained active employment on a newspaper. "No man," said Mr. Reid, "ought to be an authority about a newspaper office who does not understand at least the rudiments of typography; but for these the best school is the composing room." Both General Lee and Whitelaw Reid were unanimous that "one of the best results of the proposed collegiate training would be the fostering of a professional feeling"—to quote the words of the latter.

In suggesting the outlines of the work which a school of journalism might well lay out for its students Mr. Reid put first the study of political parties in the student's own country. A study of political parties should prepare the student for the intelligent discussion of every new phase demanded by politics. Mr. Reid emphasized the importance of a study of practical politics rather than theoretical politics and pointed out that many of the college courses in this subject were limited to the latter.

In his second course Mr. Reid went a little farther down the trail of history when he said, "No young man fitting himself for journalism should fail to add a comprehensive knowledge of the entire history of his own country, for which, fortunately, he will find the materials a little better digested and more accessible."

The third course which Mr. Reid advocated for the curriculum of a school of journalism was a study of the general history of the world. How true today are his words though spoken in 1872.

> Whatever tells how governments have borne the stress of unexpected peril, and men have prospered, suffered, advanced, or lost ground in this or that condition of rule, will furnish invaluable guidance for any intelligent discussion of today's problems of public affairs.

The fourth subject suggested by Mr. Reid was a study of the fundamental principles of common, constitutional, and international law. He pointed out its need in the discussion of "the international obligations involved in the French arms question." In passing it may be remarked that this need mentioned by Mr. Reid is even greater today in the newspaper world than when he outlined courses of study for the newspaper men of tomorrow.

Though Mr. Reid put political economy fifth in his list he practically put it first in importance. He gave his reasons as follows:

> To the newspaper reader, questions of banking and currency, of the growth and management of national debts, of the present insane recklessness of municipal indebtedness, of taxation, of insurance, and the like, perpetually present themselves; and he looks to the editor for an elucidation of each that shall be popular in form, yet fairly abreast of the latest and best thought of the men who have made it the study of their lives.

Mr. Reid suggested his sixth subject in the form of a question:

> Might not a sixth subject of the most careful study in a course of training for journalistic work be fitly found in some such essays on exact reasoning as should make our popular writing conform a little to the severe processes of logic?

If one examines the catalogue of the modern school of journalism he may not find a course in logic specifically listed but if he reads the description of the courses carefully he will find that logic is taken up, usually in the class devoted to the study of editorials.

In his seventh group Mr. Reid put the study of modern languages. He mentioned specifically French, German, and Spanish. But of course he put first the study of the language in which the newspaper is printed. For the school in the United States it would of course be English. Of the manuscripts coming to the copy desk in New York, Mr. Reid made this observation to justify courses in writing news, features, etc.:

> Yet the fact remains that of the average manuscripts received in almost any of our New York dailies, from professional or semi-professional writers, nor more than one-half can be safely put in type without previous careful revision for more errors in grammar. To use the right words and only enough of them, to say what is meant so simply and directly that the sentence goes like a bullet straight to its mark, and, having said it, to stop—that, alas! is the achievement of scarcely one in three-score. To secure some approximation to it is the daily toil and tribulation of every sore-tried office editor; the writer who fairly reaches it has already made good his place beside the foremost.

In his eighth group Mr. Reid included criticisms of books, paintings, music, and drama. Finally Mr. Reid put a study of modern scientific and metaphysical thought and of course a comprehensive study of English literature, which, to quote Mr. Reid, "every man of letters begins in his teens and closes only with his life."

To these courses often called cultural in character—others purely technical in character have been added to meet changed conditions. To what extent the so-called practical courses in printing, circulation, advertising, management, etc., should be added is a problem which each school in later years has had to decide for itself. The pivotal point in such a decision has usually been the needs of the section in which the school is located.

The only important omission in the curriculum outlined by Mr. Reid may be found in the study of the history of Journalism. But doubtless such a study was so obvious when Mr. Reid was discussing the importance of history that he did not think it necessary to mention it by name.

One fact should not be lost sight of: too much must not be expected from the school of journalism. The graduate of the United States Military Academy at West Point must prove his ability on the field before he is put in command of an army. Just what might be accomplished from special training for journalism was well pointed out by Whitelaw Reid in the address from which I have quoted so extensively:

> West Point cannot make a soldier, and New York University cannot give us an assurance of an editor. But West Point can give the training, the discipline, and the special knowledge without which the born soldier would find this best efforts crippled, and with which men, not born to military greatness, may still do valuable service. This university may yet do as much for the embryo Bryants, Greeleys, Woods, Raymonds, Ritchies, and Hales, who are to transform American journalism into a profession, and emulate the laurels of those earlier leaders, with larger opportunities on a wider stage to more beneficent ends.

Joseph Pulitzer of the *New York World* may have been influenced by these words of Mr. Reid for about 20 years later he was asked the following question by a newspaper man of Philadelphia, "Granting ability and aptitude, can oral and written instruction accomplish as much for the future journalist, as for the future doctor or divine?" In reply Mr. Pulitzer said:

> I see no reason why a chair of journalism, filled by a man of real talent and character, could not be made beneficial. Of course, the highest order of talent or capacity could no more be taught by a professor of journalism than could the military genius of a Hannibal, Caesar, or Bonaparte, be taught in military academies. Still, military academies are of value, and so could a chair of journalism be made beneficial, if filled by a man of brains this subject, and think well of the idea, though and experience. I have thought seriously upon I know it is the habit of newspaper men to ridicule it. The value of the idea would depend upon its execution.

The result of this serious thought of Mr. Pulitzer may be found in the school that bears his name at Columbia University.

Mr. Pulitzer insisted that "business instruction of any sort should not, would not, and must not form any part of the work of the college of journalism." In that respect the work of the Pulitzer School of Journalism at Columbia differs from that of the other schools and departments connected with universities offering technical instruction in journalism.

What these schools and departments of journalism are now doing does not belong to this informal chat in which, as a historian of the press, I have tried to sketch the background of the cradle days.

New Asks Air Mail Bids

Announcement was made this week by Postmaster General New that bids will be opened at the Post Office Department at noon on June 14, for the proposed air mail route from Cleveland, to Louisville and return. In addition to Cleveland and Louisville the proposed route will serve the cities of Akron, Columbus, Dayton and Cincinnati, O.

The Price of Leadership

We Pay It Gladly



How much does it cost to publish a good daily advertising medium?

That's not just another crazy query. Quite the reverse. The answer is logical to the point of obviousness.

Assuming that proper intelligence and discrimination are exercised in making disbursements, *the greater the cost the better the medium.*

* * *

The Dallas News probably invests more money every day in brains and operating facilities than any other newspaper in the huge area west of the Mississippi and south of St. Louis and Kansas City.

Its organization of more than 500 people, at the home plant, is the largest in the Southwest. One out of each 80 families in Dallas has a representative in this body of workers.

The home of The News is visited annually by thousands of sightseers and students. A courtesy man devotes his time to escorting visitors through the plant.

* * *

What has all this to do with the value of News advertising space? A very great deal indeed. Even more than The News circulation leadership.

Only by maintaining an establishment of outstanding character can this paper put the stuff into its pages that will guarantee outstanding influence.

The price of leadership is inevitable, but we pay it gladly.

* * *

The News today is fairly launched upon the most brilliant era of accomplishment and influence in its history. It is the greatest newspaper its field has ever known.

The Dallas Morning News

Texas' oldest business institution

THE CHRISTIAN SCIENCE MONITOR

AN INTERNATIONAL DAILY NEWSPAPER

THE CHRISTIAN SCIENCE MONITOR, BOSTON, THURSDAY, MARCH 25, 1926

NEW ALIEN BILL FACES PROTESTS

Provisions of Mandatory Deportation Measure Are Called To[o] Drastic

Special from A

WASHINGTON, against the terms and Johnson bills tion of aliens, on t proposed legislatic solute limit of se the burden of proo able was voiced Committee on Imm uralizati by lega resentatives of ma lizations.

Among the gro pending measure drastic and "transi of equity and jus sentatives of the I Churches, the Ac erties Union, an League of Women day bill, as amende son (R.), Represen ington, and chair mittee, provides f portation of alien disabilities from " atively shown to sequent to entry States."

Complex Issu

As pointed out this means that have been for ma to the United Sta reasons beyond the naturalized are sul deportation and n men of proof that so deported.

Amendment of H has brought befo serious and comple stated by Mr. Johr are demanding to burden of support institutions. If th are deported, how the problem of th are denied entry country. He estir 1,000,000 aliens wo under the new bill

Allen S. Olmste representing the Liberties Union, provision for dep any time limit as who came to the U years ago.

He introduced as Prof Ernst Freund in the University of Chicago. Professor Freund found several objections to the pending bills, chief of which was placing the burden of proof on the alien.

Direct Evidence Barred

"This makes the burden of proof on the alien more severe than it has ever been before. The Supreme Court has upheld the present law, but you are going to the absolute limit in this proposal, and I think there might arise do[u]bt as to its legality," he told the committee. "I also question the provision that the Secretary of Labor, who alone has authority to render decisions in such cases, is debarred from taking direct evidence. This is an extraordinary provision.

"Further, the bill would subject to mandatory deportation many persons who entered the United States legally and the provision placing on them the affirmative burden of proof would work great injustice in many cases where such proof could not be obtained. It subjects the unnaturalized alien to the most severe measures. The Government should legitimately bear the burden of proof if it desires to deport aliens long resident in this country."

Professor Freund also raised the question of the alien who cannot gain admittance to his native country after being away for over a 10-year period. Norway and several other countries have such provisions. "Can you justify this deportation as against the nation to whom you are returning the alien?" he asked. "The provision is all right from the viewpoint of American constitutional law, but they may possibly be held in conflict with the jus gentium, or law of nations. This whole problem may come before the World Court for decision. It is bound to come up for international negotiation sooner or later."

EMIGRANT INSPECTION TO BE DISCUSSED

Special from Monitor Bureau

LONDON, March 15—The complications of the present methods of inspecting emigrants on board ship are shown in a document which has been sent to governments by the International Labor Office of the League of Nations, in preparation for the next session of the International Labor Conference.

This session, which will be the eighth to be held, will open at Geneva on May 25 and will discuss an international agreement on the question of simplifying such inspection.

'OUTLAW GYPSY' BUS LINES ARE DESCRIBED

WASHINGTON, March 24 (AP)—"Outlaw gypsy" motorbus and truck operators "who maneuver their routes," particularly in New England and the eastern states, to gain an interstate commerce status "and thus escape regulation," were described yesterday to the Senate Interstate Commerce Committee.

Proponents of a pending bill to regulate interstate bus and truck operations urged the actions of the "outlaw" as a reason for immediate enactment, but opponents of the measure said it would obstruct constructive development of truck transportation.

Alonso Williams, representing the United Electric Railway of Rhode Island, said "gypsy" truck men competing with lines of that company run one mile from Woonsocket to the Massachusetts border, "go 250 feet along a country road, turn around, come back to Rhode Island and run to Providence."

He also said truck operators on the Woonsocket-Pawtucket route run one mile into Connecticut "along a road on which there are three houses—two deserted."

Efforts of the Rhode Island State Commission to regulate these operators, he said, "to tax them or safeguard the public, are met with the contention, upheld by the courts, that they are engaged in interstate commerce, subject to restriction only by the Federal Government and the Federal Government has no laws to regulate them."

L. S. Storrs, managing director of the American Electric Railways As-



A manufacturer of quality food products wrote us:

"For the money expended, we have secured far greater results than we ever secured through any other medium."

the national drink, which resembles aniseed cordial, and also light wines and beers and regulate the importation of alcoholic beverages.

Five per cent of the liquor revenue will be devoted to aviation, the army and the navy. More Turks recently have gone into the liquor traffic than ever before in Turkey's history. They have displaced the Greeks as owners of saloons in Constantinople as well as in manufacturing alcoholics. The Moslem prohibitionists regretfully admit the increasing inclination of the Turks toward strong drink.

AMERICAN-TURKISH PACT TO BE PUBLISHED

WASHINGTON, March 25 (AP)—Publication of the long-pending treaty to re-establish diplomatic and commercial relations between the United States and Turkey has been ordered by the Senate at the request of the Foreign Relations Committee.

This pact, known as the Lausanne Treaty, was submitted to the Senate May 3, 1924, and has been reported favorably by the committee. It is opposed vigorously by a majority of the Democrats and Administration leaders concede there is no probability of its ratification, at least at this session.

Accompanying this treaty was an extradition pact which also was ordered made public. The general contents of both pacts have been published.

TURKISH WOMEN ARRESTED

CONSTANTINOPLE, March 25 (AP)—Coincident with enlarged privileges for women in Turkey more of them are landing in prison than ever in the history of the country. The chief of police of Constantinople has ordered the arrest of all women found dealing in criticism of the new dress and religious reforms or disseminating propaganda tending to weaken confidence in Mustapha Kemal Pasha's Government. Five arrests already have been made.

reached the lighthouse in a motorboat. This was so badly buffeted by the waves that the crew did not venture to return to the mainland.

As the flash worked regularly while Mr. and Mrs. Langtan were ashore, it was evident that the girl kept awake at night and wound every four hours the clockwork apparatus which turns the light.

Little Falls, N Y

Special Correspondence

AT THE New York Central station here is a bootblacking chair operated by a little Italian, Frank. For many years he has been on duty here, until his hair has grown quite gray. People have come to consider him one of the fixtures of the station.

The station is not a crowded one, and the holiday travel furnishes one of the few busy times during the year. It is a time when a business man is looking for extra trade, and it might be expected that Frank would consider it his harvest time.

When the writer entered the station she found Frank busy at his chair. His face was beaming and he seemed to take unusual care with his customer. Then the cause was learned. He was giving everyone who wanted it a shine free of charge, and said it was his Christmas present. It was his way of celebrating, and the public, as he said, is his family. He wanted to give something, and he offered the best he had. Many a traveler learned of that loving act and left the station with a humbler thought. To one at least it revealed the true spirit of Christmas.

CONFISCATION BILL URGED IN GERMANY

BERLIN, March 25 (AP)—Germany probably will hold a national plebiscite to decide whether the Reich and its component states shall confiscate, without compensation, the properties of the former ruling houses.

An official estimate published showed that 12,500,000 voters have entered their names on lists demanding the submission to the Reichstag of a bill providing for such confiscation. This is 8,500,000 more than the number of signatures necessary to compel the Reichstag to act on such a measure. Should the Reichstag fail to adopt this bill, as it seems likely that it must, the decision must next be submitted to a national plebiscite. In such a plebiscite 50 per cent of the total electorate, or, roughly, 20,000,000 voters, must take part in order to make the plebiscite's decision effective.

TURKEY TO CONDUCT ITS LIQUOR BUSINESS

CONSTANTINOPLE, March 25 (AP)—The Turkish Government has decided to take over on June 1 the alcoholic drink business of the country. It will manufacture douzico,

MEXICAN SCHOOL TO AID BUSINESS

American Railroad Club Is Shown How Education Will Help America

Special from Monitor Bureau

NEW YORK, March 25—American manufacturers will feel the benefits from the strong educational program now being furthered by President Calles in Mexico, a group of business men were told by Dr. Jose M. Puig Casaurance, secretary of education for the Mexican Government who was the chief speaker at a luncheon given at the Railroad Club here under the auspices of the Mexican Chamber of Commerce of the United States.

"Every Mexican freed from poverty and ignorance is a potential consumer of United States products," Dr. Puig Casaurance said. "The Department of Education in Mexico is fighting a very har battle, but it will result in great benefit to the United States manufacturers.

"After 12 years of war, we have found almost desolation and ruin in Mexico. In order to transform the land into a real country, a real nation, we have very difficult task before us; but we are working toward a point of realization when those of us who are more fortunate in Mexico will be ashamed to remain happy when thousands of others are absolutely miserable, because of ignorance and poverty.

"There are now 1,200,000 boys and girls in school in Mexico. When President Calles started his educational program, there were only 250 rural schools in the whole country. Now there are 3000. The number of students in the University of Mexico, in Mexico City has increased from 5000 to 10,000 during this time. By education we are hoping to transform the negative units of Mexico into active units and to prepare the way for a better understanding between Mexico and the United States than there has ever been."

The problems of the Department of Education in Mexico were contrasted with that of educators of this country by Dr. Lester M. C. Wilson, assistant director of Teachers' College at Columbia University.

"The Department of Education in Mexico has not only to offer education, but to persuade the people that they want education," Dr. Wilson said. "It is the task not simply to teach the Indians to read and write, but to create conditions wherein a knowledge of reading and writing will be worth while, to fill these people again with the hope and ambitions to carry on the industrial progress that will make them happy."

Samuel M. Vauclain, president of the Baldwin Locomotive Works, commended President Calles and the Mexican Government in its educational accomplishments and expressed his confidence in the ability of Mexico to rehabilitate itself.

Mr. Vauclain said that since 1921 the company he represents has done $8,000,000 worth of business in Mexico, and that less than $2,000,000 of this remains due. He added that the fact that Mexico is privileged to receive additional credit from his company as fast as she pays up this debt, is an indication of the confidence which is felt in Mexico's desire and ability to do the right thing.

James W. Gerard, formerly American Ambassador to Germany, spoke of the progress Mexico was making toward the happiness and prosperity of her people and predicted that even greater progress would be made in the future.

CORNELL ASKS OPTIONAL DRILL

ITHACA, N. Y., March 25 (AP)—Cornell University undergraduates have begun the circulation of petitions whic. will ask the president, Dr. Livingston Farrand, the faculty and trustees, to make military drill optional instead of compulsory.

TRADE UNIONS FEDERATION TO CONFER ON IMMIGRATION

Co-operation of International Labor Office of League of Nations Promised at World Conference to Be Held in London May 18-21

Special from Monitor Bureau

LONDON, March 5—Some time ago a movement was initiated by the International Federation of Trade Unions at Amsterdam with the object of convening a fully representative world conference of labor to discuss various problems connected with emigration and immigration. It was agreed that if the most fruitful results were to be obtained from such a conference it would be necessary to have the co-operation of the International Labor Office of the League of Nations. In this way the various governments and national employers' organizations would be brought into consultation through their representatives on the governing body of the office.

The preliminary negotiations on the matter have now been completed, and a definite decision to hold the conference in London from May 18 to 21 next has been taken. If all the bodies to be invited agree to send representatives, it will be one of the most remarkable assemblies of its kind ever brought together. These bodies include the International Labor Office, all the national trade union organizations affiliated to the Amsterdam Federation, the national Labor movements affiliated to the Labor and Socialist Political International, and trade union and other labor bodies not affiliated to the internationals—chiefly in the United States, Mexico, India, Japan, Brazil, and Australia.

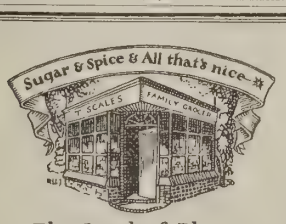
The agenda will be wide in its scope. Much attention will be given to the post-war policy followed by the American Government in restricting immigration to definite quotas from selected countries. The rigid restrictions on the entry of aliens into various other countries also will be discussed, as well as the definite prohibition of the entry of people of colored races into certain countries. The effect of these restrictions on the social and economic conditions in those countries which have hitherto relied on emigration as the solution of the problem of surplus population also will be considered.

MAINE DEMOCRACY FOR DRY ENFORCEMENT

PORTLAND, Me., March 25 (AP)—Maine Democrats face the June primary campaign today on a platform of impartial law enforcement, business economy, and aid to agriculture and the fisheries.

The platform was adopted at the close yesterday of the biennial state convention. Earlier, delegates heard Representative William A. Oldfield of Arkansas, Democratic whip of the House, predict success for his party at the polls this year. Representative Oldfield declared the Democrats would carry the House and Senate next fall.

The resolution putting the convention on record in favor of strict enforcement of prohibition declared that "one of the fundamentals of our Government is respect for and obedience to legally constituted authority. We therefore pledge ourselves to an honest and impartial enforcement of the prohibitory and all other laws."



The Land of Plenty

HOW JOLLY it must be to live at a Grocer's shop and never go short of anything on Sunday—either for breakfast or tea.

How jolly to go with the grocer when the shop is shut and the blinds drawn, and open tins of Jacob's biscuits to see what's in them.. ...Here are RIPPLE, which begins by being crunchy and then all of a sudden melt deliciously in the mouth. BISCUIT CHOCOLATES: splendid for lunch if you don't eat them before. And here are CREAM CRACKERS: tinted a bonny brown, dimpled and done to a turn! And these are Jacob's MARIE biscuits—why! the tin is nearly empty—it always is.

JACOB'S
BISCUITS

W & R JACOB & CO. LTD LIVERPOOL AND DUBLIN

White Rock Ginger Ale

Pale

new!



It's at Your Favorite Restaurant and Hotel

It's Everywhere!

WHEN tired of ordinary drinks give yourself the fresh enjoyment of White Rock Ginger Ale—the new pale Ginger Ale sensation made from the world renowned White Rock Water.

With meals, between meals—whenever you would welcome an out-of-the-ordinary drink — order White Rock Ginger Ale. It is the latest contribution to the happiness and comfort of the Nation! Enjoy some today.

Sold by grocers, delicatessen, drug and candy stores, and served at restaurants, soda fountains and hotels.

Bottled only at The White Rock Spring Waukesha, Wisconsin

CONTRACT FOR DAILY'S $400,000 PLANT LET

Charlotte (N. C.) Observer Home to Be Ready for Occupancy October 15—New Equipment to Be Installed

Contract for the new home of the *Charlotte* (N. C.) *Observer,* to be built at the intersection of South Tryon and West Stonewall streets, has been let to the J. A. Jones Construction Company, of Charlotte.

The building and lot on which it is erected will represent an investment of approximately $400,000. When the building is finished it will be one of the best and most modern newspaper plants in the South. The contractors promise to have the building substantially completed by Sept. 15 and fully completed by Oct. 15 of this year.

The building will be three stories high with a basement and will be constructed mainly of light face brick and Indiana limestone, the limestone furnishing an ornamental finish to the front. The building will face 50 feet on Tryon street and will extend back parallel a distance of 185 feet to a 17½-foot alleyway that leads to the tracks of the Columbia division of the Southern Railway. On the south side of the building in the rear there will be an "L" or wing, also with a basement. It will be 103 feet from where the wing joins the main structure southward, and 153 feet from Stonewall street to the railway tracks.

On the first floor of the building at the front will be located the general business offices, including the accounting, circulation and classified advertising departments, along with private executive offices. There will be also toward the rear a mezzanine floor, on which will be located the display advertising department, along with private executive offices, and general conference rooms.

On the second floor front will be the offices of the publisher and editor, the reportorial and editorial departments, quarters for the managing editor, the Associated Press and other departments connected with the general editorial department. The rear of these offices will be located the composing and stereotyping rooms, with communicating passages giving quick access between the two main departments.

On the third floor will be located an auditorium, which will be utilized by the Observer establishment as a conference room, a room for staff meetings, or other occasions on which the personnel of the Observer establishment may be brought together.

This room will also be available for meetings of civic organizations.

A feature of the architectural design of the building is that a spacious room has been provided for the comfort and pleasure of the boys who carry and deliver the paper, offering protection from the inclemencies of the weather.

The basement, which will contain nearly 20,000 square feet of space, will be utilized as the press room, so designed as to give maximum efficiency and convenience in getting the finished paper to the mailing rooms. The mailing rooms will be located in the "L" extension of the building.

The mechanical facilities of the plant will be increased considerably, particularly in the matter of presses and composing equipment.

A feature of the plant will be a garage where the Observer's fleet of trucks will be kept.

Curtis B. Johnson is publisher of the *Observer.*

Reporter's Son Starts Paper

Joseph J. Hennessy, 13, son of the late Joseph E. Hennessy, state capitol reporter for the *St. Paul Daily News,* has started a paper called the *Hamline Tribune* of which he is the "whole works."

The boy conceived the idea in order to help his mother.

AS HIS HOME TOWN SEES HIM

J. David Stern

NEWSPAPER plants have been transplanted occasionally from one city to another, but it remained for J. David Stern to transplant a newspaper force from one distant state to another.



D. J. Stern

Stern is publisher of the *Camden Courier,* evening, and the *Morning Post,* the only two newspapers in Camden, N. J. Six years ago, he was editor and publisher of the *Springfield* (Ill.) *News-Record.*

A young man, he gathered about him an unusually able force. Because he wanted to live back East, he sold the News-Record, jumped in his automobile, and drove East to find another paper. Within a short time, he was back in Springfield to induce most of his former staff to come with him on the new venture of the Camden Courier.

Among those who joined him were: Harry T. Saylor, city editor, now managing editor of the Camden Courier and Morning Post; Elmer C. Pratt, mechanical superintendent of both Camden papers (and incidentally, Pratt has been associated with Stern on six newspapers during the last 14 years); Frank J. Kinsella, advertising manager; Alfred Neef, auditor; George Keary, promotion manager; C. C. Testerman, night composing room foreman; Waldo R. McAmis, copy reader; Sam Laird, telegraph editor; Paul Kienzle and Irvin Burroughs.

It was six years ago that this migration began, and all this transplanted Springfield crew are still together in Camden, except for Kienzle who returned to Springfield to become circulation manager of the *Illinois State Journal,* and Burroughs, who is in the automobile business in Camden.

The staff shows even better form in the East than in the Middle West. A few months ago the Courier bought out its only competitior, the *Camden Post Telegram,* which is now being published from the Courier's enlarged plant, as a morning newspaper.

Incidentally, there has been growth in other ways besides circulation. Men of the Springfield group, who were not married when they came East, are now married and have families.

At a "Springfield re-union" a few weeks ago, noses were counted and combined "transplanted families" showed 41 men, women and children, now living in Camden and its suburbs.

NEW ENCYCLOPÆDIA EDITOR

James L. Garvin, Noted London Journalist, Appointed to Post

James L. Garvin, editor of the *London Observer,* and prominent British journalist, was this week appointed editor of the Encyclopædia Britannica.

Mr. Garvin was born in Birkenhead, England, in 1868. In 1895 he began writing for the *Fortnightly Review,* and in 1899 joined the staff of the *Daily Telegraph* in London. After writing many trenchant articles which attracted widespread notice, he became editor of *Outlook,* which he conducted from 1905 to 1907.

Soon after that he was asked by Lord Northcliffe to edit the Observer. When Lord Astor acquired control of the Observer he retained Garvin as its head.

During the World War he wrote an entire page weekly on the war situation which was among the most widely read and influential contributions to war-time journalism.

Mr. Garvin is also a historian. A "Life of Joseph Chamberlain," from his pen, will soon be published.

TRADE CONFERENCE PLANNED

To Be Special Feature of the A.A.C.W. Philadelphia Convention

An international trade conference will be made an outstanding feature of the 22nd annual convention of the Associated Advertising Clubs of the World, it was decided at a meeting of members of the program committee in New York last week. The convention is to be held in Philadelphia, June 19-24. The trade conference will occupy the entire day, June 23.

Representatives from Great Britain, France, South Africa, England, Canada and the United States will address the conference. Senator Paul Dupuy, editor of the *Paris Petit Parisien;* Marcel Knecht, *Le Matin,* and M. Renier of the Havas Agency, have accepted invitations to speak for France.

H. G. Sayward, of H. G. Sayward Limited, London advertising agency, attended last week's meeting. He is assisting in naming British conference speakers.

Others present were H. H. Charles, Charles Advertising Service, New York, chairman of the international program committee; W. G. Hildebrandt, of the Gotham Advertising Agency; Earl Pearson, A. A. C. W. manager; R. E. Hutchinson, Washington representative, and O. K. Davis, secretary of the Foreign Trade Council.

Dr. Julius Klein, director of the bureau of foreign and domestic commerce of the Department of Commerce, Washington, will preside at sessions of the trade conference in Philadelphia.

Danville Daily Holds Building Show

The *Danville* (Ill.) *Commercial News,* which last year promoted a successful Building Show staged its second event at the Armory last week with exhibitors and display space nearly double that of 1925. The show continued three days. No admission was charged. An 18-page section filled with builders' advertisements was printed on the opening day.

AS HIS HOME TOWN SEES HIM

John L. Stewart

JOHN L. STEWART, publisher of the *Observer* and *Reporter* at Washington, Pa., and the *Beaver* (Pa.) *Times* and the *Beaver Falls Tribune* has just returned from a trip around the world. He was accompanied by Mrs. Stewart and daughter Lucy Donnan Stewart, and by Mr. and Mrs. Charles S. Caldwell, of Washington, Pa.



John L. Stewart

The party left Washington, Pa., Nov. 10, 1925, sailing from San Francisco about two weeks later. The main points visited on the voyage were the Hawaiian Islands, Philippine Islands, Japan, China, India, Egypt, the Holy land Italy, Spain and France.

During the trip Mr. Stewart wrote for The Observer and the Reporter a series of articles, Impressions of an Editor on a Tour of the World, which were confined largely to the political and economic conditions in the places visited as he found them. The articles were widely read and most favorably commented upon.

In many of the cities visited Mr. Stewart was entertained by newspapermen and was frequently importuned for an expression, from an American viewpoint, on international questions. In Yokohama especially he was accorded a veritable ovation on arrival at the port, and was compelled to submit to repeated interviews on the subject of the attitude of the American press toward the Island Empire and her people.

Small classified ads in Editor & Publisher penetrate the field.

PASSAIC (N.J.) DAILY HERALD

"PASSAIC'S LEADING NEWSPAPER

GREATEST TOTAL Circulation
GREATEST CITY Circulation
GREATEST GAIN in Advertising
Lineage in 1925

Total GAIN 1,293,466* Lines in 1925

IN Local Display Advertising the Passaic Daily Herald *GAINED 1,141,253** Lines in 1925. More than *DOUBLE the GAIN* of the other paper.

[HERE is proof that the Local Merchants consider the Passaic Daily Herald FIRST.]

(*Figures by DeLisser Brothers)

PASSAIC (N.J.) DAILY HERALD

(Member A.B.C.)

SIX MONTHS' POST OFFICE STATEMENT—DATED APRIL 1st, 1926—13,650

National Representatives

THE JULIUS MATHEWS SPECIAL AGENCY

NEW YORK BOSTON DETROIT CHICAGO

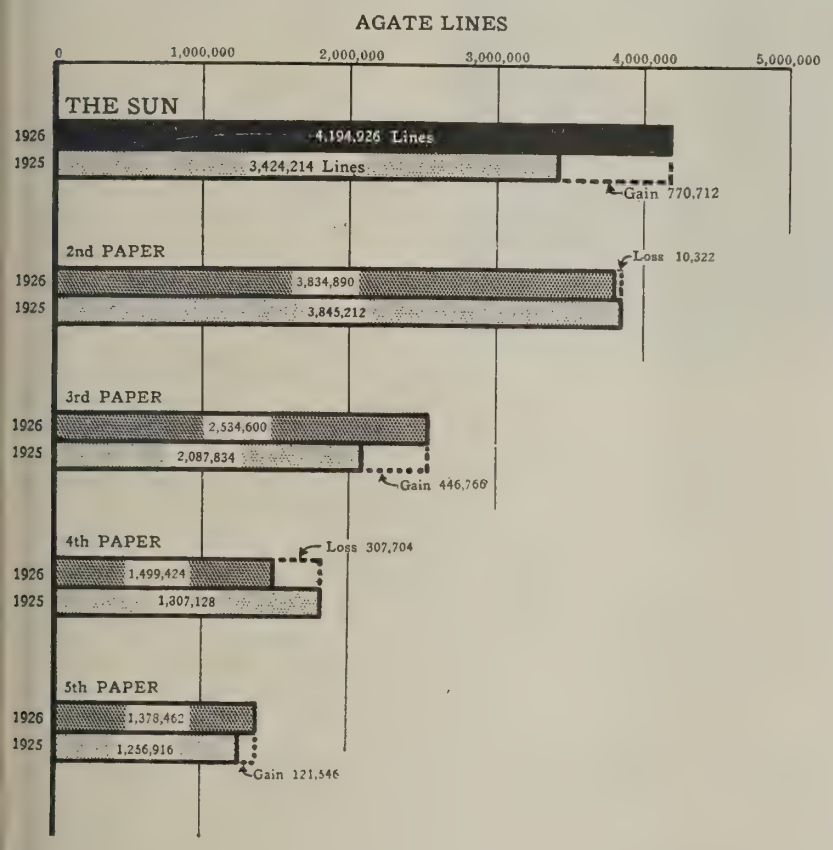
Superior Selling Power

in the World's Greatest Market

THE continued preference which advertisers show for The Sun is due to its superior ability to produce results—which is based, in turn, on its large, responsive and growing circulation.

LEADERSHIP IN ADVERTISING

New York Evening Newspapers
First Three Months, 1926 and 1925

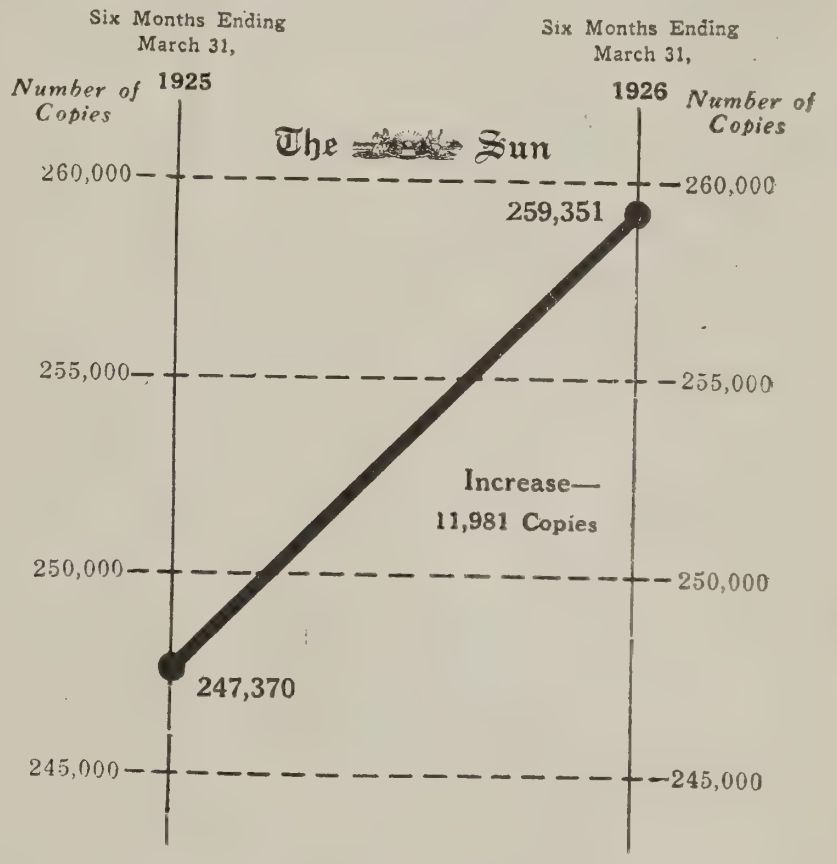


For nine consecutive months The Sun has led all New York evening newspapers both in the volume of advertising published and in gain.

The advertising columns of The Sun are equally productive for manufacturers who sell their products through local retailers and for New York merchants who draw customers from all parts of the trading territory into their individual stores.

GROWTH IN CIRCULATION

Six Months Ending March 31, 1926
Compared With March 31, 1925



The Sun's increase in circulation has been won without prizes, contests, special articles or similar forms of promotion. It is an increase won purely on the merits of The Sun as a newspaper and for this reason it has more than ordinary value to advertisers.

The circulation of The Sun—already the largest weekday circulation among the better class homes of New York—is going ahead steadily on a sound, healthy basis.

The Sun

280 BROADWAY NEW YORK

BOSTON Old South Bldg. WASHINGTON, D.C. Munsey Bldg. CHICAGO 208 So. La Salle St. SAN FRANCISCO First National Bank Bldg. LOS ANGELES Van Nuys Bldg. PARIS 49 Avenue de l'Opera LONDON 40-43 Fleet St.

STRONG LOCAL NEWS IS WEEKLIES' BEST WEAPON AGAINST ADVANCING DAILIES

City Competition Can Be Met by Making Paper Indispensable to Its Own Community, Overholzer Tells Western Iowa Editors

A HIGHLY efficient local and county news service which builds circulation and creates community spirit, is the best weapon country weeklies can employ against the encroachment of large city papers, Ralph E. Overholzer, editor of the *Red Oak* (Ia.) *Express* told members of the Western Iowa Editorial Association at their recent meeting in Council Bluffs, Ia.

Mr. Overholzer said:

Our competitor is no longer the fellow publisher across the street; rather is it the metropolitan press which is gradually encroaching on our news sources and our circulation. Good roads, modern machinery and motorization have been advantageous to the distribution of daily papers and because they are managed by progressive, high pressure men, they have and are expanding at our expense. This continual daily plea beckons our citizens to spend money in the urban center which should be spent at home, and in time our civic centers will be undermined unless we counteract this intrusion and go after business with the same determination that prompts the daily newspaper man to activity. The city papers have employed correspondents in our fields and our rural subscribers will be able to get along without the home-town newspaper unless we place correspondents in the same neighborhood to serve us with more personal and gossipy news. There is, however, a place for the daily and a place for the weekly or semi-weekly in the same home and if the proper kind of news is published from the rural field the local paper will be just as much in demand as the daily paper.

News is the life of our newspapers. Years ago newspapers carried the initial letters of the cardinal points of the compass N-E-W-S. These letters indicated the paper contained intelligence from the four quarters of the globe, but finally assumed the word "news" from which "newspaper" comes. The country newspaper would be entirely out of its field if it attempted to carry news from the four quarters of the globe but within its restricted area it should not leave a stone unturned until every available news source is tapped. Our newspapers ought to cover the four quarters of our trade territory. If it does we have eliminated the competition of the daily press because we have the advantage of carrying interesting, gossipy, newsy items which the metropolitan press cannot handle.

Country correspondence in our opinion offers one of the greatest opportunities for increasing reader interest. Rural communities are bubbling over with activities today and it is as important to record them as it is a society event pertaining to the 400 in our city. Our patron subscribed for the newspaper because he wanted to read about the every day happenings of his own particular locality—news which he doubtless knows about before the home paper reaches him, yet nevertheless he gets a certain amount of satisfaction in seeing the item in print. In our pell-mell scurry for big news we have overlooked the value of the personal country correspondence item. The fact that John Jones helped Henry Smith shell corn today isn't much of a metropolitan news item, we'll confess, but it means just as much to Jones and Smith as the item—"Mrs. Warren Mulford entertained her bridge club today"—does to Mrs. Mulford. And probably is worth more, we can see some sense in shelling corn but not much in playing bridge.

The first essential is country correspondence in our opinion is names. After that it's news, associating these names with activities. As soon as our patron's name appears in our paper, he feels that he is a part of our community. He subscribes to read about himself and about his neighbor. He is interested in what his other farmer friends are doing over the country; so that it is well to have every part of your trade territory covered by your correspondent. It is the personal item that ties the rural subscriber to our paper; if he becomes interested in our paper he becomes interested in our city and subsequently a purchaser of goods from our home town merchants. As the merchant succeeds, we succeed. In our opinion we cannot help but feel that the future of the newspaper and our community rests upon our ability to keep the trade territory interested in our newspaper; the trade territory will support our city in proportion to the pulling power of our newspaper—and all this reflects upon the ability of the editor to make his newspaper interesting; and the most interesting item to the greatest number is the personal item whether it is local or rural correspondence.

We are putting on correspondents to cover our fields and at the present time we have twenty widely scattered over the country. We are going to put on some more just as soon as the right persons can be found. We believe that a good rural correspondent is one of the best investments we can make in saving our trade territory. We are endeavoring to intrench ourselves and our community before hard surfaced roads arrive. If we are firmly established and if our city becomes an accustomed trading center, we need not worry about our future when the good roads do come, for our ground work will have been laid and the good roads will lead to Red Oak, not away from Red Oak.

Ed M. Smith, publisher of the *Winterset Madisonian,* brought out some interesting facts in a recent questionnaire. His subscribers classified their interest in news as follows: page one, first; local page second; editorial page, third; official news, fourth. It is not surprising that page one with its general news and that the local page with its names are of greatest interest to the reading public but it is astonishing to some of us at least, that the editorial page and official news should rank in third and fourth places. It proves two points: first, that people of our communities are ready to read local editorial comment if it is briskly written; second, that the public desires and wants official news published despite the tendency of law-making bodies to curtail official publication on account of expense.

The editorial page is the editor's private bulletin board and no newspaper is complete without one. It is the place for comment; the news column is not. By virtue of his position every editor is a leader in his community and has an opinion on public questions which he should make known. An original opinion half expressed is better than none at all. An editorial in every issue strengthens the paper's standing and incidentally raises the editor in the estimation of his constituents. On the same page we carry "press comment" and "readers' letters." We have found that an open column is an asset to the paper for it permits our subscribers to have their "say so" on community problems too.

We Print
COMICS
and
MAGAZINE SECTIONS

High Quality
COLOR WORK

Let Us Quote On Your Next Contract

Missouri Agricultural Publishing Co.
J. E. NICHOLSON, Mgr.
2206 Pine Street, St. Louis, Mo.

AS HIS HOME TOWN SEES HIM

Charles S. Stanton



CHARLES S. STANTON, publisher of the *San Francisco Bulletin,* is having studies made by that afternoon newspaper which are designed to aid advertisers in taking the waste out of advertising dollars.

The Bulletin, oldest daily in San Francisco, recently moved into a handsome new plant at Fourth and Mission streets and has increased the range of its production and other facilities.

"Members of The Bulletin's organization are firm believers in the principle that the best advertising is the advertising that moves the greatest volume of goods from the shelves at the lowest comparative cost," said Mr. Stanton.

"Low comparative cost is not always arrived at by limiting advertising. Frequently it is achieved by increasing advertising when quick turnover, as in department stores, or mass sales are desired.

"All advertising dollars would do more work if more selective judgment were employed in the matter of mediums and coverage. The work of placing advertising has to be done fast, we all know, but it is susceptible of improvement. The tendency to make quantity in circulation synonymous with pulling power is hardly scientific.

"There are fallacies in advertising that can be exploded only through original outlook—or probably it would be better to say by refusing to believe that every standard practice is the correct one for the advertiser."

E. W. Scripps's Yacht Here

The yacht "Ohio" owned by the late Edward W. Scripps, founder of the Scripps-Howard Newspapers, arrived in New York, April 19. Mr. Scripps died while the craft was in Monrovia Bay, Liberia, several weeks ago, and was buried at sea in accordance with his wishes.

Romola (Cal.) News Launched

Publication of the *Romola* (Cal.) *News* has been started in a new tract opening near Ethanac. Winfield Hogaboom, one time newspaper man of Perris and later editor of the magazine section of the *Los Angeles* (Cal.) *Herald,* is the editor.

Headquarters for
BOOK PAPERS
Machine, English, Super and Antique Finishes
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Extra strong and bulky, all shades
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"A Grade for every use"
132-136 WEST 14TH STREET
NEW YORK

After July 1st, 1926
210-216 Eleventh Avenue, S. E. corner 25th Street

NOTE—We operate our own Envelope plant making all grades and st: Mailing Envelopes. We are now supplying many publishers and can you well.

The *wise* way to cover Baltimore, is in the Baltimore News.

BALTIMORE, you know, is an "evening paper town." The local merchants use the evening papers on week days when they want results.

There are 196,000 families in Baltimore. The News goes into 110,000 of them every day.

You can cover this field in the Baltimore News and you can cover it without having to buy a duplicating morning paper in addition!

We sell the Baltimore News alone, strictly on its own merits. If you want a morning paper also, we recommend the American that duplicates only 13% of the News circulation.

The best way to cover Baltimore is the Baltimore News!

"Such popularity must be deserved"
(*apologies to Chesterfield*)

Seven Months' Circulation Growth

Circulation,	*August*	*1925*	*99,300*	*Circulation,*	*Dec.*	*1925*	*114,095*
"	*Sept.*	*1925*	*103,299*	"	*Jan.*	*1926*	*115,392*
"	*Oct.*	*1925*	*105,818*	"	*Feb.*	*1926*	*122,101*
"	*Nov.*	*1925*	*112,558*	"	*Mar.*	*1926*	*124,340*

Announcement
To National Advertisers
and
Advertising Agencies
The National Advertising Departments *of*
New York Evening Journal
Baltimore Evening News
Baltimore American
Washington Evening Times
Washington Herald
Atlanta Evening Georgian
Atlanta Sunday American
are combined
with offices in
New York—Chicago—Detroit

New York Office:
W. G. HOBSON, *Eastern Manager*
2 Columbus Circle
Telephone: Circle 5400

Chicago Office:
F. E. CRAWFORD
Western Manager
913 Hearst Bldg.

Detroit Office:
FRANKLIN PAYNE
Representative
1351 Book Bldg.

All under direction of:
JAMES C. DAYTON, Publisher
NEW YORK EVENING JOURNAL

THE BALTIMORE NEWS
BALTIMORE, MD.

WHAT'S WRONG WITH THIS PICTURE?



Robert R. McCormick and James M. Thomson, both Colonels, both publishers of Morning Tribunes, one at each end of the Great Lakes-to-the-Gulf waterway, discussed matters of common interest at the New Orleans Country Club last week and then were photographed. Col. Thomson, the short man at the left, is only 6 feet 1½ inches tall. According to the picture and the scale of miles that can be calculated, Col. McCormick might lay claim to seven feet of altitude. But Col. McCormick towers only 6 feet 4 inches above Chicago sidewalks, according to his associates on the Tribune, and the question remains—"What's wrong with the picture?"

Halvorsen Newspaper Stuffing Machine

NONPAREIL MACHINE COMPANY
CHICAGO, ILL.

EXHIBIT—East Foyer, 1st Stairway
Also Showing of the Machine
(Moving Picture) in room 246½

Mr. CHAS. R. MURRAY, President, in charge

Publishers of Sunday Editions may see the

Halvorsen Newspaper Stuffing Machine

while attending the American Newspaper Publishers Convention at New York Week of April 19th

For the accommodation of publishers interested in the machine, headquarters will be maintained during the Convention at

Hotel WALDORF-ASTORIA

MR. CHARLES R. MURRAY in charge

MR. MURRAY is President of the manufacturing and distributing company. He will be pleased to accord every courtesy to publishers desiring to investigate this new machine, which is the only mechanical means of stuffing or gathering and inserting the various sections of the modern multi-section Sunday edition newspaper.

Halvorsen machines have for some time been in use in the plant of THE NEW YORK TIMES and equipment is now being installed for THE WORLD and THE HERALD-TRIBUNE of New York

A visit to New York Convention Week affords an opportunity to investigate, which should not be neglected.

The machine is well adapted to the requirements of publishers issuing multi-section editions of medium circulation, as well as being a real necessity to the metropolitan publisher.

Halvorsen machines are speeding the edition and cutting the cost of stuffing for Sunday newspapers in these representative cities:

Chicago	**New York**
Milwaukee	**Memphis**
Saint Paul	**Birmingham**
San Francisco	**Seattle**
Los Angeles	**Sydney [Australia]**

Be sure to get in touch with MR. MURRAY at the Waldorf—and learn about the Halvorsen Stuffing Machine while in New York.

A recommendation of suitable equipment can be made for your plant—if you will have available a copy of your Sunday edition showing the order of assembling the sections, together with a floor plan of the mailing room or other available space.

NONPAREIL MACHINE COMPANY

Exclusive Manufacturers and Distributors
HALVORSEN NEWSPAPER STUFFING MACHINES
36 South Throop Street, Chicago

A RECORD—

never before attained!

In one year and a half the New York Evening Graphic has achieved a record that places it in the foremost rank of progressive journalism.

IN MARCH, 1926, The New York Evening GRAPHIC GAINED 227,594 lines of advertising over March, 1925, A GREATER GAIN than that shown by any other New York evening or morning newspaper except The Sun.

During the first three months of 1926 The New York Evening GRAPHIC showed a GAIN of 160 per cent. over the same period of last year.

More and more are advertisers and local merchants realizing that The New York Evening GRAPHIC is one of the most potent advertising mediums among New York evening newspapers.

CIRCULATION GROWTH

On April 7, 1926, the net paid circulation of The New York Evening GRAPHIC was in excess of

265,000

—a figure fast approaching that of newspapers which have been in the local evening field for years. Read "What Our Readers Think" in the panel at the right—there you will find the reason why this newspaper has gripped the heart of the New York public in such an astonishing manner.

What Our Readers Think of the NEW YORK EVENING GRAPHIC

"Its personal service; its method of getting right down to the root of things and going after a situation and keeping there until something is done is making The GRAPHIC the newspaper of the times."
"The Evening GRAPHIC is doing a big work."
"It comes closer to the people than any other paper existing."
"There are so many interesting things in it we cannot wait until it is out."
"The variety of news contained in your paper is astonishing."
"I prefer it to all other evening papers."
"It would be almost the same as having no newspaper at all were we without The GRAPHIC."
"I like the way your newspaper takes an interest in public welfare and the way you put the news to us."
"I think The GRAPHIC is the best tabloid newspaper in New York city."
"The GRAPHIC is truly a home paper."
"We like your stand on all important questions, feeling you are always fair."

These bona fide expressions from readers of The New York Evening GRAPHIC fittingly reveal the intense human interest that this newspaper holds for the public—an interest greater than that expressed for any other newspaper.

The opinions quoted are but a smattering of thousands of similar expressions that have come to The New York Evening GRAPHIC since its inception a short year and a half ago.

Not only does the public accept The New York Evening GRAPHIC as a paper of intense human interest, but the people *now know* that this newspaper is a BIG FACTOR in journalism, fighting their battles with a fearless zeal. The proof lies in a rapidly mounting circulation plus an astonishing growth in advertising lineage.

NEW YORK
EVENING GRAPHIC

H. A. AHERN
Advertising Manager

A MACFADDEN PUBLICATION
25 City Hall Place, New York City

POWERS & STONE, INC.
Western Representatives
250 Park Avenue, NEW YORK
First National Bank Bldg., CHICAGO

"A Human Interest Newspaper"

MARCH ADVERTISING VOLUME OF 30 PRINCIPAL CITIES

ONE-HUNDRED and thirty-three newspapers in 30 principal cities of the United States showed an advertising gain of 7,235,046 lines in March as compared with March a year ago according to figures just issued by the Statistical Department of the *New York Evening Post*.

Total advertising volume for the month was 132,976,299 lines compared with 125,741,253 lines in March, 1925.

Of the 133 papers, 94 showed a gain while 35 showed a loss.

The Post's table follows.

SUMMARY OF ADVERTISING BY CITIES

30 cities listed — 27 show gain — 3 show loss
133 papers listed — 94 show gain — 35 show loss
4 no comparison

	1926	1925	
New York	15,642,260	14,595,228	1,047,032 Gain
Chicago	8,223,657	7,501,164	722,493 Gain
†Philadelphia	7,625,842	8,058,917	433,075 Loss
Detroit	5,739,426	5,415,130	324,296 Gain
Cleveland	4,061,625	3,990,975	70,650 Gain
St. Louis	4,573,500	4,455,860	117,640 Gain
Boston	7,003,130	6,231,872	771,258 Gain
Baltimore	4,767,752	4,470,615	297,137 Gain
Los Angeles	7,655,724	7,503,762	151,962 Gain
†Buffalo	4,008,624	3,845,946	162,688 Gain
San Francisco	5,297,477	4,914,353	383,124 Gain
Milwaukee	3,099,391	2,976,572	122,819 Gain
Washington	5,049,102	4,506,114	542,988 Gain
Cincinnati	3,762,300	3,358,800	403,500 Gain
New Orleans	4,263,038	3,887,203	375,835 Gain
Minneapolis	3,157,829	2,941,644	216,185 Gain
Seattle	3,123,120	2,951,116	172,004 Gain
Indianapolis	3,283,662	3,234,096	49,566 Gain
Denver	2,325,736	2,293,508	32,228 Gain
Providence	3,045,632	2,876,572	169,060 Gain
Columbus	3,705,386	3,292,385	413,001 Gain
Louisville	3,363,114	3,373,212	10,098 Loss
St. Paul	2,537,962	2,323,538	214,424 Gain
†Oakland	2,687,622	2,429,644	257,978 Gain
Omaha	2,039,933	1,979,579	60,354 Gain
Birmingham	2,932,986	2,800,980	132,006 Gain
Richmond	1,983,744	1,956,598	27,146 Gain
Dayton	2,996,826	3,022,964	26,138 Loss
Houston	3,017,756	2,605,596	412,160 Gain
†Des Moines	2,002,143	1,947,320	54,823 Gain
Total	132,976,299	125,741,253	7,235,046 Gain

†Note references under individual newspaper lineage of these cities.

NEW YORK

	1926	1925	
American	1,116,226	1,372,006	255,780 Loss
Herald Trib.	1,598,302	1,373,160	225,142 Gain
Times	2,549,226	2,480,584	68,642 Gain
World	1,513,760	1,502,922	10,838 Gain
*Mirror (Tab.)	311,086	312,890	1,804 Loss
News (Tab.)	669,454	627,340	42,114 Gain
*Eve. Graphic	353,884	126,290	227,594 Gain
*Eve. Journal	1,421,098	1,367,792	53,306 Gain
*Eve. Post	455,162	420,562	34,600 Gain
*Eve. World	950,296	734,020	216,276 Gain
*Sun	1,499,546	1,158,524	341,022 Gain
*Telegram	522,470	622,882	100,412 Loss
Brooklyn Eagle	1,517,864	1,496,418	21,446 Gain
Brooklyn Times	652,828	405,776	247,052 Gain
Stand. Union	511,058	594,062	83,004 Loss
Totals	15,642,260	14,595,228	1,047,032 Gain

CHICAGO

	1926	1925	
*Daily News	1,964,628	1,741,548	223,080 Gain
Tribune	2,896,536	2,797,032	99,504 Gain
Herald Exam.	1,136,454	1,065,528	70,926 Gain
*Post	547,065	465,372	81,693 Gain
*American	1,236,891	1,046,052	190,839 Gain
*Journal	442,083	385,632	56,451 Gain
Totals	8,223,657	7,501,164	722,493 Gain

PHILADELPHIA

	1926	1925	
Inquirer	1,922,700	1,924,200	1,500 Loss
Record	803,700	827,100	23,400 Loss
Ledger	1,448,009	1,298,476	149,533 Gain
*Eve. Ledger	1,445,333	1,332,541	112,792 Gain
North Amer.	.....	935,100	.....
*Bulletin	2,006,100	1,741,500	264,600 Gain
Totals	7,625,842	8,058,917	433,075 Loss

North American combined with Ledger May 18, 1925.

DETROIT

	1926	1925	
News	3,088,148	2,895,088	193,060 Gain
Times	1,118,194	1,057,042	61,152 Gain
Free Press	1,533,084	1,463,000	70,084 Gain
Totals	5,739,426	5,415,130	324,296 Gain

CLEVELAND

	1926	1925	
Plain Dealer	1,542,150	1,629,825	87,675 Loss
News Dealer	1,159,050	1,184,025	24,975 Loss
*Press	1,360,425	1,177,125	183,300 Gain
Totals	4,061,625	3,990,975	70,650 Gain

ST. LOUIS

	1926	1925	
Post Dispatch	2,242,800	2,129,960	112,840 Gain
Globe-Democrat	1,299,600	1,332,900	33,300 Loss
*Star	661,800	663,900	2,100 Loss
Times	369,300	329,100	40,200 Gain
Total	4,573,500	4,455,860	117,640 Gain

BOSTON

	1926	1925	
Herald	1,425,050	1,210,427	214,623 Gain
Globe	1,437,696	1,352,257	85,439 Gain
Post	1,154,333	1,092,652	61,681 Gain
Advertiser	506,322	467,919	38,403 Gain
*American	432,057	398,660	33,397 Gain
*Traveler	1,175,646	896,077	279,569 Gain
*Transcript	635,304	574,627	60,677 Gain
*Telegram	236,722	239,253	2,531 Loss
Totals	7,003,130	6,231,872	771,258 Gain

BALTIMORE

	1926	1925	
Sun	1,574,487	1,599,779	25,292 Loss
*Eve. Sun	1,657,186	1,447,664	209,522 Gain
American	448,943	497,347	48,404 Loss
*News	712,565	703,435	9,130 Gain
*Post	374,571	222,390	152,181 Gain
Totals	4,767,752	4,470,615	297,137 Gain

LOS ANGELES

	1926	1925	
Times	2,354,828	2,392,180	37,352 Loss
Examiner	2,038,728	2,086,392	47,664 Loss
*Express	839,818	827,610	12,208 Gain
*Herald	1,633,436	1,429,442	203,994 Gain
*Record	465,696	435,344	30,352 Gain
News	323,218	332,794	9,576 Loss
Totals	7,655,724	7,503,762	151,962 Gain

BUFFALO

	1926	1925	
Express	517,081	515,520	1,561 Gain
Courier	663,834	741,995	78,161 Loss
Post	.....	101,445	.....
Times	1,225,677	1,059,987	169,690 Gain
*Star	137,586	142,370	4,784 Loss
*News	1,460,446	1,284,619	175,827 Gain
Totals	4,008,624	3,845,936	162,688 Gain

Post discontinued February, 1926.

SAN FRANCISCO

	1926	1925	
Chronicle	1,138,172	1,073,954	64,218 Gain
Examiner	1,721,597	1,711,783	9,814 Gain
Bulletin	672,476	508,004	164,472 Gain
*Call	941,500	770,322	171,178 Gain
*News	673,134	654,136	18,998 Gain
*Herald	150,598	196,154	45,556 Loss
Totals	5,297,477	4,914,353	383,124 Gain

MILWAUKEE

	1926	1925	
Journal	1,587,494	1,485,914	101,580 Gain
S. T. & A. M. Sentinel	609,211	646,559	37,348 Loss
*Leader	265,265	269,159	3,894 Loss
*Wis. News	637,421	574,940	62,481 Gain
Totals	3,099,391	2,976,572	122,819 Gain

WASHINGTON

	1926	1925	
Star	2,531,718	2,297,314	234,404 Gain
Post	985,731	961,248	24,483 Gain
*Eve. Times	727,453	653,095	74,358 Gain
Herald	570,096	463,582	106,514 Gain
*Eve. News	234,104	130,875	103,229 Gain
Totals	5,049,102	4,506,114	542,988 Gain

CINCINNATI

	1926	1925	
*Post	888,600	712,200	176,400 Gain
*Times Star	1,406,400	1,175,700	230,700 Gain
Inquirer	1,209,600	1,185,600	24,000 Gain
Tribune	257,700	285,300	27,600 Loss
Totals	3,762,300	3,358,800	403,500 Gain

NEW ORLEANS

	1926	1925	
Times Picay.	1,668,662	1,517,606	151,602 Gain
Items	972,365	1,056,641	84,276 Loss
States	884,432	838,414	46,018 Gain
*Tribune	737,579	475,088	262,491 Gain
Totals	4,263,038	3,887,203	375,835 Gain

MINNEAPOLIS

	1926	1925	
Tribune	1,329,285	1,288,846	40,439 Gain
Journal	1,368,692	1,234,338	134,354 Gain
*Star	459,852	418,460	41,392 Gain
Totals	3,157,829	2,941,644	216,185 Gain

SEATTLE

	1926	1925	
Times	1,467,368	1,375,654	91,714 Gain
Post Intellig.	892,486	811,622	80,864 Gain
*Star	626,500	638,470	11,970 Loss
*Union-Record	136,766	125,370	11,396 Gain
Totals	3,123,120	2,951,116	172,004 Gain

INDIANAPOLIS

	1926	1925	
*News	1,595,265	1,050,343	89,922 Gain
Star	1,141,314	1,239,186	97,872 Loss
*Times	547,083	489,567	57,516 Gain
Totals	3,283,662	3,234,096	49,566 Gain

DENVER

	1926	1925	
News	544,040	591,276	47,236 Loss
Post	1,318,688	1,265,432	53,256 Gain
*Times	463,008	436,800	26,208 Gain
Totals	2,325,736	2,293,508	32,228 Gain

PROVIDENCE

	1926	1925	
Journal	864,491	887,229	22,738 Loss
*Bulletin	1,285,706	1,173,435	112,271 Gain
Tribune	421,602	399,532	22,070 Gain
*News	473,833	416,376	57,457 Gain
Totals	3,045,632	2,876,572	169,060 Gain

COLUMBUS

	1926	1925	
Dispatch	2,001,747	1,815,414	186,333 Gain
Journal	675,480	649,323	26,157 Gain
*Citizen	1,028,159	827,648	200,511 Gain
Totals	3,705,386	3,292,385	413,001 Gain

LOUISVILLE

	1926	1925	
Cour. Journal	1,202,488	1,231,856	29,368 Loss
Herald Post	533,206	730,117	196,911 Loss
*Times	1,106,704	993,366	113,338 Gain
*Post	520,716	417,873	102,843 Gain
Totals	3,363,114	3,373,212	10,098 Loss

ST. PAUL

	1926	1925	
*Dispatch	900,718	778,260	122,458 Gain
Pioneer Press	884,268	849,338	34,930 Gain
News	752,976	695,940	57,036 Gain
Totals	2,537,962	2,323,538	214,424 Gain

OAKLAND

	1926	1925	
Tribune	1,699,796	1,650,194	49,602 Gain
*Post Inquirer	864,332	688,828	175,504 Gain
*Record	.....	90,622	.....
*Times	123,494	.....	.....
Totals	2,687,622	2,429,644	257,978 Gain

Record discontinued October 24, 1925.
Times inaugurated October 23, 1925.

OMAHA

	1926	1925	
World Herald	1,118,173	1,004,444	113,729 Gain
Bee	484,204	493,563	9,359 Loss
News	437,556	481,572	44,016 Loss
Totals	2,039,933	1,979,579	60,354 Gain

BIRMINGHAM

	1926	1925	
Age-Herald	817,992	808,542	9,450 Gain
News	1,643,516	1,577,954	65,562 Gain
*Post	471,478	414,484	56,994 Gain
Totals	2,932,986	2,800,980	132,006 Gain

RICHMOND

	1926	1925	
*News Leader	1,110,620	1,048,278	62,342 Gain
Times-Dispatch	873,124	908,320	35,196 Loss
Totals	1,983,744	1,956,598	27,146 Gain

DAYTON

	1926	1925	
News	1,433,838	1,450,680	16,842 Loss
*Herald	909,524	842,660	66,864 Gain
Journal	653,464	729,624	76,160 Loss
Totals	2,996,826	3,022,964	26,138 Loss

HOUSTON

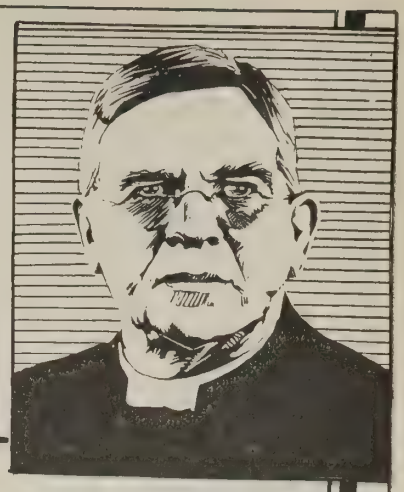
	1926	1925	
Chronicle	1,360,030	1,252,160	107,870 Gain
Post-Dispatch	1,108,618	854,462	254,156 Gain
*Press	549,108	498,974	50,134 Gain
Totals	3,017,756	2,605,596	412,160 Gain

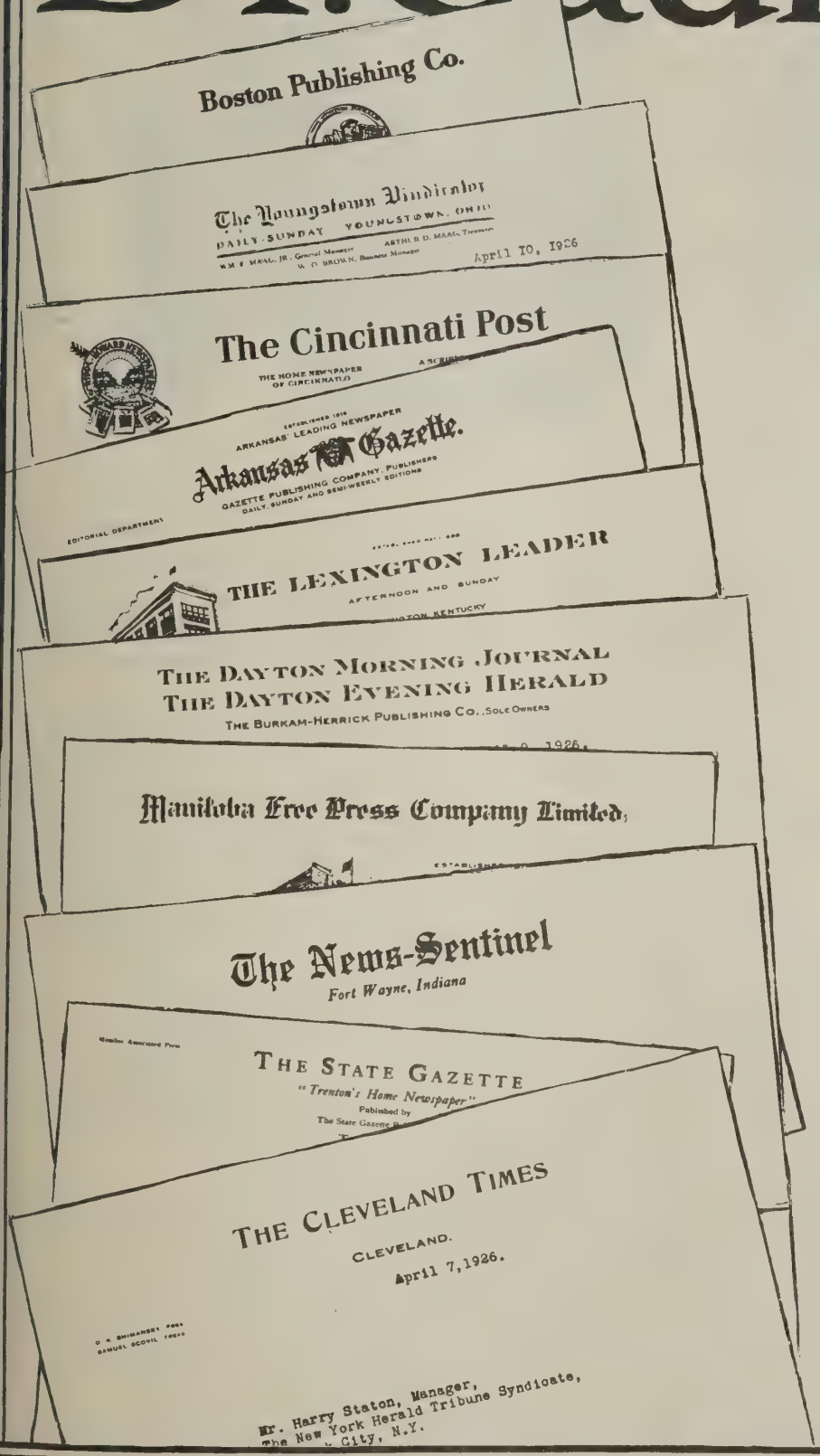
DES MOINES

	1926	1925	
Register	675,574	614,870	60,704 Gain
*Tribune	826,639	685,661	140,978 Gain
*Capital	499,930	†646,789	146,859 Loss
Totals	2,002,143	1,947,320	54,823 Gain

Sunday Capital discontinued February 21, 1926.
†Includes 69,015 lines Sunday issue.
*No Sunday edition.

Concerning Dr. Cadman





"The Dr. Cadman feature has materially helped the circulation of the Boston Herald." F. W. Worsley, *Circulation Manager,*

THE BOSTON PUBLISHING COMPANY

"Our circulation manager tells me that he can trace more new readers to our publication of Dr. Cadman's Daily Column than to any other feature we ever had." Wm. F. Maag, Jr., *General Manager,*

THE YOUNGSTOWN VINDICATOR

"It is, beyond doubt, one of the best 'reader interest' features which any newspaper can use." W. R. Rauck, *Circulation Manager,*

THE CINCINNATI POST

"It is perhaps the most popular feature the Gazette ever has run. . . . A notable thing about the expressions of commendation is that they come from Protestants, Catholics and Jews." Fred Heiskell, *Managing Editor,*

ARKANSAS GAZETTE

"One of the most desirable features in The Lexington Leader." F. B. Wachs, *Business Manager,*

THE LEXINGTON LEADER

"I consider it to be one of the very strongest departments in our paper, and I am convinced that it has a tremendous pulling power. I feel that we are indeed fortunate to have Dr. Cadman in our papers seven days a week." Dwight Young, *Editor-in-Chief,*

THE DAYTON MORNING JOURNAL
THE DAYTON EVENING HERALD

"Our circulation managers, city and country, are loud in their praise of the Dr. Cadman column as a 'subscription finder'." W. F. Payne, *Feature Editor,*

MANITOBA FREE PRESS

"We have been carrying the Dr. Cadman feature for about two months, and it has developed a wonderful following during that time. We consider it one of our best features." C. A. Ferris, *Circulation Manager,*

THE NEWS SENTINEL, Ft. Wayne, Ind.

"My judgment is that Dr. Cadman's Daily Column is a distinct aid to circulation. The readers of the feature are enthusiastic about him and it has a definite pull." Harry W. Burdett, *Circulation Manager,*

THE STATE GAZETTE, Trenton, N. J.

"One of the most effective features we have ever published. . . . In point of reader interest it is unsurpassed in our territory." Marshall R. Hall, *Editor,*

THE CLEVELAND TIMES

New York Herald Tribune Syndicate

YOUNGSTERS EDITING OKLAHOMA DAILIES

Owners of Guthrie Leader and Okemah Ledger, Themselves Under 31, Hire Staff Whose Average Age Is 22

Oklahoma's oldest and newest dailies are operated, under joint ownership, by an editorial and business office personnel of strikingly tender average age.



RAYMOND FIELDS

Raymond Fields and Edward M. McIntyre purchased the *Guthrie Leader* from Col. Leslie G. Niblack, eight months ago. The Leader is the direct descendant of the first newspaper published in Oklahoma Territory upon its opening to settlement in 1889.

Four months ago, these publishers purchased the *Okemah Weekly Ledger* and converted it into a daily.

Youthful themselves—McIntyre is 30, Fields 28—the publishers have surrounded themselves with young assistants. There are 10 department heads in the two properties and their average age is 22.



ED. M. MCINTYRE

In reorganizing the Guthrie Leader personnel, Fields and McIntyre drew on the *Oklahoma News*, a Scripps-Howard property at Oklahoma City, where Fields had been managing editor until the Leader purchase.

From the News came George Davis, the Leader's managing editor, and 20 years old; William Duncan, circulation director of both Guthrie and Okemah papers; and Gene Gillispie, advertising manager. Duncan is 21, Gillispie, 20.

City Editor Louis Blackburn of the Guthrie paper is 19 and Miss Virginia Filson, society editor, 18.

At Okemah, Charles Evans, 23, former assistant advertising manager of the Oklahoma News, is general manager. Gus Fields, brother of the publisher, is editor, at 21, with previous experience on the *Oklahoma City Oklahoman, Okmulgee Times* and the *O'Collegian*, the Oklahoma Agricultural and Mechanical college's daily.

The managing editor is J. Nelson Taylor, 20, and the office manager, Lloyd Payne, 20.

"Being young ourselves," says Fields, "our associates naturally were young and we were admirers of young newspaper workers who were making good.

"Guthrie is Oklahoma's oldest city and settled in its ways. However, we have discovered that youngsters do excellent work there and have given the paper a reputation for aggressiveness which is important.

"We sit 34 miles from Oklahoma City whence 14 editions of three dailies are fired at us every day by train and interurban.

"Under this fire the youngsters work their best and we have reduced the circulations of out-of-town newspapers at the same time doubling the gross business of the Leader in eight months.

"At times we have felt the need of veteran employes who knew the field better than ourselves and knew the newspaper business through longer experience, but the need has never been serious. We have an adopted policy of trying to train our own employees and giving the young executives business opportunities."

Fields, whose newspaper experience is longest among the personnel of both Leaders, became a cub reporter on the Oklahoma News in July, 1919. He was sports editor, city and managing editor before his resignation.

AS HIS HOME TOWN SEES HIM

E. P. Adler



E. P. ADLER has just rounded out his twenty-fifth year as publisher of the *Davenport* (Ia.) *Daily Times*.

To him it was just another day. But to the men and women who are associated with him, the Times organization and the Lee Newspaper Syndicate it was the occasion for a celebration.

Quietly they arranged a party for him at the Outing Club in Davenport. He appeared at the club at the appointed hour supposedly to celebrate the birthday of a friend.

When he got there he found he was the guest of honor of some 200 of his employes who did not miss a break in felicitating him.

The party was unique. It was a wholehearted, spontaneous celebration such as come only from the heart.

The publishers of the seven papers of the Lee Syndicate, specially invited guests, joined in congratulating Mr. Adler. Likewise they took advantage of the opportunity to tell a few of the obstacles he had overcome in the past 25 years.

Mr. Adler came to Davenport from the *Ottumwa* (Ia.) *Courier* where he had in a brief space of time worked his way from printer's "devil" to business manager, via cub reporter, city editor and advertising manager.

A. W. Lee at the time was publisher of the Courier and the syndicate which now bears his name was but a dream.

The purchase of the Times in Davenport was the first step in the realization of that dream and he picked Adler to extend the organization.

There were six daily papers in Davenport then and the Times was located in a squalid building on the river front. It was the poorest paper of the six.

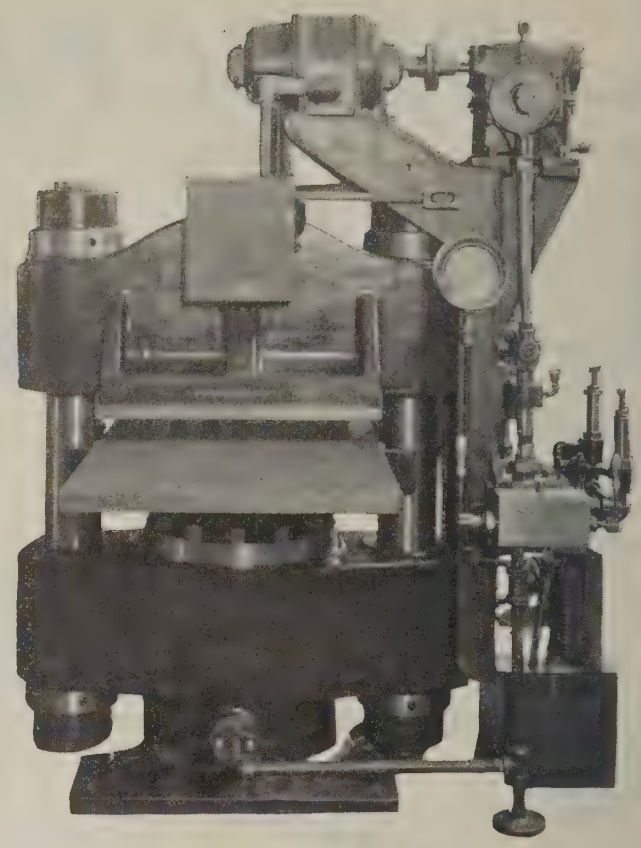
Gradually, the young publisher sold the Times advertising space to the merchants of the city and convinced the citizens that the paper was fit to at least lie on the front porch, and today the Times has an enviable position in its community.

On the death of Mr. Lee, Adler became the head of the syndicate and it is through his efforts that it grew and prospered.

Through all his success, Mr. Adler has never lost the common touch with his employes. That is why they united so spiritedly in wishing him another 25 years of success.

Enlarges Roto Section

The *Minneapolis Sunday Tribune* has enlarged its rotogravure section from 8 to 10 pages.



Hydraulic Matrice Press and Process

Direct pressure matrice moulding under full and complete control. Works successfully on either wet or dry mats. Definite in all its functions, moulding a die cut, embossed mat ready for the casting box without loss of time.

Used Exclusively by The New York Times

The New York Times has installed three (3) Birotadruck Hydraulic Matrice Presses and are using these machines exclusively in their mat moulding department, having taken out mat rollers and steam tables. Birotadruck Hydraulic Matrice Presses have been in operation at The New York Times for several weeks with full success and have given complete satisfaction.

Demonstration at Waldorf

During Publishers' Convention Week the Birotadruck Hydraulic Matrice Press may be seen in operation under typical newspaper conditions at the Waldorf Hotel on main floor opposite main elevators and stairway.

Other installations have been made on The New York Herald-Tribune, Boston Globe, Cleveland Press and Dallas News.

For sample pages produced under actual working conditions and other information, address

American Birotadruck Co., Inc.

Suite 1202, 120 West 42nd Street,

New York, N. Y.

Wisconsin 3815

The Philadelphia Inquirer

Pennsylvania's One Big Morning Newspaper

Extends a Cordial Invitation To All Delegates To The

CONVENTION OF AMERICAN NEWSPAPER PUBLISHERS

and the

ASSOCIATED PRESS CONVENTION

To Inspect Its Magnificent New Plant

This great newspaper—housed in The Elverson Building — dominates a trading territory of over 3,500,000 busy people, an area containing 420,000 homes. Its circulation is non-duplicating and absolutely unreturnable. The degree in which The Inquirer leads all other Philadelphia newspapers in paid advertising is shown conclusively in the figures given below!

The Inquirer has led the Philadelphia field for many years in total volume of advertising!

		Increase over last year
INQUIRER	21,460,500 lines	1,866,900 lines
*Bulletin	20,536,800 "	1,538,100 "
Ledger	15,086,700 "	1,512,900 "
*Evening Ledger	15,162,600 "	1,131,000 "
Record	9,228,900 "	861,600 "

**Evening.*

The Inquirer's lead in total volume of paid advertising is equally impressive for the first quarter of 1926, outdistancing its nearest competitor in the morning field by 1,296.600 lines!



THE PHILADELPHIA INQUIRER

CHICAGO	NEW YORK	LONDON
2002 Harris Trust Bldg.	285 Madison Avenue	16 Regent Street

MINE OF BUSINESS NEWS WAITS UNCOVERING

Dailies Missing Many Important General Interest Stories by Gathering Routine Copy in Traditional Channel, Writer Declares—Cites Department Executives' Report on Wages

By PHILIP FRANCIS NOWLAN

WOULD it be news if a number of *high executives and officials* of coal mining companies made a report to the operators on the wage system involving such statements as these?

"In the opinion of your committee, all these methods of compensation show a more or less selfish desire on the part of operators to induce greater production without just consideration of the miner, who is so fundamental a factor in the mining industry.

"What mine owner can truthfully say that miners were at any time ever consulted or their opinion asked as to the justification of the present system of compensation?

"Your committee believes that the present system is an acknowledgment to workers that they are not being properly paid."

That *would* be news, wouldn't it? Hot news.

The foregoing paraphrase, however, is not quite fair, because we have just seen the close of a great strike in the coal mines, and a hard coal famine. But suppose it had occurred last year, when there was no strike. Or suppose that this report were being submitted on conditions in the textile industry, or the steel industry, or any other *leading* industry today. It would still be pretty good news wouldnt it? Maybe not as red hot as in the case of the mining industry—but worth half a column on an inside page at least.

I think any editor will admit that it's worth printing, to the extent of at least half a column, when a group of high officials and executives, representing a number of leading concerns in one of the leading industries of the country, have the rugged honesty and courage so to raise their voices in protest against what they believe to be a wage injustice forced upon the workers in that industry by the owners.

When Henry Ford recently declared he believed it good economics to raise wages and lower prices I think nearly every newspaper in the country noted the fact for the benefit of its readers. That's quite all right on the part of the newspapers. And more honor to Mr. Ford for hammering away at it. But to be perfectly frank about it, that particular statement, coming from Mr. Ford, isn't so very very newsy any more, is it? He's said virtually the same thing so often before, and we all know that he practices what he preaches in this respect. It should have been printed, yes. And with just about the emphasis that most editors actually did give it.

The point I want to bring out is that the previously mentioned instance is very much more important as news. Mind, we're considering one of the biggest industries in the country, an industry represented in every town and hamlet of the United States by many employes, with its representative concerns in the big cities employing many thousands, an industry in the closest possible touch with the general public.

Is there not a tremendous social as well as economic significance when representative leaders in such an industry break precedent as described, stepping forward to tell owners just "where they get off" with this stuff of taking for their own pockets, even though unconsciously or semi-consciously, money that belongs in those of their employes?

Well, just such a little piece of news "broke" the other day under the very noses of a flock of metropolitan dailies, which apparently were giving particular attention to the spot in which it happened, the moment it happened, and not a one of them tumbled to it. Maybe I better say I *think* not one of them tumbled to it. I *may* have passed over a reference to it, but I scanned the papers pretty carefully the next morning, because I had a hunch and was curious to see if I was right.

You see, the thing was officially labelled "*Report on Compensation Plans for Selling Employes, Made by the Advisory Committee to the Store Managers Division at the Fifteenth Annual Convention of the National Retail Dry Goods Association, February* 10, 1926."

Of course that didn't sound much like:

Store Officials
Charge Owners
Rob Employes

If it had borne the latter heading, no doubt many papers would have "hopped on it," and played it up in just about this fashion—which of course would have been just the wrong thing to do with it, because that wasn't at all what the advisory committee meant, and, so presented, it would have amounted to libel upon thousands of the best-meaning, substantial citizens throughout the country who as yet have not all grasped the idea that liberally raising an employe's compensation may often prove truer economy than cutting it, and who are doing nothing more than publishers (many of them) do when they fail to pay a reporter or editor more than they are paying him because they know he'd rather work at the lower figure than be out of a job.

The inner significance of this story lies in the fact that for several years now retail stores in general and department stores in particular have been searching for some method of rewarding salespeople as an inducement to more intensive selling effort. There have been commission plans evolved, and combinations of salary and commissions, premiums, etc.

Of these, the system generally known as the "quota-bonus" plan has been the most widely adopted.

In many instances it has proved a good thing. On the whole, compensation to salespeople in retail stores throughout the country has risen. And this is to the credit of store owners.

The committee, however, after a thorough study, was convinced that this movement has not gone far enough, and that a straight raising of salaries would be more conductive of increased selling effort than a system under which store owners and salespeople "split the differences," so to speak, on excess business achieved.

It's no reflection on the good intentions of store owners and by no means to their discredit that the committee happened to have a greater vision in this matter than owners have yet developed.

All of which, however, does not in the least alter the fact that it took real courage on the part of these men to put the case of the working girl and man in the store as strongly as they did, and that their action in so doing is an inspiring evidence of the new idealism that is growing throughout American business as well as a matter of some interest to the vast host of American store workers and their families, not to mention workers in other lines compensated under systems involving commissions, bonuses, prizes and the like.

The report was signed by Joseph M. Meyers, of Kaufmann's "The Big Store," Pittsburgh; James H. Paswaters, of James A. Hearn & Son, New York; Merrill W. Osgood, of Jordan Marsh & Co., Boston; and Chester C. Curtis.

These men presented the following conclusions:

"In the opinion of your committee, all these methods of compensation show a more or less selfish desire on the part of store owners to induce more sales without just consideration of the salesperson, who, as previously stated, is so vital a force in the successful operation of a store.

"For example, the quota basis. What store owner can truthfully say that salespeople were at any time ever consulted or their opinion asked as to the justification of the quota system of compensation? What justification is there, to be willing to allow a crtain selling cost in a given department to be the quota, and then reduce the percentage on the excess to about one-half? Is it not obvious that if the employe is being paid a sufficiently high wage, the store is entitled to the profits on the increased sales over the quota?

"Your committee believes that the payment of a commission over a quota is an acknowledgment to the salespeople that they are not being properly paid. The quota method of compensation appears to be a method which follows the line of least resistance. It is of course an inducement to salespeople in a way. The store owner who uses this system no doubt is prompted by proper motives, and desires his salespeople to earn the bonus, but invariably he holds out this bonus as an inducement to increased sales, instead of paying a proper wage and so managing his departments through his buyers and executives as to secure the highest degree of loyalty and efficiency from his salespeople. In other words, your committee believes that the quota basis is the lazy way of inducing salespeople to greater effort.

"Another unfair feature of the quota system is that every store has certain departments that do not consistently, year after year, increase their business. If the selling cost for the quota is determined on past performances of the department, the business must necessarily increase in the department before the salesperson can get any commission over his quota.

"The quota system is unfair in this respect. A salesperson earning $15.00 a week is given a quota based on that rate. A salesperson in the same department earning $20.00 a week is given a quota based on her rate. Both salespeople sell in excess of the quota. The lower priced salesperson receives more bonus than the higher priced salesperson, because of her lower quota. This is obviously unfair. The higher priced salesperson is naturally worth the higher rate, or he would not be receiving it.

"The foregoing has convinced your committee that the advantages of the various methods of compensation described are greatly offset by the disadvantages. We cannot help but feel therefore that we would not be doing our full duty to the members of the association if we did not give you a frank expression of what we believe is the proper method of compensation. It is your committee's opinion that a straight salary basis is after all the best method, even though it be the oldest.

"Therefore, it becomes a fact in the minds of the committee that the system of straight salary is not wrong, but the method of experimenting in the past has been wrong and the system has been condemned because of the lack of adequate question. It is a fact that straight salary requires very close supervision, but overshadowing this disadvantage, or the time consumed in this supervision, is the fact of having a contented salesforce, of being able to predetermine in advance of your season the amount of money you will spend for selling forces; the flexibility of having salespeople in dull times do stock work or other work without any confusion of pay and last, but not least, of having your people just appraise you by the amount which they receive in their weekly pay envelopes."

This is but a single instance of the manner in which newspapers are missing out every day on good stuff. Others can be picked up on every hand with a little digging. But apparently they're seldom dug for unless there's a scent of scandal in the air.

Why? Maybe too many newspaper men are not themselves interested in business. Or maybe they've fallen into the habit of thinking that the public isn't.

They'll tell you that every reader belongs to either one of two sexes and that therefore the sex interest goes big.

They'll give you somewhat similar arguments covering sports, woman's page and other conventional news classifications of the paper.

But apparently people who work for a living are interested almost exclusively in bankers' opinions, stock and bond markets and real estate sales, with perhaps a mere agate dash of the eye toward hay and feed quotations.

I'm not arguing for a second that a daily paper ought to smear business all over its front page, or give most of its space to business. But I do contend that it is an amazing thing how little business news, outside of the classifications just mentioned, appears in the newspapers of the greatest industrial and commercial nation the world has ever seen.

And that's that.

Woodbury Estate $13,000

Howard P. Woodbury, editor of the *Columbus* (O.) *Citizen*, who died a few weeks ago, left an estate of $13,000.

Daily Suing Political Candidate

Notice had been given by the *St. Paul Dispatch-Pioneer Press* of a suit for damages against Fred B. Snyder, Republican candidate for nomination as representative in Congress for the Fourth Minnesota district, because he intimated in a public speech that those papers had been subsidized by the "wets."

Smooth Sailing



An ore laden vessel leaving Superior Harbor

There is Smooth Sailing
For the Advertiser Who Uses
The Telegram
To Increase His Sales in
Superior and Northern Wisconsin

Net Paid Circulation 20,897 Daily

A New and Remarkable Dry Mat

For all newspaper plants operating from one to three presses we are pleased to announce the new WOOD DRY MAT

The "SPEEDMAT"

The faults of dry mats have been eliminated in the make-up of the "SPEEDMAT." For instance:

1. It does not have to be oiled or chalked. Without any such preparation six or more perfect plates may be cast from it and it *will not peel.*
2. It has iron-like stay-back and *requires little if any packing.* This saves precious time and much work.
3. Its surface is splendid and the printing of the plate is sharp and clean. Positively better printing than from any other dry mat.
4. Conditioned in the usual way and properly roasted it *will not buckle.*
5. It may be molded to the bottom of type and half-tone stipples without cutting through on column rules and is particularly easy on type. It holds its molded depth.

The "SPEEDMAT" does not have to be handled with gloves. It is the speediest and most dependable dry mat ever made for the medium size plant.

PRICE—Medium weight 14c each.
Heavy weight 15c each.
In 500 lots f. o. b. mill.

NOTE: Freight charge from mill is added to the price for Pacific Coast newspapers served from our supply depot at Oakland, Cal.

WOOD FLONG CORPORATION

501 Fifth Avenue • New York City

RETAILER "BIG STICK" URGED TO WIN MORE ADVERTISING FOR SMALL CITIES

Manufacturer Spending Budget in "Key Cities" Where Jobbers Make Sales Showings by Selling in Smaller Nearby Cities

By W. W. FRAZIER

Eastern Manager, Allen-Klapp Company

WHY is it that the large metropolitan city newspapers are receiving the bulk of most newspaper advertising appropriations, with a comparatively small percentage going to the smaller and medium sized city newspapers? It will be said by the majority of advertisers that their appropriation is limited, and that their first consideration must necessarily be the big cities, with talk of "Lack of sales resistance, etc." These are not convincing arguments, however. If the principles of newspaper advertising are correct and logical, they are just as correct for every small town in which a daily newspaper is published as they are for the large cities; in fact probably more so if you take into consideration possible sales from the standpoint of bank deposits and automobiles per capita.

What, therefore, is this resistance to the use of the smaller city newspapers? Most advertisers today are not selling to the retail trade direct, but are selling through jobbers or distributors, with the result that when they scan their sales sheets or their books, they find that the bulk of their sales is in the larger cities according to these figures. Such figures are unquestionably misleading, as the jobber's sales to the retail trade are very likely miles away from the city in which he is located. This condition, therefore, is partly responsible for the present day advertising conversation of "Key City," "Jobber and Distributor Cities or Territories." What is a "Key City," and "why"? Is the term geographic, or is it determined from a sales standpoint; if so how can it be if the actual retail sale standpoint is unknown?

There may be a 30,000 population city in Wisconsin, Illinois, Michigan, or any other state which may be an isolated territory. If so there is very probably a good jobber located there, doing a good business, with the result that Mr. Advertiser's sales sheets show an excellent sales record in this 30,000 town. This particular jobber may be selling very little to the retail trade in his own city, but selling in considerable quantities to the trade in several other adjacent 20,000 cities. This makes no difference however, as the city in which the jobber is located is given credit for the sales, and it is probably termed a "Key City." There may be another city of the same population located comparatively close to Chicago, Milwaukee, or Detroit, with no jobber, the retail trade being covered by the jobber from the larger adjacent city. The result is that the larger city in this case gets credit for the sale actually made in the smaller city.

It is difficult for the advertiser to get at the actual retail sale situation. The jobber has his prerogatives, and is rather jealous of them. It has probably taken him years to work up the sales information, sales data, and the list of customers he now possesses. For this reason he is not particularly desirous of passing any of this information on to the manufacturer even though he might be assured that it would be used only as a guide for advertising. I believe, however, that a great deal of work can be done with the jobber in this respect to override his objections, by proving to him that any procedure which tends to move goods from the dealers' shelves quickly will also greatly increase his own sales. He is somewhat afraid that Mr. Manufacturer might possibly be so astounded at the sales in certain cities that he would deem it worth while to send a salesman to cover the trade in those cities, and away would go his livelihood completely.

As it is part of our own individual problem to obtain and create advertising for the smaller and medium sized city newspapers, we have made a thorough study and analysis of the present situation, and find there are two possible methods of counteracting the existing condition. The first suggestion is for a concerted, combined and comprehensive advertising campaign, with all newspapers as participants who believe that the present condition is affecting them; and directed at the advertising and sales officials of leading manufacturing organizations.

The other plan is to *compel* the jobber actually to *insist* to the manufacturer that advertising support be extended to the retailers in the cities in which he is selling to the retail trade. It is a rather difficult problem to handle this situation through the jobber alone, as he is good on promises until the retailer is sold, and full of alibis afterward when the advertising does not start as promised. Start educating the retailers in your city, Mr. Publisher, to use the "Big Stick" by insisting upon advertising—with a written guarantee stipulating that goods may be returned unless copy actually runs—*at the time retailer buys his goods from the jobber.* If he buys and then argues about it afterward, when he hears that the advertising is to run in some other city, it does not have the same effect. This "education" of the retailers is not an easy problem to solve. It is something requiring thought, perseverance, and real selling effort to get him to the point of actually saying "I refuse to handle the goods unless I receive local advertising support." If the retailers will roar long enough and loud enough to their jobbers, the manufacturer will hear more than a feeble echo.

AS HIS HOME TOWN SEES HIM

Harry E. Taylor

HARRY E. TAYLOR, editor and owner of the *Portsmouth* (O.) *Daily Times* and *Portsmouth Morning Sun* and the *Ironton* (O.) *Daily Tribune*, has but one ambition in the newspaper field, which he has served locally so faithfully and conscientiously for many years and that is to give his readers all the news possible regardless of the costs it entails.



H. F. Taylor

It has always been an ironclad rule in his reportorial offices to go get the news while it is news. The financial side of newpaperdom has never figured his news gathering methods. The Times, his pet paper, is generally conceded to be one of the best balanced in Ohio, largely due to his untiring efforts and systematic methods he installed while building it up.

He devotes all of his time to his papers and injects his enthusiasm and magnetism into their makeup. Having risen from the ranks of a cub reporter there is no phase of the business with which he is not familiar. He is noted for the wholehearted unreserved support he has always given civic projects and his newspapers are invariably lined up behind any move looking to the betterment of the communities in which he serves.

At present Mr. Taylor is enjoying a cruise in South America and will not reach home until about May 1.

PEJEPSCOT • PAPER • COMPANY

MANUFACTURERS FOR OVER FIFTY YEARS OF

NEWS PRINT

COMBINING THE THREE ESSENTIALS OF QUALITY

Strength •• Cleanliness •• Color

Colored Newsprint a Specialty

Mills in the State of Maine, U.S.A. -- Sales Office: 42 Broadway, New York, N. Y.

MERCHANT & EVANS COMPANY

Producers of

SPARTAN TYPE METAL



Our Sixtieth Year was the Best

Every day the small country newspaper of a few thousand circulation and the large metropolitan dailies of more than one half million depend upon Spartan Type Metals and Restore Service for good printing.

LINOTYPE	MONOTYPE
STEREOTYPE	COMBINATION
INTERTYPE	AUTOPLATE

Merchant & Evans Company

NEW YORK	PHILADELPHIA	CHICAGO
CLEVELAND	KANSAS CITY	PITTSBURGH

STOCKS IN PRINCIPAL CITIES

HANSON MAKES FURTHER ATTACK ON POSTAL RATES TO PUBLISHERS

Scores Post Office Department as "Unbusinesslike Institution" —Cites High Profits Made on Carrying Newspapers in Demand for Lower Rates

By BART CAMPBELL

WITH slashing criticism of the Post Office Department, and of Joseph Stewart, chief executive assistant to Postmaster General Harry S. New, Elisha Hanson, Washington legal representative of the American Newspaper Publishers Association, this week termed the Department, as shown by its own spokesman, to be an unbusinesslike institution."

Reappearing before the Congressional Joint Postal Committee, Mr. Hanson directed attention to Mr. Stewart's statement that "one of the troubles with publishers was that they do not want all of the service offered by the Post Office Department."

Mr. Hanson emphasized the analysis offered by Mr. Stewart of the figures submitted to the committee previously by the spokesman for the A. N. P. A.

"Now what does Mr. Stewart show you by his analysis of my figures?" Mr. Hanson asked the Committee.

"First, that the Post Office Department is an unbusinesslike institution. To my mind, he absolutely proves that it has not any more appreciation of business functions than an insane haberdasher who would refuse to sell one a necktie unless one purchased hat, collar, shirt, suit, socks, underwear, shoes and handkerchief in addition, and a top coat or overcoat in season.

"Mr. Stewart says that the trouble with many newspapers is that they do not want all of the service the Post Office Department renders for the charges it makes. Of course not. And they should not be compelled to pay for something they do not get any more than a man should be compelled to pay for a suit of clothes he does not receive in order to get a necktie.

"Let us discuss his figures a little further. He says my illustration of the *Syracuse Post Standard* is an extreme one. My answer to that is that as everyone who knows anything about the newspaper business knows the Post Standard is typical of the fine papers published in our medium sized cities. Its situation is typical of that of other papers in hard road states and its relation to the Post Office Department is similar to that of hundreds of other papers.

"Therefore, in my opinion, it is just as proper to use this paper as an illustration before this Committee as it is for the representative of the Post Office Department to use some 260 post offices out of a total of 51,000.

"My figures on the Post Standard trip to Ithaca were submitted to this committee for two reasons. First, to show that hard roads can be used and second, that the cost of using them is enormously cheaper than the cost of using the mails.

"Mr. Stewart says I was wrong on my mail cost calculation. He says I should have used one of his averages—$2.38 per hundred lbs., I believe.

"Now, gentlemen, first taking my figures of mail cost, here is what you have:

60 miles by truck	$70.00
60 miles by mail	$232.90
Saving by truck	$162.90

"Now take Mr. Stewart's general average, which I did not use, and you have:

60 miles by truck	$70.00
60 miles by mail	$283.00
Saving by truck	$213.00 (per week)

"But that is not all, Mr. Stewart has told you how much cheaper railroad service is than motor truck. So we will take his railroad figures. Here they are:

60 miles by railroad (P. O. Expense)	$15.75
60 miles by truck	$70.00
Saving by Post Office Department	$54.25

"I should think we should pause a moment right there.

"The Government pays the railroads $15.75. According to the Post Standard's figures it would charge that paper $239.00 and according to Mr. Stewart the charge would be $283.00 for what the Government gets for $15.75.

"While Mr. Stewart and I seldom find ourselves in accord on anything, I do want at this time to thank him for his analysis of my figures and for the very effective way he has participated in our effort to prove that daily newspapers aren't such a burden to his Department after all.

"Yesterday in accordance with a request from Senator McKellar, I submitted a proposal for an amendment which would make it possible for a publisher to pay only for the service he actually gets from the Post Office Department, instead of paying for all the service the Department offers but much of which he cannot use.

"Mr. Stewart's analysis of my figures for the first zone shows that at the rate I suggested, 30 cents per 100 pounds for the 50 miles in that zone, the Department would receive $4.50 from the publisher for the 3 foot unit and it would pay to the railroad $1.87½ thus making a profit of $2.62½ on every unit of space filled.

"For the second zone the Department would receive $6.00 from the publisher and pay to the railroads $4.62½.

"Figured on the 100 pound unit the Department would receive 30 cents in the first zone and pay out $11.82 to the carrier.

"In view of the fact that we have demonstrated conclusively that more than 85 per cent of newspaper distribution is distributed within the first and second zones, it is our opinion that the profit the Government would make in these zones entirely justifies the enactment of such a rate."

ADS ESTABLISH PRODUCTS

Armour & Co., Executive Pays Tribute to Newspaper Space

Charles W. Meyer, director of Trade Contacts for Armour & Co., luncheon guest and speaker at a meeting of the Advertising Club of Louisville last Monday, paid high tribute to the daily newspaper as an advertising medium.

"Advertising in the daily newspapers sets people thinking," Mr. Meyer said, "and thinking more directly and more effectively than any other medium.

"Although there are many other valuable mediums for retail advertising the daily newspaper reaches by far the largest audience in the shortest time. Daily newspapers are valuable to both local and national advertisers as campaign aids or as separate advertising mediums.

"Advertising is in reality suggestion and the advertisement which most successfully describes and identifies its product is the most effective means of selling it. It is necessary to familiarize your buyers with the good will behind the product, as well as the product itself. More national products have been established through advertised good will than in any other way."

The Louisville advertising club will send a delegation of 15 members to the annual convention of the Associated Advertising Clubs of the World to be held in Philadelphia, June 19 to 24.

AS HIS HOME TOWN SEES HIM
John F. Steinman



"A FARMER who wants to know how his neighbor does it. If John Smith grows corn with more grains than other farmers, that's the kind of farm news that sells papers."

That is the circulation philosophy of John Frederick Steinman, president of the News Journal, Incorporated, and publisher of the *Lancaster* (Pa.) *News Journal* and *Sunday News*. And those newspapers cover Lancaster county, Pennsylvania, the "Garden Spot of America," where farmers live long and prosper.

Jack Steinman ought to know. He was born in Lancaster, owns a big farm in the southern part of the county, knows the problems of farmers and what they read. He believes absolutely that a daily farm column of what reporters regard as unimportant news can get and hold farm circulation.

Steinman will tell you that his conception of heaven is a golf links on which every score tallies under par. And when he says that, he means it. But his real hobby is getting the News Journal into every farm in Lancaster county—and there are about 10,000 of them. Daily he gets nearer that goal.

With his brother, Col. James Hale Steinman, Jack has extensive mining interests in Virginia and elsewhere and real estate holdings in this city. But he is a publisher, first, last and all the time, because, as he says, there "is nothing more interesting to do."

He is a member of the Yale Club of New York City and a graduate of that University; a member of the Hamilton Club, of Lancaster, and the Lancaster Country Club. He is Rotarian, too, and lives that club motto.

creating
Impression!

nearly half the 2013 national advertisers using the Cleveland Plain Dealer in 1925 used it *exclusively.*

The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it

J. B. Woodward
110 E. 42d St.
New York

Woodward & Kelly
360 N. Mich. Ave.
Chicago

NATHANIEL H. TAYLOR

Brother of Late Gen. C. H. Taylor of Boston Globe Dies at 72

Nathaniel H. Taylor, brother of the late Gen. Charles H. Taylor of the *Boston Globe*, died at his home in Boston Sunday. He was 72 years old. The funeral took place Tuesday.

"Nat" Taylor, as he was known familiarly to many in Boston, had a wide acquaintance in Boston. He was one of the first newspaper men to take up shorthand and beginning more than 50 years ago he covered a number of big stories for the Boston Globe. When the leaders of the Parnell movement came here for conventions Mr. Taylor covered them and he knew intimately the leaders in the fight for Home Rule.

At one time he was private secretary to Mayor Hugh O'Brien and continued the same position for four years under Mayor Matthews. This gave him an insight into Boston politics and in those days he was consulted in many matters by men in both Republican and Democratic parties.

In 1896 Mayor Quincy appointed him Collector of the City of Boston and he held this position for four years. Then he returned to active newspaper work, writing many editorials and special articles for the paper.

On Sept. 22, 1919, he was tendered a dinner by fellow newspaper men to commemorate the 50th anniversary of his entrance into newspaper work.

For the last year or so he had not been active. His funeral was attended by a large group of newspaper men.

Henderson Starts Spanish Weekly

Randall Henderson, editor and publisher of the *Calexico* (Cal.) *Chronicle*, has established a new Spanish weekly to be known as *La Chronica*. It will circulate among the Mexicans of Mexicali and Calexico. Four men will be on the staff with J. Isaac Aceves as editor.

Do You Want a Big Gain in
CIRCULATION
C. B. Hollister will be at the Waldorf during the newspaper conventions in New York. This is your chance to learn the reason for the big, record-breaking success of the recent campaign on
THE CLEVELAND PLAIN DEALER.
HOLLISTER'S
Circulation Organization
Or Wire or Write Care of Every Evening, Wilmington, Del.

HOW WELL ARE YOU "COVERED" IN QUEENS?

In Queens, The "Home Borough" of New York City, the total combined circulation of the Metropolitan evening newspapers is 13,725 in the territory served by the Daily Star.

The circulation of The Daily Star, the dominant newspaper of Queens, was 22,115 (circulation statement March 31, 1926.)

Are you satisfied to touch only the high spots here and there, or do you want real coverage in the Borough of Homes? If you are not,

Can You Afford to Leave THE DAILY STAR Off Your List?

Publication Office: Star Square, Long Island City, Borough of Queens, New York City.

Fuel Oil Burners
Incorporated
General Offices—5814 Cass Avenue—Detroit, Michigan

March 29, 1926

The Detroit Free Press,
Detroit, Mich.

Gentlemen:

We believe we owe it to you to state that A. B. C. Oil Burner display advertising carried in your columns has in every instance proven itself a good investment and an excellent result getter.

We are now adding Electric Refrigeration as a companion line to A. B. C. Oil Burners and it is our intention to use more space in the Detroit Free Press during 1926, because your columns have proven themselves an exceptional medium through which to reach the purchaser of mechanical home appliances.

Sincerely,

FUEL OIL BURNERS INC.

John R Bates.

Vice-Pres. & Gen. Mgr.

P.S.
Please pick up copy of full page A. B. C. advertisement for release April 6th.
J.R.B.

JRB:MD

OIL BURNER DEALERS BURN OIL

THIS letter from Mr. Bates is really a symposium of the opinion of all the manufacturers and dealers of oil burners who are now engaged in the business of selling their product to the great Detroit market.

This is evidenced by the fact that more than 80% of all the advertising of oil burners being published in Detroit is appearing regularly in The Detroit Free Press.

And what has been done so successfully by the oil burner manufacturers is now being duplicated by the electric refrigerator manufacturers who are using The Detroit Free Press either on an exclusive or preferential basis to sell their products in America's Fourth City.

"a good investment an excellent result-getter"

"OIL BURNERS *and* ELECTRIC REFRIGERATION IN DETROIT"

This is the subject of a booklet just published by The Free Press covering the market for oil burners and electric refrigerators in Detroit. A copy of this booklet may be had by addressing The Promotion Department, The Detroit Free Press.

THE DETROIT FREE PRESS

"Starts the Day in Detroit"

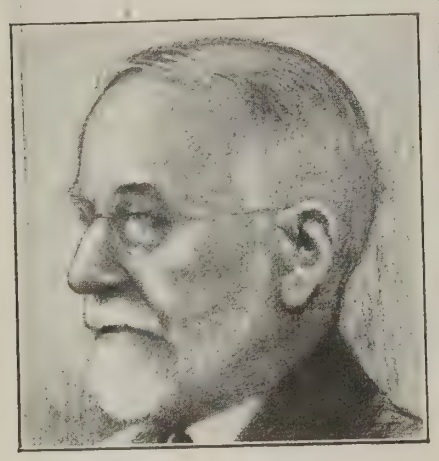
VERREE & CONKLIN, INC., *National Representatives*

New York Chicago Detroit San Francisco

AS HIS HOME TOWN SEES HIM

C. A. Morden

MEMORIES of the early days in the printing business, which are rich in their associations, are possessed by C. A. Morden, manager of the *Portland Oregonian*. Mr. Morden held his present



C. A. Morden

title before the death of the late Henry L. Pittock, publisher of the Oregonian, and in his will Mr. Pittock continued him in full authority over the newspaper and constituted him one of two trustees of the large estate left by Mr. Pittock, which included a major interest in the Oregonian and important properties.

Interesting as were his early experiences, Mr. Morden seldom speaks of them, for he has never been one to seek the spotlight. Last winter, however, he was induced to tell his story for publication in the seventy-fifth anniversary edition of the Oregonian, and many interesting phases of early-day printing were revealed in it.

Mr. Morden, who was born in 1853, worked as an itinerant printer in his youth in Nebraska City, Galveston, Cheyenne, Virginia City and San Francisco. He was for a time in the government printing office at Washington and he was employed on the University Press at Cambridge. The day he arrived in Boston he attended a meeting at the famous Old South Church, held to preserve the historic building from destruction.

"Those names! I can see them yet as I read them on the announcement of that meeting," said Mr. Morden. "Ralph Waldo Emerson, Henry W. Longfellow, Oliver Wendell Holmes, Julia Ward Howe, James Russell Lowell and Samuel Francis Smith, the distinguished clergyman who wrote 'My Country 'Tis of Thee.' For two hours or more those American celebrities, all of them famous, recited from their works or read compositions prepared for the occasion.

"I went to work for the University Press of Cambridge. Many notables, mostly literary men and women, passed in and out its doors. Longfellow I well remember, for at the time we were printing a collection of his poems, an edition in which he took the greatest interest, and every afternoon he would come to the composing room for his proofs. He was the soul of kindliness. For example his politeness to the old foreman of the composing room was a lesson in gentle manners, and in striking contrast to the flippant, disrespectful bearing of the Harvard students who used to come in and consult the foreman about the college paper."

Through association on the *Falls City Journal* in the early days Mr. Morden became a close friend of E. W. Howe, writer and philosopher, a friendship that has lasted through many years. They were companion printers on the Journal, roomed together and chummed together.

"I believe it to have been, even then, his great ambition to write, although I do not recall that he ever spoke of it," remarked Mr. Morden in recalling the days when he and Ed Howe were together. "I do remember that he kept voluminous books, in which he made frequent entries. It follows that I never heard him mention his plans for that splendid work of his, 'The story of a Country Town,' although it must have been forming in his mind. He had lived most of it. It was there, waiting to be written.

"We were eager for the future, like all young fellows. Ed had a wish to go to Europe and tramp all over the continent, and I was to go with him. This plan was very real to us, and we fully expected to carry it out. But something happened, I forget just what, to upset our schemes—and he went to Atchison and I went on. Later he became a great traveler, however, as his published works attest."

There were many other interesting experiences for Mr. Morden, the youthful printer, as he adventured about the country. These led him eventually to Portland and to employment upon the Oregonian. That was in the early eighties and since then his connection with the paper has been continuous. From printer he was promoted to foreman and later to mechanical superintendent. Then he was made assistant manager of the paper, with authority over all departments. Meantime there had grown up a strong friendship between Mr. Pittock and Mr. Morden and when the former desired relief from some of his heavy duties in his latter years he appointed Mr. Morden manager.

INDIANA SCHOOL PAPER WINS

Ft. Wayne Publication First in Central Interscholastic Contest

Students of South Side High School, Fort Wayne, Ind., publish the best school newspaper.

Their publication, the *South Side Times,* was placed ahead of 300 others by the Central Interscholastic Press Association of the University of Wisconsin at Madison.

Results of the sixth all-American newspaper contest held by the association were announced Thursday three hundred school newspapers from 43 states, the District of Columbia, British Honduras and Hawaii were entered.

Two papers, the *Central High News* and the *Southerner,* both published by Minneapolis high school students, tied for second place. The *West High Weekly* of Minneapolis, the *Scroll* of Washington High School, Milwaukee, and the *Stadium World* of Stadium High School, Tacoma, Wash., finished next in the order listed.

First honors for the best junior college paper went to the *Bulletin,* published by students at the Emporia State Normal School, Emporia, Kan., the *Junior College Journal* of Cleveland, was second.

Herbert B. Swope, executive editor, *New York World;* Lee A. White, director of reference departments, *Detroit News,* and Walter W. R. May, executive news editor, *Portland Oregonian,* were the judges.

PAPERS CAN REFUSE ADS

Illinois Attorney General Says No State Law Compels Publication

Attorney General Oscar Carlstrom, of Illinois, in an opinion in response to inquiry made by T. J. Murvin, business manager of the *Champaign* (Ill.) *Daily Illini* in behalf of a local advertising club, holds that newspaper publishers in Illinois are under no legal obligation to accept advertisements for publication should business reasons or mere whim dictate otherwise.

"A newspaper is not a public utility and is responsible for what it does the same as any other private concern," Mr. Carlstrom said. "A newspaper management sells its space and may for any reason deny any and all proffered business, the same as any other private business enterprise. It appears to me under the laws of the state that a newspaper publisher may for business reasons, or out of pure whim, deny anyone the advantage of an advertisement or space in such a paper."

Production (Including New Machines) 225,000 Tons Yearly

FINNISH
NEWSPRINT

The Standard by which others are judged

A new 219 inch machine producing 35,000 tons yearly increases our facilities for catering to the exacting requirements of the American Publisher

We are now prepared to discuss forward contracts

PARSONS & WHITTEMORE,
INCORPORATED
299 BROADWAY, NEW YORK
Telephone Worth 8091

Agents for The Finnish Papermill Association
HELSINGFORS, FINLAND



Binghamton

—*The city with the fifty-million-dollar payroll...*

Every advertising campaign should include Binghamton where 33,000 workers draw yearly $50,000,000.

Binghamton is the shopping center of Johnson City, Endicott, Port Dickison and Union, each a good market in itself. Binghamton has a population of 100,000 and produces an output of $160,000,000 worth of manufactured products.

The industry of Binghamton is of such nature that there are no dull times. The people are assured of steady income and the assurance reflects itself in the wonderful response to advertising.

The Binghamton Press with over 34,000 circulation reaches the homes of this worth while market. The readers have confidence in the Press and in the dealers who advertise in its pages.

Let the Merchandising and Plan Department assist you in distributing your products to the local dealers and jobbers. The Press has the facts. They are yours to use to advantage.

THE JOHN BUDD COMPANY

National Advertising Representatives

9 East 37th Street
NEW YORK

Tribune Tower
CHICAGO

Chemical Building
ST. LOUIS

Healey Building
ATLANTA

Sharon Building
SAN FRANCISCO

Higgins Building
LOS ANGELES

MANAGING EDITOR OUTLINES "IDEAL CODE" FOR A NEWSPAPER

Crusading News Spirit, Full Service to Readers Stressed in Dick Smith's Program—Ideal Paper Would Be Better Than Community

DICK SMITH, managing editor of the *Kansas City Post*, recently had occasion to write what might be termed a newspaper code, which has caused considerable comment among newspapermen who have read it.

Mr. Smith did not disclose what prompted him to write it, but said it would be understandable if read with the assumption that it had been written to a friend who had come into control of a newspaper and who had asked Mr. Smith what his policies would be if he were in the friend's place. Mr. Smith wrote:

"I have always believed that newspaper work called for idealism, but an idealism seasoned with common sense and flavored with practicalness.

"I like to think of the work as involving leadership. Leadership implies service.

"The first question, it seems to me, that would present itself under the given set of circumstances, would be:

"How can my paper reach a maximum in leadership and be of a maximum of service?

"The answer appears obvious to me. The job, as I see it, would be to make the paper appeal to the maximum number of persons that could be reached without sacrificing sane dignity or violating the dictates of decency.

"Success in this, of course, would complete the cycle, as the paper then also would appeal to advertisers as a desirable medium.

"Here another question arises:

"How would I go about obtaining a maximum of circulation?

"First, I would print the news without, to use a hackneyed phrase, 'fearing condemnation or courting favor.'

"News is hard to define and its values intangible. According to my conception, it is something that interests people and is of almost infinite variety. It may be something that is informative or something that is amusing. It may deal with something that affects the spiritual, mental, physical or financial well-being of the reader, or it may merely satisfy his natural curiosity about the affairs, habits or actions of others.

"I would judge each piece of news upon its merits with relation to the other news of the day, keeping in mind the limits imposed by the space available in my paper.

"I would try to anticipate news developments and keep at least two jumps ahead of my competitors, if any, leading and pointing the way rather than trailing or merely keeping pace.

"For instance, the Kansas pardon scandal involving a governor in graft was news waiting to be uncorked and I consider it to have been within the province of a newspaper to act as a corkscrew.

"I would display the news in a manner attractive to the eye, but would avoid anything that smacked too much of a three-ring circus effect, which, in my judgment, would cheapen my commodity.

"I would have the news written and printed so that it could be easily read and understood. It would be as accurate and dependable and fair as humanly possible to make it.

"I would try not to be ponderous and tedious, yet at the same time not be frivolous. There would be some froth and foam, but there also would be body and meat and heft.

"In a word, I would try to make the paper human and homely while breathing reliability, stability and strength.

"I would endeavor to make every piece of news complete, whether it occupied an inch of space or filled columns days on end. I would try not to leave any question unanswered in the reader's mind by searching out and publishing the ultimate fact—the fact that made every other fact of a story comprehensible.

"I would not stop with printing news in the ordinary sense of the word. Without self-righteousness or arrogance, I would strive to make the paper the public's advocate and try to instill in the public mind confidence in the fact that the paper's columns ever were open to righting public wrongs.

"While trying to steer clear of the shoals of intolerance and to maintain a judicial poise, I would expose and oppose with vigor and forcefulness what I considered wrong both in high and low places.

"I would resent and resist any attempt to intimidate the paper or any scheme to misuse or abuse its columns, whether by subterfuge, cajolery or bribery.

"I would try to merit the respect and confidence of all decent folk and put fear in the hearts of the other kind.

"I would avoid political commitments that might later make me an apologist for inefficiency or malfeasance in public office. My paper would be the creature of no political party and would support a party only when I believed it afforded a medium for public service.

"My paper would present the facts in its news columns and reserve conclusions, comments and advice for its editorial columns.

"An adverse verdict at the polls would not deter the paper nor cause it to deviate from its course, if I still believed it was right.

"I would try to remember that there are two sides to a story and give every man a hearing and his day in court.

"I would try to recognize and understand human weaknesses and extend a helping hand, but I would scourge anyone I found trying to impose upon the paper's sympathetic attitude.

"I would endeavor to make the paper a medium for relieving suffering and the champion of all good causes.

"The paper would be interested in its city, state and nation and try to advance and safeguard their interests. But it never would be moved to withhold just criticism or suppress facts by the frequently heard fallacious plea that the exposure of an unwholesome condition is injurious to a community.

"Ordinarily, I would stress local, state, national and international affairs in the order named.

"It would be my aim to concentrate daily upon one outstanding piece of news and handle it in a bigger and better way than my competitors on the theory that this would tend to increase interest in the paper and thereby widen its opportunities.

"I would operate upon the assumption that, as service was my ultimate goal, I, like a general who storms a fortification, must at times close my eyes to the sacrificing of a few for the good of the many.

"I would foster interest in art, music, the theater and literature, but I would not try to cram them down the public's throat. I would try to remember that appreciation of these and the other finer things of life is a plant of slow growth and that the best way for my paper to contribute its bit to the evolution of society would be to sugar coat the pill.

"In other words, I would feel that I would be defeating my own purpose—shooting over the heads of those who really need help—if I tried to pattern the paper after the Christian Science Monitor, for example.

"I believe I would come nearer achieving success if I kept in mind a practice of my wife when my boy was small. He did not like milk, which his mother knew was good for him. She found that by putting a piece of ice in the glass and telling him he could have it after he had drunk the milk, she could induce him to drink it. She felt that the harm done his tummy by the ice was more than offset by the good he derived from the milk. Sometimes such a big chunk of ice was put in that the glass was filled to overflowing and some of the milk spilled out.

"Newspapers, in my opinion, on occasion must use some ice.

"In discussing the attention given the Rhinelander case, I recently asked a minister friend who, in his estimation, was the greatest leader of all times. As I anticipated, he answered:

"'Christ.'

"I then pointed out that this Leader might have set Himself up in the high places and sought therefrom to convert the multitude, but that in His wisdom He went out among the people and interested Himself in the things in which they were interested, thereby getting their attention.

"A newspaper can and should be better than the community in which it is published, but it must not be too much better or it will cease to interest. Ceasing to interest, it will have no subscribers and its opportunity for leadership and service will be gone."

FOUR MAYORS CHOSEN POOR RICHARD AIDES

Kendrick, Stuart, Smith and Moore Appointed to A.A.C.W. Convention Committee by Rowe Stewart—Other Notables Picked

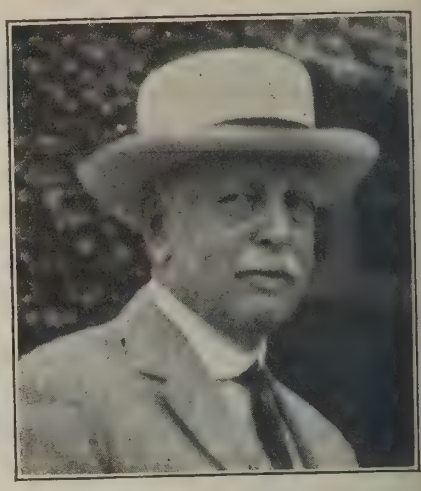
Mayor Kendrick and former Mayors Edwin S. Stuart, Thomas B. Smith and J. Hampton Moore, were added this week to the list of Philadelphians who have been invited to become Associates of Poor Richard to assist the Poor Richard Club in entertaining 10,000 delegates to the convention of the Associated Advertising Clubs of the World, June 19-24.

A committee of the Poor Richard Club headed by John H. Sinberg, has been appointed by Rowe Stewart, general chairman of the convention committee, to invite prominent business and professional men to extend the hospitality of the city to advertising delegates who will come from every big city in America and from 19 foreign countries.

Mr. Stewart announced that special medals will be struck off to be presented to the associates designating them as official escorts and entertainers, and cards will be issued admitting them to all the convention sessions.

Among the other men who accepted the invitation of Mr. Sinberg's committee are: Charles P. Vaughan, John Fisler, William Findlay Brown, Ignatius J. Horstmann, Jerome H. Louchheim, Agnew T. Dice, Alfred W. Fleisher, J. Barton Townsend, Ernest T. Trigg, Edward H. Bonsall, A. Raymond Raff, Richard E. Norton, Henry G. Brengle, C. Henderson Supplee, Lessing J. Rosenwald, David E. Dallam, W. Pusey Passmore and Samuel T. Bodine.

AS HIS HOME TOWN SEES HIM
Herbert F. Gunnison



HOW many publishers can boast of having as a golfing partner a world famous prima donna? Such is the good fortune of Herbert F. Gunnison, president and publisher of the *Brooklyn Daily Eagle*. The charming partner with whom he frequently plays a round of golf is none other than the fascinating Galli-Curci.

Mr. and Mrs. Gunnison have a lovely summer home at Highmount, Ulster County, New York, and one of their neighbors is the vivacious Italian soprano. She and Mrs. Gunnison have been friends and neighbors for years. When Mr. Gunnison goes to the country for a week end or an extended stay he takes his golf clubs with him and a Galli-Curci-Gunnison tournament is at once organized.

Mr. Gunnison has played golf in many lands. He has patronized many of the famous courses of Scotland and England and has played at the principal clubs on the Continent. He does not play a half-bad game. His drives do not have the length of the shots of Abe Mitchell or Bobbie Jones but Walter Travis was hardly more accurate than is the publisher. Mr. Gunnison has a famous, rusty mashie. He has had it for at least 20 years. It is a brute of a club, heavy of shaft and with a prodigious head laid at an angle not attempted by modern club makers.

He does not recall where it came from but he would not part with it for its weight in new subscriptions. He performs wonders with this remarkable-looking club. With it in his grasp he is the soul of confidence and the way he lays the ball up to the hole is the despair of all his opponents. Of course he does not do this every time. Once in a while there is a slip—when he merely gets on the green. But this is the exception to the rule.

FLEXITYPE

Dry Flong Means

PROGRESS

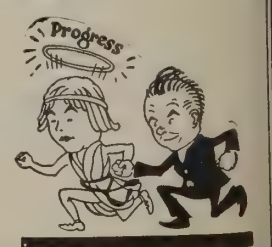
in your

STEREOTYPING ROOM

Write for Samples

BROOKS PAPER COMPANY

Security Building St. Louis, Mo.



After several years of investigation and experimentation, the Mergenthaler Linotype Company announces the introduction of a new newspaper body face. This new Ionic is an exceptionally readable face. The openness of the rounded letters—the height and width of lowercase—the clearcut capitals—the size and fullness of the figures—the absence of marked contrast between thick and thin strokes—the well-fitted units—the maximum letter-count—all of these things go to make this new face a most desirable newspaper face. There are no "pin holes" or sharp corners to fill up with ink; no fine lines to break down in stereotyping. The even color of the characters is particularly adapted to the "roughness" of newspaper stock. The outstanding advantage of the new face is its conservation of vision. The even tone throughout is restful to the eyes without being monotonous. There is enough variation to avoid tiresomeness, yet not enough to be disconcerting. A happy medium has been effected. It is easier to read than seven point faces, yet gives the same word-count to the column as six point. Various degrees of leading can be used to advantage, or the lines may be cast on a solid six and a half point body. The comparative shortness of the ascenders and descenders gives good legibility even when set solid. Cast on seven point body, the 6½ Point Ionic gives the effect of being well leaded—and with a decided gain in word-count over the seven point faces. The first paper to adopt the new face was the Evening News, of Newark. N. J. After a trial of several weeks, the management of the paper is more enthusiastic than ever about it, and readers continue to send in words of commendation daily. One of the most appreciative is Dr. Joseph H, Salov, a leading optometrist, and past president of the New Jersey Optometric Association. Says Dr. Salov, addressing the editor of the Newark Evening News: "It would be unfair for me or any one else who realizes the amount of good that will result from your recent change in the style of type you use in the makeup of the News if this was not recognized, appreciated and so acknowledged by every one interested in the conservation of vision; for it is the accumulated unnecessary strain on the eyes, due to the extremely small and poor type used in many newspapers, that hastens the day when artificial aid must be sought. Although not versed in the nomenclature of the type you have been using for the last few days, it is of a style and character that immediately makes itself felt, and is far more readable and comfortable than the former style. I am sure that there are many thousands of readers who, possibly unknowingly, feel the added comfort." 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It is easier to read than seven point faces, yet gives the same word-count to the column as six point. Various degrees of leading can be used to advantage, or the lines may be cast on a solid six and a half point body. The comparative shortness of the ascenders and descenders gives good legibility even when set solid. Cast on seven point body, the 6½ Point Ionic gives the effect of being well leaded—and with a decided gain in word-count over seven point faces. The first paper to adopt the new face was the Evening News, of Newark, N. J. After a trial of several weeks, the management of the paper is more enthusiastic than ever about it, and readers continue to send in words of commendation daily. One of the most appreciative is Dr. Joseph H. Salov, a leading optometrist, and past president of the New Jersey Optometric Association. Says Dr. Salov, addressing the editor of the Newark Evening News: "It would be unfair for me or any one else who realizes the amount of good that will result from your recent change in the style of type you use in the makeup of the News if this was not recognized, appreciated and so acknowledged by every one interested in the conservation of vision; for it is the accumulated unnecessary strain on the eyes, due to the extremely small and poor type used in many newspapers, that hastens the day when artificial aid must be sought. Although not versed in the nomenclature of the type you have been using for the last few days, it is of a style and character that immediately makes itself felt, and is far more readable and comfortable than the former style. I am sure that there are many thousands of readers who, possibly unknowingly, feel the added comfort." 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Study the design of this NEW face

Linotype 6½ Point Ionic No. 5

See how perfectly it meets the difficult requirements of modern newspaper printing conditions. Notice the full, round contours of the letters; no "pin holes" or sharp corners to fill up with ink; no fine lines to break down in stereotyping.

Ask the nearest Linotype Agency for copies of newspaper set in this face and compare it with the body type you are now using both for legibility and word count. You will find it easier to read than 7 point faces and that it gives the same word count as a 6 point.

The 6½ Point Ionic is made with italic and small caps and also in combination with Bold Face No. 2.

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NEW ZEALAND EDITOR SAILS FOR GENEVA

Bell of Christchurch Times First to Start for Press Congress Meetings in Switzerland — Three Speakers Named

In a cablegram to Dr. Walter Williams, president of the Press Congress of the World, Robert Bell, editor of the *Christchurch* (New Zealand) *Lyttleton Times,* announces he will sail April 18, via Australia and South Africa for London, en route to attend the third meeting of the Press Congress of the World to be held in Geneva-Lausanne, Switzerland, September 14-18. Mr. Bell is a member of the ad interim committee on News Communication.

While there are several editors from the United States traveling in Europe who will proceed to Geneva and Lausanne in time to attend the Press Congress sessions, Mr. Bell has the distinction of being the first editor and publisher to depart for the specific purpose of attending the Press Congress sessions.

Elmer E. Conrath, editor of the *Cuba* (N. Y.) *Patriot and Free Press,* and president of the New York Press Association, has accepted an invitation to speak at Geneva-Lausanne on "Journalistic Organizations." Mr. Conrath is a believer in organization, being a member of the National Editorial Association, the Allegheny-Cattaraugus Press Association, the Western New York Newspaper Association, and president of the Allegheny County Publishers' Association. Mrs. Conrath will accompany him on the Press Congress European Tour.

Dr. J. W. Cunliffe of the Department of Journalism, Columbia University, who is spending six months in European countries, will attend the Press Congress sessions and will speak on "Journalistic Education."

Dr. Fred Newton Scott, of the Chair of Rhetoric, University of Michigan, has been designated to represent that institution at the Press Congress sessions. He has been invited to participate in the discussions of the various subjects on the official program.

Secretary-Treasurer James W. Brown has been advised that twelve foreign countries have already made arrangements to be represented by their most distinguished journalists, and delegates are being designated daily by the press associations and societies and circles, indicating an especially large representation at the Geneva-Lausanne sessions.

Reservations are being made by the United States, Canadian and Hawaiian publishers for accommodations on the Cunard liner *Carmania,* which sails from New York, September 4, bearing the official Press Congress party.

Assembling in New York August 31, the delegates and their wives and daughters will be entertained for four days by the New York publishers and the allied trades. There will be several sightseeing tours, a visit to Coney Island when that resort is at its height of interest, and visits to several of the big newspaper offices in New York City.

There will be five optional tours following the close of the Press Congress sessions for those who have more time to spend in Europe than is needed for the official tour.

Students of schools of journalism are offered special accommodations in the Student Annex of the Carmania, and they will be privileged to attend all sessions of the Press Congress of the World.

Booking for the Press Congress tour and reservations are being made through the Tour Department of the Press Congress of the World, 1700 Times Building, New York.

Shopping News in Salt Lake City

The Salt Lake City *Shopping News* with a claimed circulation of 20,000 copies a week has been organized. L. E. Hoss is publisher.

AS HIS HOME TOWN SEES HIM

Harry J. Grant



"I DON'T believe there is any magic or mystery about publishing a newspaper. And I think horse sense is more essential to newspaper success than tradition."

That is the conclusion of Harry J. Grant, publisher of the *Milwaukee Journal,* after ten years with that newspaper. Before entering newspaper work Mr. Grant had applied the same theory in the advertising business and in industrial connections and had become convinced of its soundness.

"If there is any short cut to lasting success in newspaper making I have failed to find it. Certainly, I do not believe anything is gained by spectacular flare-ups or by trying to be smart. Maybe the patrons of a newspaper can be fooled, but I have yet to see a case where they have been consistently fooled. I believe it is by far the safer policy, even aside from the moral aspect of it, to play one's patrons for intelligent and square-shooting people and put the cards all on the table. Maybe progress will not be so sudden, but we all remember Aesop's thrilling story of the race between the tortoise and the hare.

"I don't mean by that to champion the tortoise style of newspaper. No one can draw himself into his shell and get along in the publishing business. He has got to be eternally on the move toward his goal of bigger and better service to his readers even if he can't always see the road clear its entire way. A peasant of France asked by a traveler how far it was to Lille, answered:

" 'I don't know, for I have never been that far, but yonder lies the road to Lille.'

"The publisher can not always know how far it is to his goal, but he should pick his road carefully and keep everlastingly at it, and his surest plan is a steady gait rather than the spectacular, but inconsistent leaps of Aesop's hare."

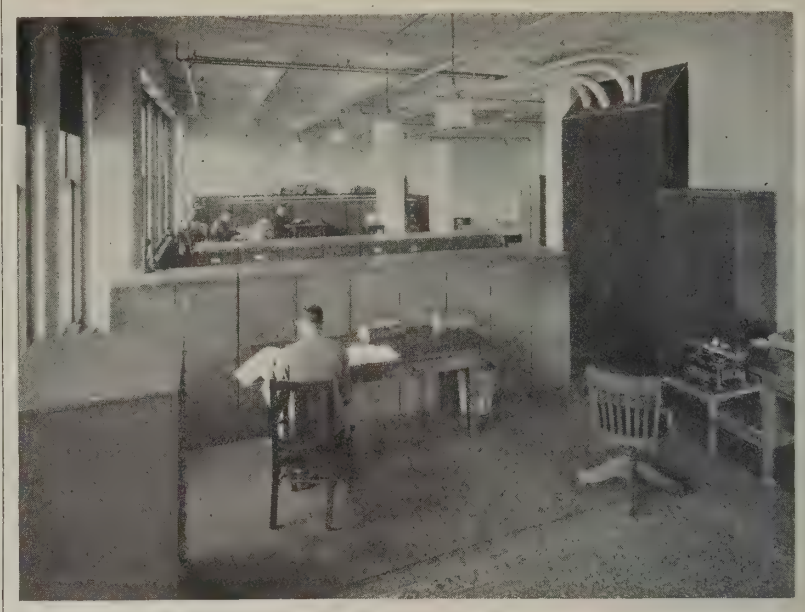
ILLINOIS PROGRAM COMPLETED

Second Advertising Clubs' Convention to Meet in Peoria, April 27

Sam O'Blair, director of the second annual convention of the Advertising Clubs of Illinois which will be held in Peoria April 27, this week completed tentative programs for the session which will be held in the gold room of the Jefferson Hotel.

Among the speakers on the program are Homer Buckley, who will discuss "Retail Selling"; Frank LeRoy Blachard, of the Henry L. Doherty Investment Company, on "Popular Misconceptions of Advertising"; James R. Ozanne, advertising manager, Carson, Pirie Scott & Co., Chicago, "Backing Up Your Advertising," Robert A. Warfel, executive secretary, National Advertising Commission, "Community Advertising," and Miss Helen Bennett, managing director of the Women's World Fair, Chicago, on "The Woman Window Shopper."

The Peoria club at its weekly meeting named W. T. Smith chairman of the nominating committee which will submit a list of candidates for the annual meeting.



The *Philadelphia Inquirer* Modernizes Its "R.D."

When the *Philadelphia Inquirer* moved into its new quarters in the Elverson Building, its Reference Department was completely modernized. The old "Morgue" was left behind with all other out-of-date equipment. The new *Inquirer* Reference Department as pictured above is a model of its kind.

The old-fashioned "morgue" is a great waster of floor space—it sprawls outward as well as upward. And floor space in a newspaper office is much too valuable to waste.

But even with the increased space, there is no increase in efficiency. To the contrary, the more space a "morgue" takes, the less efficiently it operates.

The *modernized* Reference Department is compact. It saves valuable space, and in doing so, increases the speed with which any record may be found. The saving in time means also a saving in its cost of operation—a reduction in the number of persons engaged in Reference Department work.

Shaw-Walker Newspaper Reference Department Service studies the individual requirements of a newspaper and then makes recommendations for meeting those requirements.



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WHEN A DAILY IS FRIENDLY WITH ITS READERS

Milwaukee Journal Finds Friendliness Bigger Force Than Friendship—Organization of Public Service Bureau Explained—500,000 Aided in 1925

By HARRY J. GRANT

(Publisher of *Milwaukee Journal*)

Harry J. Grant, publisher of the "Milwaukee Journal," was asked recently by EDITOR & PUBLISHER *to discuss a newspaper's opportunity for performing public service, and the following article is herewith presented as his reply.*

In submitting the article, Mr. Grant declared:

"Of one thing I am certain: the Milwaukee Journal has greatly profited through this kind of work, and I believe it quite possible for the average newspaper to do likewise to a greater or less degree."

GIVEN a news policy which commands the confidence and respect of the community, a newspaper by manifesting a spirit of consistent friendliness to its public, can build up an appreciation of its service which in time will become its biggest asset. Friendliness, founded on recognition of dependence and an honest desire to be helpful, is today a bigger force in business than friendship. Friendship brings favor, but friendliness brings a general recognition of worth.

The Public Service Bureau of the *Milwaukee Journal* is the organized expression of the Journal's wish to be helpful to the people of Milwaukee and Wisconsin, a wish that follows simply and naturally from the knowledge that whatever success it has attained has been attained with their support. The bureau controls the newspaper's latch-string, occupying the entire first floor lobby, the point of first contact of the people with the paper and, in many instances, the only point of contact. What the first impression of the visitor will be, therefore, is largely determined by the employees in this bureau.

Under the supervision of the Public Service Bureau are a lounge and rest rooms; rooms for public meetings which are assigned without charge; a tour department with an automobile license branch; general information counter; post office and library branches; a Western Union telegraph station; and a counter for the free distribution or sale of literature relating to the Journal—baseball score cards, radio logs, booklets on special subjects reprinted from the newspaper, etc. Affiliated with the bureau and under its general supervision are the counter classified ad-taking and reply services, and a cashier. The organization of the lobby service is designed to give the visitor and customer the maximum attention at this point, making it unnecessary to send him elsewhere in the building to fill his needs.

The Journal Tour Bureau is probably the oldest newspaper organization of the kind in the country, its beginning dating back fully 15 years. Long before the Wisconsin Highway Commission inaugurated its system of state highway markings, W. W. Rowland (better known as "Brownie"), promoter of the Tour Bureau, was out in the state directing the blazing of trails through the woods and marking directions on the open highways. He, and others with him, posted signs on the forest trees, repaired roads, and later put up more permanent road markings. Routes were laid out, among others, to Madison, Kilbourn, Minneapolis, Green Bay and Chicago, and a number of Wisconsin highways are still known to the older settlers as Journal roads.

Last year employees of the Tour Bureau answered fully 200,000 inquiries for travel information. Its Wisconsin highway guide, "The Call of the Open Road," sells to the extent of 60,000 to 75,000 copies each year. The Journal Tour Club, organized in 1922 and serviced by the Tour Bureau, has 30,000 members, with 43 states and several foreign countries represented in the membership.

The Journal Tour Club specializes in travel information service, particularly travel by automobile. Immediately upon joining the club, each member receives a kit of maps and travel data sufficient to enable him to take any ordinary trip in comfort and security. And this initial service is supplemented by highway information, routings, special maps, and other similar service on request, throughout the year. This service even includes making of reservations at hotels and resorts where desired. A suite of rest rooms for visitors and tourists adjoin the Tour Bureau service counter in the lobby.

Automobile licenses in Wisconsin are issued by the Secretary of State, at Madison, and previous to last year the motorist was not able to get his license anywhere else. In December, 1924, by arrangement with the Secretary of State and under the direction of a representative of that office assigned to the Tour Bureau, permits were issued for automobile licenses from the Tour Bureau. Due to legal difficulties, it was not possible to issue the license plates directly, but a temporary certificate, recognized by the police authorities, was issued and the application sent to Madison, the Secretary of State mailing the plates directly to the applicant. During 1925, licenses were issued to 60,000 persons, involving a total of more than $750,000. This service has been of benefit to the motorists in that it has enabled them to operate their cars immediately without waiting for license plates to be received by mail, and it has likewise resulted in the receipt of the plates themselves a week to ten days sooner than they are usually received when application is made to the state capital.

The Journal has three meeting rooms in its new building and a number of conference rooms, which are open to the public for civic and community gatherings without charge. These rooms, which range in seating capacity from a dozen to 300 persons, are assigned through the Public Service Bureau. During 1925, 152 distinct groups, totaling approximately 12,000 persons, held meetings in the building. In this total those organizations which met more than once during the year (and a considerable number meet regularly) were counted only the once. Commercial and retail groups; women's organizations; ministers; radio, science and photographic clubs; engineers; accountants; landscape gardeners; optometrists; cosmeticians; automobile dealers; teachers; boy and girl scouts; organizations devoted to sports; Rotary and Kiwanis Clubs; the American Legion; Modern Woodmen; teachers and church parties —these are but a few of the many activities represented by organizations meeting in the building. So popular has the Journal become as a center of meeting activity that the Public Service Bureau now experiences considerable difficulty in finding a place for the many new organizations which want to hold meetings.

Every day at the Journal is an open house day for the public. The paper conducts tours of the plant every week day on the hour between 9:00 a. m. and 5:00 p. m., furnishing a trained guide for the purpose. During 1925, more than 25,000 persons were shown through every department of the newspaper in regularly conducted tours, approximately 1,500 trips being made. Included in the total were more than 5,000 school children who made the trip with their teachers.

In the lounge, which is open alike to the public and to employees, there are conducted quarterly exhibits of the work of Wisconsin artists. Pictures shown at the exhibition must be the original work of artists who now are or have been legal residents of Wisconsin and who have previously shown their work in recognized art exhibits. Five quarterly exhibits have been conducted since the gallery was opened in December, 1924, and between forty and fifty thousand persons have viewed the pictures. The establishment of a permanent display room for the exhibition of the work of Wisconsin artists has greatly stimulated the interest in art throughout the state. The various locals of the Wisconsin Federation of Women's Clubs have used liberally the material printed by the Journal on the art and artists exhibiting in their courses of art study; and the material has also been furnished in quantity to the libraries and to the schools. At the present time, Frank Tenny Johnson, a former Milwaukeean and one of the foremost contemporary painters of western life, is showing 21 pictures in the gallery, filled with the romance of a fast disappearing life—prairie schooners, cowboys, horse thieves, Indians.

Service at the information counter includes general information, postal station, branch library, and the acceptance of gas and electric light bills for payment: In its first year, the Post Office branch handled $15,000 worth of stamps and nearly $30,000 in money orders. The number of persons given information of one kind or another exceeded 70,000. Eleven hundred library transactions were made with the public and almost the same number with employees.

The classified advertising counter handled more than 56,500 classified transactions during the year, and perhaps half that many requests for service came to the classified advertising reply counter.

If all the activities of the Public Service Bureau are considered as one, it is not overestimating the contacts to say that fully 500,000 persons received some kind of service from this department of the Journal during 1925. As a matter of fact, the actual number is probably quite a bit in excess of this, for while a record is kept of most of the service by a method of mechanical counters, it is human for employees to forget to record a certain percentage of the transactions.

Included in the Journal's Public Service activities, although not conducted by its Public Service Bureau, is WHAD, Marquette University-Milwaukee Journal Radio Station. WHAD is a 500-watt station, operating on a wave length of 275 meters. Marquette University conducts the sending station and one evening program each week and the Journal organizes and directs the programs broadcast during the year from seven different points in Milwaukee.

Daily programs, including news, music and staff talks, are broadcast from the Journal building. Special evening programs are broadcast from the Wisconsin Theatre, the largest theatre in the state, and from the Milwaukee Athletic Club. On Tuesday night of each week there is broadcast a program featuring none but Wisconsin musicians. The purpose of this program is the same as the purpose of the gallery of Wisconsin art—to stimulate an interest in good music and to give encouragement to those with musical ideals. Nothing but the best in classical and popular music finds a place on the Tuesday night programs.

On Friday night the program features high school bands and Saturday morning at 11:00 there is a program of music and stories exclusively for the children. The Sunday afternoon concerts are given by the Turnverein Milwaukee Little Symphony Orchestra, supported by the Milwaukee Society of Turnerbund, the oldest of gymnastic societies. Although it has been possible to hear the Turnverein concerts at the Turner Hall on Fourth street nearly every Sunday of the winter season since 1854, this is the first season that the regular concerts have been heard outside of Milwaukee.

In the summer the open air municipal band concerts in Washington Park are broadcast twice a week, as are the many athletic events at the Marquette University stadium.

From its experience with public service activities, the Journal management is convinced that a reasonable expenditure for these purposes is justified as promoting an increasing good will toward the newspaper. It is not enough, however, to set up an organization and announce to all and sundry that services for the public have been created. There must have been woven into the newspaper's fundamental policy and manifest over a period of years an ideal to play square and to be useful which already has established in the public mind a confidence in the newspaper which leads it to accept with equal confidence the paper's new ventures. And the spirit which inspires confidence in the paper must equally move those employed in the Public Service Bureau. In other words, they must be concerned first of all with being helpful to those who seek service, rather than considering at all times what the newspaper is going to get out of the service they render. It is service performed for service's sake, which builds mightiest for good will.

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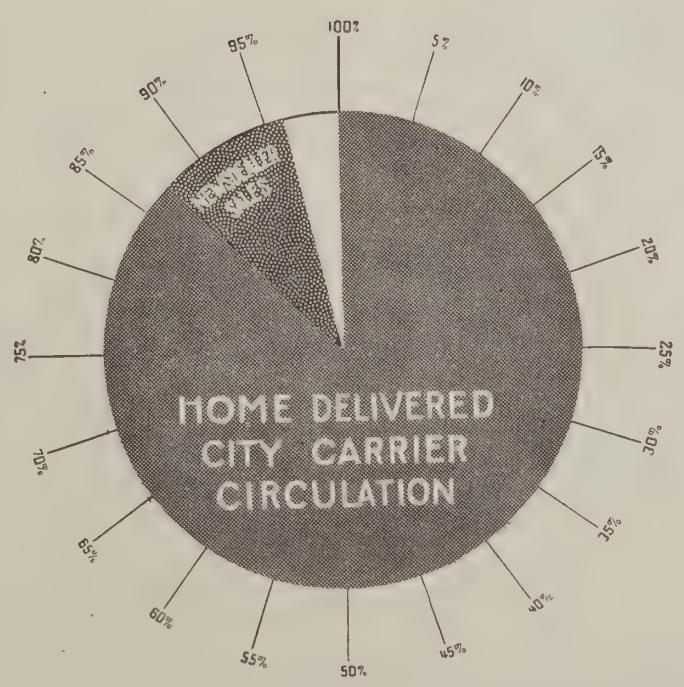
Average net paid circulation for
MARCH, 1926

City Home Delivered Circulation combined, morning and evening
97,849

Total city circulation combined, morning and evening
106,347

Total combined daily circulation
164,737

Total Sunday Pioneer Press
150,995



Complete circle represents St. Paul's English-reading families . . about 55,000 estimated

O'MARA AND ORMSBEE, INC.,—NEW YORK—CHICAGO—DETROIT—SAN FRANCISCO

"THE FIRST PARAGRAPH IS THE HARDEST!"

Worried Cubs Can Find Encouragement in Confession of James O'Donnell Bennett, Brilliant Chicago Tribune Veteran—Takes Copious Notes and Does His "Quilting" in Long Hand

By LUCILE BRIAN GILMORE

SOME 35 years ago in Chicago, a young cub—chap named Bennett, they said around the Times office—strolled up Milwaukee avenue, through a section of tenements, nursing a grouch because he was getting "five cent assignments." Prosaic death notices were his lot and he was nearly bubbling over with literary flights which he thought his city editor was wilfully supressing.

A street scene caught his eye, held his interest, finally fascinated him and an hour later he sat at his desk in the Times office and on a rough pad wrote his first masterpiece. It was a masterpiece. The writer was James O'Donnell Bennett, whose name is associated with masterpieces of newspaper reporting wherever fine news work is discussed.

Sympathetic writing and drama—with a background of the masterpieces of the ages in a library of 5,000 volumes—are Mr. Bennett's hobbies.

It was a bit of drama acted on the curb that brought him his first metropolitan opening in the newspaper world and put him in a position to receive first rate assignments in later years. He has written some of the most vivid impressionistic dispatches published in the *Chicago Tribune* and has covered events in all the high and low places of civilization.

Bennett—Jim Bennett—was born in Jackson, Mich., and with some difficulties completed a preliminary schooling there. His difficulties lay in mathematics. Whenever he saw a fraction he shuddered. Trigonometry he viewed with utter despair, and so he had to be taken out of high school to go under special tutoring to acquire all the mathematics then thought necessary to the adequately equipped matriculant.

In the fall of 1889 he was sent to the University of Michigan to take his entrance examinations for the university. Twisting over his Greek he saw a fresh faced young man nearby in similar contortions, and at first glance he liked and trusted him—liked him and confided in him so much that he sidled up afterward with the query, "think you passed?"

It was the beginning of the fabled "beautiful friendship." The other boy was, so he said, Ed Beck, from Holton, Kan. Today, he is high in the newspaper world and is known in American newspaperdom as Edward S. Beck. He is the managing editor of the Chicago Tribune.

It turned out, to Bennett's despair, that the university has rigid standards in higher mathematics, and many a bitter hour they caused him. Finally he took his sorrow to his father and persuaded him that he felt a call for naught but the newspaper. The elder Bennett reluctantly permitted him to come home. The son found work on the *Jackson Daily Patriot* at $10 a week.

Three months was Bennett's initiatory period. He went to the *Grand Rapids Herald* and there met Frank Cobb, later the premier editorial writer of the *New York World*. Cobb, the city editor, held Bennett only three months. When they parted there were no tears—Bennett having demonstrated his aversion to routine by overlooking a circuit court probate list one busy day. When Cobb uttered bitter words Bennett took a train to Chicago. The Times then owned by Carter Harrison hired him, but Harry Woodbridge, the city editor, was not interested in Bennett's impressionistic flights. It was his discouragement with the austere Woodbridge that sent him up Milwaukee avenue and face to face with a piteous curbstone melodrama that Bennett remembers to this day.

A little girl of six years and a boy of five were re-enacting a home scene dreadfully familiar to them. Bennett saw the younger child reeling, and crying out in imitation of a maudlin voice, "I'se



James O'Donnell Bennett

blind drunk! I'se blind drunk today!" The cub reporter saw the sister's eyes widen in fear and her lips twist in anguish and hatred. That was the scene which gave Bennett his start in impressionistic writing. He wrote the scene as he saw it and the Times printed it as written—and his troubles were over.

Bennett's mechanical methods, like his writing, are distinctly his own. He gets a thrill out of every story and he begins to simmer inside. But he is a slow writer—especially slow until the first paragraph—which he thinks is half the battle—has been hammered out. He and Percy Hammond, now *New York Herald Tribune* dramatic critic, with whom Bennett was long a fellow workman, never could get enough pencil sharpeners to keep them both busy while they were mentally wheeling through open spaces trying to get that first paragraph shaped up.

On an assignment he is a copious note taker, and from the tiny sheets of notes he puts together his story, much to the entertainment of office mates who call the method and result "Jimmie's quilting." All his copy is hand written. He tried for six months to master the letters and figures on a typewriter but he couldn't. He is a survivor of the old group of diehards who never gave in to mechanical aids in the newspaper office.

He likes to think of a reporter as versatile and strives for versatility. He likes the word "journalist," and he thinks a good reporter's work is worthy of the good old name.

"Read, read, read," he says. He does that, and he has 5,000 volumes in his "bookroom," as he calls it. With an old cap pulled down to shade his eyes—a cap which a critical outsider might jest about as too small, or as perhaps a relic of his Jackson days—he can remain quietly buried in a book for hours and come out of it knowing all that was in the book and most of what was in the author who wrote it. The book need not be profound. By his own words he gets as much joy out of "Alice in Wonderland." as out of the odes of Horace.

Bennett, the cub with new-won spurs, soon quit Woodbridge for the *Chicago Herald* and a year later, in 1894 went with the *Chronicle* soon after it was founded by John R. Walsh. A libel suit ended Bennett there and he went to the Journal where he had an occasional fling at dramatic criticism. In 1900 be became Julia Marlowe's press agent and for the next two years reveled in his adoration of drama and his admiration of Miss Marlowe. But the call of the newspaper was strong and one night when Miss Marlowe was giving the American premiere of Catulle Mendes' "Queen Fiametta" in Boston, he received a wire from the Chicago Herald. He asked Miss Marlowe for her advice and she knew where his heart was and told him to go. There Bennett remained, writing dramatic criticism, until James Keely bought the Herald in 1914, when his connection with the Tribune began.

One of his early assignments was to Europe with a Chicago aldermanic committee on a tour to study English and continental railway terminals and it introduced him to his favorite indoor and outdoor sport, watching and writing war. When the war clouds broke Bennett happened to be in Antwerp. He hurried to London and arrived at night while the streets were swarming with excited people and Big Ben was sounding the quarter hours what proved to be England's tocsin. At short intervals the king and queen with the royal children would appear on the balcony of Buckingham palace in sight of seething, cheering crowds. It thrilled Bennett. At midnight war was declared and Bennett cabled 2,800 words to the Tribune.

Bennett hastened to Liege and met John T. McCutcheon, Irvin Cobb, Harry Hansen, literary editor of the Chicago Daily News, Lewis of the A. P. That group started on a 40-mile hike in Belgium hunting a "good story." They got it. At Beaumont they halted their hazardous journey and took station in the headquarters of the crown prince of Germany, remaining for a time at the spot where years before Napoleon had passed the night before the battle of Waterloo. A German sergeant found them and threw them out. They landed in prison, got dirty and greasy and it finally dawned on them that American correspondents were not wanted around there. They were released to the American consul at Aix-la-Chapelle—a bedraggled outfit, but Irvin Cobb never let the sense of humor leave them. Cobb had lost, among other things, his coat. Somewhere he picked up a butcher's coat and with that drawn around his ample girth and with many a merry quip about their plight he helped keep up spirits during a trying period.

Bennett remained on the German side of the lines until 1917 when he had to seek neutral territory. For the next year from Sweden he sent home much Russian news, Sweden being the highway between the world and Russia. In 1918, news being best then in America, he returned to his native land.

Bennett has a pet scene which he calls the greatest spectacle of his life. It was in 1916 when the Germans took Warsaw. Near the Emperor Bennett stood while Wilhelm II reviewed his victorious landsturm men and simultaneously watched the passing of 80,000 Russians captured by his Prussians. The Kaiser admired the stature of the Russians, he was pleased by their spirit in defeat, and his was exalted by his own triumph.

The Russians, instead of being downhearted, were frankly pleased that the fighting was all over for them. They passed in carefree mood and with intensely interested eyes. When the emperor released his resounding phrases to his troops, such as "You are crowned with the oak leaves of victory," the thousands of cavalry horses drawn up before him would neigh jubilantly, as if they neighed at a signal. Perhaps they did. Who knows? The emperor was a good stage manager—the Belasco of monarchs.

Bennett was alert to the drama—to the satire—of the scene, the grandiose setting of the German Emperor, the humor of the conquered people in their open delight. Most of all he recalls the elation of the Emperor's high commanding officers, when they gazed upon the long columns of stalwart and gigantic Russians. Those Germans rejoiced in them as war material, and Bennett still wonders whether they saw that day a vision of future alliances when they rubbed hands and muttered:

"Give us these boys (The Russians) and, with them trained and us leading, we could conquer the world—yes, the moon."

ENGINEER SUES FOR $250,000

Claims Tulsa World Articles Held Him Up to Public Hatred

Damages of $250,000 for alleged libelous articles published in the *Tulsa World* concerning the Spavinaw water project, from which the city of Tulsa gets its water, is asked by W. R. Holway, Spavinaw engineer, in a suit filed in Tulsa.

The action is against the World Publishing Company and specifies that a series of articles carried during the latter part of 1925 were of such a character to expose the plaintiff to "public hatred, contempt, ridicule and to deprive him of public confidence."

One cause of the suit was an editorial which stated the water project was not functioning properly.

Two of the alleged libelous articles were concerning the fees of almost $500,000 paid to engineers employed on the project. A paragraph of the story referred to an alleged expense item of $880 for "depreciation on a Ford car" which Holway asserts was not on the minutes of the water board.

Holway charges that the World attempted to show he made more money than his contract called for.

Two of the articles complained of were editorials which spoke of the "reckless use of money."

In York as Elsewhere

What Local Advertisers Do

is the best guide to national advertisers in sizing up any city.

THE YORK DISPATCH

prints each day the most local retail store advertisements. Many of these advertisements are exclusive. They get best results because, "In York most everyone reads the Dispatch."

You can get best results by concentrating in the paper "most everyone" reads—

THE YORK DISPATCH

YORK, PA.

York's Only Evening Paper



A few dollars *a week supplies any publisher with the world's best news pictures through* P & A MAT SERVICES!

Solid Picture Page Daily—Made up in seven or eight columns to any depth desired, with or without headings, complete with text and ready to cast. Issued from the New York office six days a week.

Full Chop Mat Service—Twelve to sixteen pictures, with text included, are issued from the New York Office daily. Chop Mat service without text is also issued independently from Chicago office.

Pony Chop Mat Service—Approximately eight pictures. Issued daily from New York with text. Issued daily from Chicago without text.

Illustrated Sports Service—Mats issued daily and weekly from the New York office, containing sport pictures exclusively with text.

With all these services, P & A includes from time to time special news or feature mats on subjects of timely interest, so that the client is covered pictorially in as far as possible at all times. Full chop, pony chop and sports services can be cut up and the subjects used separately or in any style makeup desired.

Wire, write or phone any office!

PACIFIC & ATLANTIC PHOTOS, INC.

CHICAGO - BOSTON - SEATTLE
PHILADELPHIA - WASHINGTON
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LONDON - PARIS - BERLIN

Convention Headquarters—WALDORF ASTORIA

Home Office: 25 Park Place, New York

ANNUAL MEETING OF ASSOCIATED PRESS

(*Continued from page* 12)

Frank B. Noyes, Washington Star, was re-elected president of the A. P. when the directors met following the meeting's adjournment Wednesday morning. It is Mr. Noyes' 27th term in that office.

Col. R. R. McCormick, Chicago Tribune, was elected first vice-president and J. N. Heiskell, Little Rock (Ark.) Gazette, was elected second vice-president.

Melville E. Stone was re-elected secretary and Kent Cooper assistant secretary, and J. R. Youatt, treasurer.

The executive committee was named for the coming year as follows:

Mr. Noyes, Adolph S. Ochs, New York Times; Robert McLean, Philadelphia Bulletin; Charles Hopkins Clark, Hartford Courant; Elbert H. Baker, Cleveland Plain Dealer; Clark Howell, Atlanta Constitution, and E. Lansing Ray, St. Louis Globe-Democrat.

The following were elected members of the nominating committee: Central Division, Marcellus M. Murdock, Wichita (Kan.) Eagle, and C. K. Blandin, St. Paul Dispatch, Eastern Division, Edward Flicker, Bridgeport Telegram, and Ogden M. Reid, New York Herald-Tribune; Pacific Division, Edward A. Dickson, Los Angeles Express, and Charles S. Stanton, San Francisco Bulletin; Southern Division, H. C. Adler, Chattanooga Times, and Victor H. Hanson, Birmingham (Ala.) News.

The auditing committee chosen comprised: Chairman, Marcellus E. Foster, Houston (Tex.) Chronicle; secretary, E. E. Smith, Meriden (Conn.) Record; E. J. Fehn, Evansville (Ind.) Journal; C. A. Morden, Portland Oregonian.

The following members were appointed as the committee on credentials: Herbert F. Gunnison, *Brooklyn Eagle;* Herbert Bayard Swope, executive editor, *New York World,* and David E. Smiley, executive editor, Curtis-Martin newspapers, Philadelphia and New York.

Reading of the annual report of the A. P. board of directors, discussion of news broadcasting, and praise of the present management occupied attention of members at the special meeting held April 19. About 200 attended.

In tribute to the late Victor F. Lawson, publisher of the *Chicago Daily News,* and an A. P. founder, the members stood one minute in silence.

President Noyes, presiding, called upon Mr. Cooper to read the report, which follows:

"With the year just closed the Associated Press begins its second quarter of a century and the traditional loyalty and enterprise of the staff have been evidenced by the work which has been accomplished. The membership will have noticed that in the development of the news report some changes have been made. Broadly, these changes were conceived upon the idea that with intensification of effort based upon the ideals upon which the staff always has labored, the news report could encompass a more complete picture of what the world is doing. This without increasing the quantity but rather by improving the quality of the news report.

"Granted that the subjects to be reported are decent there has been no intention to avoid any matters having news interest. As always, however, the staff has continued to strive for the first essential which is truthful reporting. Although there has been no diminution of effort to obtain news of matters of prime importance, economic, political and social, there has been greater effort to obtain news of the activities of women, of art, music, amusements, including the theatre and motion pictures, of science ad of literary affairs. Domestic and foreign coverage of events having a supplementary connection with the outstanding news of the day has been stressed.

"In the latter work special attention is directed to the supplemental mail services, both the general mail service and the special state services. The general mail service has associated itself more as a feature vehicle of the regular report. The effort has been to make it human, entertaining and interesting; a service that for style, subject matter and treatment would provide a better balance to the spot news of the day. The Board feels that this is being done at no sacrifice to the fundamental essentials of our news report.

"The widespread use of all of this material and the favorable comment from members have led the board to believe that the reaction to this matter favors its continuance. Members who heretofore have looked to other sources for material of this kind report that they have found the Associated Press news service now sufficiently meets their general requirements.

"Through the foreign service member papers are now receiving the most intimate general outline of activities abroad that has ever been furnished. Aside from the news of greatest import and happenings of curious interest, there are at proper times resumes of things done and things left undone in any great foreign movement, such as international conferences, national political situations, progresses toward national self expression and always there is endeavor properly to represent the efforts of minorities.

"These dispatches are interpretative only through the statements of facts or the quotations of participants which the dispatches themselves disclose. As always there has not been and will not be any editorial opinion expressed by the Associated Press in any dispatches.

"To the regular cable letters for Sunday morning papers there have been added cable letters for Saturday evening papers. The foreign staffs have been traveling about the countries in which they are assigned, obtaining news not available in the capitals of those countries.

"Steps have been taken to bring the members into more intimate interest in the Associated Press and its affairs. The general manager himself, in the last year, has attended meetings for some thirty-five states. These state meetings have developed larger attendances by members and their staffs than ever before. They have elected members of the advisory boards for their divisions and these advisory boards have been functioning better than ever.

"Plans for expediting the transmission of the news report by the traffic department which have been introduced within the last year include the installation of high speed automatic telegraphs on every trunk circuit and on several state circuits. Thus, high speed automatic telegraphs are operating from Maine to California and from Washington to Florida. Notwithstanding that more than 500 automatic telegraphic printers have been installed, the Associated Press has today, due to the growth of state leased wire circuits, more telegraph operators than ever before, the total now being 1156.

"The board of directors appeals to the membership for even greater interest in and activity toward the development of the Association. In support of the efforts of the staff to improve the Associated Press news report it asks whole hearted co-operation from the membership. The staff cannot function at the highest point of efficiency without full loyalty on the part of the members it serves. Without the interest and loyalty of the members of the organization, an excellent staff will find discouragement if the members do not appreciate what the staff is doing and by their own attitude encourage the staff to still greater effort. With an enthusiasm on the part of the membership equal to that of the staff, the Associated Press, the greatest co-operative endeavor, may look toward the future with confidence."

Tribute to Kent Cooper, new general manager, was paid by Mr. Noyes.

"As an executive officer of the Associated Press," Mr. Noyes said, "I am very sure that since the days of Melville E. Stone's close and intimate contact with members there has been no such sincere effort to bring the executive side into close relation with the membership as there is today. Mr. Cooper is striving to learn what the members want and to do what the members want as far as possible.

"Mr. Cooper has traveled from one coast to the other since his election to the position of general manager and has been a direct benefit to each one of us.

"I speak as an individual, but I am sure the members and the directors agree with me."

After lengthy applause had died down, Mr. Cooper rose to reply.

"I must," he said, "give credit where it is due,—to the entire staff of the Associated Press, to all its correspondents from Tokio to Moscow, 2,000 of the finest newspaper men."

The present liberal policy of the A. P. in permitting members to broadcast news "of extraordinary interest" received commendation from Harry Chandler, *Los Angeles Times,* and Maj. Charles A. Webb, *Asheville* (N. C.) *Citizen.*

"Radio, far from hurting the newspapers is a benefit to them," was the contention of Mr. Chandler. "The bare announcement of a news event over the radio is an incentive to the listener to purchase a newspaper to read the full account."

No action was taken modifying the present ruling regarding broadcasting.

C. P. J. Mooney, editor of the *Memphis Commercial Appeal,* and A. P. vice-president, speaking to the members, called their attention to the increased use of high speed printers on all trunk wires, the improvement in the mail report, and the coverage now being offered of scientific and educational news.

"I suggest that you spike everything that you haven't room to print," he advised. "Then look it over before you send in complaints to the directors. You will probably find that the story which you felt you should have had was there all the time."

Col. Robert Ewing, publisher of the *New Orleans States,* also joined in the discussion. He praised the extension of Associated Press service into smaller cities of the nation, stating that this policy has strengthened the report considerably.



The new board of directors, executive committee and officials of the Associated Press photographed at their session following the annual meeting's adjournment on Wednesday (left to right, front row): B. H. Anthony, New Bedford *Standard;* H. V. Jones, *Minneapolis Journal;* J. N. Heiskell, *Little Rock Gazette;* Frank B. Noyes, *Washington Star;* W. H. Cowles, *Spokane Spokesman-Review;* Elbert H. Baker, *Cleveland Plain Dealer;* Frank P. MacLennan, *Topeka State Journal.* Back row: Kent Cooper, general manager; J. R. Youatt, treasurer; Robert McLean, *Philadelhia Bulletin;* Walter A. Strong, *Chicago Daily News;* E. Lansing Ray, *St. Louis Globe-Democrat;* Stuart H. Perry, *Adrian* (Mich.) *Telegram;* Frederick I. Thompson, *Birmingham Age-Herald;* J. R. Knowland, *Oakland Tribune;* Milton Garges, chief of traffic; Jackson S. Elliott, assistant general manager. Adolph S. Ochs, publisher of the *New York Times;* Col. R. R. McCormick, *Chicago Tribune,* the new first vice-president; Charles Hopkins Clark, *Hartford Courant;* and Melville E. Stone, secretary and counsellor, were not present at the end of the board meeting.

A Still Greater Cedar Rapids



Present Building Program

$ 5,150,000,	cereal mills addition.
1,250,000,	hotel building.
1,000,000,	office building.
325,000,	street railway terminal.
150,000,	sorghum mill.
135,000,	smaller factories.
900,000,	Memorial Coliseum.
400,000,	Consistory building.
350,000,	Shrine Temple.
135,000,	for new churches.
425,000,	for new schools.
200,000,	addition to hospital.
475,000,	for new homes.
1,200,000,	road work in county.
$12,095,000	Total

IOWA'S
BIGGEST FOR 1926

And The Still Greater Newspaper Is

The Evening Gazette

Leading In

Circulation, Display, Classified

New York
Allen-Klapp
489 5th Ave.

Chicago
Allen-Klapp
Tribune Tower

NEWSPAPER MEN MOURN LOSS OF JOHN BUDD

Famous Special Representative Dead at Fifty-eight—Tributes From Publishers Hold His Life to Have Been True to High Ideals—Stalwart Foe of Fraudulent Advertising

JOHN BUDD, president of the John Budd Company, newspaper advertising representatives of No. 9 East 37th street, New York, and one of the outstanding figures in advertising circles, died Sunday morning at St. Luke's Hospital, New York City.

Mr. Budd was born July 9, 1867, at Tuckahoe, N. J. He began his professional experience with the *Pennsylvania Grit*, at Williamsport, Pa. In 1902 he went to Chicago and joined the firm of Smith & Thompson, newspaper advertising representatives, and in 1908 came to New York for that concern. In 1910 the firm name was changed to the John Budd Company.

He was a charter member of the New York Advertising Club. H. H. Charles, former president of the club in paying Mr. Budd tribute called him one of the oldest newspaper representatives and a man who had won the confidence of high grade newspaper publishers across the continent.

Mr. Budd fell ill last October and went to Florida to recuperate. Last month he returned to New York unimproved. His death was due to chronic nephritis with complications.

Mr. Budd was a member of the Six Point League and the Union League Club of Chicago. He was a member of the Wykagy Country Club, a director of the New Rochelle Chamber of Commerce and a governor of the New Rochelle Hospital. His home was at No. 18 Elk avenue, New Rochelle, having gone to that place to live in 1911.

He is survived by his wife, who was Miss Ola K. Sheffer of Liberty, Pa. Funeral services were held at 8 o'clock Monday evening at the Plaza Funeral Chapel. The body was taken to Williamsport, Pa., for burial in Wildwood Cemetery.

Mr. Budd represented more than twenty of the largest American newspapers, most of his clients being in the South.

The following tributes to Mr. Budd were received by EDITOR & PUBLISHER:

F. C. WITHERS, business manager, *Columbia* (S. C.) *State*: John Budd was first of all a man. He had ideals for his life and ideals for his business. The making of money was desirable, in fact, necessary, but it was a secondary consideration with John Budd. Service came first—service to the newspapers he represented, service to the cause of clean, truthful advertising, service to his own organization. He *always* placed the interests of the newspapers above any immediate financial reward to himself, and his attitude was always one of a true representative of the publisher.

"He stood for all that was high-and noble in the advertising business and no thought of taking an unfair advantage ever entered his mind. His spirit permeated his whole organization, and influenced all who came in contact with him. I deem myself fortunate to have known him."

H. C. ADLER, *Chattanooga Times*: "John Budd died too soon. The world and the profession in which he was engaged were not ready to have him die. Those whom he represented in the newspaper business were not his employers, they were his friends. A man of the finest ideals in his chosen field having in mind the highest ethics of the business side of journalism, he never compromised in the wrong, loyal to his friends, loyal to those he represented, a man of the highest honor and strictest integrity, he will be sadly missed by those with whom he was associated and his passing away leaves a void which it will be difficult if not impossible to fill. I mourn the loss of a personal friend and associate."

W. C. COPELAND, editor *Newport News* (Va.) *Press and Times Herald*, and president Virginia Press Association: "My estimate of John Budd is that he was a valuable asset to America. Not only was he one of the ablest and most successful men in the advertising field, not only did he render serviceable aid in developing new sources of advertising, but no man did more than he to root out the fakers and promote honest advertising. He was highly esteemed by the Virginia Press Association, whose members he helped with his wise and friendly counsel. His death is a bereavement to journalism and to me it is a personal sorrow."



The late John Budd

CHARLES G. MULLEN, *Tampa Daily News*: "John Budd was for two decades an outstanding figure in national advertising. Few men knew the game as well or played it as energetically and conscientiously. His personal standards were high and he contributed much to the fight for improved methods and practices in his profession. He was a type of man that the newspapers and advertisers of America can ill afford to lose."

JAMES M. THOMSON, publisher, *New Orleans Item-Tribune*: "John Budd's death means the loss to me of a personal friend with whom I have had various business relations for nearly 25 years. I believe nearly everyone who ever knew John Budd was his friend, for his attitude toward all who came in contact with him was sincerely friendly.

"He possessed to an un unusual degree the qualities of stability and dependability. He had a long, honorable, constructive and highly successful career in the special advertising agency business. He was a substantial factor in the American advertising world."

PLEASANT A. STOVALL, editor, *Savannah* (Ga.) *Press*: "I had known John Budd for 20 years. His advertising firm has been our agent in New York, Chicago, St. Louis and Atlanta. He was something more than a business representative; he was a personal friend, taking interest in everything that concerned my paper and my family. He has been a guest in my house and I feel his loss keenly. He was enterprising and helpful, the soul of the honor and was a leader among the energetic men who have made American advertising a standard all over the world."

C. P. J. MOONEY, president, *Memphis Commercial Appeal*: "John Budd was not only a very efficient and energetic business representative, but he was our good personal friend. The *Commercial Appeal* lost by his death one of its strong supporting pillars."

HARVEY D. BURRILL, publisher, *Syracuse Journal*:—"For 18 years John Budd represented The Syracuse Journal in the national advertising field. During all that time I was close to Mr. Budd in a personal as well as a business way, and it is one of the gratifying things of my life that I was permitted to enjoy the friendship of this splendid man. He was indeed a man among men, a leader in the advertising world and an inspiration to all with whom he came in contact. His passing is a distinct loss which will be long and deeply felt by a multiude of friends."

El Paso Herald and Times:—"John Budd's name was like sterling on plate. His worth ennobled his work, and his wisdom and knightly friendship stimulated all who knew him. The manner in which his large force has carried on during his illness is high testimony to his leadership."

W. W. HOLLAND, *Spartansburg Herald and Journal*—"To my mind Mr. Budd was one of the outstanding advertising experts of this country. He was always ready and willing to do this part to place the advertising profession on a high plane. His passing saddens the hearts of many who loved him for his sterling worth and unflagging loyalty to the principles for which he stood."

Resigns as Historian

M. L. Shipman has resigned as historian of the North Carolina Press Association. For eight years Mr. Shipman has held this post. In his letter of resignation, addressed to J. W. Atkins, of Castonia, president of the organization, he expresses regret at having to give up the position.

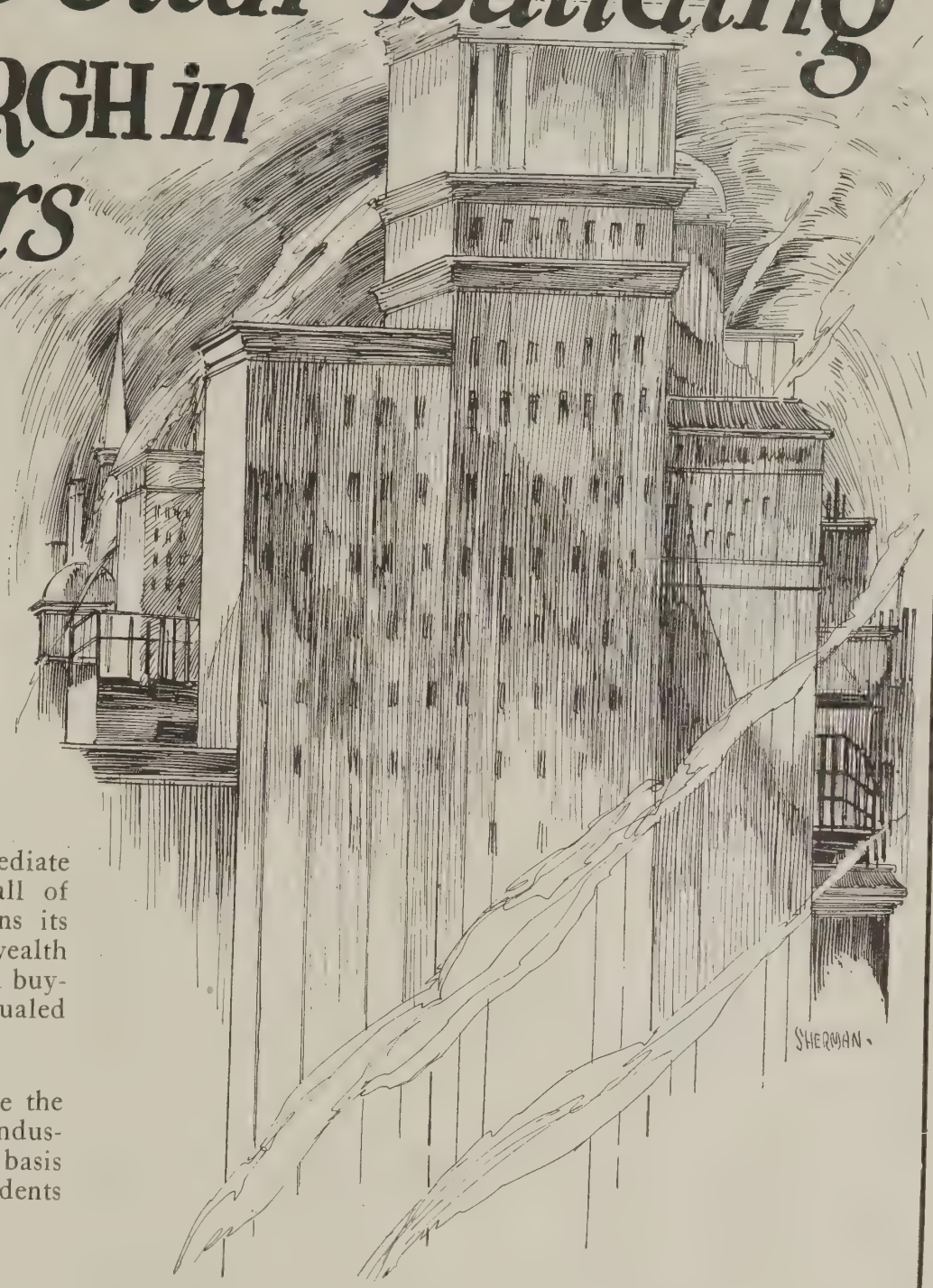
Mr. Shipman states that the task is an important one, and that he will not have time to give to it this year. Recently the Commercial Printing Company, of Raleigh, of which he is president, suffered a disastrous fire, and Mr. Shipman says he will be obliged to devote all his energies to rebuilding.

WILLIAM P. HELM, Jr.,

is now writing for

CURRENT NEWS FEATURES, Inc.

Billion Dollar Building in PITTSBURGH in 5 Years



Including Pittsburgh private and utilities corporations and individual private builders, it is estimated that a total of $877,000,000.00 has been expended in construction activities during the past five years. In the same period the public authorities of the city and county are credited with expenditures on construction totaling $185,000,000.00. Thus the grand sum for building construction for the period is in excess of $1,000,000,000.00.

The building program for the immediate future is based upon the same scale, all of which indicates that Pittsburgh maintains its supremacy as a market, with per capita wealth above all other cities and communities and buying power and spending practice unequaled anywhere.

Supporting this evidence of prosperity are the extremely optimistic reports in the steel industry—the steel corporation operating on a basis of 90% capacity and higher with independents running nearly as high on the average.

Make your advertising appeal in Pittsburgh and use the best combination for most effective and most economical coverage:

THE PITTSBURGH POST
THE PITTSBURGH SUN

The Combined Week-day and Sunday Circulation Is

438,109

LORENZEN & THOMPSON, INC.,—*Special Representatives*

CHICAGO
Peoples Gas Building

NEW YORK
19 W. 44th St.

SAN FRANCISCO
318 Kohl Building

Annual Reports of the A. N. P. A. Committees—Continued from page 32

REPORT OF THE PAPER COMMITTEE

During the past year your committee has reported to you through the bulletins not only the production of news-print and the gains or losses in volume of advertising, but also the percentage of increase of consumption, together with other data of particular interest to those who may desire to follow the trend or forecast the future market.

The considerable installation by the paper mills of new machines during 1925 totaling some thousand tons per day had been confidently expected to provide an overplus of the product and indeed would have done so with a fair margin to spare, had it not been for the fact that production on a number of these new machines was greatly delayed. That condition and some others, together with a greatly increased demand caused by unprecedented volume of advertising during October and November, brought about at that time a very firm market in so far as spot paper was concerned. We may expect this condition to continue in greater or less degree until the approach of late spring, at which time the installation of machines which will provide additional tonnage, taken together with the seasonable falling off of consumption, should see the end temporarily at least of conditions calculated to cause a firm market.

The new machines brought into the market during 1925 have a capacity of 1,000 tons per day to which will be added an increase of some 600 tons per day during the first six months of this year, and 500 tons per day during the last six months or a total of increased capacity of new machines during the present year of some 300,000 tons, which it is now expected will be followed by installation of new machines during 1927, capable of producing an additional 420,000 tons.

Actual production, particularly in the case of new machines, is naturally somewhat less, and in some cases materially less than the capacity of the machines. Our figures are all based on maximum production and therefore will exceed to some extent the tonnage that will come on the market.

Imports from overseas amounted to 132,432 tons or approximately 15% less than during 1924, and brought the total supply for the year for the North American Continent from all sources to nearly 3,281,555 tons, or 226,197 tons more than during 1925.

Carefully tabulated information showing the experience of our members in the use of European news-print is at all times obtainable from the New York office. It is again suggested that members secure this information before purchasing. Some few but very few, importers refuse to disclose to their customers the name of the European mill, the product of which they offer, maintaining their reputation to be sufficient guarantee. Purchasers who do not contract for the product of a given known mill may expect to receive consignments varying somewhat in quality. It is therefore suggested that in all cases the mill be designated in the contract.

ABNORMAL INCREASE OF CONSUMPTION

While 1925 production of the United States, Canada and Newfoundland shows an increase of 250,000 tons, or 8% over 1924, consumption of news-prnit by the United States increased approximately 8% during the same period. The first two months of the present year show a 13% increase indicating that consumption may not yet have returned to its normal percentage of increase.

INCREASED SIZE OF NEWSPAPERS

Some 65 leading United States daily newspapers published in 23 cities printed an average of one page more in each issue during 1925 than during 1924; during the same period the Sunday papers published an average of six pages more each issue, from which we may infer it may be possible that great as the capacity of the new machines may prove to be, that is, nearly 10% additional capacity during 1926, and more than 10% during 1927, the demand may, nevertheless, crowd production unless present excessive consumption be curbed.

ADVERTISING

The constantly forward trend of advertising together with increased circulation and expansion in size of many of the newspapers, has resulted in an average increase of consumption for the eight months ending February 28th of 11.9%, against an average of 5% for the corresponding months of 1925.

During 1925 newspaper advertising, based on 105 newspapers in 27 major cities, increased 4% over 1924, the most marked increase being during the last three months of the year.

For the first three months of 1926 there was an average increase of 7½% over the corresponding months of 1925.

PUBLISHERS' STOCKS

At the beginning of 1925 the supply of news-print in publishers' hands was low, being estimated at but 43 days', yet it steadily declined and during the latter part of the year had dropped to 30 days'. This condition may have been caused in part by disinclination to enter the new year with any considerable stack of $70 paper and in part by the unprecedented volume of advertising during the last three months of the year.

1926 CONTRACT PRICE

During June through our bulletins your Committee made the first announcement of the $65 per ton price made by the Belgo-Canadian Paper Company for its supply during 1926, which reduction in price was later followed by all producers.

TREASURY DEPARTMENT'S NEW DEFINITION OF STANDARD NEWS-PRINT

The Tariff Act of 1922 provided Standard News-Print should be on the free list and later the Treasury Department defined it as consisting of: "Mechanically ground woodpulp and chemical woodpulp or sulphite, containing not in excess of 30 per cent. sulphite and varying in weight not more than 10 per cent. from 32 pounds, without regard to the color thereof."

During the early part of 1925 the Treasury Department alleging some newsprint was imported that was not intended for use of newspapers, promulgated a new definition of Standard News-Print which definition conformed in but few particulars to much of the product previously sold as Standard News-Print. The purpose of this second definition seems to have been to remove from the free list Standard News-Print imported for use other than the printing of newspapers. Unsuccessful efforts were made by your Committee to prevent promulgation of this new definition which did not properly describe the product, but as it was accompanied by instructions to customs officials not to delay importations consigned to newspapers, it has not as yet caused complications in our field.

CANADA'S NEW POLICY

To what extent Canada may go in order to confine to itself a constantly increasing manufacture of its wood products is difficult to foretell but we may expect various methods will be undertaken to secure not only increased manufacture but also increased financial returns from its natural resources.

The restrictions placed on export of Crown land wood some fifteen years ago, was followed by recent agitation for an embargo on the export of all pulpwood and then for an export tax on pulpwood, neither of which has as yet been adopted. Possibly the desired result will be accomplished by different methods now operating.

Both the Provinces of Ontario and Quebec have inaugurated the policy of limiting bidders for timber limits to those who stipulate within a definite time to erect mills at which the wood will be converted into paper in the provinces.

The Province of Quebec has recently passed a bill providing for a tax of ten cents per cord on wood when cut to be manufactured into paper or pulp within the province, or fifteen cents per cord when used in the manufacture of pulp or paper outside of the province. This is in effect an export tax of five cents per cord in addition to a royalty of ten cents on all such wood cut.

Nova Scotia, from which for years there has been free export of wood from both private and Crown lands, has recently decided to apply a tax, to become effective May 1, 1927, on all pulpwood cut but not manufactured within the province.

Attention is also drawn to the recent consolidations or new grouping of paper mills in Canada and the probable effect of such actions on future conditions. Among these may be noted the St. Maurice Valley Corporation now controlling the Belgo-Canadian and St. Maurice Paper Companies and others; Spanish River Pulp & Paper Mills, Ltd., and The Manitoba Paper Co., Ltd.; and the International Paper Company, and the Riordan Pulp Corporation, Ltd.

OUR FUTURE SUPPLY

In our report of last year we referred rather briefly to our future source of supply of news-print. During the present year Canada will for the first time produce more news-print than the United States and may soon be in practical control of the market except as that control may be effected by imports from Europe or shipments from our Northwest. We earnestly recommend serious consideration of our future sources of supply with particular reference to the development of our Northwest and Alaska.

E. P. ADLER, Chairman
T. R. WILLIAMS, Vice-Chairman

Frank S. Baker — M. F. Hanson
Frank G. Bell — F. I. Ker
L. A. Dix — H. V. Jones
E. Lansing Ray

REPORT OF THE COMMITTEE ON PRINTING TRADES SCHOOLS

One year ago your Committee reported that the Association was contributing to the support of four printing trades schools, as follows:

Empire State School of Printing, Ithaca, N. Y.

Pacific Northwest School of Printing, Spokane, Wash.

Southeastern School of Printing, Nashville, Tenn.

Southwest School of Printing, Dallas, Texas.

No new schools have been established during the interval which have seemed to warrant our support.

During the year the Board of Directors approved the recommendation of your Committee that contributions be made on the basis of $100 for each student graduated during the first six months of the year by all these schools, with the exception of the Southwest School of Printing which, as was reported to you at the last Annual Convention, was consolidated with the Dallas Vocational School. As it seemed at that time to be operated for profit we discontinued our contributions.

Later an additional amount was contributed to each of the three schools on the same basis, for students graduated during the last six months of the year

Later investigation developed the fact that the Southwest School of Printing was complying in every respect with requirements of this Association in its operation, and the Board of Directors approved your Committee's recommendation that it be replaced on the list and that contributions be made on the basis of $100 for each student graduated during 1925. This School reported thirty students graduated during 1925, and therefore received $3,000.

FINANCIAL STATEMENT

There was on hand in the Printing Trades Schools Fund January 1st, 192 $23,037.99. Of this amount there was disbursed $16,800 among three schools, th Empire State School of Printing, th Pacific Northwest School of Printing and the Southeastern School of Printing for students graduated during the la six months of 1924, on the basis of $1 for each student graduated. This le a balance in the fund of $6,237.99.

During 1925 there was received in th fund $22,944.55, making a total amou for disbursement during 1925 of $2 182.54.

For the students graduated during t first six months of 1925, the Board Directors approved the recommendati of your Committee to contribute to t three schools above mentioned on th

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same basis as that of 1924, with the result that $6,600 was disbursed, leaving a balance still in the fund of $22,582.54. The same basis of contribution was followed for students graduated during the last six months of 1925, so that there was a further contribution made to two schools (the Pacific Northwest and the Southeastern Schools of Printing) of $5,400, in addition to which a contribution was made to the Printing Department of the Dallas Vocational School (formerly the Southwest School of Printing) of $3,000, covering the entire year 1925. Miscellaneous expenditures amounted to $31.36. This left a balance in the fund as of January 1st, 1926, of $14,151.18.

Detailed financial statement follows:

RECAPITULATION

Cash on hand, January 1st, 1925		$23,037.99
1924 Contributions (Made during 1925):		
Empire State School of Printing, 34 students @ $100	$3,400.00	
Pacific Northwest School of Printing, 32 students @ $100	3,200.00	
Southeastern School of Printing, 87 students @ $100	8,700.00	
Southwest School of Printing, 25 students @ $60	1,500.00	
(This School did not receive a second contribution during 1924.)		$16,800.00
		$6,237.99
Balance on hand		22,944.55
Cash received during 1925		$29,182.54
Total cash to be disbursed during 1925		
1925 Contributions (Including Payments to Date):		
Empire State School of Printing, 17 students (first six months) @ $100	$1,700.00	
Pacific Northwest School of Printing, 24 students @ $100	2,400.00	
Southeastern School of Printing, 79 students @ $100	7,900.00	
Southwest School of Printing, 30 students @ $100	3,000.00	
	$15,000.00	
Miscellaneous expenditures	31.36	$15,031.36
Balance on hand as of January 1st, 1926		$14,151.18
Estimated receipts during 1926		25,000.00
Estimated fund for disbursements during 1926		$39,151.18

Because the Empire State School of Printing has not yet submitted information showing financial condition as of December 31st, 1925, and stating the number of students graduated during the last six months of the year, no contribution for the last six months has been forwarded to this school. Should such information be received, however, contribution will be made on the same basis as that to other schools.

SCHOOLS SHOULD BE ESTABLISHED IN ALL SECTIONS OF THE UNITED STATES

Although the four schools now established and operating have accomplished and are accomplishing satisfactory results, your Committee believes that other schools should be established in sections not now covered by the above four schools. New England and the Middle West are still without schools, and your Committee recommends to publishers in those sections that they seriously consider the advantages to be derived from having printing trades schools established in their sections.

It is hoped that publishers in sections in which there are no printing schools established will give serious consideration to the establishment of such schools, and publishers may receive assurance that such schools, if operated in compliance with standards of this Association, will receive hearty co-operation and financial support.

SCHOOLS SHOULD INCLUDE PHOTO-ENGRAVING AND STEREOTYPING

For the most part, at the present time the four schools which are receiving our endorsement and support, are concentrating their efforts on composition. It is the belief of your Committee, and of the Board of Directors, that schools should include Photo-Engraving and Stereotyping Departments.

A Photo-Engraving Department has recently been established by the Empire State School of Printing, and although it has been in operation a short time only, the effects are already being felt. Your Committee is particularly impressed with the almost instant change of attitude on the part of the Photo-Engravers' Union on learning of the establishment of the Photo-Engraving Department by the Empire State School; the former difficulty in obtaining men disappeared almost immediately and the Union suddenly seemed able to supply newspapers with the necessary photo-engravers.

It is believed by your Committee that a similar condition will prevail should Stereotyping Departments be established, and it is hoped that additional Photo-Engraving Departments will be started and that more Stereotyping Departments will be established.

NEW PHOTO-ENGRAVING SCHOOL AT CHICAGO

There has recently been established in Chicago a Photo-Engraving School; the Chairman of your Committee has made a personal inspection of this school, and recommends that it be included among those to receive contributions from the Printing Trades Schools Fund.

In the report made to the last Annual Convention, your Committee expressed its desire to co-operate with members in every possible way. It is hoped that members will not hesitate to make any suggestions to the Committee which may serve to aid in the work.

Any publishers who desire to establish new schools may count on the Committee for all possible assistance. We hope we may report to the next Convention an increased number of schools, and an even greater improvement in the printing trades field as a result.

Respectfully submitted,

VICTOR F. RIDDER, Chairman
Benjamin H. Anthony — Frank E. Gannett
J. D. Barnum — Fleming Newbold
F. J. Burd — Wm. F. Schmick
Chas. A. Webb

LAUNDRIES TO ADVERTISE

Oklahoma Group to Raise Fund by Assessing Members

An advertising fund estimated at between $10,000 and $12,000 is to be raised by the Oklahoma Laundry Owners' Association, the Executive Committee in session at Oklahoma City recently decided. Members are to be assessed $2 for each 1,000 population of their city per year to raise the fund. The money is to be spent in newspaper advertising, with some for billboards. The campaign is to cover three years.

Charles F. Heidbrink, and Miss Lena Osborne, Oklahoma City, were named treasurer and secretary in charge of the funds. Other members are: J. D. Render, Tulsa; F. McCelbe, McAlester; T. H. Fretz, Ponca City, and A. B. Wolverton, Tulsa.

Capt. Justin S. Keeler

Capt. Justin S. Keeler, 82, newspaper writer and Civil War veteran died in Los Angeles, April 7, following a stroke the day before. He went to Los Angeles from Boston, where he was a financial writer. He represented the *Boston Herald* for some years in Europe.

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This is almost twice the combined gains of the other two Houston newspapers—the Post-Dispatch's excess over both was **564,956 lines.**

In Houston the Post-Dispatch in **GAINS, LED** for all classifications and was the **only** Houston paper showing a gain in National Advertising. It also led the State in National Advertising Gains; piling up a handsome gain of **275,128 lines.**

STILL MAKING GIANT GAINS

For the first quarter of 1926, the Post-Dispatch shows a greater gain in Local, National and Classified than the Chronicle. In National its gain is **151,270 lines.**

UNVARNISHED FACTS, NOT BOASTING CONVINCE

Post-Dispatch's Gains for 3 months of 1926

Local Gain	413,700 lines
National Gain	151,270 lines
Classified Gain	184,982 lines

Total Advertising Gain, 749,952 lines

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REPORT PROPOSED CHANGE IN ASSOCIATION DUES

Recommendations of the Board of Directors on proposed change in levying dues.

Submitted in Accordance with Resolution of the 1925 Convention.

The 1925 Annual Convention adopted the following Resolution:

Resolved, That the President of the American Newspaper Publishers Association be authorized to appoint a committee of members for the purpose of conferring with the Board of Directors as to the basis for future dues and assessments to be levied by the Association and that following such consultation the Board of Directors be authorized to put into effect after due notice, such basis of dues and assessments as shall be determined by the Board.

Pursuant to this resolution your president appointed John Stewart Bryan, George M. Rogers, Charles H. Taylor, Edward H. Butler, and T. R. Williams a committee to investigate and report.

The board of directors of the American Newspaper Publishers Association, having received the following report from the Committee on Membership Matters, hereby submits it to the membership for consideration and asks its approval.

After the most careful consideration of the recommendations of this Committee your Board of Directors came to the unanimous opinion that reasons necessitating the increase in the Association's revenues are manifold, as set out in your President's address to the last Convention, viz.:

THAT the rapid development of printing machinery has made it necessary that publishers have exact unbiased engineering and mechanical advice from competent sources;

AND THAT the change in the terms of the sale of newsprint from "F.O.B. Sidewalk" to "F.O.B. Mill" has made the subject of freight rates with all of its intricacies a vital problem to publishers;

AND THAT the opportunities for a real service in these two fields alone has convinced the membership that the Association should be supplied with the necessary funds to organize and maintain departments under competent heads to secure and disseminate among the membership such necessary information;

THEREFORE, the Board of Directors approves the proposal that the income of the Association be increased to provide for such activities and submits the following plan which in substance was unanimously approved by those present at the Fall Convention.

REPORT OF THE COMMITTEE

The present revenue of approximately $150,000, $125,000 of which is provided by dues, and $25,000 by an assessment for the Printing Trades Schools Fund should be increased sufficiently to defray the cost of maintenance of both Traffic and Mechanical Departments as well as make unnecessary assessments in times of stress to meet exceptional burdens arising from time to time such as the newsprint paper and postal crises, contributions to a fund for the latter in one year alone amounting to $37,000.

The Association's dues have for many years been divided into two classes: a fixed sum of $75.00 per annum, paid by each active member, and monthly dues based on mechanical equipment. The method of basing dues on mechanical equipment has proved to be the most equitable and satisfactory method of levying Association dues yet devised, and the Board of Directors recommends that this method be continued. On the present basis of $1.00 per machine per month, exclusive of the assessment for the Printing Trades Schools Fund, this class of dues produces an annual income of approximately $98,000, leaving approximately $150,000 still to be raised to reach the $250,000 revenue required to meet our needs.

The Board of Directors therefore recommends the adoption of the following scale:

I.

Dues on the basis of mechanical equipment, of $12.00 per machine per year to be paid by each member:

Present mechanical equipment reported 8,111 Machines @ $12.00..... $97,332.00

II.

Dues on the basis of Circulation to be paid by each member with a circulation under 10,000 as follows:

Circulation	No. Members	Basis of Dues	Total Amount
Under 5,000	14	$50.00	$ 700.00
5,000 to 10,000	70	75.00	5,250.00
	84		$5,950.00

III.

Dues on the basis of $25.00 for each cent charged as the gross rate for national advertising, to be paid by each member with a circulation over 10,000 as follows:

Circulation	No. Members	Average of Nat'l Advertising Rate	Average Paid by Each Member	Total Amount
10,000 to 20,000	126	.06 @ $25.00	$150.00	$18,900.00
20,000 to 50,000	135	.095 @ 25.00	237.50	32,062.50
50,000 to 100,000	64	.18 @ 25.00	450.00	28,800.00
100,000 to 200,000	33	.27 @ 25.00	675.00	22,275.00
OVER 200,000	26	.54 @ 25.00	1,350.00	35,100.00
	384			$137,137.50

Total Amount from members in United States..... $240,419.50

IV.

For various reasons it has seemed best to your Board of Directors to place our Canadian and other members outside the United States on a lower basis than the members of the United States, and therefore the Board recommends the following basis for such members having a circulation of more than 10,000:

For Members Outside the United States

Circulation	No. Members	Average of Nat'l Advertising Rate	Average Paid by Each Member	Total Amount
10,000 to 20,000	2	.06 @ $10.00	$60.00	$180.00
20,000 to 50,000	8	.085 @ 10.00	85.00	680.00
50,000 to 100,000	2	.16 @ 10.00	160.00	320.00
100,000 to 200,000	4	.205 @ 10.00	205.00	820.00

TOTAL INCOME $242,419.50
$2,000.00

It may interest members to know that careful computation develops that the advertising rate and the circulation show almost exactly the same curve, but an examination of all cases investigated has led your Board of Directors to the conclusion that the advertising rate is the more equitable and more stable basis for members with a circulation of more than 10,000, and one that is less open to argument.

The above plan is submitted with the recommendation of your Board of Directors that it be adopted by the Convention.

COMMITTEE ON MEMBERSHIP MATTERS
JOHN STEWART BRYAN, Chairman.
E. H. Butler — Chas. H. Taylor
Geo. M. Rogers — T. R. Williams

NOTICE OF PROPOSED AMENDMENTS TO THE BY-LAWS

Pursuant to Section One of Article Twelve of the By-Laws, the Board of Directors of the American Newspaper Publishers Association hereby gives notice that at the Annual Meeting of the Association, to be held Thursday, April 22nd, 1926, at the Hotel Waldorf-Astoria, New York City, it will recommend the following amendments to the By-Laws of the Association:

(New Matter in Italics—Matter to be Deleted in Brackets.)

Strike out Article III, Section 1-A, which reads as follows:

[There shall be two classes of members, the first to be known as active members, who shall be entitled to receive all the bulletins and the full service of the Association; and the second, to be known as associate members, to be comprised of publishers of daily newspapers located in cities or towns of not over 40,000 population, who shall be entitled to receive the bulletins and service of the Association, but not the services of the Special Standing Committee other than the labor bulletins. Associate members may attend the conventions of the Association, but shall have no vote. No publisher who is now or has been a member of this Association or its predecessor, the American Newspaper Publishers Association, a New York business corporation, at any time within the past ten years shall be eligible to membership as an associate member. Associate membership shall be only for one year from the date of election, but upon the expiration of his associate membership each associate member shall be eligible to election as an active member without payment of further initiation fee.]

Strike out that portion of Article III, Section 2, enclosed within brackets.

Methods of Admission: The method of admitting to membership shall be by an affirmative vote of at least two-thirds of the entire Board of Directors, [but members in good standing of American Newspaper Publishers Association, a New York business corporation, shall without formal application, payment of initiation fee or vote of admission, become members of this association upon signing these by-laws.]

Strike out that portion of Article VIII, Section 1, enclosed within brackets.

General Obligations: Each member shall be entitled to the bulletins and to the general service of the association and to the services of the association to assist in the settlement of differences between members and others and to protect members from irresponsible customers, to aid in the collection of accounts, and generally for such other services as may be required from time to time not otherwise inconsistent with the laws under which this association is acting or the provisions of these by-laws. Each member shall be required to pay [an initiation fee upon admission to membership and to pay a further amount as annual dues, and] such other stated dues or assessments as the members may from time to time deem necessary and proper for the purposes of the association, and shall pay such other charges [or assessments] as may be required for any special service that may be rendered to the particular member.

Strike out that portion of Article VIII, Section 2, enclosed within brackets, and insert matter in italics.

[Initiation Fees.] Dues and Assessments: Subject to change by the members, [the initiation fee, payable upon admission to membership shall be $75 for active members, and $30 for associate members, and] the annual dues shall be [$75 for active members and $30 for associate members. The Board of Directors may, however, from time to time in its discretion, for such period as it may see fit, waive the payment of initiation fee or reduce the amount thereof upon admission to membership of both active and associate members] *as follows: For members under* 5,000 *circulation* $50; *for members under* 10,000 *circulation* $75; *for members over* 10,000 *circulation, an assessment equal to* $25 *for each cent charged per line for national advertising.* Annual dues shall be paid in three equal payments on the first days of January, May and September in each year. The [active] members shall have power to fix such further monthly dues or assessments to be paid by each [active] member of this Association in such manner that the same may be apportioned among the [active] members according to the number of typesetting or type-casting machines or other mechanical compositors owned or operated, or the product of which is used, by each [active] member. Such assessments may be made that the total amount thus collected together with annual dues, [initiation fees,] and other revenues shall be equal to the cost of issuing bulletins, rendering service for, to and between members, the general expenses of the Association, and the setting aside of such an amount from time to time for the payment of its debts, if any, and to provide against emergency expenses as the Board of Directors shall from time to time determine. Subject to change by the [active] members, such additional dues to be paid by each [active] member shall be one dollar per month, payable on the first days of January, May and September in each year, for each typesetting or type-casting machine or other mechanical compositors owned or operated, or the product of which is used, by such member, Assessments, [fees] or charges for services special to any member shall be charged for in each instance as the Directors or officers thereunto duly authorized may determine.

CONVENTION FLASHES

Two columns of South American news were printed in Spanish in the New York Herald Tribune April 19 in honor of the visiting Latin-American journalists. The news was furnished by the United Press.

Hearst executives attending the convention were guests of William Randolph Hearst at his Riverside Drive home on April 19 for a dinner and reception. About 75 were present.

Karl A. Bickel, president of the United Press Association, was host at a private luncheon given at the Waldorf Apartments on April 21. Informal discussion of news problems of the United Press took place.

Labor matters were discussed at a private luncheon April 20. Among those attending were Harvey J. Kelly, chairman of the A. N. P. A. special standing committee; H. W. Flagg, executive secretary of the A. N. P. A. committee on open shop, and Wil V. Tufford, secretary of the Inland Daily Press Association.

Tuesday was municipal day for the Latin-American editors visiting New York. After their arrival on Monday evening and an informal smoker at the headquarters at the Commodore Hotel, the entire day April 20 was spent sightseeing in Manhattan.

After being received by Mayor Walker, the program included visits to the New York Stock Exchange, the Radio Corporation of America, the Hispanic Museum, the Associated Press Luncheon, and a dinner at the Park Lane Hotel, where the publishers of the City of New York were hosts.

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REPORT OF THE COMMITTEE ON NATIONAL FOREST RESOURCES

During the past year, your Committee on National Forest Resources has devoted its energies to two main lines of activity, i. e., the effort to secure more adequate Federal forestry appropriations and co-operation with other agencies in the promotion of American Forest Week April 18-24, 1926.

We participated in a hearing before the Director of the Budget on September 28 last, emphasizing our support of the budget principle in government, and that as citizens and taxpayers we favored economy and tax reduction. We urged, however, the necessity of differentiating between true national economy and the so-called economy which makes a small present saving at the expense of large future losses. Failing to get the proposed increases in the Budget, we co-operated with the National Forestry Program Committee in submitting the following statement to the Committee on Appropriations of the House of Representatives:

"Now that hearings are in progress upon the Agricultural Appropriation Bill for the next fiscal year, we wish to call your attention to the very great need that the amounts listed below should be allowed for the items indicated:

Item, Amount, Authorized By

Forest Acquisition, $3,000,000, Sec. 6, McNary-Clarke Law.

Forest Fire Co-operation, $1,500,000, Sec. 1-3, McNairy-Clarke Law.

Fire Weather Service, $20,000, Act of Oct. 1, 1890.

Forest Products Investigation, $574,000, Act of June 4, 1887.

"The National Forestry Program Committee is aware that the amounts herein specified exceed those in the Budget before you, but we also know that this is due to pressure to reduce Budget totals and not to lack of merit or authorization for the modest sums requested.

"Specifically:

"An Allowance of $3,000,000 for forest purchases under the Weeks and McNary-Clarke laws is the figure recommended by the McNary Committee and also by the National Forest Reservation Commission as the minimum under which this work, begun in 1911, can be carried forward efficiently, based upon availability of suitable areas, timberland prices, and the necessary organization for the job. The time is *now*. Delay means increased expenditure for the same or less result. Purchases under the Weeks Act to date have an appraised value greatly in excess of cost and yield a yearly revenue greater than the administrative expense.

"There should be no trifling with fire. The McNary-Clarke law authorizes up to $2,500,000 annually for co-operation with the states in forest protection. People are flocking to the forests in increasing millions yearly, thus greatly increasing the hazards, while there is no diminution in the natural causes of fire. If there ever were a case of being 'penny wise and pound foolish' it is the state or nation which skimps its forest protection fund on the plea of economy. Burned forests yield no revenue. An average of nearly 50,000 forest fires and $20,000,000 damage yearly is more than a calamity. It is a disgrace.

"There are no fires in wet woods nor on rainy days. Fires may start by the dozen at other times. Accurate observations and records of temperature, wind and moisture conditions in the forest will enable us to predict with much certainty the periods when fire precautions must be increased. The amount asked for this purpose is insignificant compared with the results to be obtained.

"At a meeting of national character held in Washington in November, 1924, the President reviewed the entire forestry situation in the United States in masterly fashion and laid especial stress upon the great need for a reduction in forest waste. This is a public problem far exceeding the interest of any individual operator in the woods. Consumers are concerned as much as producers. Solution is possible only through prolonged and consistent technical research into the properties, treatment and uses of many species and a wide variety of forest products. The work is of such character that most of it can be successfully carried out nowhere except at the Forest Products Laboratory, Madison, Wisconsin. We are not overstating the situation therefore when we say that it is nothing but empty talk to hold meetings and discuss the importance of reducing forest waste unless this is followed by sufficient appropriations to make possible the studies without which forest waste cannot be checked. The amount asked for this purpose is exceedingly modest, and we are supplying detailed specifications therefor in a separate letter. This work ties in directly and practically with the conservation and standardization programs of the Department of Agriculture and the Department of Commerce which have had such widespread public approval.

"We plead for the true economy of protection and full utilization of a great resource as against a mere dollar economy which will eventually prove to be something far different. We know that less expenditures for these items than the small amounts asked for must inevitably result in greater expenditures later or in losses which cannot be compensated for. No solvent business man neglects to protect his resources or fails to insure his assets against hazards. The Federal Government is entrusted with leadership in the management of one of the greatest assets in America. Representing those who very largely pay the bills for such management, we respectfully request that the full amount specified for each of those items be included in the Federal appropriations for 1926-7."

The Agricultural Appropriation Bill as passed by the House carried increases for forestry items totaling $176,000 over the Budget, the most important of which was an additional $50,000 for co-operation with the states in forest fire prevention, making a total of $710,000 for this item. We cannot yet say what the action will be in the Senate.

It is worth while to note that under the McNary-Clarke Law Federal expenditures for fire protection are contingent upon the soundness of the fire protection methods of each State and the co-operating agencies within the states. It behooves each of us to know definitely whether or not our own state is co-operating in this great work, and if so, that the requirements of the Federal Government are fully met.

The total number of forest fires in the United States, excluding Alaska, in 1924, was 91,921; the area burned over 28,822,735 acres; the loss a total of $38,128,426, and all this in a single year.

In the administration of Sections 1-3 of the Clarke-McNary Act the co-operating parties have agreed that an equitable division of the cost of protecting State and private forest land is 50% by the private owners and 50% by the public—the latter represented by the States and Federal Government. The amount of current appropriation of $660,000 enables the Government to meet only a little more than 7% of this cost in those states which qualify for the co-operation, or less than one-third of the part it should bear. There are five of the country's most important timber-producing states in addition to several others of less importance which have yet to establish systems of forest fire prevention and suppression. Thirty-nine states contain a total of 375,000,000 acres of forest land including cut-over areas. At the present time less than one-half of this area is protected through Federal co-operation. Effective protection of the entire 375,000,000 is the most essential step in any policy of timber production. Much of this land contains young growth for future needs of industry when our present virgin stand is exhausted.

More than 80 organizations, under the leadership of Honorable Frank O. Lowden, participated in the observance of American Forest Week, April 27-May 3, 1925. The Proclamation by the President was followed by 23 State Proclamations and much co-operation was given by other states and localities.

The printed and mimeographed material sent out from Washington by the Forest Week Committee, the Forest Service and the American Forestry Association aggregated nearly 450,000 copies. The Motion Picture Theatre Owners distributed 10,000 special slides to an equal number of theatres. Pathé News gave space to the subject, Topics of the Day carried an extract from the Presidential Proclamation, and the Fox Film Company made a special news release depicting the ravages of forest fires. Nearly every motion picture theatre was reached through these activities. Not less than 70 radio messages were broadcast from stations located in all regions. The newspapers and other publications gave abundant space to forest protection subjects and backed them up with countless editorials. In addition to all this, the participating organizations used their own effective means of carrying to their own members and to the public the message of forest protection.

At a conference in Washington on September 28 last, called by Governor Lowden, it was decided to organize American Forest Week on a permanent basis with a Board of Directors and an Executive Committee. Your Chairman was given a place on both these groups.

American Forest Week this year is April 18-24, and for the first time United States and Canadian authorities have co-operated in emphasizing by every means of publicity the vital importance of protecting the forests of North America for the use of the people of North America.

Copies of the Proclamations of the President and the Governor-General of Canada, as well as concise editorial matter entitled "Forest Facts," have been mailed by the Chairman to each member.

It is distinctly encouraging to note the substantial progress that is at last beginning to be made in the practice of forestry by the larger timberland owners of the country. Much helpful State legislation is also being enacted, and all interests concerned are working more harmoniously than ever before toward a common end—an adequate timber supply for the United States. We still have a long way to go and many years will pass before our goal is reached, because so much of the solution of the problem depends upon informed public opinion, in which we newspaper men have a great opportunity and responsibility. We are sure that you will all continue to do your part in this matter, not because of our obviously selfish interest primarily, but because it is of such great national concern.

Your Committee asks each and every one of you to discuss this matter thoroughly in your editorial councils, with a view to keeping the public fully acquainted with the necessity of rehabilitating our timber supply and preventing, before it is too late, the destruction of our forest legacy.

Respectfully submitted,

E. H. Baker, Chairman
Benjamin H. Anthony
R. R. McCormick
Harry Chandler
E. B. Piper.

Obituary

Volney Benton, editor and part owner of the *Jackson* (O.) *Herald* died at his home there after a brief illness. Mr. Benton assumed charge of the Herald about a year ago, coming from Huntington, W. Va.

Arthur H. Callaham, 57 formerly editor of the *Bremerton* (Wash.) *American*, died at the home of a friend in Clifton, Wash., April 3. He was formerly employed on the staffs of Seattle and Port Townsend papers.

Thomas Batura, 20, apprentice compositor for the *Detroit Free Press*, died suddenly at his home in Detroit last week from heart disease.

Mark H. Plaisted, 89, father of Mark R. Plaisted, advertising manager of the *Springfield* (Ill) *State Journal*, died April 14 after being bedfast six months.

THE PARIS OFFICE
of
International Service
under the management of
SYDNEY R. CLARK
is now located at
76 rue des PETITS CHAMPS

The new quarters are larger and more convenient, and present increased facilities for planning tours in their entirety and rendering any service in connection with travelling.

IN NEW YORK
International Service
is represented by
BETTER SERVICE TRAVEL BUREAU
303 FIFTH AVENUE

Partial List of Newspapers Using White Trucks

Atlanta Constitution	Atlanta, Ga.
Atlanta Georgian	Atlanta, Ga.
Atlanta Journal	Atlanta, Ga.
Baltimore American	Baltimore, Md.
Boston American	Boston, Mass.
Boston Globe	Boston, Mass.
Bronx Home News	New York City
Brooklyn Daily Eagle	Brooklyn, N. Y.
Brooklyn Standard-Union	Brooklyn, N. Y.
Chicago American	Chicago, Ill.
Chicago Daily News	Chicago, Ill.
Chicago Herald-Examiner	Chicago, Ill.
Chicago Tribune	Chicago, Ill.
Cincinnati Post	Cincinnati, O.
Christian Science Monitor	Boston, Mass.
Cleveland News	Cleveland, O.
Cleveland Plain Dealer	Cleveland, O.
Cleveland Press	Cleveland, Ohio
Davenport Times	Davenport, Iowa
Dearborn Independent	Dearborn, Mich.
Detroit News	Detroit, Mich.
Detroit Free Press	Detroit, Mich.
Detroit Times	Detroit, Mich.
Erie Times	Erie, Pa.
Florida Times-Union	Jacksonville, Fla.
Knickerbocker Press	Albany, N. Y.
La Lucha	Havana, Cuba
Los Angeles Examiner	Los Angeles, Cal.
Los Angeles Times	Los Angeles, Cal.
Louisville Courier-Journal	Louisville, Ky.
Miami Herald	Miami, Fla.
Miami Daily News	Miami, Fla.
Milwaukee Journal	Milwaukee, Wis.
Minneapolis Daily News	Minneapolis, Minn.
Minneapolis Journal	Minneapolis, Minn.
Minneapolis Tribune	Minneapolis, Minn.
Montreal Gazette	Montreal Canada
Montreal La Presse	Montreal, Canada
Nebraska Farmer	Lincoln, Nebr.
Newark News	Newark, N. J.
New Bedford Mercury	New Bedford, Mass.
New Bedford Standard	New Bedford, Mass.
New Orleans Item	New Orleans, La.
New York American	New York City
New York Daily News	New York City
New York Journal	New York City
New York World	New York City
Oakland Tribune	Oakland, Cal.
Omaha Daily News	Omaha, Nebr.
Omaha World-Herald	Omaha, Nebr.
Oregon Journal	Portland, Ore.
Pawtucket Times	Pawtucket, R. I.
Philadelphia Inquirer	Philadelphia, Pa.
Philadelphia Ledger Public	Philadelphia, Pa.
Philadelphia Record	Philadelphia, Pa.
Pittsburgh Press	Pittsburgh, Pa.
Providence Journal	Providence, R. I.
St. Paul Daily News	St. Paul, Minn.
St. Paul Dispatch-Pioneer Press	St. Paul, Minn.
Scranton Times	Scranton, Pa.
Shreveport Times	Shreveport, La.
Spokane Spokesman-Review	Spokane, Wash.
Tampa Tribune	Tampa, Fla.
Toronto Mail & Empire	Toronto, Canada
Toronto Star	Toronto, Canada
Washington Herald	Washington, D. C.
Washington News	Washington, D. C.
Washington Star	Washington, D. C.
Washington Times	Washington, D. C.
Wichita Eagle	Wichita, Kans.



Dependable and Speedy Delivery Equipment is a Circulation Builder

NEWSPAPERS must have dependable, speedy and economical delivery equipment. Competition compels it. Scores of the leading newspapers of the United States and Canada have standardized on White Trucks. They buy Whites year after year. They don't guess. They know truck value. They know that Whites are circulation builders.

Daily, when the presses of the great newspapers of the country start to run on their main editions, millions of papers must be delivered by motor truck to corner newsboys, news stands, main relay points and out going trains. To do this as quickly and economically as possible is the daily sales problem of a newspaper.

Such demands call for the kind of dependability that is built into White Trucks.

Let us send you free the 1926 White Roll Call listing 961 concerns in all lines of business operating 35,755 Whites in fleets of ten or more. Address Room 53

THE WHITE COMPANY
CLEVELAND

WHITE TRUCKS

MADE RIGHT — SOLD RIGHT — KEPT RIGHT

REPORT OF THE COMMITTEE ON RADIO

Your Radio Committee has held no general meetings during 1925 nor during the early months of 1926. Up to the first of April, 1926, there were no critical or unusual problems arising which have required the joint action of the newspaper publishers as a separate group. However, on April 4, 5, 6 and 7, the Radio Committee was represented in Washington at a meeting of the National Association of Broadcasters and at the hearings on the Dill-Vestal Bill which proposes a change in the copyright law to bring it up-to-date so that radio may be included with the phonograph and player piano as a means of mechanical reproduction of music.

At these meetings the Washington Representative of the American Newspaper Publishers Association, Elisha Hanson, was also present, not only to protect the interests of the publishers with respect to changes in the copyright law but also to lend the support of the A. N. P. A. to the broadcasters in their plea for modernization of the Copyright Act.

The most important phase of radio broadcasting at the time this report is being prepared is the crying need for legislation for the control of radio. The control of radio comes under two headings:

First, the control of the stations themselves.

Second, the control of the material needed by radio stations for broadcasting.

An effort to remedy the situation, i. e., control of broadcasting, has been made by the introduction of the White Bill in the present session of Congress. The White Bill has made a successful trip through the House and is now waiting in the Senate, where it is feared that indifference or the lack of understanding may cause its defeat.

The second phase (i. e., the control of the material needed by broadcasting stations) has to do with the long fight between the broadcasters and the American Society of Composers, Authors and Publishers. This organization controls 90% of the music in the so-called "popular" class and a great deal of music in the "classical" group. It is such music as this that makes possible the existence of broadcasting stations. The A. S. C. A. P., it was disclosed in the hearings, is an organization controlled by a self-perpetuating Board of Directors of whom twelve are publishers, six are authors and six are composers. This Board of Directors has vested most of its powers and functions upon a triumvirate headed by E. C. Mills, General Manager of the A. S. C. A. P.

The organization does not compensate composers in accordance with the use to which their selections are put. Their payments are based on a classification of membership in the Association, the preferential classes being paid more than the others, regardless of the extent to which their music is used. For example, there are composers in Class A who have not written any popular compositions within the last five years. Yet, these men may receive a compensation through their membership in the organization greatly in excess of the compensation given to a composer of an exceedingly popular song, in a lower class. Your Radio Committee is interested in the situation because of the iron grip which the A. S. C. A. P. has, not only upon its membership but also upon broadcasting stations, and because of the policy of increasing fees from year to year, to the broadcasting stations, and also because of the fact that obtaining a license from the A. S. C. A. P. does not constitute full protection to the broadcasters, because there is no protection for copyright infringement on numbers which are not under the control of the A. S. C. A. P.

For violation of the copyright by a broadcaster of a number not controlled by the A. S. C. A. P., the broadcaster is liable to a damage of $250 for each infringement. To provide full protection for broadcasters and to secure for the individual composers an adequate compensation, two bills were introduced, one in the Senate by Senator Dill of Washington and the other in the House by Congressman Vestal of Indiana, both of which are the same. These bills provide that the owner of a copyright shall have the right to prohibit his selection from being put on the air, but that in the event of permitting one station to broadcast a selection, other stations shall have the privilege of using the composition, providing a fee is paid for each broadcasting of the composition.

In offering the bill, the broadcasters did not fix the rate, stating their willingness to let any tribunal place maximum sums for stations of varying powers. The position of the broadcasters is so equitable that your Radio Committee, after studying the matter, came to the conclusion that in the interests of the 132 newspapers of the nation who are engaged in broadcasting in one form or another, this bill should be supported.

Accordingly, a representative of the Radio Committee appeared before the Joint Congressional Committee on Patents, presided over by Senator William M. Butler of Massachusetts, and read a report which was incorporated in the records of the proceedings. The statement which was presented was an extract of a preliminary report of your Radio Committee and is as follows:

"One of the most important matters pertaining to radio which affects the interests of publishers is the proposal to revise the copyright law to bring reproduction of musical compositions by radio within the scope of the 'mechanical reproduction' clause and to fix a stated maximum fee for the use of musical compositions by radio broadcasting stations.

"The American Society of Composers, Authors and Publishers is actively fighting this proposal, which is contained in a bill introduced in the Senate by Senator Dill of Washington. The A. S. C. A. P. apparently realizes that when and if the proposal becomes operative it will lose the support of the individual composers inasmuch as payment would be made directly to the copyright proprietor for the use of the composition. The logic of those supporting the measure is sound and their position is so apparently fair that the A. S. C. A. P. is trying every means possible to block the bill. I understand that the A. S. C. A. P. have by subtle means conveyed the impression that a revision of the Copyright Act would endanger the interests of newspaper publishers, because it would establish a precedent for the fixing of maximum fees which one may receive for the use of his copyright works. Denial of this is made by the broadcasters and in reply the music interests threaten to tear the whole subject wide open and to compel a revision of the entire law, making its provisions more in their favor than at present by marshalling their strength to knock out the 'mechanical reproduction' clause, which in turn would disturb the entire music industry.

"Altogether it is a difficult problem, but one which should be courageously faced by the publishers. The situation is rapidly growing worse. Station WLS was levied a fee of $2,500 for the current year for the privilege of using A. S. C. A. P. music under rather drastic conditions. Your Committee is told that WQJ is to be assessed a similar sum and WEBH, because of newspaper connections, was let out of $1,600. WJJD is fighting the assessment, which is said to be $2,000. That station claims to be an educational institution broadcaster, because of its Mooseheart ownership, but the A. S. C. A. P. demands a review of advertising contracts. The fees charged this year may be boosted next year. At WEBH's rate they are paying about 35 cents a number. WMAQ, which broadcasts very little popular music, is paying at the rate of 20 cents per number. WLS will be paying about 50 cents a number.

"In view of the aggressive and inconsistent attitude taken by the American Society, I recommend that the publishers in the A. N. P. A. endorse the proposed

(*Continued on page* 128)



ILLINOIS—

..The center of the nation's business..

The largest stores and commercial enterprises are located here—the center of the Nation's commerce.

Illinois is the great shopping center, not only for this State but for many of the adjoining states.

Many advertisers consider Illinois of premier importance in their sales and advertising campaigns and the daily papers of this great state are used to carry the story of their products to the consumer.

You can reach the buyer in the most direct way through the daily papers.

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News	(E)	18,075	.06	.06
††Chicago Herald & Examiner	(M)	349,209	.55	.55
††Chicago Herald & Examiner	(S)	1,050,373	1.10	1.10
†††Chicago Daily Journal	(E)	123,771	.26	.24
**Evanston News Index	(E)	6,729	.04	.04
**Freeport Journal-Standard	(E)	9,613	.045	.045
††Joliet Herald News	(E)	19,446	.06	.06
††Mattoon Journal Gazette	(E)	5,712	.03	.03
*Moline Dispatch	(E)	11,193	.045	.045
**Monmouth Daily Review Atlas	(E)	5,416	.035	.035
**Peoria Star (S) 22,497	(E)	29,874	.075	.06
†Rock Island Argus	(E)	11,248	.045	.045
**Waukegan Daily Sun	(E)	5,213	.03	.03

*A. B. C. Statement, September 30, 1925
†Government Statement, March 31, 1925
††Government Statement, September 30, 1925
**A. B. C. Statement, March 31, 1926
†††Government Statement, March 31, 1926



A. N. P. A. Members Say

"IT CUTS PAGE COST"

Read what they tell their friends about the Single Melting System

Why Melt Your Metal Twice to Use it Once?

Extracts from Letters to Their Friends

THE OMAHA (NEBR.) DAILY NEWS—Have been using the Monomelt System for about 18 months and find it very satisfactory. We are able to maintain an even temperature in our metal, thus eliminating the chance of burning out the tin. We receive very little dross.

THE COLDWATER (MICH.) DAILY REPORTER—Since Monomelts have been in operation we have increased the efficiency of the composing department, get better slugs and metal does not depreciate as fast. We can heartily recommend them.

THE OLEAN (N. Y.) TIMES—The process of remelting and pigging destroys the finer qualities in the metal. Before installing Monomelt we had to replace the tin in our metal several times a year. Since using the Monomelt System metal has not needed any toning whatever.

THE MACON (GA.) DAILY TELEGRAPH—Monomelts are most satisfactory. Save one melting of metal, a lot of time of the operator and keeps the metal in excellent shape. I am very glad you insisted that we make complete installation.

THE MINNEAPOLIS (MINN.) TRIBUNE—All our 30 Linotypes are equipped with Monomelts. Operators have increased their production considerably and slugs are better. We would not think of going back to the old way.

EVANSVILLE (IND.) PRESS—The type face in our printed pages is now more uniform and we have not had a single claim for any readjustment for dim print in an advertisement due to a low line since the Monomelts were put on. Reduced amount of dross and elimination of labor cost in pigging metal alone would justify installation.

THE GARY (IND.) POST-TRIBUNE—Glad to say that both foreman and machinist are very enthusiastic about Monomelts. Previously they were both opposed to the installation. This is about as good a recommendation as the Monomelt could have.

THE CHAT, BROOKLYN, N. Y.—Monomelts are unqualified success. We have eight of them in use for over two years and would not think of installing another Linotype without a Monomelt. Get better slugs and practically 90% of our remelting troubles are eliminated.

The Monomelt Single Melting System Saves Time, Labor, Metal and Money

Produces better type faces
Produces more solid slugs
Eliminates metal furnace

MONOMELT SLUG FEEDER

50% less labor operations
75% less metal drossage
10% more production

IT CLEANS AS IT MELTS

2000 in use—Both Gas and Electric Models

Manufactured by

PRINTERS MANUFACTURING CO.

4591-93 Ravenswood Ave. **Chicago, U. S. A.**

COMMITTEE ON RADIO REPORT

(*Continued from page* 126)

revision of the Copyright Act."

In regard to the White Bill, the question now is not so much whether the Department of Commerce shall be given control, but whether the Federal Government shall have any control of radio. The authority of the Secretary of Commerce has been challenged by the Zenith Radio Corporation which, without authority from the Department, began broadcasting on a wave length of 329 meters which had been reserved for a Canadian station. This so-called "piracy" will be passed upon in the Federal Courts within a few days, it is expected. According to a spokesman of the Department of Commerce, the Department would rather lose the case and get remedial legislation than win the case and not get legislation passed in the form of the White Bill.

While there is some criticism of the White Bill, on the grounds that it vests great power in a Cabinet Officer, many experts regard the enactment of a radio control bill as the first step toward the eventual establishment of a "Communications Commission" which will have jurisdiction over all forms of communication, including Telephones, Telegraph, Wireless Telephony and Radio Telephony.

A bill which would place radio control under a National Commission composed of three persons appointed by the President was introduced in the Senate on April 14 by Senator Borah of Idaho.

Though these legislative matters appear of primary importance at this time, a thorough analysis of the radio situation shows that broadcasting in 1925 has had a tendency toward standardization along very definite lines. With the recent ruling of the Department that hereafter no increase in the number of licenses will be permitted in the areas where the Department has ruled there are already too many difficulties of divided time and interference, the problems of the newspaper broadcasters become largely local ones. In this local competition, there seems to be a recognition of the fact that the talent used must be improved. In the early days, it was sufficient merely to have something to listen for, but now the radio audience is demanding a higher type of program.

In mid-summer, Atwater Kent, a manufacturer of radio apparatus, added stimulus to the thought of high grade programs by providing for the weekly broadcasting of a series of concerts in which only the highest type of artists would take part. To date these programs have included such artists as Schumann-Heink, Anna Case, Reinald Werrenrath, Frieda Hempel, Jeritza and other celebrities.

Inasmuch as these artists are available in only a few cities of the country, chain broadcasting has been developed to a great extent, but, more important from the standpoint of publishers who are interested in radio, is the fact that radio programs without compensation to the artists will come to be regarded as distinctly amateurish and below the grade required by the public. Since there has been no practical way suggested by which the radio public may pay for its entertainment and also in view of the fact that there is no scarcity of advertisers who are willing to hire skilled artists for the sake of building good-will for a trade-mark or product, it is apparent there will be no attempt made to collect directly from the public.

Therefore, newspapers interested in broadcasting are placed in direct competition with commercial stations selling time to advertisers who are able to provide the highest type of entertainment. Unless newspaper broadcasters meet that competition they will not be heard because the radio audience will be listening to the musical entertainment rendered by famous artists.

This brings about a rather unique situation since in effect it sets up a new medium of competition for the newspaper unless advertisers are educated to the danger of unbalanced advertising schedules in the use of the radio media. Broadcasting by advertisers is generally charged to advertising appropriations. It might be argued that such deductions from advertising appropriations would cut down the amount of newspaper advertising.

However, advertisers should be shown the necessity of maintaining their present published advertisements to back up their radio broadcasting to derive full benefit from their participations in radio. A demonstration of this may be seen from the fact that Chicago listeners have no idea as to the identity of the "Happiness Boys" because they do not associate the word "Happiness" with candy as is done in New York because there is no "Happiness Candy" advertising in Chicago.

There is an increasing number of newspaper stations broadcasting advertising matter and receiving remuneration for it. This subject should be discussed at the Convention. There is good evidence on both sides of this question. Competition may force newspaper broadcasters to follow suit to protect their interest in radio if not their advertising columns.

Another important aspect of radio is the policy of retrenchment on the part of the Department of Commerce in respect to the number of broadcasting stations. There are approximately one hundred stations broadcasting now on what are known as Class B wave lengths. For the most part these stations share time and hence there is no confusion for the radio listeners.

Below the Class B wave band, from 200 to 280 meters, there are approximately 350 broadcasting stations, on one wave length alone there are 26 stations, which has made that wave band a place of squeals and howls.

The policy of the Department of Commerce is that stations on these lower wave lengths must regard themselves as local stations. The Department also has taken the stand that it has no more wave lengths to give out and there have been no new applications granted for several months. Applications continue to pour in with the result that there are now about 325 applications pending.

If this position is maintained by the Department of Commerce, those stations in the B wave lengths have an appreciated value unless the failure of Legislative control and the loss of the suit against the Department destroy the value of wave lengths entirely. Incidentally, most of the stations owned and operated by newspapers are class B stations.

A new invention which was reported recently I mention here because, if it proves a success, it is likely to have a very serious effect upon the commercial value of broadcasting stations. The inventor claims this device permits the separation of two or more stations on the same wave length. It sounds incredible, but demonstration has apparently proved it possible. Science has been familiar with the characteristics of harmonics and amplitude but the inventor claims the discovery of a "3rd dimension" of radio. The invention, which depends upon the mechanical precision with which apparatus may be constructed, makes possible house to house telephony but more immediately it would make possible the operation of thousands of radio stations, within the existing radio channels. The addition of more stations would depreciate the value of existing stations because there are that many more stations to be listened to and hence there are fewer members of each station's radio audience. If nothing comes of this new principle immediately it is safe to say that the further development of the science will have an increasing effect upon the status of radio broadcasters. Radio has by no means reached its full scientific development and we are dealing with situations today which may be entirely changed tomorrow.

Since the report of last year to the A. N. P. A. there have been few outstanding events in radio broadcasting. However, the three most important developments have been the successful use of short wave transmission, the increase in power with the inauguration of two 50 kilowatt stations, WGY and WJZ, and the general tendency on the part of all broadcasters to increase power.

In 1925 there were 195 broadcasters with power of 500 watts or more, which represents an increase of 64 stations over those using 500 watts or more in 1924.

A further report on the activities in the radio industry as it affects newspaper broadcasters would have to include a technical discussion of many subjects with which it is assumed those having a vital interest are already familiar.

The Radio Conference at Washington in 1925 did not require the joint action of your Radio Committee in any formal way. The conference was attended by many newspaper broadcasters and it was found practicable to join with the best of the commercial stations in meeting the problems presented there.

Respectfully submitted,

W. A. Strong, Chairman; Amon G. Carter, E. B. Piper, Louis Hannoch, Elzey Roberts, J. R. Knowland, H. S. Scott, W. H. Pettibone, I. L. Stewart, Rowe Stewart.

CONVENTION CLOSE-UP



Frank E. Tripp, general manager, Gannett Newspapers Inc., finds what to buy in the columns of EDITOR & PUBLISHER'S Pre-Convention Number.

From the Linotype Mailbag

MODEL 26

"best buy we have made"

"In reply to your letter of Jan. 8th asking us how we like our new 26 we must say that it is a wonderful machine. We could not and would not do without it. It is the best buy we have made.

"The splendid service you gave us in installing it and the way you took care of it is a real pleasure to do business with your company."

Republican Printing Company
Mason City, Iowa



SCHOOL IN CHURCH ADVERTISING

ASSOCIATED ADVERTISING CLUBS OF THE WORLD — TRUTH

— Don't fail to attend —

Eminent men will discuss church advertising methods at the departmental sessions of the Associated Advertising Clubs convention in Philadelphia, June 19-24, 1926.

One advertising expert will demonstrate and explain actual samples of church advertising copy.

Time has been set aside, also, for an open forum when there will be opportunity for questions and answers.

Make your reservations early!

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS
383 Madison Avenue
New York, N. Y.

THE ADVENTURES OF VIVIAN VANITY
No. 1—"Introducing Vivian Vanity"

Reg. U. S. Pat. Off. Copyright 1926. Wheeler-Nicholson, Inc.



Vivian Vanity of unknown parentage and hard childhood of poverty possessed a rare charm and manner.

She was adored by Carl Brink, multi-millionaire and humanitarian, and by Norman Dix, who had loved her for years. With a gift for designing, she had become a style authority and owned an exclusive gown salon.

She longed for romance and dreamed of moonlit castle walls and strange, beautiful scenes of some other life.

WHEELER-NICHOLSON, INC.

MALCOLM WHEELER-NICHOLSON, *President*

"THE MOST ORIGINAL AND ARTISTIC FEATURES IN AMERICA',

"The Adventures of Vivian Vanity"

The First Serial Story for Women Told in Newspaper Strips

Clean, Beautifully Drawn, Thrillingly Told. Will attract Women Readers.

Territory for 42 Newspapers now closed including New York, Philadelphia and Washington

If you want to get away from the trite and banal; if you want to enlist the absorbed attention of every woman in your community; in other words—if you want to strike a new note in woman's page offerings —

Send a Telegram to

WHEELER-NICHOLSON, INC.

MALCOLM WHEELER-NICHOLSON, *President*

373—4th Avenue New York, N. Y.

THE ADVENTURES OF VIVIAN VANITY
No. 3—"The Strangers Again"

Reg. U. S. Pat. Off. Copyright 1926. Wheeler-Nicholson, Inc.



Vivian enjoyed the opera that night. She went with Carl Brink and friends and was pointed out by many in the audience as the beautiful gown designer whom rumor had it would one day be the multi-millionaire's wife. Unconscious of the interest her appearance created, she let the music enchant her as it always did.

In another box sat the two strangers of the afternoon. They were more interested in Vivian than in the opera.

PERILS OF INQUISITION THREATENED FIRST LATIN AMERICAN EDITORS

Press in Early Days An Organ of Church and State, and in Fear of Both When It Began to Break Shackles of Authority

By VIRGILIO RODRIGUEZ BETETA

Executive Member, Press Congress of the World, and Delegate for Guatemala to First Pan American Congress of Journalists

THE first printing press in Spanish America, and in the Western Hemisphere, was in Mexico, the second one in Peru, the third one in Guatemala. The first newspaper was printed in Mexico, the second one in Guatemala, the third one in Peru.

When our first newspapers appeared, the journalism of the world was still in an embryonic state. Only in England *The Spectator, The Review, The Champion, The True Patriot* and other smaller political publications had showed a way of innovation and character. But generally, the journalism was far from being what it came to be at the time of the French Revolution. To synthesize the situation, let us repeat the words of Mr. DePratt at the Congress of Carlsbad: the newspapers were in the hands of very poorly informed compilers with relation to public interests in Europe, and also of correspondents as poor as the newspapers, and always fearful of the authorities.

The first newspaper printed in the Spanish colonies was *La Gazeta de Mexico,* and near after *La Gazeta de Guatemala,* between the years 1694 and 1729. At that time the only cities of North America with a newspaper were Boston, Philadelphia, and New York. Towards the middle of the 18th century there appeared the first gazette in Peru and successively in Cuba, Colombia and Ecuador. Towards the beginning of the next century, *El Telegrafo Mercantil* in Argentina, *La Gaceta del Cabo* in Hayti, *La Estrella del Sur* in Uruguay and *La Gaceta de Caracas* in Venezuela also appeared. These were the only colonial newspapers. The others printed after had altogether a political and revolutionary character, in the struggle for independence. The newspapers in the Spanish colonies contrary to those in the English colonies obeyed an official initiative as a general rule. In the English colonies, the printer used to print news he thought of public interest, but in our colonies the authorities gathered the news to be printed. This line of conduct was, of course, exerted only on the first Gazettes, and not so on those which flourished at the end of the 18th century, in which we find a notable progress as they followed the example of the Peruvian newspaper, *El Mercurio.* Being then newspapers with an individual initiative and marking the transition between the anodyne journalism, with which the colonies began, and the revolutionary, which contributed to the winning of their independence. In the first Gazettes the Editor and Redactor was the printer himself, under the direction of the authorities. The style was monotonous and its content like a litany. Homages to the two authorities, the civil and the ecclesiastical, filled all the space; news of interests seldom appeared. But those who can read between the lines can comprehend the pulsation of the hours, and the chronicles are invaluable to reconstruct history. Slowly, and without the newspaper man noticing it, he began to gain his liberty from the authorities, and wrote by his own accord until the end of the 18th century.

* * *

The Gazettes then were not satisfied with publication of loose notices and rumors. They began to confront the national problems, of course taking care not to interfere with the ways of the Church, nor to discuss the majesty of the authorities, but their writings tended more and more to waken public interest.

In order to attain to independent journalistic life the printers and the newspaper men had to become heroes. They appear to any one who dissects history, as patient Hercules holding in their sinewy hands the intellectual life of the colonies. As the 18th century dawned all of the Spanish colonies had their own press. But this was because the initiative of the highest authorities, sometimes the civil and sometimes the ecclestiastical. This was the main reason why they were compelled to discuss mainly all the happenings of Church or Government. Law was very strict; nobody could sell, buy, import, and much less write without a license. Practically not a word could be written on any matter not strictly religious.

In Guatemala a clergyman wrote a volume of history, and notwithstanding the fact that ecclesiastical affairs were the main subject, it took him almost four years to obtain a license to publish the book. This situation was not exclusive to the Spanish colonies. The illustrious Catholic monarchs, King Fernando and Queen Isabel of Spain, had decreed the most liberal law governing the press at that time through Europe. But slowly and in accordance with the general spirit of the hour that liberty became narrow. In England a revolution was necessary to abolish the Star Camera, whose main object was to carry on a destructive and obstinate war against writers. The French Parliament had to fight stubbornly to restrict the effects of the Francis the First edict, in which the gallows was the penalty asked for the printers.

For the exertion of penalties and their exaggeration the authorities, and mainly the Inquisition, were responsible. The writers of the Guatemalan Gazette were judged twice by the Inquisition on account of certain articles on freedom of commerce. It must be stated, nevertheless, that in many instances, the same authorities took on their side the protection of the press and the newspapers.

In the United States there were some wealthy printers; ours were always extremely poor. Paper, ink and printing types used to constitute always to them their everlasting nightmare. In the United States, notwithstanding the fact that paper was imported from Europe, it was possible to manufacture it at home. Newspaper men occasionally need to have an interest in paper manufacture. Among us, paper had to be bought directly from Spain, and the maritime connections were not frequent, especially in times of war. And so the editor of the Guatemalan Gazette told his readers that a very fine press consigned to him was detained at Havana for two years then, but that, unless the pirates seized it, he was to have it soon. Struggling against all these obstacles our men were never dismayed. A monk, in Central American provinces, found out his way to manufacture a press with his own hands, also ink and wooden types; another printer, towards the middle of the 18th century in Guatemala, succeeded in the most satisfactory manner in the manufacture of his own type, which permitted him to save the expenses on importing it. In all the Spanish colonies the efforts were greater than the difficulties; the majority of the works produced by the first prints of Hispanic America, compare favorably with the best produced in Europe. In Mexico, Guatemala and Peru a large number of photogravures developed. Some works were published, consisting of two or more volumes of 300 pages in folio, each book filled with photogravures, fancy covers and colored ornamentations.

The struggle for independence gave a new direction to Spanish American journalism. The revolutionary verb set on fire those wonderful pages. Among the most noteworthy periodicals of that epoch, was *El Amigo de la Patria,* published in Guatemala by Jose Cecilio del Valle, called "el sabio," meaning not only the scientist, but the real wise man. None of the newspapers in the Western Hemisphere, as far as we know, analyzed so well the evils and wrongs that afflicted the colonial system in America. And the more remarkable, contrary to the journalists of the age, El Amigo de la Patria paid very much attention to the errors of the economic order. Nobody stated better the economical problems of the New World. Even the federation of nations he proposed, had its foundations in essentially economical factors.

The journalism of the century of the independence was principally a political and a doctrinarian one. Economics and finances were unfortunately neglected. A journalist was generally first of all a homilist or a dogmatizer for his ideas, a supporter of the past or of a great revolutionist.

Latin America has newspapers that are already institutions. The oldest ones are as follows, two in Brazil, *Journal do Pernambuco* and *Journal do Commerso,* have attained more than 100 years. *El Mercurio,* of Santiago, Chile, will celebrate its centennial next year. *La Prensa,* of Buenos Aires, Argentine, established in 1869 and *La Nacion,* in the same capital, two years later, crown gloriously the Latin American Press. Among other famous papers in Latin America are at present, *Excelsior* and *El Universal,* of Mexico, *the Diario de la Marina,* one of the oldest and more important daily papers in Latin America, *El Heraldo,* also of Cuba and *El Comercio* of Peru. The oldest paper in Central America, is *El Diario de Centro-America,* which will attain its half centennial in 1930.

Following is a brief resumé of Latin American journalism in the 19th century.

Among Miranda's pioneers were two type composers who printed La Gaceta de Caracas, Oct. 24, 1806. This is the first of the many periodicals that have since offered their welcoming pages to the Venezuelan writers.

In Chile, Eusebio Lillo, became interested in politics, supporting the ideas of Francisco Bilbao, and edited *El Amigo del Pueblo* (note how the title El Amigo is so often in the first pages of Latin American journalism as taken from the French revolutionist's name *L'Ami du Peuple*), helping the liberal insurrection in 1851. The brothers Domingo and Justo Arteaga were constantly associated in journalism. They contributed to the literary activity in 1859 by establishing *La Semana.* Several years later they brought out *El Charivari* and *La Interna del Diablo,* comical and satirical periodicals. This marked a new vein in Chilean journalism.

In 1829, the Conservatives returned to power in Chile, under the presidency of Joaquin Prieto and his prime minister Diego Portales. They invited Andres Bello, secretary of the Venezuelan Legation in London and a close friend of Chilean minister in London Irisarri, a Guatemalan, to Chile and entrusted to him the editorship of the government organ *El Araucano,* a position Bello held for 20 years. Bello is considered as the father of literature in Latin America and he was the author of the Civil Code of Chile, the first of its kind existing in Latin America.

Though born in Chile, Camilo Enriquez, another famous editor, was educated in Peru. His militant "sermon" on the anniversary of North American Independence, July 4, 1811, was such an able argument in favor of the revolution that even in Buenos Aires (now the capital of Argentine) it was ordered printed for distribution. The mental attitude of a large portion of the better elements of the people, especially the clergy, was so opposed to the revolution that Enriquez determined stand in favor possessed great importance. As the intellectual champion of his party he was made the editor of *La Aurora de Chile,* founded as its organ. The first issue appeared Feb. 13, 1812. On July 4 Enriquez uttered from its columns the first cry for independence.

Above we mentioned the name of Irisarri. He was a Guatemalan who worked for the journalism of all Latin America. No more famous name can be quoted when speaking of Pan-American Journalism. In 1820 Irisarri started with Andres Bello the publication in London of *El Censor Americano.* From there Andres Bello took the idea of his *Biblioteca Americana,* which soon was suspended. Money to pay for such a publication even though well received in South America, was slow and difficult to obtain.

How not to remember Irisarri when speaking of Andres Bello? And how not to remember him when speaking of Latin American journalism in the early days?

In Argentine the monthly *La Biblioteca* was edited during two years by Paul Groussauc, librarian of the Argentine Library in Buenos Aires. He contributed the discussion of knowledge concerning early Argentine literature.

After the fall of Rosas, and the establishment of General Urquiza, Ascásubi, the *Aniceto el Gallo,* printed the unitary

(*Continued on page* 134)

PRESIDENT ADDRESSING PAN-AMERICANS



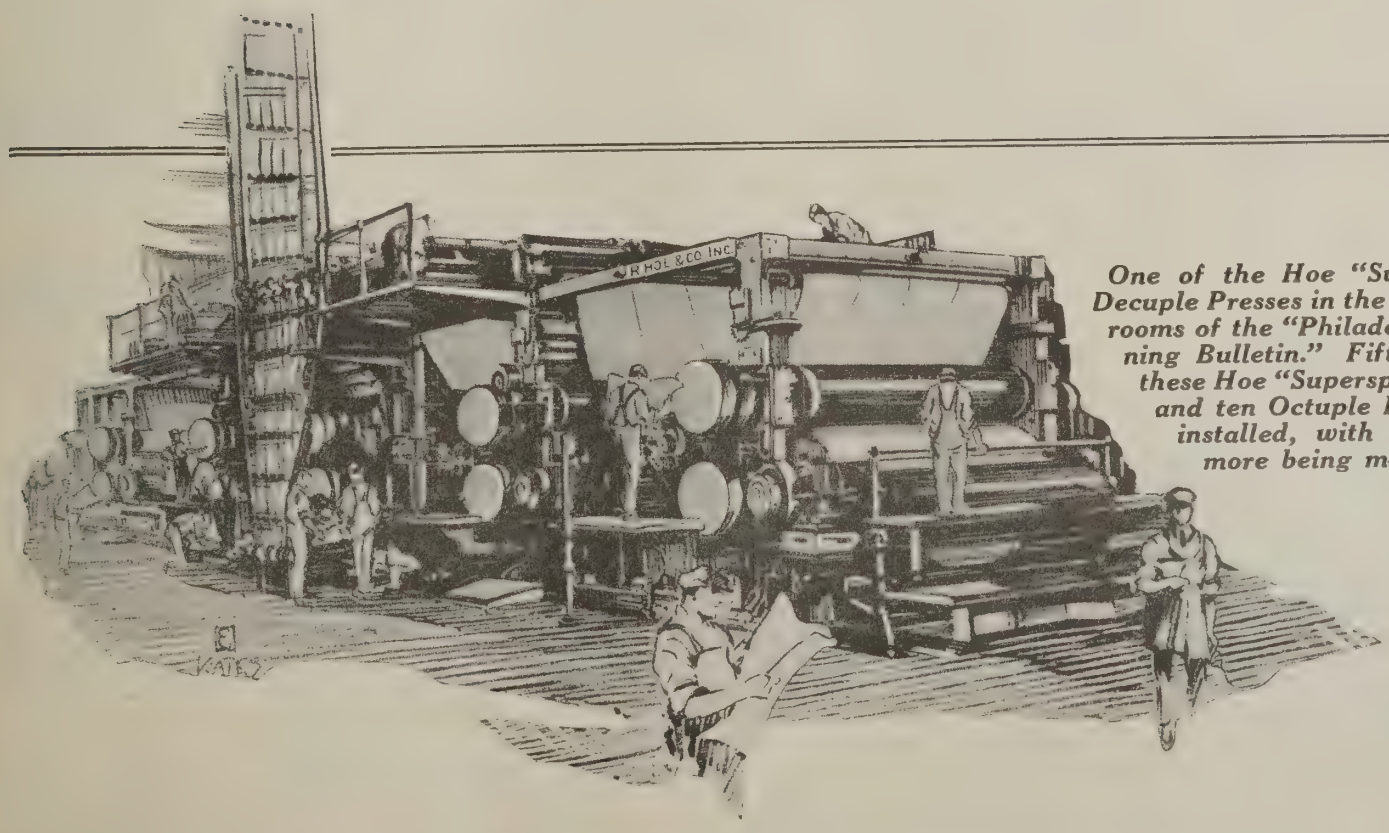
When President Coolidge addressed the First Pan-American Congress of Journalists—Dean Walter Williams sits at the right.

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HUSBANDS GIVE CREDIT TO NEWSPAPER WIVES

Betty Brainerd, Conductor of "We Women" Column Gets News and Feature Writers to Confess How the "Mrs." Has Helped Them—She Dusted My Typewriter, Laughs Lardner

DESERVED publicity and credit has at last been given to the modest tribe of "newspaper wives." Betty Brainerd, conductor of "We Women," a syndicate feature, who recently presented newspaper men and syndicate writers with the opportunity of confessing in her daily column how much their wives had helped them, this week gave as her conclusion that if any woman under the sun was more deserving of praise than an editor's or writer's wife, she had not yet met or shaken her hand.

"Late to dinner—late to lunch—pockets full of papers—frenzied by the rush of news—always broke—it must take a saint to love a newspaper man," said Miss Brainerd. "But who doesn't love 'em," she added.

Among newspaper men and syndicate writers offered space in Miss Brainerd's column to talk about their wives were H. I. Phillips, *New York Sun,* whose column "The Sun Dial" is widely distributed under the title, "The Once-Over"; Capt. William Rule, *Knoxville Journal & Tribune;* Ring Lardner, the slang artist; W. A. Johnson, suggestion editor, *New York World;* J. P. Alley, cartoonist, *Memphis Commercial-Appeal;* Irvin Cobb, humorist; James M. Kirkham, assistant manager, *Salt Lake City Deseret News;* Norman E. Mack, publisher, *Buffalo Evening Times;* Herbert Corey, writer of a New York letter called "Manhattan Days and Nights," Keats Speed, managing editor, *New York Sun,* and Will Irwin, novelist and writer of special newspaper articles.

Inez Haynes Irwin, Will Irwin's wife, who is also a writer for newspapers, was allowed to write on how her husband had helped her. She dedicated her piece to "Willy Irwin, Prince of Punctuation —He sits knee deep in dashes."

"Dear Betty Brainerd," H. I. Phillips wrote, "Since you ask it, I am rather fond of my wife. Generally speaking. And she generally is.

"The feeling, I think, is reciprocated. At any rate we have been married over nine years now and she has never been to see her lawyer, the same being true of me.

"Reno is just a place we read about in the newspapers and you can get some idea of our mutual regard by the fact that we spent two weeks in Paris last summer where the divorce courts are holding special sales of separation decrees daily and Sunday and never even let the judges quote us prices. The other day she remarked casually that two weeks in Paris are not sufficient to do everything you plan, but I don't think this had any significance.

"Of course any man who would come out in a newspaper like this and say his wife meant very little to him or even that he didn't care to be quoted would be very goofy and extra courageous, and readers of an article like this should take that into consideration. I mean in all cases except mine.

"What success I have had dates almost from the day I said 'I do' to all the pastor's questions (even when he asked my name). Mrs. Phillips is the kind of woman who, er, er, she is the type of wife who—oh gosh, it sounds so foolish in print. Well, anyhow, I never knew I could feel so many ambitions and work so hard to realize them.

"If she were the least bit more of an inspiration and a help I think I could be president. And after that, with Mrs. Phillips' aid, it would be only a matter of a few months before I would be promoted to king. That's my wife all over.

"Only the other day I was telling her what a wonderful help she has been to me. And her reply was, 'Yes, and you've been a wonderful warning to me.'

"Wishing you the same, I am
"Very domestically yours,
"H. I. PHILLIPS."

"My wife is a most unusual woman," said Mr. Kirkham. "We have been married for 30 years and she has never lost her temper. That doesn't mean that she hasn't had a chance to do so. She has an even temper and never loses her head. She has red hair, but in her case the characteristics usually attribute to a red-headed person do not fit.

"No man can make any great success without a good helpmate who backs her husband up in his work and encourages him. And that is what my wife has done.

"She says that I've learned by the mistakes I've made and she has been most helpful in warning me against making mistakes.

"Mrs. Kirkham is the mother of nine children. She raised the family while I made the living."

"I was never one to keep a diary," says Ring Lardner, "and so must depend on an unsteady, Volsteady memory for the things my wife has done for me. In 1914 or 1915, I think it was July, she cleaned my white shoes. In 1918 she told the man at the draft board that she and three kiddies were dependent on me for support. In 1921 and again in 1923, she brought in some ice, White Rock and glasses.

"She dusted my typewriter in 1922. Late one night in 1924, we got home from somewhere and I said I was hungry and she gave me a verbal picture of the location of the pantry.

"Once a man named Morris called me up and she told him I was out of town.

"Once I bid a no-trump and she took me out in spades and we were set three tricks.

"Once we were in the car and got stalled and she suggested that the car must be out of gas. Another time I quit cigarettes and she felt sorry for me. When I was away from home attending high school, she did all the ploughing and fed the shoat. Once we went on a trip and it was going to take us all night to get there and we had a section on the sleeping car and just as I was nearly crazy trying to guess whether I should take the lower or upper berth, she solved the problem by crawling into the lower berth. Once a waiter was going to put two lumps of sugar in my coffee and my wife stopped him. She didn't touch him or call him a name, but she just said: 'Only one lump!' And he did not put the other lump in. He was panicky. And back in 1910 I asked her to marry me right away, but she wouldn't do it till 1911."

For the past 25 years William A. Johnson has been one of the editors of the *New York World.* He is the author of several detective and mystery stories and during the past two or three years he has written numerous magazine articles in which women have not always appeared in a favorable light. The casual reader of these attacks on us would naturally think that Mr. Johnson had suffered an early disappointment in love or undergone an unhappy marital experience. The contrary, however, is true.

Mr. Johnston makes the proper admission herewith:

"Every husband has a complex against women. When, as in my case, he has a wife he cannot justly find fault with, he has to relieve his complex by saying things about the other fellows' wives, as I did in 'These Women.'



Miss Betty Brainerd

"For a man endeavoring to do creative work like writing, the right kind of a wife is an essential. Most of the successful writers I know owe a large debt to their wives. The ways in which my wife aids me in my work are almost innumerable, and when a year or two ago I dedicated one of my books 'to Hattie Belle who helps' it was written from my heart in all sincerity.

"The greatest joy in accomplishment is in having someone to share it with, someone who is as much interested in what you have done as you are yourself, someone who will rejoice with you over a triumph and condole with you over a failure.

"Most successful work is teamwork. When you find a man getting somewhere, you'll practically always find at his side the right kind of a wife, doing her bit, alas, all too often anonymously."

"Mrs. Lewis and I have known each other since we were school kids," said Judd Mortimer Lewis. "I was of a very serious disposition. I never saw the bright side of anything. My parents were poor and I could not get an education—the one thing I wanted more than anything else in the world. I thought in those days that a self-made man was about the noblest work of God. I have since formed the opinion that the man who has succeeded in self-making himself from surroundings of poverty can be stingy as the dickens and mean as thunder.

"I worked as a stereotyper in Cleveland from 2 a. m. until 8 p. m. The company sent me to Chicago, either to get rid of me or give me a better opportunity. When I had been there three years I was shipped to Houston—nothing but machinery!

"In Houston I received $22 a week as a stereotyper so, of course, I could afford to get married. I was lonely. I hiked back to Cleveland and brought 'Molly' back with me. Now you must understand all these years I was just about crazy. I had no education and could never arrive anywhere. I worked all day and read all night. From being a stereotyper I became manager.

"My wife told me in effect, 'For the love of Mike, stop reading the writing of others and write something for other people to read.' I did it. Since then I have never had the blues and my wife is my 'pal and severest critic.' I found while I was grieving about not having an education I was getting a good one.

"Our 30 years of married life have been just one big joke with us all the time. Occasionally if she thinks I have done a rotten piece of work she tells me. When she says nothing I know my work is good. She tides me over the times when I think the thought tank is empty and won't replenish itself.

"She is one of the best cooks in the world and has the sunniest disposition. All of her ambitions are for me and the children.

"The reason I have been so fortunate as to hold her interest is because I always keep a surprise in store for her. She never knows what I am going to say next and I still have her laughing until the tears roll down her cheeks.

"What has made this world a very happy world for me is the singing heart she always has with her. She has helped me by her absolute faith that I can do better work than any other man on earth. I don't believe that and know I'm not doing it but I've got her fooled and my ambition in life is to keep her fooled."

Irvin S. Cobb is one of the best known and most popular writers of short stories in America. Laura Cobb, though she has a host of devoted personal friends, has been unknown to the general public up to the present writing.

"No one knows whether I ever helped Irvin or not," she said.

"What?" interrupted an old friend. "Who made him quit his little job on a country newspaper in Paducah, Ken-

(*Continued on page* 136)

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PERILS OF INQUISITION IN LATIN-AMERICAN HISTORY

(*Continued from page* 130)

doctrines to the federalistic adherents of Urquiza.

During Mitre's Administration there was much literary activity in Buenos Aires. Three literary journals, *La Revista Argentina, El Correo del Domingo* and *La Revista de Buenos Aires* flourished. The last directed by Vicente G. Quezada and Miguel Navarro Viola was the official organ of an influential literary society, the Circulo Literario, among whose members were numbered nearly everybody of prominence in the city. The study of Argentine history absorbed more than a half of the pages of the review. The great President Bartolomé Mitre was also the founder of *La Nacion* about 1871. And, as stated, two years before Ezequiel Paz, a great organizer, had started the publication of *La Prensa.*

And what about Mexico? I told how the first printing press was introduced there in 1536, the early date of the introduction of the printing press in America, and I also said that Mexico had the first newspaper printed in Latin America.

When you see now the daily papers of Mexico City such as *Excelsior, El Universal* and *El Democrato* you have to remember that bright journalist named Reyes Spindola, founder of *El Imparcial,* the paper which introduced modern methods in Mexican journalism.

Carlos R. Menendez and Juan Malpica Silva, owners of modern *Diario de Yucatan* and *El Dictamen de Vera Cruz,* the strongest journalists in the Mexican States, make us remember also those strong founders of journalism in the middle of last century, Guillermo Prieto, Ignacio Altamirano and Ignacio Ramirez, (El Nigromante). They founded *El Correo de Mexico* whose doctrines were directed against the landholdings of the clergy and inclined to extreme liberalism.

Cuba has also an advance journalism. Since the winning of political emancipation, material prosperity has grown by leaps and bounds. There can be no doubt that in the future Cuba will maintain a literary fame. At present the periodicals published in the islands equal if not surpass in literary qualities those of any other nation. Take for example the beautifully illustrated *Figaro, Cuba and America* whose purpose is the regeneration of Cuban culture.

The famous organ of the ancient society Los Amigos del Pais, entitled *La Revista Bisemestre Cubana,* had been revived. And by the way, when we speak of that wonderful institution called Los Amigos del Pais, we must recall that these societies were established in the Latin American colonies for the benefit of culture and progress. And in order to show how solidarity has been a principle in Latin America, I want to mention the fact that a Guatemalan, name Simon Bergano Fillegas (a colonial journalist who was twice trailed by the Inquisition) was a staunch supporter of Cuban journalism at the beginning of the 19th century.

And finally let us have a word about Central America. I told that there was the third printing press in Latin America, and even more, that the second newspaper in Latin America was established, La Gaceta de Guatemala, of which I saw a copy in the Latin American newspaper exhibit at the Congressional Library in Washington.

The first daily paper in Central America was established in 1880 and still exists, *Diario de Centro-America,* started by an Englishman. A great achievement of the Central American press was the Congress of Central American journalists held in 1911 to the end of advancing the cause of rebuilding the ancient Central American Federation, a dream to reconstruct in one of the five republics.

To understand the great force of the daily and weekly press read EDITOR & PUBLISHER—$4 per year.

AS HIS HOME TOWN SEES HIM

Josephus Daniels



"I'M going back home to spend the rest of my life criticizing public officials," Josephus Daniels told Washington newspaper correspondents on the eve of his retirement from the cabinet of Woodrow Wilson, after eight years of official service during part of which time he was under the sharpest sort of editorial fire.

Literally, he did not mean that. What he did mean was that he expected to jump from the cabinet back to a desk in the office of his daily paper in Raleigh, N. C., the *News and Observer,* taking up his job where he had left off. He has spent some of his time, it is true, in the intervening years criticising public officials. That, according to Josephus Daniels' conception is one of the functions of a newspaper, a duty to be assumed without fear and to be carried out without favor, but it is just one function.

Back home, the idea that "Joe" Daniels would ever take on the old life of editing a small town paper was not generally accepted. "He's had a taste of it and he'll never let go," some of his neighbors prophesied.

But he has let go. A visit to the "front office" of the News and Observer almost any day from ten or eleven in the morning until after six in the evening, and frequently after the supper hour, will show anybody one of the few survivors of that old school of newspaper publishers who believe the soul of the paper is in the editorial page, and who believe that the publisher ought to voice the character of his paper.

Once Josephus Daniels had an offer to sell the paper, and to sell it for a price considerably beyond what he himself felt it to be worth in money value.

"Sell this paper?" he queried. "Sell the News and Observer? Why I'd as soon think of selling one of my boys. The News and Observer isn't property, it's an institution; more, it's flesh and blood."

It may or may not be significant that since the days when the News and Observer became large enough to house itself in more than one office, Josephus Daniels' quarters have been on the editorial side of the house. On the opposite side of the hall are the business offices. And while it is too much to say that he is not concerned with what goes on there his most intimate relations, the staff will tell you, are with the editorial department.

There's nothing unique about the quarters of this country editor who became Secretary of the Navy and the Secretary of the Navy who reverted to a country editorship. Except for a collection of naval and war-time pictures on the walls it might be any average newspaper office. It would be hard to recognize any kinship between the man who humps over a wide flat topped desk, scribbling with a pencil, or else leaning back more leisurely and thoughtfully wielding a pair of shears and the man who directed a navy at war. Pencils, shears and paste pot. This is the editorial equipment of ye old time editor. Josephus Daniels has found them sufficient. No typewriter for him. No dictating of editorials to stenographers or into the mysterious mechanism of dictaphones. Give him a pencil and enough paper, and he'll keep a good linotype operator humping.

Of course, he has a characteristic that is part of the fame of more than one old time editor. Sometimes his scribbling will mean one thing to himself and an entirely different thing to the operator and the proof reader. On such occasions, editorial explanations have sometimes been in order.

But the fact that he persists in being old fashioned does not mean that he does not observe the tendencies of the day in newspaper publishing. He observes, studies and weighs these tendencies. Weighing them, he has cast the verdict in favor of the old time journal of opinion. In spite of cross currents high seas and adverse tides, he means to keep the ship pointed in the same general direction. He has a way of being hard headed about the things he believes.

"When I was a boy, it was not difficult to establish or rather start a newspaper," he declared. "One hundred dollars would buy a used Washington hand press and a handkerchief full of type would complete the investment. Naturally, such an investment only appealed to those with an urge to write or those with an axe to grind.

"Today, even in small communities, success comes only with modern mechanical equipment, advertising usually brings good returns, and the newspaper as a good business venture has arrived.

"Then the editorial utterances gave character and influence, or the opposite, to the paper. Today, live news and illustrations in a well printed paper will sell if it has neither editor nor policy. In fact, some papers have discarded the editorial altogether. As a rule, however, the page is still there, it is well filled with interesting matter, and in the most influential journals the soul of the editor is seen in the convictions that burn on the editorial page. But how many editorial pages show the marrow of conviction? In how many is editorial responsibility felt?

"The papers are better and larger in a general way than ever. Their utterances are rarely controlled by advertisers. There are fewer back-doors. But is it not true there has been a loss of power and a loss of faith and preaching doctrine? In not a few papers, the owners wish the editorial policy to be clean, dignified, entertaining, instructive, but without any real sense of duty to battle for righteousness and uphold doctrines which are a part of the very being of the writers. The last word sometimes comes from the business office.

"I recall 25 years ago the distinct shock I had when a friend, who had been writing tariff reduction articles on his own motion because he was opposed to the high protective system, accepted a position as editorial writer on a high tariff newspaper. He saw nothing wrong in accepting employment to write what his employer wished written so long as he did not sign his name and so long as he had no personal responsibility. It seemed to me then—and I have not changed, being, as you see, very old fashioned—that there was something wanting in a man who could write with equal facility on both sides of a question, which, to my mind, has a moral as well as economic aspect. I have observed that man who can write equally well for high tariff or low, or in defense of monopoly or in opposition, believes nothing very deeply. His sentences are of time. If he ever had any, virtue goes out of him. His sentences are well turned, his illustrations may be happy. But nobody is ever convinced by anything he writes.

"The newspaper of today with a large circulation, thanks to the larger use of advertising space, has become a money maker. In a big city, it is a gold mine. In a small city, it usually pays good salaries and good dividends. This salutary condition is giving better papers. But it is a temptation to the owners to think more about the business side rather than the teaching and preaching side. Indeed, there has arisen a type of owner who regards the expenditure for the trained writers who say something that doesn't please everybody, as of doubtful utility.

"Papers are too mutual. By that, I mean too many of them are agreeable to all grades of opinion. They are often too friendly with the powers that be—political, business or what not. In exceptional instances, their owners desire to get in on the ground floor of public improvements and public utilities with consequent inability to render needed service to the whole public.

"There was plenty to criticize in the old time political organ. They were often violent and intolerant. Sometimes vicious. But as a rule, they had convictions and lived up to them and were not influenced by making money and they rarely made any. But there was a sense of personal service to the cause that lifted them above any journal which regards dividends above preaching the truth, letting the chips fall by the way.

"Naturally, the modern journalist cannot do many things, but must work in one channel. In my early days I wrote locals, editorials and advertisements with the same ease, or lack of ease, and collected subscriptions. The work is so big now it has to be subdivided, but water-tight compartment is the death of the best rounded newspapers. Departments are necessary, of course, but the line of demarcation is sometimes so great that the editorial and business staffs are as remote as if they were not engaged in making the same paper.

"The pendulum which has swung so far away from personal touch and personal responsibility in recent years, and has paramounted the business above editorial, must swing in the opposite direction. Indeed, it has already swung in some quarters where owners of papers find their highest duty is to make the paper a public institution rather than a money making investment.

"This makes for newspaper education and personal responsibility as the part of every man connected with the paper."

Adds "Pink" Sports Section

A four-page "pink" sports section is now a daily feature in the *Des Moines Register.* The Register last week announced a double page magazine section of women's features. This section is being edited by Miss Evelyn Richmond lately of the staff of the *Brooklyn Times.*

Control!

that increases press output

Editorial deadlines set as late as possible to scoop the latest news! Production time at the mechanical end reduced to an absolute minimum! If ever reliable equipment was vitally important most certainly it is in the newspaper pressroom.

The publisher whose presses are equipped with Cutler-Hammer Control, "The safest system in the world," never worries.

For C-H Control speeds press output! Certainty—safety—speed—instantaneous braking—these are the essentials which it brings to press and auxiliary equipment.

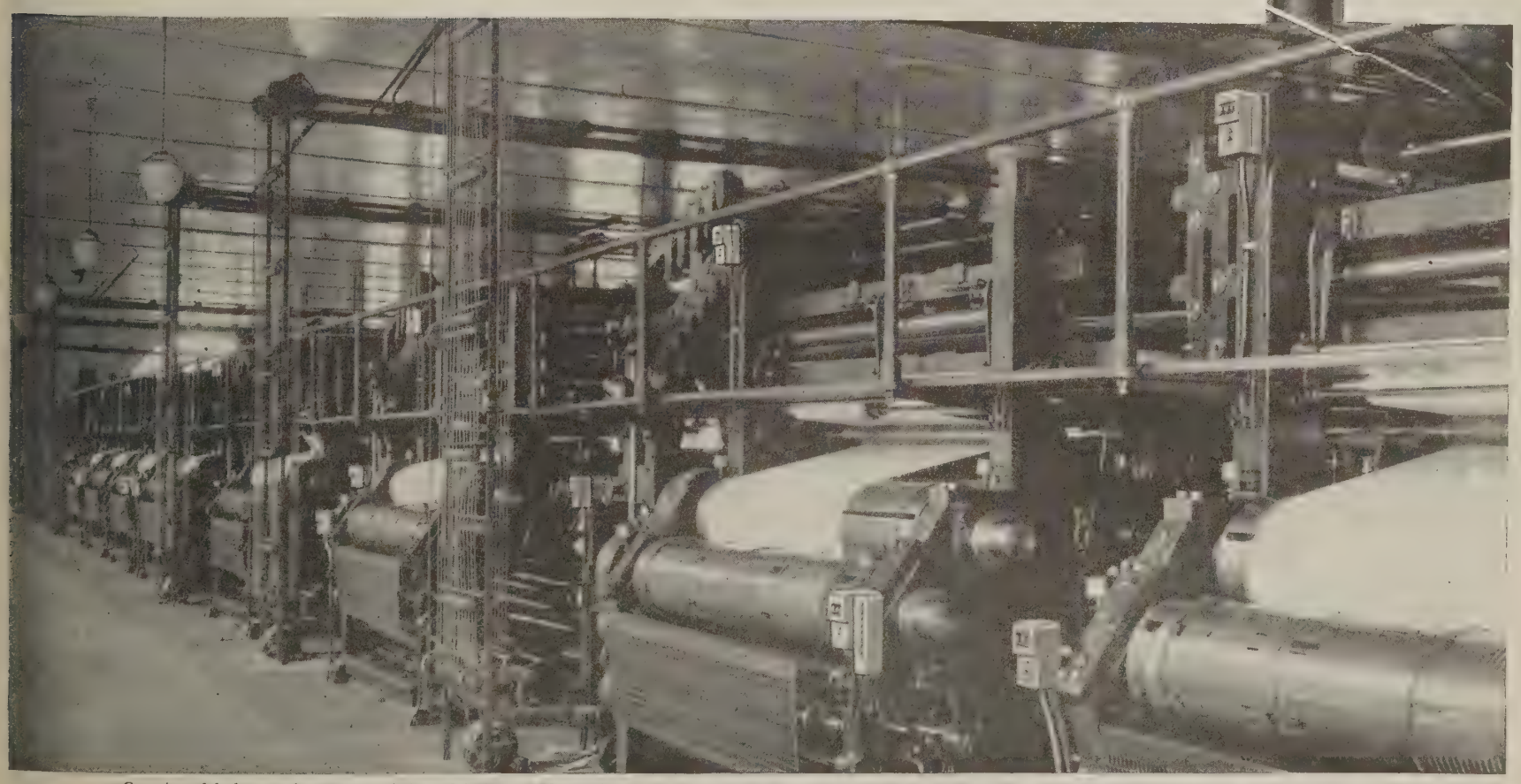
C-H Control typifies the speed and efficiency of the modern plant. Large and small, the finest papers in the land have chosen it. They enjoy the satisfaction which will be yours when your presses are C-H equipped.

"Keeping Pace in the Newspaper Plant" is our latest descriptive book on this highly developed equipment. You will find it interesting and profitable reading. Send for a copy.

The CUTLER-HAMMER Mfg. Co.
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Full push-button control at the pressman's finger tips, putting every action of the press immediately under his will for positive automatic operation, eliminates uncertainty—cuts down the running time—and spells the speed and efficiency demanded in the modern newspaper plant



One view of the large and well equipped plant of the Detroit News—showing the numerous C-H Push Button Stations which permit positive automatic control of every action of the press. Also six of the Cutler-Hammer Conveyors which carry the papers in a fast, steady stream from press to the mailing and delivery rooms.

CUTLER C-H HAMMER

Press Room Efficiency Depends on Electrical Control

HUSBANDS CREDIT SUCCESS TO WIVES

(*Continued from page* 132)

tucky, and sent him to New York to try for a newspaper job there? Who scrimped and saved and stayed with her family in Georgia for several months until Irvin got a foothold in the big city? Who, when he had climbed up the newspaper ladder as far as a reporter and then as a re-write man could go, persuaded him to take up short story writing for the magazines?"

"I never told you that!" exclaimed Mrs. Cobb.

"No," replied the old friend, "but that's the story and I know it's true. No wife of a writing man ever helped her husband more than you have helped Irvin by making him go ahead where he belonged.

"Except for you Irvin would not be where he is today. He had the story-telling gift but you had the energy and ambition and the willingness to sacrifice everything which was necessary to capitalize his ability.

"Irvin knows it and would be the first to acknowledge it if you would let him. I know it and your other old friends know it—and it's time the public knew it."

H. Addington Bruce, a writer on practical psychology, granted me the following interview:

"To tell you how my wife has helped me is really something I cannot undertake to do with any completeness. For Mrs. Bruce has helped me in so many ways that even to list them would, I know, pass the limits of the space at your disposal.

"You will appreciate this better when I add that Mrs. Bruce's helping of me began many, many years ago, when I was an undergraduate in college. It was then that she and I met, and from the outset I started to gain from her a clearer understanding of life's beauty, meaning, and possibilities than all the philosophy I have ever read could have given me.

"Looking back, I can see plainly that but for the infinite good fortune that brought my wife and me together I should hardly today be in a position where you would be asking me for this statement.

"In those days I was more energetic than purposeful, more impetuous than thoughtful, I designed to write, but with no particualr end in view. My wife—to whom, fortunately for me, I was married while we were still very young—helped me to sense the importance of determining an end, and has ever since been helping me in my effort to attain it.

"She has helped me by suggestion, by specific criticism, and, above all, by her own uncompromising devotion to the ideal voiced by her favorite poet Browning:—

"'Ah, but a man's reach should exceed his grasp, or what's a heaven for?'

"I have a long way to travel before I shall arrive anywhere near the goal my wife's faith has set for me. And I know that my chance of reaching it depends mainly on my wife's help to come.

"Do you wonder that I pray that twilight is still remote for her and for me?"

Will Rogers wrote to Miss Brainerd:

"My wife never tells me what to do, but she watches and tells me what not to do. Lots of times she picks out the jars and stings I always want to avoid. When I have to hurt a man's feelings to get a laugh, I'll quit.

"As for business, I don't know whether I've got a nickel or a million dollars. I haven't written a check personally in years. She does the whole thing with no secretary or any help.

"When Ziegfeld was negotiating for me to come to New York I sent him this telegram: 'Will accept for so much weekly and transportation from Los Angeles to New York for 10 ponies, 4 dogs, 2 automobiles, chauffeur, cook, 3 children and 1 wife.' He answered, 'Terms accepted, why only 1 wife?' to which I replied 'I'm afraid to get rid of this one 'cause I'll never get another to stand for my jokes.'

"I make the public impression. She makes the private. Ours is a 50-50 combination. People come to our home remembering me and go away remembering her."

J. P. Alley, political cartoonist for the *Memphis Commercial Appeal* said:

"Every morning my colored man gets the paper and puts it at my place on the table. When I've 'bout finished my coffee my wife comes down and looks at the cartoon I have drawn. She does not know it, but I look at her and study the expression on her face. Casually I ask her, 'What do you think of that cartoon?' My mother would probably, if I asked her the same question, spare my feelings. If it was a political cartoon she would say she didn't understand political matters. But my wife reads and understands political matters.

"If she unhesitatingly says the cartoon is fine I know very probably I've done pretty well. Other times she tells me I've done better than that before and then she will tell me why.

"Mrs. Alley is heartless with me. Could anything be better for a man than to have some one right close to him criticize him? She doesn't damn me with faint praise. I know she has understanding and intelligence and it helps me.

"Did you ever see a little boy fly a kite? Sometimes it turns somersaults because it hasn't enough tail to it. My wife is the tail of my kite. If I have any inclination to think I'm getting good she stops that, for she knows she has the same viewpoint."

Norman E. Mack paid this tribute to his wife:

"Mrs. Mack did me the honor of marrying me 34 years ago. I didn't have a chance to escape even if I had wanted to.

"My wife was an extremely attractive girl and is a remarkably handsome woman. She dresses well and has always been a wonderful credit to me. She is a brilliant conversationalist, very entertaining and a good all around fellow. She is very popular not only with men but with women. She is alert—always ready to go with me no matter where I go."

"My dear Betty Brainerd," wrote Herbert Corey, "in asking me to tell you 'How My Wife Has Helped Me' you have given me a large order. If I had a column I might make a beginning, but—

"I had always thought a dollar was a thing you carried from one cashier to another. She taught me it has staying power.

"She didn't eradicate my laziness. No one could. But she partly neutralized it.

"She detests slighted work. This is very hard, but it is good for me.

"The Psalmist says all men are liars. But one cannot live with a transparently truthful person without at least learning to be ashamed of lying.

"She enjoys life. That lessens the overhead of gloom.

"She is a fine detector of counterfeits. That helps a congenial come-on. She is never so happy as when she is helping some one. I am still selfish, but I have at least reached the point of approving her generosity.

"She is tender and compassionate. Cynicism and indifference break down before her.

"She sees the best in people. How can I constantly look only for the worst with her example before me?

"She is the soul of loyalty. She could not be dishonest in a penny or a thought. It would be hard to live up to her standard, except—

"She is the best companion in the world."

New Olean Ad Manager

Frederick C. Ostwick has been appointed advertising manager of the *Olean (N. Y.) Herald*, succeeding Merle C. Ostrom, resigned.

C. G. MARSHALL JOINS UNITED STATES DAILY

General News Editor of Consolidated Press to Supervise News Gathering—Succeeded in N. Y. by C. R. Wood

C. G. Marshall has resigned as general news editor of the Consolidated Press Association to become chief of staff in charge of the news side of the *United States Daily*, published by David Lawrence, president of the Consolidated Press. C. R. Wood, formerly division news editor, has been appointed general news editor and Bertram G. Zilmer has been made division news editor in the New York office.



C. G. Marshall

Clarence Marshall has been associated with the Consolidated Press since the early days of its development. He has been assistant in the New York office, office manager in Chicago and temporarily in charge at San Francisco. As general news editor he had direct charge of the entire production of the daily and Sunday services.

Rowland Wood succeeds to his position, after several years as division news editor in the New York office, before which time he was associated with newspapers in Cleveland and later in New York.

Bertram G. Zilmer was graduated from the University of Wisconsin, where he studied journalism. Later he worked on various Wisconsin papers, finally becoming copy reader and night news editor of the *Milwaukee Journal*. Later he was connected with the United Press, and until recently with the *New York Evening Post*.

CONVENTION CLOSE-UPS



G. E. SCROGGIE, business manager of the *Toronto* (Ont.) *Mail & Empire*, attended the convention to take part in discussions of the A. N. P. A. He reported big business increases in his home city.

Staley Joins Dunham Company

R. J. Staley, formerly with Williams & Cunnyngham, Chicago, and more recently with Evers, Watrous & Co., of Chicago, joined the John H. Dunham Company of Chicago as assistant space buyer, April 19.

EDITOR & PUBLISHER—$4 a year.

A SINGLE ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their respective fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

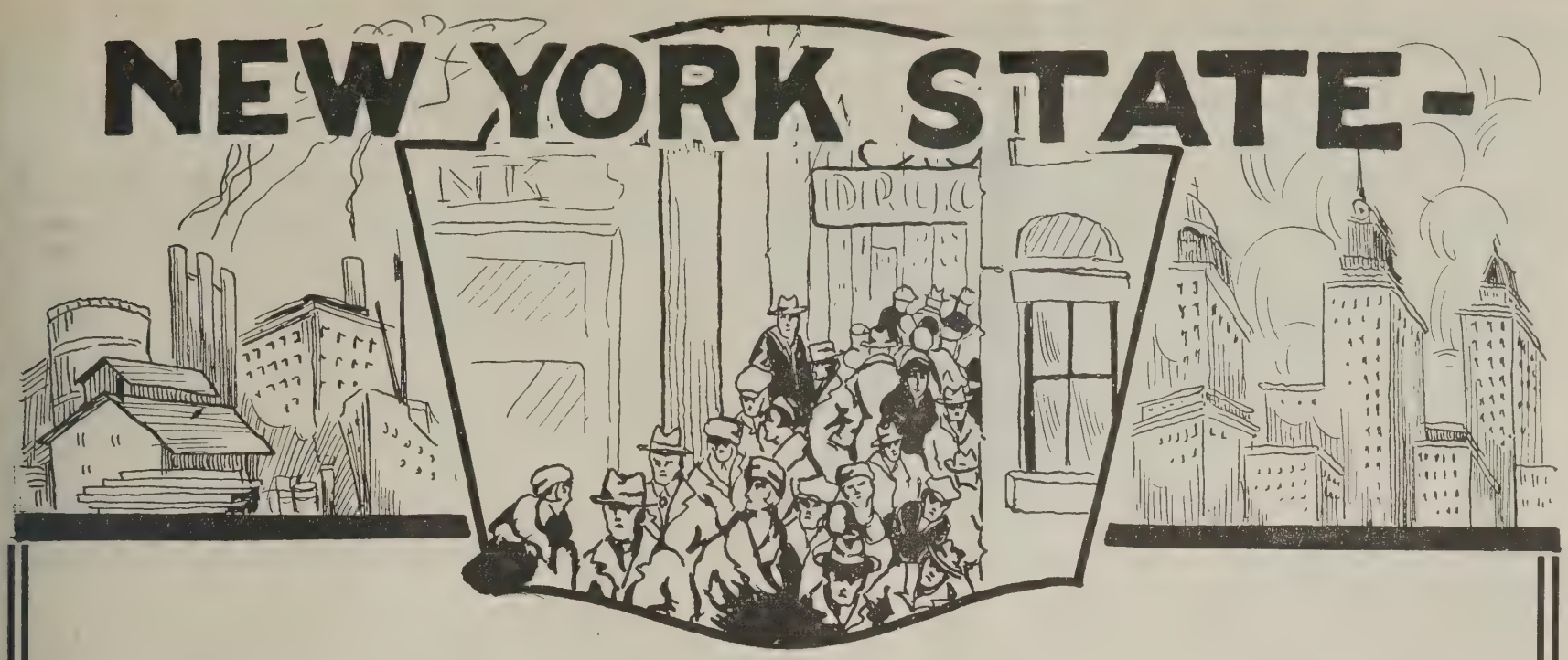
Combination Advertising Rates for 12 Insertion Contract

Full Page .....$280.00 per insertion
Half Page ..... 145.00 per insertion
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Cable Address: EDPUB, NEW YORK

Advertising World
14 King Street
Covent Garden, W. C. 2
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Telephone: Gerrard 7615
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ECOPUBLISH, RAND, LONDON



FIRST-

-in population
-in number of large cities
-in industrial and commercial activities

New York State is a national market in itself. It stands as the premier city in commerce, in industry, in the number of large cities and the size of its buying power.

No selling or advertising campaign is 100% efficient unless New York tops the list of territories you should cover.

Advertise your products through the medium that reaches the people direct—the daily papers. The people are in daily contact with their newspapers. They read them for news and look through them carefully for their wants in food, clothing, etc.

Advertise to the State with the greatest buying power through the daily papers.

	Circulation	2,500 Lines	10,000 Lines
*Albany Evening News (E)	30,060	.10	.10
*Albany Knickerbocker Press (M)	33,635	.11	.11
*Albany Knickerbocker Press (S)	56,934	.16	.16
**Amsterdam Recorder-Democrat (E)	7,810	.04	.04
††Auburn Citizen (E)	6,389	.065	.055
**Brooklyn Daily Eagle (E)	73,764	.22	.22
**Brooklyn Daily Eagle (S)	84,997	.22	.22
*Buffalo Star and Enquirer (E)	30,134	.13	.09
*Buffalo Courier (M)	58,083	.17	.13
*Buffalo Courier (S)	104,303	.27	.22
*Buffalo Evening News (E)	128,455	.25	.25
**Buffalo Evening Times (E)	102,562	.21	.21
**Buffalo Sunday Times (S)	108,219	.21	.21
**Buffalo Express (M)	53,254	.14	.12
**Buffalo Express (S)	59,243	.18	.14
††Corning Evening Leader (E)	9,339	.05	.05
*Elmira Star-Gazette Advertiser (E&M)	33,500	.11	.11
**Freeport Daily Review (E)	7,991	.05	.05
††Geneva Daily Times (E)	5,040	.04	.04
*Gloversville Leader Republican (E)	6,939	.035	.035
††Ithaca Journal-News (E)	7,751	.05	.05
*Jamestown Morning Post (M)	11,636	.04	.035
**Middletown Times-Press (E)	7,127	.04	.04

	Circulation	2,500 Lines	10,000 Lines
*Mount Vernon Daily Argus. (E)	9,871	.05	.05
**Newburgh Daily News (E)	12,132	.06	.06
††New Rochelle Standard-Star (E)	8,598	.04	.04
**The Sun, New York (E)	257,067	.60	.56
*New York Times (M)	350,406	.80	.784
*New York Times (S)	572,815	.95	.931
††New York Herald-Tribune (M)	285,800	.6435	.624
††New York Herald-Tribune (S)	345,484	.693	.672
††New York World (M)	287,682	.595	.58
††New York World (S)	582,929	.595	.58
††New York Evening World (E)	294,442	.595	.58
**Niagara Falls Gazete (E)	20,629	.06	.06
**Port Chester Item (E)	4,732	.03	.03
*Poughkeepsie Star and Enterprise (E)	12,429	.06	.06
†Rochester Times-Union (E)	67,974	.21	.20
*Syracuse Journal (E)	45,204	.14	.14
*Troy Record (M&E)	22,427	.06	.06
*Watertown Times (E)	16,216	.08	.08

* A. B. C. Statement, Sept. 30, 1925.
† Government Statement, Sept. 30, 1925.
** A. B. C. Statement, March 31, 1926.
†† Government Statement, March 31, 1926.

REPORTER SUMMARILY "FIRED" WINS $1000

Texas Supreme Court Upholds News Man's Right to Gentle, Private "Firing" in Dismsising Houston Post Appeal

AUSTIN, Tex., April 15.—Privilege of a newspaper reporter to be fired gently and privately was upheld by supreme court Wednesday when its action made final the judgment for $1,000 awarded to A. F. Jones, reporter, against the *Houston Post*. Supreme court dismissed, for want of jurisdiction, the defendant's appeal.

The damage suit was filed by Jones as a result of the posting on the newspaper bulletin board of a notice by L. A. Hoskins, managing editor, in 1921, ordering Jones dismissed because of the misspelling of a name in a funeral notice.

The memorandum addressed to the city editor, said:

"The most worthless thing on a newspaper staff is an inaccurate reporter.

"This is aptly illustrated in Monday morning's issue of the Post, in connection with the death of Lee C. Ayars. The misspelling of Mr. Ayar's name not only made the Post look foolish, but offended the family and friends of the deceased.

"As an example and a warning, I want the man who handled the story, Mr. Jones, dismissed. I want every man of your staff to know that he was dismissed and that other dismissals will follow for similar cause."

Jones asked no exemplary damages in his suit but alleged publication by posting on the bulletin board of Managing Editor Hoskins' letter "was made for the purpose of injuring, humiliating, and offending" Jones and was done maliciously and that its publication tended to injure Jones' reputation and expose him to public hatred, contempt and ridicule and to financial damage in the sum of $25,000.

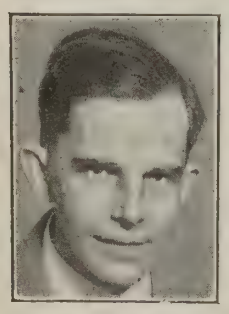
The printing company alleged the communication was "qualifiedly privileged" as issued by the managing editor in the course of his duties and sent to the city editor of the paper, and that the burden of proof lay upon the reporter to prove malice and injury.

The case was submitted to the jury on special issues, the jury holding the communication was in defamatory language, actuated by malice, and that the entire content of the writing was not substantially true and that it injured Jones to the sum of $1,000.

ELIZABETH TIMES APPOINTS

J. W. B. Mitchell Named City Editor of Brisbane's Paper

J. W. B. Mitchell, assistant city editor of the *New York Daily News*, has resigned that position to become city editor of the *Elizabeth* (N. J.) *Times*, evening paper owned by Arthur Brisbane and M. Annenberg.



J. W. B. MITCHELL

Mr. Mitchell has been with the News about a year, three months of the time on the copy desk. For 10 years he was on the staff of the *Union City* (N. J.) *Hudson Dispatch*. Prior to that he worked on the *Perth Amboy Evening News* and the *Staten Island Transcript*, a weekly.

He started newspaper work, soon after graduation from high school, on the *Bedford* (Va.) *Bulletin*, a weekly.

M. E. Stone Applauded

M. E. Stone, "grand old man" of the Associated Press, was applauded when he entered the A. P. luncheon. The veteran secretary was unable to attend the annual meeting.

AS HIS HOME TOWN SEES HIM

Frederick E. Murphy



MOST publishers feel that a campaign for a municipal auditorium, a bridge, or a park, is sufficiently ambitious for any newspaper.

But Frederick E. Murphy, publisher of the *Minneapolis Tribune*, is neck deep in a 10-year campaign to change the agricultural map of the Northwest.

This campaign, for which an annual appropriation of $50,000 has been made, is now in its third year and has as its goal the diversification of the great one crop areas of the Dakotas and, in a lesser measure, Minnesota.

Given a three-year "sentence" to a farm by Dr. Will Mayo, Mr. Murphy tried wheat farming on his 3,700 acre farm in the Red River Valley. He recovered his health, but it took him quite a while to recover from the wheat farming deficit after he came back to the Tribune. He had considerable time to think up there on that big wheat farm. One moment everything looked rosy—and then hot winds, rust, or hail crushed his fondest hopes.

Mr. Murphy came back to his paper with the idea that there wouldn't be so much grief in the Northwest if farmers had dairy cows, hogs, beef cattle, sheep, poultry, corn and alfalfa.

Since he came to this conclusion he has gone out and got himself the best agricultural editor he could find and has published hundreds of full page articles on the prosperity that follows balanced farming. He has a man on the road all of the time preaching diversification, and co-operation between business men and farmers.

He now has Herbert Kauffman writing full page editorials on the agricultural and industrial possibilities of the Northwest. He has organized a half dozen tours over the Northwest in which, accompanied by Frank O. Lowden and Edwin T. Meredith, he has preached his gospel in all corners of the territory.

He is the most persistent dinner giver in Minneapolis. Let any organization with any influence in the Northwest come to town and Mr. Murphy gives all hands a dinner and insists that the guests go back home and help the farmer to help himself.

This campaign is accomplishing results that are astonishing the Northwest.

"This is the only way the farmer can be helped," Mr. Murphy says. "We can help him to help himself by teaching him intelligent, up-to-date business farming, and in no other way are we ever going to get anywhere."

Daily Adds to Its Service

The *Milwaukee Journal* has opened to the public a new meeting room with a capacity of 75 persons. The Journal now has four meeting rooms in its new building which are open to the public for civic and community gatherings, without charge, in addition to a number of conference rooms which are used for overflow meetings. These rooms, which range in seating capacity from a dozen to 300 persons, are assigned through the Public Service Bureau.

NEWSPAPER INSTITUTE IS PLANNED

To Combine Instruction in Printing and Publishing—Ask $250,000 Fund

The American Newspaper Institute is the name proposed for a school which will combine the Empire State School of Printing and the Empire State School of Engraving at Ithaca, N. Y., and provide training of a more complete nature for the printing and publishing industry. Plans for the new school were explained to members of the A. N. P. A. by Victor Ridder, chairman of the Committee on Printing Trade Schools, in connection with his annual report.

Plans for the new training center have been prepared by Ross W. Kellogg, director of the Empire State Schools, in consultation with Mr. Ridder, Adolph S. Ochs of the *New York Times*, Frank E. Gannett, president of the New York State Publishers Association, and John W. Baker, chairman of the committee on education of the upstate association, which has directed the Empire State School of Printing for the last four years. Tentative plans call for a fund of $250,000, of which $150,000 will be used for a site and building and $100,000 for equipment.

The objects of the proposed school are given by Director Kellogg, as follows:

1. To train workmen in the printing trades and recruit the supply depleted by the rapid decline of apprenticeship since the war.

2. To furnish special instruction to journeymen and fit them for executive positions.

3. To give a complete fundamental knowledge of the production branches of publishing to sons of newspaper publishers and printers who will form the next generation of publishers and employing printers.

4. To furnish laboratory facilities for a course in Newspaper Engineering if such a course is established at Cornell University.

5. To supervise, as far as possible, through an extension department, the training of apprentices in newspaper and commercial printing plants.

6. To give attention to instruction in printing in the public schools to the end that such instruction may bring a desirable type of young man into the trade.

7. If demand arises, to furnish instruction in news writing, copy reading, advertising salesmanship and circulation department methods.

8. To devote some effort to research work.

The Empire State School of Printing has taken an option on a highly desirable site, adjacent to Cornell University, and has prepared plans for a building which will provide more than 20,000 squre feet of floor space. The site is sufficiently large to allow for a second building of the same size.

Victor F. Ridder explained that there is no conflict between the idea for establishing a newspaper trade school at Ithaca and the colleges of journalism. "There is a growing demand for a training center or university devoted to preparing men for newspaper careers, providing them with training in the fundamentals of newspaper work, not only the news and editorial departments but in the mechanical, circulation, advertising and business management ends of the publishing business," said Mr. Ridder. "Doctors, lawyers and other professional men have colleges and universities to which they can send their sons, and where young men can go for training in the professions, but there is no such school for the newspaper profession."

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An organization specializing solely in newspaper building design, manufacturing and production problems.

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Newspaper Buildings
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120 West 42nd Street New York

Central Louisiana Veteran Dies

H. M. Huie, 64, who died recently at Alexandria, La., was publisher and one of the founders of the *Alexandria Daily Town Talk*. For more than 40 years he had been active in the upbuilding of Alexandria and central Louisiana.

Washington Editors' Group Meets

The King-Kitsap county group of the Washington Press Association held its monthly meeting at the Seattle Chamber of Commerce building, Monday, April 12. Elgar A. Brown, associate editor of the *Auburn Globe-Republican*, talked on the make-up of the country weekly; H. P. Everest, editor of the *Kirkland East Side Journal*, talked on the problems of the community newspaper.

REPORTER ATTACKED BY DEPUTY SHERIFF

Wichita Falls, Tex., News Writer Beaten by Officials Seeking to Retaliate for Paper's Investigation

WICHITA FALLS, Tex., April 20.—Two charges of assault and battery have been filed against Dennis White, deputy sheriff of Wichita County, for two alleged unprovoked attacks upon A. D. Hallman, court reporter of the *Wichita Falls Record-News*. White pleaded guilty to the attacks, April 16 and 17. Sentence has not yet been passed.

The first attack on the reporter came when Hallman asked the officer for any report by the grand jury, which was at that time investigating city and county peace officers. White, without a word, struck the reporter, knocked him down and then is alleged to have stamped upon him. The paper filed charges on behalf of its employe. White pleaded guilty, then waited until the reporter came out of court and attacked him again, beating Hallman severely. Three deputies stood by laughing while White jumped repeatedly on the prostrate form of his opponent. The Record-News has been active in the campaign to clean up the city and county peace force. Publicity given the matter resulted two weeks ago in insurance men warning the city council that all burglary insurance would be cancelled unless the city police department was immediately cleaned up. Despite warnings by White and other deputies that more beatings would follow any stories given the two fights, the Record-News appeared Sunday morning with an eight-column line, appealing to the people to take action.

For the First Three Months of 1926

THE TAMPA MORNING TRIBUNE

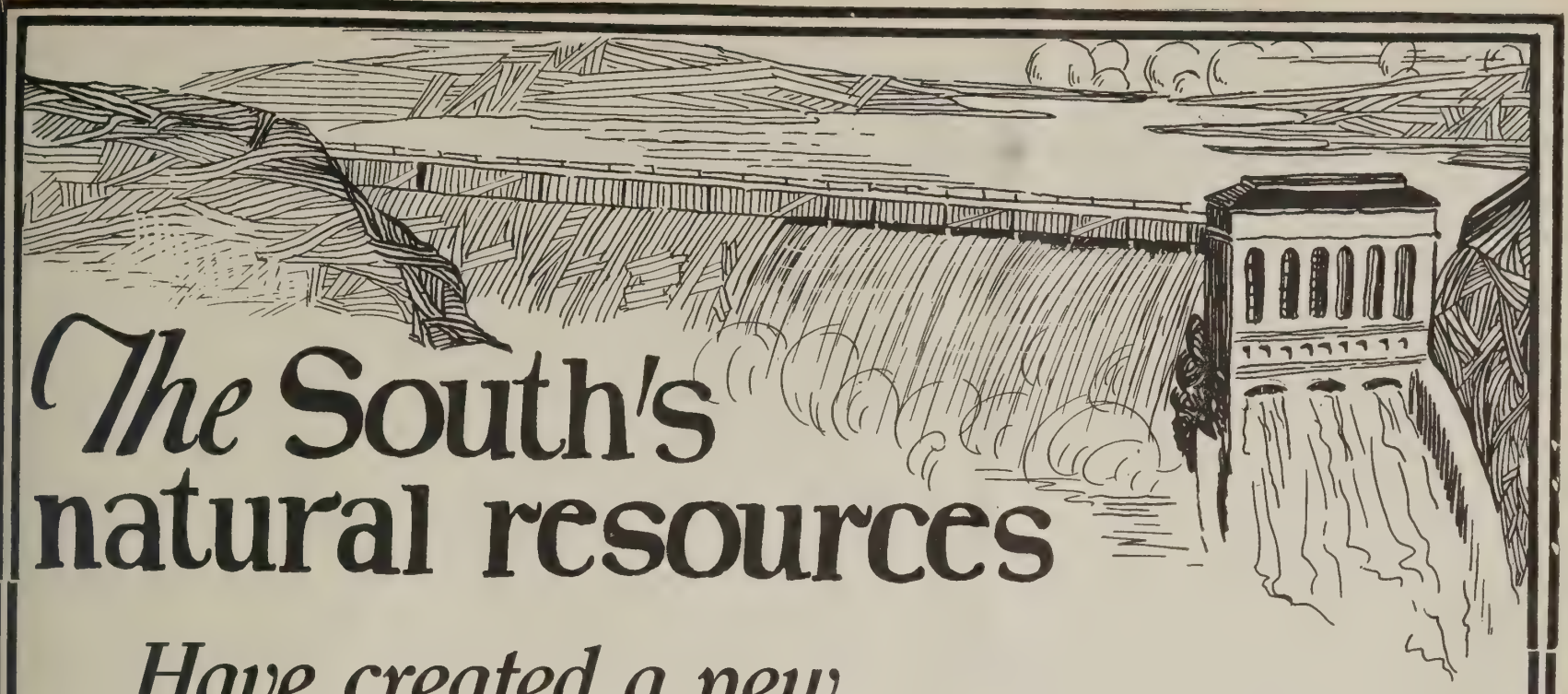
printed **7,355,276** lines of Advertising, and thus moved up from twelfth to **SIXTH** place among the newspapers of the United States.

The only newspapers printing a greater volume of advertising during that period than The Tribune were the Miami Herald, the St. Petersburg Times, the Detroit News, the Chicago Tribune and the New York Times.

The Tribune covers the rich South Florida territory of 24 counties and 190 cities and towns, with a population of 713,943.

That's Why Its Advertising Volume Grows

The S. C. Beckwith Special Agency,
National Representatives.



The South's natural resources

Have created a new empire of commerce!

Business men are amazed at the tremendous advancement in commerce and industry of the South.

But, this was inevitable. The natural resources attract industry. Factories are springing up everywhere throughout the South. There is coal in abundance. Water power is available and living conditions attract good solid workers who are anxious to raise their families in real American cities.

There is an increased demand for all commodities and some of the luxuries. The South is of great importance now as a territory for your products. The daily papers will help you sell the South. Tell these people what you have to offer. They are ready to buy.

Advertise to the South through this group of Newspapers—

ALABAMA	Circulation	2,500 Lines	10,000 Lines
*Mobile News-Item (E)	11,993	.05	.05
*Mobile Register (M)	20,427	.08	.08
*Mobile Register (S)	32,096	.10	.10
FLORIDA			
†Daytona Beach News (ES)	5,731	.04	.04
**Florida Times-Union (M) 42,376 (S)	54,610	.12(S.15)	.12(S.15)
††Lakeland Ledger (E)	4,283	.03	.03
**Miami Herald (M)	31,714	.11	.11
**Miami Herald (S)	40,347	.12	.12
*Orlando Reporter-Star (E)	8,502	.06	.06
**Orlando Sentinel (M&S)	6,172	.05	.05
**Pensacola News and Journal (EM)	8,689	.06	.06
†St. Petersburg Independent (E)	11,917	.055	.055
*Tampa Times (E)	23,325	.08	.08
†Tampa Tribune (M) 34,841 (S)	53,762	.09(.11S)	.09(.11S)
**West Palm Beach Post (M)	8,638	.06	.06
GEORGIA			
*Augusta Herald (E)	14,246	.05	.05
*Augusta Herald (S)	14,547	.05	.05
**Macon Telegraph (M)	26,753	.08	.08
**Macon Telegraph (S)	27,165	.08	.08
**Savannah Morning News (M), 21,015. (S)	22,204	.06(.07S)	.06(.07S)
KENTUCKY			
*Lexington Leader (E)	19,640	.06	.06
*Lexington Leader (S)	19,531	.06	.06
**Paducah Sun (E)	9,255	.04	.04

NORTH CAROLINA	Circulation	2,500 Lines	10,000 Lines
†Greensboro Daily News (M)	27,485	.08	.07
†Greensboro Daily News (S)	31,505	.09	.08
†Raleigh News and Observer (M)	33,515	.08	.08
†Raleigh News and Observer (S)	36,318	.09	.09
††Winston-Salem Journal (M)	12,357	.05	.05
††Winston-Salem Journal (S)	12,607	.05	.05
*Winston-Salem Sentinel (E)	18,259	.07	.07
SOUTH CAROLINA			
**Columbia State (M)	23,663	.07	.07
**Columbia State (S)	24,838	.07	.07
**Greenville News (M)	21,704	.075	.07
**Spartanburg Journal (E)	4,172	.05	.05
**Spartanburg Herald (M) 7,252 (S)	9,939		
TENNESSEE			
**Chattanooga Times (M)	30,203	.10	.10
**Chattanooga Times (S)	30,230	.10	.10
*Memphis Commercial Appeal (M)	100,934	.18	.18
*Memphis Commercial Appeal (S)	129,219	.21	.21
**Nashville Banner (E)	51,750	.11	.11
**Nashville Banner (S)	54,748	.12	.12
VIRGINIA			
*Danville Register and Bee (M&E)	14,313	.05	.05
*Danville Register (Sunday)	9,065		
**Newport News Times-Herald (E)	7,791	.05	.05
**Newport News Daily Press (S&M)	5,708		
**Roanoke Times & World News (M&E)	25,658	.08	.08
**Roanoke Times (S)	16,672	.07	.07
**Staunton News-Leader (M), Leader (E)	6,541	.035	.035

** A. B. C. Statement, September 30, 1925.
†† Government Statement, September 30, 1925.
* A. B. C. Statement, March 31, 1926.
† Government Statement, March 31, 1926.

PRESS AGENT PROBE URGED BY A. N. P. A.

(*Continued from page 23*)

papers. It is interesting to note in connection with new accounts constantly appearing, records showing solicitations by representatives of the Bureau extending often over a period of years.

Some newspapers that profit by the Bureau's work as shown clearly by the national advertising appearing in their columns, are not yet contributing to its support. Your Committee again emphasizes its belief that some method should be found to induce all members of the American Newspaper Publishers Association to participate in the support of the Bureau as they unquestionably participate in its benefits.

It is the opinion of your Committee that the Bureau of Advertising represents a valuable investment which should be conserved and encouraged by all newspapers and particularly the membership of the A. N. P. A.

Your Committee submits that the willingness of many newspapers to give their space to free publicity seekers is still an obstacle to the further development of advertising.

In support of this belief, your Committee is in position to refer to specific instances which came to its notice during the year where projects to spend money for advertising in the newspapers were hampered or abandoned because of the belief that the advertiser could obtain at little or no cost "news stories" and "special articles" in the newspapers.

Your Committee observes that virtually every proposed campaign of advertising considered by trade associations includes at least consideration of the services of a paid press agent. Committees having in charge associational campaigns are constantly urged to spend the bulk of their appropriations in mediums that compete with newspapers and to use what is left to pay the salary and expenses of a publicity agent. Cases may be cited where press agents have been willing to "guarantee" a certain amount of free newspaper space in exchange for a stipulated fee.

In a recent associational drive to collect advertising funds to promote travel to a certain section, the assertion was made to prospective contributors that the association had obtained the free publication last year of "1,000,000 inches of its news stories." The advertising fund was raised and it is now being spent in a list of magazines. It is obvious that this advertiser reached the conclusion that there is no need for paid advertising in a medium that is so generous in its use of press agent propaganda. In fact this conclusion is emphasized in a further statement from the association that certain newspapers constantly "wire for the preparation of special articles by us, paying for them at their usual rates."

The following excerpt from a report of a Bureau representative concerning the convention of an industry where advertising was being considered is quoted in this connection:

"* * * The sentiment had been pretty well set for a money raising campaign that would get together $150,000 to $200,000 when a gentleman representing one of the free publicity activities was given the floor—saying that he could get $300,000 worth of free publicity for $30,000."

Our representative added that this proposal "practically killed the whole question of paid advertising for the time being."

The president of another association, whose interest in newspaper advertising the Bureau has cultivated, writes concerning the paid space he is using.

"I am wondering, however, whether we should continue this because it seems that a great deal of advertising can be gotten in the newspapers free of charge. I know one fellow who secures over $40,000 per year from some of the —— companies and gives them country-wide publicity which does not cost a cent. * * * Some of our people are tremendously influenced by such wonderful service."

Your Committee submits that the evils of the free publicity situation are too obvious to require emphasis. The remedy is in the hands of the publishers of newspapers who can stop this flood of destructive material by instructing their editors better to inform themselves about the character of free publicity which they consider "news" today but which has a disastrous effect upon newspaper advertising and, in our judgment, tends to lessen the confidence of readers in newspapers. The answer to a constantly uttered inquiry of newspapers receiving free publicity, "Why don't they pay for it?" is the very simple one, "Because they can get it for nothing." The editor rather than the press agent is responsible for this situation.

Your Committee suggests that the A. N. P. A. authorize the appointment of a committee to investigate the subject of free publicity and that this committee include in a report to be made at the Fall convention the results of a study of individual newspaper columns with a view of estimating the value of the space given to material which properly belongs in the advertising columns.

The Bureau continues to deal through its literature with a wide range of problems common to newspaper advertisers.

In "The Progress of Newspaper Advertising," special attention was directed toward the mechanics of newspaper copy with a view to encouraging better printing. Nearly 10,000 copies of this book have been distributed.

Recently many newspaper publishers and advertisers in Germany showed wide interest in the book and permission was granted by the Bureau for a German translation, which is now being made. A large number of requests have come from abroad for the English edition.

Among other publications, "Good Ground," "The Backbone of the Campaign," and "A Word About the Bureau of Advertising," found circulations of from 5,000 to 10,000 copies each.

The annual statistical book on rates and circulations, now in course of preparation, will include this year the result of studies made to show the buying power of the population in the United States and Canada. These studies should be helpful to newspaper advertisers. They demonstrate in practical fashion the growing importance of newspaper space as a market builder.

Your Committee, appointed by the President of the A.N.P.A. at the 1925 convention, was composed of the following:

William F. Rogers, The Boston Transcript; Harry Chandler, *The Los Angeles Times;* Howard Davis, *The New York Herald Tribune;* W. C. R. Harris, *The Toronto Star;* William J. Hofmann, *The Portland Oregonian;* Fleming Newbold, *The Washington Star;* David B. Plum, *The Troy Record;* Allison Stone, *The Providence Journal;* Louis Wiley, *The New York Times;* John B. Woodward, *The Chicago Daily News;* E. W. Parsons, *The Chicago Tribune;* Chas. D. Atkinson, *The Atlanta Journal;* John S. McCarrens, *The Cleveland Plain Dealer.*

This Committee organized on April 23, 1925 at the Waldorf-Astoria by electing William F. Rogers, chairman; Harry Chandler, vice-chairman and Howard Davis, treasurer. David D. Plum and Louis Wiley were re-appointed as Finance Committee.

Subsequently, in accordance with a decision to increase the membership of the Committee in Charge, President Thomason appointed D. E. Town of the Hearst Newspapers and Frank H. Burgess of the *La Crosse Tribune.*

Joseph F. Finley succeeded John Budd as advisory member of the Committee representing the Six Point League of New York, and John J. McConnell succeeded Robert H. Flaherty, as advisory member representing the Newspaper Representatives Association of Chicago

Your Committee held a meeting on Oct. 14 at the Chicago offices and has kept in close contact with the work of the Bureau through semi-monthly reports made by the Bureau's three offices. The Chairman and the Finance Chairman have been in frequent touch with the New York offices.

At the close of the fiscal year, there were 366 newspapers members of the Bureau as against 363 one year ago.

The Bureau's expenses have increased as its work has enlarged, but the expenditures still continue within its income.

Figures for the fiscal year show a total gross income of $94,528.12 and a total expense of $87,906.29.

The annual dinner at the Waldorf-Astoria on April 22 was the fourth held under the Bureau's auspices. Covers were laid for 940 persons and the program was an interesting one. The dinner was in charge of a committee of which John B. Woodward was chairman. It was called to order by William F. Rogers, Chairman of the Committee in Charge, and Arthur G. Staples, editor of the *Lewiston* (Me.) *Journal,* acted as toastmaster. The speakers included ex-Governor Lowden of Illinois, Rube Goldberg, the cartoonist, and Mrs. Izetta Jewel Brown of Kingwood, W. Va.

Your Committee has enjoyed the cordial co-operation of the officers and staff of the A. N. P. A. for which it expresses thanks. It similarly acknowledges the courtesies of the Six Point League of New York and the Newspaper Representatives Association of Chicago and the trade press.

Regional Advertising
in
Regional Rates
in
The Christian Science Monitor

An International Daily Newspaper
Publishing SELECTED ADVERTISING

ATLANTIC, CENTRAL and PACIFIC Editions

Rates and Circulation Data Supplied on Request

ADVERTISING OFFICES

Boston, Philadelphia, Chicago, Cleveland, Detroit, New York, London, Paris, Florence, Kansas City, San Francisco, Los Angeles, Seattle, Portland

"Buy What You Can Use"

Consistent Builders of Circulation

We do not use just one outstanding success to show you as proof of our ability. Year in and year out, for twenty-two years, we have continued to make each and every campaign a success.

We have proven our methods.

MYERS'
Circulation Organization
415 E. Third St., Waterloo, Iowa

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined.*

THE PITTSBURGH PRESS
A Scripps-Howard Newspaper
Member of the A. B. C.

LOS ANGELES EVENING HERALD
Los Angeles, Calif.
Gained 7,505 Daily Average Circulation
Sworn Government Statement, Six Months Ending Sept. 30, 1924, 174,280 Daily. Six Months, Ending Sept. 30, 1925, 181,785 Daily. Increase in Daily Average Circulation, 7,505.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

Buffalo, The Wonder City of America
Buffalo—A Profitable Market for Advertisers
Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the
BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo Homes
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg., New York, N. Y.
Tribune Tower, Chicago, Ill.
Atlantic Bldg., Philadelphia
Waterman Bldg., Boston

The World
These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 650,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.
The Evening World
Pulitzer Building, New York
Tribune Tower, Chicago

Peoria
The Try-Out City
THE PEORIA JOURNAL Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston



Our Own World of Letters

By JAMES MELVIN LEE

AUGUSTUS CAESAR certainly knew the value of publicity. He knew how to secure the insertion of the right sort of news in *The Acta Diurna*, as the daily news medium of the Romans was called. The chief of his publicity staff, in one sense of the term, was Publius Vergilius Maro. To him, Augustus gave the following task:

> Augustus wished also to convince the world that his marvellous success was due to the direct favor of heaven, that the principate which he had established was the preordained event to which Rome and the Romans had been slowly moving during the long centuries of their history, and that the blessing of the gods rested upon him and his work. Thus would Augustus tighten his own hold on the Empire.

The matter just quoted is from "Vergil as a Propagandist" by Mabel Gant Murphy of the Western High School of Washington, D. C. and is printed in *The Classical Weekly* for April 12. In this article Miss Murphy goes on to say that "The Aeneid" was undoubtedly the largest and most important work of propaganda undertaken by Vergil.

In writing this classic, Vergil sought to achieve the following purposes for Augustus Caesar:

> (1) To increase the faith of the people in the old religion, and through a revival of the ancient customs and morals to lend stability to the Empire.
> (2) To blazen forth the greatness of Rome.
> (3) To trace the divine origin of Augustus, and, by providing a divine sanction for his rule, to overcome opposition to that rule, and so to strengthen Augustus's position.

Miss Murphy then discusses in detail these three sets of purposes. In doing so she asserts that the best propoganda passage of this Latin classic is in Book I where Vergil sang the praises of Rome and outlined the course predestined for that city by the Fates.

Members of the working press will not usually find The Classical Weekly of special interest. But the issue for April 12 should not be overlooked by any one interested in the story of how public opinion has been molded by professional publicity men.

* * *

WILLIAM E.—"PUSSYFOOT"—JOHNSON tells the story of his work in the dry interests in the May issue of the *International-Cosmopolitan Magazine*. I have no desire to become involved in any discussion of prohibition; but his description of his work as press agent for the cause has a direct relation to newspaper making.

His ethics at times may be questioned but at the same time he raises the following questions about newspaper ethics:

> The liquor interests were purchasing by wholesale space in the West Virginia newspapers, telling of the horrors of prohibition wherever tried. This stuff was all printed as straight news or editorial matter without advertising marks of any sort. I did not have sufficient money at hand to compete in any such game, a game that was distasteful to me anyhow. So I went to Washington and got some letterheads printed as "literary agent" at "35 B Street, N.W.," using the name of my brother-in-law, C. L. Trevitt, for that purpose. Under this mask, I entered into correspondence with every newspaper in West Virginia, asking their rates for "pure news matter" and also for "editorials" against prohibition to be written by myself.
>
> A large part of the newspapers snapped at the bait, swallowing it with the hook and sinker, and with a piece of the line hanging out of their mouths. A vast amount of incriminating correspondence was soon in hand. This I published widely throughout the state.
>
> A magazine which was then doing considerable "muck-raking," published facsimiles of many of these letters in consecutive issues. The effect was tremendous. Several newspapers were forced out of business by wrathful public opinion. I was savagely denounced by the victims and even sharply upbraided by some good friends who called it "forgery" and other disagreeable names.
>
> But ethics be hanged. I more than accomplished what I was driving at, for from that time every wet newspaper article or wet editorial was classified in the public mind as "bought and paid for" even though it might have been entirely honest in its purpose.

* * *

THE future of tabloid newspapers in general and the present success of one picture paper in particular is discussed by William H. Field, general manager of the New York *Daily News*, in *Liberty* for April 24. In spite of the fact that Mr. Field says that his article is not a history of tabloid newspapers he does give many pivotal points in the evolution of those sheets which started in London in 1903 when Lord Northcliffe printed his daily for women, not on standard size but on small size sheets.

Mr. Field then jumps to the story of the News and devotes several paragraphs to circulation figures which tell their own story. Fifteen months elapsed before the Daily News carried its balance on the right side of the ledger. At the present time, to quote Mr. Field, "the News is one of the most profitable papers in the United States."

One of the reasons given by Mr. Field for the success of his tabloid sheet is the need for elbow room in the crowded subways or elevated trains—when reading a newspaper. But a more important reason for the success is the method of presenting the news by touching only the high spots. Stress is laid upon the fact that the tabloid newspapers specialize in amusements and entertainment. The comic strips are cited by way of illustration.

Space forbids detailed description of prize contests, but they are dealt with at length in the article. Yet some of these contests are not without their educational value. To quote from the article:

> Several of these contests, notably the Patriotic Game of Presidents and the Patriotic Game of States, have stimulated a real acquaintance with history and geography and in addition to the amusement afforded by them have undoubtedly reawakened a knowledge long dormant among many people.

Justification for the extensive use of pictures is found, not in the fact that people are unable to read, but, in the fact that the comedy, drama, and tragedy that lie in everyday news can often be expressed more vividly in pictures than in text. Hence the tabloid sheet has nearly as many photographers as reporters. How these photographers work is told with considerable fullness. By way of conclusion Mr. Field mentions this economic reason for the future growth of tabloids:

> Last but not least, the supply of pulp wood from which newspaper is made is decreasing. The tabloid newspaper, in just as many separate pages, uses about one-half the amount of paper necessary for the production of the large-sized paper. This is an economic condition that cannot be overlooked.

AS HIS HOME TOWN SEES HIM

Edgar E. Bartlett

"MY game is not golf or baseball," said Edgar E. Bartlett, general manager of the *Rockford* (Ill.) *Register-Gazette*. "My business and my hobby have always been and are the same thing—publishing a newspaper. That's my big game."

But a story is told of Mr. Bartlett and his initiation into the game of golf. He played it once—just once.

It was on the links of Rockford Country Club of which he has long been a member. He lost or battered beyond redemption nine balls in a round of nine holes. It is intimated that he was nine hours doing it, but that may be a canard. It is a fact that ever since that memorable day the Register-Gazette's publisher has been content to be a porch golfer.

"After 47 years in the newspaper business I find it has lost none of its fascination," Mr. Bartlett said. "Thirty-five of those years I have passed in Rockford. During the others I was in the Kalamazoo, Mich., field."

The Register-Gazette is celebrating the 35 anniversary of the consolidation of the *Rockford Register* and *Rockford Gazette*, which were effected by Mr. Bartlett, by rebuilding its offices, having recently acquired a 99-year lease of the property embracing four stores and the Palm Theatre. The news room and linotype department will be transferred to the third floor, the business offices occupying all of the main floor. Seven new linotype machines are being installed.

The rebuilding has gone on while the editors, reporters, telegrapher, clerks and bookkeepers have stuck to their posts.

Mr. Bartlett is a charter member of the American Newspaper Publishers' Association, was organizer and first president of the Illinois Daily Newspaper Association, and is an officer of the Inland Daily Press. He and Mrs. Bartlett made a tour this year of the Holy Land, Egypt, France and England.

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

Weekly Woman-to-Woman Talks by

KATHLEEN NORRIS

lend character and interest to every one of the long list of papers that carry her articles.

Exceptionally fine 3 and 4 column illustrations add to value of this feature. Results she has obtained in other cities she can get in yours.

THE BELL SYNDICATE, Inc.
John N. Wheeler, Pres.
154 Nassau Street,
New York City

MARKET NEWS *Plus* TABLES

An unusual financial service that places emphasis on the news that influences the course of security and commodity prices.

COMPLETE OR IN PART BY LEASED WIRE

CENTRAL NEWS of America
ESTABLISHED 1914
42 New St., New York City

CUMBERLAND

is the second largest city in Maryland and in the past five years has grown in population from 27,000 to 45,000.

Annual industrial payroll is $25,000,000.00; resources of six banks now $19,494,036.51.

Surrounded by a prosperous agricultural territory. One of the most responsive markets in America.

Covered thoroughly by

THE EVENING TIMES

Circulation now over 14,000 daily

Represented nationally by
THE DEVINE-MACQUOID CO., INC.
New York Pittsburgh Chicago

The Morning Telegraph

Is the giant influence on the Turf, in Society, Music, Theatre, Motion Picture and Finance, having the largest circulation of any Daily in the United States at a ten-cent Price.

Circulated in every State in the Union and the principal capitals of Europe. An exclusive market for its advertisers.

The Morning Telegraph
50th St. & 8th Ave., N. Y. City

Cover Fashions by Printing Fashion News

See samples of Our New Daily Service by wire or mail

FAIRCHILD
Newspaper Services
8 East 13th St. New York



DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

NEARLY every country club stages a "Beginners' Flight" or something like that for new golfers some time in the spring. Find out when this occurs at your local country clubs. Then get all the concerns in your city dealing in golf supplies, golf apparel, etc., to run ads in your paper about a week ahead of the flight for the purpose of getting the business of these new golfers.—Frank H. Williams.

an extra word here and there in a telegram or press message counts up materially in the course of a year. One newspaper has effected a substantial savings by having every message, regardless of what department in which it originated, checked by an experienced clerk for the elimination of excess words or complete rewriting if necessary to cut the length and retain the thought of the message. —B. A. T., Springfield, Ohio.



An attractive page sold by the *New London* (Conn.) *Day* to local women who conduct their own business establishments.

Now is the time to plan a special "Vacation Guide" section for your paper. Local dealers and managers of camps or resorts will come in and a little effort in sending a form letter to resorts in all sections of the country will bring additional revenue.—Davis O. Vandivier.

What day in May is straw hat day in your city? In Seattle, Wash., the straw hat dealers have just designated May 13. Other cities may choose other opening dates. Why not arrange for a page of straw hat ads from the hat and clothing stores of your city a few days before the big spring event for men?—C. M. L.

Get your local Ford dealer to advertise for wool from surrounding farms. The Ford Motor Company is now buying wool direct from the farmers through its dealers.—George B. Deery.

Telegraph bills are an item of expense that is not checked very closely on the average newspaper. Nevertheless,

The number of replies received daily to blind classified advertising in one newspaper are carefully tabulated and the total published in a box in the next day's issue to show the pulling power of the classified advertisements in one newspaper. If you want a new punch, try this one.—B. A. T.

In spring the public begins to get an interest in getting out of doors. Why not have one of your reporters take short trips around your district to points of interest within walking or easy transportation distance from the city and describe the beauty of spring, etc. The public will enjoy reading them and many are sure to take trips themselves. They will be sure to watch your paper for other interesting trips.—C. E. Pellissier, Boston.

Under the head "Who to Call, Where to Send—HOME SERVICE" a Northwest paper grouped a number of ads pertaining to such home services as laundering, coal, wiring and lighting, vacuum cleaners, etc.—C. M. L.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

FOLLOWING publication of the story about John S. Stevenson, of Vineland, N. J., who died several weeks ago, and left a legacy of letters of advice to his son, Dick, the *Los Angeles* (Cal.) *Herald* devoted six columns on the first page of the second section on a tie-up story. Four leading judges were asked to prepare a set of letters of advice to boys. These were reproduced together with photos of the jurists and a photo of Dick Stevenson. The letters were to the boy: "At age of 10;" "At age of 16;" "At age of 21;" "When Married." The story was captioned: "Had he been my son?—Or yours?"—Harold J. Ashe, Long Beach, Cal.

"I think this would help Miami." Under this standing heading the *Miami Herald* has been running a daily short feature, on the subject suggested in the heading. The feature contains the opinion of any constructive citizen, whether a permanent or a temporary resident, so long as the statement made suggests some factor that would help the city and give a possible means of carrying out the suggestion.—Ruel McDaniel.

How do the people of your town want automobile speeders to be treated when caught—should they simply be fined or should they be sent to jail? Let the readers vote on this proposition. To do so would create a great deal of interest.—Frank H. Williams.

Paris has decreed the shorter skirt and the longer hose for this coming season. How do buyers at your department and specialty stores view this style factor? Their angles will give you the local style story on a good feature topic.—R. M. Campbell, Framingham, Mass.

Are the consuls, vice-consuls and other foreign representatives stationed in your city really "at home." You'll say they are, if you give them a chance to talk about all the hospitality they enjoy, the social functions and kindnesses shown them. They are by no means neglected. This will make a good half-column for each foreigner interviewed, with photo, and a series can be run consecutively, or at intervals.—C. M. L., Seattle, Wash.

Under the heading of "Even Judges Have To Smile at Freak Court Cases" one of the Boston papers printed a very interesting and amusing feature story. The collapse of a folding bed caused a $10,000 suit for damages, a man forcibly kissed by a chorus girl in front of his wife started another suit, barber sued when he cuts off a pet moustache are some of the cases related. Look up some in your own courts you'll find them equally amusing.—C. E. Pellissier.

The amateur gardener may be the butt of many jokes, but he takes his hobby seriously despite the fact. A series of articles on some of the famous local flower gardens, giving a description of the layout and containing a few experience remarks by the owner, have proven very popular in Elgin, Ill., where the *Daily News* has tried the stunt. The writer of the articles received numerous suggestions from readers.—H. J. B.

There are few readers of the newspaper who will not take pride in a daily or weekly column devoted to the mention and praise of philanthropic work. If John Doe has presented the Y. M. C. A. with a building for its work it may be given a little special mention in this way. Scouting will bring many such deeds to light for such a column.—C. J., Topeka.

Who has the oldest subscription receipt for your paper? The *Missoula* (Mont.) *Missoulan* published a facsimile of such a receipt issued to a subscriber 50 years ago.—T. E. R., Chicago.

EVERY PAPER
reaches the
MAIL SUBSCRIBER

every day, on time, when Speedaumatic equipment is in the mail room and Circulation Department.

How?

With the DIRECT IMPRINT and DAILY UPKEEP of the mail list!

Ask for the rest of the story.

THE SPEEDAUMATIC CO.
Speedaumat
TRADE MARK
Addressing Machinery
2023-2033 WILLOW ST.
(WEST OF ROSEY, SOUTH OF BLOOMINGDALE TRACKS)
CHICAGO

Modern
Composing Room
Furniture

as made by us will speed up production and reduce costs—A *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO — NEW YORK — LONDON

Employment—Equipment—Services

EDITOR & PUBLISHER
Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS (Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE.

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 1841 Broadway, New York City.

BUSINESS OPPORTUNITIES

Agency For Sale

Recognized Advertising Agency for sale in live Indiana manufacturing city. Annual billing over $40,000. Box B-925, care Editor & Publisher.

Brokers

A Number of Attractive Gulf Coast Offesr, including exclusive paper (evening daily) in city of 10,000. Annual earnings exceed $70,000; profits approximate $12,000. Well equipped, and field offers expansion. Available at attractive price. Prop. 1331x. The H. F. Henrichs Agency, Litchfield, Ill.

Publications Which I Can Recommend—Evening paper, exclusive field, Western Pennsylvania, well established, earning handsome dividends on price asked. Initial payment $40,000. Evening paper, exclusive field, Ohio, well-established, good circulation, earning good dividends on price asked. Initial payment $60,000. Morning paper, middle west exclusive field, good circulation, earning very fair dividends on price asked. Initial payment $40,000. Morning paper southwest, exclusive field, splendid new plant, good circulation, earning good dividends on price asked. J. B. Shale, Times Building, New York.

Newspapers Wanted

We Want to Buy Newspaper in New Jersey. Weekly in county seat or good business center desired. B-891, Editor & Publisher.

CIRCULATION

Promotion

Circulation campaigns successfully operated. "Insured Results." Address A. B. Rudolph, Erie Daily Times, Erie, Pa., where a campaign is now in operation.

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Circulation Builders—Sherman & Eckert, 353 Northampton St., Easton, Penn. For more circulation and new reader interest our "Opportunity Club" plan campaigns are winners. Let us give you particulars.

EDITORIAL

Syndicate Features

Philadelphia Daily News and San Juan El Imparcial are the new customers this week. Write for samples of a live, alert, up-to-date service. The Graphic Syndicate, 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

Advertising Manager, morning daily in western Canada. Opportunity for assistant advertising manager to take full charge. Must be ambitious, good promotion man and capable of building permanent business. Correspondence confidential. References required. Apply, stating qualifications and salary required. Box B-922, Editor & Publisher.

Advertising Manager wanted by first rate New York Italian daily. Requires capable, energetic business producer. Must have had experience as a producer on foreign language newspaper. Must have thorough contact with local and national advertisers. Excellent opportunity for right party to step in and make money. Salary and commission. Write fully of qualifications and previous connection to B-926, Editor & Publisher.

EMPLOYMENT

Help Wanted

Circulation—Young man who has had experience as assistant circulation manager and would like a chance to take charge of circulation department of a fair size newspaper in city of 120,000. One who has executive ability and able to handle help. State salary expected, age, reference and particulars about previous work. B-903, Editor & Publisher.

City Circulation Man—Must be sober, dependable, energetic, thoroughly experienced in city promotion and a producer of carrier or home delivered circulation, and knows how to handle solicitors. This is a morning paper in city of nearly 300,000, having the largest home delivered circulation and a successful man carrier delivery system. State papers worked for, how long with each, in what capacity and what salary expected, also give references. Permanent to right party. Address B-883, Editor & Publisher.

For daily and job office in one of the best cities of 10,000 in central Northwest, thoroughly practical man wanted who can conduct business under direction of editor-manager and take full charge during absence of the latter. Give full particulars, including salary expected. Opportunity for investment later on if desired. Address B-931, Editor & Publisher.

Type Metal Service Man wanted by large type metal manufacturer. Must be thoroughly acquainted with the printing game from A to Z and be well known amongst all the leading newspapers in the East. Please give complete details in your first application for this position. B-923, Editor & Publisher.

Situations Wanted

Advertising Manager—Owing to late merger of newspapers an advertising manager of wide and successful experience on morning and evening papers, published in cities of one hundred to five hundred thousand population, is seeking the advertising management of a daily in need of the constructive work he is competent to render. For full particulars address, Room 219, Claridge Hotel, St. Louis, Mo.

Advertising Man—Specialist in building classified. Thoroughly experienced as Classified Manager and Counsellor. Knows bookkeeping, how to train solicitors, clerks and telephone operators. Writes good promotion copy. This man desires an opportunity with good newspaper as Assistant to Publisher, Business or Advertising Manager, where he can direct classified, but be able to learn other responsible work. Age 28, neat appearing. Best references for character and ability. Very capable salesman and contract man. Will earn his salary by increasing your classified, but wants opportunity of learning business end. Experienced in Display. B-892, Editor & Publisher.

Business Manager or Assistant to Publisher, experienced, executive ability. Married. Good creator of business. Familiar with all branches of newspaper work. B-907, Editor & Publisher.

Business and Advertising Manager—This advertisement is addressed to a daily newspaper publisher who wishes to unload his burdens upon the shoulders of a capable executive. Must be given absolute control of business and mechanical departments. Fair salary and percentage of savings, based on 1925 per page costs. Now employed on Pacific Coast. Satisfactory results assured. Exceptional references. B-899, Editor & Publisher.

City Circulation Manager desires to make change. Satisfactory reasons furnished. Married, and prefer paper in town of 100,000 or over. I. C. M. A. member. Have always shown an increase. References furnished, present and past employers. Address B-898, Editor & Publisher.

Circulation and Promotion—Offer competent services for eastern connection at reasonable salary. Promotion experience covers cities exceeding 200,000—strongly contested fields. Future first consideration. B-927, Editor & Publisher.

Classified Advertising Manager, 18 years experience, now employed on Metropolitan daily, desires to make a change. Am a real business getter, know how to handle an organization so as to get best results. Over 350,000 lines gain in 1925 on second paper. Best of reference. B-933, Editor & Publisher.

Classified Advertising Manager—Young married man, 28, for seven years manager classified department on Southern daily eighteen thousand circulation, now employed, desires change, either as classified manager or assistant to manager on larger paper with greater opportunities. Can furnish the very best of references as to character and ability. Prefer South or Southwest. Address B-930, Editor & Publisher.

Desk and Outside Work wanted by experienced editor who is familiar with all branches of weekly newspaper making. B-820, Editor & Publisher.

Editor—Capable and experienced, seeks connection offering possibility of acquiring part interest. Mature judgment, conservative and reliable, with excellent past record. Address B-874, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Editor and Manager with two successes to his credit (one in New York City) seeks post as managing editor or general manager of small city daily. Meet me any week-end in New York or Philadelphia or I will mail you my record of 20 years' experience, together with recommendations from successful newspaper men. B-844, Editor & Publisher.

Editor—Position wanted on Long Island weekly by editor who has built successful weeklies and knows how. B-852, Editor & Publisher.

Editorial Department Executive, with 18 years' experience, desires connection where real future is assured as result of initiative, intelligence and hard work. Has handled all departments of daily newspaper. Capable of taking entire charge of paper of 15,000 to 20,000 circulation. References. B-932, Editor & Publisher.

Linotype Mechanical Superintendent with thorough knowledge of all departments and of printing business desires position. Address B-905, Editor & Publisher

Metropolitan Circulation Manager seeks conference. Capable promoter, modern methods. Staple circulation in any field. B-928, Editor & Publisher.

Newspaper Executive with clean record of achievement as editor and publisher on first paper in city of 75,000, desires similar position or assistant to publisher on larger paper. Know all angles of newspaper publishing, but especially valuable on business side in accounting, circulation, display and classified. Personal reasons for change; available immediately. Address B-771, Editor & Publisher. Telephone during A. N. P. A. week for interview.

Publisher's Assistant—Business Manager—Able executive, 38, now assistant manager paper 50,000, wants to sit alongside publisher and be another pair of hands. Enviable record as assistant general manager, national advertising manager, with wide experience in correspondence, promotion, circulation, credits and mechanical details. Address B-929, Editor & Publisher.

Publisher or Business Manager of evening daily—Man thoroughly competent to relieve owner of detail. Trained in the best ethics of newspaper work and with experience and background that should make him very valuable to owner of reputable newspaper. For interview address B-906, Editor & Publisher.

Special Salesman—Publisher contemplating special edition or industrial or special pages may obtain salesman on fair commission basis. Clean solicitation guaranteed. References. Can arrange interview during A. N. P. A. Convention. Address B-908, Editor & Publisher.

Young Man, 30, married, long experience in circulation work, desires position in any department other than circulation or as general assistant to publisher in small town or city. Good office man, typist. Willing, steady and reliable. Please tell all in first letter. B-916, Editor & Publisher.

MECHANICAL

Equipment for Sale

Complete Newspaper Plant for Sale—Entire plant of the Republican-Gazette, Lima, Ohio, for sale owing to consolidation with Lima News. 32 page Goss straight line press, perfect condition, six linotypes, all models 8 and 14 and modern; everything else used in operation of Gazette as evening and Sunday newspaper. Priced reasonable as building must be vacated at early date. W. J. Galvin, Daily News, Lima, Ohio.

Complete Newspaper Engraving Plant for sale. Ideal for one or two-man shop. Miles Machinery Co., 286 Eighth ave., New York City.

Duplex Metropolitan Stereotype Press, low down, one deck construction; prints 4, 6, 8, 10, 12, 16, 20 pages, 8 columns, 12½ ems; length of column 21 inches, sheet cut 22¾ inches. Press in excellent condition doing fine work; only reason selling, to make room for Duplex sextuple. Must leave our press room May 15th. Bargain if purchased immediately. Convenient terms. Daily Home News, New Brunswick, N. J.

Hoe Jig Saw and Drill for sale. Completely rebuilt. Fine condition. Miles Machinery Co., 286 Eighth ave., New York City.

Ludlow Typograph equipped with electric pot, mold, motor, matrix cabinet, 20 fonts of matrices and Elrod caster equipped with motor and molds, for sale at bargain. This equipment is practically new and will make liberal discount account liquidation of newspaper. Realty Publishing Company, 250 Royal Palmway, Palm Beach, Florida.

Monotype Material Making Machine with motor and extra equipment, two years old, can be had for $1,500; also Monotype sort caster. Machines can be seen in operation at Autographic Register Company, Hoboken, N. J.

MECHANICAL

Equipment for Sale

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner Fendler Branch, A. T. F. Co., New York City.

Right Angle Hoe Quadruple Press—Eight-column page, 22¾ in. cut off on page, 22½ in. printing length of page, 45 degree bevel on plate cut. Reasonably priced for quick delivery. This press can be seen in operation in the plant of the Dayton Herald and Journal, Dayton, Ohio.

Second Hand Machinery & Equipment for Sale by the Kalamazoo Gazette, Kalamazoo, Mich.—All in good condition. 3-section steam drying table, 1 gas heated boiler, R. Hoe & Co. 3 complete fonts of 6-pt. linotype mats. 1 automatic ingot furnace, Wood & Nathan Co., New York. 1 No. 6 Hoe Stereotype metal furnace, 32" x 40", with pump, sheet metal hood and pipe. 1 combined saw table and trimmer, 20" x 24" saw table top with 2 H.P. G. E. 440 V—3 Ph. 60 cycle—1800 R.P.M. motor. 1 6' overhead bank, type C, divided for leads and slugs. 1 6' overhead bank, no trays. 8 Lee gas feeders, complete with burner. Thompson type caster No. 134, 6" dia pot, made by Thompson Type Mach. Co., Chicago, Illinois. Write for bargain prices F.O.B., Kalamazoo, Michigan.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Manufacturer's Representative

Graduate Engineer, with own office in well known New York office building, having large following in newspaper plants, desires to represent established manufacturer in New York or Eastern territory. Address B-869, Editor & Publisher.

WE ARE EQUAL TO YOUR PROBLEM:

To Buy a Newspaper,
To Sell a Newspaper,
To Appraise a Newspaper.

PALMER
DeWITT & PALMER

For Thirty Years the Recognized Leaders in
SALES—APPRAISALS
NEWSPAPER PROPERTIES
350 Madison Ave., New York

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of
PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

OVER TWENTY-FIVE YEARS we have conducted a service bureau for employers and position seekers in the Advertising-Publishing field. Our lists include men and women fitted for positions up to the highest responsibility in all departments of newspapers, class journals, advertising agencies and the publicity departments of mercantile and manufacturing concerns. Registration free. No charge to employers.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

PROBLEMS?
Consult the Classified Dept. of
Editor & Publisher

FOUR "A" MEMBERS GREET LATIN-AMERICANS

(*Continued from page* 21)

more directly than in any other way, there is an opportunity for you to show the manufacturers of this country the opportunity that lies before them to the South.

"We welcome you here today, and we welcome the opportunity of being of service to you in making this opportunity a reality."

"You who are guests from the other twenty republics of the Western hemisphere, as editors and publishers, represent all three essentials of the modern newspaper," Mr. O'Shaughnessy said in his address.

"This gathering, therefore, has every character that makes it an assemblage of vital importance to the progress and happiness of the Western world. Newspapers as the great channel of international communication form a medium of first importance in the making of international understanding. Through the two-way flow of news, knowledge of each other is developed, upon which understanding may be based. The more we know of one another, the better we understand and the easier becomes the task of developing the material side.

"Our responsibilities are in the material side but to discharge them we must harmonize our efforts with the intellectual and the ethical. Realizing the scope of these responsibilities, we have gone into literature and art, and we have brought the best of both into the service we deliver.

"With that re-enforcement we were able to phrase the ethics of advertising and give to it that spiritual height, without which the promotion of great business through advertising, as we see it today, would not be possible. The number of pages of advertising are as numerous today as those of the editorial.

"With the spiritual urge in our efforts, we are pleased to ask the world which half of the newspaper is best in its literature, best in its art, and kindliest and most helpful in its message,—the editorial or the advertising.

"We do not put advertising first although we do not minimize the value of its service, and we know that without the editorial, which means the proper handling of news, that advertising could not exist.

"With such a marvelous medium as the modern newspaper, advertising is inspired to high ambitions. As the dissemination of news between nations expands, the volume of international advertising will enlarge. The American Association of Advertising Agencies will be ready for that day.

"We have already assembled at our headquarters the most complete and dependable files of rates and data of the newspapers of the world that has ever been brought together. In this connection we have the co-operation of the Department of Commerce and the Department of State.

"I can say to every publisher in this room that his publication is represented in those files. If every publisher of an established newspaper or magazines in the entire world were here, I would say truthfully the same thing to him.

"Advertising in all countries, however, is not attended with as many marks of certainty as we desire. Senor Mitre, of La Nacion, has well told you how important it is that all advertising data should be certain and stable. That, however, is a detail that can easily follow in the wake of such a gathering as this.

"With your co-operation we will perfect our rate and data files on all Latin-American publications, and a further extension of our export advertising will follow as a natural consequence. Advertising means trade, because it develops trade, it impels trade, it enlarges trade, and it forces desirable and mutually profitable trade.

"With news-built understanding and mutually profitable trade of proper volume, international treaties become superfluous. Treaties without trade are as husks without grain.

"This gathering has all the meaning of a trade convention, into which the peoples concerned have breathed life and activity. Since we contribute in our nationally organized expression to the material side of journalism, when we meet as we do in this room today, we round out the figure of understanding and the mutual interchange of commerce, upon which happy peace and prosperity builds its permanent home.

"You gentlemen of Latin-American journalism have written the most beautiful page in the new history of the Western hemisphere by participating in the assemblage here this morning. You have widened our vision, strengthened our high purposes, and you have given us great and enduring honor.

BUREAU'S SUGGESTIONS READ TO DELEGATES

No Immediate Action on Big Free Publicity Probe, But Expected to Get Under Way Shortly

No immediate action was taken, as far as EDITOR & PUBLISHER could learn, in regard to the striking recommendation of the bureau of Advertising of the A. N. P. A. that a special committee be appointed to probe press agent activities, check up on the amount of space given away free of charge by the newspapers, find out who was responsible for this serious leakage and report their findings at the next fall meeting.

EDITOR & PUBLISHER representatives questioned all leaders authorized to give out news of the executive sessions and they could not recall that any discussion followed reading of the bureau's report. It is understood a committee will be appointed, however, and will shortly start an investigation as recommended.

This year's convention differed from recent years in that a programme had been drawn up and printed. The schedule of topics as laid out by William B. Bryant, *Paterson* (N. J.) *Press-Guardian* and chairman of the topics committee, was adhered to in the majority of cases.

Thus rules of procedure had been adopted, which provided that "no resolution or vote involving the policy of the association or the expenditure of money shall be voted by the convention unless presented at a prior meeting and posted on the bulletin board.

Another rule had it that all who addressed the convention would be limited to five minutes, and a third rule prohibited members discussing the same topic more than once so long as any other member desired the privilege of the floor.

Thursday's session opened with a discussion of traffic problems by Mr. Antrim. He told of notable recent instances when the *Tribune* had saved expense by quick action in this field, and expressed the opinion that a traffic department should be made available to all association members.

Standardization of press room equipment, long a hobby of Charles F. Hart, mechanical superintendent, *New York Times*, was next on the program.

Mr. Hart, who has been investigating possibilities of such action, reported results he had obtained. He said it was the opinion of press equipment manufacturers that by closer co-operation both among the publishers themselves and then between the publishers and the shops, would bring about substantial benefits to all concerned.

After the bureau's report was read, general discussion took place on general advertising topics, with Mr. Bryant presiding.

Establishment and operation by competitors or the merchants themselves of retail advertising publications, generally called *Shopping News* was a subject of interested discussion. Notes were compared, and in the end it was generally agreed that there need be no fear of this form of media as far as the newspapers were concerned.

Other advertising topics discussed included:

Is so-called "scheme" advertising as profitable to the advertiser as independent use of space? Should "schemes" be sold to contract advertisers at other than contract rates?

How can church advertising best be developed?

Who should pay cost of cuts and mats used in illustrating advertising copy, the publisher or the advertiser? If the publisher, upon what basis?

What is the experience of publishers in creating rate cards? Is the formula of 3c per inch per thousand circulation sufficiently equitable? What increase in circulation should accrue to justify an advance in rates?

Should newspapers in a highly competitive field exchange mats of ads? If so, should it be without fee or with a charge?

Have schools of journalism done anything for the betterment of the science of advertising—improving copy standards—producing a more efficient personnel?

How can national advertising best be developed for the small town newspaper?

Is it customary to charge more for double truck than for two full pages? If so, at what rate is extra charge made?

Do any members allow agency commission on local advertising when a full corps of solicitors is employed?

Standard measurement of advertisements. Do newspapers comply with the recommendation made by the Board of Directors of the A. N. P. A. in 1923 to the effect that all advertisements, whether national or local, office set matter or electro shall be measured from cut off rule to cut off rule, regardless of shoulders on electros?

How far should publishers go in complying with requests for information and replying to questionnaires from advertising agencies, etc? Is it the practice to favor national advertisers with costly merchandising co-operation?

Some agencies insist on having tear sheets with invoices for checking national advertising. Is there an additional cost of sending tear sheets which would be a burden and necessitate employing additional help?

Is there a close enough co-operation between publishers and their advertising managers, especially in the various phases of merchandising co-operation, advertising rates, etc.

What part, if any, of the appropriation for radio advertising comes out of newspaper appropriations?

What is the general practice regarding publication of advertisers' names in the radio news columns?

What is the attitude of publishers towards the ever-increasing demand of large advertisers in the national field for position without extra cost?

Also slated for consideration were the following circulation problems:

To what extent should "press run" exceed "net paid"?

What practice—non returnable, partially returnable, or fully returnable best serves the interest of a newspaper publisher and a newspaper advertiser.

What are the main problems in establishing and operating under a circulation budget?

What is the ideal circulation organization as to carrier, sales, dealer and agent?

(a) boy carrier organization,

(b) entertainment and welfare work?

What effect have "flapper" stories on circulation? Is the appeal on this type of story diminishing?

Item-Tribune
MORNING-EVENING-SUNDAY
COMPLETE COVERAGE
at one cost
95,000 circulation—20c
a line week-days
Cover New Orleans
At ONE Cost

CENTRAL CIRCULATORS ELECT GALLOWAY

Rockford Man Named President at Chicago Meeting—Vending Machines, Serials Bus Delivery Discussed

G. S. Galloway, circulation manager of the *Rockford* (Ill.) *Register-Gazette*, was elected president of the Central States Circulation Managers Association at the spring meeting held Tuesday in the Hotel LaSalle, Chicago. Mr. Galloway has been secretary-treasurer of the group since it was organized in 1917.

J. Paul Kienzle of the *Springfield* (Ill.) *State Journal* was named vice-president, while W. C. Hoots of the *Quincy* (Ill.) *Journal* was chosen secretary-treasurer. Directors are: J. J. Morrisey, *Joliet Herald-News;* C. W. Bevinger, *Terre Haute* (Ind.) *Post;* E. C. Hewes, *Danville* (Ill.) *Commercial-News.*

H. W. Stodghill, *Louisville Courier-Journal and Times,* retiring president, opened the meeting. C. D. O'Rourke, *St. Louis Times,* originator of the street car box vending system, spoke on this circulation method, declaring it effective only for morning papers and only then for such morning papers as would consider it a special department and so handle it.

Walter E. Hoots, *Quincy* (Ill.) *Whig-Journal,* spoke on "The Lodge and Church Plan Clubbing Subscriptions, Using Chinaware as a Premium." He said his newspaper had experienced success by having such organizations for clubs of 20 or more to subscribe, for either mail or carrier delivery for a six-month period, with chinaware or silver to be used for club dinners as a premium. Initialing the club's name or insignia on wares, proved an added inducement, he said.

Walter J. Parker, *Chicago Evening American,* spoke on "The Influence of Sex Stories on Circulation." He declared he believed no newspaper reader wanted an immoral story, but that the reader of the "jazz age" did want a realistic, passionate, emotional and intimate story of human life. His plan is to run two serials at the same time, starting one about ten days before the other ends, hoping to intrigue readers.

Building Sunday circulation was discussed by Stanley Swan, Evansville, and C. W. Krum, *Lexington Leader;* "New Developments in Bus and Truck Transportation," by Paul Kienzle, *Springfield State Journal,* and H. M. Van Dusen, *Chicago Post;* "Co-operation by Competitive Circulation Managers," by J. R. Frost, *Bloomington* (Ill.) *Bulletin,* and M. M. Began, *Decatur* (Ill.) *Review.* George Schmidt, *Indianapolis News,* discussed "Sub-stations."

New York Mirror Reporter Weds

George Lait, son of Jack Lait, of King Features Syndicate, was married to Jessie Milton, dancer in the "No, No, Nanette" Company. He disappeared from Cold Spring where he was covering the Browning marriage story for the *New York Daily Mirror.*

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

"ASSOCIATED PRESS THE LOSER—NOT I" SAYS GANNETT AFTER VOTE

President of Gannett Newspapers, Inc., Places Future Membership Application of Rochester Times-Union in Directors' Hands—Charges Confusion When Vote Was Taken

"THE Associated Press is the loser—not I," Frank E. Gannett, president of Gannett Newspapers, Inc., told EDITOR & PUBLISHER immediately after returns were announced, showing defeat of his application for A. P. membership for the *Rochester* (N. Y.) *Times-Union* over the protest of the *Rochester Journal and Post-Express,* owned by William Randolph Hearst. "The result does not affect me personally," he said.

Whether or not he will again apply for the Rochester membership must be determined by the A. P. directorate, Mr. Gannett asserted in his statement. He also charged confusion when the vote was taken on April 20.

His statement follows in full:

"I feel highly complimented that my application received 747 out of a total of 996 votes cast. This indicates that the membership stood three to one in my favor.

"I am particularly pleased at the showing, because I made no campaign, but left the matter entirely in the hands of the board and my friends.

"It is evident there was a great deal of misunderstanding of the situation on the part of members. If there had been full appreciation of the facts the vote would have been different.

"It is unfortunate that the matter was dragged out until late afternoon, after much confusion and a desire on the part of the members to get away from the meeting. There were a large number of proxies that couldn't be voted because members to whom they had been issued had left the room.

"The result does not affect me personally to any considerable extent, but it does effect the Associated Press. The Associated Press is the loser—not I.

"My interest in the contest lay in the fact that I have six memberships in the Associated Press, and I am positive the Associated Press would be strengthened by having the Rochester Times-Union, the leader of our group, a member.

"The Times-Union is supreme in its field and has news gathering facilities of untold value to the members of the A. P. It seems a pity that one-fifth of those voting could prevent the other members from getting what the Times-Union is able to give them.

"It is significant that the publishers of New York State outside of the Hearst newspapers were practically unanimous in favoring my application. These publishers realize the importance of having the Times-Union in the organization.

"The opposition received votes largely from the extreme west and the extreme south, where the publishers are evidently not concerned about the character of the news they receive from Rochester.

"I want through EDITOR & PUBLISHER to thank the members of the A. P. who supported my application and express my keen appreciation of the faithful and loyal efforts of my friends to win this fight.

"I am not sure about the future. It is for the board of directors of the Associated Press to determine what they want to do in a case where its news sources are in the hands of an owner of a competing news service.

"I will abide by the decision of the board as to my future action. Naturally I should be glad to be elected a member from Rochester."

REGIONAL AND STATE GROUP LEADERS HOLD ANNUAL NEW YORK CONFERENCE

John Stewart, Washington (Pa.) Observer & Reporter Elected President—General Matters to Be Cleared Through Interlocking Committees

CLOSER co-operation between regional and state associations of publishers and the A. N. P. A. is the aim of the conference of regional publishers association which held its annual meeting following a luncheon in the Waldorf Apartments, April 21. In the absence of George D. Lindsey, president, Inland Daily Press Association, who is chairman of the conference; Albert W. Fell, manager of the Pennsylvania Newspaper Publishers Association presided.

W. C. Johnson, president of the Southern Newspaper Publishers Association reported on the results of a meeting of committees of the S. N. P. A. and the A. N. P. A. for the purpose of working out a plan for co-operative effort. Mr. Williams said that in a number of cases during the last year there has been a duplication of effort and unnecessary expense due to lack of knowledge of the efforts being made for the benefit of publishers by the A. N. P. A. and regional associations. Mr. Johnson said that the A. N. P. A. officers welcome a better understanding and that all matters of general interest will be cleared through interlocking committees to avoid duplication of effort.

Chairman Fell said that there is a danger that in strengthening state and regional publishers associations some members may conclude that their interests will be sufficiently cared for and will withdraw support from the A. N. P. A. He said that the A. N. P. A. is needed and should receive the support of a larger number of publishers so that it will be in a position to better handle problems of national scope.

Clifford Yewdall reported on the cost finding work of the Inland Daily Press Association. He said that page costs range from $4.50 to $50 in a recent survey and that contrary to the laws of production costs mount as volume increases. This subject was discussed by many publishers. The statement was made that page costs are best kept at a minimum by undermanning composing rooms, working overtime when necessary.

Officers for 1926 will be elected by mail with the exception of the president. The conference elected John L. Stewart of *Washington* (Pa.) *Observer and Reporter,* as president of the association. Mr. Stewart is president of the Pennsylvania Newspaper Publishers Association. Wil V. Tufford was elected secretary.

RADIO PICTURES FROM HAWAII

Syndicates Flash Volcano Views in 12 Hours to New York

Pictures of Mauna in eruption taken in Hawaii were flashed by wireless to San Francisco and from there sent by telegraph to New York in record time by NEA Service, Inc., and P. & A. Photos, Inc.

Twelve hours after the pictures had been sent from Honolulu they were in New York. It requires 12 days to make the same distance by train and boat.

Pictures obtained in this way by the two syndicates were printed in New York shortly after their arrival and on the following day were posted on exhibition at the Waldorf-Astoria.

A. N. P. A. DIRECTORS DINNER

Annual Affair Held in Waldorf Apartments, April 21

The annual dinner given by directors of the American Newspaper Publishers Association to the inter-state press associations and labor representatives was held in the Waldorf Apartments, April 21.

Those attending included: John Stewart Bryan, George M. Rogers, Howard Davis, F. G. Bell, F. J. Burd, Harry Chandler, Edward H. Butler, Charles H. Taylor, F. R. Williams, Harvey J. Kelly, H. W. Flagg, F. P. Seymour, W. C. Johnson, Cranston Williams, Wil V. Tufford, H. V. Jones, J. W. Magers, Wm. F. Metten, James C. Murray, George E. Scroggie, Arthur Partridge, J. B. Pinkham, L. L. Jones, A. W. Fell, Bloor Schleppy, and L. B. Palmer.

AS HIS HOME TOWN SEES HIM

Albert L. Miller

SIXTEEN years ago Albert L. Miller familiarly known to all his friends as "Bert," pulled stakes from the soil of Kansas, where he had been born and reared, and where he had already made for himself something of a name as a newspaper editor and writer, and landed in his quiet manner in Battle Creek, Mich.

He had sold out his interests in the *Ottawa Herald,* a paying daily, that he might take over the management and direction of the *Morning Enquirer* at Battle Creek.

To say that it was a venture, is putting it rather mildly, for the paper he was to assume the direction of, and with the fortunes of which he was to cast his lot, lacked about everything that a newspaper should have, including circulation, facilities for publication and public confidence. In addition to these shortcomings it was also reported to have chalked up its monthly reckonings in red ink; totals which are reported at times to have run well into the four figures.

Added to all this, the newly arrived editor and manager found himself confronted with two evening papers; papers which were old in years and held their circulation through generations of families.

The year following his arrival in Battle Creek, this quiet man who had come out of the west into a strange community, and who had worked continuously 18 hours a day in rebuilding what those about him were wont to speak of as a "wrecked plant," startled that community with the announcement that he would commence the publication of an evening edition.

"It can't be done," said his friends. "With two old and established papers here now, you can never get a foothold."

Five years later the evening paper which he had launched on an uncertain sea in May, 1911, had attained a large circulation and had witnessed the consolidation of its two rivals, following the retirement of the oldest from the field.

The World's Greatest Newspaper Feature Service

Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

4 page ready-print color comics.

Write for samples and rates

NEA SERVICE INC. 1200 W. 3RD. STREET, CLEVELAND, OHIO

WHAT'S HE DOING NOW?

A New Three Times a Week Sport Feature

by

MAXWELL

Is Being Mailed to You This Week

The story of your favorite Sport Hero of yesteryear and what he is doing now.

Two column mat and proof of copy

COSMOS NEWSPAPER SYNDICATE INC

Covering the World

NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY

Herbert S. Houston, President and Editor-in-Chief

Myles F. Lasker, Vice-President and General Manager

How To Play GOLF

By JOHNNY FARRELL

Famous Teacher of That Game

24 LESSONS

Illustrated

For release daily

KING FEATURES SYNDICATE, Inc.

New York City

THOS. W. BRIGGS CO.

Columbian Mutual Tower

MEMPHIS, TENN.

CREATORS OF LOCAL DISPLAY FROM A NEW SOURCE

Our Business Review and many other feature pages now running in more than 80 leading American and Canadian newspapers. Write or wire for our representative.

JAMES M. LYNCH

Prominent Labor Leader

Formerly Industrial Commissioner of the State of New York

will write a Series of Ten Short Weekly Articles under the general title of

"Speaking of the World's Work"

in which he will discuss Important Current Labor Problems.

These papers have already ordered

Chicago Daily News
Washington Star
Boston Globe
Indianapolis News

The McClure Newspaper Syndicate

373 Fourth Avenue, New York

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



Keith Murdoch: Strong copydesk is backbone of the paper.

WHY not split up the bulky American Sunday newspaper and sell the various sections as separate weekly publications?

The question was asked this week by Keith Murdoch, editor-in-chief and general manager of the *Melbourne* (Australia) *Herald* and *Sun*, who left New York April 14, after a month's visit in this country. Mr. Murdoch, visiting newspaper publishers in the leading cities from the Pacific to the Atlantic coasts, found that the increasing size of the Sunday papers was a common problem. Admitting he was unacquainted with the wishes of either the American public or the American advertiser, he ventured the opinion in an interview before he sailed, that at least a split-up of the paper would result in the saving of considerable present waste effort and material.

Publication of Sunday newspapers is prohibited in Melbourne. But in separate publications issued semi-weekly or weekly, the publishing company Mr. Murdoch heads produces every week a total of specialized reading matter equal, if not more, than the amount contained in an American Sunday newspaper.

There is the *Listner In*, a weekly wireless paper, similar to the radio section in the U. S.; the *Weekly Times*, which reviews the news of each week for the outlying farmer readers; the *Sporting Globe*, published mid-weekly and Saturday Night; *Table Talk*, published weekly to cover society and dramatic news; and *Pals*, a boys' weekly.

"It is like selling the supplements of an American Sunday paper separately," Mr. Murdoch pointed out. "And it certainly is a cheaper and less wasteful method than the bulk publication.

"Take, for instance, the real estate section of a Sunday newspaper. It must be circulated among many readers not in the least interested,—60 per cent of the total circulation, perhaps. The same is true of radio, the woman's page, the comics.

Publishing them separately is not half the strain on the newspaper's mechanical equipment, and the entire field is just as well covered, but in a less wasteful manner. We have found the practice pays well."

The parent publications of the brood of smaller weeklies which come from the same plant in Melbourne are the Herald, morning, and the Sun, an evening picture tabloid.

Mr. Murdoch said he was extremely interested in the success of tabloid newspapers in this country. His own tabloid, started three years ago, has been well received by the Australian public, quite without resort to over-play of crime and scandal news, he said.

"We attribute the success of the Sun," he explained, "to the facts that the news is brightly and briefly told on a paper of convenient size; that the news is told in pictures as well as the printed word; and that a minimum of scandal news is published.

"I believe that in Australia the newspapers pay more attention to condensation than they do in this country. We consider a strong copy desk is the backbone of a newspaper. We do one big thing in a big way each day, and hold all the rest of the news to small space.

"Everywhere there seems to be a wide public that does not care for detailed news. The tabloid has been an answer to this demand."

Three years ago, the Melbourne Herald completed a new six-story plant devoted exclusively to publishing, but already this building has been outgrown because of increased circulation and work has started on a new extension.

A recent Melbourne newspaper development, Mr. Murdoch said, is the increased use of automobiles for distribution. His company has a fleet of automobile trucks, serving territory within a radius of 15 miles, with one or two routes extending 50 miles from the city.

"We have found that automobile distribution costs us 11 pence a mile or 22 cents in American money, allowing for initial cost and depreciation," Mr. Murdoch said. "That is probably twice what it costs here, because you have cheaper automobiles, cheaper gasoline, and better roads."

Mr. Murdock was educated in Melbourne schools and then went to England to the School of Economics and Political Science. He started newspaper work about 20 years ago on the *Melbourne Age*, a morning newspaper, leaving its service just before the war to establish a federal news bureau. He was a war correspondent later, on the French, British, Belgian and Italian fronts. After the war he became London correspondent for a string of Australian newspapers, returnnig to Melbourne four and one-half years ago to take his present position.

Newspaper conditions in Australia have improved vastly in the last 20 years, and an important factor in the improvement has been the Australian Journalists Association, which Mr. Murdoch described as "a union, which isn't a union."

It came into being about 18 years ago, when an act of Parliament established a labor arbitration court system. This provided that any employes forming an association might have the protection of the arbitration court in settling disputes regarding wages or working conditions.

FLASHES

For one thing, a man can live better outside the city and inside his income at the same time.—*Los Angeles* (Cal.) *Times.*

Cynic: One who suggests that if we grew our own rubber the price would probably still be kept up with a 75-cent protective tariff.—*Detroit News.*

Curtains are pieces of cloth hung at the windows to keep the neighbors from knowing when you're watching them.—*Akron* (O.) *Beacon-Journal.*

It is bad enough to make a blunder, but it really peeves one more to find out he is so unimportant that nobody has noticed his blunder.—*Salina* (Kan.) *Journal.*

We suppose after President Coolidge had reduced the duty on live bob-white quail under the flexible provision of the Tariff Law he went around for several days feeling dangerously radical.—*Columbus* (O.) *State Journal.*

Automobiles outnumber the locomotives, but this does not imply that the majority is always right.—*Florence* (Ala.) *Herald.*

If a man's face is his fortune some of us are in debt.—*Columbia Record.*

M. Briand never knows whether he is in or out of the Cabinet till he has looked at his morning paper.—*New York Herald Tribune.*

New Franco-Riffian peace terms guarantee no wars will be fought in the future. Europe's appetite for "scraps of paper" seems to be insatiable.—*Cleveland Times.*

Wives cost more than they used to and don't last nearly so long.—*Columbia Record.*

Girls who pick out model husbands should insist that they be working models.—*Florence* (Ala.) *Herald.*

Police say that the cheaper types of automobiles are most frequently stolen. A businesslike thief recognizes the advantages of quick returns and small profits.—*Washington* (D. C.) *Star.*

Why all this discussion about slander over the radio when they never yet have been able to settle the party-line telephone problem in that connection.—*Ft. Wayne* (Ind.) *News-Sentinel.*

Many of the palms in Florida seem to be itching palms.—*Columbus Record.*

The man who advertised the picture, "Black Oxen," as a "great animal picture" probably called the "Wanderer of the Wasteland" a study of the belt industry.—*Cleveland Times.*

Ship News Man Joins U. S. Lines

Martin L. Petry, formerly ship news man for the *New York Evening Post*, has resigned to join the publicity department of the United States Lines. Ted Dibble succeeds Petry on the Post.

The

ST. REGIS PAPER COMPANY

Daily Capacity 425 TONS

Specialists in
Newsprint, Catalog and
Directory Papers

General Sales Office
49 Wall St., New York

620-621 McCormick Bldg.
Chicago, Ill.

Farmers' Bank Bldg.
Pittsburgh, Pa.

WHAT'S WHAT IN THE FEATURE FIELD

George Matthew Adams Hits Press Agents—Bell Starts New Comic Strip—Eastern Newspaper Service Reorganized—Kinnaird's Career

SEEKING to get free advertising into the newspapers, the Walter M. Lowney Company, Boston, is sending handouts to editors trading on the popularity of Edgar A. Guest, newspaper poet, whose verse is distributed by the George Matthew Adams Service. A "Guest" box of chocolates is the tie-up.

The stunt was called to the attention of Mr. Adams, and he emphatically disclaimed responsibility.

"In the 20 years I have done business with the newspapers," he said, "I have strenuously opposed every possible scheme that might tend to commercialize the work of the writer or artist, or in any way divert the value of this writer or artist as a newspaper feature. I am strenuously opposed to all free publicity in newspapers of this nature.

"I feel sure that if Mr. Guest understood how the Walter M. Lowney people are trying to use the newspapers to sell their candy hiding behind his popularity, and using it to get free publicity for their candy, that he would not be for it. Certainly this firm is opposed to any such scheme."

Clark Kinnaird, newly appointed managing editor of the Editors' Feature Service, got his early training for a newspaper career as part owner, editor, publisher, job shop foreman, advertising solicitor and circulation manager of the *Hazard* (Ky.) *Herald,* which still flourishes in the "mining, moonshine, mud and murder" district of the Kentucky mountains. Before that he had had experience as a reporter for the *Lexington* (Ky.) *Herald.* After Hazard and brief experience in Chicago, came a desk position on Henry Watterson's *Louisville Courier-Journal.* Then Kinnaird was graduated to the *Detroit Journal.* When that paper was sold to the *Detroit News* he was feature editor, and went over to the News in that capacity. He was there for two years before going to the Central Press Association as managing editor, which post he quits for his new duties with Editors' Feature Service.

Kinnaird will be located at the Cleveland headquarters of the Editors' Feature Service.

Working in co-operation with the *New York Evening World,* the Bell Syndicate, Inc., New York, has originated a new 6-day 6-column comic strip under the title "Gentlemen Prefer Blondes." Miss Anita Loos, who wrote the popular book of the same name, is writing the balloons for the strip.

Reorganization of the Eastern Newspaper Service, Boston, was announced this week by James Dempsey, president. The syndicate's personnel has been increased and new features added, he said. Miss E. Lee Lamar has been appointed secretary of the service. Miss Lamar formerly worked for the *Buffalo* (N. Y.) *Courier, Newark* (N. J.) *Ledger* and *Birmingham* (Ala.) *News.* Francis E. Monahan, Charles Donelan, cartoonist, formerly of the *Boston* (Mass.) *Traveler* and Theodore E. Hedlund, aviation editor, *Boston Post,* have joined the reorganized staff.

Knute Rockne, Notre Dame's football and track coach, is covering the Penn Relay games at Philadelphia this week for clients of the Christy Walsh Syndicate, N. Y.

The Ledger Syndicate, Inc., Philadelphia, has issued a new catalogue, which was distributed to delegates to the A. P. and A. N. P. A. conventions.

Entertainment was furnished free to editors attending the A. P. and A. N. P. A. conventions by Editors' Feature Service, Inc., and Johnson Features, Inc., at a private theater on East Fortieth street, New York. Broadway talent was employed. Performances were given in the afternoons of April 21 and 22.

WITH THE GENERAL ADVERTISERS

Lumber Men to Spend $1,000,000 in Advertising—Radio Firms in Bankruptcy Proceedings—Wrigley Proves Value of Newspaper Advertising

TO combat "erroneous ideas" about the scarcity of wood the National-American Wholesale Lumber Association will spend $1,000,000 annually in advertising it was decided at a convention which closed at Atlantic City April 16.

The matter was presented to the convention by Wilson Compton, Washington, secretary of the National Lumber Manufacturers Association.

"The public believes wood is almost all gone and that they must use substitutes. Careful and widespread advertising must be done to overcome this impression."

The Thermiodyne Radio Corporation has filed a petition in bankruptcy.

The company specialized in single-control radio sets, graduated in wave lengths. Last year it entered into a contract with the Music Master Corporation for the delivery of 63,000 sets in 1925. Numerous optimistic reports concerning the outlook were issued last year, and the company said it had outlined its program for 1926 and that no manufacture outside of its own organization was contemplated. The slashing of prices for radio sets is understood to have been responsible for the company's difficulties.

William Wrigley Jr. Company, Chicago, this week issued its periodical proof of the outstanding value of newspaper advertising. This company always refuses to discuss advertising theories. It talks quarterly increases in profits instead. For the quarter ended, March 31, 1926, the company reports a net profit of $2,406,091 after depreciation, federal taxes, etc. This compares with a net profit of $1,587,929 in the preceding quarter and $2,400,133 in the first quarter of 1925.

P. H. Gray, formerly with the *Colorado Springs Telegraph-Gazette,* is the new advertising manager of the Broadmoor Hotel, Colorado Springs. At present its copy is being placed chiefly in the magazines. The account is handled by Albert Frank & Co.

"The Nassau," Long Beach, L. I., hotel is spending $10,000 in newspaper advertising. The account is being placed through Benjamin Landsman of Long Beach and New York. His New York address is 1440 Broadway. S. M. Schultz is the hotel's advertising manager.

Astrom on Olean Times

Merle C. Ostrom, formerly of the *Olean Herald* and a part owner of the paper, which was recently sold to S. T. Viele of Bridgeport, Conn., has been made advertising manager of the *Olean Evening Times.* He succeeds H. A. McCaul, who will go south to live.

EARNIST RESIGNS FROM UNITED PRESS ENDING 16 YEARS ASSOCIATION

Hugh Baillie and Robert Bender Promoted to Fill Vacancies Caused by Retirement of Business Vice-President and Ferguson, Now with NEA Service

L. C. EARNIST, vice-president in charge of business, has resigned from the United Press Associations, ending nearly 16 years association with that news distributing agency. Ill-health was announced as the cause of the resignation, and Mr. Earnist told EDITOR & PUBLISHER he intended to retire from business temporarily at least. He will spend the next six months vacationing in California.

Co-incident with Mr. Earnist's retirement, announcement was made of the appointment of Hugh Baillie as general business manager of the United Press, and the elevation of Robert J. Bender as general news manager.

The formal announcements of Mr. Earnist's resignation made by Karl A. Bickel, president, follows:

"I regret very much to announce the retirement of L. C. Earnist from active duty in the organization. During the past year and a half his health has been such as to prevent him from devoting himself to his work as he desired, and on the advice of his physicians, he has determined to take a complete rest from business of at least six months. Following that he may return to the organization, or purchase a newspaper and go into publishing on his own account. Meanwhile, he will keep in touch with us, and we will continue to have the benefit of his advice and counsel."

Earnist was obliged to leave business for three months in 1924, which time he spent under the care of a specialist in gastric disorders. He now expects to spend part of his time at his home at Port Chester, N. Y., and part traveling on the Pacific Coast.

Earnist has been with the United Press for 16 years, taking his first position in the San Francisco bureau. In successive steps he became coast business manager, Chicago division manager, and then general news manager and business manager, being the business head of the concern during a period of its greatest growth He was elected vice-president of the United Press in 1920.

Mr. Bender's promotion follows the resignation of Fred Ferguson to become president of N. E. A. Service, Inc.

Notice!

"RADIO - BY - THE CLOCK"

is a

Registered Trade - Mark

and its use, or use of a similar heading on radio programs is unauthorized and an infringement unless they are the original programs furnished *ONLY* by

AUDIO SERVICE

326 W. Madison St. Chicago

Write for samples and prices

The
DES MOINES CAPITAL

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best Advertising buy in the mid-west

O'Mara & Ormsbee
Special Representatives

The DES MOINES CAPITAL
Lafayette Young
Publisher

Do you know what percentage of errors are made in your Composing Room?

We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.

Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.

When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.

Matrix Contrast Corp.
33 W. 42d St., New York City

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

Build deep to build high—classified mediums as well as sky-scrapers

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors.
Packard Building Philadelphia

IOWA COLLEGE EDITORS HOLD ANNUAL MEET

Edward Price Bell Urges Newspaper League Against War—Shannon Tells Pleasures of Small City Publishing

Eighty-three representatives of 16 Iowa college and university newspapers attended the 10th annual convention of the Iowa College Press Association which closed its sessions in Iowa City, April 17.

The *Coe College Cosmos* was awarded first prize as winner in the first page make-up competition with the *Cornellian* of Cornell college, second. The *Iowa Wesleyan* was awarded third honors; the *Scarlet and Black* of Grinnell fourth with the *Ellsworth Student* and *Drake Delphic* fifth and sixth.

Edward Price Bell, war correspondent of the *Chicago Daily News,* addressing the convention, declared that the press power should be used for the furtherance of world peace and declared "if the press was not in a position to prevent the World war, it should have been." He urged a generous, honest and fearless presentation of the news. "We cannot build a great democracy on movies, jazz, and comic strips," he said.

Ralph E. Shannon, publisher of the *Washington* (Ia.) *Evening Journal,* extolled the life of a small town publisher, telling the collegians that no occupation requires greater versatility, harder effort or more exacting detail than "newspapering" in a small town. Frequently he said the rewards are disappointing but the fascination and the unconscious influence that the small town editor wields makes up for any other disappointment.

"The college graduate from a school of journalism who goes to the larger metropolitan field must hide his identity in a highly-organized, carefully departmentalized institution," Mr. Shannon said, "But the man who identifies himself with a small town newspaper becomes at once the moving spirit back of the enterprise and an extremely important community asset, even more important than the cashier of the bank or the leader of the Village choir. Men respect the small town editor; ladies admire him and babies cry for him. Somewhere back in the dim and distant past, small town editors used to have brains and the tradition still lingers in the minds of many. The editor in the small town learns to love his work with a fervor that forever holds him to his daily grind. Unconsciously he wields an influence that is almost startling when one stops to think of it."

He advocated an aggressive editorial policy but if carried too far, the editor warned, invites bitterness and hatred—a community constantly divided against itself. A certain element always applauds a scathing editorial but the safest policy is to pursue a conservative one, he said.

"One of the greatest services the small town newspaper can perform," he concluded, "is in educating the merchant in advertising, for the latter has not kept pace with the advances made in the last few years in this line of business. The newspaper serves the small town purpose of an advertising agency. It is a fine thing to sell advertising but it is a finer thing to sell results.

Prof. C. H. Weller, director of the Iowa University school of journalism, welcomed the visitors; Prof. Frederick J. Lazell, of the faculty and former editor of the *Cedar Rapids Republican,* spoke of the relation of the student newspaper to college administration and expressed the opinion that the students should be given the entire control of the paper, but held responsible for what is printed. Harold Norling Swanson, editor of *College Humor*; Prof. F. W. Beckman, Iowa State College; Loren D. Upton of the University and Prof. L. W. Smith of Drake University spoke the opening day. Harvey Ingham, editor, *Des Moines Register;* Prof. John Towner, Frederick, editor of the *Midland,* Iowa University, and Prof. T. R. McConnell of Cornell college were speakers at the concluding session.

ADVERTISING AGENCY AFFAIRS

Young & Rubicam Honored with New Award—Dudley Siddall, Succeeds Morrison as Manager of Phelps Inc.—A. A. A. A. Gives Breakfast to Latin-Americans

YOUNG & RUBICAM, New York and Philadelphia advertising agents who recently won the Harvard Award for the best advertising campaign in 1926, have again won a first prize, this time for a color illustration exhibited at the Art Directors' Club in Philadelphia.

The illustration, called "Must Woman Turn Miser?" was painted by Walter Biggs, a New York artist. It depicted a garden scene, brilliant in color, in which was a woman reclining languidly under an arbor with a man standing pensively before her. It illustrates an advertisement for the Postum Cereal Company.

This is the third time within a year that Young & Rubicam has been honored. Beside the Harvard Award, it received the gold medal in 1924 at the Fourth Annual Commercial Art Exhibit in New York for the "best planned and most artistic advertisement" appearing that year.

The agency was founded in May 1924 by John Orr Young and Raymond E. Rubicam, who had been associated together in another Philadelphia agency. They recently opened offices in New York City.

E. Horter and N. C. Wyeth, artists, were judges of the Philadelphia exhibition, which is being held at the John Wanamaker galleries. Second and third prize were won by N. W. Ayer & Son, second being a painting by Roy Spreeter called, "When the Second Act Was Ended," and third a painting by Pruett Carter entitled, "Who Owns the Telephone?"

Other awards were:

Color, for publication—First, Harvey Dunn, "King Pin," *Ladies' Home Journal;* second, James Preston, "Court House," *Saturday Evening Post;* honorable mention, W. J. Aylward, "West Wind," Ladies' Home Journal.

Black and white, for advertising—First, Walter Frank, "The Races," the Eugene McGuckin Company; second, Robert Foster, "Franklin Head with Lettering," University of Pennsylvania; honorable mention, Samuel Otis, "Stabilators," McLain-Simpers Organization.

Black and white, for publication—First, Frank Hoffman, "Bringing in the Outlaws," Ladies' Home Journal; second, Thomas Fogarty, "Cape Cod," Ladies' Home Journal; honorable mention, Paul Gill, "Snowy Public Square," Ladies' Home Journal.

Photography, for advertising—First, R. T. Dooner, "Milk," Richard A. Foley Agency; second, W. H. Hoedt, "The Watch," Tracy-Parry Company; honorable mention, William Shewell Ellis, "Silver Worker," Barrows & Richardson & Alley.

The American Association of Advertising Agencies entertained the visiting Latin-American journalists at breakfast at the Hotel Commodore, April 22.

Dudley Siddall, advertising manager of Loring R. Hoover & Co., Inc., has been appointed to succeed the late Woodman Morrison as manager of the eastern office of George Harrison Phelps, Inc., Detroit advertising agency with a branch office at 60 Broadway. In this capacity, Mr. Siddall will continue to handle the Hoover & Co. account.

Prior to entering advertising work in the New York financial district, where during 1924 and 1925 he was the advertising manager of the North American Company, Mr. Siddall spent 14 years in newspaper work. He started in his "teens" as a reporter on the *Kalamazoo Gazette* and served on a number of middle western papers including the *Cleveland Plain Dealer, Grand Rapids Press* and *Lansing State Journal.* In 1919 he came to New York where for two years he was on the *New York Sun.* From this paper Mr. Siddall went to NEA Service as a reporter and then became business manager of the United Feature Syndicate.

AS HIS HOME TOWN SEES HIM

Charles L. Knight

CHARLES L. KNIGHT, publisher of the *Akron* (O.) *Beacon Journal,* is 20 years behind the time in one phase of his administration of a working organization.



CHARLES L. KNIGHT

He still believes that the family spirit in any organization is worth cultivating. Long after all the rest of the big employers of his city quit giving Christmas presents and holding annual picnics, the Beacon Journal has continued it.

The result is an unusual feeling of amity among the various departments and between them and their chief. The prevalent argument between the editorial department and the advertising department as to which is the more important and the customary bickering between the local room and the composing room are entirely absent at the Beacon Journal.

The Beacon Journal is one of the very few newspapers in the United States which gives its mechanical departments a week's vacation with full pay.

This was Mr. Knight's Christmas present to the composing room last year.

That the feeling of kindliness is reciprocated by the typographical workers is evidence in the fact that they presented Mr. Knight with a large loving cup on the occasion of last summer's Beacon Journal picnic, which was attended by a large percentage of the personnel.

The result of this feeling between Mr. Knight and his workers is that the Beacon Journal has never in the history of its present management had any difficulty whatever with the union.

The sincerity of Mr. Knight in these matters is well known to his employes. They are conscious of the fact that his attitude is not a studied one, adopted for policy's sake, but springs from a genuine preference for that sort of relation between himself and his personnel.

The entire Beacon Journal outfit was enthusiastic in its support of Mr. Knight which resulted in his election to Congress.

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.
Member A. B. C.
URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representatives:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

ONLY 9 MONTHS OLD, BUT — The BIGGEST TABLOID ON EARTH
Rapid growth, you will admit, but the DAILY NEWS, St. Petersburg's Picture Paper, is keeping pace with Florida's development.
Editorial punch, convenient size, service to the community and its daily noon, home and sporting editions have combined to push the DAILY NEWS into its undisputed leadership in this rich market.
The SUNDAY NEWS, started in September, is the most popular on the West Coast.
Daily News
ST. PETERSBURG'S PICTURE PAPER
Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall
Represented by
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

MICHIGAN
and the
BOOTH NEWSPAPERS
THE LEADING NEWSPAPER IN GRAND RAPIDS — THE ONLY DAILY IN SEVEN OTHER CITIES
The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News
National Advertising Representatives
I. A. KLEIN — 50 East 42nd St. New York City
J. E. LUTZ — Tower Building Chicago, Ill.

NATIONAL LEADERSHIP
IN
CLEVELAND, OHIO
During the first six months of 1925, The Cleveland News (Evening) published a greater volume of National Advertising than was published during the same period by the other evening newspaper in Cleveland.
When compiling your next schedule, consider this continued leadership in National Linage on the part of
The Cleveland News
DAILY AND SUNDAY
OHIO'S GREATEST NEWSPAPER
Represented by
GEO. A. McDEVITT COMPANY
250 Park Ave., New York
914 People's Gas Bldg., Chicago

GRAVURE SECTIONS PRINTED
SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK
Standard Gravure Corporation
LOUISVILLE KY

The S. C. Beckwith Special Agency

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The United States Best

with its

Complement of 70 People, 8 Offices—28
Trained Newspaper Advertising Salesmen

46

Years Experience in Securing
National Advertising
Exclusively for Daily Newspapers
Beckwith Has a Record
Unexcelled
Unblemished
Unbroken
for
Satisfactory and Substantial Service

THE S. C. BECKWITH SPECIAL AGENCY

NEW YORK	CHICAGO	ST. LOUIS	KANSAS CITY
DETROIT	ATLANTA	LOS ANGELES	SAN FRANCISCO

One Paper in Each City Leads

SELDOM in their history have the newspapers of the country been able to render a service to their readers comparable to the achievement of The Consolidated Press members during the recent period of wild speculation in Wall Street.

When, following the weeks of speculative trading, the heavy buying in high-grade securities began, the readers of these newspapers, thanks to the C. P. A. Wall Street Bureau, were fully informed. Only a direct, special leased wire could bring the hour-by-hour developments up to the very close of the New York market.

Throughout all the heavy trading their direct leased wires carried, exclusively in their cities, not only accurate, rapid and complete tabular matter, but comment, explanation and interpretation from a staff of authoritative financial writers.

Stuart P. West, who for twenty years has watched the financial crises of the country, told his readers exactly what the fluctuations meant, analyzed their causes and accurately gauged the course of the market.

George T. Hughes, the bond expert who has never gone wrong in his analyses, explained the effect of the rise and fall of stocks upon the security market.

William F. Heffernan traced the parallel activities of the curb stocks.

The financial pages of the Consolidated Press group supply more than complete and accurate figures. They give a reader-service—the interpretive comment of a staff of expert financial writers whose authority is unquestioned. The Consolidated Press group is represented by only one paper in each city.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Third Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Bulletin Building	19 Rue d'Antin

THIS ISSUE:—VANDERBILT MAKES PUBLIC PLEA FOR FINANCIAL AID.

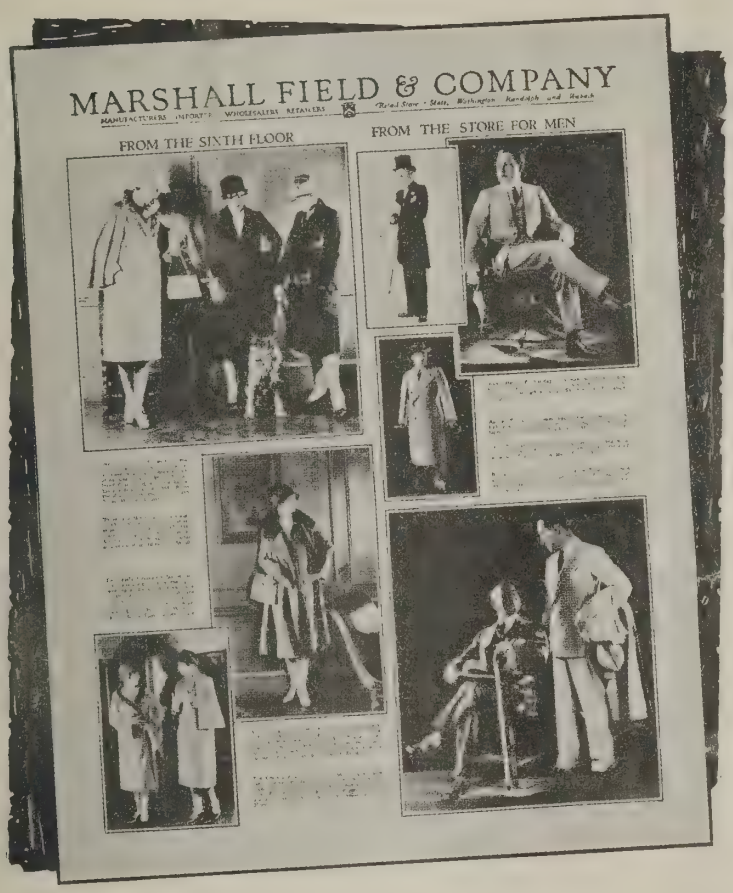
EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1926

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 58. No. 49 **NEW YORK, MAY 1, 1926** By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign **10c Per Copy**



A page advertisement, in miniature, from the schedule of Marshall Field & Company in the Photogravure Section of The Chicago Daily News—the only photogravure section in Chicago used by Marshall Field & Company.

The Mirror of Fine Merchandise

The high character of the Marshall Field & Company advertising is emphasized in the Photogravure Section of The Chicago Daily News. In this medium Marshall Field & Company almost literally mirror to the people of Chicago the qualities of their high-grade merchandise.

Knowing the home selling influence of The Daily News and the general popularity of the Photogravure Section among Chicago families, local advertisers in the first three months of 1926 placed 62,910 agate lines of photogravure advertising in The Daily News — more than ten times the total of their other photogravure advertising in Chicago.

The Saturday Photogravure Section of
THE CHICAGO DAILY NEWS
First in Chicago

CAMDEN COURIER
The Morning Post
CAMDEN NEW JERSEY

J. DAVID STERN,
EDITOR AND PUBLISHER.

April 15, 1926

Walter Scott and Company,
Plainfield,
New Jersey

Gentlemen:

It may interest you to know that the new Scott "Straight-Unit" Octuple Press which you recently installed for us is geared to run at a maximum speed of 350 cylinder revolutions per minute, and that we have successfully made "collect" runs at this high speed.

We haven't found a single flaw or error in adjustment since the day that your erectors left.

The second day that this press was on edition, its production equalled our other octuple, which has been in operation more than a year, --- and this in spite of a new crew not used to your press.

You can take this letter as our assurance that our third octuple, which we expect to install in the spring of 1927, will be another Scott.

Yours very truly,

THE COURIER-POST COMPANY
J. David Stern
President.

Scott

"Multi-Unit" and "Straight-Unit" Presses

WALTER SCOTT & COMPANY

Main Office & Factory - Plainfield, New Jersey, U. S. A.
New York Office - - - - 1457 Broadway
Chicago Office - - - 1441 Monadnock Block

Cable Address: WALTSCOTT NEW YORK

"A. Y. D." Circulation

¶ When Hudson-Essex started advertising "At Your Door Prices," they added "A. Y. D." to the nation's supply of abbreviations.

¶ Having given credit where credit is due—we take pleasure in repeating that Sunpaper circulation has always been and is to day "A. Y. D." in the majority of cases.

¶ If you lived in Baltimore, the Sunpapers would be delivered at your door by a carrier. Not the sort of carrier who is a familiar sight in most cities—but a real business man whose sole business is the distribution of the Sunpapers.

¶ The newspaper that is delivered "A. Y. D." is the newspaper that is read in the home, read thoroughly, read by the whole family.

¶ In Baltimore, entrust your message to the Sunpapers for delivery at the doors you want to reach.

March Average Net Paid Circulation

Daily (M. & E.) - - 252,599
Sunday - - - - 190,684

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"

Philadelphia spends $8,300 a minute over the counters of its retail stores



Philadelphia's industries cover a range of 300 lines of employment. Her prosperity does not therefore depend upon 2 or 3 lines as in most great manufacturing centres.

These purchases are influenced largely by the Bulletin with its more than 500,000 circulation.

The reader confidence enjoyed by The Evening Bulletin is attested by the fact that The Bulletin's circulation is the largest in Philadelphia and one of the largest in the United States.

The Bulletin goes into practically every home in and around the great city of Philadelphia and makes it possible to reach this huge market of nearly three million people—third largest in America—through one newspaper at one cost.

With a circulation of over half a million copies daily The Bulletin dominates Philadelphia.

"In Philadelphia nearly everybody reads The Bulletin"

The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

524,662

Net Paid Daily Average for 1925

(Copyright 1926—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

ol. 58 NEW YORK, MAY 1, 1926 No. 49

[nside Story of Geneva Press Gallery's Jolting of Old-World Diplomacy

Correspondents Refused to Be Hoodwinked by Briand-Chamberlain-Skryznski Into Placing Blame for "Reconciliation" Failure Upon Germans—"Packing" of League Council Foiled—Blow to Old-Time Methods

By A. E. JOHNSON

(Geneva Correspondent, EDITOR & PUBLISHER)

LAYING with public opinion and attempting to hoodwink the press is ging to be about as popular as handling namite among certain European statesen when they meet again in Geneva ring the summer and next fall to reganize the Council of the League of lations.

Never in recent years have government icials received such jolts from the publ they are supposed to serve and from te "subservient" press, which they as-red to use, as during the recent disarous special Assembly of the League, uen Germany was kept warming the neva doorstep and the Covenant mbled in the balance while diplomats rned the expensive lesson that the rase "open covenants openly arrived a' was not composed of hollow words.

Diplomacy has still a long, long, way t go before it becomes the ideal vehicle o international understanding that postvr statesmen hope, but the hectic expiences of Chamberlain, Briand, Benes, ther, Stresemann and Skrynzski, when ty tried to mix Locarno spirit with neva atmosphere on the shores of pcid Lake Leman, have proved beyond th slightest doubt that secret deals can n longer be forced down the throats of agullible public—nor can nationalistic ppaganda be successfully dished out tan unprotesting press.

The inside story of what happened at neva has, to a great extent, been told. Tat is, the intrigues and machinations o a group of statesmen who wished to cture and hog-tie the League before it ained its maturity. But the part the pss of the world played in messing up th Machiavellian program—thanks to th modesty of newspaper correspondents ad editors—is still minimized.

The genesis of what happened at Gene occurred at Locarno. At the famous cference beneath the peace-inducing dows of the beautiful Madonna del Sizo, which hangs on the mountainsi above Lago Maggiore, Chamberlain, Band, Luther, Benes and Skryznski sght to build up a permanent European pce on the unstable foundations of Versales. Almost miraculous things happ-ed—Briand holding rendezvous with th phlegmatic Luther in romantic lakeid roadhouses; private boat rides over pl-id waters in the "Orange Blossom"—t eamer appropriately named inasmuch st was to herald the inception of the 'Child of Peace" which the wise men of h press were to announce to the world. nd then there was the clever piece f stagecraft whereby Sir Austen mberlain assumed the responsibility o the Locarno Treaties—admitted the parnity of a child which carried only nco-German earmarks, because neih its father nor its mother would acknwledge ownership otherwise.

t Locarno, as at all conferences, there va the usual "suspicious" array of corepondents. Pessimism is the chief ingredient in the foreign correspondent's make-up. He looks for a "nigger" in every woodpile, and isn't convinced even if he doesn't find one, that the bogeyman doesn't exist. A trait born from years of experience with pre-war diplomacy—when words were used to conceal thoughts rather than to express them.

That the correspondents did not see most of what happened behind the scenes at Locarno does not follow from the fact that with very few exceptions they "boosted" the achievements of the negotiators. Nearly everyone knew that Briand was pulling the strings. Nearly all knew that Chamberlain was a "puppet" and played the hero-role with undoubted sincerity. They "fell" for the "good-will" propaganda because they wanted to help along the obvious purpose of the pourparlers—the assurance of some sort of a peace in Europe. There were many times when the truth, if told, might have seriously jeopardized the entire proceedings. And on these occasions, Sir Austen confided in the British press, Briand gave orders to the French press and Stresemann and Luther placed the Germans on their honor. And the Americans, as constructive as any and all the rest, refrained from destructive criticism.

But what the negotiators did not let the press in on at Locarno was the Franco-Polish-Italian deal regarding the reorganization of the Council of the League. That was the probable cause of its undoing at Geneva.

With the exception of the dispatches of a few American correspondents, Locarno, at its conclusion, was heralded as the end of a perfect day—until Geneva.

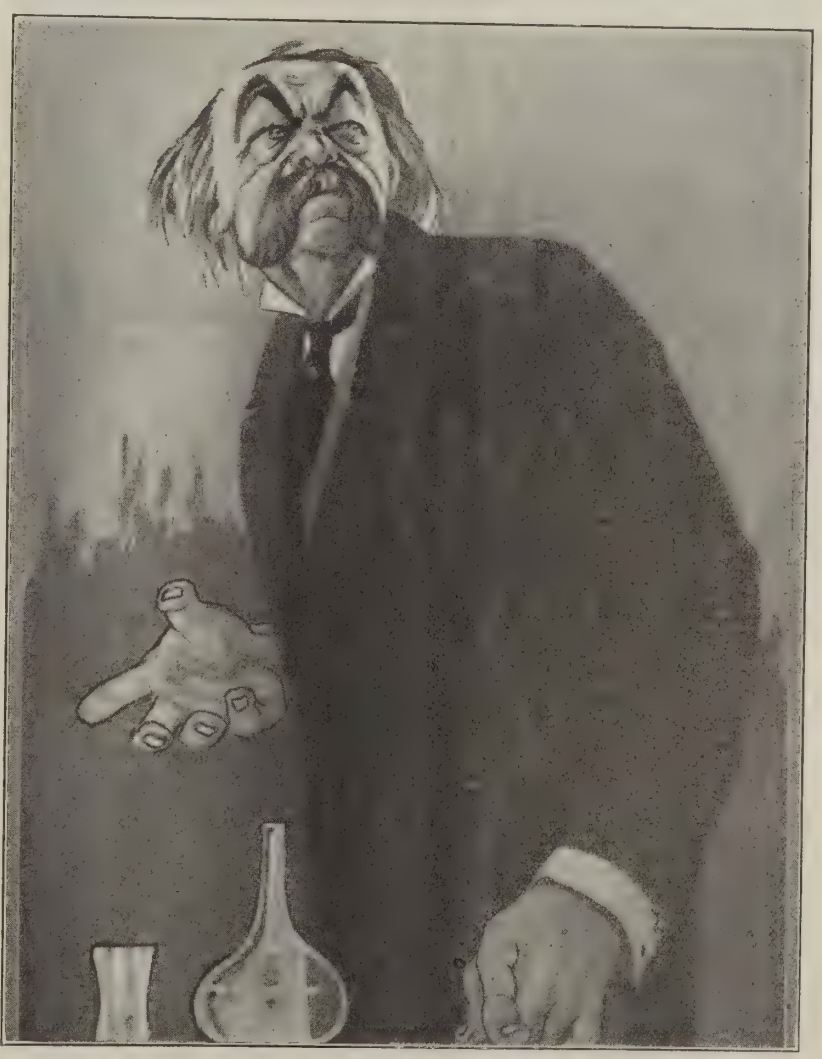
At the seat of the League, Chamberlain, Briand and the Italians—this time in the big parade rather than skirting the edges,—again sought to use the press as they had at Locarno. Chamberlain from the beginning assumed the role of "peace maker" and wanted to "guide" the tenor of dispatches sent by British correspondents. But Chamberlain had not counted the odds. Almost without exception the English correspondents were suspicious of their foreign secretary. And soon Chamberlain became suspicious of them.

With the exception of a few "official" French papers and the Italian press, which was amenable to the Fascist censorship at all times, there was not a newspaperman at Geneva who was not looking for trouble. And there was not an opportunity overlooked to expose existing and planned "deals." The so-called pro-Germanness of the Scandinavian and neutral press was in reality pro-Leagueness. The "observers" saw Chamberlain indulging in "peace-talk" on one hand and seeking to use a "mailed fist" on the other—against Sweden, against Germany, and in the end against Brazil.

Had the Allied statesmen played the game with the newspapermen at Geneva as they did in the earlier stages of Locarno, or in fact all the way through the negotiations there, it is doubtful if the correspondents would have gone to the lengths they did in "exposing" every misstep, many of which were unintentional. But the "deal" had put them on their guard.

Then there was what has been repeatedly characterized as the most brazen attempt ever made to use the press in circulating a bald lie in an effort to bully the German delegation into yielding on a matter of principle. When Luther and Stresemann steadfastly—and logically—refused to make any pledges as to what their attitude would be on re-organization of the Council, "until Germany had become a member and had ample time to study the Council's workings and needs," the clever Briand, by the simple policy of making repeated "offers" to the Germans put them in the position of having occupied an impregnable stronghold too

(*Continued on page* 16)



M. BRIAND IN ACTION

From a famous cartoon originally published in colors in *Revista de Revistas*, Mexico City, exhibited with many other examples of Latin-American art printing at EDITOR & PUBLISHER headquarters during the recent publishers' convention and the visit of Pan-American journalists.

TRADE BOARD AD CASE HEARINGS START WITH AGENTS ON STAND

Practices of American Association of Advertising Agencies Introduced As Evidence—Old Reports on "Direct" Business Read

INDICATIONS are that the hearing of the A.A.A.A., the A.N.P.A., the S.N.P.A., the A.P.A., and others involved in the charge of the Federal Trade Commission that they are operating in restraint of trade in the matter of agency commissions, will be a bitterly contested series of skirmishes if not battles. Directly, the attempt of the Commission is to prove that the A.A.A.A. is coercing the newspapers into refusing t ogive direct advertisers the discount from card rates on advertising they now allow to advertising agencies:

The hearing opened on April 29 at 45 Broadway, New York. Present for the commission were John W. Addison, Examiner; John R. Dowlan and Eugene W. Burr, chief counsel. Clark McKercher, of McKercher & Link, represented the A. A. A. A.; Charles A. Bodek, of Bodek & Raphael, the A.P.A.; J. T. Finley, of Finley & Campbell, the S.N.P.A.; and G. B. Plante, of Morris Plante & Saxe, the A.N.P.A. James F. Hoge was present to represent the applicants.

C. A. Hope, assistant to the executive secretary of the A.A.A.A., was the first witness. Through him Mr. Burr, for the Commission, endeavored to introduce, as exhibits, printed matter defining the qualifications for membership in the A.A.A.A., and extracts from reports of annual meetings of that body, as well as the code of ethics established and a published list of agencies published. Strenuous objections from all the attorneys representing the respondents prevented them, especially because Mr. Burr would not concede the right of the respondents to do likewise without first placing in evidence complete copies of documents from which they might wish to quote.

Returning to the battle in the afternoon Mr. Burr found a way. Reading from excerpts taken from the records of the A.A.A.A. he got from Mr. Hope admission that what he read actually appeared in them. Over the objections offered, the Examiner admitted the first question and answer, noting exceptions taken by opposing counsel. Under an agreement thereafter all the reports of the A.A.A.A. of its annual meetings, together with excerpts from them made by Mr. Burr, were admitted without further argument.

One of the exhibits thus admitted was a list compiled by the A.A.A.A. showing the newspapers and their record on the advertising of Baker-Robinson, Firestone Tire & Rubber Co., and Vick Chemical Co. This was referred to by Mr. Burr as "the blacklist," though he withdrew the term on Mr. Plante's objection. The list, including practically all the newspapers in the United States, showed the standing of each in respect of these concerns, as to accepting their advertising, giving so-called "net" rates, refusing to do so, declining the business or charging so-called "gross" rates.

Among the excerpts were a number taken from the reports of the late Collin Armstrong, then chairman of the A.A. A.A. newspaper committee. The commission contends that parts of his reports indicate co-ordinating operation in restraint of trade. One of the excerpts, of which there were many, was taken as typical of the tone of the others. It says:

"Your executive officers and the committee agreed that the first important step to be taken was to endeavor to establish the one-price principle for national advertising. We were fortunate last fall, soon after our appointment, in having brought to our attention by specials and publishers of the advent into the Northern and Middle West territory of a direct advertiser who for years had bought space on his own terms, i.e., agency net rates, from Southern newspapers, and who endeavored to pursue the same policy here. We called attention to this fact, together with such arguments as we could advance, against the practice of allowing agency net rates to concerns that neither create nor develop advertising, whose only excuse for claiming such rates is that they maintain an advertising department of their own, ignoring the fact that practically every national advertiser of importance employing agency service does the same thing.

"We have ample evidence that the interest we evinced in this matter in behalf of the Association deterred many publishers and specials from accepting these rate-cutting contracts. We were encouraged by our success in this case to take up the matter of agency net rates to direct advertisers in its entirety and generally. A preliminary announcement of that purpose was made to publishers by the American Newspaper Publishers Association and in the *American Press,* last December, and was followed by a direct message to publishers last March."

The report of which this is an excerpt is of the annual convention held in Chicago in October, 1920.

The hearings continued Friday and Saturday.

FALL RIVER HERALD SOLD

Ross F. Walker Buys Controlling Interest of Mrs. G. R. H. Buffinton

Ross F. Walker of Akron, Ohio, has purchased Mrs. G. R. H. Buffinton's interest in the *Fall River* (Mass.) *Daily Herald* and on April 28 took over control of the Herald. Mr. Walker was business manager of the *Peoria* (Ill.) *Journal* from 1902 to 1916, and from 1916 to March, 1925, he was publisher and manager of the *Akron* (O.) *Times,* in partnership with W. Kee Maxwell.



Ross F. Walker

The transaction was handled through Palmer, DeWitt & Palmer, newspaper brokers, New York. The consideration was not made public.

Mr. Walker informed Editor & Publisher that he had no associates in the purchase and that no changes in staff or policy are contemplated.

Edward Gans, general manager of the Herald since 1918, is now on vacation in California.

QUINCY TELEGRAM SUSPENDS

Daily Was Launched in March by John Collier and Associates

The *Quincy* (Mass.) *Daily Telegram* which was launched as a daily the latter part of March by John Collier, formerly of Hudson, Mass., and associates comprising a number of Quincy business men, under the name of the Times Publishing Company, suspended with its 28th issue. It is understood new capital is being sought.

The Times Company purchased the *Quincy Journal-Republican,* a weekly, and changed its name to the *Times,* making it an afternoon daily. Michael Merriam was managing editor; John Collier business manager; David Pollard circulation manager, and Russell K. Green, advertising manager.

Florida Daily Changes Field

The *Vero Beach* (Fla.) *Press has* changed from morning to evening.

EDITOR & PUBLISHER CALENDAR

May 6—Annual meeting Iowa Press Assn., Des Moines.
May 7-8—Annual meeting Oklahoma Press Assn., Bristow.
May 10-17—Seventeenth Journalism Week, School of Journalism, University of Missouri, Columbia.
May 10-12—A. N. A. semi-annual meeting, Edgewater Beach Hotel, Chicago.
May 12-14—Missouri Press Assn., Columbia, Mo.
May 15-22—California Press Assn., annual meeting, Eureka Inn, Eureka, Cal.
May 18-19—Inland Daily Press Assn., annual meeting, Chicago.
May 20—Technical Publicity Assn., Chicago.
May 27-29—Annual meeting, Arkansas Press Assn., Little Rock.

N. Y. CITY PROSECUTOR PRAISES DAILIES

Banton Says Aid Given Him by Newspapers Was Equal to 2,000 Additional Policemen and 10 Judges in Curbing Crime

Support given him by New York newspapers in his drive against crime was equal to 2,000 additional policemen and 10 additional judges, District Attorney Banton, of New York, declared in an address in Washington this week.

"When I became District Attorney of New York County on April 17, 1922, there were 2,700 indictments awaiting trial," said Mr. Banton. "It was three months before I could indict any person and two years after the indictment before I could try one on bail. The Legislature gave me additional courts and additional machinery with which to work on all crimes of violence.

"The result of these efforts for the last four years is that there are now only 288 indictments awaiting trial in New York, and I can try any one within three weeks after a plea of not guilty.

"When I began this drive against crime I laid before the newspapers my plan and asked for support in placing before the public with the same degree of fullness that they gave to the crime itself and the person committing it the results of my activity to combat the crime situation. They gladly gave me their support and featured this as a news item both in enlarged type and in headlines.

"The result of this publicity was equal to 2,000 additional policemen and ten additional judges. Criminals then became panic stricken. Since the first of this year, 2,098 cases have been disposed of."

Murdock and Son Going Abroad

M. M. Murdock, publisher the *Wichita* (Kans.) *Eagle,* has been in New York for two weeks attending the Associated Press and A. N. P. A. meetings. Mr. Murdock will sail May 29 for a European tour accompanied by his son Marsh, who will be graduated early in May from the School of Journalism of Columbia University.

Blethen Promotes Bixby

Cole C. B. Blethen, publisher the *Seattle* (Wash.) *Times,* this week announced the appointment of A. G. Bixby as assistant publisher. Mr. Bixby for some time has been national advertising manager of the Times.

Sioux Falls M. E. Resigns

George E. Masters, managing editor of the *Sioux Falls* (S. D.) *Press* and formerly with the *Japan Advertiser,* Tokio, has resigned to become manager of a press clipping bureau at Topeka, Kansas. He will be succeeded by Ted L. Ramsey, present city editor. Leon S. Davis will become city editor.

A. N. P. A. AD BUREAU RE-ELECTS OFFICERS

Two New Members of Committee in Charge—Plans Discussed for Extending Service—Chicago Office Moves—Three Dailies Join

Plans for extending the service of the Bureau of Advertising of the American Newspaper Publishers Association were discussed at a meeting held late last week, when William F. Rogers, *Boston Transcript,* was re-elected chairman, Harry Chandler, *Los Angeles Times,* vice-chairman, and Howard Davis, *New York Herald Tribune,* treasurer. Mr. Rogers has been chairman of the bureau since 1919.

Just what service extensions were in the making were not divulged. The promised improvements, it was said, were made possible by increased revenue.

Three newspapers have recently become members of the Bureau, the *New York Evening Journal,* the *New York American,* and the *Kansas City* (Mo.) *Journal-Post.*

The Bureau's Chicago office has moved from the Marquette Building to new and larger headquarters at 59 East Madison street.

Two new members were appointed to the committee in charge by John Stewart Bryan, *Richmond News-Leader,* newly elected president of A. N. P. A. They are F. I. Ker, *Hamilton* (Ont.) *Spectator,* succeeding W. C. R. Harris, *Toronto Star;* and Walter A. Strong, *Chicago Daily News,* succeeding John B. Woodward.

The remainder of the committee was reappointed as follows:

William J. Hofmann, *Portland Oregonian;* Fleming Newbold, *Washington Star;* David B. Plumb, *Troy Record;* Allison Stone, *Providence Journal;* Lou Wiley, *New York Times;* E. W. Pattersons, *Chicago Tribune;* Charles D. Atkinson, *Atlanta Journal;* John S. McCarrens, *Cleveland Plain Dealer;* Frank I. Burgess, *La Crosse* (Wis.) *Tribune,* and David E. Town, Hearst Newspaper.

PULITZER WINNERS TO BE NAMED MAY 3

Recommendations Now Before Advisory Board Will Be Confirmed By Trustees of Journalism School Monday

Winners of the 1925 Pulitzer prizes will be announced May 3, by the Advisory Board of the School of Journalism, Columbia University, it was stated at a meeting of the Board at the University, Thursday, April 22. The Board had before it the recommendations of the several juries for the award of the Pulitzer prizes for the year.

Announcement of the awards will be made when confirmed by the trustees of the University at their regular meeting on May 3.

The following men were nominated for positions on the Board: Stuart H. Perry, editor and publisher of the *Adrian* (Mich.) *Daily Telegram,* to fill the vacancy caused by the death of Victor F. Lawson, *Chicago Daily News* publisher, term to expire June 30, 1931; Julian Harris of the *Columbus* (Ga.) *Enquirer Sun,* to fill the vacancy caused by the death of Solomon B. Griffin, editor of the *Springfield* (Mass.) *Republican,* term to expire June 30, 1931; Rollo Ogden, editor of the *New York Times;* Alfred Holman, editor of the *San Francisco Bulletin,* and Casper S. Yost, editor of the editorial page, *St. Louis Globe-Democrat,* to succeed themselves, term to expire June 30, 1930.

The meeting was attended by Ralph Pulitzer, Arthur M. Howe, John H. Heaton, Robert Lincoln O'Brien, Rollo Ogden, Casper S. Yost, and President Nicholas Murray Butler of the University.

In the newspaper field they find th wants in Editor & Publisher lines.

FIVE PROPOSALS OF AID REACH VANDERBILT

Young Publisher Claims $1,000,000 Offered for One of his Three Tabloids—Advertises Need of $300,000—Father Discontinues Loans After Advancing Million.

FIVE proposals of financial assistance, including an offer to purchase one of the Vanderbilt tabloids for $1,000,000, were offered Cornelius Vanderbilt, Jr., president of the Vanderbilt Newspapers, Inc., and his attorney Dudley Field Malone in New York on April 29, according to an announcement made by them to reporters Thursday afternoon.

The proposals followed a sensational plea for $300,000 to keep the three Vanderbilt tabloids running for a period of six months, when Vanderbilt, Jr., said they would be on a paying basis and he would be able to meet stock obligations. The three papers are the *Los Angeles News*, the *San Francisco Herald*, and the *Miami Tab*.

Vanderbilt Jr., and his attorneys, on April 28 announced the need of $300,000, declaring that on last Friday Brig. Gen. Cornelius Vanderbilt had ceased loaning his son money to keep his papers going. The father had already loaned his son $1,080,000 in demand notes, and balked when asked for the final $300,000, Vanderbilt Jr., declared. Vanderbilt Jr., said he was willing to pledge his $1,500,000 patrimony to raise the sum.

The "cry for help" went out first in the form of an advertisement written by Mr. Malone in letter form and sent for publication at space rates in the *New York Times* and the *New York American*. The American published the advertisement. The Times refused to run it stating it conflicted with advertising rules of its censorship department. In its news columns The Times printed Mr. Malone's advertisement calling attention to the fact it had been refused as advertising.

Neither Mr. Vanderbilt Jr., nor Mr. Malone, interviewed by EDITOR & PUBLISHER at Mayfair House, a Park avenue apartment, would go into detail regarding the proposals for financial assistance. Other than saying that the $1,000,000 offer apparently came from a reliable and substantial source, that it would be investigated and would be accepted if it proved all right, they would not discuss the proposal to purchase one of the tabloids. They would not even say which tabloid it was.

Vanderbilt Jr., said a call had been issued for a meeting of the board of directors of Vanderbilt Newspapers, Inc. This meeting would be held in Los Angeles in 30 days. It was to be held to elect a new board which would have the "legal power" to sell any of the tabloids or continue them as they saw fit.

The suggested $300,000 figure declared adequate to carry the properties was arrived at following investigations carried out by Harvey L. Johnson, a Chicago efficiency expert.

It is not my figure," Vanderbilt Jr., said.

He said the gross revenue of his three tabloids was now $200,000 a month. Sixteen months ago they were losing $80,000 a month, now he claimed the monthly loss amounted to $25,000.

When asked if any of his tabloids had ever previously been on the sale market, Vanderbilt Jr., denied it emphatically.

Philip A. Payne, managing editor of the *New York Mirror*," he declared, "suggested to me at one time that he would purchase the Miami Tab. But his offer did not extend beyond the suggestion stage."

The young millionaire became twisted when trying to explain the stock situation of his corporation. Finally he got it straightened out in his own mind as follows:

The corporation is capitalized at $5,000,000. There are 50,000 shares, 25,000 of which are preferred and 25,000 are common. Ten thousand shares of the common are held by the general public. They have been transferred so many times that many of the present holders



Cornelius Vanderbilt, Jr.

under California law, do not hold voting power. Another 10,000 of the common are in the treasury, controlled by the directors, and the remaining 5,000 shares are controlled by Vanderbilt Jr., himself. Preferred shares are all held by the public.

John J. O'Kane, Jr., & Co., a Broadway brokerage firm handles the Vanderbilt stock. He said there was no market for it at present. He was asking, he said, $20 for the preferred stock, but in the last transaction about two weeks ago $10 was bid.

Vanderbilt Jr., gave the list of present directors of the Vanderbilt Newspapers, Inc., as follows:

Cornelius Vanderbilt, Jr., president; D. W. Churchill, vice-president; Edwin Poe, vice-president of the Baltimore Trust Company; Miss R. L. Stahl, of Los Angeles, executive secretary; H. B. Granlee, Los Angeles, secretary treasurer; W. S. Siemon, 49 Wall street, New York, a lawyer; Robert Fiedler, New York; Ray Baker, former director of the U. S. Mint; and J. W. Brodix.

Morton Littleton, a half-brother of Martin Littleton, was a director, but resigned about three months ago.

The family angle in the situation was dismissed by Mr. Malone as "a clash of opinion as to what should be done with the tabloids."

Brig. Gen. Vanderbilt, because of his aversion to newspapers generally, and to his son's in particular, wanted them put out of business immediately.

"I want to continue them long enough at least to put them on a paying basis and to protect the stockholders," Vanderbilt Jr., said.

Mr. Malone cut in to say that negotiations had been underway between father and son for some time. It had been hoped and expected the family would give the son time enough to complete negotiations.

"They didn't give us time enough," said Mr. Malone.

"And now I am facing the situation alone," Vanderbilt Jr., completed the sentence.

He was asked if he was disgusted with newspaper work, if he expected to continue in it, whether or not the present situation was satisfactorily met.

"Certainly, after all these months of financial worry, he isn't dying to go on," ejaculated the lawyer.

Vanderbilt Jr., however, contradicted him.

"No, no, not a bit of it," he said. "Most certainly I intend to remain in newspaper work."

The *New York Evening World* quoted Frank Reilly, formerly advertising manager of the San Francisco Herald with saying that Vanderbilt Jr., had surrounded himself with incompetents. Reilly declared that if competent men were put in charge the tabloids could easily be made to pay.

There have been many reports regarding the stock selling methods employed in financing Vanderbilt Newspapers, Inc.

Vanderbilt Jr., and has attorney would not discuss these reports.

The stock was sold by an organization, the name of which the lawyer and his client said they were not privileged to make public, and it was not until after all the stock was sold that Vanderbilt Jr., knew the methods employed, he claimed.

Reporters were told of some amusing incidents that occurred during Thursday afternoon, when they gathered there for a conference with Vanderbilt Jr., and Mr. Malone.

The lawyer and the young millionaire were riding in a taxicab. The machine began to smoke badly.

"What's the matter," Vanderbilt Jr., leaned forward to ask the chauffer.

"Say," commented the driver. "You're the young feller whose picture was in all the papers today. You're Vanderbilt what needs $300,000 to run his tabloids.

"I've got $96 in the Corn Exchange Bank you can have if you want it."

Former Fire Captain Joseph Bonk, whose son was a dispatch bearer in France with Vanderbilt Jr., telephoned Mayfair House to offer $1,000 towards the $300,000. Vanderbilt Jr., had seen Bank's son killed in action in France.

Mr. Vanderbilt, Jr., made public the split with his family and the situation of his tabloid properties in dramatic fashion in Mayfair House, a Park avenue apartment, on Wednesday evening.

His attorney had first sent a formal announcement to the New York dailies to be published as an advertisement and then had asked that reporters come to interview his client.

A short time afterwards, nervously puffing a cigarette, Mr. Vanderbilt told his story to 30 newspaper men. Answering questions, he disclosed that his newspapers represented an investment of little more than $5,000,000. The family holding in the stock is only about $100,000. The sum of $3,500,000 is held by the public. About $1,500,000 of the stock was sold on the partial payment plan. This stock is held by the corporation pending payment of all instalments.

Mr. Vanderbilt said he wanted his 5,000 stockholders to know the "situation."

His father, he said, had advanced him $1,080,000 on demand notes in the last 16 months, but had cried "enough" on Friday last. Experts had told him that the $300,000 were needed to keep the three tabloids going. The formal statement was made without the knowledge of his family.

"I don't want to antagonize my family," young Vanderbilt said, "but I have a responsibility here and I'll go through hell to protect my stockholders."

The formal statement follows in full:

"Dudley Field Malone,
"Attorney-at-Law,
"43 Exchange Place,
"New York.

"To Whom It May Concern:

"My client, Cornelius Vanderbilt, Jr., three years ago became president of the Vanderbilt Newspapers, Inc., with three widely read newspapers in San Francisco, Los Angeles and Miami, Fla. At that time, when he was 25 years of age, Mr. Vanderbilt conceived the scheme of a chain of tabloid newspapers expressing through their editorials a youthful outlook on the country's problems.

"The newspapers met with great success, the one in Los Angeles having two years ago achieved a larger circulation than any newspaper west of Chicago. But Mr. Vanderbilt, himself inexperienced on the business side, placed responsibility in the hands of trusted men who mismanaged the corporation's affairs and produced the need of heavy financing to run the newspapers and protect the holdings of the stockholders.

"Over $1,000,000 belonging to Mr. Vanderbilt's family has been paid into the corporation to meet operating costs. This sum belongs to the Vanderbilt family, but also potentially to Mr. Vanderbilt himself by right of inheritance, since he is the only son.

"Mr. Vanderbilt's family, however, have recently assumed the right to cease further financial aid to his newspapers, an assumption of right with which Cornelius Vanderbilt, Jr., is at variance. For Mr. Vanderbilt has in addition to his right of inheritance from his parents, fixed patrimony of $1,500,000 which he stands ready to pledge, if necessary, to save the enterprises.

"The corporation has been completely reorganized in the last year and a half,

(*Continued on page* 50)

POUZZNER WINS GREAT DRESS SUIT BATTLE ON EVE OF POLAR LARK

By HARRY S. BRESSLER

'TWAS the week of the Publishers' Convention in New York. The big bosses of the American press were busy chewing the fat among themselves, but they took time out on the evening of the second day. A glittering party had been arranged for them at the Friars' Club, which probably packs more Broadway celebrities to the square foot than the number of names to be found on a bootlegger's yard-long customer list.



One of the 500 whose presence was cordially desired.

It was a feast and frolic that men flocked to from across the continent. They called it a "Polar Lark," but it proved a lot warmer than that. The array of food and the lavishness of the entertainment which Mr. Koenigsberg spread before his guests made a Roman saturnalia seem like an armchair lunch. From eight in the evening till the wee sma' hours, such struggling young persons as Sophie Tucker, "Bugs" Baer, David Belasco, "Texas" Guinan and her jolly janes, the orchestras of New York's most expensive night clubs, and the expensive chorus beauties of a half dozen musical shows—well, they helped make life bearable.

The blowout was strictly stag, at least this side of the footlights. Publisher Ben Pouzzner of the Lowell *Sunday Telegram* and also of the *Lawrence* (Mass.) *Telegram* was one of the 500 whose presence was cordially desired.



He kept wriggling and squirming in, a rib at a time.

It may be true that the card of invitation seemed rather formal; which is to say it smacked of a DRESS SUIT. Now Pouzzner hates dress suits; hates them in all their aspects, angles, quirks, corners and frippery fol-de-rols. So he just figured on forgetting about the party and slipping back to Lowell or Lawrence that afternoon. (Say, where *are* those places, anyway, that people go back to 'em from N'ew York?)

Pouzzner may have reckoned on getting away, but he reckoned without Bressler, his New York host. Said host was determined that he should ATTEND THAT PARTY, and in a weak moment Pouzzner let himself be persuaded, cajoled, driven, brow-beaten into going—and wearing a dress suit belonging to this chronicler!



Never were pants so cruelly mistreated

Chapter II

Right here it must be explained that no description of the dress suit was offered, or asked. The owner didn't consider it necessary to explain that this particular suit hadn't been worn in more than eight years. You can imagine why.

It was a relic of pre-war days, which somehow had not been sold to the government. In President McKinley's era it was the pride of the Bowery, but had sadly deteriorated about the time this writer's Adonis-like figure had become ambitious and begun to expand fore and aft.

Poor Ben Pouzzner didn't know this till he reached ye scribe's house in the wilds of the Bronx. Then it was too late.

Chapter III

He tried the coat on first. Put his arm into one sleeve, and it fitted like a glove. HONEST! Then he attempted to put on the rest of the coat and discovered he was forty pounds overweight. But he kept wriggling and squirming in, a rib at a time. Finally, by persuading his shoulder-blades to kiss one another and rearranging other parts of his anatomy, he found himself completely surrounded by a full dress coat—all but the front, and both hips. Fortunately he wasn't carrying anything on them.

Flushed with this brilliant victory over the recalcitrant coat, Pouzzner set out to conquer the whole suit. He paused a moment to dust off his shoes with a rag that happened to be handy, then something dawned on him:

"Say, I haven't yet put on the shirt!"

"The shirt?" repeated his host, "Why you've just been using it."

"*That* a shirt?"

"Yes, it WAS," reassured his friend—"and anyway, the coat and vest covers most of it."

Now, if Pouzzner took off his coat to put on the shirt, would he be able to put the coat on again? He took one more look at the shirt and that decided him. He knew that THAT shirt could never be worn on the outside.

Strangely enough, Pouzzner had only slight difficulty in discovering which of the holes was meant for the neck. He climbed in all right, and the world will never know the tragic condition of the shirt that Pouzzner held close to his bosom that night.

Chapter IV

Next came the pants.

The pants really require an obituary by themselves. Never were pants so cruelly mistreated. Never did a human being pant so in getting into them. Never did Pouzzner have to use more wile and ambidextrous ingenuity on anything. When all his toes were in, he was encouraged. He continued the struggle. He prayed that the good dinners he had enjoyed during the last thirty years might vanish into nothingness. He even tried to reason with the upper ends of his pants, to persuade them to come together across his palpitating paunch. He tried taking a deep breath. He held it. He pulled in his abdomen until it was practically indistinguishable from his back.

And still there was a vast expanse on the front end that mocked his every effort. It was no use. Buttons and buttonholes stared coldly across at one another. This time it sure looked as though the victory belong to the pants.

Pouzzner was licked,—and by his own front porch, too. His friend stood by, torn between compassion and sarcasm. Compassion got the upper hand, and he blurted out:

"WEAR MY PANTS!"



"Waiter, where's my soup?"

"Nix. What'll *you* wear?"

"Tha's all right," waxed the host, generously, "I kin still get into the ones you've been wrastling with, and no one'll know they don't belong to my tux."

A slight pretense at refusal—and Pouzzner climbed into 'em. Darned if they didn't almost fit, too. Everything looked rosy again—until Pouzzner started to SIT DOWN.

A cry of "murder!" rent the air, there followed more ripping and tearing, and a perfectly good pair of pants went to pieces under the strain.

Chapter V

Button by button and seam by seam the calamity was being sewed up by the host's heroic wife. When it looked as though the task could never be accomplished, the mere males had a brilliant idea: *Why couldn't some of the severed seams be covered over with shoe blacking?*

Chapter VI

Well, the pants were made to look like pants again. There remained only one source of trial—the white vest.

Skipping over the fact that it had gone into mourning years back, the only difficulty was in reconciling a 34 inch vest to a 42 inch girth.

Here again the ever-obliging missus came to the rescue with needle and thread and shears. A rip up the back, rayon reinforcements near the neck—and the job was done. It's true that diplomatic relations between the right and left side of the vest hung by a thread, but they hung. Buttons and buttonholes shook hands across the airtight abdomen and promised to remain in a close embrace throughout the evening.

The *tout ensemble* wasn't so bad, if one didn't look at it too closely. Pouzzner was ready for the Lark. He was dressed to kill, and he didn't care who was t first victim.

A half hour later he arrived at t Friars' Club, where the festivities we going full blast—and discovered he w the only man wearing a dress suit!

Chapter VII

When he came to, it dawned on hi that dress suits had gone out of sty with four-minute speakers, war brid and Fighting for Humanity. These we the Times of the Tux. He tried to see at ease, carefree, nonchalant, as it were but sure enough, some minutes lat Fred Stuart of the *Middletown* (N. Y *Times-Press* was heard yelling at hir

"Waiter, where's my soup?"

MORAL:

Be careful what anyone lends you wh you're on a lark away from Lowell.

INSTALLMENT DEBT I $2,750,000,000

Sales of Six and a Half Billions Goods On Partial Payments— What New Plan Costs Purchasers

PINEHURST, N. C., May 4.—Insta ment selling as generally practiced sound business, with $2,750,000,000 national installment debt outstanding the United States at a time on an annu turnover of six and a half billion dolla worth of diversified goods and this fo of business is proving a safe and pro able basis for bank loans as now co ducted although danger lurks in any r laxation of strict credit principles in co nection with it, according to the Econon Policy Commission of the Americ Bankers' Association meeting here.

Installment selling in the Uni States, according to the Economy Pol Commission of the American Banke Association, now amounts to a debt $2,750,000,000. This is on an annu turnover of six and a half billions of d lars' worth of diversified merchandi The Commission found it "sound bu ness."

Outstanding points in the commissio summary of conditions are as follows:

Installment selling has had great a rapid growth since 1912 due principa to the automobile and coincident with development of finance companies.

Six and a half billion dollars' worth goods are annually sold on installments this country, but the average installm debt outstanding at one time is only per cent of this or about $2,750,000,000

About 54 per cent of this outstand debt, or nearly $1,500,000,000, represe automobiles.

There are about 1,000 active finan companies, with many new ones be started and old ones going out of bu ness. They cover many classes of bu ness but carry only about a third of total installment loans, the rest be handled by dealers, manufacturers a banks.

It usually costs purchasers as mu more to buy on installments as it wo if they borrowed the money at an ann interest rate of 15 to 40 per cent, generally these "carrying charges" co also other costs and services.

Losses by banks have been almost n ligible on loans made to the finance co panies which generally limit their bo borrowings to not more than four tim their capital and surplus.

Southern Pine Manager

Albert R. Israel has been appoin advertising manager of the South Pine Association, to succeed King Pullen, who has resigned, the change ing effective immediately, according announcement by Secretary-Manager C. Berckes, of the association. Israel has been publicity manager of association for the last four and a l years and now the publicity, advertis and trade extension departments h been consolidated with Mr. Israel charge. He was at one time editor chief of the *Shreveport* (La.) *Times*.

JOHN S. BRYAN TO DIRECT A. N. P. A. EXPANSION

Richmond News-Leader Publisher Elected President At Close of Organization's New York Meeting—Board Increased by Two Directors—Traffic and Mechanical Departments Voted

TWO important service improvements are assured members of the American Newspaper Publishers' Association as a result of votes cast at the annual convention in New York last week.

The association, now headed by John Stewart Bryan, publisher of the *Richmond* (Va.) *News Leader,* with $100,000 additional revenue promised, has pledged itself to accomplish the following progressive innovations:

1. Establishment of a mechanical department, which, under the direction of an expert, will assist association members in all mechanical matters and co-operate with manufacturers to bring about needed reform in standardization of press room equipment.

2. Inauguration of a traffic department to solve for members all inter-state freight transportation problems.

Obviously neither of these service additions will become operative immediately. But a dream of more than a dozen years standing in the mind of L. B. Palmer, association manager, is at last beginning to see the light of realization.

Mr. Palmer told EDITOR & PUBLISHER he expected that concrete details on the two innovations would be available in time for report at the second fall meeting of the A.N.P.A. to be held at French Lick, Ind., in November.

E. H. Butler of the *Buffalo* (N. Y.) *Evening News* was elected vice-president. George M. Rogers of the *Cleveland* (O.) *Plain Dealer,* secretary, and Howard Davis, *New York Herald Tribune,* treasurer, were re-elected.

The number of directors was increased by two, making fourteen. The new directors elected were F. W. Bush of the *Athens* (Ohio) *Messenger* and *J. D.* Barnum of the *Syracuse* (N. Y.) *Post-Standard.* Five directors were re-elected: F. G. Bell of the *Savannah* (Ga.) *Morning News,* Harry Chandler of the *Los Angeles Times,* Paul Patterson of the *Baltimore Sun,* Charles H. Taylor of the *Boston Globe* and T. R. Williams of the *Pittsburgh Chronicle-Telegraph and Gazette-Times.* S. E. Thomason of the *Chicago Tribune* the retiring President, automatically becomes a director.

E. S. Friendly of the *New York Sun* and H. J. Powell of the *Coffeyville* (Kan.) *Journal* were elected Inspectors of Elections for the 1927 annual meeting.

The recommendation made by the Bureau of Advertising of the A.N.P.A. that a special committee be appointed to investigate the press agent evil was not adopted by members at the convention, according to Mr. Palmer.

Formation of the mechanical bureau actually got underway last summer, when Charles F. Hart, mechanical superintendent of the *New York Times,* was appointed chairman of a special committee to discuss with press manufacturers the practicability of arriving at some modified standard of press accessories.

Mr. Hart reported to the convention that members of the engineering departments of press builders had agreed with the A.N.P.A. regarding the necessity and also the possibility of "arriving at some very agreeable standards that would simplify the work in the press rooms of the country."

"There are so many things beyond the general design of the printing unit that can be made uniform that it is a burning shame that it has not been done years ago," Mr. Hart continued in his report.

"On the question of the standardization bureau, I have received letters from quite a number of publishers and I have talked with quite a great many more, and the general feeling seems to be that the immediate results would be forthcoming. I doubt that very much. This bureau may be in existence three or five years before it reaches a point of real, efficient help to the organization.

"If publishers will stop to think that the fifth leading industry in the world, the printing industry, is absolutely without any central clearing house for the millions and millions of dollars worth of machinery bought each year, it is almost unbelievable. You cannot get any other large manufacturer to think that such is the case.



John Stewart Bryan

"Now the question comes up as to who should be at the head of that Bureau. It should not be an old Soldiers' Home. If such a bureau is established, there should be secured one or two bright, red-blooded young engineers of the technical training, both mechanically and electrically, and they should be put to work, and be trained just as we are trying to train mechanical superintendents today in the offices.

"It is not for me to say what their qualifications should be, but, based upon my little ramble through newspaperdom, the last few years (starting as I did when it was comparatively small and seeing it now at the magnitude it is) I should say that publishers must have at the head of that Bureau, a man who is original, who is a thinker, who will not get in a groove, who cannot and will not be bullied, who can have the confidence of the publishers and the confidence of the machinery builders and the confidence of the supply men.

"The fact remains that all those things can be done in a perfectly organized way if you have such a bureau. It is going to be a liability perhaps for two or three years. The next five or ten years after that, it will be a wonderful asset to publishers, and I strongly urge that you set about the organization of such a bureau."

Money saving for publishers is expected to follow almost immediately on establishment of the traffic department.

"There is every reason to believe that such a department will be the cause of recovery to members of the association of much money from excessive transportation charges," an A.N.P.A. official explained to EDITOR & PUBLISHER. "In other words, every newspaper that puts a traffic man to work on its transportation bills finds many inequalities and unauthorized charges to correct. Individuals are making a living at saving this money for concerns using freight, why shouldn't it be done co-operatively?"

Mr. Bryan, the new president, is in hearty sympathy with the proposed organization of the two new service bureaus. In an exclusive statement to EDITOR & PUBLISHER, he said:

"The A.N.P.A. broke into new territory last year when under the suggestions of S. E. Thomason, then president, the Association decided to undertake for its members services which had hertofore been discharged, when discharged at all, by the personal suggestions or opinions of one member to another. Mr. Thomason had perceived that one of the greatest services rendered by the Association was the information and opinion that was gathered during the meetings by personal discussion between the members. This form of information covered every activity from the purchase of presses to the width of column rules. As it was not possible for every member to be present at every discussion, there was a vast amount of extremely valuable information that was not available to everybody. It was Mr. Thomason's idea, in which idea the convention heartily concurred, that adequate bureaus should be set up for dealing with the larger aspects of newspaper publishing. American newspaper publishers have already developed an activity of the utmost value to their members in the Labor Bureau, for the organized labor and in addition the A.N.P.A. has an open shop department. Under the direction of the association this year two additional bureaus will be set up; one will cover the question of traffic, and when it is remembered that the American newspapers use 2,800,000 tons of paper a year, it is obvious that a very slight variation in the cost of transportation charges will amount to immense sums, likewise with the rapid increase of mechanical appliances it has become evident that the association should furnish to its members accurate and impartial judgment on various mechanical appliances. For the discharge of this service a mechanical bureau will also be undertaken.

"The alacrity with which the larger newspapers have assumed the increased cost of membership and the loyalty with which the smaller members are supporting the association augurs extremely well for the future development of this work."

John Stewart Bryan was born October 23, 1871, at Brook Hill, Henrico County, Virginia, the son of Joseph Bryan and Isobel Lamont Bryan, who before her marriage was Miss Isobel Lamont Stewart, the daughter of John Stewart, of Rothesay, Scotland.

Joseph Bryan, his father, was one of the leading Virginians of his day. He was a member of Col. John S. Mosby's famous band of raiders during the Civil War, and a participant in many of the most brilliant cavalry expeditions of "Mosby's Men." After the war Joseph Bryan contributed signally to the upbuilding of devastated Virginia, and took a prominent part in the affairs of Richmond and the State. His contributions to the rehabilitation of the Virginia capital were such that a statue of him was erected by Richmond citizens in Monroe Park following his death. He was a typical Virginia gentleman of the old school, greatly admired and loved by rich and poor alike. John Stewart Bryan received his early education in private schools and at the Episcopal high school, near Alexandria, Va. After being graduated from the last named institution he entered the University of Virginia, where he was prominent in student activities. He was awarded the A.B. and the A.M. degree both in 1893. He then entered Harvard University, from which institution he obtained the LL.B. degree.

In 1897 Mr. Bryan took up the practice of law, and devoted himself to that profession until 1900. He tells the story that it was a trip over the Baltimore & Ohio to Chicago in 1901, when the Associated Press was reorganized, that really decided him to abandon the law and become a publisher. It was shortly after that trip that he was inducted into membership in the A.N.P.A. having been persuaded to join by Charles H. Taylor, Jr. His active career as a member of the association began at that time, and he has attended every A.N.P.A. convention held during the succeeding 25 years.

In 1900 Mr. Bryan gave up the practice of law and became assistant publisher of the *Richmond Times Dispatch,* of which his father was publisher. In 1903 he took entire charge of the publication of that newspaper, and held the position for the next seven years. In 1910 he relinquished the Times Dispatch and became publisher of the News Leader, which position he has retained since that time.

Mr. Bryan has, for a number of years, taken a prominent part in the affairs of the A. N. P. A. For two years prior to his election to the presidency of the association he was its vice-president, and for eight years prior to his vice-presidency he served as secretary of the organization. He was a member of a number of important committees, the most revolutionary of which was the committee on reformation of dues. As chairman of that body he made an exhaustive study of the basis of dues, and the conclusions of his committee were adopted and ratified by the association for two successive years.

During the World War, Mr. Bryan founded and acted as editor-in-chief for *Trench and Camp,* the soldiers' newspaper which was published in more than thirty camps throughout the country. This work was done by Mr. Bryan in his capacity as a member of the war council of the Y. M. C. A. Mr. Bryan states that the paper owed its great power and influence solely to the co-operation of the A. N. P. A. When he began the work, he appealed to the publishers of the country to assist the government by the dissemination of facts concerning the war and conditions in the camps. Many of them responded and printed the papers for distribution in camps situated in their respective localities. The following newspapers co-operated in the work:

Washington Star, New Orleans Times-Picayune, Birmingham News, Atlanta Constitution, Augusta Herald, Boston Globe, Battle Creek Enquirer-News, Charlotte Observer, Chattanooga Times, Columbia State, El Paso Herald, Topeka State Journal, Oklahoma City Oklahoman, Fort Worth Star-Telegram, Greenville (S. C.) *Daily News, New Orleans Item, Houston Post, Little Rock Democrat, Louisville Courier-Journal, Macon Telegraph, Montgomery Advertiser, San Francisco Bulletin, Richmond News Leader, Chicago Daily News, Los Angeles Times, San Antonio Light, Tacoma Tribune, Waco Morning News, Trenton Times, New York World, Florida Times-Union, Charleston* (S. C.) *News and Courier, Tampa Times, Buffalo Evening News, Brooklyn Daily Eagle, Lakeland* (Fla.) *Star,* and *Atlanta Journal.*

Mr. Bryan has been rector of the Board of Visitors of the University of Virginia, and is at the present time a member of the board of William and Mary College, the oldest institution of higher education in the country, with the exception of Harvard. He is a member of the International Board of Education, and for six years was a member of the national governing body of the Protestant Episcopal Church. Mr. Bryan is one of the leading Episcopal laymen in the South, and takes an active and prominent part in the affairs of that denomination. He is the founder and first president of the Richmond Public Library, and the opening of that institution a few years ago was almost entirely due to his efforts. He is chairman of the Richmond Community Fund, which raised nearly $450,000 last fall for charitable purposes, and is president of the Richmond Council of the Boy Scouts of America.

These are a few of Mr. Bryan's varied activities. He is in great demand as a public speaker. He belongs to the Society of the Cincinnati, Delta Psi, Greek letter fraternity, and Phi Beta Kappa honorary scholastic society.

His principal diversions are riding and golf. He is an expert horseman.

POSTAL HEARINGS CLOSE FOLLOWING DENNING-STEWART ARGUMENTS

Enactment of 1920 Rates Would Mean Return of 100,000,000 Pounds of Second Class Matter to Mails, Publishers' Spokesman Declares

HEARINGS on the postal rates before the Joint Subcommittee of Congress were closed on Thursday, April 22, with a final statement from William I. Denning, attorney for the American Publishers Conference, which co-ordinates the postal activities of the Agricultural Publishers Association, Associated Business Papers, Inc., National Editorial Association, the Southern Newspaper Publishers Association and the National Publishers Association. Joseph Stewart, executive assistant to the Postmaster General, closed for the Post Office Department.

The statement of Mr. Denning was in the nature of a rebuttal to previous testimony of Mr. Stewart. In answer to testimony of George C. Lucas, secretary of the National Publishers Association, Mr. Stewart expressed doubt as to whether or not the Government should as a matter of policy adopt the 1920 postage rates thereby inducing a return to the mails of something like 100,000,000 pounds of second class which is now being handled by competitive transportation agencies. He stated that this volume of second class was now being handled satisfactorily by these competitive agencies and that its return to the mails would cause a large expenditure for additional space and service which would exceed the revenue received from such matter.

The Department's spokesman said that the addition of 100,000,000 pounds of second class to the mails would necessitate the purchase of additional storage cars solely for the transportation of this mail matter and that the volume of parcel post was not sufficient at the present time to justify a realigning of the loading of cars with a combination of second class and parcel post matter.

Mr. Denning on behalf of the publishers presented several charts and exhibits showing that the relative volume of second class mail in 1923 was 17 per cent of the total of all mails, whereas parcel post was 73 per cent of the total volume of all mails and that since that time, according to a statement of the Post Office Department, the volume of the parcel post had increased 45 per cent, whereas second class has increased only 3 per cent since 1920.

To indicate the relative comparison of parcel post and second class from the 10 largest parcel post centers during the fiscal year of 1923, Mr. Denning presented the following table.

EXHIBIT C. Showing comparison of relative volumes represented by cubic-foot-miles of parcel post and second class dispatched during the fiscal year 1923, from 10 largest parcel post centers

	Parcel Post Cubic-foot-miles Millions	Second-class Cubic-foot-miles Millions
Chicago	18,846	3,058
New York	16,870	9,566
Philadelphia	2,891	1,313
Boston	1,926	934
St. Louis	3,793	517
Kansas City	2,819	560
San Francisco	1,923	516
Pittsburgh	1,474	160
Cincinnati	2,532	294
Minneapolis	1,298	292

He stated the total cubic-foot-miles of parcel post dispatched from the 10 largest cities is 48.75 per cent of the total parcel post cubic-foot-miles of the entire United States and 31.62 per cent of the total cubic-foot-miles of all mails in the United States.

The total cubic-foot-miles of zone rate second class dispatched from the same cities is 51.18 per cent of the total cubic-foot-miles of all zone rate second class and 10.01 per cent of the total cubic-foot-miles of all mails in the United States.

The purpose of the table was to show that with the 45 per cent increase in volume of parcel post since 1923 and only 3 per cent increase in the volume of second class since 1920, that the disproportion between second class and parcel post was becoming so great that the average weight contained in cars in 1923 was not being maintained in 1926.

The table further shows that second class, because the density is greater than parcel post, is used as a filler in space which necessarily must be purchased for the predominant class, which is parcel post, and that the additional expense for the transportation of second class matter is an incidental and not the predominating cause in the purchase of train space.

Mr. Denning pointed out that Mr. Stewart's figure would charge to the second class the entire cost of a car loaded with say 30,000 pounds of second class, whereas less than one-half of the space in the car would be occupied by second class, the remainder of the space being filled with parcel post.

Mr. Denning then presented computations which he had made indicating the additional out-of-pocket expense that would be incurred by the Department in handling 100,000,000 pounds of second class matter. He called attention to the fact that the class of publications that have been driven from the mails were those that were profitable to the Department.

The Post Office Department computed that the additional revenue that would be received from 100,000,000 pounds of second class mail matter is $2,809,900. Mr. Denning's computation of the additional out-of-pocket expense for handling this amount of second class mail matter aggregates $776,292, the Department would thereby realize $2,033,618 more than the additional expense that would be incurred if this amount of second class were returned to the mails.

"BOLSHEVIK" SLANDER OHIO JURY HOLDS

Newspaper Picture Caption Cited by Defense to Disprove Charge But Contention Is Ignored — Plaintiff Wins $200

The caption on a press service picture in the *Martins Ferry* (O.) *Daily Times* was presented to a jury in Belmont county common pleas court at St. Clairsville, O., in what proved to be a futile attempt to convince a jury that to call a person a "Bolshevik" was not actionable per se. Judge Warren W. Cowen, veteran jurist of that court, said it was the first time in his experience that a newspaper had been cited as a legal authority.

The case in which the daily figured was based on another in which Mrs. Lenora Staznaski of Lansing was arrested on a charge of keeping her confectionery open Sundays. At the close of a hearing before a justice of the peace in Bridgeport, O., Mrs. Staznaski unloosed a tirade against Klem Lenecisz, whom she blamed for her arrest. In the course of her remarks, she called Lenecisz "a liar and a Bolshevik." Lenecisz sued for $2,000 damages, alleging the "Bolshevik" feature of her assertion constituted slander.

Counsel for Mrs. Staznaski contended that such designation is merely the same as calling a person a Republican, Democrat or Prohibitionist, being the name for a Russian political party. In proof of this statement, the attorney, W. E. Simpson, cited a copy of the Daily Times of Martins Ferry of April 13 in which was carried a picture service cut with the caption: "Woman Bolshevik Visits U. S. to Study Electricity." Beneath the cut were lines saying she was being sent to the United States by the Supreme Council of the Peoples Economic League of Moscow to make advanced research into American electrical development. Attorney W. J. Walker, for the plaintiff, disregarded the effort to present the newspaper as proof of contentions in behalf of Mrs. Staznaski, although he is one of the owners of the *Belmont Chronicle,* published at St. Clairsville.

The jury gave Lenecisz a verdict for $200. Frank P. McNell II, a newspaper reporter from Martins Ferry, was foreman of the jury which heard the case. Judge Cowen is a former newspaper publisher and editor.

JUDGE FINES EDITOR $15 FOR CONTEMPT

Bryson, Fort Pierce (Fla.) News-Tribune, Pays Fine, But Refuses to Alter His Opinion of Court—Was Hitting Light Penalties

T. J. Bryson, editor of the *Fort Pierce* (Fla.) *News-Tribune,* last week paid a $15 fine for contempt of court, but at the same time publicly refused to alter his opinion of the judge who made the citation.

Judge Liddon of the county court ruled Bryson was guilty for having written and published an editorial dealing with selection of a new judge for the county court. Judge Liddon himself is not a candidate. Bryson wrote in the editorial, held in contempt, that Judge Liddon had imposed very light penalties throughout his term.

After paying the fine, Bryson again editorialized:

"Neither Judge Liddon's personal nor his professional integrity has ever been a question at issue. The editor of the News-Tribune is informed that the judge's firm is one—perhaps the only one in Fort Pierce—which refuses to defend a man charged with bootlegging. No one can conceive, therefore, of the judge having any sympathy with law violators.

"Despite this fact, the editor of the News-Tribune believes that the sentences imposed during the last term of the county court were too light to terrify evil-doers. And the fact that he does not doubt Judge Liddon honestly thinks otherwise, does not alter his opinion."

At the contempt hearing, Bryson's attorney argued his client was well within his rights as a newspaper editor to print the editorial in question; and that he could not be legally held in contempt.

The prosecuting attorney maintained the editorial was a direct attack on the court; that it was contemptuous; and that the defendant, admitting his responsibility for its publication, admitted his guilt.

"If the fine had been bigger," Bryson said after the sentence, "we would have considered taking an appeal. We are confident we could win in a higher court."

WOULD RESTRICT DIVORCE NEWS

Bill Limiting Publication Passes British House of Commons

By 222 votes to 3 the bill to prohibit the publication of objectionable matter in divorce court and similar reports passed its second reading in the House of Commons on April 16. If the bill becomes law in its present state press references to such cases will be limited to:

The names and addresses of parties and witnesses; a concise statement of the grounds upon which the proceedings are brought and resisted; legal submissions and decisions; the summing up, the jury's finding, the judgment, and the judge's observations.

Shreveport Tri-Weekly Now Daily

The *Daily Caucasian and Legal Register* is the name of Shreveport's third daily newspaper, successor to the old thrice-a-week *Caucasian.* "Politics, crime, fiction and bunk will have no place in our plan," said Ward Deleny, editor.

Banquet For Carrier Boys

About 100 *Charlotte* (N. C.) *Observer* carrier boys were the guests of the circulation department of the paper at a banquet at the Chamber of Commerce Monday.

NINE LIBEL SUITS ON TRIAL IN SYRACUSE

Nine Actions Against Three Dailies Combine in Single Case—"Baby Farm" Stories Basis—Other Suits Pending

(*By Telegraph to* EDITOR & PUBLISHER)

SYRACUSE, N. Y., April 29.—Nine cases of libel against Syracuse newspapers went on trial in Supreme Court this week before Judge Jerome L. Cheney. The cases were combined into one action brought against the Post Standard Company, et al. Three individuals brought actions, George Lott, Violetta Lott, and Myrtle Cochrane. The three Syracuse newspapers which are said to have printed the alleged libels are the *Post Standard,* the *Herald,* and the *Journal.*

The alleged libel action grew out of stories printed in the above named newspapers during 1922 in which the newspapers maintained irregularities in the conduct of a so-called sanatarium and lying-in hospital. The newspaper stories were submitted in the trial which started Monday and is continuing all the week. One of the stories refers to the institution as a "baby farm" and that babies were deliberately burned to death.

The plaintiffs who bring separate actions are George Lott, and his wife Violetta Lott, Myrtle Cochrane, all concerned in the ownership and management of the institution. Each action is brought against the Post Standard Company, et al. John J. Halpin of Laughlin, Gerard, Bower & Halpin, New York City, represent the plaintiffs. Estabrook & Estabrook, Syracuse, represent the Post-Standard Company.

George Lott and Violetta Lott have brought actions against other newspapers in the state individually for printing the alleged libels. The other actions on the calendar of the April trial term are against: Rochester Times Union Company, Crowley Company, the Brockway Company, Auburn Publishing Company, Auburn Advertiser-Journal Company, The Telegram Publishing Company, The Binghamton Press Company, Inc., The Journal Company. Whether these cases are brought to trial depends upon the outcome of the case now pending.

ST. PETERSBURG NEWS SUED FOR LIBEL

Action Field Following Campaign Against Proprietor of Bathing Beach — Claimed Public Unprotected

(*By Telegraph to* EDITOR & PUBLISHER)

ST. PETERSBURG, Fla., April 29.—A libel suit has been started against the *St. Petersburg* (Fla.) *Daily News* by W. D. McAdoo, real estate operator, in the sum of $150,000. The Daily News recently editorially accused McAdoo of being negligent in protecting bathers at a bathing beach he owned on Gulf Beach. The Daily News charged that McAdoo, through his employes, had a barbed wire fence constructed across the beach and that Ernest Fixter, age 16, while playing tag one evening ran into the barbed wire and death resulted. The Daily News also accused McAdoo of being responsible for two deaths of children last year and of the death by drowning of a young man by the name of Parrish this year in that no life guards or safety appliances were maintained. The father of young Parrish has sued McAdoo for $50,000 and the father of young Fixter has sued McAdoo for a like sum. The suit was not brought in Pinellas County because Mr. McAdoo claimed he would not get a fair trial. The suit was brought in Tampa, Hillsborough county.

Celebrates 90th Anniversary

The *Sheboygan* (Wis.) *Press* on April 23 issued a 90th anniversary edition containing 72 pages.

SIX CENTS LIBEL LOSS IN TWENTY-ONE YEARS

Record of W. O. Dapping, Auburn Citizen — One Potential Plaintiff Became Friend and Printing Customer—Defense by Retraction Outlined

By PHILIP SCHUYLER

Libel actions in small cities present somewhat different problems than in the larger centers.

Editor & Publisher, continuing its series, stripping the libel law of legal verbiage, now turns to a discussion of conditions in towns where everybody knows almost everybody else.

W. O. Dapping, managing editor of the Auburn Citizen, becomes the protagonist this week in this the seventh article in the series. Auburn is a city of only 37,000, but there are lawyers there who spot libellous errors in the newspaper an hour after its off the press.

"If the libel is your fault," Mr. Dapping says, "admit it immediately and make a dignified retraction. Nine times out of ten this will satisfy the plaintiff, and the tenth time in court it will convince a jury that there was no malice on your part."

ALL knowledge is valuable to a newspaper man; but, because libel hangs like the sword of Damocles threatening his job or pocketbook, a study of the law protecting individuals from the press promises, perhaps, the greatest possible material profit.

And, besides, the study of libel law nourishes three qualities immensely important to the writer and editor of news —truthfulness, carefulness, scepticism and tact. The first two aid in avoiding libel; the last two assist in defense against it.

Just how true this introduction is was told in entertaining detail the other day by W. O. Dapping, managing editor of the *Auburn* (N. Y.) *Citizen.* Mr. Dapping was graduated from Harvard College with the class of 1905 and started work immediately as a reporter for the Citizen. One of the first things he learned was how little he knew about libel. He decided, therefore, to study this important law from cover to cover. It was one subject the newspapers failed to use their freedom to disseminate; but Mr. Dapping purchased books; talked to lawyers, and was early aided in his ambition by being named an investigator for the *New York World,* then defendant in a libel suit brought by an Auburn man. Following developments of that particular case which will be described later in this article, was a university course in itself.

Only six cents libel loss in the last 21 years by the Auburn Citizen is the result of Mr. Dapping's "will to know." One potential plaintiff even became his friend and job printing customer.

"Be truthful and careful is the first and chief commandment of the libel law," Mr. Dapping said. "But every human institution is bound to make mistakes. When an error has been made by a newspaper, tact in making prompt retraction will often prevent a suit; and where a paper is forced to stand defendant in court, it is wise to be sceptical and investigate all claims of the plaintiff. In most cases a libel complaint is full of exaggerations and untruths that can and should be checked."

The possible enemy, who later became Mr. Dapping's friend and customer, was seriously libeled by a cub reporter for the Citizen.

"Bill," the cub, turned in a story one day to the effect that John Smith of 10 North street had been arrested for driving his automobile while intoxicated.

Twenty-four hours later an indignant citizen was in telephonic connection with Mr. Dapping.

"This is John Smith of 10 North street," he yelled along the wires. "What the devil do you mean by printing in your paper that I was arrested for driving my car while drunk. You know I don't touch a drop of the stuff. I'm a teetotaler, I am. Three lawyers have already called me up and told me I could get a fat settlement from you. What are you going to do about it?"

"I'm sure I don't know, yet," replied Mr. Dapping. "I'll look it up and let you know."

He called in his city editor and the city editor called in the cub.

"Well?" queried Mr. Dapping. "Well?" queried the city editor. And both glared at the cub.

"Oh," answered the youngster promptly. "I know I'm right. It was John Smith as plain as day on the police blotter. And you know, Mr. Dapping, how you told me always to be careful about giving correct street addresses with names. There was no record of Smith's address at the station, so I looked it up in the city directory, like you told me to. There's only one John Smith in town, and he lives at 10 North street."

"Um," murmured the editor and city editor mournfully together. "No address on the blotter, eh?"

"No sir; but I looked it up in ———."

"Yes, you told us that," said Mr. Dapping wearily. "Now," he added dryly, "you might as well go back to the station and find what town this John Smith comes from."

The reporter obeyed and reported back a little later that the drunken John Smith came from Utica, not Auburn. He had simply been passing through the town in his inebriation when captured by the local "cops."

Meanwhile, Mr. Dapping had learned that Auburn's John Smith was a sober, honest industrious fellow about to open his own bakery. The published libel might very well injure him considerably.

"You go down and explain your mistake to him," Mr. Dapping said, and slipped copy paper into his typewriter to tap out a retraction. He wrote that his reporter had jumped to a hasty conclusion, and both the reporter and the newspaper were sorry.

About a week later, John Smith came to call on the editor in his office.

"Here's where I spend an unpleasant half hour," thought Mr. Dapping. "I suppose I'll have to get down on the floor and let this fellow walk all over me."

"I've been trying to get in to see you sooner," began Mr. Smith greeting the editor with a broad grin and extended palm. "But you know I've been mighty busy opening my new store, and I just couldn't spare the time.

"I want to thank you for the way you acted after that mistake your paper made. You Citizen fellows are about the whitest people I have ever met. Since that second item appeared my friends have quit kidding me and you know I think it's going to help me in my business.

"The lawyers," he continued "advised me to sue, but I just couldn't bring myself to do it. I'd be ashamed to go to court after the decent way you've treated me."

The editor and John Smith shook hands.

"You won't fire that kid, will you?" asked Mr. Smith, referring to the cub.

"Certainly not," agreed Mr. Dapping. "He's been burned once now, and he ought to become the most careful man in the shop."

Entirely satisfied, Auburn's libeled baker thereupon moved towards the door.

"By the way," he paused, his hand on the knob, "you run a job plant with this paper, don't you?"

"Yes."

"Well, I've been figuring to get a little printing done for my new store. I wonder....."

Mr. Dapping thought the Citizen's job plant might, and a few minutes later Mr. Smith and the superintendent were talking estimates.

"You see," Mr. Dapping mused to me, after he had recalled the story, "it pays to make amends generously, manfully, and with dignity. You *can* slop over—be careful not to do that. A lawyer should read every editor's retraction. It is folly to make any admissions not justified by the actual facts. A correction, however, should prove to the satisfaction of any reasonable minded person that you are doing the right thing.

"And a retraction should be made immediately. Investigate thoroughly, but lose no time about it. It is really important that there should be no delay. Almost any jury, hearing the defense lawyer tell them that a retraction was made 'the very next day' will discount the plaintiff's plea of malice."

An immediate retraction was an important point in the defense of the libel action which cost the Auburn Citizen its lone six cents during the last 21 years. The very existence of the action proves the fallacy of accepting testimony from an unreliable character and publishing it as truth. Quotation marks are no libel mitigation. The newspaper in publishing another man's words takes full responsibility for them in any litigation.

A few years ago an ex-convict wandered in to the Citizen's office. He declared the work of the state parole board was a "joke." Instead of investigating each case carefully and individually, he claimed, the officers came to the prison, drank booze, played poker, and pool, and generally enjoyed themselves until time to go home. They simply, said the ex-convict, accepted the warden's say-so as to whom they should pardon and parole and let it go at that.

The Citizen's city editor was interested.

"Here, Bob, get this story," he called to a reporter.

Bob was busy on another yarn. He started interviewing the ex-convict, however, but in a few minutes had to leave. He called to another staff man to help him out. The latter, knowing Bob would write the lead, and figuring what he would want would be a detailed follow-up statement, told the ex-convict to tell all he could, and took it down almost verbatim. He assumed Bob would read the whole story; Bob counted on the city editor. In the rush of making an edition no one read it, and it was published and put on a news agency wire.

A member of the board sued, asking damages from the Citizen, and also from a New York newspaper. The New York daily settled for $2,000 out of court, and its attorneys advised the Citizen to do likewise.

"Yours is the worst story," they advised. "It's no telling what you'll get."

But the Citizen decided to fight it out. The member of the parole board who claimed he had been damaged by the libellous story lived in Buffalo and the trial came up there. Despite the fact that the plaintiff was well-known and liked in his city and the jury was therefore friendly, the twelve men were impressed by the immediate and decent retraction made by the Citizen when it found it was in the wrong. The court held no malice was shown and that the libel was technical. Then the six-cent verdict was returned.

"It is unnecessary to crawl," Mr. Dapping continued, "a little bluff will often

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NEWSPAPER COUPLE SAILS FOR ABROAD



Russell M. Crouse, New York newspaper writer, with his wife, who is better known as Alison Smith, screen and dramatic critic, as they sailed abroad on a business and pleasure trip.

CANADIAN PRESS RE-ELECTS J. H. WOODS PRESIDENT AT ANNUAL MEETING

"Admirable Liaison" With Associated Press Stressed by President in Opening Address at Toronto Convention—Optimistic Regarding Conditions

J. H. WOODS, *Calgary Herald,* was re-elected president of the Canadian Press at its annual general meeting held in Toronto, Wednesday, other officers being as follows:

Honorary president, E. H. Macklin, *Manitoba Free Press;* first vice-president, John Scott, *Montreal Gazette;* second vice-president, F. B. Ellis, *Saint John Globe.* Other directors are:

G. Fred Pearson, *Halifax Chronicle;* Henri Gagnon, *Quebec City Soleil;* E. J. Archibald, *Montreal Star;* E. Norman Smith, *Ottawa Journal;* W. J. Wilkinson, *Toronto Mail and Empire;* W. B. Preston, *Brantford Expositor,* A. R. Ford, *London Free Press;* W. J. Taylor, *Woodstock Sentinel-Review;* M. E. Nichols, *Winnipeg Tribune;* Burford Hooke, *Regina Leader;* and Charles Swayne, *Victoria Colonist.* J. F. B. Livesay is general manager and secretary.

Reports of the management covering the news activities of the past year were adopted, as were also its financial proposals for the coming year.

An optimistic note was struck by President Woods in his address.

"After surveying," he said, "with such care and ability as I possess the general situation throughout Canada I believe we may look forward with good hope and sanguine minds to the future of our country and the business and profession in which we are engaged. I think that many of the troubles which have afflicted us are on the way to solution and that a brighter and better day than we have seen for quite a while is now dawning for the people and press of Canada."

Speaking of the work of the Canadian Press, Mr. Woods said: "During the past year, as president of this co-operative news gathering association of the daily newspaper publishers of Canada, I have gained a fair insight into its workings and am more than ever convinced of its great value not only to the publishers but to the Canadian public"

He went on to refer to "the admirable liaison" existing between the Canadian Press and the Associated Press, saying: "It is pleasing to note that the ideals of the Canadian Press and of the Associated Press continue along similar lines which embody the highest ethical principles of newspaper work."

In a closing reference to the work of the staff, Mr. Woods said: "I wish to express my very warm appreciation of the really splendid work that has been done during the past year by your general manager, J. B. F. Livesay, and by his district superintendents, traffic officials and staff. The period has been in many respects a trying one. There have been heavy demands upon the services of the organization; there have been disappointments in revenues and there have been troubles on account of the tense political situation existing in the country. Mr. Livesay has handled all this with good judgment, admirable tact and patience and great industry, and I think that you will agree with me that the cordial appreciation of our membership is due to him and to all those who have worked so faithfully during the past year."

"The past four or five months have been a busy news period," stated J. F. B. Livesay, general manager, in presenting the news report of the management. "A few years ago there was serious talk of abandoning the second or 'supplementary' wire between Montreal, Ottawa and Toronto, on the ground that it was not needed and in fact its output was sometimes no more than a few thousand words a trick. Now, operated by printers and with a corresponding increase in wordage capacity of not less than 30 per cent, it is crowded to the full both day and night with real worthwhile news, mainly domestic but carrying also our special British cable. This development is due to the efficiency of every Division and is based primarily on the splendid co-operation we now receive from the individual newspaper member throughout the country, though another important contributory cause is the forward policy we have adopted in the way of covering important assignments by our staff men."

Mr. Livesay explained that by training juniors in the various bureaus, it is possible to have experienced editors go out on assignments, thus providing more flexibility for limited staffs. So much of this sort of thing was being handled by the Toronto bureau that it had been decided to enlarge the staff. More and more, important sporting events were being covered by staff men or by men specially engaged. The expense of the complete coverage of sports was steadily on the increase; for instance, invasion of the United States by Canadian professional hockey had been a considerable cost item during the past winter.



J. H. Woods

"During the past year the mail service has generally improved," said Mr. Livesay, "and with a file from London, New York, Halifax, Toronto, Winnipeg and Vancouver, is of increasing value to the member when properly used. A number of member newspapers do not make use of it because, perhaps, they fear a breach of release or because the editors have the old idea that anything coming in by mail is fit only for the waste paper basket. As for breaches of release, we endeavor whenever possible to make our domestic mail service released on receipt or at any time, but this of course cannot apply to advance copy entrusted to Canadian Press. Associated Press mailed matter is slugged with definite releases almost entirely and it is through this that most of our members' errors occur, due to faulty editorial supervision. It seems difficult to overcome the prejudice of newspaper desk men against real news reaching them by mail. Our New York superintendent, writing recently regarding what might be termed the mail-cable service of the A. P., said, 'Some of this grape-vine is much brighter than the stuff on which a word rate has been paid, but if it were slugged 'by mail,' it might have a prejudicial effect on the mind of the newspaper editor handling it.'"

Mr. Livesay paid a special tribute to the co-operation of the Associated Press, saying that it would be difficult to overestimate the value of the connection. "While we have the satisfaction of feeling that we are giving the A. P. a bang-up service, we find them eager at all times to go out of the way to take care of our special requirements."

The reports of the various divisional bureaus, which reviewed the outstanding work of the past few months, all indicated that the service was being efficiently handled. Mr. Merkel, Atlantic superintendent, Halifax, reported that considerable improvement was effected during the year in the pony service to Newfoundland and Prince Edward Island. Mr. Macdonald, Eastern superintendent, Montreal, stated that the two principal developments had been the completion of a new arrangement whereby night correspondence from Quebec City had been placed on a better basis and a number of time copy stories had been prepared for use during the quiet time around the Christmas and New Years' holiday seasons. These were introduced into the day and night services when the printer fell short of better matter and served to keep wires running to capacity through Christmas and New Year for the first time in the history of the Canadian Press. Mr. Tibbs, superintendent for Ontario, reported a year of great activity which necessitated a strengthening of the staff at the Toronto bureau.

In his report from New York, Mr. Raine, New York Superintendent, recorded the splendid way in which the C. P. and A. P. were working together, instancing the covering of the professional hockey games during the past winter. He explained that an arrangement had been worked out by which the C. P. and cable department staffs checked up with each other on important news to minimize the possibility of serious delay and this arrangement had so far worked out very well.

Due to the unsettled political situation in Canada, the work of the Parliamentary Bureau, Ottawa, had increased, but Mr. Hambleton, the superintendent, had been able to maintain an efficient service, free from all taint of partisanship. Superintendents of the Western and British Columbia divisions reported a year of increased activity, though without special feature.

Reporting on cable service, Mr. Livesay informed members that within the prescribed wordage limits, it would be hard to improve the service from London. He enumerated some of the feature news which had been cabled over. Most of the items had provoked discussion and editorial comment in Canada and not one of them would have been available to Canadian Press members save through the London cable service, which so admirably filled in the gaps of the A. P. A valuable new feature was the Australian mail service arranged by the President of the C. P. when in Australia last year. It was proposed to extend this by a similar mail service covering South Africa.

In his traffic report, Mr. Livesay devoted considerable attention to the tie-up on March 31, and explained how difficulties had been overcome. With respect to the printer service, he said: "The printer service has reached a high state of efficiency. We have now trained our printer operators to take care of most of the repair work and we have been fortunate in getting together a fine body of men, most of whom come from Newfoundland, and have had their schooling in the cable service. We are also developing a reserve of printer talent among our junior editors, and some of these are graduating permanently to the printer staff." While well satisfied with results, Mr. Livesay did not see any present need to extend printer circuits. The management had, however, worked out a printer system almost throughout the service. A night printer between Toronto and London was under consideration.

The following members were present: Senator J. S. McLennan, *Sydney Evening Post;* H. B. Duchemin, *Sydney Morning Post;* Andrew W. Robb, *Halifax Herald;* Frank B. Ellis, *St. John Globe;* T. D. Drummie, *St. John Telegraph-Journal;* H. P. Robinson, *St. John Times-Star;* Hon. Frank Carvel, *Quebec City Chronicle-Telegraph;* Henri Gagnon, *Quebec City Soleil;* J. H. Fortier, *Quebec City L'Evenement;* Georges Pelletier, *Montreal Devoir;* John Scott, *Montreal Gazette;* J. N. A. Perrault, *Montreal Patrie;* Oswald Mayrand, *Montreal Presse;* E. J. Archibald, *Montreal Star;* G. A. Disher, *Ottawa Evening Citizen;* J. Goulet, *Ottawa Droit;* W. Rupert Davies, *Kingston British Whig;* R. M. Glover, *Peterboro Examiner;* A. R. Alloway, *Oshawa Reformer;* H. W. Anderson, *Toronto Globe;* W. J. Wilkinson, *Toronto Mail and Empire;* Irving E. Robertson, *Toronto Evening Telegram;* J. E. Atkinson, and John R. Bone, *Toronto Star;* Howard Fleming, *Owen Sound Sun-Times;* W. J. McNair, *Hamilton Herald;* Fred Kerr and Philip Fisher, *Hamilton Spectator;* H. B. Burgoyne, *St. Catharines Standard;* F. H. Leslie, *Niagara Falls Review;* W. B. Preston, *Brantford Expositor;* J. I. McIntosh, *Guelph Mercury;* W. S. Motz, *Kitchener News-Record;* W. J. Taylor, *Woodstock Sentinel-Review;* M. W. Rossie, *London Evening Advertiser;* Frank Adams, *London Morning Advertiser;* Charles Thomas, *London Evening Free Press;* Arthur R. Ford, *London Morning Free Press;* L. H. Dingman, *St. Thomas Times-Journal;* A. R. Kennedy, *Stratford Beacon-Herald;* H. A. Graybiel, *Windsor Border Cities Star;* J. W. Curran, *Sault Ste. Marie Star;* E. B Mackay, *Port Arthur News-Chronicle;* D. Smith, *Fort William Times-Journal;* J. H. Woods *Calgary Herald;* John M. Imrie, *Edmonton Journal;* F. F. Payne, *Nelson News,* F. J. Burd, *Vancouver Province;* and R J. Cromie, *Vancouver Sun.*

Haskell Presents Essay Medals

William E. Haskell, Jr., of the advertising department of the *New York Herald Tribune* awarded prizes last week in the New Rochelle High School for the best essays on "What the Reading of a Good Newspaper Means to My Future." A silver medal was given to the prize winner, and bronze medals to the runners-up.

YOU GET GOOD LAUGH BUT MAYBE BUY SHIRT

THE following advertisement of a Japanese shirtmaker taken from the *Honolulu Star-Bulletin* was printed this week in the *New York Sun's* "Sun Dial" column:

MUSA-SHIYA THE SHIRT-MAKER

(Also kimono make & Dry Good Sell)

This Time Announce out for Precious Silk Unported Japan

Did you came inside my back rooms which never had openly public you saw it very preciously silks, dazzled kimono, supremely obi etc and ect strike you on eye. My back room are not visibly if you came front side my shop every time, but ask to it I show it personally with many pleasure. If you examined insides you observed pongee (this pongee Japanese kind had excess feeling silky which Chinese kind cannot accomplish). Price are sapprise because very small shop resided on poor places.

HOW FINDING TO MUSA-SHIYA SHAP

If you forgot finding because never going before this place please going North King Street makai sides until pass away in front Fish Market. Do not paused until little more River then you see Namber 179 nice sign say so Musa-shiya. If you saw other Japanese shop pass away from it. Musa-shiya is the one. I hope you have a good healths.

BUFFALO NEWS GREETS PAN-AMERICANS WITH EDITION PRINTED IN SPANISH

Notable Collection of Comments on First Congress Read at Dinner Given By E. H. Butler—Tour of East and Central West States

TOURING the eastern and central states in buses a party of delegates of the First Pan-American Congress of Journalists during the past week were cordially received at a number of cities, including Syracuse, Rochester, Buffalo, Detroit, Akron, Pittsburgh and South Bend, Ind.

The tour was under the direction of the bureau of roads of the U. S. Department of Agriculture.

A feature of the entertainment at Buffalo was a dinner given by Edward H. Butler, editor and publisher of *Buffalo* (N. Y.) *Evening News*. Mr. Butler made public at the dinner a notable collection of letters appraising the value of the First Pan-American Congress, including a letter from President Coolidge. Another feature of the Buffalo dinner party was the publication, wholly in Spanish, of a special limited edition of the Buffalo Evening News which was distributed to the guests as souvenirs of the trip to Buffalo and Niagara Falls.

Republication of the collection of letters from President Coolidge and the representatives in Washington of the 20 Latin American republics in the special edition made an instantaneous hit. Besides the President, the writers were the ambassadors, ministers and others in charge of Central and South American embassies and legations in the national capital.

The letters commented upon the achievements of the First Pan-American Congress of Journalists in a critical and constructive way, and appraised the potentialities of this endeavor as being almost without limit in the resulting benefits to free governments, free peoples, interchange of news and ideas and a free press. The President's letter to Mr. Butler was a personal message to be given, through him, to the Latin American journalists as they reached the Niagara Frontier. President Coolidge wrote:

"My dear Mr. Butler: I am happy to send a word of greeting to the Pan-American journalists as they reach Buffalo and the Niagara Frontier.

"The meeting of journalistic minds and the knowledge of our country and its people that the Latin American editors and publishers are getting on their trip inevitably will be beneficial to them and to us, and will bring about a better understanding between the Americas."

The views of the Latin American diplomats on the possibilities of the Pan-American Congress of Journalists and, indeed, its achievements to date represent in themselves a distinct contribution to the thought that the press of North, South and Central America effectually may supplement the highest aspirations of the statesmen of the western world for mutual understanding and good will which shall be an example to the world of happy neighborly relations and a bulwark for world peace.

For instance, the Brazilian ambassador, Gurgel do Amaral, wrote:

"More and more the world is governed by public opinion, and in the formation of that opinion the press is the chief advisor. Whether an international controversy shall find a peaceful solution or shall end in conflict depends much upon the wisdom and sincerity of the press. Care in ascertaining the truth and fearlessness in maintaining it are journalism's best weapons, and the happiness of mankind is largely dependent upon the conscientiousness with which they are used.

"In view of the great task and responsibility of the press in modern life, I feel certain that the First Pan-American Congress of Journalists, which just met in Washington, was the first of a long chain of milestones signaling the benefits of enlightened journalism through the ages in the American continent."

And J. Varela, minister of Uruguay, wrote Mr. Butler:

"I am pleased to tell you that the delegates of the First Pan-American Congress of Journalists have left the deepest impression in the diplomatic circles of Washington. Their intelligent actions show that international congresses are not always useless. After this memorable gathering Pan-Americanism appears with firmer foundations and higher prestige than ever. This is a cause of satisfaction to those of us who have always worked in favor of that high ideal which is, at the same time, a vital concern of the Americas."

Carlos Izaguirre V., charge d'affaires of the Honduras legation, remarked:

"As a result of the contact established between the Latin American newspaper men and those of the United States there will be more extensive information on our culture, habits, tendencies, aspirations and resources which will create a vigorous and solid international understanding."

The day following the dinner the English translations of the letters were printed in the regular editions of the Buffalo Evening News as part of its effort to promote friendship between the Americas and the understanding upon which it is based.

At the dinner Mr. Butler welcomed the Latin Americans and fifty prominent local guests in a brief speech to which the response was made by Jose L. Gomensoro, president of the Uruguay Press association and in a statement in the special edition, entitled "Bienvenidos a Buffalo," he said:

"After the remarkable meetings you have attended in Washington, and the tour of our country which we trust has been entertaining as well as educational, the Buffalo Evening News is honored to welcome you to the Niagara Frontier.

"That the Press of Latin America and North America, that mighty force in the lives of every free people, may become an increasingly potent instrument of peace among men; a defender of international law and the justice which flows from it is greatly to be desired. That we all, individually and collectively, can assist to attain this is not to be doubted and we of the Niagara Frontier, in common with the rest of the United States of America, humbly pledge ourselves to do our part toward the realization of these ideals and aspirations and the standards for which the Pan-American Congress of Journalists stands."

The special souvenir edition of the Evening News was done on coated paper and in addition to the letters referred to included a page of pictures, one of which showed the delegates to the congress gathered on the steps of the Pan-American Union in Washington; another view showed Niagara Falls and along with it was printed an ode to it by a noted Cuban poet; a story on the entertainment of the visitors in Buffalo; a story on "Buffalo, the Wonder City of America;" the Journalist's Creed by Dr. Walter Williams, president of the congress which was recommended for adoption, and a list of the delegates.

Syracuse extended its hand of welcome and hospitality to the nearly 100 Latin-American journalists at an informal luncheon Sunday noon.

QUOTING CELEBRITIES BY PRESS ATTACKED

Broadcasting Their Views on Subjects They Are Unqualified to Discuss a Bad Practice, Mendoza Says

In an address before the Woman's Club of Richmond, Va., Dr. Louis Mendoza, noted orator, declared that the press gives too much importance to persons in commanding positions who are not authorities on the subject quoted.

Dr. Mendoza was speaking on "Burbank's God and Immortality." He said that Burbank's utterances were given considerable attention by newspapers in all parts of the country because of his fame as a horticulturist.

He declared that Burbank was not an expert in theology and was therefore no more qualified to broadcast his views than a "Jones" or a "Smith."

"Mr. Burbank took the seeds from delicious California oranges, and made the red poppy yellow," said Dr. Mendoza. "As a horticulturist, he was fine—very fine, but as a theologian, he was still a fine horticulturist."

Dr. Mendoza declared that to publish utterances of Mr. Burbank on his idea of God and immortality was just as sensible as to quote a certain baseball player on Einstein's theeory of relativity or a certain moving picture actress on the League of Nations.

According to Dr. Mendoza who is highly respected by the press of Virginia and whose public utterances are nearly always "covered"—even his regular services in the temple at Norfolk—a newspaper's burden is to determine the value and weight of a man's utterances upon his qualifications in that respect rather than upon his position. This conception is in conflict with the generally accepted understanding of what is news.

New North Carolina Weekly

Sanford, N. C., is to have a new weekly newspaper, the *Sanford Journal*, with Todd Caldwell, an experienced newspaper man, as general manager. It will be independent democratic, and the first issue will appear before the end of the month.

ORDER "GOOD GRAPE" ADS CHANGED

Trade Commission Rules Beverage Maker Must Tell Public Plainly that Product Is Imitation of Grape Juice

The Federal Trade Commission has issued an order directed to the Good Grape Company, of Chattanooga, Tenn., operator of bottling plants in several states, requiring it to discontinue the use of the name "good grape" in connection with its product unless accompanied by an explanation indicating that the content is "imitation grape—not grape juice" or other qualifying words in letters equally as conspicuous as the words "good grape." Commissioner Thompson dissented.

The respondent, according to the findings, has nationally advertised its product under the name "good grape" and in addition has used the phrase or slogan "fruit of the vine," and has also by pictorial representation and by other means created the impression in the minds of the purchasing public that its product is composed of grape juice, whereas the concentrate No. 1 contains a percentage of grape wine which is not the juice from the natural fruit of the grape; and concentrate No. 2 does not contain any grape juice or grape wine. The beverage when sold to the public, it was found, contains less than seven-tenths of one per cent of the product of the grape which is not sufficient to color or flavor the beverage.

It was further found that the respondent in none of the advertisements indicated that its product was imitation grape or artificially colored and flavored. The words "imitation, artificially colored and flavored" appeared upon the bottle caps used by respondent's customer bottlers, but in such small letters as to make it difficult to be read except by most careful scrutiny. The findings otherwise show that the cap was removed in most instances before the customer received the bottle.

Respondent's advertisements, the findings continue, create in the minds of the consumer the erroneous impression that "good grape" is made entirely from the fruit of the grape and is grape juice.

Commissioner Thompson dissents from the form of the order because he is opposed to any description of a commodity on a bottle, carton or package which contains a statement that is not a true description.

Commissioner Thompson is of the opinion that in this case as well as in all others of a similar character, the label should either state that which the bottle actually contains, or refrain from making any statement in the description that is misleading or untrue, even though it is sought to explain the contents somewhere else on the bottle, carton or article by other language.



Pan-American journalists visiting the plant of *New York Times*.

"ADVERTISE ADVERTISING" URGED AT NATIONAL COMMISSION MEETING

Blanchard Urges Cooperative Effort to Counteract Public Apathy Which He Says Exists at Present Time—A.A.C.W. Convention Plans Discussed

ADVERTISE advertising!

This was more or less the slogan developed at the quarterly session of the National Advertising Commission held in Cincinnati, April 20-21 at the Hotel Gibson by F. LeRoy Blanchard, director of advertising and news for Henry L. Doherty & Co., of New York City.

Mr. Blanchard first brought forward the suggestion at the dinner given by 1,500 business men and advertisers of the Cincinnati district on Tuesday, April 20, to the visiting advertising men. Later at the business session of the National Commission just before adjournment on the day following, he emphasized his idea and obtained the adoption of a motion which provided for the appointment of a special committee to arrange for a campaign of special advertising to educate the public and the advertisers at large on the economic value of advertising and to combat false ideas which have sprung up in the minds of some business men and the public.

In his dinner address Mr. Blanchard spoke of the world-wide scope of advertising and made the plea that the public ought to be educated by the advertising men to the great service advertising performs in the promotion of national health, well being, progress and prosperity.

He said the public now thoroughly believes in what it sees in the advertising columns of reliable magazines and newspapers and that 95 per cent of all advertising is believable due to the success of the campaigns for truth in advertising waged by the Associated Advertising Clubs of the World.

"How often do you see articles in the newspapers telling how advertising has revolutionized housekeeping; how it has promoted health by exploiting new breakfast and other foods; how it has literally compelled people to take better care of themselves and particularly of their teeth by showing that certain dentifrices will prevent decay and improve their appearance; how it has introduced better ways of heating homes and directed attention to certain kinds of machines that cut the cost of production?" the speaker asked.

"Articles of this kind have appeared so infrequently," Mr. Blanchard continued, "that they have little or no influence towards counteracting wrong impressions of the public regarding advertising. If we could get the truth before our newspaper readers these wrong impressions would be changed over night. But unfortunately the advertising men have been neglectful of their own interests and have failed to advertise their own business. The public, those upon whom the manufacturers, wholesalers and retailers must depend to buy their goods, look at advertising from an entirely different angle than ours. Their conception of advertising and its functions are widely at variance from that of the advertising men and we have done little to set them right.

"We as advertising men ought to be alarmed at the present situation. The impression has gone out that advertising has increased the cost of goods. We all know the contrary is the truth and that far from increasing costs to the consumer it has decreased those costs by increasing the volume of output. But producers and sellers of merchandise who are regular advertisers declare that advertising does not produce the results it did ten years ago. More space and more frequent insertions are necessary to make an impression. It is not because advertising is less believable—the contrary is the fact—nor because people have less money to spend, for we know they have more—but it is due largely to the prevailing idea that advertising imposes an unnecessary item upon the buyer and that unadvertised merchandise is often better and costs less than advertised merchandise.

"From my viewpoint the responsibility of instructing the public in the economics of advertising rests in the largest measure upon the publishers and advertising agents. There are others, however, representing such media as street cars, posters, painted bulletins, electric signs, specialties and even the radio who are eager to co-operate I believe in carrying on any educational campaign which may be undertaken. Such a campaign should extend over a three year period, for I do not believe that anything could be accomplished under that time. The vital facts regarding advertising must be driven home, day after day, week after week, until practically every man, woman and child who can read has absorbed them.

"The future of the advertising business is imperiled by the blight of ignorance and misconception and it will take persistent advertising to redeem it."

Throughout the business sessions of the National Commission matters relative to the program for the Philadelphia A. A. C. W. convention in June were discussed. One of the interesting features settled at the closing session was that the Women's Advertising Clubs of the World, of which there are 18, are to participate in the advertising displays at the Philadelphia meeting. This will be the first time that women have been asked to make a separate display of their activities and 35 panels are to be assigned them for the women's advertising clubs.

President W. Frank McClure of the National Commission addressed the meeting Wednesday morning. He also gave one of the opening addresses of the conference in a talk before the Chamber of Commerce Forum which was attended by more than 200 business and professional men and the visiting advertisers as special guests. At the Forum address Mr. McClure stressed the economic importance of advertising and said that if advertising should suddenly cease it would mean that hundreds of thousands of workmen in all parts of the world, and particularly in the United States would be out of employment. He estimated that a billion dollars annually was expended in all forms of advertising and said that the business developed from these outlays had been variously estimated at from ten to sixty billions per annum. While it was hard to make an estimate, the speaker thought a conservative figure would be between thirty and forty billions.

In the departmental sessions which were held on the closing day, there were meetings of the retail merchants; graphic arts; real estate advertisers; financial advertisers; church advertisers; community builders; industrial advertisers; advertising agency men and out-door advertisers. The National Real Estate Advertisers Association was the newest departmental and was admitted to membership in the A. A. C. W. during the meeting. W. Edwin Blair of Philadelphia is the first president of the association. Frank A. Black of Wm. Filene's Sons Company, Boston, presided over the retailers departmental. E. H. Kittredge, past president of the financial advertisers Association, and a New York broker was chairman of the financial departmental; Col. E. T. Miller of the United Typothetæ, Chicago, presided at the Graphic Arts. Bennett Chapple, director of publicity of the American Rolling Mill, Middleton, O., presided at the industrial section and James O'Shaughnessy of New York at the agency meeting.

Judge Allen Frost, general counsel of the Outdoor Advertising Association, Chicago, presided at a joint conference between the agency men and the sign writers group, at which some of the points of variance were ironed out.

Dr. Christian F. Reisner, of New York, chairman of the church and religious department, took a prominent part in the discussions and delivered an address at the luncheon of the Advertisers Club, Wednesday, given in honor of the visiting members of the National Commission.

REALTY AD MEN JOIN A.A.C.W.

Admitted to National Advertising Commission at Cincinnati Meeting

At a meeting of the National Advertising Commission held at the Gibson Hotel, Cincinnati, April 20-21, the Real Estate Advertising Association was admitted to membership. The officers of the new association are: W. Edwin Blair, president, Blair, Inc., realtors, Philadelphia; Mrs. W. H. Wright, vice-president, Chicago; H. H. Van De Boe, second vice-president, Cleveland; Gertrude W. Banks, secretary treasurer, Toledo; directors, Ward C. Gifford, Carlton Schultz, W. J. Sarres, E. T. Purcell, F. T. Grennell, J. S. Waterfield, Parker Webb, Fred W. McCann, George B. Ricaby, Charles Edwards. The association has 55 members.

The delegates were entertained on Tuesday by the Chamber of Commerce at luncheon at which Frank McClure made the principal address. Wednesday evening was the scene of the closing banquet at which Mayor Seasongood, Judge Frost, Clarence Lovell of the Outdoor Advertising Corp., and E. D. Gibbs of the National Cash Register Company, also made speeches.

May Opens Washington Office

Paul May, for the last three years correspondent in Baltimore for 500 United States, Canadian, Hawaiian and Australian newspapers, has opened an office in Washington.

JURY AWARDS WOMA LIBEL DAMAGES

Mrs. Robertson Granted Total $10,000 in Two Suits Naming N. Y Telegram and Sun Defendants—Judge Reserves Decision

Mrs. Sarah Robertson, Orange, N. was awarded $10,000 damages by a ju in New York Supreme Court last we in a suit for $250,000 brought agai the *New York Telegram* and the *N York Sun*. The award represents $5,0 from each paper. Judge Churchill served decision on a motion to set asi the verdict.

The plaintiff alleged a story publish about her in February, 1922, to the eff that she had confessed the theft of h own jewels to a private detective, w libelous. The robbery took place Deal, N. J. Mrs. Robertson was arrest arraigned and acquitted under the la of New Jersey on a charge of conspira to defraud an insurance company.

The story carried in the report of local ticker news agency was publish by several New York newspapers. publishing it were named defendants Mrs. Robertson.

The *New York Times* won its case the New York Supreme Court. T plaintiff had asked $100,000 from t newspaper, which was represented court by Alfred A. Cook, attorney.

Mrs. Robertson has sued the *New Yo World* for $135,000, and this case scheduled for trial May 3. Counsel the World will be Charles B. Brop

Convincing Proof

There Is No Substitute For Circulation

Average Paid Circulation Figures for January, February and March

	1925	1926	Increase
Daily	40,679	50,547	9,970
Sunday	46,974	65,681	18,707

IMPRESSIVE FIGURES WHICH SHOW THE STEADY GROWTH OF PAID CIRCULATION.

FIRST IN CITY AND STATE CIRCULATION
ON SALE AT ALL NEWS-STANDS

The Florida Times-Union
~JACKSONVILLE~

Allied Newspapers, Inc. Opens *Detroit* Office

ON May 1, 1926, Allied Newspapers, Inc., opened an office at Detroit in the General Motors Building with Charles J. Feldmann as Detroit Manager.

Allied Newspapers, Inc.

New York Chicago Detroit Cleveland
San Francisco Los Angeles Seattle

National Advertising Representatives for

The Scripps-Howard Newspapers

Cleveland (Ohio)	PRESS
Baltimore (Md.)	POST
Pittsburgh (Pa.)	PRESS
San Francisco (Calif.)	NEWS
Washington (D. C.)	NEWS
Cincinnati (Ohio)	POST
Indianapolis (Ind.)	TIMES
Denver (Colo.)	EXPRESS
Toledo (Ohio)	NEWS-BEE
Columbus (Ohio)	CITIZEN
Akron (Ohio)	TIMES-PRESS
Birmingham (Ala.)	POST
Memphis (Tenn.)	PRESS
Houston (Tex.)	PRESS
Youngstown (Ohio)	TELEGRAM
Ft. Worth (Tex.)	PRESS
Oklahoma City (Okla.)	NEWS
Evansville (Ind.)	PRESS
Knoxville (Tenn.)	NEWS
El Paso (Tex.)	POST
San Diego (Calif.)	SUN
Terre Haute (Ind.)	POST
Covington (Ky.)	KENTUCKY POST
Albuquerque (N. Mex.)	TRIBUNE

NEWSPAPER MAKERS AT WORK

By HAROLD J. ASHE



"Help merchants to build business."—Harlan G. Palmer.

"YOU will not have 100 subscribers," declared seasoned newspaper men, when Judge Harlan G. Palmer advised them that he was going to change the *Hollywood* (Cal.) *Citizen* from a weekly to an evening daily.

It was in 1921 that Mr. Palmer came to the decision to which his well-wishers took exception, and in October of that year he made the plunge in a city of 100,000, but an integral part of a bigger city, Los Angeles, which then had five big dailies, all circulating in Hollywood, and making special efforts to serve that lucrative part of their territory.

Perhaps the keynote of his success is found in his statement that: "The big idea with us has always been what we can do for the advertiser to build up his business."

Prior to the time the Citizen became a daily there was no effective way for the Hollywood merchant economically to advertise in his buying territory. To place an advertisement in one or all of the Los Angeles papers meant paying too high a linage for Hollywood coverage.

Palmer decided upon two main policies. He would publish a paper which had an identity of its own—it would not ape its metropolitan rivals in Los Angeles—and on the business side he would specialize in giving the greatest possible service to his advertisers.

And so when sensational news breaks and it is featured in the Los Angeles papers Palmer sticks to his news policy, stated by him as follows:

"The Citizen is kept free of sensational news at all times. It is kept within the bounds of the Parent-Teachers Association ideals or those of similar organizations interested in child-welfare. Our paper can safely be left with a child for thorough reading without deleting or editing by the parent. Such has been the Citizen's policy since the papers inception."

Despite efforts to build up a circulation in proportion to the population of the city, one that would give full coverage to advertisers, it was found to be a physical impossibility in the face of the strong circulation efforts of Los Angeles dailies. And so two free editions of the Citizen are published. One is issued on Friday morning and is known as the *Hollywood Advertiser*. This paper has 25,000 circulation in the immediate Hollywood territory and some suburban sections. The other is the free Sunday paper.

"The Advertiser and the Sunday free edition were inaugurated because the publisher recognized that due to conditions of the field it was unprofitable for the advertiser to advertise through any other medium or combination of mediums to get 100 per cent coverage," stated Mr. Palmer. "There are thousands of homes in Hollywood taking no Hollywood paper. The rates in the metropolitan papers are too high for Hollywood merchants to pay for coverage in our territory, and further practically every Los Angeles paper would need to be included in the advertising program to get full coverage.

"With a view to building up the local merchants' business our immediate profits are disregarded. The only way a big business will be built here in Hollywood is when we have enough big merchants to corral Hollywood business. Anything we can do to help merchants to build business will help us build a bigger newspaper. With that policy in mind we promote special merchandising days, such as dollar days paying all promotion expenses ourselves."

Palmer had an unusual idea in connection with the Advertiser, which has resulted in additional classified linage. The rate on classified is 13 cents open, in the Citizen. He decided to make the Thursday classified rate 20 cents open, in combination, without additional charge, with the Friday Advertiser. The first week ads were run at 13 cents and thereafter at 20 cents, and from that time on Thursday classified volume has always been bigger than any other day of the week.

Several years ago Los Angeles merchants started a *Shopping News*. When first launched it was issued only on Saturday for Monday buying. Later it was issued twice a week, the other day being Wednesday for Thursday buying. Hollywood merchants felt the force of the paper, as it was heavily distributed in their territory, and they had no adequate means of meeting the competition through another advertising medium.

To protect his advertisers Palmer started the *Hollywood Shopping News*, much to the disappointment of newspapermen, who considered it competition. Palmer, however, considered that his first duty was to his advertisers.

The Hollywood Shopping News was launched as a Tuesday publication for Wednesday buying. Within a short time Wednesday proved to be the best day of the week for Hollywood merchants.

Many merchants however, wanted to meet the Los Angeles merchants on their own ground, i. e.: Monday buying, and so the Shopping News was changed to Sunday.

By the change the Shopping News is now a newspaper as well as an advertising sheet. A four-page news and feature section distinct from the Shopping News is circulated with it. It carries U. P. Saturday night wire news. In this section classified advertisers are given the Sunday circulation they had long sought. Classified advertisements occupy about nine columns, as do display advertisements, while news and features take up the balance of the 32 columns in the news and feature section.

The Shopping News Section is a twelve-page tabloid, occasionally running 16 pages. It is set solid with advertising in the customary Shopping News boxes. It has a free circulation of 30,000 taking in the San Fernando Valley and some sections of Los Angeles adjacent to Hollywood, which are not covered by the Friday Advertiser.

"We strive just as hard to distribute satisfactorily on our free editions as on our paid," said Palmer. "This involves a much harder problem, though as residents are less inclined to complain if they don't get a free copy. Three checkers are in the territory, which is covered by regular carrier boys.

"Some of the distribution goes into surburban territory and costs as much as one cent a copy to distribute, therefore, the amount of reading matter must be greatly restricted in order that the advertisers can stand the burden. However, there must be enough reading matter to insure a thorough reading of the edition."

The Citizen carries a Saturday real estate section and an auto section on Wednesday.

Judge Palmer is an active member of the Southern California Editorial Association, and as that organization's representative led the fight at the A. B. C. convention for a change in the rule on combination circulation, and won his point.

He started in the newspaper business merely as a means of family support, while studying law, intending to devote his life to the legal profession. He started the practice of law and served five years as a Los Angeles municipal judge, but quit to take care of his growing weekly which he had purchased in April 1910.

More than 90 million Bibles were put into circulation last year, but the system of distribution appears to be faulty and somehow we don't seem able to place them in the hands of the people who need them most.—*Columbus Dispatch.*

Why the Times-Star Leads in Tire and Accessory Advertising

There is no mystery about Times-Star leadership in display advertising of tires and accessories. The values of Times-Star advertising are so easily tested, the results so conclusively demonstrated, that the "gambling element" may be eliminated before the campaign begins.

Consider any classification in which it is possible to check advertising results against expenditures. In every one of them you will find the Times-Star not only leading, but dominating the field.

Take the primary necessities of life—food, clothing, household furniture, footwear, headwear, medicines—everything, in fact, that is essential to bodily life and health. For eighteen consecutive years, these things have been advertised in the Times-Star more extensively and more consistently than in any other Cincinnati newspaper.

Pass from the bodily necessities to the conveniences, comforts and refinements that make up the Cincinnati standard of living—electrical merchandise, articles of household decoration, and of personal adornment, musical instruments, radio, books and magazines. In every classification you will find the leadership of the Times-Star equally significant.

Go into any automobile accessory store or any tire and battery establishment. The merchandise on floors, shelves and counters, the gasoline that goes into your tank, the oil that fills your crank case and the lubricant that "takes the squeaks" out of your chassis bearings are the same that you have seen advertised regularly in the Times-Star.

CINCINNATI TIMES-STAR

Member Audit Bureau of Circulations

CHARLES P. TAFT, Publisher — C. H. REMBOLD, Manage

Martin L. Marsh, *Eastern Rep.*
927 Brunswick Bldg., New York

Kellogg M. Patterson, *Western Re*
904 Union Trust Bldg., Chicago

The New York Times Leads *in* Circulation Gains

THE NET PAID CIRCULATION of The New York Times, average daily and Sunday, for the six months ended March 31, 1926, as reported to the Post Office Department was 392,695. The gain of 10,690 over the total of the preceding six months was the greatest gain made in that period by any standard size New York morning newspaper.

	Six months ended MARCH 31, 1926	*Six months ended* SEPT. 30, 1925	GAIN	LOSS
THE NEW YORK TIMES	392,695	382,005	10,690	———
NEW YORK AMERICAN	347,771	362,862	———	15,091
THE WORLD	329,860	342,928	———	13,068
NEW YORK HERALD-TRIBUNE	294,327	287,386	6,941	———

The advertising rates of all these newspapers are fully justified by their circulations, but The Times is the only single medium in which the advertiser can reach the largest number of intelligent, substantial readers in New York.

No newspaper in the world, appealing in its character, content and make-up solely to thoughtful readers having an interest in the world's news, ever had anything approaching so large a circulation, or enjoyed so large a following.

The attention of this great number of readers of The Times, representing tens of thousands of the best families—men and women, discriminating, able to buy—can be attracted to the advertiser's message through no other newspaper.

In four months of this year The New York Times published more than 10,000,000 agate lines of advertising, a gain of 1,000,000 lines over the volume printed in the corresponding period of 1925 and an excess over the second New York newspaper of approximately 3,700,000 lines.

The New York Times

JOHN BUDD LEFT AGENCY BUSINESS TO EIGHT ASSOCIATES, WILL REVEALS

Members of Firm to Carry on Business of New York Special Representative—J. Frank Duffy Named President of Company

JOHN BUDD, head of the John Budd Company, newspaper representative, who died April 18, left his business to his associates, according to his will made public this week. Eight members of the firm are beneficiaries of this generosity.

They are: J. Frank Duffy and Edmund Hume of the New York office; Sylvester Blish, Mary M. Crowley, J. A. Kowalski, and Harry Mosier, of the Chicago office; C. W. Wessel, of the St. Louis office; and John Caldwell Myers, head of a prominent New York law firm and Mr. Budd's intimate friend and attorney.



J. Frank Duffy

Mr. Duffy has been elected president of the company, Mr. Mosier vice-president, and Mr. Hume, secretary and treasurer.

Signed by the John Budd Company, the following statement was made to EDITOR & PUBLISHER this week:

"The untimely death of our president has rendered it necessary for us to make an announcement concerning the future course of the Company.

"John Budd devoted the better part of his life to building up the organization which has borne his name for so many years. He built slowly, carefully, and methodically, as was his wont. In his work he used methods which he believed would develop an organization that would last because it deserved to endure. Above all, he wove into the very fabric of his work the high principles and ideals which animated him always. It was his hope and desire to create an organization which would not only render useful and conscientious service while he headed it, but would endure as a permanent institution, and continue to render such service after he had surrendered the management to other hands.

"Part of his plan was to admit to partnership in the enterprise those of his associates who in his judgment had contributed most to the success of his life work, and were best qualified to carry on what he had begun. For that purpose he gave them part of the stock in the Company, several years ago. By his will he has now made his plan completely effective by distributing practically all of the remaining stock of the corporation among the associates just referred to. He thus unmistakably showed his confidence in them and his desire to reward them.

"The associates who are the beneficiaries of Mr. Budd's remarkable generosity, and who will henceforth continue the business of the John Budd Company are the following, nearly all of whom have been in the employ of the Company for upwards of 18 years:

"J. Frank Duffy and Edmund Hume of the New York office; Sylvester Blish, Mary M. Crowley, J. A. Kowalski, and Harry Mosier of the Chicago office; C. W. Wessel of the St. Louis office; and John Caldwell Myers, who is the head of a prominent law firm in New York City and has for many years been Mr. Budd's intimate friend and attorney. The new officers of the Company are: J. Frank Duffy, president, Harry Mosier, vice-president, and Edmund Hume, secretary and treasurer.

"They and each of them are resolved to spare no effort to continue the John Budd Company in such a manner that it will be a worthy monument to their old chief. They believe in John Budd's ideals of service and will show their belief by living up to them as he did."

SWATTING PUBLICITY ON COAST

Southern California Editors Urged to Return Handouts to Firm Heads

In an effort to curb the growing free publicity evil, Ben H. Read, managing director of the Southern California Editorial Association is sending the following instructions to all members of the Association:

"We are enclosing herewith stickers to be pasted on free publicity matter, in our battle against these space grafters.

"Each member is urged to use these stickers on all free matter received, attach rate card of his paper and mail immediately.....

"Not to the agency sending the free copy.....

"*But to the president or general manager of the company or organization to be benefited.*

"This will show him that his money is not getting results when he spends it with the press agent.

"Make it the first duty of one employee, and see that it is performed strictly.

"It is said that national advertising paid campaigns are being held up now, until some press agent tries to put a free campaign across.

"This is part of a united campaign being carried on by all newspaper associations. Let's get on the firing line AT ONCE.

"Fraternally yours,
"Ben H. Read,
"Managing Director."

INSIDE STORY OF GENEVA PRESS GALLERY

(*Continued from page 3*)

long. Luther and Stresemann, by their continued rejections of Briand's and Chamberlain's compromises and in one case a Briand-Chamberlain compromise which was earmarked "Lord Cecil's" were dangerously near being regarded as deliberate obstructionists. It was at this juncture that both Briand and Chamberlain, calling in the newspaper men, declared to the world:

"We have gone the extreme limit of conciliation; if the League crashes or the Assembly is disrupted and Locarno lost, it is Germany's responsibility."

In truth, each and every "compromise" offered by the Allies had been a reiteration of the original program, couched in different words.

"But hasn't Germany been logical all along in rejection of the various Franco-British proposals," a British journalist asked Chamberlain.

To which the foreign minister replied: "My dear man, how often have I not told you that logic is disastrous in diplomacy."

The attempt to stampede the press into throwing the blame on Germany failed miserably. The correspondents refused to swallow a thing that even Chamberlain and Briand were ashamed of a few days later.

There was not a more tragic figure in all Geneva than Sir Austen Chamberlain the last few days of the Assembly and Council. And there was none more convinced of the power of the press—and the futility of old-line diplomacy without the backing of newspapers.

"They sought to build up a public opinion, through the press, which they could use in bolstering up their claims here at Geneva," Chamberlain declared, in discussing the part newspapers played. "But in the end the public opinion they had so carefully nurtured as their ally, became their masters."

In other words—even in England—the press had become a Frankenstein—it almost destroyed those who had sought to use it to attain their own ends. Had Briand returned to France with Germany alone in the League and on the Council, he would have lost his job. Had Skryznski gone back to Warsaw without a seat he would have fallen. Spain and Brazil would have been forced to quit the League as the result of the false nationalism their newspapers had created. And Chamberlain—even as things ended in a washout—commented cynically, on leaving Geneva:

"I am returning to London to face the executioners. Whatever I have to say will be said from the scaffold."

The League Assembly fight over the "Briand-Chamberlain-Skryznski" deal, for in the final analysis the promise to Poland that she should have a seat on the Council was the cause of all the turmoil, was the first skirmish of what may be a prolonged struggle between League principles and pre-war foreign office policies. A British cabinet minister—who still holds office—recently said:

"If you want to put across something, and avoid all suspicion, the place to do it is at Geneva."

Chamberlain had evidently taken his colleague at his word, and because that colleague "put over" something Chamberlain perhaps thought he could do it as well especially since he was aiding the astute Briand. Thanks to the British press, which in heavy headlines called upon Unden to stand firm and that "England Expects Every Swede to Do His Duty," the powers failed to "pack the League Council. They may make a second attempt in September, but with a hostile world press and an enlightened public, their chances are mighty slim for success.

Are You Afraid of Marriage?

by

Frances McDonald

A stirring modern feature for the Flapper Wife and Sweetheart of Today.

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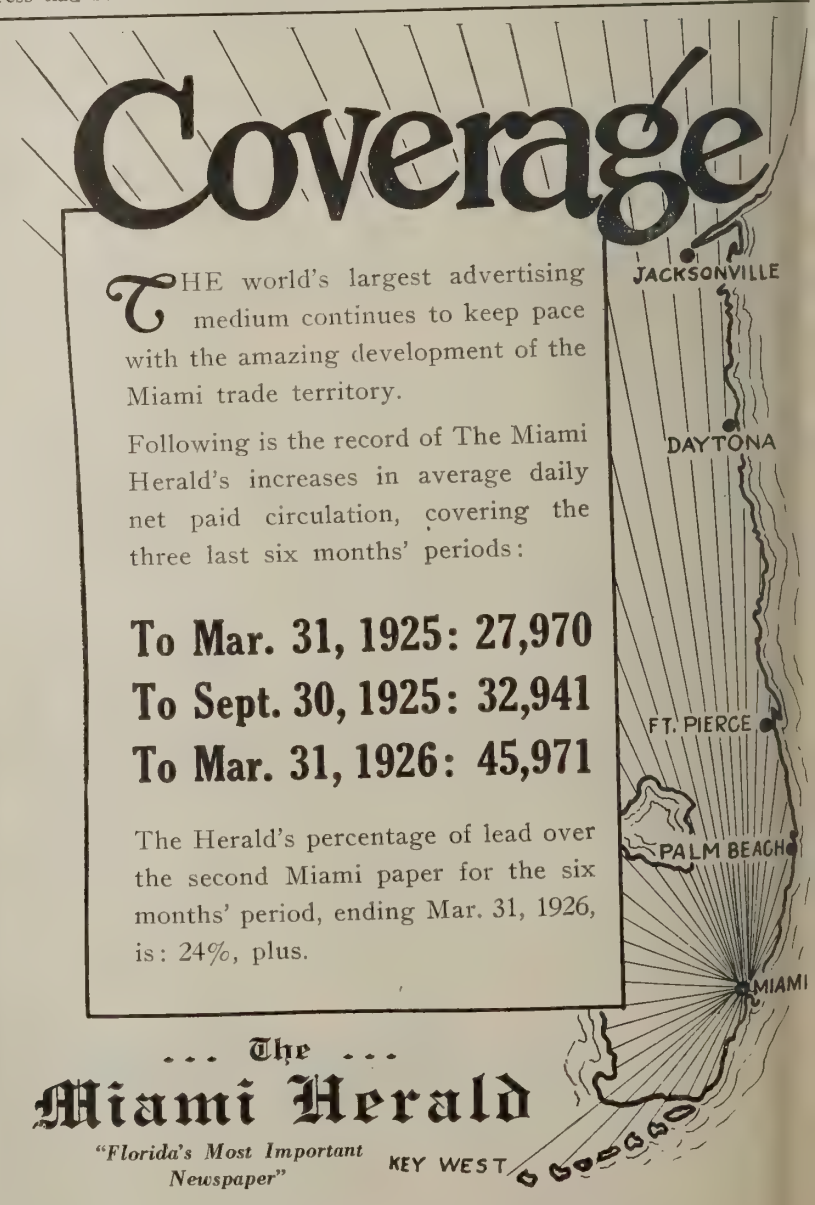
Coverage

THE world's largest advertising medium continues to keep pace with the amazing development of the Miami trade territory.

Following is the record of The Miami Herald's increases in average daily net paid circulation, covering the three last six months' periods:

To Mar. 31, 1925: 27,970
To Sept. 30, 1925: 32,941
To Mar. 31, 1926: 45,971

The Herald's percentage of lead over the second Miami paper for the six months' period, ending Mar. 31, 1926, is: 24%, plus.



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NEW ENGLAND GROUP VISITS MONTREAL

Newspaper Men Guests of Canadian Railways and Montreal Press Club On Two-Day Trip—Notables Speak at Banquet

Senator Raoul Dandurand, president of the League of Nations and government leader in the Canadian Senate, and Hon. Mederic Martin, Mayor of Montreal, officially welcomed at a dinner held Monday evening at the Windsor Hotel, Montreal, a body of visiting New England journalists.

The newspaper men were visiting Montreal Sunday, April 25, and Monday as guests of the Canadian National and the Canadian Pacific Railways, making the initial trip on the new Boston and Montreal express.



Boston editors leaving North Station, Boston, for Montreal jaunt

At the dinner Senator Dandurand expressed the wish that "our American cousins will come more often to Canada and aid in cementing the already firm bonds of friendship between our two nations."

Hon. Albert Halstead, United States consul-general, welcomed his fellow-countrymen.

Joe Carlin, assistant city editor of the *Boston Post*, spoke for the visitors.

On Sunday evening the New England journalists were taken to the Montreal Press Club where they were entertained by their local confreres. During the evening Senator J. P. B. Casgrain and President R. W. Lipsett of the Press Club, formerly of the *Montreal Star*, spoke.

Sir Henry Thornton, American-born president of the Canadian National Railways, received the visitors Monday morning in his conference rooms whence they adjourned to the Windsor Hotel for luncheon.

During the afternoon they were driven over the city and island of Montreal and shown the historic sights of the old city. Among these was the ancient Chateau de Ramezay where Benjamin Franklin, the dean of American Journalists, published the first Canadian newspaper, the *Montreal Gazette*, for the British Government.

Some of the visitors left for their homes Monday evening while others stayed over until Tuesday morning.

Those on the trip were: H. Gould, city editor, *Boston Traveler;* P. S. Deland, city editor, *Christian Science Monitor;* Edwin F. Melvin, *Boston Transcript;* H. Frazer, *Boston Globe;* J. K. Gowan, managing editor, *Sunday Advertiser;* M. G. Sullivan, *Daily Advertiser;* R. J. Gillis, city editor, *Boston American;* G. E. Richards, night editor, Boston Post; G. M. Drury, assistant city editor, *Boston Herald;* J. A. Jones, Boston Herald; Phil Coolidge, Pathe News, Boston; William Powell, *Burlington* (Vt.) *News;* Charles A. Poff, *Concord* (N. H.) *Evening Telegram;* F. W. Hartford, *Portsmouth* (N. H.) *Herald-Chronicle;* Peter Kelly, *Boston Advertiser;* Edward F. Crane, *Burlington* (Vt.) *Free Press;* Richard Power, Boston American; Dudley Hovey, Boston News Bureau; Bernard Peterson, Boston Transcript; George Parkhurst, *Nashua* (N. H.) *Telegraph;* A. J. Beiron, Nashua, N. H.; E. A. L. Hill, Boston Globe; Herberg Caryl, International News Service, Boston office; L. H. Pare, *Manchester* (N. H.) *La Venir National;* H. S. Thompson, *Boston Financial News;* Stanley Ryan, *Montpelier* (Vt.) *Argus;* Walter W. Cunningham, Christian Science Monitor; John H. Harrington, *Lowell* (Mass.) *Sun;* John J. McMahon, Boston Traveler; Joseph D. Carlin, Boston Post.

Among the local newspaper men entertaining the visitors were R. W. Lipsett; Henry Todd, assistant city editor, Montreal Star; Abel Vineberg, Montreal Gazette; F. DeWhy, Montreal Star; D. C. Watson, assistant city editor, *Montreal Herald;* Howard S. Smith, assistant telegraph editor, Montreal Star; H. Somerville, financial editor, Montreal Herald; L. Rountree, assistant sporting editor, Montreal Star; L. P. Gagnon, city editor, *La Presse;* R. Boyd, night telegraph editor, Montreal Star; A. Tremont, *Le Canad.*

To Revive Oakfield Weekly

Revival of the *Oakfield* (N. Y.) *Independent*, a weekly is planned for the near future. It suspended several months ago. L. H. Blackley of North Girard, Pa., will become the editor.

Press Badges for Springfield Writers

Official press badges have been issued to Springfield, O., newspaper writers by the city department of public safety. The action was taken because numerous persons have represented themselves as reporters to get behind police lines.

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YOUNGSTERS COMPETE IN SCOOTER CLASSIC

Home-Made Vehicles Flash from Barrier in Los Angeles Herald Contest—All Contestants Under Twelve

By Harold J. Ashe.

The "bowl" was straight; the racing cars were weak as to engines; the daredevil drivers were youngsters; yet the "speed classic" was the focal point for thousands of Los Angeles' solid citizenry.

The speed event was staged by the *Los Angeles Herald* with the lists open to all boys and girls able to command any variety of home-made automobile, scooter or coaster. The age limit was twelve, under not over.

The race was held through the cooperation of the park commission at Exposition Park, April 2 at 10 a. m., with Chief of Police James E. Davis as official starter for the races and Charles Keppen, prominent sportsman and announcer, wielding the megaphone.

Locally manufactured vehicles were offered as prizes to the prize-winners, who won only by a nose. More than one entrant had to limp from the track to his dugout for repairs—perhaps to re-fuel, or maybe to change a tire. No casualties were noted.

The events run off included:

Home-made automobile races—Three separate events, the first open to youngsters from 4 to 6, the second to those between the ages of 6 and 8, and the third from 8 to 10. Prizes: "Packard Eight," "Lincoln Eight," and "Chrysler Six," roadsters, pedalled propelled.

Kiddie Car or play car races—two separate events, the first for boys of 5 years or less, and the second for girls of 5 years or less. Prizes: Two pedal play cars with steel disc wheels and rubber tires.

Scooter races—Three separate events, the first for boys of 12 years or less, and the second for girls of 12 years or less, both with manufactured scooters, and the third for boys of 12 years or less with home-made scooters. Prizes: three scooters of the latest design, with brakes, steel disc wheels and rubber tires.

Coaster wagon race—For boys of 12 years or less. Prize: a de luxe model coaster wagon, with brake, steel disc wheels and oversize rubber tires.

Second prize in each event of the four main classes of races was a pair of rubber-tired, ball-bearing roller skates, and third prize was a pair of steel-wheeled ball bearing roller skates.

Bank Appeals Ardmorite Case

The American National Bank of Oklahoma has appealed to the Oklahoma supreme court from the decision of a lower court in refusing to allow it to recover $4,100 from the Ardmorite Publishing Company, publishers of the *Ardmore Ardmorite*. The publishing company, the bank alleges, made a contract leasing a building in which the Ardmorite was published, from U. S. Joines for a period of years. The newspaper moved out of the building in February, 1924, and the bank claims there is due it $4,110 for violating the contract, from rentals under the remainder of the lease. A jury in the district court in October, 1925, found for the Ardmorite.

Stovall Succeeds Truman On Coast

Otis S. Stovall, recently classified promotion manager of the *Los Angeles Evening Herald,* will direct all future promotion activities of that paper. Charles D. Truman, promotion manager, has resigned to become general manager of the Credit Guide Publishing Company, Los Angeles.

Fuller Buys Muskogee News

A. O. Fuller, general manager of the *Muskogee* (Okla.) *News,* has purchased the property from the Eastern Oklahoma Publishing Company and will be its president and publisher, with Carl Held continuing as editor.

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Combining the Three Essentials of Quality
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Publishers' Promotion Matter How To Make It Effective

With the mass of medium and market data passing over the desk of a busy representative of only one list of newspapers, just imagine that printed information multiplied many times, passing over the desk of a busy space buyer!

Does he read it?

He does *not*. He *can't!*

The main reasons why most publishers' promotion matter is wasted are:

Irrelevant.

Hard to read.

Too bulky, too long.

Unimportant points over-emphasized.

Hard to file and find.

A lack of uniformity or standardization on the part of the publishers, agents and advertisers for handling this sort of information.

The ultimate answer may be in the buyers and sellers cooperating to develop a somewhat standardized method comparable to the uniform system of circulation analyses.

Meanwhile a publisher can profit by having his material prepared or at least approved by a man of seasoned experience in the national field.

E. Katz Special Advertising Agency

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35 HOMES FINANCED AND BUILT BY N. Y. TIMES BUILDING ASSOCIATION

Thrift Encouraged by Employees Group Organized to Promote Savings and Handle Loans—$250,000 Advanced to Workers in 3 Years of Operation

"DON'T work like a beaver—for nothing" is the admonition concluding a folder distributed the other day to members of the *New York Times* staff by the New York Times Savings and Loan Association.

And behind it lies a system for encouraging employee loyalty and thrift applicable and workable in any newspaper in the United States, in the belief of E. Le Roy Finch, editorial auditor of the Times, and president of the association.

Mr. Finch, with James B. Stewart, real estate editor of the Times, this week made public for the first time the results of three years' operation of the newspaper's saving and loan association. The story of its establishment was also told. Mr. Stewart was first president.

"Approximately one third or 1,000 members of the Times' staff are not working like beavers for nothing," Mr. Finch said. "Assisted by the newspaper's own saving association operated on a profit sharing basis they are building homes for their present use and bank rolls for the future."

In three years the association has loaned about $250,000 to Times workers; has financed the building of 35 homes; and has furnished a depository for the investment by employees of $200,000 in building loan stock which yields 5¾ per cent dividends.

Just prior to the war, Adolph S. Ochs, publisher of the Times, had thougnt ot establishing an association such as is now in operation but it was pigeon-holed. Then one morning after the war an employee came to Mr. Finch asking a loan to assist in building a home. He had tried to raise the necessary funds, he said, through a big loan Company, but had found he couldn't get the money until the walls were up, or some such requirement. He wanted immediate financial help.

Mr. Ochs happened to be nearby at the time and overheard the conversation. After the employee had left he went up to Mr. Finch and Mr. Stewart to talk to them about it.

"That's a very peculiar situation, isn't it," he said. "You'd better come upstairs sometime soon and we'll find out if we can't remedy it."

The New York Times Saving and Loan Association was founded as a result of the subsequent discussion between Mr. Ochs and his editorial auditor and real estate editor. In the second section of the by-laws the objects of the association were listed as follows:

"The objects of this association are to encourage industry, frugality, home building, and the saving of money by its members, the accumulation of savings, the loaning of such accumulation to its members, and the repayment to each member of his savings when they have accumulated to a certain sum, or at any time when he shall desire the same or the association shall desire to repay same."

As a nucleus to start the association, Mr. Ochs presented at the beginning $100,000, and has, throughout its short existence, been keenly interested in its operation. The actual administration, however, is entirely in the hands of the employees. In addition to Mr. Finch, other officers are: Charles F. Hart, mechanical superintendent, vice-president; E. A. Hegi, cashier, treasurer; and Charles Hofmann, of the auditing department, secretary. Directors are Van Buren Thorne, Mr. Stewart, Mr. Finch, E. A. Dart, Hugh A. O'Donnell, Edward A. Hegi, Charles A. Flanagan, Edward H. Taylor, Eugene F. Ellis, John H. Dunton, W. A. Penny, Daniel Corcoran, Mr. Hart, W. F. Brosnam and Frederick R. Wheeler. These men serve without pay.

Any worker for the Times may take advantage of the association. He can start buying shares by depositing as little as one dollar and paying one dollar a month out of his salary. The shares "mature" in about 11 years and four months. In that time the dollar a month payer would have paid $136 for his one share. He receives $200 for it—the extra $64 representing dividends compounded semi-annually.

If a member of the association leaves the employ of the Times, he is permitted to continued paying his dues as a member, or he can withdraw.

Homebuilders who want to borrow money are aided by the association in locating a proper site, in appraising the property, in obtaining plans and specifications, in supervising the building, and in financing the home up to 70 per cent of the cost of the house and land.

The association has funds available to take over existing mortgages and to provide a means of liquidating the indebtedness on easy monthly payments.

A loan of $3,000 for instance, costs $30 a month; a loan of $4,000 costs $40 a month; $5,000 costs $50; and $6,000 costs $60.

In any loan, in fact the first two figures of the amount of the loan up to $10,000 denotes the amount of the monthly payments. At the end of 11 or 12 years the homebuilder's mortgage is cancelled and he gets clear title to his property.

Mr. Stewart, the association's first president, told EDITOR & PUBLISHER that 90 per cent of the members of the association belonged to the mechanical staff.



Officers of the New York Times Savings and Loan Association. Sitting (left to right): James B. Stewart, first president; E. Le Roy Finch, present president; E. A. Hegi, treasurer. Standing (left to right): Charles Hofmann, secretary; Charles F. Hart, vice-president.

No dull Summer IN Los Angeles!

Keep your schedules active - in June, July, and August!

Los Angeles Examiner

100,000 GROUP PLANS TO EXPAND SURVEY

More Comprehensive Book to Be Issued for 1927, Participating Newspapers Decide—New Members To Be Added

Encouraged by the favorable reception of the present market book of The 100,000 Group of American Cities, representatives of participating newspapers who met at the Waldorf in New York April 23, plan a new and more comprehensive edition of the book for 1927, to be released probably next October or November.

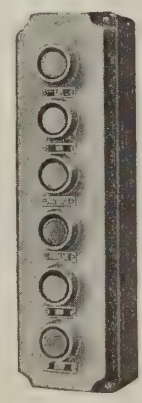
Announcement to this effect was made Monday by W. A. Strong, publisher of the *Chicago Daily News* and president of the group. In the 1927 edition will be "A Study of Eighty-one Principal American Markets." It was also announced that new plans increase the number of markets and participating newspapers to approximately 90.

A tentative list of the new markets includes Long Beach and San Diego, Cal., Evansville and Fort Wayne, Ind., Allentown, Pa., Knoxville, Tenn., Savannah, Ga., Tampa, Fla., and Elizabeth, N. J. This list was approved at a directors' meeting April 19. No announcement of the additional newspapers will be made until approval by the directors at the meeting in Chicago next month.

Discussing the group's work for the ensuing year, Mr. Strong said:

"Our book was so favorably and enthusiastically received by advertisers, non-advertisers and advertising agencies during the past few months that we have concluded to publish a 1927 edition which will include statistical information for every city and town in the United States of 1,000 population or more. This will give the user of the book a comprehensive study of the entire country which he can divide into sections to fit his business requirements. Moreover, the information given in the new book will be greatly extended."

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more about Dr. Cadman

The South Bend Tribune



Mr. Harry Staton, April 14, 1926.
Mgr. Herald-Tribune Syndicate,
New York, N. Y.

Dear Mr. Staton:

For sustained interest and pulling power Dr. Cadman's daily column is one of the best things THE TRIBUNE gives to its readers. You are to be congratulated upon having obtained Dr. Cadman and should be urged to continue him as a member of your staff.

Cordially Yours,

Managing Editor
SOUTH BEND TRIBUNE

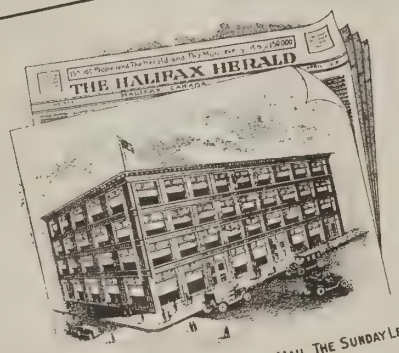
RHH-R.

"For sustained interest and pulling power, Dr. Cadman's daily column is one of the best things the TRIBUNE gives to its readers."—*The South Bend Tribune.*

"THEY COVER NOVA SCOTIA"

A W ROBB SECRETARY TREASURER

W H. DENNIS, GENERAL MANAGER



THE HALIFAX HERALD THE EVENING MAIL THE SUNDAY LEADER

THE HALIFAX HERALD, LIMITED

HALIFAX, CANADA

April 14, 1926

The New York Herald Tribune Sydnicate,
New York.

Dear Sir: ATTENTION MR. HARRY STATON, Manager

We are quite sure you will be interested in knowing that the Dr. Cadman feature which we have been running daily in our papers for some weeks is considered as one of the most valuable features in our columns. Certainly, it is one of the most widely read, and we have had numerous expressions from our readers to this effect. The daily column deals with a variety of interesting matters in a most attractive way placing them before the readers in a condensed and simple form.

Yours very truly,

Halifax Herald, Limited
A W Robb
Secretary-Treasurer

"... one of the most valuable features in our columns. Certainly it is one of the most widely read, and we have had numerous expressions from our readers to this effect."—*The Halifax Herald.*

New York Herald Tribune Syndicate

INDIAN MOTIF HEIGHTENED INTEREST IN VANCOUVER SPELLING BEE

Sun's Third Contest Conducted With Original Features Won Strong Community Support—Four Winners Taken on Boat Trip

By MYRTLE B. PATTERSON

Spelling Bee Editor, Vancouver Sun

THE *Vancouver Sun's* third annual "spelling bee" for the boys and girls of Greater Vancouver and New Westminster, British Columbia, is over, and the four winners have set sail on the "grand prize"—a five-day cruise to Stewart, B. C., and Hyder, Alaska, on the S. S. Prince George.



MYRTLE B. PATTERSON

Two factors entered into the successful promotion of the Sun's "spelling bee" this year: the prize list was eminently successful and the s. b. e. (spelling bee editor) found plenty of "color" for copy by playing up an Indian motif in prizes, music, entertainment, stage setting and costumes for the 16 final contestants.

Spelling, naturally, is the thing! It plays a big part in a "spelling bee," whether it be the old-fashioned "spell-down" of the country schoolhouse or the "spelling bee" de luxe which the Sun stages each spring for 35,000 Pacific Coast grade school pupils. But spelling alone has never put the words, "The Sun Spelling Bee," into the home conversation of thousands of families. This is the paramount duty of the spelling bee editor. The Sun's s. b. e. solved the problem this year by producing the "spelling bee" under the title of "Totem Tom-Tom Land" and by arranging a list of prizes that opened the eyes of boys and girls all over the Lower Mainland of British Columbia. Towards the end, the announcement that the Hon. Robert Randolph Bruce, new Lieutenant-Governor of British Columbia, would make his first official bow to the province at the Sun's "spelling bee" kept interest at a high pitch.

With the academic side of the "spelling bee" wholly in the hands of the school authorities of Vancouver Centre, South Vancouver, New Westminster, Burnaby, Richmond, West Vancouver and North Vancouver District, the Sun was responsible only for the publicity of the competition, the prize list and the program of the actual "spelling bee" on March 30 in the Orpheum theatre.

This plan of delegating to the school principals the "spelling" side of the contest has worked most satisfactorily for the past three years. A Spelling Bee Committee, composed of men and women representatives from all the municipalities participating in the "bee," draws up the rules of the spelling meet, and a subcommittee of three school principals selects the 1,500 words upon which the entire "spelling bee" is based. This scientific list is printed in the Sun and, in addition, thousands of extra copies are printed and distributed by the paper.

The Sun agrees to accept the candidates offered by the respective school districts, and the burden of settling small disputes, distributing tickets for the final affairs and attending to dozens of other details that arise during the course of a "spelling bee" is thus left in the responsible hands of those best fitted to cope with it. School principals and teachers have given the Sun the most wholehearted co-operation during the past three years.

Copies of the rules of the "spelling bee" are sent to all the teachers of grade school classes in the municipalities represented. The list of teachers are obtained from the school board secretaries, and the Sun both prints the rules and mails them out. Each teacher, receiving a personally-directed bulletin, is thus made acquainted with the rules and the major prizes of the "spelling bee." This direct contact with the teachers of the districts and, more particularly, with the supervisors, cannot be stressed too much. It is essential for smooth-running machinery.



Four happy Indian maids and braves were loaded down with prizes at the close of the "spelling bee" and they were further cheered with the thought of a five-day cruise north to the edge of Alaska during the Easter holidays.

When the rules and the 1,500 words have been broadcast, the editor devotes his time to completing the prize list, arranging theatre parties for the 16 final contestants and 2,000 "near-winners," and preparing features for the big "spelling bee" itself.

This year the five-day Easter cruise to Stewart, B. C. with stops at the Powell River and Ocean Falls pulp plants, at Prince Rupert, British Columbia's northern port, and at Anyox and Stewart, B. C., both mining centers, lent itself admirably to many interest-getting newspaper stories. Entertainment was arranged in each of the ports, and publicity was given in the Sun to those who would entertain the spellers and to the attractions themselves.

A thoroughbred wire-haired terrier, "Sun-Spot," was offered by a Vancouver pet shop, 25 baby chicks—his third annual prize—came from a poultry fancier, a dancing course from a school of ballet, tennis racquet and balls, a radio, an Indian Chief doll, a sweater, candy, fountain pens, diaries—these all arrived to supplement the Sun's silver medal for the grand champion speller and a silver shield for the school of the champion. A dozen roses for the champion's mother and a box of chocolates for his teacher were also given away. An enamel button for each of the other 15 contestants, flowers for each, a theatre party, an Easter egg of candy for each and an after-theatre tea party. No child who won the right to represent his district at the final "bee" participated without getting enough fun and prizes to make it well worth his while.

W. A. Barnes, manager of the Orpheum theatre, arranged a special Saturday morning performance for 2,000 "near-winners" in the school eliminations. Tickets were sent to the principals by the Sun and were given to those who worked hardest on the spelling lists but who were not able to win the school championship. It was a splendid party this year —the best yet—and the Sun played it up afterwards with a good layout of pictures and stories.

On the afternoon of the final "spelling bee" (an afternoon event is not so satisfactory as an evening "spelling bee" and in 1927 the Sun will arrange it as a night affair as it did in 1924 and 1925) the curtain went up on an Indian tepee, Indian tom-toms and a little band of 16 Indian maids and braves. Each bore an Indian name—like "Round-Face-Beneath-a-Bob," "Chief-Top-of-His-Class," "Slim-Maid-of-Dusky-Hair," "Small-Tamer-of-Big-Words" and "Victor-of-a-Hard-Fought-Fight"—which the audience could determine by comparing the number worn by the contestant with the number on the program. The class was under the direction of a "paleface" teacher, J. S. Gordon, municipal inspector of Vancouver schools, who looked very dashing in a vivid Hudson's Bay Company blanket coat.

After the teacher's explanation that the "Indians" were to be met with a volley of word "bullets," a pronouncer stepped to the stage and the first 20-minute period of spelling was on. There were three 20-minute periods altogether, and only eight children had dropped out at the end of 60 minutes of spelling. A fourth period was arranged and the eight survivors tried a written test on 40 words they had not seen before. This determined the winners, and the prizes were then presented by Mayor L. D. Taylor.

Entertainment had filled the intermissions and the long wait for the returns of the contest. An address on Indian customs and legends by Professor Charles Hill-Tout, a children's dance revue, a violin and piano number, a recitation by a girl in Indian costume, presentation of flowers to Miss Helen Mackenzie, niece of the new Lieutenant-Governor, and to the girl artists—these all preceded the Lieutenant-Governor's speech. Mayor Taylor later spoke to the children and the grown-ups, and A. L. McWilliams, Vancouver trustee, made frequent speeches in his office as master of ceremonies.

Next year the Sun will make sure that it again has an orchestra. An unrehearsed performance like a "spelling bee" requires the offices of a professional orchestra in welding it together. It will also insist upon more professional intermission acts. The 20-minute spelling periods bore many in the audience, and bright entertainment features are essential in keeping them from getting restless.

A better plan for the distribution of "spelling bee" reserved seat tickets will also be found before next spring. This year they were sent out pro rata to the schools of the various municipalities and distributed by the teachers. The latter evidently did not stress sufficiently the fact that each ticket represented a reserved seat, as there were a number of unoccupied seats on the final afternoon. The public has been educated that only reserved seat ticket holders may gain admittance and there was no waiting line outside to fill up the vacancies. Next year, some plan will be found to take care of both the school pupils, teachers and pupils' parents and the scores of interested readers who beseige the newspaper for tickets of admission.

The spelling bee as an inter-school inter-municipality competition for school children, has established itself at the Pacific Coast and the Vancouver Sun is planning to perfect for next year this annual "community effort" which has earned the enthusiastic approval of pupils, teachers and parents.

BELLEVILLE TIMES WRECKED

Chase Allison, Editor, and Family Escape Dynamite Blast

Chase Allison, editor of the *Belleville* (Pa.) *Times,* with his wife and two children, narrowly escaped death, April 25, when the newspaper building was wrecked by an explosion. They lived above the newspaper plant. State police investigated and diagnosed dynamite.

Mr. Allison is more or less noted for his freedom of editorial expression in politics and other public matters.

"I have no known enemies," said the editor. "But," he told police, "I have received threatening letters telling me to watch my step."

The interior of the Times office was ruined, including machinery, stock and equipment. Allison estimated his loss at $15,000.

Timmons Heads Oklahoma Group

Samuel C. Timmons, editor of the *Cherokee* (Okla.) *Messenger,* was chosen president of Group 2, Oklahoma Press Association, at its semi-annual meeting at Kingfisher. Mrs. Bert Campbell of the *Oklahoma Hornet,* Waukomis, is vice-president, and G. C. Lawrence of the *Woodward Daily Press,* secretary.

DAILY PAPERS FROM OTHER CITIES
HOTALING'S NEWS STAND
BROADWAY AND 43RD ST.
NORTH END THE TIMES BUILDING

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway . . . Here is a mammoth news stand which sells newspapers from every city in the world. . . Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."
—*Boston Transcript, Oct. 29, 1921*

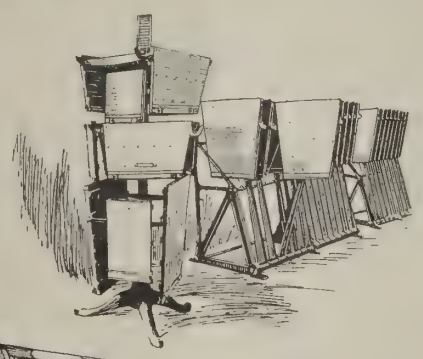
HOTALING'S NEWS AGENCY, 308 WEST 40th STREET, NEW YORK

INTERCHANGEABLE MAGAZINES

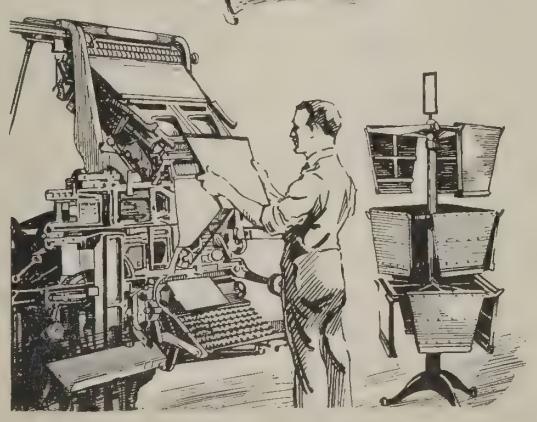
TRADE **LINOTYPE** MARK



HERE ARE YOUR LINOTYPES
as many as your product demands—different types of Linotypes for different kinds of work—Single or Multiple distribution—one, two or three main magazines—with or without auxiliaries—can be supplied to cast either 30 or 42 picas, maximum measure.



HERE ARE YOUR TYPE FACES
as many as you need—conveniently stored in Standard Interchangeable Linotype Magazines—ready to produce composition of the highest quality in unlimited volume.



PUT ANY SELECTION OF FACES
on the Linotype that is best adapted to the work in hand. When that job is finished, it takes only a minute to remove the magazines and re-equip the Linotype for its next task.

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

DISPLAY SET IN THE NEW NARCISS FACE, NOW BEING CUT FOR THE LINOTYPE, BODY IN LINOTYPE SCOTCH

580.26.2-A

READERS GET AS GOOD NEWSPAPERS AS THEY KNOW HOW TO DEMAND

So Reasons College Professor and Teaches Students to Insist On High Level for the Press—A "Cold Cash" Course Is Also Listed by Iowa Wesleyan

By CALVIN T. RYAN

(Director, Journalism Department, Iowa Wesleyan College)

ALTHOUGH Iowa Wesleyan college is the oldest institution of learning west of the Mississippi river with continuous existence, and although its founders intended the institution primarily for religious instruction of the prairie youths, it has neither lagged behind the speedy progress of the Middle West nor refused to admit that Christianity can be taught through the press as well as through the pulpit. Therefore, when other colleges added journalism to their curriculum Iowa Wesleyan joined the rapidly growing list.

Because our students are to be consumers as well as producers of newspapers, we strive to teach them how to read a newspaper and what they can rightly expect from the daily press. We do this believing that readers get just about as good newspapers as they demand, and believing, also, that they have no right to find fault with what exists unless they do something to make things better. Knowing what newspapers should be, and certainly every college trained man and woman should know, they can more intelligently insist on having the press always at a high level.

And so while no more than 50 per cent of our students take the courses in journalism, and probably not half of those who do take the courses ever follow journalism for their life work, we feel that a little leaven will leaven the whole loaf, and in doing so we shall contribute our part to this great public service. In all our courses we speak of the press as a great public institution, vital to the life of a democracy, and of every newspaper man as a public servant from whom the reading public has a right to expect some very definite things. While we do not give a course in the ethics of journalism, we permeate all our teaching with it.

Theory is combined with practice. Nothing is taught in a vacuum. Students learn to do by doing. They write news for the college paper, for the town paper, and for all the nearby city dailies. Each year several of the students pay the major part of their college expenses by writing news. Because what they have written has been printed as they submitted it is not always taken as a criterion of satisfactory work. Copy which has been published is again subjected to class criticism.

Students are put out on assignment after the first week of class room work They are held accountable not only for what they get, but also for what they miss that might have made good copy. They report all speeches, interview the leading men and women of the town, and those of note who visit either the town or the college. They are given to understand that the newspaper man must miss nothing, regardless of the trouble it takes to get it.

Newspaper scrapbooks are made by the students. These books are made for themselves, not for their instructor, so that when they have finished the course students have models of all kinds of stories, sample first pages representing all kinds of make-up and types of head writing, and typical editorials clipped from the best papers of the country.

Country as well as metropolitan journalism is studied. Country editors gladly co-operate with us, send us samples of their papers and appreciate whatever suggestions we make to them. Here, as well as with metropolitan dailies, the class studies what is being done, rather than what any particular textbook writer says should be done. In fact we use many texts rather than any particular one.

Through our college publications we invite the high schools of the state to send their school papers for criticism. We also stand ready to give advice to those high schools which wish to start a paper. Many of the high schools are introducing courses in news writing. To the instructors in charge of these courses, we offer our services free of charge. Attention is given in the courses to the standards to be expected in high school journalism. Many of our graduates teach in the high schools of the state, and whenever they are put in charge of the school paper they understand that they are at liberty to call on us for any advice we can give them. In the summer session, when many of our students are teachers, we make our college paper on the office mimeograph. We do this to show the teachers who teach in schools where it would not be practicable to have a paper published that a creditable sheet can be put out on the school mimeograph.

In addition to the work in the fundamental principles of reporting, editing and general newspaper background, courses are offered in feature and magazine writing. Here again the student studies features and magazine articles which are already in print, rather than any set of rules as laid down in a text. He is taught to discover his own rules, in so far as there are any. He is shown how to find subjects and how to prepare the material for the possible subject when found. Emphasis is thrown upon quantity of writing, for the first thing a neophyte has to overcome is his timidity in facing the possibility of having to write five thousand or more words for one assignment. Grades are determined largely on the amount and quality of work the student has published. As a rule students take these advanced courses because they feel that they have some ability in writing. The number in the classes is limited, so that the instructor can give individual attention to each student. The course in feature writing is commonly spoken of as a "cold cash" course, because the emphasis throughout the course is placed on "writing to sell."

A student expecting to major in journalism is advised to take at least one foreign language, and that for more than one year, contemporary history, political and social science, and English literature and composition. A college regulation prescribes that a student must take at least 24 hours in the field from which he has chosen his major. Those expecting to major in journalism are advised not to take any technical work in journalism before their sophomore year.

(This is the 16th article in a series obtained by EDITOR & PUBLISHER, *interpreting the work of journalism schools to editors of the nation.)*

NEWS WRITERS ORGANIZE

Harry A. Stroud Named President of Oklahoma Group

Harry A. Stroud of the *Shawnee* (Okla.) *News* is first president of the newly organized News Writers of Oklahoma which held its initial meeting at Shawnee, April 18.

Other officers are Lauren H. Clegg, *Oklahoma City Times*, vice-president; R. W. Holmes, *Pawhuska News-Capital*, secretary-treasurer; Eddie Anderson, *Tulsa World*, publicity director, and Curtis Ward, *Oklahoma City News*, chairman of the membership committee.

The next session will be held at Bristow, July 11.

Two New A.B.C. Members

The Audit Bureau of Circulations this week announced the *Scranton* (Pa.) *Republican* and *Middletown* (N. Y.) *Daily Herald* have been accepted as members of the Bureau.



Advertising must be considered an investment—not money spent, or money wasted.

Your product must be in a location where it will have proper distribution in order that it may become a SUCCESS.

You want RESULTS! Then you must use the newspaper of QUALITY and RESULTS. This is of VITAL interest to you. The New Orleans States will make a friend of you because this publication will help your business GROW. WHAT IS MORE ESSENTIAL?

Grow with the
NEW ORLEANS STATES

A Landslide to Ludlow

During the Past Two Years More Than 200 Newspapers (New Users) Have Installed the Ludlow System For Setting Ads and Heads

Here are a few of these leaders who know through actual experience the many short cuts to production that can be secured through the Ludlow system:

Miami Herald	New York American
St. Petersburg Times	Cleveland News
Pittsburgh Press	Salt Lake City Tribune
Los Angeles Examiner	Toledo News-Bee
New York Times	Washington Times
Tampa Tribune	Des Moines Register-Tribune
New Orleans Times-Picayune	New Haven Journal-Courier
New York World	Duluth News-Tribune
London Daily Sketch	San Francisco Bulletin
Birmingham News	New York Telegram
Los Angeles Herald	Brooklyn Times
St. Petersburg Independent	Rochester Journal
Philadelphia Public Ledger	Birmingham Post
Glasgow Herald	Los Angeles Record
New York Journal	New York Mirror
Buffalo News	New York Graphic
New York Sun	Philadelphia News
Tampa Times	Birmingham Age-Herald
Akron Beacon-Journal	Marion Star

For years, such papers as the Detroit News, Brooklyn Daily Eagle, Chicago Tribune, Chicago Daily News, Philadelphia Bulletin, Toronto Daily Star, Washington Star, Philadelphia Inquirer, Louisville Courier-Journal, London Daily Mail, and Indianapolis News have all been Ludlow users.

While the Ludlow is continually developing new and attractive typefaces and also is continually improving its system of operation, other papers continue to join the ranks of Ludlow users

Ludlow Typograph Co.

2032 Clybourn Avenue, Chicago

San Francisco: Hearst Bldg., 5 Third St. New York: World Bldg., 63 Park Row
Atlanta: Palmer Bldg., 41 Marietta St. Boston: Cummings Bldg., 261 Franklin St.

LUDLOW QUALITY COMPOSITION

The Advertising Significance *of the* Extra Cent

THE WORLD at 3 cents a copy has a larger circulation in Greater New York six days a week than either of its standard-sized competitors selling at 2 cents. On Sunday, it has a greater New York City circulation than *The Times* and *The Herald-Tribune* combined.

This statement is emphasized at this time because of its great importance to the advertiser. Most things are treasured in proportion to their cost. Material as this may seem, it is nevertheless true: that the more we pay for an article, the more important it becomes in our estimation.

Sixteen months ago THE WORLD increased its price from 2 cents a copy to 3 cents in Greater New York. During this period it has consistently retained its superiority in City circulation. This is a condition that was never for an instant doubted in THE WORLD office: it was believed, and has since been DEMONSTRATED, that THE WORLD was so essential in the lives of its readers as to be deemed well worthy of the extra cent charged.

It is doubtful if any other product, especially in the case of a newspaper, could continue to dominate its immediate market after an increase of 50% in its selling price.

There must be a reason, therefore, for THE WORLD'S continued leadership in New York City circulation—a reason based upon some sound principle of newspaper-making. No service, no piece of merchandise, can continue to command a wide sale at an advance in price unless there is an underlying reason for its higher cost.

We find this reason in the institutional character of THE WORLD. For forty-three years it has sturdily maintained an unswerving devotion to its public duty. Undisturbed by mergers and the kaleidoscopic changes of the New York newspaper world, it has continued to serve its public according to the principles laid down by the great editor who so long directed its destinies.

Advertisers who use THE WORLD share in this quality of permanency that has so long characterized the paper. Other newspapers have come and gone. In the last five years it has been estimated that 210,000,000 agate lines of advertising good-will, valued at $40,000,000 have vanished through newspaper mergers, yet THE WORLD has steadily increased in its service-value to the advertiser. Nothing could more clearly emphasize this point than the test of loyalty that came with the 3-cent price.

The advertiser who buys space in THE WORLD buys that *continuity of impression* which is the foundation of all good advertising. He purchases a circulation that cannot be dissipated, sold-off or merged over-night. It is a steady, constant value—the largest *single unit* of alert, prosperous New York City families that can be reached through any paper in the standard-sized morning field.

The fact that more than 225,000 New York City families out of a total circulation of nearly 300,000 voluntarily pay 3 cents per copy for THE WORLD (in competition with two other newspapers at 2 cents that rank among the best examples of modern journalism) makes its value just that much greater to the advertiser, since it is inevitable that the advertising columns must share in the increased reader-attention which the higher price insures.



The World

PULITZER BUILDING, NEW YORK

Tribune Tower, Chicago

NEW YORK TIMES AND KIMBERLY-CLARK PARTNERS IN GIANT PAPER VENTURE

All Newsprint Needs of Times to Be Supplied After 1928 By Mills Near Kapuskasing, Ont.—Development Involves $25,000,000

THE *New York Times* and the Kimberly-Clark Company, of Neenah, Wis., have become associated in the development of newsprint and pulp mills and hydro-electric power development in Northern Ontario it became known this week, when the Spruce Falls Power & Paper Company, Ltd., was chartered by the Ontario government. The site of the development is at and near Kapuskasing, Ont., on the Mattagami River, flowing into Hudson Bay. Full development of the enterprise involves an investment of $25,000,000, the daily production of 500 tons of newsprint and more than 120 tons of sulphite pulp and electric power for other purposes in connection with the industry. The Kimberly-Clark Company, established in 1872, is one of the oldest paper companies in the United States and was a pioneer in newsprint manufacture, which it discontinued in 1916. Since then it has made this class of paper only to tide customers for other grades over an emergency.

Following announcement of the inporporation of the Spruce Falls Power & Paper Company, Ltd., J. H. Black, general manager of the Spruce Falls Company, Ltd., a company established in 1920, stated that the Kimberly-Clark Company, owners of all of the capital stock of the Spruce Falls Company, Ltd., had agreed to transfer all the assets of the latter company to the Spruce Falls Power & Paper Company, Ltd., and had also entered into an agreement with the New York Times Company, whereby, on the transfer of the assets of the Spruce Falls Company, Ltd., it would become jointly interested in the new company.

The controlling shares of the Spruce Falls Power & Paper Company, Ltd., will be held by the Kimberly-Clark Company, which will operate the mills. Among the assets taken over from the Spruce Falls Company, Ltd., are a sulphite plant, now producing about 110 tons daily, and agreements with the Ontario government giving cutting rights over an area of more than 4,500 square miles, and leases to develop water powers at Smoky Falls and Devil Rapids, both located on the Mattagami River.

Kapuskasing, where the present sulphite mill is situated, is on the main line of the Canadian National Railroad transcontinental route, about 60 miles west of Cochrane. The powers to be developed at Smoky Falls and Devil Rapids are 40 miles north of the mill site.

A contract has already been let to Morrow & Beatty of Peterborough, Ont., for construction of the railroad and transmission line connecting the power plant and the sulphite mill at Kapuskasing, from which point power will be transmitted during construction at Smoky Falls. This work is already well under way.

Mr. Black stated that the construction work would be done from plans by George F. Hardy, 305 Broadway, New York, and that four 219-inch paper-making machines would be the original installation. It is expected that the new company will be producing paper during the summer of 1928.

The Kimberly-Clark Company of Wisconsin is one of the oldest paper companies in the United States. Established in 1872, and at present directed by F. J. Sensenbrenner, it now manufactures approximately 1,000 tons of pulp and paper daily. Its mills, located in Neenah, Appleton, Kimberly and Niagara, Wis.; Niagara Falls, N. Y., and the Province of Ontario, produce rotogravure, magazine, catalog and book paper besides a large line of paper specialties and other paper products, including a line of trade-marked specialties, sanek, cellucotton, a hospital absorbent, dental rolls, etc. Through its subsidiaries, the Cellucotton Products Company of Neenah, Wis., and Cellucotton Products Company, Ltd. of Niagara Falls, Ont., and Toronto, it also manufactures the trade-marked sanitary products kotex and kleenex.

The new company will supply all the newsprint required by the New York Times, estimated to be at present about one-third of the maximum production of the mills. The Times consumed during 1925 more than 80,000 tons of various grades of paper.

IOWA PRESS DES MOINES PROGRAM READY

Administration Problems to Be Discussed At Three-Day Convention, May 6-8—Many Social Events Planned

The questions of postal rates, competition and the business management of newspapers will be considered by members of the Iowa Press Association when the organization meets in Des Moines, May 6 to 8. Election of a new managing director to succeed G. L. Caswell, resigned, will be another of the major duties of the assembly.

The daily press section will meet May 6 to discuss legal notice advertising rates. K. F. Baldridge of Bloomfield will discuss new newspaper laws and decisions of the supreme court in relation to the publishing business. E. P. Chase of the *Atlantic News-Telegraph* will discuss rates for board proceedings. In the afternoon delegates will be entertained at Fort Des Moines and the Wakonda country club. At the fort a military review will be given under command of Col. Julian R. Lindsey. This will be followed by a polo game between the Fort Des Moines and Wakonda teams. The visiting newspaper men will be entertained at dinner at the Wakonda Club as the guests of the Credit Association of Printers and Supply Men.

On the morning of May 7 Mayor Fred Hunter of Des Moines will deliver an address of welcome to the association. Executives of press associations of other states will appear on the Friday morning program. Frank O. Edgecombe of Geneva, Neb., president of the National Editorial Association will speak, as will Ole Buck, field manager of the Nebraska Press Association and H. L. Williamson, secretary of the Illinois Press Association.

At the Friday afternoon session Frank Jaqua of the *Humboldt Republican* will speak on "Competition as the Death of Pleasure and Profit." C. A. Baumgart of *Successful Farming*, Vernon M. Vierth, *Sumner Gazette*, R. R. Roberts, *Britt News-Tribune* and Miss Irene Davis of the *Toledo Chronicle* will be other speakers. Harry E. Taylor of the *Traer Star-Clipper* will speak on "Results of the Drive to Drive the Government out of Business," and Arthur Bonnet of Chicago will address the convention on "Making Better Newspaper Success."

On Friday evening Frank O. Lowden, former governor of Illinois will be the principal speaker at the banquet to be held in the ballroom of the Hotel Fort Des Moines where the general sessions of the convention are to take place. Governor John Hammill of Iowa, another speaker will talk on "Obligations of Newspapers of the State."

The various newspaper contests will be decided on the closing day. Trophies will be offered for the best mechanical makeup for papers from towns of more than 1,200 population and less.

TRADE MADE IN CERTIFIED DRY MATS THE U.S.A. MARK

The CERTIFIED POLICY

One Size
all mats 20" x 24"

One Quality
only the best we can make -- used by The New York Times, Cleveland Plain Dealer, Detroit Times, and several hundred other representative Newspapers.

One Price
15c on standing order

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue **New York, N. Y.**
for wet mat printing with DRY MAT facility---use Certifieds
Made in the U. S. A.

You may deal with these 28 Iowa daily newspapers as with one publication. The "Iowa plan" offers you uniform marketing cooperation all over the state.



For a *ready response*— tell IOWA

Any manufacturer of worth while goods should certainly tell his story to Iowa.

Here are nearly two and a half million of the most uniformly prosperous, most **typically American** people to be found anywhere. Iowa ranks 51% higher than the nation's average in taxable wealth per capita.

About half of Iowa's people live on farms. The rest are engaged in industries and other pursuits.

But those farms on which half of Iowa's people live are worth more than the **combined** farms of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New Jersey, Delaware, Maryland, West Virginia, South Carolina, Florida, Alabama, Arizona, Utah, Nevada, New Mexico and Wyoming.

Iowa has more automobiles on farms than any other state. There is now a car for every 3.7 persons in the state at large.

Iowa has more telephones per capita than any other state. She has more telephones than the entire country of France. More than **any** foreign country except England, Germany and Canada.

As prospects for your goods, these Iowa people rank many grades above the nation's average.

They are more willing and better able to buy both the necessities and luxuries of life.

You can reach them most surely and economically through their local daily newspapers, for practically everybody in Iowa reads one of these 28 dailies **every day.**

Let us send you full information about this wonderful market and how we help you with our merchandising service.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY TAKES A DAILY NEWSPAPER

EDITORIAL

VANDERBILT'S PLIGHT

ANY experienced newspaper men, knowing the surface facts, could long ago have told young Cornelius Vanderbilt that his course in journalism would inevitably lead to the present ugly snarl. Two years ago EDITOR & PUBLISHER warned him against the stock-selling methods that were being used with the public in his name—"come-on" advertising of the rankest order. It was obvious to us then that these methods would return to taunt Vanderbilt. For our well-meant criticism we were indirectly informed that EDITOR & PUBLISHER was regarded by Mr. Vanderbilt as distinctly unfriendly to him.

We agree with the celebrated legal defenders that young Vanderbilt has selected to contest against his father's decision to withhold his patrimony that the Vanderbilt newspapers have generally responded to a clean editorial ideal, and believe that young Vanderbilt has made a heroic attempt, according to his lights, to build a chain of tabloids, but his stock-selling methods were reckless and devoid of conscience, and the management of the business has been extremely bad, with Mr. Vanderbilt himself mainly responsible.

Naturally every newspaper man hopes that these newspapers can be saved. The day of cut-throat rivalry in America is dead. Any fellow with a good idea and money to back it is welcomed to the newspaper field. Vanderbilt's local competitors have been fair enough. He contends that $300,000 will save the properties. It would be a notable feat in journalism, in our opinion. Certainly Mr. Vanderbilt and his friends should be willing to make heroic sacrifices to defend the interest of those 25,000 stockholders, many of whom can ill afford to lose their investments.

Perhaps those who led young Mr. Vanderbilt into a hysterical stock promotion scheme have learned that the newspaper business does not list with the cats and dogs of the curb stock market.

Mr. Hearst says ten people read a boxed story for everyone who reads a story under a top head.

"BENEFIT AND CREDIT"

THE following note was appended to a handout from the National Council Lighting Fixture Manufacturers sent to newspapers this week:

"To receive the benefit and credit resulting from the publication of this news-item, please send checking copy to the General Offices of the National Council Lighting Fixture Manufacturers, 424 Guarantee Title Bldg., Cleveland, O."

Perhaps they have a supply of nice big lollipops for good and generous publishers.

Arbitration of questions in dispute is common sense in practice, but is unobtainable except as there is mutual desire for a just decision, based on full exposition of the facts before a trusted tribunal.

IMITATING NEWS PAGES

EDITOR & PUBLISHER commented recently on Macy's new advertising form, which is a combination of reading notices and pyramid display advertisements in a page make-up, possessing the general aspect of a news page but nevertheless adequately designated as a page of advertising.

This week we saw a page similarly made up by Foley Bros., and published in the *Houston* (Tex.) *Press*. This page, however, imitates a news page and bears no label. George B. Forristal, the sales manager, informs us that his store has been using this copy for more than a year and gives Foley Bros. credit for originating the idea.

There is no doubt that this is an attractive department store form, but in the case of the Foley advertisement lack of proper labelling of the page spoils everything. We are surprised that the Houston Press or any other newspaper would permit an advertiser to run reading notices in a make-up closely imitating a news page. It is a concession that goes too far, giving readers a false conception of what a newspaper has to sell in its columns. On the other hand, some readers resent such lures. In our opinion, Foley Bros. would lose nothing and advertising prestige would gain if the Foley page were marked advertising across the top, following Macy's form.



He that hath a bountiful eye shall be blessed; for he giveth of his bread to the poor.—Proverbs, XXII; 9.

"OVERLOOKED"

THE greased pig of journalism slipped through the legs of the entire aggregation of publishers at the Waldorf again last week. The resolution of the Bureau of Advertising of the A. N. P. A., asking for a committee investigation of free publicity, was completely muffed. The official announcement is that it was "overlooked."

And so, for another year, insofar as A. N. P. A. is concerned, the most dangerous leak in the editorial and advertising business will continue to pour its nauseous bunk into news columns, defeating legitimate space selling, making card rates of many newspapers farcical, offending the intelligence of the reading public, and violating not only the postal law which requires the labeling of advertising but a high editorial principle.

Nevertheless, regardless of how reckless or apathetic the membership of the A. N. P. A. may be, the fight will go on and individual newspapers will make the press agent increasingly unwelcome. Free publicity, now as heretofore, exists by reason of the weakness of the press itself.

South American editor calling at EDITOR & PUBLISHER *office this week stumped us with: "Who is the most popular poet in the United States?" Whom would you have named?*

WHITE'S GLITTERING HOPE

WILLIAM ALLEN WHITE, who constantly reiterates the statement that newspaper editorial freedom has been almost completely sacrificed to commercialism and that the man who puts up tens of thousands or millions for a modern plant cannot be independent as an editor, in a recent article in the *American Mercury* holds out this glittering hope for the future:

"A nation which has given the press all the constitutional guarantees of political freedom will not fail to see that economic freedom is necessary to the newspaper owner. A way will be devised in the wisdom of man and by the grace of God to bring that freedom in."

Mr. White then asserts that we are hampered by the "load of steel—presses, typesetting machines, rotogravure outfits, paper mills, motor trucks, and the whole lot of clumsy tools," but some day he says we shall slough off the load and find a new freedom—"perhaps take to the air."

Surely good Bill White does not mean to say that freedom from a "load of steel" can be found in radio. If so, he sadly lacks intimate experience with a broadcasting outfit, the patent situation and the traffic jam on the Class B wave band.

That chirping you hear is the press agent for the newly created "Canary Association," now flooding the mails with "features" intended to increase the sale of birds and cages.

AFTER A CENTURY OF TRIAL

IN celebration of 100 years of successful business the Swift Specific Company has issued a memorial booklet in which it is stated that the proprietors, after testing all forms of advertising, are convinced that "one medium alone now serves their requirements best—newspaper advertising."

It is an interesting and noteworthy testimonial because of the huge success of the company, its vast advertising experience and the fact that it now does business with the public through no less than 4,430 newspapers.

WAKE UP TO NEWSPRINT PERIL

NEWSPRINT production is a matter that American publishers must keep before them continuously. It is not merely a convention subject. Manufacturers cannot regard their chief raw material as of incidental concern to be occasionally laid on directors' tables. It demands constant attention.

We hope that every man who lives directly or indirectly through print on pulpwood sheets has been following the paper production situation, as revealed in articles appearing in EDITOR & PUBLISHER. Our fear is that many, even including publishers with large investments at stake, are apathetic, willing that "George" should plan the future supply. This attitude is certain to be expensive—sooner than many publishers would suspect. The best minds of the industry should get under such questions as: Conservation of supply, reforestation, government forest reserves, diversion of spruce for purposes other than for newsprint, equitable relations between the United States and Canada, imports from Europe, development of new sources of supply in the Northwest by new transportation means, continuous search for spruce substitutes and encouraging the paper makers to increase newsprint facilities. This immediate business of the press is to urge adequate federal forest appropriations—(See EDITOR & PUBLISHER for April 17, pages 19 and 22; also last week's issue, page 124).

Study and agitate the newsprint problem! EDITOR & PUBLISHER will gladly pass on to the profession any ideas any reader may have on the subject, with particular reference to the future newsprint supply.

What has become of the old-fashioned editor who used to throw pennies to the newsies just before the home edition went to press?

A LAUNDRY REFORM

INFORMATION comes from the Laundryowners' National Association that it has fired its press agent and will no longer bother publishers with laundry bunk in the guise of "news." Press agentry was found by this organization to be unprofitable and antagonistic to the relationships between the laundry business and newspapers. It was also discovered that to "make copy" press agents often quote officials improperly and in instances without their knowledge or consent. In the newspaper business this is called "faking." It is the chief attribute of most press agents. The laundry association concluded that it was wrong to employ a press agent to say things in editorial columns of the "easy press" which the association would not countenance in display advertising.

Nearly a year ago EDITOR & PUBLISHER called attention to the fact that the Laundryowners' National Association was seeking free editorial notices by press agent devices and we welcome this opportunity to proclaim its reform.

Bricklayers may make more money than most editorial laborers, but think of the fun they are missing.

"HEADLINITIS"

COINING a new word the *World Review* says: "Too busy to read or to choose wisely what we shall read, we skim the headliners, and call it a day's intellectual work. So we may diagnose our case as 'headlinitis.' It has become an American disease."

Tiresomely, this nonsense is repeated. All newspaper statistics disprove it. Newspaper circulations were never so great. Head-line reading is thin stuff, and it is not reasonable to believe that people go on year after year paying their money for such unsatisfactory information. Head-lines lead into text, and for every reader some item or feature must be interesting if repeat sales are made. Recently *New York Evening World* tested the question by offering prizes for the discovery of errors and sacks of mail came into the office every time a reporter or compositor slipped. Never in history has newspaper advertising been so effective as at the present time, selling merchandise or service with unparalleled economy. Advertisements must be read. "Headlinitis" is a cute word, but doesn't mean anything.

PERSONAL

. D. WHITE, general manager of the *New York World,* returned to New ork, April 24, from a Mediterranean uise. During the trip he also visited ngland, Scotland, and Ireland.

E. H. Butler, publisher of the *Buffalo vening News,* and vice-president of the ssociated Press, entertained Sir Esme oward, British Ambassador to the nited States, when he visited Buffalo is week.

Col. L. A. Watres, president of the *cranton* (Pa.) *Republican* recently oke to members of the Scranton Minerial association.

Chester C. Platt, president and treaser of the *Batavia* (N. Y.) *Times* will ave New York on May 29 to attend e Copenhagen conference to promote e taxation of land values and free trade. r. Platt will cover the conference for *nd and Freedom,* a trade journal.

W. C. Edwards, publisher of the *Deni* (Tex.) *Record-Chronicle,* has been ected governor of the 41st Rotary dist.

Gene Huse, owner of the *Norfolk* Neb.) *Daily News* will arrive in New ork May 10 after a four months' tour the Continent. It is his second trip road in two years.

IN THE BUSINESS OFFICE

. W. ALLEY has been promoted to the *San Antonio Express-Evening ews* merchandising staff, succeeding mner Needham Jr., resigned. Ed Ullrh, formerly with the *Southern Messiger,* San Antonio, has joined the Exess and News as advertising solicitor.

Ben F. Lawrence, general manager of t *Indianapolis Star,* was recently called t Coos Bay, Oregon, by the serious illss of his mother. Enroute home he cled upon newspaper men in Portland vhere he was formerly connected with tl *Oregonian.*

.t. Col. R. F. Parkinson, advertising nnager of the *Ottawa Journal,* after fer years in command of the Governor-Caeral's Foot Guards, is retiring. He wl be succeeded by Major C. Beresfd Topp, also a newspaper man.

ames F. Barrett, for the past six nnths advertising manager for the *Lrington* (N. C.) *Dispatch,* will be cnected with the Hollywood real estate dvelopment near Asheville, for the summr months, returning to the paper in th fall. B. C. Jervis, of Lynchburg, V, has joined the Dispatch staff, to reeve Barrett during his absence.

IN THE EDITORIAL ROOMS

VALTER SCHRAMM has been named news editor of the *Toledo B de,* succeeding Corwin Root, resigned.

ohn Olive, former city and Sunday dor of the *San Antonio Light,* has oed the *San Antonio Evening News* o desk.

e Roy Pope, for a number of years vn the *Athens* (O.) *Messenger* as pts editor, has joined the sports deament of the *St. Louis Times.*

aurice Lazar has joined the staff of n *Chicago Evening American* after an gt years' absence from newspaper rck. He was with the R. R. Donnelly rting Company.

Valter Paulison, of Northwestern Iversity, has joined the staff of the hago *Evening Post.*

ugh Schuck of the staff of the *Tokio n Advertiser* and Mrs. Schuck are ants of a son, born April 2. Both I and Mrs. Schuck are graduates of d University of Missouri School of rnalism.

Iurence Greene is now on general ssnments with the *St. Louis Times.* e came from the *Brooklyn Eagle* hre he was on night assignments.

Miss Helen Durno of the *Chicago Daily Journal* editorial staff, is vacationing in the Black Hills.

Frank Carson, supervising city editor of the *Chicago Herald-Examiner,* has returned to Chicago following a visit to the California ranch of William Randolph Hearst. He also visited Mrs. Carson who is in Colorado.

Mrs. Doris Bock, society editor of the *St. Paul Daily News,* and her husband, Fred W. Bock, artist, will sail June 5 for three months abroad.

Bill Shook and Harry Fohn are new reporters on the *San Antonio Light.*

Adrin Lee has been named city editor of the *St. Louis Times,* succeeding Sam Hurst. Lee has been identified in executive capacities with a number of Ohio publications.

A. W. Ferguson, police reporter for the *Salt Lake City Telegram* and Mrs. Ferguson are parents of a boy.

J. D. Keator, managing editor of the *Scranton* (Pa.) *Times,* has been critically ill for the past ten days with pneumonia.

J. F. Tweeby has been made automobile editor of the *San Antonio Light.*

Alton Cook has been transferred from rewrite to the copy desk of the *St. Paul Daily News.*

William A. Curley, Jr., of the *Milwaukee Wisconsin News,* and son of William A. Curley, managing editor of the *Chicago Evening American,* has returned to his Milwaukee home with his bride after a honeymoon in Chicago.

George William Eggers, director of the Denver, Col., art museum and art editor of the *Rocky Mountain News* has accepted the post of director of the Worcester Art Museum to succeed Raymond Henniker-Heaton who resigned a year ago.

Tom Williams, *Toledo Blade* labor reporter, is again covering federal beat for the Blade. Williams first covered the Toledo federal beat 25 years ago.

John P. O'Connell until recently a member of the *Worcester Telegram* reportorial staff has joined the federal immigration service and has been assigned to duty at Houlton, Me.

Charles H. Clark, editor of the *Ogdensburg* (N. Y.) *Daily News* has resigned to join the reportorial staff of the *Ogdensburg Daily Advance.*

Marion Eakes, formerly city editor of the *Miami* (Fla.) *Tab,* is now on the federal court beat for the *Newark* (N. J.) *Ledger.*

Nelson Randall has been transferred from federal to suburban beat by the *Toledo Blade.*

HOLDING NEW POSTS

LAWRENCE McCARTHY, from editorial staff, *Ogdensburg Daily News,* to *Ogdensburg Republican-Journal.*

FOLKS WORTH KNOWING

J. N. HEISKELL, editor of the *Little Rock* (Ark.) *Gazette,* and the new second vice-president of the Associated Press, was formerly an employee of the latter organization. He served one year as editor in charge of the Southern wires in the A. P. Chicago bureau, and for two years as correspondent in charge of the Louisville office. Later he and others launched the Arkansas Gazette in Little Rock, and he has been editor of that newspaper since 1902.



J. N. Heiskell

Graduated from the University of Tennessee in 1893, Mr. Heiskell, before joining the Associated Press, worked as a reporter and editor on newspapers in Tennessee. He was one of many Southern newspaper men to receive their training from C. P. J. Mooney, fighting editor of the *Memphis Commercial-Appeal.* At one time Heiskell was city editor of the Commercial-Appeal.

Mr. Mooney was Mr. Heiskell's immediate predecessor as Associated Press vice-president.

Governor Donahey of Arkansas appointed Mr. Heiskell United States Senator from Arkansas in 1913 to take the place made vacant by the death of Senator Jeff Davis. He served until the election of Senator Joseph T. Robinson, who is still serving.

Glenn Compton, from general assignments, *Memphis Commercial Appeal,* to rewrite, *St. Louis Times.*

Theodore Link, from federal building man, *New Orleans Tribune,* to general assignments, *St. Louis Times.*

H. G. Head, from *San Antonio Evening News* copy desk, to editor, *Breckenridge* (Tex.) *American.*

Patrick Cook, from *Minneapolis Tribune* to federal run, *St. Paul Daily News.*

Robert Paulsen, from *New York Mirror,* to staff, *Chicago Herald-Examiner* as manager of the art department.

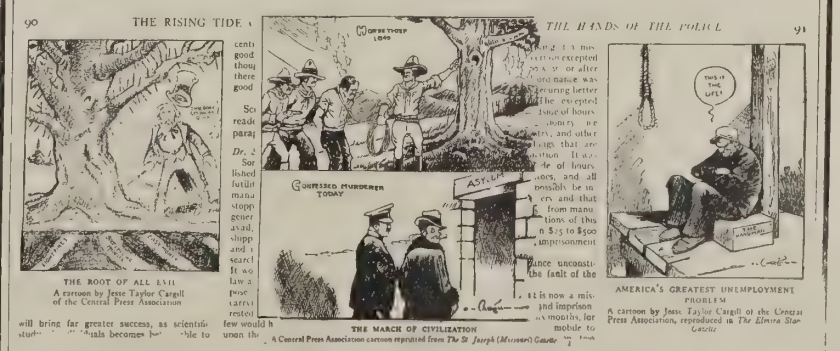
Ralph H. Bennett, from city editor, *Buffalo Evening Post,* to night city editor, *Niagara Falls* (N. Y.) *Gazette.*

Richard Mealand, from *Cleveland News,* to *Toledo Blade* staff.

Ward Maher, from *Denver Post* ed-

(*Continued on page 30*)

PROOF OF THE PUDDING!



Cargill's cartoons, which are released exclusively through the Central Press service, are frequently reproduced by national reviews like the Literary Digest, the Outlook and the Review of Reviews. The three Cargill cartoons shown above appeared in the May issue of World's Work.

The Central Press Association

V. V. McNitt, President — Central Press Bldg., Cleveland — H. A. McNitt, Editor and Manager

Pine to Palm

The Success of

GAS BUGGIES

or

HEM AND AMY

By FRANK BECK

is not confined to any one region.

The strip is looked for and laughed at from Portland, Maine (The Express), to San Diego, California (The Independent).

Some of the users in "high spots" in between Portland and San Diego are:

Boston Traveler
New York Evening Telegram
Philadelphia Record
Pittsburg Sun
Louisville Herald
St. Paul News
Omaha News
Los Angeles News

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager — Earl J. Hadley, Associate

150 Nassau Street, New York City

COSTUME DANCE IN HEARST HOME



Mr. and Mrs. William Randolph Hearst photographed at a costume supper dance given this week in the Gothic Room of their New York apartment home.

(*Continued from page 29*)
itorial staff, to *Des Moines Register* as assistant editor in the state news department.

MARRIED

CHARLES E. HODGES, owner of the New Dominion Printing and Publishing Company, of Morgantown, West Va., publishers of the *Daily New Dominion,* to Miss Florence Conant, of Ithaca, Mich., in New York, April 2.

Harry Burkhalter, of the *San Antonio Light* copy desk, to Miss Mary Ruth Goldman, recently.

E. B. McCann of the editorial staff, *Decatur Review,* to Miss Susie Shouse of Danville, Ill., April 24.

Leon K. Byrne, reporter on the *Portland Oregonian,* to Miss Eleanor D. Burtchaell, daughter of James T. Burtchaell, Portland banker, recently.

Ira B. Hyde, Jr., publisher of the *St. Helens* (Ore.) *Mist,* to Miss Lorene Fuller of Princeton, Mo., recently.

Irven C. Schiebeck, assistant sports editor, *Columbus* (O.) *Dispatch,* to Miss Lydia Margaret Counts a few days ago.

Edward Williams, Jacksonville correspondent, International News Service, to Miss Vivienne Bagnell, of New York.

NEW PLANTS AND EQUIPMENT

STEPS have been taken by the *Wellsburg* (W. Va.) *Herald* for the purchase of a permanent home, to be located at 610 South Main street. The property, at present occupied by the company following a fire on April 2, destroying the former home of the newspaper, consists of a 3 story brick building, providing adequate room for expansion. It is the intention to install a job plant within a short time and possibly to replace some of the press equipment.

Ludlow installations recently made include *Tampa* (Fla.) *Times; Kenton* (O.) *News-Republican; Lake Worth* (Fla.) *Leader; Anderson* (Ind.) *Gospel Trumpet; Clearwater* (Fla.) *Morning Herald; Orlando* (Fla.) *Reporter Star; East Stroudsburg* (Pa.) *Sun; Seattle* (Wash.) *American Free Press.*

A new brick building is under construction to house the *Meeker* (Okla.) *Herald.*

SPECIAL EDITIONS

LONGVIEW (Wash.) Daily News, Anniversary edition.

Goshen (Ind.) *Daily Democrat,* Automobile edition, April 14.

Norristown (Pa.) *Register,* 48-page second anniversary edition, April 14.

Welch (W. Va.) *Daily News,* 44-page Automobile Show number, April 10.

Chatham (Ont.) *Daily News,* Automobile supplement, April 24.

Lexington (Ky.) *Herald,* special edition on centennial anniversary of Kentucky Horse Breeders Association, April 15.

Tacoma (Wash.) *Daily Ledger* annual mid-spring development edition in four sections, April 14.

Ogdensburg (N. Y.) *Republican-Journal* 24-page Automobile edition.

PRESS ASSOCIATION NOTES

J. N. ATKINSON, for the last four years attached to the Associated Press, London bureau, is going to Vienna as a special correspondent for the Hearst publications and the *London Daily Mail.* He will send news not only from Vienna but from all parts of the Balkans. Before coming to Europe, Mr. Atkinson served on the *Norfolk Virginian-Pilot.*

Thomas T. Topping, of the Associated Press, Paris bureau has gone to Oudjda, Morocco, to report the negotiations between the Riffs and the French and Spanish.

Floyd E. Williamson, Boston correspondent of the Associated Press, recently addressed the New England Purchasing Agents' Association at a dinner held in Boston.

NEW PUBLICATIONS

C. C. EMSERSON has established a new paper at Magnolia Park in the San Fernando Valley, Cal.

Bernard M. Stone has started publication of the *Leadfield* (Cal.) *Chronicle.*

W. A. Maxwell, former editor of the *Carlsbad* (Cal.) *Champion,* has started publication of the *Southern California Homeseeker* at San Diego.

T. M. Hancock has started the publication of the *Westmoreland* (Cal.) *Mail,* weekly.

WITH THE SPECIALS

CHARLES H. EDDY COMPANY, New York, has been appointed to represent the *Racine* (Wis.) *Times-Call.*

Cone, Hunton & Woodman, Inc., publishers representatives, New York, have been appointed to represent the *Knoxville* (Tenn.) *Journal* in the North and West.

Veree & Conklin, Inc., New York, have been appointed to represent the *Worcester* (Mass.) *Evening Post.*

CHANGES OF OWNERSHIP

ARCH H. FULTON has purchased the *Brookfield* (Mo.) *Gazette* and will retain Charles Martin as editor. J. V. Martin, associated with the paper half a century and recently associate editor, is retiring.

A. R. Maeser, publisher of the *Hackensack* (Minn.) *Independent,* has bought the *Backus Tribune* and merged it with his paper under the title of *Cass County Independent.*

Holstad (Minn.) *Journal* has been purchased by C. A. Smaby of Litchfield.

B. A. Thompson, formerly of Gainesville, Fla., has bought an interest in *Sherman* (Tex.) *North Texas Press,* becoming its editor. M. D. Townley, who has been editor, remains with the Press.

A. J. Reichman, former publisher of the *Platte* (S. D.) *Tribune* and for eight years a resident of Platte, has purchased the *Lyon County News,* George, Ia., and was to take possession May 1. He has been in the newspaper business in South Dakota 20 years.

Jay (Okla.) *Delaware County Chieftain,* has been sold by Guy A. Tweedie of Grove to O. E. Butler, editor of the *Tahlequah* (Okla.) *Arrow-Democrat* and will be in charge of Owen Butler.

Charles C. Woodson, former editor and owner of the *Quanah* (Tex.) *Times,* has repurchased the paper from A. Clarence Smith, who is returning to Arkansas.

Willis Arthur Lane has purchased the *Yuma* (Ariz.) *Evening Herald* from George W. Lynn and has taken charge of the paper.

ASSOCIATIONS

BOSTON'S newspapermen turned actors in Jordan Hall, April 29, when the FOURTH ESTATE LODGE A. F. & A. M. presented an evening's entertainment of minstrelsy and follies. There were 40 men in the first part of the show. The endmen were Bob Emery of the Edison Electric Company station WEEI and Walter Myers, Bill Nye of the *Boston Herald* and Dad Center of the *Boston Transcript.*

About 40 members of the PANHANDLE PRESS ASSOCIATION attended the recent annual meeting of that organization at Amarillo, Tex. Joe J. Taylor, "State Press" of the *Dallas News,* was the principal speaker at a banquet given the newspaper men.

NEW YORK LEAGUE OF ADVERTISING WOMEN held an open meeting on "Trust in Advertising," in the Wanamaker auditorium, April 27. H. J. Kenner

(*Continued on page 32*)

THE

Chattanooga Newspaper Situation

The Chattanooga newspaper situation is different from days of the past. The space-buyers' guide of 1925 is out of date, much less 1920, when you want the facts on Chattanooga.

The Chattanooga News today has the largest net paid city circulation in its history.

Today more than 21,000 copies of The News, out of a total net paid of nearly 30,000, go into the homes of Greater Chattanooga, which has 25,000 homes, according to the best estimates available.

In addition to this 21,000 circulation in Chattanooga, another 6,000 is in the buying radius of 56 miles.

Talk about class circulation; talk about coverage; talk about the buying power of the people of the Chattanooga district, "The Ruhr of America."

The News covers everything—rich and poor; white and black; Protestant, Catholic, Jew and the rest.

Cover the Great Chattanooga district at one cost.

Check up on the A. B. C. reports—both the publisher's statements and the auditor's reports.

The CHATTANOOGA NEWS

GEORGE F. MILTON, President WALTER C. JOHNSON, General Manager

CHATTANOOGA, TENNESSEE

"The Dynamo of Dixie"

JOHN M. BRANHAM COMPANY

Publisher's Representative

Chicago St. Louis Atlanta New York

The Asheville Citizen Leads the Entire United States in Advertising Gain for the First Quarter, 1926—

Proving that Business is *Exceptionally* GOOD in Asheville, North Carolina

Asheville has entered upon a period of unmistakable prosperity in the opinion of local bankers, merchants, realtors and business men generally.

This is reflected in the Asheville Citizen's gain of over 1,000,000 lines during January, February and March.

Editor & Publisher's linage record of newspapers in 30 principal cities shows that in January, 1926, the Asheville Citizen's gain was surpassed only by 17 papers in New York, Chicago, Philadelphia, Detroit, St. Louis, Boston, Baltimore, Washington, New Orleans and Houston, and in February by only the Chicago Tribune and in March by **none!**

The closest approach to the Asheville Citizen's gain of 1,011,710 lines for the first quarter of 1926 over 1925 was made by the Chicago Tribune with 866,856 lines.

The Asheville Citizen

Morning and Sunday — 14,000 Circulation

A. B. C. Member — Line Rate 5½ c.

Analysis of the Remarkable Advertising Gain

		National	Local	Classified	Total	Gain Lines
January,	1926	97,146	562,856	159,628	819,630	
	1925	85,400	456,260	73,402	615,062	
	Gain	11,746	106,596	86,226		204,568
February,	1926	112,896	675,500	210,924	999,320	
	1925	88,690	496,244	86,618	671,552	
	Gain	24,206	179,256	124,306		327,768
March,	1926	124,376	942,270	227,472	1,294,118	
"	1925	114,212	582,792	117,740	814,744	
	Gain	10,164	359,478	109,732		479,374
Totals	1926	334,418	2,180,626	598,024	3,113,068	
"	1925	288,302	1,535,296	277,760	2,101,358	1,011,710

Total Net Gain of 1,011,710 lines, 48%

Developments around Asheville, the wealthy and beautiful mountain-city of western North Carolina, have been multiplying for several years. Suburbs like Biltmore Forest, Lakeview, Grove Park and many others defy description and strain belief. They typify wealth and culture. Many industries have been recently established.

Asheville, situated high in the Blue Ridge Mountains of Western North Carolina, is naturally a morning paper city. Papers from other cities cannot get into its circulation territory until the news is stale. And no evening paper in Asheville can get far out into the territory until the next morning.

The Asheville (Morning) Citizen has this natural advantage in addition to its news and feature services and sound management, which combine to make it one of the South's most representative newspapers.

Aside from local manufacturing, wholesaling, retailing, farming, fruit growing and stock raising, the "crop" most indicative of the territory is the "tourist crop," yielding millions of dollars. Six hundred thousand tourists came to western North Carolina last year.

There is no city the country over with more palatial homes or hotels. All this is reflected in the high grade merchandise displayed in Asheville's stores.

National Representatives

E. Katz Special Advertising Agency

NEW YORK CHICAGO DETROIT ATLANTA KANSAS CITY SAN FRANCISCO

(*Continued from page* 30)

general manager of the New York Better Business Bureau, spoke on "Truth in Advertising."

WOMEN'S PRESS CLUB of New York met at the Waldorf Astoria on April 24. The speakers were Charles Wakefield Cadman, Charles H. Meltzer, Mme. Katherine von Klenner and Mrs. Henry M. Tracy.

Member of the MASSACHUSETTS PRESS ASSOCIATION, made up of publishers of weekly newspapers, met recently at the office of Mayor Conwell of Somerville, Mass. The mayor is a member of the association as publisher of the *Somerville Journal.* Among those who attended the meeting was Charles S. Parker of the *Arlington Advocate,* who recently celebrated his 87th birthday. After the meeting the members were taken to see historic spots in Somerville, the northern artery route and some of the manufacturing plants.

IOWA POSTER ADVERTISING ASSOCIATION at its 13th annual meeting in Des Moines, last week voted to change its name to the Outdoor Advertising Association of Iowa and on invitation of the Iowa State College of Agriculture designated Ames for the 1927 gathering. J. B. Stewart of Clinton was reelected president.

BOSTON NEWSPAPERMEN'S GOLF ASSOCIATION held its annual meeting and election of officers last week. J. C. Kerrison of the *Post* was re-elected president. Other officers are Thomas B. Forsyth, Post, secretary; H. T. Claus, Transcript, treasurer; E. P. Cunningham, Traveler, first vice-president; D. J. McGuiness, *Globe,* second vice-president; N. J. Flately, *American,* third vice-president. Messrs. Whitman, Collier and Fowler were appointed permanent trustees of the Larry Paton Memorial Fund. These with Burt Hoxie and D. F. McGuiness were appointed to arrange for the tournament in 1926.

GREATER BUFFALO ADVERTISING CLUB has chartered a steamer and will conduct a cruise to Montreal early in June consuming four days in cruising and sightseeing.

L. W. Trester, Omaha, was elected president of the OUTDOOR ADVERTISING ASSOCIATION OF NEBRASKA at the annual meeting in Grand Island, Neb., this week and Mrs. A. J. Nutzman, Fairbury, elected secretary-treasurer. Among resolutions adopted were ones approving the state good roads program. Norfolk was selected for the next meeting.

Annual meeting of the CHICAGO PRESS GOLF CLUB will be held April 24 in the offices of *Golf Magazine,* 410 North Michigan avenue.

TOWN CRIERS CLUB OF ST. PAUL was entertained at dinner in the *Dispatch* tea room the evening of April 10 by the *Dispatch-Pioneer Press* management. W. H. Oppenheimer gave an exposition of the varied operations of the Dispatch Printing company, using lantern slides and moving pictures. The guests were then shown through the plant and saw all the operations of newspaper production.

M. Emory Watts of the *Delta* (Col.) *Tribune* and R. B. Spencer of the *Fort Morgan* (Col.) *Times* have been appointed to the executive committee of the COLORADO EDITORIAL ASSOCIATION to fill vacancies created by the resignation of Henry F. Lake, Jr., of Gunnison and A. L. Perry of Hotchkiss, Colo.

Portland Rose Festival, floral fete, has been suspended for one year and the WOMEN'S ADVERTISING CLUB of PORTLAND has jumped into the breach and announced that it will sponsor a rose week in June. While there will be no attempt to replace the entertainment feature of the Rose Festival, the advertising women will make a special campaign for the display and wearing of roses during rose week.

Kenneth Bragdon was elected president of the WATERLOO (IA.) AD CLUB at its annual meeting last week, succeeding Frank Fowler. Mr. Fowler was elected a vice-president and L. C. Leeper chosen secretary-treasurer.

COLORADO EDITORIAL ASSOCIATION will hold its annual mid-summer convention this year in the San Luis valley. Several valley towns will act as joint hosts.

W. A. Rogers, Wamego, was re-elected president of the KANSAS OUTDOOR ADVERTISERS' ASSOCIATION at the annual meeting in Topeka. Fred. R. Corbett, Emporia, was named vice-president; H. K. Hinkson, Topeka, secretary-treasurer.

SCHOOLS

DR. ELMER R. HOKE, president of Catawba College, has announced the donation by the *Salisbury* (N. C.) *Evening Post* of a silver loving cup to be contested for each year by the Athenean and Philomathenean literary societies. The cup, said Dr. Hoke, will be fifteen inches in height, of solid silver, and will be appropriately engraved. The societies will engage in debate each year for the cup, the winner to have custody of it during the ensuing year.

Preparation of advertising for the Wolff & Marx Co., San Antonio department store, was turned over for a day recently to the advertising class of Main Avenue High School, San Antonio. The copy drew the praise of J. H. Zimmer, the store's advertising manager.

Stanton L. Clark, Redfield, S. D., was elected president of the South Dakota chapter of Sigma Delta Chi, national journalistic fraternity at the University of South Dakota, at Vermilion this week. He succeeds James B. Brackett. Marvin Leonard, Cherokee, was elected vice-president; Louis Tollefson, Stratford, secretary and Alvin Murphy, Pierce, treasurer.

Students in the Department of Journalism at Syracuse University will take over publication of the regular editions of the *Auburn* (N. Y.) *Advertiser-Journal,* Wednesday, May 12. The students will gather and write the news and the entire editorial content of the paper, edit the copy, write the headlines and make up the pages. This is the fifth anniversary of the enterprise.

Oklahoma embryo newspaper men and women will meet in Norman, Saturday, May 1, for the annual meeting of the Oklahoma Interscholastic Press Association. Grace E. Ray, secretary-treasurer of the association called the meeting. She is an instructor in journalism at the state university, Norman. A series of round table discussions will be held at the University of Oklahoma, with the department of journalism acting as host. Judges will be: Miss Ray, Prof. H. H. Herbert, director of the school and Frank Dennis, Sand Spring, managing editor of the *Oklahoma Daily,* student newspaper.

A. W. Grant, managing editor of the *San Antonio Express,* was to address embryo journalists at a meeting in San Antonio May 1 to organize a Southwest Texas High School Press Association. Robert Lee Rhea, head of the San Antonio High School Press Association, will preside.

ADS "MAKE PEOPLE THINK"

And Then They Buy, Armour Man Tells Boston Ad Club

"I believe that advertising in the daily newspapers starts more people to thinking than any other media," declared Charles W. Myers, director of trades relations of Armour & Co., Chicago, in an address on "What Makes the Buyer Buy," before the Advertising Club of Boston April 26. "Local advertisers greatly outnumber national advertisers and the latter use the newspaper either for the purpose of preliminary announcements or for a continuous campaign."

"The buyer buys," he continued, "because he or she knows us and has confidence in what we say about our advertised goods. Buying follows identifying and we never can get away from the truth that the best advertising man is he who knows his merchandise, his markets and his media."

The speaker advocated brief, simple statements in an advertisement, the fewest and clearest words that will convey the idea. He recommended the familiarizing of sales forces with the advertising matter of the firm; with the prominent use of a trademark; with learning the needs of markets and customers and of knowing thoroughly the products one has to sell, such knowledge to be subject to frequent revision.

Fake Ad Solicitor Sentenced

Joseph H. Johnston, of Brockton, Mass., who is alleged to have obtained small sums of money through impersonating a newspaper advertising solicitor, was found guilty of larceny on nine counts in Quincy, Mass., district court and was sentenced to serve one month for each count in the house of correction.

WEEK'S AD TIPS

Blaine-Thomson Company, Inc., Fourth National Bank Building, Cincinnati. Handling advertising of Philo Burt Manufacturing Company, 5 West 4th street, Jamestown, N. Y., manufacturers of spinal appliances and shoulder braces.

D'Arcy Advertising Company, Inc., Missouri State Life Bldg., St. Louis, Mo. Placing advertising of the Three Minute Cereals Company, Cedar Rapids, Iowa, manufacturers "3 Minute Oat Flakes."

Albert P. Hill Company, Inc., 233 Oliver avenue, Pittsburgh, Pa. Handling account of Pratt & Lambert, Inc., Tonawanda street, Buffalo, N. Y., manufacturers of "61" floor varnish.

H. W. Kastor & Sons, 22 West 48th street, New York. Placing account of M. J. Breitenbach Company, 53 Warren street, New York, advertisers of "Gude's Pepto-Mangan."

Emanuel Linder Advertising Agency, 25 West 42nd street, New York. Handling account of J. H. M. B. Laboratoreis, 220 25th street, Brooklyn, N. Y., manufacturers "Richelieu" Pearls.

Charles H. Touzalin Agency, Inc., 7 So. Dearborn street, Chicago. Placing advertising of the Kirsch Manufacturing Company, Sturgis, Mich., manufacturers of "Kirsch" curtain rods.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

ANNOUNCING

Change of Representation

Beginning May 1st, 1926, the Racine Times-Call, Racine, Wis., will be represented in the foreign field by the

CHAS. H. EDDY CO.

New York Boston Chicago

They will succeed the Allied Newspapers, Inc., the latter having decided to confine its representation solely to the Scripps-Howard newspapers.

Racine is one of the most prosperous cities in the country and the Times-Call has been first in city circulation for more than four years.

The average paid circulation of the Times-Call for the six months ending April 1st, 1926 was

10,209

A net gain of 623 for the six months' period and 1,067 for the year.

These gains have been won on merit and WITHOUT CONTESTS of any kind.

The Times-Call enters nearly 8,000 of the 12,000 homes in Racine daily.

THE CALL PUBLISHING CO
Racine, Wisconsin

Chas. H. Eddy Co.
New York, Boston, Chicago

United States Government Report of

ST. PETERSBURG, FLORIDA, NEWSPAPERS' CIRCULATION

From October 1st, 1925 to April 1st, 1926

The Daily News

Daily News, only St. Petersburg paper applying for A B C membership.
Daily Average for Second Six Months of Its Existence

5.—That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the next six months preceding the date shown above, is **13,656**

Sworn and subscribed before me this 24th day of March, 1926.

ALEX WOHLWEND, Notary Public.
My commission expires July 13, 1929.

MAJOR ALFRED BIRDSALL,
Assistant Publisher.

St. Petersburg Times

Daily Average for 43d Year of Its Existence

5.—That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is **12,143**

(This information is required from daily publications only.)

PAUL POYNTER.
Publisher.

Sworn to and subscribed before me this 31st day of March, 1926
L. R. BURB, Notary Public.

My commission expires June 8, 1928.

The Evening Independent

Daily Average for 19th Year of Its Existence

5.—That the average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is **11,917**

L. C. BROWN.
(Signature of editor, publisher, business manager or owner.)

Sworn to and subscribed before me this 3rd day of April, 1926.
RUTH ERVIN, Notary Public.

My commission expires April 29, 1928.

First, THE DAILY NEWS, 13,656 — Daily Average for Second Six Months of its Existence

Second, ST. PETERSBURG TIMES, 12,143 — Daily Average for 43d Year of its Existence.

Third—THE EVENING INDEPENDENT....11,917 — Daily Average for 19th year of its Existence.

THE DAILY NEWS COVERS THE FIELD!

Daily News National Advertising Representative: GEO. B. DAVID, 110 East 42nd Street, New York; 1110 Hartford Bldg., Chicago.

Montreal Newspaper Man Dies

Percy St. Clair Hamilton, dean of the newspaper fraternity of Montreal, died April 21. Born in Halifax, N. S., November 16, 1858, he started his newspaper career on the *Halifax Chronicle*, then established and ran a paper in Yarmouth, N. S., and eventually joined the *Montreal Star*. Later he founded the *Montreal Sunday Sun* and published it until its absorption by other publications. He then joined the *Montreal Herald* and was for many years its theatrical critic and an editorial writer.

Former Washington Writer Dies

Austin Cunningham, 41, who died recently in Washington, was former correspondent for the *San Antonio Express* and *Louisville Times*, formerly an editor of the *Red Cross Magazine*, and former secretary of the National Press Club. At the time of his death he was principal of Peniel School, Washington. He formerly lived at San Angelo, Tex.

Obituary

GEORGE M. WATERMAN, 59, formerly editor of the *Sidney* (Ia.) *Fremont County Herald* and one of the best-known newspaper men in southwestern Iowa, died recently at his home in Carnegie, Okla.

LUCIUS R. HAMMOND, secretary and assistant business manager of the Hammond Printing Company, publishers of the *Fremont* (Neb.) *Tribune*, died April 12 of pneumonia contracted while recovering from injuries received in an automobile accident.

GEORGE E. KIRKPATRICK, 70, publisher of the *Gilroy* (Cal.) *Gazette* and former owner of the *Rushford* (Minn.) *Star* and *Pepin* (Wis.) *Star*, died at Gilroy recently.

CALVIN A. STULTS, 60, oldest newspaper reporter in Zanesville, O., is dead. He had been connected with Zanesville newspapers 35 years.

LEE LOGAN, 47, editor and manager of the *White Earth* (Minn.) *Tomahawk*, organ of the Chippewa Indians, died April 19.

LUTHER L. ORWIG, 82, a veteran printer and newspaper man died at his home at Napoleon, O., recently. He had been the owner and editor of the *Northwest News* since 1872.

JESSE W. STRONG, former owner and editor of the *Canton* (Ill.) *Daily Cantonian*, the *Daily Leader* and the *Daily Republican*, and for a time editor of the *Register*, died suddenly April 20 at his home in Canton. He had retired from the newspaper field several years ago and devoted himself to job printing.

WALTER WHITEHEAD, 65, owner of the Eagle Printing Company, of Sharon, Pa., and secretary of the Sharon School Board, died at his home April 24. Mr. Whitehead was born in England and resided in Sharon for 50 years.

MRS. CAROLINE GREENE SCOTT, widow of James W. Scott, founder of the *Chicago Evening Post* and the *Chicago Herald*, died Monday in the Presbyterian hospital in Chicago. She was 71 years old and a pioneer resident of Northern Illinois. Her sister, Mrs. Maria F. Hunkins, of Westerly, R. I., survives.

MRS. EVA EPSTEIN, sister of Max Annenberg, general manager of *Liberty Magazine*, and wife of Samuel C. Epstein of the *Chicago Tribune*, was buried in Chicago, Tuesday. She died last Saturday. She was a sister-in-law of Louis H. Rose, circulation manager of the Tribune. Besides her husband, Mrs. Epstein is survived by four children, two other brothers and two sisters.

HARRY EARL KRAUTH, of Oak Park, Ill., manager of the *Chicago Herald-Examiner* classified advertising department from 1906 to 1918, is dead after an illness of almost a year. He leaves a widow, Mrs. Adele Krauth, and two daughters. Burial was at Toledo.

FREDERIC C. LOWE, correspondent at various times for the *Boston Globe*, *Post* and *Herald* died recently at his home in Waltham, Mass. He leaves two brothers, Edward Lowe, city editor of the *Waltham News-Tribune* and Ernest Lowe, a reporter for that paper.

HUBERT J. CLAFLEY, a linotype operator on the *Worcester* (Mass.) *Evening Gazette* died recently.

JOHN W. PACE, 64, editor of the *Jefferson Valley News*, Whitehall, Mont., and the *Montana Woman*, died at his home in Whitehall, April 20.

JOSEPH P. DOWNEY, superintendent of the Ontario Hospital for the Feeble-Minded, Orillia, and previously editor of the *Guelph* (Ont.) *Herald*, died on April 19. He was born in Puslinch, Ont., in 1865 and entered newspaper work as a boy. He retired from the editorial desk 15 years ago to take up public service work.

A. C. F. GILBERG, 70, owner of the Observer Printing Company, of Celina, O., died at his home there.

HARRY S. WAGNER of Buffalo, former editor of the *East Aurora* (N. Y.) *Citizen*, died in Washington where he had gone for a vacation.

MRS. ELIZABETH BAUM, wife of A. T. Baum, sporting editor of the *San Francisco Examiner* and former President of the Pacific Coast Baseball League, died in Oakland, Cal., recently.

CHARLES ALDRIDGE, 81, pioneer newspaperman of Iowa and South Dakota, died April 14 in the home of his daughter, Mrs. W. H. Jandt, Sioux City, Ia. He founded the *Monona County Gazette* in Onawa, Ia., which he published 20 years. For the last 12 years he had operated the *Fairview* (S. D.) *Eagle*.

EDWIN HENDERSON, 82, a veteran newspaper man of Cincinnati, died a few days ago in Florida.

RICHARD W. LEDWITH, 73, former Chicago newspaper man, died recently in Wauwatosa, Wis. He worked for a number of Chicago papers, among them the *Chicago Tribune*. He had also been connected with the Associated Press. He was secretary to the late William Jennings Bryan during Bryan's last campaign for the presidency.

PAUL E. VANDOR, 68, died in Fresno, Cal., April 6. Vandor years ago was a reporter on the *San Francisco Chronicle*, the *Examiner* and the *Evening Post*. He was also city editor of the *Fresno Democrat*.

WANT AD AIDED NOVELIST

Sir Gilbert Parker Reveals Source of Latest Book

A humble newspaper want advertisement made it possible for Sir Gilbert Parker to write his latest novel, he revealed to New York ship news reporters on his arrival in this country this week.

Starting to write the book his memory, going back to 1885, fastened upon certain incidents of which he had heard at that time, but his recollection of them was too hazy. He knew there had been a fellow wanderer whose path had crossed his in widely separated places, and he decided only this man could fill the gaps of the plot.

Knowing no other way of finding the man, Sir Gilbert inserted this advertisement:

"Botany Bay wishes to meet Frank H., whom he met on the way to Los Angeles and later in the Sandwich Islands, New Zealand, London and Paris in the mid-eighties."

Answers came from many persons to "Botany Bay," but it was weeks before Frank H. wrote. Sir Gilbert invited him to New York. The meeting was a strange one, for Sir Gilbert had visualized his old companion as he was in the former century. He saw a white-haired, stoop-shouldered old man, and this old man found in Sir Gilbert but little trace of the careless youth he had known.

But the gaps in the story were filled as the two men sat living over again the wandering years of the eighties. With the plot complete, Sir Gilbert fashioned his novel.



Florida Bank Deposits *Doubled* Last Year

Consider the following comparative statement of Florida's bank deposits:

June 30, 1924....$298,093,265.90
June 30, 1925.... 602,238,856.69

INCREASE $304,145,590.79

More than 100 per cent. increase in one year!

Yes, business is good in Florida. People are making money here. And they are spending it, too.

Florida has nearly one and a half million year-round residents and nearly the same number of winter visitors. The per capita buying power of these people is comparatively high and their demands are comparatively heavy.

Here is a great, growing market for the manufacturer—a year-round market for general products and a special winter market for summer goods.

Cover Florida intensively but not expensively by using the most complete, economical media—the Associated Dailies of Florida.

ASSOCIATED DAILIES *of Florida*

510 Clark Bldg. Jacksonville, Florida

Bradenton News
Clearwater Sun
Daytona Beach Journal
Daytona Beach News
Deland Daily News
Eustis Lake Region
Ft. Lauderdale News
Ft. Myers Press
Ft. Myers Tropical News
Ft. Pierce News-Tribune
Ft. Pierce Record
Gainesville News
Gainesville Sun
Jacksonville Florida Times-Union
Jacksonville Journal
Key West Citizen
Key West Morning Call
Kissimmee Gazette
Lakeland Ledger
Lakeland Star-Telegram
Melbourne Journal
Miami Daily News
Miami Herald
Miami Illustrated Daily Tab
Miami Tribune
New Smyrna News
Ocala Central Florida Times
Orlando Morning Sentinel
Orlando Reporter-Star
Palatka News
Palm Beach Post
Palm Beach Times
Plant City Courier
St. Augustine Record
St. Petersburg Independent
St. Petersburg News
St. Petersburg Times
Sanford Herald
Sarasota Herald
Sarasota Times
Stuart Daily News
Tampa Times
Tampa Tribune
Winter Haven Chief

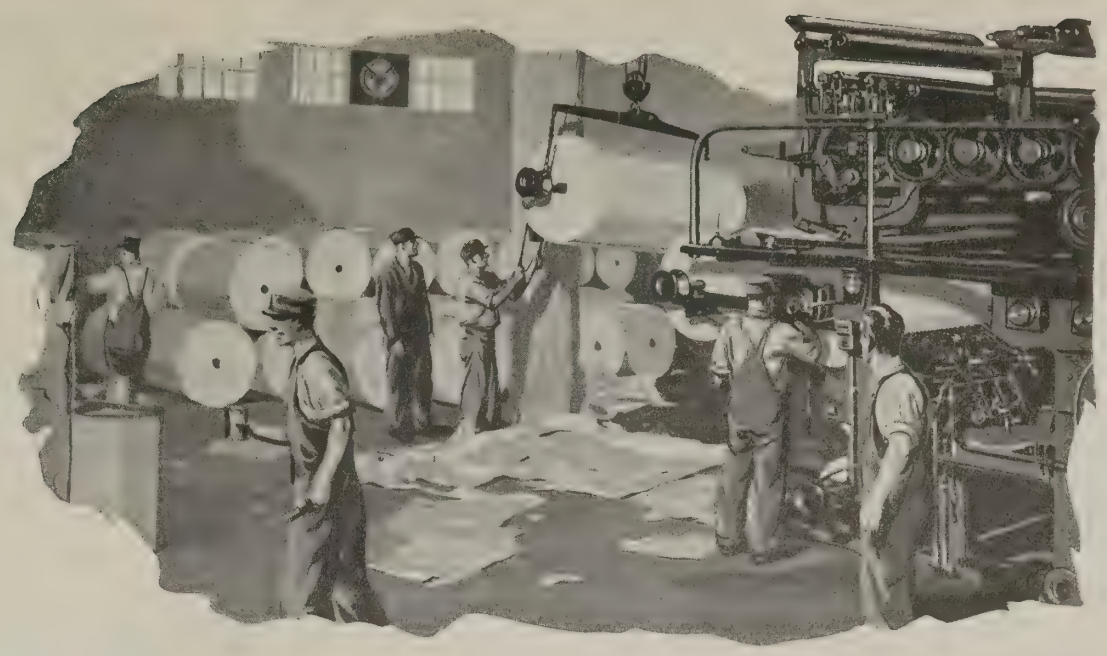
At Your Service

Sturtevant

Atlanta, Ga.
Boston, Mass.
Buffalo, N. Y.
Camden, N. J.
Charlotte, N. C.
Chicago, Ill.
Cincinnati, O.
Cleveland, O.
Dallas, Texas.
Denver, Colo.
Detroit, Mich.
Hartford, Conn.
Indianapolis, Ind.
Kansas City, Mo.
Los Angeles, Cal.
Minneapolis, Minn.
Montreal, Canada
New York, N. Y.
Pittsburgh, Pa.
Portland, Ore.
Rochester, N. Y.
St. Louis, Mo.
Salt Lake City, Utah
San Francisco, Cal.
Seattle, Wash.
Toronto, Ont.
Washington, D.C.

GraybaR

Albany, N. Y.
Atlanta, Ga.
Baltimore, Md.
Birmingham, Ala.
Boston, Mass.
Brooklyn, N. Y.
Buffalo, N. Y.
Charlotte, N. C.
Chicago, Ill.
Cincinnati, O.
Cleveland, O.
Columbus, O.
Dallas, Texas
Davenport, Ia.
Denver, Col.
Detroit, Mich.
Duluth, Minn.
Grand Rapids, Mich.
Harrisburg, Pa.
Houston, Texas
Indianapolis, Ind.
Jacksonville, Fla.
Kansas City, Mo.
Los Angeles, Cal.
Memphis, Tenn.
Miami, Fla.
Milwaukee, Wisc.
Minneapolis, Minn.
Nashville, Tenn.
Newark, N. J.
New Haven, Conn.
New Orleans, La.
New York, N. Y.
Norfolk, Va.
Oakland, Cal.
Omaha, Neb.
Philadelphia, Pa.
Pittsburgh, Pa.
Portland, Ore.
Providence, R. I.
Richmond, Va.
St. Louis, Mo.
St. Paul, Minn.
Salt Lake City, Utah
San Antonio, Texas
San Francisco, Cal.
Savannah, Ga.
Seattle, Wash.
Spokane, Wash.
Syracuse, N. Y.
Tacoma, Wash.
Tampa, Fla.
Toledo, O.
Worcester, Mass.
Youngstown, Ohio



Fight hot-weather fatigue with fresh, invigorating air

Time and Tide wait for no man—neither do the editions of the daily press.

Good air—ventilation—is the stimulant that keeps the news-writer, the compositor, the stereotyper, the pressman, the delivery-room gang geared to the job.

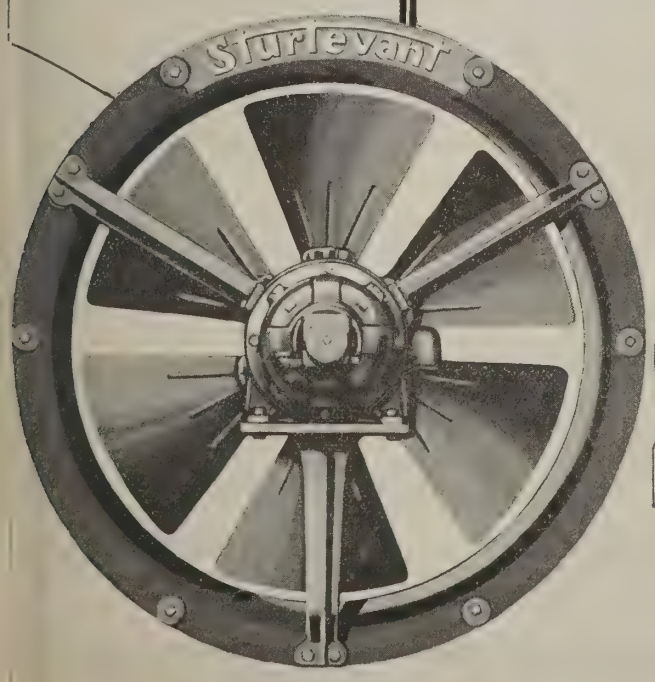
Soon the hot summer days will be here—when your men, more than at any other time, will appreciate and need fresh, invigorating air. Prepare now to keep them working at top-notch efficiency during this man-fatiguing period.

Sturtevant Ventilating Fans for Newspaper Plants supply a complete change of air every few minutes. They bring in the fresh, invigorating air of the outside—drive away the fumes of the lead-pot and steam table—expel the heavy air of the press-room. They can be secured at once—can be quickly and easily installed at very little expense and without interrupting your operations.

The Sturtevant and Graybar Electric Company offices listed in the panel to the left are at your service. Phone or write to the nearest one, or show this advertisement to your electrical contractor.

B. F. STURTEVANT COMPANY, HYDE PARK, BOSTON, MASS.

Distributors: Graybar Electric Company and Leading Electrical Contractors Everywhere



The most efficient fan of its type ever developed

The Sturtevant Ventilating Fan shown above is the latest Sturtevant achievement.

The fact that this fan is 20% more efficient—that size for size it will deliver more air—than any other similar fan on the market, is a Sturtevant advantage that speaks for itself.

The Sturtevant Ventilating Fan is a fan that you can depend on—there is not a single piece of flimsy construction in it. Sturdy—highly efficient—dependable—backed up by the largest manufacturer of ventilating equipment in the world.

If the name STURTEVANT is on a fan you can install it with confidence.

1505-50

Sturtevant

Ventilating Fans

WHAT'S WHAT IN THE FEATURE FIELD

New Cartoon Series Features Automobile Accidents—"Ivanhoe" Offered in Strip Form—Future of Nuptial State Predicted—Countess Cathcart's Serial on Market

PETE KEENAN has drawn a series of 50 cartoons under the title line "A Fool There Was—," for the International Syndicate, Baltimore, believed to be the first important effort of a newspaper syndicate to promote an appeal to reduce the number of automobile accidents throughout the country. The series is scheduled for tri-weekly publication.

"The automobile is the greatest menace of all times," the syndicate asserts announcing its new cartoon series. "It killed 21,000 people last year, more than 7,000 of them being children. There were 1,000,000 accidents, and more than 600,000 people were injured."

Some of the "fools" picturized in the cartoons are those who "loved too many girls"; "who taught the little woman to drive in traffic"; "who went window shopping in a gas buggy"; "who fills himself instead of the gas tank"; and "who works his horn overtime."

"Ivanhoe," celebrated novel by Sir Walter Scott, is now being offered in art-strip form by NEA Service, Inc., New York and Cleveland. The drawing is being done by Lawrence Redner.

More than a score of celebrities take part in a symposium recently gathered by the Ledger Syndicate, Philadelphia, on the subject, "Marriage a Century Hence." Among those predicting the future of the nuptial state are E. Phillips Oppenheim, W. L. George, Albert Payson Terhune, Samuel Hopkins Adams, Will Irwin, and Magistrate Jean Norris.

Bell Syndicate, Inc., New York, announces the memoirs of George M. Cohan, entitled "Twenty Years on Broadway and the Years It Took to Get There," is now ready for newspaper syndication. They appeared originally in *Liberty*.

Frederick L. Ferguson, president of NEA Service, Inc., left New York this week on a business trip to the Pacific Coast.

Henry Major, caricaturist, showed his speed April 20 by producing 500 rapid fire likenesses of the editors attending the "Polar Lark" at the Friars Club, New York, as guests of M. Koenigsberg, King Features Syndicate president.

The independent office of the R. V. Hardon Newspaper Service, 63 Park Row, New York, will be discontinued, effective May 1, and the Hardon features distributed through the National Newspaper Service, Chicago, of which John F. Dille is president. Hardon features include: "The Marriage Game," daily; "Two-Minute Intelligence Test," daily; and "The Well-Known Fair Sex," daily.

Beginning the week of May 3, Electricaster Service, Omaha, Neb., will inaugurate a sports department under the heading, "The Sportscope," written by Ivan L. Gaddis, middle western sports writer. The new department is described rather as sporting comment than sports news. The Service also announces special features for Mother's Day, May 9. "Adventures in Matrimony," by Grace A. Berger, and "Those Children of Ours," by James Ray Ellis are new Electricaster features.

Ernest Lynn, author of "The Yellow Stub," has written a new newspaper serial for NEA Service, Inc., entitled, "Neighbors' Wives."

A home gardening service under the title, "Indoor and Outdoor Gardens," and written by Jane Leslie Kift is a new offering announced by the Ledger Syndicate, Philadelphia. Other new Ledger features are "Get Fit Quick" in 24 lessons, by William J. Herrmann, and "The Mystic Maze," a daily puzzle by Walter B. Gibson.

A series of Charleston lessons by Gilda Gray, illustrated by half-tones, is being distributed by the Imperial News Service, New York.

Harry King Tootle, promotion manager, and Joseph F. Hanratty, his assistant, have resigned from the King Features Syndicate, Inc., New York. Mr. Tootle is now director of publicity for the Fruit Dispatch Company, New York, and Mr. Hanratty has joined the staff of the *Camden* (N. J.) *Courier* as a circulation promotion specialist. No successors have been appointed.

"The Woman Tempted," a serial written by Countess Vera Cathcart, of "moral turpitude" fame, has been acquired for newspaper syndication by the McClure Newspaper Syndicate, New York.

Christy Walsh, president of the Christy Walsh Syndicate, New York, and Mrs. Walsh are the parents of a 10-pound boy, Christy, Jr., born April 23, in New York. The baby and his mother, formerly Miss Madaline Souden, of Los Angeles, are well and happy. Messages of congratulations were received from Ty Cobb, "Babe" Ruth, Knute Rockne, Tad Jones and Hendrik Van Loon.

John Dille, president of the National Newspaper Service, Chicago, who was in New York this week, informed Editor & Publisher he had established a new policy for dealing with newspaper editors, offering them established features on a long term contract basis, in order to insure them against price advances. Features that are thus being offered include: Kin Hubbard's "Abe Martin"; Dr. Herbert Brady's "Personal Health Service"; Ida McGlone Gibson's serials; Arthur Dean's "Your Boy and Your Girl"; and Chick Evans' and Chester Horton's golf columns. His syndicate has just taken on a new feature called "Men and Women," and signed by Rudolph Valentino.

Mary Marshall, fashion writer for the McClure Newspaper Syndicate, New York, has sailed for France to spend the next few months writing on Paris styles.

WORD "STORY" NOT LIBELLOUS

British Appeals Court Reverses £10 Libel Decision Against Papers

The word "story," used in newspaper reports is not libellous, according to a recent decision of Lords Justices Bankes, Scrutton, and Atkin, in the British Court of Appeal. The *London Daily Dispatch*, and the *Daily Sketch* recently used as a heading "Student's Story of Legacy," and the student referred to in the story under the caption was awarded £10 damages for libel.

Reversing this decision in the Court of Appeal Lord Justice Atkin remarked that to treat the word as defamatory would be unduly to restrict the vocabulary of the journalist.

Key West (Fla.) Daily Suspends

The *Key West* (Fla.) *Morning Call* has suspended publication and the *Key West Citizen* has launched a morning edition to take over the vacated field. L. P. Artman is publisher of the Citizen.

"Second Love"

sequel to

"These Women"

is ready for release June 5, in 60 chapters

You need not have published "These Women" in your paper to get complete results from the new serial—

"Second Love" is a complete story in itself.

WIRE OR WRITE FOR YOUR TERRITORY

EUGENE MACLEAN

519 California Street

San Francisco California

Why Tie Up Capital?

Is your capital working in your business or tied up in a fuel supply?

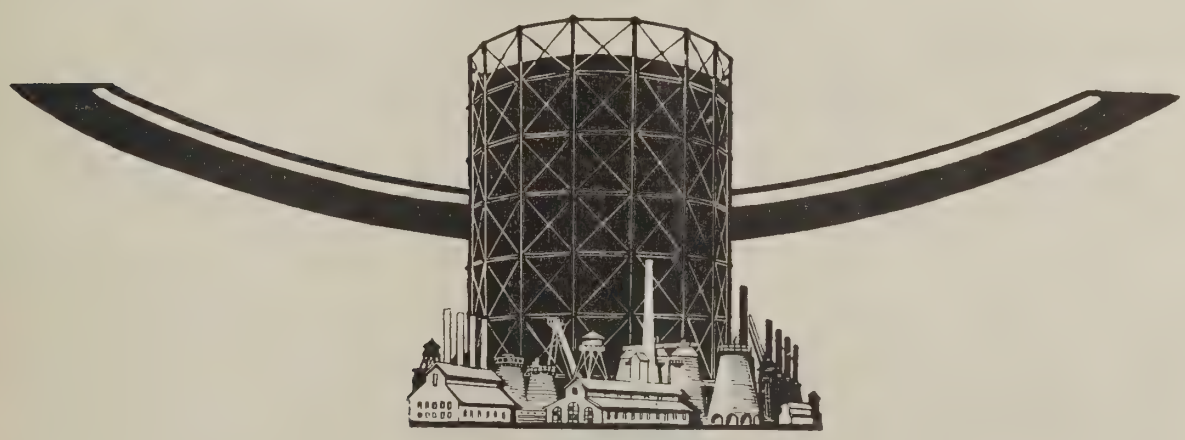
Your local gas company will supply fuel *as you need it*. You don't pay for gas till *after* it is used.

There are no tie-ups, or traffic delays in the delivery of gas—a dependable supply always available at the burner.

The manifold advantages and economies of gas as a factory fuel are explained in our new book, "Gas—The Ideal Factory Fuel".

Write for your copy today—no charge.

American Gas Association
342 Madison Avenue :: New York City



Four Advantages of Gas

Dependable—
any time, any place, any quantity.

Economical—
lowest final cost per unit of production.

Controllable—
exact temperatures, automatically controlled.

Clean—
comfortable factory working conditions.

YOU CAN DO IT BETTER WITH GAS

PITHY SLOGANS FIXATE NEWSPAPERS' AIMS, CLAIMS, AND PERSONALITIES

Former Newspaper Writer Makes Random Survey of Press Citing Many Banner Lines Now in Use Attractive and Arresting

By WALTER IRVING CLARKE

AS an old newspaper man, alert to the personality of each paper, my eye has been caught, in recent travels about the country, by the slogans which are becoming more and more in evidence on the mastheads of Ameerica's newspapers.

Probably the best known slogan of all American dailies is that of the *New York Times,* "All the News That's Fit to Print." After this had for a long time occupied the right hand ear of the front page, the publisher offered a substantial prize for a better slogan that would more fittingly describe the character of that publication. Many excellent suggestions were made, but no more suitable slogan was devised, the prize was never awarded, and the original slogan still occupies that selfsame ear, also the eye of the public.

"The World's Greatest Newspaper!" slogan of the *Chicago Tribune* is known far and wide.

"Iowa's Greatest Evening Paper" is the *Des Moines Evening Tribune* statement.

"For You and Your Town" is the policy set by Arthur Capper for the *Kansas City Kansan.*

Across the river, in the Missouri Kansas City, the *Post* first pats on the back its territory with "Published in the Heart of America, Most Prosperous District of the World," and then proclaims its own aim, "The Truth, Without Courting Favor or Fearing Condemnation."

"Always First, Always Fair, Always Complete," says the *Indianapolis Star.*

Lafe Young, at the head of his *Des Moines Capital* editorials, proclaims that he has "Nothing to Serve But the Public Interest."

Dailies of Columbus, O., spread slogans across the top of the front page and at the editorial masthead. The *Ohio State Journal* flies the banner "The News Unbiased and Unbossed." The *Evening Dispatch* claims title to "Ohio's Greatest Home Daily," and carries as an ear: "The Newspaper has become the universal educator; and, mindful of its responsibility, the Dispatch has set for itself a high standard." The *Sunday Dispatch* runs the line "Clean News, Clean Advertising, Clean Purpose."

In Canton, O., McKinley's old home paper, the *Repository,* proudly boasts "Over a Century Young—Covers Canton Like a Blanket—Up-to-the-Minute."

In Zanesville, the Ohio city famous for its "Y" bridge, the *Signal* "Prints the News—Tells the Truth."

"Clean, Alert, Reliable," was the slogan on which the *Cleveland Commercial* was founded.

The *West Chester* (Pa) *Daily Local News,* "Has No Political Or Sectarian Bias." It also styles itself "The People's Home Paper," as well as "Chester County's Pioneer Daily." It further boasts "The Largest Circulation of the Inland Dailies of This State." Its newer neighbor, the *Coatesville Record,* labels itself the "Chester County Paper for Chester People," and emphasizes "More Than Fourteen Years in the Public Service."

Sticking close to local interests, the *Raymond Gazette* of Clark County, S. D., is happy in the homely title "A Real Good Newspaper in a Real Good Community," and somehow I like that slogan.

The famous Eastern Shore is pictured, town by town, along the Atlantic and along the Chesapeake, clear across the top of the front page of the *Eastern Shore News* of Cape Charles, Va., with the slogan "The People's Paper—Service—Co-operation."

Another paper proud of rustic habitation and devoted to its immediate surroundings is the *Edinboro* (Pa.) *Independent.* Its banner line is "The Truly Distinguished Mind Prefers the Provinces," and its front-page ear reads "Devoted to the Simple Verities of Human Life."

Girard, Pa., has in the *Cosmopolite Herald* "A Weekly Journal of News Devoted to the Best Interests of the Community."

Up at the Hub the *Boston Telegram* proclaims "The Big News Always First." The *Boston Traveler* labels itself "A Newspaper for Everybody—It Goes Into the Home."

One of the earliest slogans still in daily active service is that of the *New York World,* "Circulation Books Open to All," a reminder of the dark days when all men were liars, especially circulation jugglers.

When the *New York Tribune* was still the Tribune without any hyphen or Herald prefix, it established its slogan "First to Last—the Truth: News—Editorials—Advertisements," and fought misleading merchants in the courts in maintaining that principle.

"If It Happens in New York It's in the *Evening World,*" is the way that paper for a long time emphasized its devotion to Manhattan and its environs.

Various slogans have been emblazoned by the *New York American,* among them "The Newspaper of the Home," "America First," "Character, Quality, Accuracy, Enterprise," "An American Paper for American People," while from the top of its editorial page have leaped the words "Truth—Justice—Public Service."

The *New York Journal of Commerce* advertised that it was often called "The Mirror of Wall Street," but its sub-title was "The Premier Business Paper."

Dana's old paper long since lost its original identity, but in the memory of members of the journalistic profession it still "Shines For All," a case where the slogan has survived the columns that carried it. Which reminds us of its twin slogan, "If You Se It in The Sun, It's So." And that in turn recalls how its enemies used to say "If You See It in The Sun, It's So-So!" Slogans may be diverting or diverted.

KATZ ENTERTAINS CLIENTS

Nothing But "Shop Talk" At Biltmore Convention Week Dinner

E. Katz Special Advertising Agency entertained its visiting publishers at a get-together dinner "for the sole purpose of talking shop," during A.N.P.A. week April 22, at the Biltmore, New York. The affair was in the nature of an experiment, and proved so successful that the publishers themselves said they would like to have the gathering become an annual event, it was stated.

George R. Katz discussed publisher co-operation with the representative in developing national advertising.

Guests at the dinner were: William C. Deming, *Cheyenne* (Wyo.) *Tribune-Leader;* Charles A. Webb, *Asheville* (N. C.) *Citizen;* Howard F. Emerson, *Ansonia* (Conn.) *Sentinel;* Henry J. Allen, *Wichita* (Kan.) *Beacon;* W. Y. Morgan, *Hutchinson* (Kan.) *News-Herald;* J. J. Bernstein, *Massillon* (O.) *Independent;* T. E. Nowels and C. C. Hamlin, *Colorado Springs Gazette-Telegraph;* E. K. Gaylord, *Oklahoma City Oklahoman & Times;* J. H. Long, *Huntington* (W. Va.) *Advertiser;* H. J. Powell, *Coffeyville* (Kan.) *Journal;* J. J. Mead, Sr., and J. J. Mead, Jr., *Erie* (Pa.) *Times;* Frank Johannesen, *Erie* (Pa.) *Times;* P. Muller; G. R. Katz, H. N. Kirby, W. Brett, M. J. Beck, G. H. Gunst, Herbert Goldberg, A. Doris and F. V. McCabe.

THE NEWFOUNDLAND POWER AND PAPER CO., Ltd.

MANUFACTURERS OF

Clean White Newsprint

PARTICULARLY ADAPTED TO THE NEED OF THOSE PUBLISHERS WHO TAKE PRIDE IN A WELL PRINTED NEWSPAPER

DAILY CAPACITY

CORNER BROOK NEWSPRINT DEPENDABLE

400 TONS

THE BOWATER PAPER CO., Inc.

342 Madison Avenue, New York

SOLE DISTRIBUTORS FOR THE U. S. A.

Announcement

&

THE BUTTERICK COMPANY

announces the election of

JOSEPH A. MOORE

as Chairman of the Board of Directors

and

S. R. LATSHAW

as President of the Corporation

&

THE BUTTERICK COMPANY
Butterick Building
New York

April 21, 1926

SCHOOL GIRLS AND BOYS FLOOR ELDERS IN DAILY'S CURRENT EVENTS BEE

Brooklyn Eagle Executives Forced Into Conference On Further Questions When High School Contestants Exhaust Printed Supply

By E. K. TITUS
School Editor, Brooklyn Eagle

A RECORD number of high schools participated in the Eleventh Annual Current Events Bee of the *Brooklyn Daily Eagle*, in the Girls Commercial High School, Brooklyn, Friday, April 16. Another bee was broadcast over Station WNYC, a week later. The Eagle has found the bee satisfactory as a means of interesting public school pupils in the news of the day—a subject which is, at present, inadequately taught.

The school children go wild over the bee. It is like an athletic contest for them. The auditorium was packed with 1,600 yelling youngsters. Each school had its cheering section. The procedure of the bee resembles that of the old fashioned spelling bee, except that a series of question on the news events of the last year takes the place of a series of words to spell.

The bee, this year, was directed by H. V. Kaltenborn, associate editor of the Eagle, and originator of the idea, and the school editor.

Over a period of years, the Eagle finds that high school students show an increasing knowledge of the affairs of the day, partly on account of the Eagle Bee. This year, for the first time, the Eagle underestimated the current events knowledge of the contestants. An insufficient number of questions was prepared. The youthful walking current events encyclopedias would not be floored. After all the questions were gone, Mr. Kaltenborn made up a few on the spur of the moment. These were not sufficiently difficult.

The audience then waited while Mr. Kaltenborn called together a board of question strategy, in an effort to devise questions that would be fair and at the same time sufficiently difficult to down those contestants who had thus far withstood the barrage of queries. Herbert F. Gunnison, president of the Eagle, joined with Harris M. Crist, managing editor, and the Board of Judges, composed of Dr. William J. O'Shea, superintendent of schools in New York, Commissioner Arthur S. Somers of the Board of Education, and U. S. Judge Grover M. Moscowitz, in a council to invent queries that would down the young wizards.

The deciding question was this:

"The king of what country died recently without leaving an heir?"

Sam Sillen of Boys High School, winner of two previous Eagle bees, answered "Hungary."

He was wrong. The question was then put to Maurice Goldbloom of Erasmus Hall High School, the only other contestant remaining standing.

Goldbloom's dramatic gasp, "Siam!" was the magic word that won the bee for him.

The Eagle cup went to Boys High School, which, with its two contestants, Sillen and Hammer, made the best team score. But Goldbloom of Erasmus won first place in both the regular Current Events Bee and the radio Current Events Bee, over WNYC, on April 23.

Through its Current Events Bees, as a supplement to its regular school page service, the Eagle has won the support and commendation of pupils and educators alike. Dr. William L. Ettinger, former superintendent of schools, calls the bee "an educational treat." Dr. O'Shea, the present superintendent of schools, has acted as judge for two years.

The Eagle has received thousands of letters requesting copies of the questions asked in the regular bee and in the Radio Bee. The Radio Bee excited particular interest among a huge audience. Radio critics of many newspapers commented favorably on the event.

Paris Herald Raises Franc Fund

The *Paris Herald*, European edition of the *New York Herald Tribune*, is conducting a "save-the-franc" fund, and this week the total reached nearly a half million francs. The theme of the campaign is American assistance to France. A measure providing for the creation of an autonomous fund, in which all voluntary contributions would be placed for the amortization of France's domestic debt was included in the 1926 budget, and the money raised by the Herald will be used in this way.

CARTOON MURAL COMPLETED

McCutcheon's "Injun Summer" Now Decorates Chicago Tribune City Room

"Injun Summer," famous pen and ink drawing of John T. McCutcheon of the *Chicago Tribune*, now regarded as a cartoon classic, has been painted on a wall of the local room of that paper. In this way editors of The Tribune expect to preserve the drawing in the years to come.

Below the painting appears the story of the "coming of Injun Summer when the corn stacks change into tepees" as it is told to the little country lad by his father. The entire drawing on the wall is 15 feet long and 12 feet high.

McCutcheon's cartoon first appeared in the fall of 1912. Since then it has been re-published yearly.

Read EDITOR & PUBLISHER—$4 a year.

NEWS MEN TO ADDRESS POLITICAL INSTITUTE

Annual Gathering at Williamstown, Mass., to Include Conference on Public Opinion in World Affairs —Arthur S. Draper, Chairman

Newspaper men this year will play a part in the annual Institute of Politics held at Williams College, Williamstown, Mass., during July and August. A general conference on public opinion in world affairs is announced as part of this year's agenda.



ARTHUR S. DRAPER

Arthur S. Draper, foreign editor, *New York Herald Tribune*, has been appointed chairman of the public opinion conference. Divided into public lectures and round table discussions by experts, the conference will hold sessions Fridays and Saturdays during the institute, beginning the last week in July and continuing through August.

Speakers so far appointed include Willis J. Abbot, editor *Christian Science Monitor;* Frank Simonds, writer on international politics; Hal O'Flaherty former European manager, recently appointed foreign editor of the *Chicago Daily News;* and James W. Brown president of EDITOR & PUBLISHER.

Iowa Publisher a Suicide

N. A. Hurd, 56, for 25 years publisher of the *Waucoma* (Ia.) *Sentinel* committed suicide by hanging near Dubuque, Ia., April 26. Ill health forced him to give up his paper Sept. 22, 192

THE supply of our Brochure *Reproductions* did not meet the demand. We are asked daily for additional copies. ¶ To comply with these requests we now have the second edition on the press and we will gladly send a copy to all desiring one.

Send name and address to

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NEW ENGLAND—

The concentrated market that takes fewer salesmen to cover.....

The most concentrated commercial and industrial area in the United States is New England.

The six states comprising this area have always held wonderful sales possibilities.

Distance between cities is comparatively small. Salesmen easily cover this territory and for its sales volume and business possibilities New England is the most economical section of the country to advertise and sell your products.

A diversity of manufacture makes New England an ideal territory to sell your goods. And the daily papers are the direct contact with the buying public.

Cover these six states thoroughly with the daily papers.

Reach New England through these newspapers

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
*Attleboro Sun .....(E)	5,778	.03	.03
**Boston Globe .....(M&S)	287,590	.50	.50
**Boston Globe .....(S)	332,282	.55	.55
*Boston Transcript ....(E)	38,807	.20	.20
**Boston Post .....(M)	377,443	.60	.60
**Boston Post .....(S)	349,596	.55	.55
††Fall River Herald ....(S)	17,052	.06	.06
**Fitchburg Sentinel ...(E)	11,828	.06	.045
*Haverhill Gazette ....(E)	15,729	.065	.05
††Lynn Item .....(E)	16,699	.065	.05
††Lowell Courier-Citizen and Evening Leader ..(M&E)	21,918	.07	.07
*New Bedford Standard Mercury (M&E)	32,111	.10	.10
*New Bedford Sunday Standard (S)	27,392	.10	.10
**North Adams Transcript (E)	9,918	.0425	.035
††Pittsfield Eagle .....(E)	17,011	.05	.05
**Salem News .....(E)	21,398	.09	.07
††Taunton Gazette ....(E)	9,279	.05	.04
*Worcester Telegram-Gazette (M&E)	92,314	.26	.23
**Worcester Sunday Telegram (S)	51,096	.19	.16
(E)	4,046	.0214	.015

NEW HAMPSHIRE—Population, 443,683

	Circulation	2,500 lines	10,000 lines
*Concord Monitor-Patriot (E)	5,041	.0375	.025
††Keene Sentinel .....(E)	3,887	.036	.023
†Manchester Union Leader (M&E)	29,422	.13	.10

RHODE ISLAND—Population, 604,397

††Newport Daily News..(E)	6,271	.0336	.0293
††Pawtucket Times .....(E)	27,451	.07	.07
**Providence Bulletin ..(E)	68,815	.18	(B).25
**Providence Journal ..(M)	36,416	.11	(B).25
**Providence Journal ..(S)	70,518	.18	.18
**Providence News ....(E)	29,123	.08	.08
††Providence Tribune ..(E)	21,719	.10	.09
*Westerly Sun .....(E&S)	4,476	.025	.025
**Woonsocket Call ....(E)	14,508	.05	.05

VERMONT—Population, 352,428

	Circulation	2,500 lines	10,000 lines
**Barre Times .....(E)	7,112	.03	.025
†Bennington Banner ...(E)	3,132	.0125	.0125
Brattleboro Reformer ..(E)	3,370	.03	.0175
**Burlington Free Press (M)	13,071	.05	.05
*Rutland Herald .....(M)	11,038	.04	.04
††St. Johnsbury Caledonian-Record (E)	4,055	.03	.0175

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
*Bridgeport Post-Telegram (E&M)	43,008	.15	.15
*Bridgeport Post .....(S)	20,827	.10	.10
**Hartford Courant ....(M)	33,003	.08	.08
**Hartford Courant .....(S)	56,274	.11	.11
†Hartford Times .....(E)	50,354	.13	.13
*Middletown Press ....(E)	8,214	.0325	.03
††New Haven Register (E&S)	46,218	.14	.13
**New London Day.....(E)	12,054	.07	.045
††Norwich Bulletin ....(M)	12,724	.07	.05
*Norwalk Hour .....(E)	6,069	.04	.04
††South Norwalk Sentinel (E)	5,043	.04	.025
**Stamford Advocate ..(E)	10,329	.05	.04

*A. B. C. Publisher's Statement, September 30, 1925.
†Government Statement, September 30, 1925.
**A. B. C. Publisher's Statement, March 31, 1926.
††Government Statement, March 31, 1926.
(B) Combination rate Daily Journal and Eve. Bulletin.

CLEVER HAND-LETTERED COPY ADDS ATMOSPHERE AND DISTINCTION

Attention Getting Value of Unusual Lettering Considered by Writer—Gives Opportunity for Increasing Taste and Personality of Newspaper

By HAMMOND EDWARD FRANKLIN

IF you have a soft drink or ice cream to advertise this summer and want to make your newspaper copy look "cool," you can learn a lesson from the sign painter of the corner drug store.

In the winter, he has the sign, "HOT CHOCOLATE," lettered with tongues of flame leaping upwards. In the summer he has show cards calling attention to ice cream or ice cold drinks with icicles



Hand-lettering gives distinction to this copy

and snow hanging down from the letters.

Clever hand-lettering can lift a newspaper campaign out of the ordinary. It can create a definite atmosphere in the reader's mind. The newspaper, the agency and the advertiser frequently have the problem of how to use it to advantage to make words "sing."

An advertiser who wished to push rubbers for the winter wear had the single word, RUBBERS, in big, black, bold letters with piles of white on the tops and at other points where snow would be apt to fall. Slantwise dashes of white on the black letters suggested a storm with snow flying.

When Eskimo Pie took the country by storm, much newspaper advertising carried the name in tall, slim letters with icicles and snow hanging down. In one advertisement, the headline, "It sure hits your taste spot" and at the bottom "ESKIMO PIE—the genuine has the midnight sun on the wrapper," were roughed in crazily yet with notable attention effect.

When balloon tires were being talked about everywhere, the Lovejoy Manufacturing Company, makers of shock absorbers, planned the lettering of their copy with the words, "For balloon tires," puffed way up picturesquely like real balloons. It made the copy doubly appealing.

If the Sunday editor wanted to dress up a full page feature on a star reporter's experience in Chinatown, it is very likely he would have an artist hand-letter the English words so they looked like Chinese.

Perfumes, imported Oriental novelties, Chinese restaurants, travel tours, or similar products or institutions may be given an exotic touch by injecting the Oriental spirit into the lettering.

Where rapid service is a feature, the lettering may be in the form of lightning flashes.

Many food products, candies and forms of apparel may be given the real home atmosphere with heavy "old-fashioned" lettering.

Large letters with black and white checkers on them are a distinctive form of lettering which has been little used.

A new message exchange was opened up at the Grand Central at New York City. The messengers were to wear green caps. It was desired to use the newspapers with some copy which would acquaint the business public with this service.

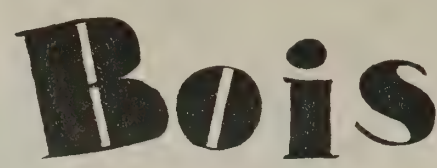
Space eight inches by two columns with the sentence in hand-writing, "Ask a green cap," repeated 24 times, each smaller than the one before, formed a road which narrowed down to the announcement in a small box at the upper right part of the copy. The unique roadway of lettering, with ample white space, swung the eye into the announcement.

Letters at a slant, with black shadows stretching out behind, form another welcome variation for "punch."

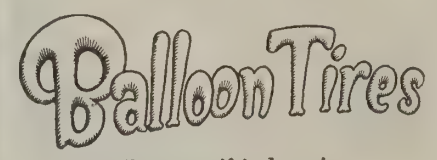
De Forest Radio not only had its own name oddly hand-lettered against a Ben Day background with a lightning flash careening across it, but obtained its heading by drawing tiny crosses to make up each letter, in a summer campaign some time ago.

A department store across the top of five columns had the words, "The Keep-Cool Campaign at ————" lettered in black with snow on top of the letters and an electric fan blowing streamers all the way between the two lines of letters.

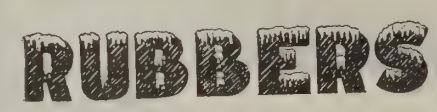
Another store had a large advertisement with figures and copy apparently drawn on a slate so it appeared white against a Ben Day back in early fall sales of



Suggesting French smartness



Balloon motif in lettering



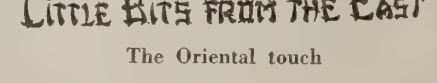
Snow and cold



Olden times



Discriminating taste



The Oriental touch

girls' dresses. A border like that of a slate completed the effect.

Imitation hand writing has many possibilities. By this form and silhouette pictures, a woman's specialty store has built an exceptional reputation. The writing should always be readable and white space is desirable to set it off.

A frock shop has a heading, "Peep behind the screen of fashion," and its name below hand-lettered jauntily for a single column six inch advertisement. The head and feet of a maiden drawn in the same style appear with a box in the center telling of new offerings and covering up the rest of the girl.

A restaurant which specializes in southern dishes, shows a cut of a cabin and its hand-lettering (much like hand writing in southern dialect invites:

"Heh's you' invite. We gwine ter have a regular cawn shucking supper wid awde big stuff!

"Lawsee! dat ar fried chicken en den hot waffles! Ef yo' wants ter see sum pin', cum on!"

A photograph with lettering right across it sometimes will furnish an unusual heading, a fact well known to experienced newspaper editors.

If the subject has anything to do with phonographs, pianos, radio sets or other instruments of a musical nature, a large scale may be shown with the lettering taking the place of notes.

Trademarks are a study in themselves but any representative group shows a great deal of thought. The value of hand lettering for "snapping up" small copy is unquestioned.

On all products with a fashion appeal, a study of magazines of the vogues shows an infinite array of letters which express style. A certain breeziness and almost freakishness is permissible for some advertising in this class. Delicate lines prevail.

The Oldsmobile Six had a newspaper advertisement built this spring by having various selling points, such as "Its beauty speaks for itself," "Try it on the hills," "Quality down to the smallest hidden part," "See it at the show," etc., tipped in

MERCHANT & EVANS CO.

Philadelphia

Producers of

SPARTAN TYPE METAL

Since 1866



Trade Mark
Reg. U. S. Pat. Off.

LINO — MONO — STERO — INTERTYPE — COMBINATION

Stocks in Principal Cities

I want to help this circulation expert land the position he merits.

During the past six months I have had on one of my publications a circulation manager of outstanding ability.

Circumstances (explained to anyone rightfully interested) are such that very shortly I will be deprived of his services.

For me he has produced excellent results and has effected substantial savings in both the circulation department and press room. I believe the publisher who secures his services will be well satisfied.

Because of his excellent service for me I am interested in seeing him secure a happy connection. He merits one. If you are in need of a high class circulation manager, write to me, I will give you further details and put you in touch with the man.

Address:
Box B-947, care of Editor & Publisher

phazardly, yet artistically, in space over aquarter page.

A retail store, in announcing its birthdy, showed a reproduction of a huge thday cake with 16 candles from its ndow. For newspaper advertising, the cnpany's message was lettered on the e of the cake in white.

The German style of illustration and dering has been applied with remarkable ention value in a small space campaign ppearing on condensed milk. European sters and publication advertisements, pecially the former, suggest novel treatnts.

Contrast for heads and subheads is the e of one of the leading agencies. Usuy its top head is a boldface type and its bhead an italic.

An artist of long agency experience says at the average cost which may be coted safely for lettering is 10 cents letter.

From California continue to come campigns which are a delight in their free of hand-lettering. One campaign, of ny I have viewed is especially disguished in interest. It is entirely handtered, or at least suggests that such the case. I refer to Schilling's Coffee d Tea which formerly ran across four lumns publishing a sweeping story ich started from a fantastical initial tter in which a coffee cup was given istic wings.

In two column copy now running, copy confined to three sentences with no e indented equally, the name most ntly lettered, and a figure of a host bearing a cup of steaming beverage, s drawn in keeping with the rest. hite space is ample. In the case of tea, the company has "Sealed HOT in vuum" with flowing lines to suggest t idea.

Last, but not least, the mail order man th his dark, striking displays of handlering can testify that he depends upon to get the reader into his thick body tter.

Much of the opportunity for increasing t taste and personality of newspaper vertisements for the leading 227 natnal advertisers who invest $70,000,000 ear in space, and for the smallest user newspaper advertising who is just rting in one paper, is to be found in rking hand-lettering *talk*.

ON TO PARIS!

New York Critics Leave to Attend International Convention

Four New York dramatic critics are legates to the International Convention Dramatic and Musical Critics to be hd at the Institution Cooperation Intectuelle in Paris, May 3-8.

They are: James S. Metcalf, *New York Evening World,* president of the New Yrk organization of dramatic critics known as "The First Nighters;" Gilbert Gabriel, *New York Sun;* Edward Everett Hlgeon, *New York Journal of Commerce,* and Arthur Pollock, *Brooklyn Eagle.*

Paul Genistry, president of *La Critiques Dramatique and Musicale of Paris,* extended the invitation to the New York grn.

Press Agent Rewarded By France

The French government through the Minister of Public Instruction and Beaux Arts has conferred the palm of Officer of Public Instruction upon Edward L. Bernays, counsel on public relations, New York, for services rendered to the French government, according to announcement made by the French Embassy in the United States.

Explosion Damages Daily's Plant

Damage estimated at $12,000 to the Amarillo (Tex.) *News-Globe* plant resulted from a boiler room explosion, this week, attributed to escaping gas. The paper is using an old press that belonged to the Globe before its consolidation with the News pending repairs to damaged equipment.

LATSHAW NOW HEADS BUTTERICK COMPANY

Former Vice-President Takes New Post Under Re-organization—Joseph Moore Is Chairman of Board

Following the annual meeting of the Board of Directors of the Butterick Company, held in the Butterick Building, New York, Wednesday, April 21, announcement was made by G. W. Wilder that he was retiring from the presidency and would be succeeded in office by S. R. Latshaw.



S. R. Latshaw

Mr. Wilder announced that Joseph A. Moore will be chairman of the board of directors. Mr. Moore has been for a number of years treasurer of the several publishing properties of William Randolph Hearst, including: The International Magazine Corporation, *Good Housekeeping Magazine, Cosmopolitan-International Magazine, Harper's Bazaar,* and the Star Publishing Company. He resigned from that group, as announced in Editor & Publisher last week, to purchase a large interest in the Butterick Company.

Mr. Latshaw, the newly elected president, has been vice-president and advertising director of the Butterick Company for several years. Previously, he was assistant advertising director of the Curtis Publishing Company, publishers of the *Ladies' Home Journal, Saturday Evening Post* and *Country Gentleman.*

In making this public announcement of the change in the direction of the Butterick Company, Mr. Wilder stated that he would continue on the board of directors but would relinquish active management of the business. The Butterick Company are owners of the *Delineator, Everybody's,* and *Adventure* magazines. The Delineator was founded in 1868, the founders being Ebenezer Butterick, Abner Pollard, and Jones Warren Wilder, father of the retiring president. Its original name was the *Metropolitan Monthly,* and in 1873 it was changed to the Delineator. It was the pioneer publication of service to women, he recalled. Among the public movements it has inaugurated are: The "Child Rescue" Campaign, through which 20,000 orphans were placed in homes; The Junior Red Cross, Better Homes in America, Adult Weight Conference, and the Conference on the Food Habits of the American People, held in Washington last week, with the approval of President Coolidge and Secretary Jardine.

E. F. Kennedy Named Editor

Edward F. Kennedy has been promoted to editor of the *Oshkosh* (Wis.) *Daily Northwestern,* following the retirement of F. C. Walker, who had served more than 30 years on the paper. Other promotions made from within the ranks by O. J. Hardy, publisher, include Louis H. Toreyson to managing editor; L. K. Bronson to city editor; Aaron Mace, assistant city editor.

Retired Canadian Publisher Dead

William E. Smallfield, for many years editor and publisher of the *Renfrew* (Ont.) *Mercury,* and a past president of the Canadian Press Association, died at Guelph, Ont., on April 21.

New Daily in Montana

The *Glendive* (Mont.) *Evening Free-Lance* is scheduled to start publication May 3, using the Associated Press report. J. R. Widmyer, previously publisher of a weekly in Glendive, is publisher of the new daily.

. . . after all, a publisher's checking proof problem is so closely tied up with the problem that confronts the agency that he has no choice but to consider every phase when trying to find his own solution—and if he does that, then he will surely want to investigate the solution we offer.

The Agency Appeal

CAMPBELL-EWALD COMPANY, *Advertising*
GENERAL MOTORS BLDG.
DETROIT

March 29th, 1926

The Advertising Checking Bureau, Inc.,
79 Madison Avenue,
New York City, N. Y.

Gentlemen:

We have found your checking service a great help and know that if we could receive tear sheets from all publications thru your service a great problem in our Checking Department would be solved.

It is our desire to make publishers see this point as it not only lightens our work during the rush period of each month when many thousands of newspaper invoices are received, but it insures prompt payment to publishers.

We heartily welcome any additional publishers to your list.

Yours very truly,
CAMPBELL-EWALD COMPANY
Signed: A. C. Schroeder
Assistant Treasurer

ACS/PS.

THESE NEWSPAPER PUBLISHERS RESPOND

(April acceptances to our Complete Checking Proof Service)

Appleton, Wisc.....Post Crescent
Battle Creek, Mich...Enquirer-News
Beloit, Wisc. .....News
Decatur, Ill.....Review
Dubuque, Iowa....Telegraph-Herald
Eau Claire, Wisc...Leader-Telegram
Elgin, Ill.....Courier-News
Grand Rapids, Mich.....Press
Green Bay, Wisc.....Press Gazette
Jackson, Mich.....Citizen-Patriot
Kalamazoo, Mich.....Gazette
Lancaster, Ohio.....Daily Gazette
Madison, Wisc.....State Journal
Milwaukee, Wisc....Wisconsin News
Muskegon, Mich.....Chronicle
Norfolk, Nebr. .....Daily News
Pontiac, Mich.....Press
Port Huron, Mich.....Times Herald
St. Joseph, Mo.....News Press
Superior, Wisc.....Telegram
Toledo, Ohio.....News-Bee
Wichita, Kan.....Eagle

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St.
CHICAGO

79 Madison Avenue
NEW YORK

MANY SOCIAL EVENTS FOR JOURNALISM WEEK

Receptions, Dinners and Dances Arranged For Annual University of Missouri Event—Several Groups to Come On Campus

A series of receptions, dinners and dances for visiting journalists and alumni will form a part of the elaborate social program arranged in connection with the annual Journalism Week at the University of Missouri, May 10 to 15.

A special feature of this year's program will be "Alumni Day," May 13, when an oil painting of Dean Walter Williams will be presented by journalism alumni and members of the senior class to the School of Journalism. The portrait was made by Charles F. Galt, St. Louis artist.

Mrs. W. C. Curtis of Columbia will open the social program Sunday night, May 9, before journalism week begins, with a reception at her home for the members of the Missouri Writers' Guild. On Monday the annual Guild dinner will be a social feature of the program of Missouri Writers' Guild Day.

Dean Walter Williams will preside Tuesday, which will be "General Features Day." At the close of the evening session Sigma Delta Chi, men's professional journalism fraternity, and Theta Sigma Phi, a similar organization for women, will hold a reception for all Journalism Week visitors.

Wednesday's program will be devoted to the Missouri Press Association. E. H. Winter, editor of the *Warrenton Banner,* and president of the association, will preside. At Fulton, Mo., near Columbia, Ovid Bell, publisher of the *Fulton Gazette,* will be host at the annual dinner of the Past Presidents' Association of the Missouri Press Association. At Columbia, there will be a dinner for members of Kappa Tau Alpha, honorary journalism fraternity. After the evening sessions, Alpha Delta Sigma, advertising fraternity and Gamma Alpha Chi, advertising sorority, will hold a reception for all Journalism Week visitors.

Rex B. Magee, president of the Missouri Journalism Alumni Association, will be in charge of "Journalism Alumni Day" sessions Thursday. The day's program includes group breakfast meetings in honor of visiting alumni, a reunion of the 1916 journalism class, a complimentary luncheon by the Columbia Commercial Club for all out-of-town guests, the annual dinner of the Journalism Alumni Association, and a dinner of the Missouri Associated Dailies, organized during the past year. Local alumni will be hosts in the evening at a dance and reception for all Journalism Week visitors.

The annual Journalism Week banquet Friday night will be the social feature of the entire week. This will also be Missouri Press Association Day.

WILLIAMS APPOINTS

Names Additional Latin-American Vice-Presidents of World Press Congress

Dr. Walter Williams, president of the Press Congress of the World, and Dean of the School of Journalism, University of Missouri, has announced the appointment of Oscar Rodriquez da Costa, director of the *Jornal do Commercio,* Rio de Janeiro, and Felix Pacheco, of the Brazilian Press Association, as vice-presidents of the Press Congress for Brazil, and Rafael Huete, of Diario de Costa Rica, San Jose, and Otilio Ulate, of *La Tribuna,* San Jose, as vice-presidents for Costa Rica.

President Williams also announced the selection of James Wright Brown, Jr., of Editor & Publisher, New York City, as official reporter to assist him in compiling the history of the Congress sessions to be held at Geneva and Lausanne, Switzerland, September 14-18.

Several of the South American publishers who were in the city last week announced their intention of attending the Press Congress. They will come to New York, August 31, and join the delegates from Mexico, Canada, Hawaii and the United States in the sight-seeing and entertainment, previous to sailing on the S. S. Carmania, September 4, for Geneva.

Dailies Aid Scholastic Contest

Six hundred dollars in cash prizes, given by Kansas newspapers and A. A. Hyde, of Wichita, were to be awarded May 1 in the annual scholastic contest of Kansas high schools by the Kansas State Teachers College, Emporia. Papers co-operating in the prize fund are: *Kansas City Star, Topeka Daily Capital, Emporia Daily Gazette* and the *Fort Scott Tribune-Monitor.*

BUCKEYE CIRCULATORS MEET AT COLUMBUS

Round Table Discussions Supplant Formal Addresses at Ninth Annual Convention—Forty Managers Present

(*By Telegraph to* Editor & Publisher)

Columbus, O., April 28.—More than 40 members of the Ohio Circulation Managers' Association participated in round table discussions on a dozen subjects directly related to circulation problems of daily newspapers at their ninth annual convention at the Chittenden Hotel, Columbus, Wednesday. Among the subjects discussed were: "How Would You Build Circulation Without Use of Premiums?"; "What Advantage the Office Owned Routes Have Over Independent in Smaller Cities?"; "Advantages or Disadvantages of Travel Accident Insurance?"; "What Way Has a Small Town Paper to Protect Itself From Metropolitan Papers?"; "What Is Your Plan of Getting Co-operation From the Rest of the Employes of Your Publication?"; "Stunt Letters You Put Out and What Returns Obtained?"

J. Omansky, circulation manager, *Cleveland Times,* spoke on the relation of the circulation manager to the publisher and how he can further his interests. Bus transportation problems encountered by circulation departments were discussed by James P. Dugan, acting secretary, Ohio Public Utilities Commission.

A majority of newspapers in larger cities and some of the smaller cities of the state were represented at the meeting. Officers of the Association are: T. S. Morehead, *Cambridge Jeffersonian,* president; Thomas J. Dowling, *Cleveland Press,* vice-president; C. L. Sink, *Zanesville Signal and Times-Recorder,* secretary-treasurer.

Former Newsboy Buys Building

Abraham M. Liebling, publisher of the *Chicago Jewish Press,* who began his career as a newsboy, this week paid $412,500 for the office building which towered above his old newsstand. The purchase was made, he said, to "gratify a sentiment." Mr. Liebling sold Chicago papers 26 years ago.

Our Customers Write Our Ads

Wooster, Ohio, Daily Record

Says—

"Our DUPLEX TUBULAR press is giving us fine satisfaction. *We are proud of it.*"

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.

BATTLE CREEK, MICH.

R. PULITZER TO HUNT BIG GAME IN AFRICA

Editor of the New York World Will Sail May 8 for Five Months' Trip with Paul Dougherty, Artist—To Arrive in Mombasa, June 10

Ralph Pulitzer, editor of the *New York World,* has taken up the favorite sport of the Roosevelts. On May 8, he will sail from New York with Paul Dougherty, artist, to hunt big game in British East Africa with guns, movie cameras and paint boxes. He will be away five months.



Ralph Pulitzer

Mr. Pulitzer will visit his mother, Mrs. Joseph Pulitzer, for a week in Marseilles before sailing with Mr. Dougherty for Mombasa on May 22. They expect to arrive at Mombasa on June 10, when they will be met by A. S. Klein, their guide, with forty or fifty carriers for the trip into the interior.

Klein will have a large movie camera with which he has made several films of big game in Africa. Mr. Pulitzer will carry a smaller machine and Mr. Dougherty will have brushes, paints and canvases on which he will depict scenes and life in the bush.

Mr. Pulitzer, Mr. Dougherty and the guide will be the only white men in the party. They expect to remain in Africa for ten weeks and to return to New York September 24.

Mr. Dougherty's work is in the Metropolitan Museum of Art, the Brooklyn Institute Museum, the Corcoran and National Galleries in Washington, Carnegie Institute, Pittsburgh and in museums at St. Louis, Chicago Minneapolis, Omaha and other cities He won the Inness Gold Medal in 1913 the Panama-Pacific Gold Medal in 1915 the Carnegie Prize in the same year an the Chief Altman Prize at the Nationa Academy in 1918, besides other award in previous years. He has specialized i landscapes and seascapes, choosing hi subjects throughout the world.

Daily Promoting Flower Gardens

The *Colorado Springs* (Col.) *Gazett and Telegraph* recently launched "garden in every back yard" projec giving away 7,500 packages of speciall packed flower seeds to residents. Th plan includes a grand prize for the be garden grown with the newspaper seed as a foundation. Seeds were given o coupon, either by mail or in person.

Landsman Handling Nassau Accoun

The advertising account of the Hot Nassau, Long Beach, Long Island, being handled by Benjamin Landsma 1440 Broadway instead of by Alfred Silberstein, Inc., 118 W. 32nd street, reported by Editor & Publisher recentl following receipt of an announceme from Mr. Silberstein.

Dimon Resigns in Tulsa

William B. Dimon, for the past tw years business manager of the *Tul* (Okla.) *Tribune,* has resigned on a count of ill health. Mr. Dimon has be seriously ill for the past two years. J. Cargile, treasurer of the Tribune Pu lishing Company, succeeds him as bus ness manager.

Daily Adds Merchandising Paper

The *Honolulu Star Bulletin* h launched the first issue of a month merchandising paper, *The Merchandis* James H. Coke is editor.

A SINGLE
ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their respective fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page .....$280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page ..... 82.50 per insertion

You are cordially invited to communicate with Editor & Publisher, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of Advertising World. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

Editor & Publisher
1700 Times Building
Broadway at 42d St.
New York, N. Y.
Telephones:
Bryant 3052 - 3053 - 3054 - 3055 - 3056
Cable Address: EDPUB, NEW YORK

Advertising World
14 King Street
Covent Garden, W. C. 2
London, England
Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON

REAL COMFORT FOR SPORTS WRITERS IN U. OF KANSAS' ENCLOSED PRESS BOX



A CONCRETE and glass press box was used for the first time on the ccasion of the Kansas Relays at the niversity of Kansas recently. The Box" is 11 by 96 feet in size, with six penings 16 feet in the clear, and perched the top of the west unit of the Uni-ersity Memorial Stadium. From the ress box, an unobstructed view of the uarter mile track, 220-yard straight-way and all field events is obtainable, nd, in event of rain or high wind in the uring, or cold at the football season ass windows may be closed.

A glass partition is yet to be installed one end to provide a booth for the dio announcer.

Army field phones are installed on the field and the results of the various events of a track meet telephoned to the press box, mimeographed, and distributed to the reporters, who use the "summary" thus supplied in connection with their own descriptive stories.

At the relays, Dr. F. C. Allen, director of athletics, started the practice of serving sandwiches and hot coffee to the working newspaper men. Fielding H. Yost of Michigan, referee of the relays; Governor Ben Paulen, Chancellor Lindley and others took occasion to visit the press box while the refreshments were being served.

ARM CIRCULATION IS ADVERTISER'S TOPIC

.N.A. to Probe Country Field at Semi-Annual Convention in Chicago, May 10-12—Marco Morrow and Brundidge to Speak

A "Farm Paper Circulation Clinic," der the chairmanship of O. C. Harn, vertising manager of the National ad Company, will be a feature of the mi-annual convention of the Associa-tn of National Advertisers to be held a the Edgewater Beach Hotel, Chicago, ay 10-12, according to an announce-nt made this week by Robert K. avitt, association secretary.

Speakers at the clinic will be Marco rrow, assistant publisher of the pper Publications, Horace C. Klein, blisher of the *St. Paul Farmer,* and T. Hall, vice-president of the Ralston rina Company, and association presi-nt. They will talk on the subject, "irculation Methods in the Farm Field."

In holding the clinic, the A.N.A. is ntinuing an idea originated at the last mi-annual convention held at Atlantic y, when circulation methods of the gazines were discussed in detail. The vertisers are seeking to learn the class readers reached by their copy.

At the semi-annual dinner of the asso-ion on May 11, Clarence Darrow, ed lawyer, and Harry T. Brundidge, *Louis Star,* will probably be the akers. Mr. Darrow has tentatively epted the association's invitation to ver the principal banquet address. Brundidge gained fame as the reporter o exposed the medical "diploma mills." Other speakers at the convention will A. W. Shaw, president of the A. W. Shaw Company, Chicago, on "The Advertising Department; Its Place in Business Organization"; Kenyon Stevenson, Armstrong Cork Company, on "Organizing to Get Things Done in the Advertising Department"; H. G. Weaver, assistant to the director, sales section, advisory staff, General Motors Corporation, on "Laying the Foundations of an Advertising Campaign."

W. S. Lockwood, advertising manager, Johns-Manville, Inc., "The Organization of an Advertising Department for Production"; Everett R. Smith, advertising manager, Fuller Brush Company, "How We Sell Advertising Co-Operation to Our Salesmen"; W. K. Towers, advertising manager, Paige-Detroit Motor Car Company, "How We Sell Our Distributors on Advertising Co-Operation"; and W. F. Earls, advertising manager, United States Rubber Company, "The Records of an Advertising Department."

L. E. Frailey, Ralston Purina Company, "Management of Departmental Personnel"; Kerwin H. Fulton, "New Developments in Outdoor Advertising"; H. M. Bourne, advertising manager, H. J. Heinz Company, "Standardization of Process Colors"; G. Lynn Sumner, president, G. Lynn Sumner Company, "Is the Advertising Dollar Increasing in Effectiveness"; Harry R. Wellman, professor of Marketing, Amos Tuck School, Dartmouth College, "Wastes in Advertising"; and V. C. Cutts, advertising manager, H. W. Gossard Company, "Some Things We Can Learn From the Department Store Advertising Manager."

Paper Company Seeking Site

The Thunder Bay Paper Company is negotiating for a new site in Port Arthur, Ont., so that they may build a larger newsprint mill than was at first intended.

SEATTLE
Has Turned to Its MORNING Paper!

Publishers' Official Government Statements, just issued and covering six months' period ending March 31, 1926, compared with the six months ending September 30, 1925, reveal the interesting information that the Post-Intelligencer leads all Seattle newspapers in *Week-Day* Circulation and has materially increased its *Sunday* supremacy! Here are the official figures which prove conclusively that the Post-Intelligencer is Today—and will be *Tomorrow*—the *best* advertising investment in this most prosperous Northwest community!

Week-Day Circulation:

Post-Intelligencer . . *83,454
Star 82,841
Times 76,587

Post-Intelligencer Week-Day GAIN—9,116
Star Week-Day . . . . . GAIN—1,310
Times Week-Day . . . . . LOSS—1,459

Sunday Circulation:

Post-Intelligencer . *147,531
Times 103,440

Post-Intelligencer Sunday GAIN—11,892
Times Sunday . . . . . Gain— 559

Some Very Pertinent FACTS:

In just one year—April, 1925, to April, 1926—the "P.-I." made a record-breaking GAIN of 15,096!

70% of this GAIN is within Seattle's City Limits!

The six months' period ending March 31, 1926, shows a week-day average GAIN of 9,116!

And 80% of this is within Seattle's City Limits!

January 1, 1926, to April 15, 1926, "P.-I." CLASSIFIED ADVERTISING showed a phenomenal GAIN of over 50,000 lines—by far the largest GAIN of ANY Seattle newspaper!

DISPLAY ADVERTISING for this same period GAINED 23,287 inches (326,018 lines) over the same three-and-a-half months' period last year!

***Three months' statements (January-March, 1926, inclusive) to the Audit Bureau of Circulations covering Seattle Newspapers will be issued very soon. For later detailed information check these reports.**

Seattle Post-Intelligencer

Seattle's Only Morning Newspaper

FIRST in CIRCULATION!

W. W. CHEW, 285 Madison Ave., New York City
W. H. WILSON, 915 Hearst Building, Chicago
T. C. HOFFMEYER, Monadnock Building, San Francisco

PRIVILEGE LAW CITED BY LIBEL LAWYER

Harold Cross Explains Rule to New York Herald Tribune Staff—Filing of Pleading Does Not Constitute Judicial Proceeding

Libel dangers that lie in the report of a pleading not submitted to the court were outlined this week by Harold Cross, of the firm of Sackett, Chapman, Brown & Cross, attorneys for the *New York Herald Tribune.* The outline a response to an inquiry from Julian S. Mason, managing editor, was posted on the editorial room bulletin board for the benefit of the Herald Tribune staff. The letter follows:

"Dear Mr. Mason:

"Since several cases have arisen recently involving the extent of the privilege to report judicial proceedings, a letter on the subject may be useful for the guidance of the staff.

"The statute involved (Civil Practice Act, Par. 337) reads:

"'An action, civil or criminal, cannot be maintained against a reporter, editor, publisher, or proprietor of a newspaper, for the publication therein of a fair and true report of any judicial, legislative or other public and official proceedings, without proving actual malice in making the report.

"'This section does not apply to a libel contained in the heading of the report; or in any other matter added by any person concerned in the publication; or in the report of anything said or done at the time and place of the public and official proceedings which was not a part there.'

"It is now the law of this state (Williams v. New York Herald, 165 App. Div. 529) that 'the mere filing of a pleading, without any submission to the Court, or a judicial action taken thereon, does not constitute such a judicial proceeding as will give rise to a privilege to a newspaper to publish its contents.'

"In that case, the pleading reported, though filed, had not been served and the action in which the pleading was entitled had not been commenced by the service of the summons.

"Whether a pleading or other paper which has been served in an action which has been commenced may be reported under protection of privilege in advance of submission thereof to the Court, or of judicial action thereon, has not been decided in this State. While we contend that the privilege applies to such a report, we are bound, in the absence of a decision in this State, to point out that there are contrary decisions in other States, that the trend of judicial utterance is to the contrary and that there is at least a responsible possibility that our courts will hold the contrary. Though we think it should be, we cannot advise that such a report is privileged.

"Therefore, the staff, before reporting a filed paper which has not been acted upon by the Court, should *at least* ascertain whether such paper has been filed *and* whether the action in which it is entitled has been commenced and, in addition, should understand that even if such paper has been served in a pending action, a report published in advance of judicial action thereon may not be privileged."

EVENING HERALD
Los Angeles, Calif.
Gained 5,015 Daily Average Circulation
Sworn Government Statement, Six Months Ending March 31, 1925, 177,298 Daily. Six Months Ending March 31, 1926, 182,313 Daily. Increase in Daily Average Circulation, 5,015.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

RALEIGH TO ADVERTISE

Newspapers to Get $4,500 of $10,000 Chamber of Commerce Fund

The Raleigh (N. C.) Chamber of Commerce has adopted a budget of $10,000 to be devoted to advertising the city. It acted on the recommendation of John A. Park, publisher of the *Raleigh Times,* who recently made a trip to Florida and Western North Carolina to investigate the methods of advertising cities there.

Of the $10,000 appropriation, $2,500 will be spent in Northern newspapers, $2,000 in Florida newspapers, $200 for golf club hangers, $1,500 on new Raleigh booklets, $1,000 on an information booth in the city, $2,500 for signs, and $300 for advertising in tourist magazines.

Michigan Daily Absorbs Weekly

The *Owosso* (Mich.) *Times,* weekly, founded in 1879 by the late L. E. Gould and published for many years by E. O. Dewey and later by George M. Dewey, has been purchased by the *Owosso Argus Press,* a daily. Publication of the Times was suspended with this week's issue. S. W. Garnett has published the Times for the past three years.

Rood Joins Oklahoma City News

L. L. Rood of Allied Newspapers, Inc., has become business manager of the *Oklahoma City* (Okla.) *News,* Scripps-Howard paper, succeeding Maurice L. Crowther who resigned to become New York advertising representative of the Capper farm publications. Rood has been attached to the Cleveland office of Allied Newspapers.

Porter Joins Atlanta Constitution

Herbert Porter for the past six years advertising director of the *Atlanta Georgian* this week was named advertising director of the *Atlanta Constitution* by Clark Howell, Jr., business manager. Before joining the Georgian, Porter was with the *Birmingham News.* At one time he was assistant advertising manager.

W. R. Wright Joins Knight

William R. Wright, formerly director of advertising of the *Baltimore American,* and for several years associated with Prudden King & Prudden, Inc., New York City, has been appointed vice-president of the Emerson B. Knight, Inc., newspaper development organization, Indianapolis.

News Man Takes Political Job

Thomas Carens, who for the past few years political writer on the *Boston* Herald, this week was appointed a member of the secretarial force of Senator William M. Butler of Massachusetts. He assumed his duties in Washington at once.

A paper with the people
The public decides the progress of a newspaper.
The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.
Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.
With a constantly increasing circulation, plus a constant growth in advertising lineage, the New York Evening Graphic offers the advertiser an extremely profitable opportunity.
NEW YORK EVENING GRAPHIC
Published by BERNARR MACFADDEN
H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

JAPANESE ESTABLISH ASSOCIATED PRESS

Eight Newspapers Join in Forming Non-Profit Making Mutual News Association—Kokusai Service Is Dissolved

Representatives of the largest Japanese newspapers met in Tokio, April 26, and established a new non-profit making mutual news association similar to the Associated Press in America. At the same time dissolution of Kokusai, Japan's national news agency, was announced.

The Japanese name of the new association is the Nippon Shimbun Rengo, which, translated into English, is "The Associated Press of Japan." Eight newspapers, having 75 per cent of the total newspaper circulation of Japan, compose the charter membership. They are the *Asahi, Nichi-Nichi, Hochi, Jiji, Kokumin* and *Chugai Shogyo* of Tokio and the *Asahi* and *Mainichi* of Osaka.

Yukichi Iwanaga, who has been managing director of Kokusai, was elected to a similar position in the new organization.

The new news service was hailed as a great step in congratulatory messages cabled by Frank B. Noyes, president, and Kent Cooper, general manager, of the Associated Press.

"We are highly gratified at the formation of Rengo along the lines which made the Associated Press's initial co-operative effort so successful," Mr. Noyes cabled. "On behalf of the Associated Press and its members, I congratulate the organizers of Rengo, and extend best wishes for every success."

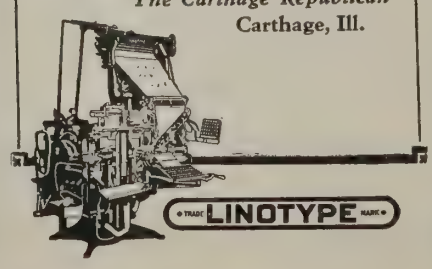
Mr. Cooper cabled: "The Associated Press of America welcomes the Associated Press of Japan into the fraternity of co-operative news associations. Heartiest congratulations."

The new association was the idea of Yukichi Iwanaga, formerly managing director of the Kokusai News Agency. F. Douglas Williams, New York representative of the new association, which is located at 383 Madison avenue, said yesterday that it had long been the ambition of Mr. Iwanaga to bring the newspapers of Japan into an association which would undertake for them the collection, supplying and distribution of world and local news.

Mr. Williams said that the eight newspapers which are charter members of the Rengo represent more than 75 per cent of the entire newspaper circulation of Japan.

U.P. Boston Office Moved

The New England bureau of the United Press Associations recently moved from its former quarters at 309 Washington street, Boston, to 262 Washington street, the old *Boston Journal* building.

From the Linotype Mailbag
MODEL 26
"work is done quickly and easily"
"The Model 26 Linotype has been in use in our shop since July 1, 1925, and has given perfect service all the time."
"Quick change magazines give us access to seven different faces of type. These faces can all be set on one slug and distributed simultaneously. The multiple distributor has given 100 per cent performance, often running for days without a stop during working hours."
"With our Model 26 we compose advertisements, high grade job work and much straight composition. The work is done quickly and easily, and the results are artistic."
"In combination with our Model 14, we consider our composing-room on a par with other shops having several machines of other models. We are issuing several weekly and monthly periodicals that have been highly complimented that are composed entirely on these two machines without a line of hand set type.
"The Model 26 is the most human machine we ever worked with, and we can recommend it as a comfort beyond words, in any shop."
The Carthage Republican
Carthage, Ill.


New Jersey Is Divided in Two—
We are content with the Southern Half
Camden Courier
and the
Morning Post
60,000 Circulation
Combination Rates
National Representatives
Story, Brooks & Finley

Luck can't take the place of navigation—for a ship any more than for a classified medium.
THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building Philadelphia

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and New Rochelle and The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

ADVERTISING AGENCY AFFAIRS

Athur E. Hobbs Elected Vice-President of Charles W. Hoyt Company, Inc.—Lyon Agency Moves to New Quarters—Agency Men Going to Europe—Hevner Joins Street & Finney

THUR E. HOBBS, managing di-ector of the Springfield office of Charles W. Hoyt Company, Inc., elected vice-president of the agency ie annual meeting held April 15.

Lon Advertising Agency, New York smoved its New York offices from Times Building to 270 Madison re.

Wesley Hevner, formerly with S. B. W. Fleisher, Inc., yarn manufactur-, Philadelphia, has joined the staff treet & Finney, Inc., New York, as e-resident and account executive.

Jn F. Hall, former newspaper man, s opened offices in the Professional iling, Los Angeles, where he will con-c a general advertising and publicity s ess.

Frmal opening of new offices of the I. Majewski Advertising System, Palm Beach, Fla., is scheduled for a 15.

A:Kenna-Muller, Brooklyn advertis-g gency, on April 26, moved from 186 r emon street, Brooklyn to the Temple rBuilding, 44 Court street.

Vilter S. Brown has joined the staff e John S. King Company, Inc., as ouction secretary. Mr. Brown was rerly assistant advertising manager ie Billings-Chapin Company, paint ufacturers, of Cleveland.

Ie Pitluk Advertising Company of nAntonio has opened an agency office 110 Post-Dispatch building, Houston. Houston office is in charge of Jay kinner, who for four years has been dvertising counsellor and copy writer ouston.

Doremus & Co., advertising agency, has opened offices in Los Angeles. The company was founded in New York by C. W. Barron, more than 20 years ago, and has offices in Chicago and Boston, in addition to the new office. C. W. Barron, president, is president of Dow Jones & Co., publishers of the *Wall Street Journal*. He also owns the Boston News Bureau, Philadelphia News Bureau and *Barron's Weekly*.

Standings in the Advertising Agency Baseball League, New York, were unchanged as the result of the second day's play, April 24. Ruthrauff & Ryan, Inc., defeated the Federal Advertising Agency, Inc., 7—2. Barton, Durstine & Osborn, Inc., came out on the long end of the 14—6 score in their game with the J. Walter Thompson Company. The H. K. McCann Company beat Frank Seaman, Inc., 4—2, and Calkins & Holden, Inc., won from Joseph Richards Company, Inc., 11—9. All four winners are tied at 1000 and the losers at 0.

The series will consist of seven games, ending June 5. The Walker Engraving Company will award a trophy—a silver cylinder on which appears the figure of a gold baseball player—to the winning team, and A. G. Spalding & Bros., a large silver baseball to the runners up. Awards will also be made to all members of the winning team, to the most valuable all-round player, and for the man who will also be given the title "Advertising's Babe Ruth."

Agency executives sailing for Europe this week from New York included: Frederick E. Richards, secretary of the Andrew Cone General Advertising Agency; Harry Dwight Smith, president of Fuller & Smith, Cleveland, and Earnest Elmo Calkins, president of Calkins & Holden, Inc.

WITH THE GENERAL ADVERTISERS

mith Typewriter Firm Starts Newspaper Campaign—Maltmolak to Be Promoted in Dailies—Colgate & Co. Appoints George Batten Company to Handle 1927 Campaign

C. SMITH & SONS, manufacturers f typewriters, this week started a inal newspaper campaign to run rgh the spring and fall, with a lapse rg the summer. The copy, designed apeal to business executives, was pre-r by Barton, Durstine & Osborn, Inc. York, agency handling the account.

Declared as preliminary to a national mpaign in the newspapers, a test drive ng conducted in dailies by the Dern many, Colorado Springs, Col., for its duct, "Tenmor-Derngood Coffee." The rtising agency in charge is the Hath-a Advertising Service, Colorado rings.

The 1927 advertising of Colgate & Co., be handled by George Batten Com-y Inc., New York. This company is ely directing the advertising of Col-e Rapid Shave Cream, but will, here-e also prepare and place the adver-n of Colgate's Ribbon Dental Cream, b Cashmere Bouguet soap, and other lgate lines.

Changes have recently been made in the m and the personnel of the company nufacturing Armour's Oats, an ac-nt handled by the Mitchell-Faust Ad-rtising Company, Chicago. The e manufacturing division of the Ar-ur Grain Company is now a separate poration named Mapl-Flake Mills, c. (cq.), 208 South La Salle street, icago. George E. Marcy, formerly sident of the company, has retired m active executive participation and is chairman of the board of directors. Matters relating to advertising are in charge of J. A. Mander, vice-president of the company.

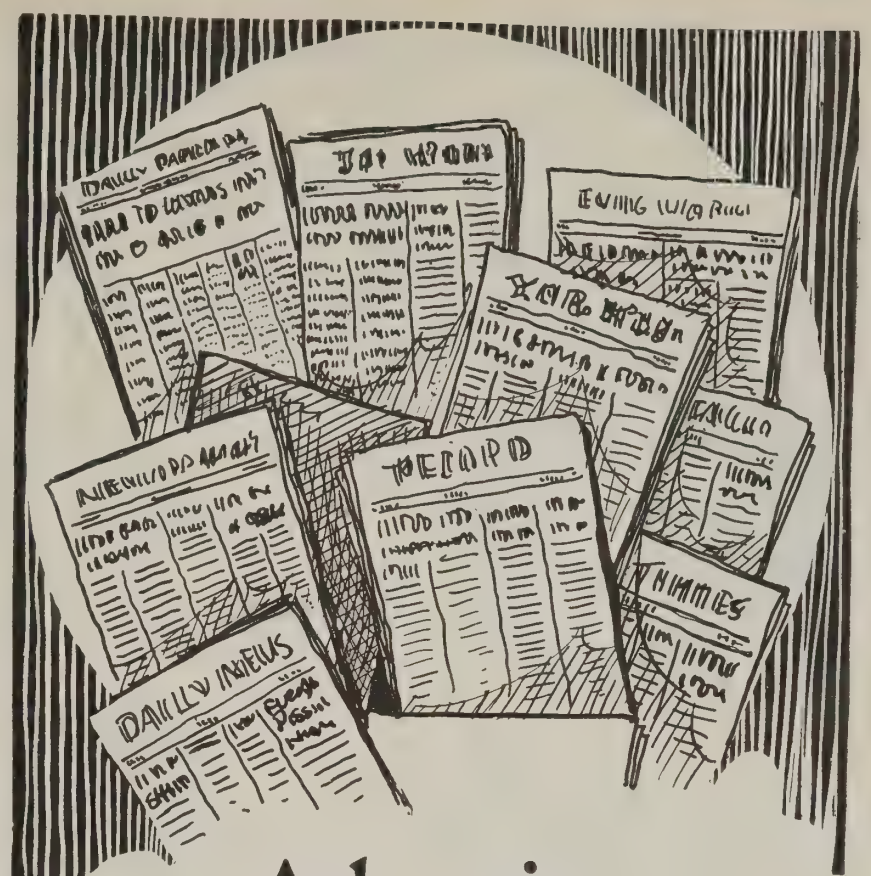
A newspaper campaign is planned to promote "maltmolak," product of the Marshak Maltmolak Company, Brooklyn. The schedule is being drawn up by Churchill-Hall, Inc., New York.

Salt Lake City will use 22 metropolitan newspapers this year in its community advertising campaign. The money to finance the drive was raised last year. About $70,000 was collected. General chairman of the campaign is Gov. George H. Dern.

Sid Grauman, Hollywood theater owner, announced this week the organization of a $20,000,000 concern to operate theaters in 22 cities with a population of more than 500,000.

Newspapers are to be included in a co-operative advertising campaign to be conducted by the Irish and Scottish Linen Damask Guild, Inc., an organization recently formed in New York. Hommann, Tarcher & Cornell, Inc., New York advertising agency, has been appointed advertising counsel.

Collin A. Campbell, formerly sales promotion manager of the Marmon Motor Car Company, Indianapolis, has joined the Stutz Motor Car Company of America, Inc., as sales development manager.



Advertise to the Hoosiers— through this group of newspapers . . .

The people of Indiana are interested in politics and world events. They follow the news carefully. Hoosiers are known for the great interest they show in their community, state and nation.

The daily papers serve as their guide and you can reach them in no better way than through the daily press.

When you are ready to plan your advertising campaign, let these papers show you the market possibilities of Indiana for your goods.

They have the facts for you to go by—facts that will show you the stability of Indiana's business.

	Circulation	Rate for 5000 lines
**Columbus Republican (E)	4,912	.03
††Connersville News-Examiner (E)	4,681	.025
†Decatur Democrat (E)	3,194	.025
**Fort Wayne Journal-Gazette (M)	35,247	.08
**Fort Wayne Journal-Gazette (S)	28,468	.08
*Fort Wayne News-Sentinel (E)	42,168	.10
*Gray Evening Post-Tribune (E)	15,019	.06
†Hammond Times (E)	17,127	.06
**Huntington Press (M&S)	4,079	.025
††Indianapolis News (E)	128,341	.25
**Lafayette Journal & Courier (M) 7,878 (E) 13,583	21,461	.06
††La Porte Herald-Argus (E)	6,726	.04
†Shelbyville Democrat (E)	4,012	.025
*South Bend News-Times (M) 9,634 (E) 15,671	25,305	.07
*South Bend News-Times (S)	23,249	.07
††South Bend Tribune (S) 21,431 (E)	22,254	.06
††Terre Haute Tribune (E&S)	23,442	.06

*A. B. C. Publishers' Statement, Oct. 1, 1925.
†Government Statement, Oct. 1, 1925.
**A. B. C. Publishers' Statement, March 31, 1926.
††Government Statement, March 31, 1926.

DEPARTMENT AUTONOMY WON SUCCESS FOR PALO ALTO TIMES PARTNERS

Three Men Have Followed Strict Non-Interference Policy in Building Strong Local Daily Within 30 Miles of San Francisco Metropolitan Journals

By ANDREW R. BOONE

FOR six years three men, all graduates of the same university, each a part owner and each maintaining absolute autonomy in his department, have managed, edited and manufactured a daily newspaper without any friction among them.



WILLIAM F. HENRY

One is a Democrat, the second a Republican and the third — but that doesn't matter. Each has autonomy of his department, consequently the Democratic editor decides it shall be an independent newspaper.

The paper is known to a comparatively small clientele, as newspaper circulations are generally computed, as the *Palo Alto* (Cal.) *Daily Times*. It enters 3,000 homes within the immediate vicinity of Palo Alto every afternoon but Sunday.

It gives more space to the arguments of the opposition on issues favored by the Times than to its friends and in the face of intensive metropolitan opposition originating in the offices of six great San Francisco dailies thrives and keeps away active local competition.



GEORGE MORRELL

But this is not wholly a story about a newspaper, but concerns primarily the men behind the scenes—George Morrell, manager and owner; Dallas E. Wood, editor and part owner; and William F. Henry, foreman of the mechanical department and part owner.

These men have known nothing but the newspaper business since all three attended Stanford University and prepared to become, one a teacher, the others lawyers. Henry studied English. He also married while yet a student. Necessity sent him in 1900 to the composing room of the Times, then a weekly. Since that time he has been identified with the publication, through its various progressive stages.

Wood studied law, gave that up in favor of a prune ranch and before the first crop had been gathered turned his thoughts toward dissemination of news and ideas. He, too, had smelled the smell of printer's ink in college, as a correspondent for nearby papers.

Morrell, the business head of the trio, attended college with Wood. They became friends. He studied law to become a better business man. But he dabbled in the business end of publishing while learning his advanced A.B.C.'s and as a result was innoculated by the same germ.

1919! H. W. Simpkins, Republican, and W. D. Kelly, Democrat, owned the Palo Alto Times. Since 1892, when first it was established as a weekly newspaper for the purpose of exchanging news between the local community and Stanford University, then opening its doors for the first time, it had been independent of party. In its columns any one with a word could find expression.



DALLAS E. WOOD

Simpkins, who later wrote brilliant editorials for the now defunct *San Francisco Journal*, published in one column of the Palo Alto Times caustic criticisms of the Democratic party, its policies and methods. And in the adjoining column Kelly set forth his views of the Republican party, which, it must be recorded, were no less pronounced in their praise of all the Jeffersonians stood for.

By 1919 the two editor-managers came to the crossroads. Under their administration the enterprise had not shown a sufficient financial return and at that time Morrell, Wood and Henry came together again.

"I propose," said Morrell to Wood and Henry, "that we purchase this paper. I will run the business office. You, Wood, will be editor. And you, Henry, will have absolute control of the mechanical department."

The other two agreed and forthwith they commenced the experiment, each agreed to let the others alone in their conduct of their respective dominions. Each had to stand or fall by his own efforts.

And by these four principles they have succeeded in so pleasing all factions in the community that no outsider during these six years has received any encou agement from business men or reade when he proposed to establish a ri newspaper:

1. The Times shall cover the lo news field thoroughly. (By local meant all that district from which merchants of the city may draw trade.
2. The Times shall go into every ho at least once.
3. The Times shall give all factio an opportunity for full expression.
4. The Times shall demonstra through superior service, that an ad



Palo Alto Times plant

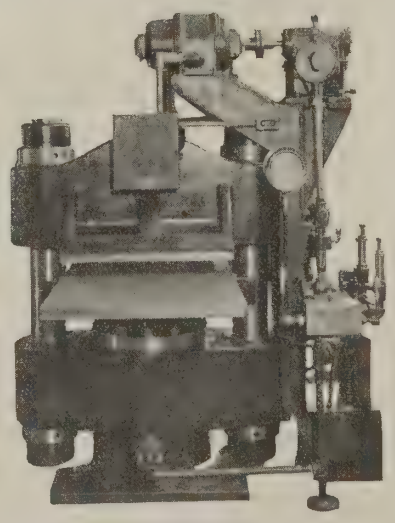
in
Detroit—

Free Press city circulation reaches 31,000 more than the total number of families owning their own homes.

THE DETROIT "FREE PRESS"

"Starts the day in Detroit"

BIROTADRUCK



HYDRAULIC MATRICE PRESS

Direct pressure under complete control. Fast, positive, non-vibrating, hydraulic operation.

The New York Times uses Birotadruck Hydraulic Matrice Moulding Presses exclusively.

For full information and sample pages address

AMERICAN BIROTADRUCK CO., Inc.
120 West 42nd Street
New York

TO ENTERPRISING EDITORS

Church advertising is virtually a new field for men with ideas, and new ideas on this phase of advertising are springing forth regularly.

At the international advertising convention in Philadelphia, June 19th to 24th, advertising men, pastors and editors will meet in conference to discuss this very timely subject.

Twenty-five or thirty competent speakers have already been scheduled to speak in the pulpits of Philadelphia churches on Sunday, June 20th, and the program for the departmental sessions on Tuesday and Wednesday, June 22nd and 23rd.

Are you planning to be among those present at the Church Advertising Department sessions?

We suggest that you make your hotel reservations early.

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS,
383 Madison Avenue
New York, N. Y.

ical paper would be an economic waste o advertisers and readers.

f the three owners, Henry has by a the least spectacular public role to l. And so, by first appearances, the dor and the manager have built up the er from a circulation of less than 1,000 in only seven subscribers paid up for riod longer than one month, to 3,000- subscribers with more than half paid for six months or a year.

ny executive knows that smoothness operation spells away many ills. The anical department of the Palo Alto es has perhaps as small a labor turn- as any newspaper in the United es. When a linotype operator or man comes to the Times, he stays. reason is simple. He is treated with tesy and consideration and given well ed, warm quarters in which to work. h the same reason explains why the rial department draws its workers the nearby university, members of up usually attracted to the cities for newspaper jobs.

sults of improvements on the paper ared more quickly through the ef- of the editorial and business offices. type is not always recognized by readers while a changed editorial ir becomes immediately apparent. And hants are quick to appreciate added tising service.

nsequently, I set down here Mor- added principles, not usually formal- pressed, by which the paper has such a substantial growth in what nerally considered a "high brow" munity. They express a lesson which business man could easily apply to wn affairs and any individual to his ess and private life.

uild on a rock."

ve your customers and your friends than they expect."

impartial and fair in all dealings."

the beginning Wood decided the should be independent, and it is cy that. No party as such finds with it. Yet it will take a vigor- stand on any worth-while issue, ical or otherwise.

What is the news 'policy' of the ?" I asked Wood.

We consider it a country paper, al- we are only 30 miles from San risco and in its field," he replied. e usually finds the news columns ountry paper filled with personalities itorial comment. Editorial attitudes eligiously kept out of the news ns. We confine them to the editorial end all news is made impersonal. r readers are of a type that want candal, and so we try to give them news, stories of scientific advance- and political news."

w have you managed to keep out ition when the community has 50 per cent in five years?" I said orrell, business manager, pointing t especially in the west the business is tend to grow faster than resi- demands.

have not attempted to establish a oly," he declared, "but by giving r service in our different depart- have caused the merchants to be contented with our product.

advertising in one paper, they get distribution in 11 towns and cities. h an arrangement with a nearby we handle local advertising for blication. This adds three com- ts to the advertising coverage, completes the entire area local nts hope to reach.

"We have never offered special inducements to obtain new readers. Consistent soliciting has been the only means employed.

"On the advertising end, rates for contracted advertising are from 25 to 80 per cent lower than for transient advertising. Contracts are made on a six-months basis, one-sixth to be used each month and the agreements are automatically renewable unless terminated by the notice of either party. Thus some contracts continue to run for several times the specified original term without change."

Apportioning the advertising on a monthly basis assured the paper of a stabilized income during its early days and has proved an excellent factor in spreading the advertising evenly instead of loading the paper at the beginning or the end of the contract period.

The true success of the Palo Alto Times is found in its service-plus policy. Morrell asks the advertisers to change their copy every day, with no additional expense to the advertiser. The composing room cost runs higher, but—"we want changing ads in the paper as this is necessary to get results for the advertiser. Results! They build their businesses and ours."

How to Get a Job

Nonchalance of Approach Stressed in Prof. Sim Posium's Course For Neophytes—Vigorous Back-Slapping Urged

By ED. MEISBERGER

COURSE 2E-2. Curriculum in Journalism—"How to Get a Job"; class meets every Tues., Wed. and Fri. at 10 a. m. Prof. Sim Posium. Specifications—Not to be taken too seriously; may be followed by course in "How To Hold It."

Following is sample of instruction given aspiring journalists:

If you are indisposed you may call city editor of prospective newspaper by long distance and inquire if there is an opening. Be sure to have call charged to newspaper.

If calling in person, approach city editor when he is rushing copy through for an edition.

In event the city editor does not observe you the instant of your arrival at his desk, throw one leg over the corner of desk and toss your hat in the copy basket.

To relieve the strain of waiting, the prospective journalist should turn to the assistant city editor and remark, the same while pointing to the man he is waiting to see, "Is this guy the city editor?"

Just as the city editor looks up and is about to speak, rush over to a far corner of the room and give the clasp to a fraternity brother you have recognized. City editors are strong for brotherly love.

The prospective journalist then may return to the city editor, confident the display of friendship with a member of the staff had made an impression.

It is best to open the conversation with the city editor by saying, "Well, I've come up to go to work for you. Father wants me to take a rest trip, but I want to get back into the game."

If city editor inquires what is meant by "being back in the game" show him clippings of your correspondence to your home town paper. Also inform city editor you have sent stories to leading magazines. Have rejection proofs handy for verification.

Do not neglect to tell city editor of your social connections, family tree and that your father often plays poker with the owner of the paper.

Much may be gained by informing city editor you want to start in as dramatic critic or as a feature writer. State in no uncertain terms the salary you desire, threatening to go to New York if you are not paid sufficiently.

If the city editor announces his pleasure of putting you on the staff, give him to understand you will not be able to report for work for several days, as you have theater parties and tea dansants dated for the interim.

Call city editor by first name, slap him on the back and bid him goodday.

EDITOR & PUBLISHER's classified columns "turn the trick."

NEWSPAPER "TODAY'S BIBLE"

Springfield Pastor Urges Daily Reading—Praises Editors

"The newspaper is the Bible of today, telling of the battles of right and wrong, the progress of Truth and the courage and valor of those who love her," said Rev. Elmer D. Colcord, Springfield, Mass., pastor, in his Sunday sermon. He added the injunction that a man "ought to read his newspaper as religiously as he does his Bible, to find out what has happened in God's great world during the past 24 hours."

"The least useful part of the paper is the people's forum," he said.

"There ought to be a ruling that no one person should send in more than one contribution in two weeks.

"I never read a newspaper without feeling a little bit of wistfulness. It might do so much more for human welfare and progress. The presence of a great and good editor in a community can work a social millennium.

"This is the kind of editor who gives no tolerance to wrong, nor pretended ease to the paths of waywardness, nor encouragement to those who seek to evade the common law," the minister concluded.

CIRCULATION BUILDING SUPREMACY

We opened 1926 with the greatest newspaper campaign ever conducted, and secured over $300,000 in prepaid subscriptions for The Cleveland Plain Dealer. We can attain similar success for you!

THOUSANDS OF NEW, PREPAID, BONA-FIDE HOME-DELIVERED SUBSCRIBERS SECURED IN TEN WEEKS' TIME

HOLLISTER'S Circulation Organization

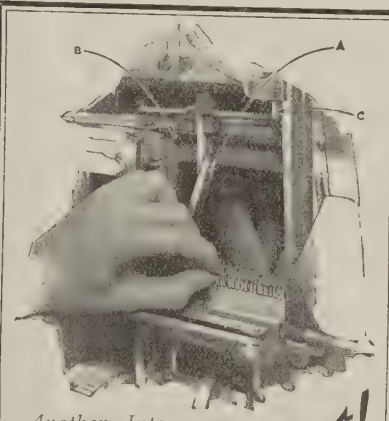
Wire or Write us at 717-718 Commercial Exchange Bldg., LOS ANGELES

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy



Another Intertype time-saver

Convenient!

Intertype Line Delivery Carriage

The hinge (A) saves time; facilitates corrections in the assembler.

Prevents breakage of spacebands.

Improved release (B) and handy grip (C) are typical minor Intertype improvements.

INTERTYPE CORPORATION
1440-A Broadway, New York

Standardized INTERTYPE

Profit-Making Features—No. 10

Gaining Circulation and Prestige

The Baltimore News gained 16,251 circulation in February over the same period a year ago. The Baltimore American gained 10,175 circulation during the same period.

This alone is convincing proof of the rapid strides that have been made in this great market of nearly a million souls by the fastest growing newspapers in Baltimore.

Sold separately or in combination.

THE BALTIMORE NEWS

and

Baltimore American

PAYNE, BURNS & SMITH CO.
Eastern Representatives

G. LOGAN PAYNE CO.
Western Representative

Item-Tribune
RNING-EVENING-SUNDAY

OMPLETE COVERAGE
at one cost
,000 circulation—20c a line week-days

ver New Orleans At ONE Cost

FIVE OFFERS OF AID REACH VANDERBILT

(*Continued from page* 5)

the number of stockholders has been reduced to 5,000 and the experts placed in charge of the reorganization report that with $300,000 the three newspapers can in six months be put on a paying basis with flowing profits and vastly increased circulation.

"Clarence Darrow and I, representing Mr. Vanderbilt, have been carefully studying all the circumstances of this situation and we feel it would be little short of tragic not to be able to meet this financial exigency.

"Mr. Vanderbilt, with splendid ideals and courage, has not been happy merely to live off the income of a vast family fortune, but has gone out to help create something splendid and progressive in the field of journalism. A young man of wealth who turns from a parasitic life to make a contribution to sound public opinion and citizenship should receive generous approval.

"Mr. Vanderbilt has received no profits from his newspapers, and even his salary has for many months past been used to meet corporation obligations and expenses. At serious costs to his health he has made and will make every effort to preserve his newspaper chain and save his stockholders' investment. No more gallant effort has ever come within my professional experience.

"This unusual announcement of the above emergency has seemed necessary because of the unexpected urgency of the situation.

"Dudley Field Malone."

To the reporters, young Vanderbilt and his lawyer, Mr. Malone, appeared "brimming with optimism."

"Everything will come through all right," both reiterated.

The attorney explained that the method adopted for making the situation public was Mr. Vanderbilt's own idea. Cornelius, he said, wanted to make the statement in this, perhaps unusual way, because he wanted to reach as many people as he possibly could.

Mr. Vanderbilt gave the figures on the amount of the capital stock and told how it was held.

"I started with about $115,000," he said, "and last year the gross earnings of the three newspapers were $2,165,000. We expected a gross of $3,000,000 at the end of our fiscal year, which would be June 1. For the next six months, according to the estimates of experts, we face a monthly income of $165,000."

He was asked to tell how the $5,000,000 stock which had been issued was divided.

"There are about 50,000 shares of preferred stock which has a par of $100 a share. There are about 100,000 shares of common stock of no par. We usually issued two shares of common for every share of preferred. No dividends have been paid, of course. What claim would the stockholders have in the event the $300,000 is not obtained? Well, I don't know; much of the stock has changed hands. You see, under the California law, when stock changes hands, the second or later holder has no claim against the corporation."

He said experts on newspaper properties, representing his family as well as himself, had surveyed the three newspapers and their plants and had reported that $300,000 would be needed to tide them over the ensuing six months. Mr. Vanderbilt said that if this period could be spanned, the income of the papers would enable him to continue their publication.

The report of the experts was delivered four weeks ago. Mr. Vanderbilt said his father had definitely refused further financial aid, through demand notes, last Friday. He was asked whether the Vanderbilt family objected to tabloids.

"It wasn't a question of tabloids or the blanket size of a newspaper," he said with a laugh. "It was the family's aversion to newspapers and to my participation therein. My family opposed my going into journalism. After the report they said they didn't want to put any more money into it, but I said I would stand to the last ditch."

Mr. Vanderbilt said he had a staff of 1,600 on the three newspapers. The total of employees, he added, was 8,000, but this included newsboys hired to deliver newspapers on routes. When he was asked how long the newspapers could carry on, if the $300,000, were not obtained, Mr. Malone interjected with a laugh:

"That's within the realm of God," a statement which brought a nod from Mr. Vanderbilt.

Mr. Vanderbilt said he had undergone fourteen operations in the last year. He was ill from an infected jaw at Atlanta last November and spent some time early this year at Johns Hopkins Hospital, Baltimore. He attributed his ill health to overwork.

"It is too bad that this has to come after fourteen operations," he said.

Tug Named for Ship News Man

A large and modern tug, recently launched on the Willamette river, was christened for W. E. Mahoney, veteran marine editor of the *Portland Oregonian*. Joseph Supple, ship builder, named the vessel as a recognition of 20 years' work by Mahoney in reporting ship news at Portland.

To Continue "Getting Ahead" Bureau

The *Chicago Evening American* has announced that it will continue its Getting Ahead bureau, a daily feature in which prominent men and women of the city offer advice to people, young and old, striving to get ahead in the world. A. D. Lasker, president of Lord & Thomas advertising agency, Charles H. Markham, president of the Illinois Central Railroad, Albert M. Johnson, chairman of the board of the National Life Insurance Company, T. F. Mersels, president, Montgomery Ward & Co. Samuel Insull, public utilities magnate, Dr. Anna Dwyer, Mrs. Ora H. Snyder, head of Mrs. Snyder's candy stores, Mrs. Jacob Bauer, and Mrs. Mabel Reinecke, collector of internal revenue, Chicago district, are among the editors of the bureau.

FLASHES

Premier Briand declines to marry. He never should think of it until he gets a steady job.—*Milwaukee Journal.*

Emerson's remark about the world making a beaten path to a house in the woods where better stuff is made was certainly prophetic.—*Florence* (Ala.) *Herald.*

It might help some if at sixty miles the speedometer would bring into view a miniature ball and chain.—*Schenectady Gazette.*

Herrin seems to stay converted only about long enough to clean its gun.—*Columbus* (Ohio) *State Journal.*

A Washington magazine has just closed a contest on "What is a Democrat?" There were 8,000 definitions—all different, of course.—*Dallas News.*

General Andrews says embalming fluid is being used in the manufacture of present-day whisky. This, in time, should reduce the mortician's art to the simple matter of laying the lily on the victim's chest.—*Arkansas Gazette.*

Whatever else Gen. Smedley D. Butler may be, he never will be acclaimed the life of a party.—*Pittsburgh Chronicle Telegraph.*

There is always a way of salvation, and the Charleston is doing wonders for muscles almost ruined by the flivver habit.—*Washington Post.*

The churches have tried about everything except swinging half-doors.—*Passaic News.*

There's always a bright side. Eventually the franc will have nowhere to go but up.—*Newark Ledger.*

With girls making 99 out of a poss 100 bull's-eyes, putting the shot 30 and doing the 100-yard dash in 11 onds, there won't be much chance a man after a while either to duck run.—*Philadelphia Inquirer.*

It is said that 150,000 boys will gra ate from American high schools summer. They will have 300,000 h not one of which will grip a plow-ha an ax helve or an engine throttl *Houston Post-Dispatch.*

Dr. Mayo declares walking is the exercise one can take. So it is, Do it is—if you can find any place to v —*Milwaukee Journal.*

John Galsworthy, the English nov deplores the number of wild animals in captivity in this country. Perhap was referring to the tigers.—*Indiana Star.*

If Quality

of circulation is your first consi eration

The Evening St

With Sunday Morning Editio

Washington, D. C.

will have your preference—sa as it has the preference of pra tically everyone in the Natio Capital.

The Star's circulation is ho circulation—both quality and qua tity—the kind that counts m with advertisers.

New York Office — 110 E. 42nd Dan A. Carroll

Chicago Office — Tower Buildi J. E. Lutz

For the First Three Months of 1926

THE TAMPA MORNING TRIBUNE

printed 7,355,276 lines of Advertis and thus moved up from twelfth SIXTH place among the newspaper the United States.

The only newspapers printing a gre volume of advertising during that pe than The Tribune were the M Herald, the St. Petersburg Times, Detroit News, the Chicago Tribune the New York Times.

The Tribune covers the rich S Florida territory of 24 counties and cities and towns, with a populatio 713,943.

That's Why Its Advertising Vol Grows

The S. C. Beckwith Special Agenc National Representatives.

HOW WELL ARE YOU "COVERED" IN QUEENS?

In Queens, The "Home Borough" of New York City, the total combined circulation of the Metropolitan evening newspapers is 13,725 in the territory served by the Daily Star.

The circulation of The Daily Star, the dominant newspaper of Queens, was 22,115 (circulation statement March 31, 1926.)

Are you satisfied to touch only the high spots here and there, or do you want real coverage in the Borough of Homes?

Can You Afford to Leave THE DAILY STAR Off Your List?

Publication Office: Star Square, Long Island City, Borough of Queens, New York City.

BUILDINGS PLANT LAYOUTS PRODUCTION OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

creating
Impression!

nearly half the 2013 national advertisers using the Cleveland Plain Dealer in 1925 used it *exclusively.*

The Plain Dealer

ONE Medium — ONE Cost ALONE Will sell it

J. B. Woodward 110 E. 42d St. New York

Woodward & Kelly 360 N. Mich. Ave. Chicago

The DES MOINES CAPITAL

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best Advertising buy in the mid-west

O'Mara & Ormsbee
Special Representatives

The DES MOINES CAPITAL
Lafayette Young
Publisher

SIX CENTS LIBEL LOSS IN 21 YEARS

(Continued from page 9)

go a long way. And it is well to remember, too, that a plaintiff's character must be above question to sue for real damages. It often happens that people of shiftless and doubtful character, technically libeled, are induced by a shyster lawyer to file suit, so that he can collect a $200 fee, the usual nuisance value of a small town libel action.

"Don't concede anything until every angle is investigated. If the person has been libeled and has a character that can be damaged, make amends—and swiftly.

"When you find you are at fault and have wrongfully offended an individual, try, of course, first to settle the affair out of court.

"Serious loss rarely results when the paper, recognizing its mistake, publishes a prompt retraction and offers cash amends."

The libel action against the New York *World*, which offered Mr. Dapping experience as a legal investigator in his early newspaper days concerned a handwriting expert involved in a Boston will case about 15 years ago. Millions of dollars depended upon the outcome of the will dispute, and the chirographer was an important witness.

While court was in session, the reporter saw the expert pick up an exhibit, examine it carefully and breathe upon it. He wrote the scene into his story carried by wire into the World office. It was implied libel, of course, the insinuation being that the witness had tampered with the exhibit. Because of the way it was written, it was not extremely dangerous. A man on the World's copy desk wrote into the head bluntly "Expert Tampers With Exhibit."

Noted lawyers were engaged by the World to fight the subsequent libel case, but the jury awarded the Plaintiff $15,000. He had demanded $50,000. The action was carried to a higher court, where the decision was reversed and a second trial granted. There a better defense was made and the $15,000 was cut to $2,200, and the case closed. The amount seems small, but who knows the extent of the legal fees and other expenses contingent with the case?

Was the copyreader fired?

Perhaps he learned his lesson and is the most reliable man on the staff today. According to Mr. Dapping's policy and belief, he most certainly should not have lost his job, unless he had previously been a habitual offender.

"Keep the man who wears one libel scar," Mr. Dapping advises. "If he survives a libel suit, he is apt to be an extremely careful reporter the rest of his newspaper career.

"It is a mistake to fire a reporter for the libellous mistake. There is no more reason in being unjust and injuring an honest reporter who has made a mistake in good faith, than there is in doing an injustice to the person whom his error has libeled.

"Of course, a habitual offender is too dangerous and costly to support. But, if a newspaper man gets into a scrape once and emerges creditably, nine times out of ten his value to his office has been immeasurably increased."

Next week Mr. Dapping will from his 21 years' experience in the small city field furnish facts for the eighth article in EDITOR & PUBLISHER'S libel series. It will tell of the libel dangers lurking in the notes sent in to state editors by country correspondents, and will suggest ways of guarding against this news hazard. This article will be entitled "Those Libellous Country Correspondents."

OREGON MEETING JUNE 18-19

Speakers Named for State Editorial Association Convention

A group of interesting speakers has been obtained for the annual session of the Oregon State Editorial Association, which will be held in Prineville, June 18 and 19.

Dr. C. A. Prosser, in charge of the Dunwoody Institute for Boys at Minneapolis, will tell the editors how newspapers may help solve boys' problems. Luke S. May, Seattle criminologist; Nathan Eckstein, Seattle business man; Lewis A. McArthur of the Oregon geographical board, and Marshall N. Dana, associate editor of the *Portland Oregon Journal*, will also be on the program.

R. H. Jonas, publisher of the *Central Oregonian* and chairman of arrangements, has announced that the entertainment will include a buckaroo breakfast on a large ranch near Prineville and that the newspaper men will be expected to don chaps and sombreros and use bronchos for transportation to and from the ranch.

Besides Mr. Jonas those attending the committee meeting were: A. L. Mallery and Arne G. Rae, both of Tillamook; Hal E. Hoss of Oregon City; R. A. Cronise of Albany, and Joseph D. Thomison of Hood River.

GILLROY HEADS SPHINX CLUB

New Officers Announced At Annual Ladies' Night Dinner-Dance

The annual ladies' night dinner and dance of the Sphinx Club was held Wednesday night in the grand ball room of the Waldorf-Astoria Hotel. A fine program of entertainment was presented, and speeches were made by Sir Charles Higham, of London, England; George McManus, cartoonist and creator of "Bringing Up Father," and Charles Dana Gibson, publisher of *Life*.

The newly elected officers of the Sphinx Club for the coming season are: President, James P. Gillroy; vice-presidents, Preston P. Lynn, Charles Dana Gibson, George Ethridge, William H. Rankin, John Irving Romer and James Wright Brown; executive committee, R. F. R. Huntsman, chairman, and Stanley R. Latshaw, George Howland, Gilbert T. Hodges, Frank W. Harwood, Herbert Everett, James O'Flaherty; secretary, Roger J. O'Donnell; treasurer, F. St. John Richards.

GEORGIA PRESS TAKES TRIP TO HAVANA

Association Members Lavishly Entertained During Four-Day Stay in Cuban Capital—Annual Meeting August 9-11

Members of the Georgia Press Association reached Tampa Wednesday returning from their cruise to Havana where the annual Winter frolic was held. The Association held a short business session at Valdosta, Ga., April 21, with an address by ex-Governor Osborne of Michigan as the principal feature. A special train was taken to St. Petersburg, where the group was tendered a breakfast by the St. Petersburg newspapers and the Chamber of Commerce. There were talks by members of the Press Association, the mayor, and the secretary of the Chamber of Commerce. The party left Port Tampa Thursday afternoon on the steamship Cuba. At Key West representatives of the Mayor of Havana, the Havana Association of Reporters, and others met the ship and accompanied the visitors. Havana was reached Friday afternoon.

Four days of elaborate entertainment followed. There were luncheons, banquets, auto rides, a trip to Mantanpos and other features.

Upon arrival in Havana the visitors went direct to the city hall where D. Louis Carmona, secretary to the mayor received them and presented the keys of the city. The Hotel Plaza was headquarters for the visitors and much entertaining was done there, the principal feature being a banquet on the roof garden tendered the visitors by Alfredo Ornedo, editor of *El Pais*. This was an elaborate affair and there were addresses by the host, Ernest Camp, president of the Georgia Press Association, Gordon Saussy, of Savannah, attorney of the Association and Royal Daniel, editor of the *Valdosta Times*.

The Havana arrangements were in charge of representatives of *El Mindo La Discussion*, the *Commerce El Sol, Diario Espanol* and other papers.

Tuesday before leaving Havana Gerardo Machado, Cuban President, received the visitors in the Gort Palace.

Dates for annual meeting of the Association were fixed for Aug. 9-10-11 at Louisville, Ga. Side trips will be made to Waynesboro and Augusta, and Asheville, N. C.

Waters Again Re-elected

W. G. Waters of Des Moines, Ia., was re-elected president of the Missouri Valley Typographical Union for the eighth time at the annual convention at Pittsburg, Kan., recently. The vote was unanimous.

Buffalo, The Wonder City of America

Buffalo—A Profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

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Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y. — Tribune Tower Chicago, Ill.
Atlantic Bldg. Philadelphia — Waterman Bldg. Boston

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined*.

THE PITTSBURGH PRESS

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Member of the A. B. C.

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During the first two months of 1926 The Times Herald carried 82,734 lines *more* Department Store advertising than the next Dallas paper.

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First in Dallas
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"Buy What You Can Use"

Cover Fashions by Printing Fashion News

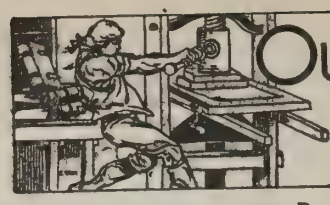
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Our Own World of Letters

By JAMES MELVIN LEE

TO read "Our Times" (Charles Scribner's Sons) by Mark Sullivan is like reading in a newspaper the story of some performance we had witnessed the night before. The author is evidently going to let his story run and in the present volume confines himself to "The Turn of the Century" (1900-1904). Of course the late nineties furnished the background.

The volume is an account of newspaper items for newspaper readers by a newspaper worker. Consequently, although it deals with past events, it has all the freshness and raciness of today's press. Part of the charm of the volume comes from the advertisements which are reprinted. The contrast in the classified sections is most striking, as the ads reproduced on page 18 will show. Some words, not yet in the dictionary, tell their own story about motion pictures, aviation, radio, etc. Even the index reminds one of the quarterly volume put out by the *New York Times*.

Anything that Sullivan might write would have to have some mention of politics. But the author is a reporter and not a pleader. He deals more with personalities than with parties. By way of illustrations he reproduces newspaper cartoons which recall numerous artists who are not at present drawing for the press.

In this story of the American people at the turn of the century Mr. Sullivan tells about their fads and fancies, their foibles and follies, their comedies and tragedies, their books and songs. But why reprint the index?

Of the editorial, "What's the Matter with Kansas?" after its first appearance in the *Emporia Gazette*, Mr. Sullivan speaks as follows:

A copy of the paper fell into the hands of Paul Morton, a Chicago man, who, as a native of the country west of the Mississippi, took pains to keep informed about conditions in that territory. Morton, happening to meet Herman Kohlsaat, publisher of the *Chicago Times-Herald*, told him he had just read an editorial in a little Kansas paper giving a striking picture of conditions which, Morton said, Chicago and the East ought to know about. Kohlsaat asked Morton to send him the paper. The next day Kohlsaat printed the editorial in the Times-Herald. As soon as that edition reached New York the *Sun* gave it a second impetus.

As a result of this sequence of merit, accident and appreciation, there trickled in to the young man, on his vacation in the Colorado mountains, news that he had become famous. He had the substance to live up to the reputation that came so adventitiously. As William Allen White he became and remained a national character, as much beloved for his friendliness and whimsicalness as admired for his devotion to every fine ideal; with a reputation not only as a spokesman of his local community and a political philosopher, but also as a novelist and short-story writer with a high place in the American literature of his time.

But Mr. Sullivan was not able to get all the material he wanted for his volume. In discussing the book with him recently in Washington he told me he was very anxious to obtain a cartoon that represented a cow standing with her forefeet on Western states and her hind feet on Wall Street. She was, of course, being milked. Possibly some reader of EDITOR & PUBLISHER can tell Mr. Sullivan where a copy of this cartoon may be found.

It is needless to say that the follow-up stories of "Our Times" to take up the years following the turn of the century will be awaited with interest by every one who has read the present volume.

* * *

WHAT every newspaper man ought to know about the freedom of the press and the public confidence may be found in the *Century Magazine* for May in an article under the caption "An Unfortunate Necessity." Its author, Gerald W. Johnson, is a professor of journalism at the University of North Carolina, Raleigh, N. C.

Mr. Johnson tells the newspaper men some things they ought to know about John Milton who blazed the trail for copy readers on English newspapers and who was an early champion for the freedom of unlicensed printing. But Milton's "Areopagitica" is not treated so much in detail as is the first amendment to the Constitution. This amendment, as is pointed out in the article, did not affirm that freedom of the press should never be abridged but only denied that Congress is the authority by which it is to be abridged.

In one paragraph of the article the following mention is made of a symposium conducted by EDITOR & PUBLISHER:

Not long ago the courts had to concern themselves with a case too nauseating to name. The evidence was of a nature to shock Dr. Krafft-Ebing, not to mention a layman; yet thousands of words of that evidence were sent out daily and printed in the public journals. While the stink was at its most terrific, EDITOR & PUBLISHER, a trade journal, published the answers to a questionnaire it had sent to editors all over the country, asking their personal opinions about the publication of stuff of that sort. Twenty-two answers to the inquiry were published. Twelve were against such publication. The free press of the republic was dragged up to that low standard of intelligence and decency by a majority of one vote!

The article makes much of the fact that a certain cancer "is neither cut out nor cauterized" but is "merely plastered over with a salve of greasy moral preachments, which serves only to irritate it."

It has an interesting paragraph about carping critics of the press. Later it goes so far as to say:

The filthiest story ever told in court can be presented in every essential detail in the newspapers without offense to any intelligent reader. But this cannot be done easily. The reporter who does it must have education, experience, fine judgment, first-rate command of English, and ingenuity.

By way of conclusion, Professor Johnson winds up his article as follows:

Whether or not American newspapers have so degenerated is a matter of opinion, but on that contingency hangs the difference between a free press that is a thing of value in itself and a free press that takes rank with the *maison tolérée*. Recent events lend color to the optimistic theory that our newspapers are still relatively free from utter degradation—in the ratio, say, of twelve to ten.

* * *

THE free editor in the opinion of William Allen White of the *Emporia Gazette* is passing. White's views will be found in the *American Mercury* for May, and they are well worth reading.

With admirable clearness Mr. White sums up the more important points he makes in his article in the following paragraph:

Meanwhile, it may be well to pause and take account of the tremendous weight of all this machinery needed to make an adequate newspaper and distribute it. The weight of these endless rows of machines has become a great burden. We are hampered by the load of steel—presses, typesetting machines, rotogravure outfits, paper mills, motor trucks, and the whole lot of clumsy tools by which, now, human ideas are exchanged. Some day we shall slough off all this load. Some way we editors shall find for our craft a new freedom. We may even take to the air, and as the Jurassic fishes found wings, find a new, simple and more effective means of plying our art in the next stage of man's spiritual progress. The gods of chance do many miracles less wonderful than that.

* * *

DUNCAN AIKMAN, an El Paso newspaper man, has just published a collection of essays, "Home Town Minds." His contribution to the *American Mercury* for May, however, is of more immediate appeal to newspaper men, for in it he discusses the "Connecticut Valley Bible," the *Springfield* (Mass.) *Republican*.

After reviewing the history of the Republican, Mr. Aikman chats as follows about the so-called Springfield School of Journalism:

The value of Republican training, such as it was, seems to have been mainly the result of a careful picking of men and of the sequence of experiences each man went through after being picked. The paper, on account of the fame of its graduate—George Harvey and the late Charles R. Miller of the *New York Times* were but two of numerous luminaries—had always, until war times, a long waiting list of applicants. The third Samuel sifted them over and chose each cub on the basis of such intellectual promise as total journalistic inexperience had so far been able to demonstrate. This mainly meant a Phi Beta Kappa key, or a certain definite achievement in college journalism or literary effort; some of the choices were naturalborn English professors. But on the whole this method kept the staff fairly full of youngsters of more brains and individuality than were enjoyed by the average group of picture-swipers and police political intriguers on the small city newspapers of the first decade of the century. Such reporters indulged in an incredible amount of vapid intellectual poppycock, but taught each other a good deal about the newspaper business in spite of it.

His conclusion will bring a smile to all who, like myself, have worked on Springfield newspapers:

Aside from its still somewhat chaotic venture in monopoly, the Republican has settled down to the policy of trying to buy liveliness outside while maintaining the sedateness—and some of the sedatives—of the Hayes administration within its own bosom. It wants, apparently, to be both one of the boys and the only 102-year-old girl in American journalism who has never been kissed.

* * *

THOSE who pasted in their scrapbooks "Songs of the Craft" which Henry Edward Warner of the *Baltimore Sun* printed in EDITOR & PUBLISHER will be glad to have a companion volume "Songs

COMPLETE WIRE REPORTS FOR EVENING AND SUNDAY PAPERS

International News Service

"Get It FIRST but First Get It RIGHT"

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is the second largest city in Maryland and in the past five years has grown in population from 27,000 to 45,000.

Annual industrial payroll is $25,000,000.00; resources of six banks now $19,494,036.51.

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Use the
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Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO EMPLOYERS.

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation
LOUISVILLE KY

the Sanctum" (The Stratford Company) by James C. McNally. Each of the lyrics in "Songs of the Sanctum" tells a worthwhile tale. Some are in the lighter vein and bring in a smile: others awakening anew "the echoes of the past" have a touch of pathos.

Typical of the latter is the song sung by the Editor Emeritus:

Once a week he hobbles up the stair,
A crippled veteran, but eagle-eyed;
And fills again the sanctum's biggest chair—
The one for forty years he occupied;
And scans the *Star-Vedette* deliberately—
The editor-in-chief that used to be.

Not far removed his young successor sits
Forcing a smile, but plainly ill at ease,
Stirred by the look of quiet scorn that flits
Across the other's face, which by degrees
Turns to supreme contempt, the while he makes
These candid comments on the scribe's mistakes:

"The *Star* is losing ground this week, I see;
The market ad is out, and Tailor Hughes;
I kept them both by sheer diplomacy—
By frequent boosts along the line of news;
You've got to jolly 'em to get their jack,
And once they quit, it's hard to get 'em back.

"Your local page grows better; by the way,
You've put two l's in Mitchel's name, he'll kick
Like twenty steers; and so will Sheriff Gray
For telling all and sundry that he's sick;
His liquor laid him out, as people guessed;
They'll grin to hear he's troubled with his chest.

"Your Council Chronicle is full enough,
But prosy detail makes it dull and dry;
The 'smokes' received from Town Attorney Guff
To print his legal stuff come mighty high
When Constant Reader skips it with a curse,
And thinks the 'S-V' must be getting worse.

"This twaddle by the Rev. Tompkin shows
You're partial to his brand of Bible pap;
What love for you and yours do you suppose
You get from other sects who feel his rap
At worshippers outside the Tompkin flock?
The Star's their target now for many a knock.

"Your 'nose for news' stuffs up at times, I fear;
If this reflects the town, we're all one side;
A Baptist, Democrat and Anti-Beer—
An implication strenuously denied
By over half your fellow citizens
Who think you're either bigoted or dense.

"Your editorials are infantile;
Five years from now you'll blush to think you penned
Such rubbish as 'A Case of Civic Bile,'
'The Man of Mark,' and 'Frumptum Is Your Friend';
This amateurish rot is harmless, but
It makes your reader rate you as a 'nut!' "

* * * *

Once a week he hobbles up the stair,
A crippled veteran, but eagle-eyed;
And thus discourses from the sanctum chair—
The one for forty years he occupied;
And then, he hobbles down—a sight to see—
The editor-in-chief that used to be!

Other poems take up "At The Press Club," "The Sob Sister," "To a Young Editor," "Big Scoop," "Free Speech," "In Printer's Ink," "Fleet Street and Park Row," "Headlines," "His Nose for News," "Upstairs and Down"—to mention a few that especially appeal to me. The volume is strictly up to date for it has a poem on "The School of Journalism."

Toward the close of the volume Mr. McNally has several personal poems in the nature of tributes to the editors of yesterday. He speaks of Henry Watterson of the *Louisville Courier-Journal* as "soldier and citizen and lettered knight." He pays a fine tribute to Samuel Bowles of the *Springfield Republican* and mentions "the difficult road his sires blazed." Of these personal poems possibly the best is the one to Charles Ransom Miller who sat so long in the editorial chair of the *New York Times*. Of him Mr. McNally sings as follows:

A voice anonymous amid the maze
Of noisy egoists who strove for fame,
Who wrought secluded from the public gaze,
And, when he passed, not many knew his name.
His sanctum spirit calls, morning and night,
To keep the record true, the torch alight!

* * *

DURING the first half of 1925, the *Los Angeles Evening Herald* printed something like one hundred and fifty editorials on financing the home. These came from the pen of its financial editor, Elwood Lloyd IV. The Evening Herald justified their insertions as follows:

> The function of a newspaper not only is to record accurately and impartially the history of peoples and events as that history unfolds from hour to hour and from day to day, but it is also the duty of a newspaper to help its readers and to make the world better because the newspaper is published in it.

These editorials have now been put between the covers of a book and given the general title "Successful Financing of the Home."

Mr. Lloyd lays a good foundation when he first defines financial terms and then describes various systems of budgets. He devotes one chapter to the husband's responsibilities and another to the wife's obligations. He is possibly at his best in the chapter, "Budgeting the Children." For all members of the family he performs a useful service in his chapter about insurance for the home-maker—a chapter which he follows with one dealing with wills, trusts and estates. To round out the book he has chapters on how parents may provide for old age and how widows should make investments. His concluding chapter is "A Little Review of the Series."

In speaking of these financial editorials by Mr. Lloyd The Evening Herald comments as follows.

> If in presenting these articles to the reading public, this newspaper can be of help in the formation or financing of even one single happy home, it will experience a pride of achievement greater than though it had razed a city and more lasting in benefit than though it had named a President.

Mr. Lloyd is to be congratulated upon his success in putting over his ideas in a way that can be understood by newspaper readers. He does not confuse stinginess with thrift and he is delightfully frank in outlining the art of managing husbands—from the financial point of view. Unconsciously possibly he has produced an excellent text on certain phases of economics. He is fortunate in being connected with a newspaper that had faith in the idea and was willing to let his story run—both in space and in time.

* * *

IN *The Outlook* for April 21 may be found this satirical note about the press from the pen of Howard Brubaker:

> Dr. Rhodes of Cornell has discovered a practical method of removing ink from newspapers so that the stock can be used again. He is unable to assure us, however, that the papers will do any better on the second attempt.

* * *

SOME of the contributors and editors of *McNaught's Monthly* drafted at a luncheon a bill to enroll, classify, regulate, and discipline the people of the United States. This bill, printed in full in McNaught's Monthly for May, can be read between takes or at least between editions.

* * *

HUSTON THOMPSON contributes the third of his series of articles dealing with the inner side of Woodrow Wilson to *Dearborn Independent* for April 10. This third installment is headed, "Wilson Was Best and Worst Copy."

Thompson's second installment was "Why Wilson Disliked Reporters." When I was in Washington last week I learned the reason why. Wilson allowed Washington correspondents to heckle him from the floor of his executive office. Coolidge insists that questions by newspaper men be turned in in writing just before he admits reporters to his office. The latter practice makes plain why Coolidge likes newspaper men.

* * *

BOOKS on advertising are becoming more varied in their subject matter. Historical rather than practical is the description that applies best to "20th Century Advertising" (D. Van Nostrand Co.) by George French. More to come in a later issue.

* * *

GROVE WILSON'S second novel "Sport of the Gods" (Frank-Maurice, Inc.) is going even better than his first novel "Man of Strife." Mr. Wilson is on the staff of the *New York World*.

* * *

POSSIBLY the best book about the British press in the seventeenth century is "Sir Roger L'Estrange" (Kegan Paul) by George Kitchin.

Planning New Sapulpa Daily

A new daily for Sapulpa, Okla., the *Evening Bulletin*, has been announced, with Jerry Rand and J. G. Bennett in charge. H. H. Horton, publisher of the *Okmulgee* (Okla.) *Times and Democrat* will be the owner of the new paper. The first issue is scheduled to appear June 1. The Bulletin will be Republican in politics.

FREE PAPERS TO PATIENTS

Lexington (Ky.) Herald Cultivates Friends in Local Hospitals

The *Lexington* (Ky.) *Herald* believes that patients in the hospitals are good people to cultivate as friends, with the result that a free copy of the Herald is sent to each patient in the local hospitals every morning.

Pasted on the front page of the paper is a little sticker printed in red ink which tells the recipient just how it happens that they are getting a free paper. The label is worded as follows:

"Every time we were ever sick we wanted something to read. That's the reason we're sending you the Herald. We think it's a good paper. If you think so and want to subscribe when you get well, call 4700. And we hope you get well mighty soon whether you take the Herald or not.

"LEXINGTON HERALD COMPANY."

Weekly Woman-to-Woman Talks by

KATHLEEN NORRIS

lend character and interest to every one of the long list of papers that carry her articles.

Exceptionally fine 3 and 4 column illustrations add to value of this feature. Results she has obtained in other cities she can get in yours.

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BOOTH NEWSPAPERS

THE LEADING NEWSPAPER IN GRAND RAPIDS — THE ONLY DAILY IN SEVEN OTHER CITIES

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"SKIPPY"
By PERCY CROSBY

The best juvenile comic strip. Combines great humor, excellent drawing and emphatic adult appeal.

A feature you can't afford to miss

JOHNSON FEATURES, Inc.
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SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6th Floor Occidental Bld.
INDIANAPOLIS, IND.

WHAT'S HE DOING NOW?
A New Three Times a Week Sport Feature
by
MAXWELL
Is Being Mailed to You This Week

The story of your favorite Sport Hero of yesteryear and what he is doing now.

Two column mat and proof of copy

COSMOS NEWSPAPER SYNDICATE INC
Covering the World
NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY

Herbert S. Houston, President and Editor-in-Chief
Myles F. Lasker, Vice-President and General Manager

Consistent Builders of Circulation

We do not use just one outstanding success to show you as proof of our ability. Year in and year out, for twenty-two years, we have continued to make each and every campaign a success.

We have proven our methods.

MYERS'
Circulation Organization
415 E. Third St., Waterloo, Iowa

first! in OHIO
5,345,751 Lines

Dispatch advertising record for January, February and March, 1926, exceeding other Columbus newspapers combined by 709,855 lines. In 1925 the Dispatch published 21,544,376 lines exceeding second largest Ohio newspaper by 2,648,383 lines.

NET PAID CIRCULATION

CITY	55,812
SUBURBAN	26,973
COUNTRY	23,666
Total Daily Circulation	106,451

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

IMPORTANT DECISION ON WAR PAPER RATES

Victory for Tulsa World and Allies in Freight Suit May Have Wide Application on Post-War Claims

A decision by Federal Judge Franklin A. Kennamer of the western Oklahoma district in suits brought by Tulsa, Okla., newspapers against the railroad administration, will, in the opinion of traffic experts, facilitate the collection of reparations in a number of cases involving unreasonable freight rates on newsprint.

The case on which Judge Kennamer passed was instituted originally by the *Tulsa World,* the Democrat Printing Company and the Tulsa Paper Company later joining as plaintiffs. It arose out of an attack on the newsprint rate from Wisconsin and Minnesota points to Tulsa. The interstate commerce commission found the existing rate "relatively unreasonable" and ordered reparations paid, establishing a new rate November 8, 1920.

The railroad administration refused to pay the reparations on the ground that the word "relatively" as used by the I. C. C. meant that the rates assailed were "merely discriminatory" and that actual damages or loss of business must be proved as a basis for recovery. Judge Kennamer held that the I. C. C. language was intended to declare the rates actually "unjust and unreasonable."

On the refusal of the railroad administration to pay the reparations ordered, the World and co-plaintiffs brought suit, naming James C. Davis, director-general of railroads as defendant. Judge Kennamer's decision, if sustained on appeal, will enable the collection of reparations in like cases, on a basis of the difference between the rate charged during the period of government operation of railroads and the rate fixed by the I. C. C. as just.

CROSS-WORD TOURNEY

New York Herald Tribune Believes Puzzle Still Popular

Proof that the *New York Herald Tribune* still believes the cross-word puzzle popular is shown by the announcement made this week by that newspaper of a second cross-word puzzle championship to be held May 15.

"The interest in cross-word puzles has not waned in the months since the first championship," the announcement read. "On the contrary, the interest has increased through the winter.

"More puzzles are being submitted now than at any other time and the quality is constantly improving, indicating that a genuine effort is being expended by the makers of puzzles which appear in the Herald Tribune."

The puzzle tourney is conducted as follows: first, an elimination contest to find the 10 best cross-word puzzlers; then these ten will enter into the final, and the two who survive will fight for the championship, huge blackboards with puzzles being their battle ground.

The 10 will work out their puzzles at a public meeting as will the two who meet for the title.

WEEKLY 100 YEARS OLD

Greensboro (N. C.) Patriot Reaches Century Mark April 24

The *Greensboro* (N. C.) *Patriot,* weekly newspaper, on April 24 celebrated its hundredth anniversary by issuance of a centennial edition.

This publication is alive and thriving after the vicissitudes of a century. It has chronicled the doings of the nation since April 24, 1826. Accounts of the battles of four wars are in its files—the Mexican War, Civil War, Spanish-American War and the World War. It is the oldest newspaper in North Carolina.

A few issues of the Greensborough Patriot were put out early in 1826, but the paper did not officially get into being until April 24, of that year. T. Early Strage was editor and owner. In the spring of 1827 it went into the hands of William Swaim, who enlarged it and published it until 1836. Since then many men have been at the helm. T. J. Murphy is present editor manager and majority stockholder. He is former mayor of Greensboro, former member of the North Carolina general assembly in the lower house, and an attorney. He acquired control on June 1, 1893.

Other papers were consolidated with it from time to time. In early days those merged with it were the *Palladium,* the *Telescope* and the *Yadkin Flag.* For a short while in 1880 it was published as a daily, but soon went back to weekly and semi-weekly issues.

Pioneer S. D. Weeklies Suspend

The *Bradley Globe* and the *Garden City Tribune,* both pioneer Clark county, South Dakota, weeklies, have been suspended by Gordon McLean, publisher. W. H. Dudley, former publisher of the Globe, is said to be considering re-establishment of the Globe.

The human face is growing longer, says a British anthropologist. Probably from looking at tax bills during the past few years.—*Toronto Mail and Empire.*

Reporter Launches Monthly Paper

Harry Hampton Williams, former livestock reporter on the *San Antonio Express,* has launched at San Antonio a monthly magazine, *Southwestern Range & Field.* Williams is editor and S. L. Davis business manager.

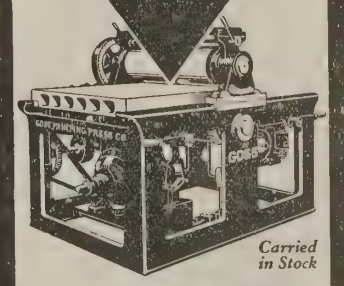
Brown Joins Texas Press Bureau

Lowell W. Brown, a former student of the Missouri School of Journalism, has joined the Texas Press Bureau, a new organization representing small dailies in Texas in the national advertising field, as secretary and general manager.

Supplies and Equipment

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON

GOSS
STEREOTYPING
MACHINERY



Carried in Stock

Some outstanding and exclusive features of The Goss *Combination Wet and Dry* Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Want a Salesman or Representative? Write to the Classified Department of
Editor & Publisher

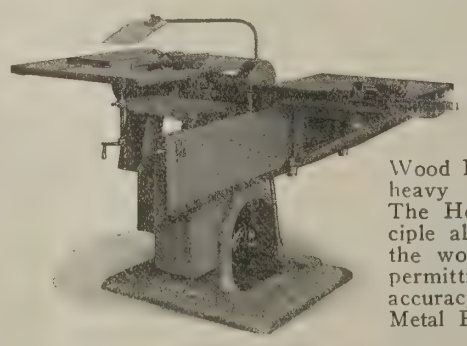
Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

Modern
Composing Room
Furniture
as made by us will speed up production and reduce costs—A *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.
Do it now!
HAMILTON MFG. CO.
TWO RIVERS, WIS.

FOR BETTER PRINTING
use
Herrick Inks
Cost more. Worth it.
No substitutes. Made from the best materials.
Specializing to requirements of each pressroom.
Ask the Publishers who use them.
WM. C. HERRICK INK CO., INC.
401 West 33rd Street
New York City
Factory: Rutherford, N. J.

PRESS CONTROL
C-H
"Safest System in the World
For large and small plants
Cutler-Hammer Controllers for presses of every size and for every type of motor-driven machine.
Address all communications:
The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparat
1203 St. Paul Avenue, Milwaukee, Wis.
CUTLER-HAMMER

Hoe Combined Saw Table and Mono-Rail Trimmer



This Machine combines the advantages of the Hoe Pedestal Saw Table and the Hoe Mono-Rail Trimmer. The Trimmer is supplied with either Style "A" Cutter Head for trimming Wood Blocks or Style "B" for extra heavy cutting on Zinc or Copper. The Hoe Patented Mono-Rail principle allows the Operator to follow the work beyond the Cutter Head permitting more speed and greater accuracy in trimming Wood or Metal Blocks of varied sizes.

IF IT'S A HOE, IT'S THE BEST
R. HOE & CO., INC., 504 Grand Street, New York, N. Y.
7 So. Dearborn Street, CHICAGO, ILL. 7 Water Street, BOSTON, MASS.

Employment—Equipment—Services

EDITOR & PUBLISHER Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS (Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

Rate space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE.

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 8[illegible] Broadway, New York City.

BUSINESS OPPORTUNITIES

Brokers

[illegible]ing Daily in Illinois community of 75,000 population, annual receipts approximately $50,000, returning owner about $10,000. Rapidly growing community and business. Field only [illegible]ll developed. $60,000. Prop. 918x. The [illegible]. Henrichs Agency, Litchfield, Ill.

[illegible]n D. Gray, the best known Newspaper [illegible]or in the United States, residing at [illegible]eon, Mo., writes:

"I want to hear from the men who have [illegible]0 or more in cash to invest in newspapers [illegible]b offices. I have over 300 propositions [illegible]e in 42 states.

"Him hearing from the men who own daily [illegible]s and who want to sell for good reasons [illegible]o not want their property hawked about. [illegible]e do not want anyone in their home cities [illegible]low they have priced their property. I [illegible]how to handle these deals and not em[illegible]rs these newspaper owners—that's why I [illegible]etting so many good properties to sell. [illegible]t a million dollar deal to handle. You [illegible]rust me implicitly.

"If you had rather just buy an interest in a [illegible]e and draw a salary and let the owner [illegible]most of the responsibility I have some[illegible]s for you.

"I have a newspaper owner who has a prop[illegible]at is clearing lots of money. He wants [illegible]l to two young men with a total of [illegible]0 capital an interest in his business and [illegible]m draw a nice salary and dividends.

"I can sell you a Missouri weekly for $3,750 [illegible]h 2,350 cash.

"If you have $3,000 cash I can sell you a [illegible]d proposition near St. Louis priced at [illegible]an $8,000, making good money.

"Don't be bashful. Tell me your troubles. [illegible]s to work. I help lots of people. I am [illegible]-between. I get a peck of mail every [illegible]. I delight in spending my money for [illegible]e stamps. I get fat paying advertising [illegible]lts. I do things differently. You'll like [illegible]er we have passed one or two letters."

[illegible]esirable Evening Paper located in mid[illegible]uthern state. Population of city 20,000 [illegible]ng rapidly. Population of field over [illegible]0 modern adequate equipment; circula[illegible]00 A. B. C. Net profits 25% on price [illegible]d J. B. Shale, Times Building, New York.

Newspapers Wanted

[illegible]nt to Buy Publication, weekly or monthly, [illegible]ork City, sporting or otherwise. State [illegible]irculation, advertising, net income. [illegible]e Room 1010, 165 Broadway.

CIRCULATION

Promotion

[illegible]n Solicitors are doing 8-12 orders daily [illegible]n promotion cost to paper, on two new [illegible]ffers in Ohio. Write for details. The [illegible]g China Co., Carrollton, Ohio.

[illegible]ion campaigns successfully operated. [illegible]r Results." Address A. B. Rudolph, [illegible]ily Times, Erie, Pa., where a cam[illegible] now in operation.

[illegible]ion—When quick, additional circulation [illegible]a becomes necessary, remember that our [illegible]3 years in this one line of endeavor is [illegible]roof against experimenting. Write or [illegible]cific Coast Circulation Service, Bell [illegible], Cincinnati, Ohio.

[illegible]ion Builders—Blair & Austin, 1504 Cen[illegible]y, Reading, Penn. Originators of Sales[illegible]n Club Campaigns.

[illegible]ion Builders—Sherman & Eckert, 353 [illegible]apton St., Easton, Penn. For more [illegible]am and new reader interest our "Op[illegible]n Club" plan campaigns are winners. [illegible]ive you particulars.

CIRCULATION

Premiums

Premiums of every description. Your Publisher takes no risk. C. R. Bailey, Hoboken, N. J. Formerly New York. Estab. 1888.

EDITORIAL

Syndicate Features

Worcester Gazette and Wilkes-Barre Miner are the new customers this week. Write for samples of a live, alert, up-to-date service. The Graphic Syndicate, 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

Advertising Manager, prosperous evening daily, midwest city of 40,000. Salary $6,000 and substantial bonus to real producer. Write fully, stating qualifications, references and present salary. B-934, Editor & Publisher.

Circulation Manager for the leading newspaper in highly competitive field. $90 weekly for top-notcher. In replying give full details of previous experiences and accomplishments. B-948, Editor & Publisher.

City Circulation Man—Must be sober, dependable, energetic, thoroughly experienced in city promotion and a producer of carrier or home delivered circulation, and knows how to handle solicitors. This is a morning paper in city of nearly 300,000, having the largest home delivered circulation and a successful man carrier delivery system. State papers worked for, how long with each, in what capacity and what salary expected, also give references. Permanent to right party. Address B-883, Editor & Publisher.

City Editor for prosperous small city morning paper in Middle West. One who has made a success in small city work. Good pay and fine opportunity for real live wire. Address B-943, Editor & Publisher.

For daily and job office in one of the best cities of 10,000 in central Northwest, thoroughly practical man wanted who can conduct business under direction of editor-manager and take full charge during absence of the latter. Give full particulars, including salary expected. Opportunity for investment later on if desired. Address B-931, Editor & Publisher.

Manager Wanted for the Denver Jewish News. Must be man who can sell advertising and at same time dominate editorial and news policy. Wonderful opportunity for a real business getter. Denver Jewish News, 1950 Curtis Street, Denver, Colorado.

Situations Wanted

Advertising Manager—Owing to late merger of newspapers an advertising manager of wide and successful experience on morning and evening papers, published in cities of one hundred to five hundred thousand population, is seeking the advertising management of a daily in need of the constructive work he is competent to render. For full particulars address, Room 219, Claridge Hotel, St. Louis, Mo.

Advertising Merchandising—Man 24, university grad; majored in adv., marketing, made practical by newspapers and commercial experience. B-953, Editor & Publisher.

Advertising Manager—Thoroughly experienced newspaper executive. Fifteen years on four publications in cities up to a million population. Have enviable record for organizing and producing on second or third papers. Experience covers display, classified and national. Want permanent connection where results will be rewarded. Have initiative and welcome hard work. Married. For full details and interview address Box B-951, Editor & Publisher.

Advertising Man—Specialist in building classified. Thoroughly experienced as Classified Manager and Counsellor. Knows bookkeeping, how to train solicitors, clerks and telephone operators. Writes good promotion copy. This man desires an opportunity with good newspaper as Assistant to Publisher, Business or Advertising Manager, where he can direct classified, but be able to learn other responsible work. Age 28, neat appearing. Best references for character and ability. Very capable salesman and contact man. Will earn his salary by increasing your classified, but wants opportunity of learning business end. Experienced in Display. B-892, Editor & Publisher.

Business Manager or Assistant to Publisher, experienced, executive ability. Married. Good creator of business. Familiar with all branches of newspaper work. B-907, Editor & Publisher.

Business and Advertising Manager—This advertisement is addressed to a daily newspaper publisher who wishes to unload his burdens upon the shoulders of a capable executive. Must be given absolute control of business and mechanical departments. Fair salary and percentage of savings, based on 1925 per page costs. Now employed on Pacific Coast. Satisfactory results assured. Exceptional references. B-899, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Circulation Promotion Manager, 12 years of thorough experience in city promotion and producer of home delivered circulation. Best reasons for changing. First class references. 34 years old. Married. B-937, Editor & Publisher.

Circulation Manager—I have for sale the services of a thirty-three year old circulation manager. 17 years of circulation experience including 12 years of successful circulation management will make these services highly valuable to any publisher in need of a first class circulation man. Further information gladly furnished on request. Inquiries treated positively confidential. B-944, Editor & Publisher.

Desk Man, Reporter, educated, experienced, whose own ideas do not obscure the policy of paper he is serving, desires permanent connection on p. m. daily in eastern city after June 1. B-950, Editor & Publisher.

Editor, 21, experienced on country and metropolitan newspapers. Good writer, copyreader, makeup man. Knows advertising, too. B-936, Editor & Publisher.

Editor—Position wanted on Long Island weekly by editor who has built successful weeklies and knows how. B-852, Editor & Publisher.

Editorial Department Executive, with 18 years' experience, desires connection where real future is assured as result of initiative, intelligence and hard work. Has handled all departments of daily newspaper. Capable of taking entire charge of paper of 15,000 to 20,000 circulation. References. B-932, Editor & Publisher.

Experienced Newspaper Man—Street and state, telegraph and city desk, wants change. Available on two weeks' notice. B-935, Editor & Publisher.

Experienced Newspaper Executive and worker will consider investment in established weekly, Long Island or New Jersey. B-949, Editor & Publisher.

Newspaper Man, thoroughly experienced, young, ambitious and with ideas, wants place with future for one who can demonstrate ability. Six years present place, city 75,000, street work, city, state, telegraph desks and have written editorials. Minimum $50. B-945, Editor & Publisher.

Publisher or Business Manager of evening daily—Man thoroughly competent to relieve owner of detail. Trained in the best ethics of newspaper work and with experience and background that should make him very valuable to owner of reputable newspaper. For interview address B-906, Editor & Publisher.

Sales Executive—An experienced, aggressive, high powered salesman is open for connection on short notice. Big record of success in selling both local and national advertising and also syndicate features. Would make a successful salesman for any allied newspaper work that requires selling. Well recommended and a big producer. At present earning over $7,000 yearly. An interview will not only be interesting but may be profitable to both parties. Interview can be arranged in New York or elsewhere at your convenience. B-939, Editor & Pubisher.

Special Edition—Publisher contemplating special edition or industrial or special pages may obtain organization on fair commission basis. Clean solicitation guaranteed. References Address B-908, Editor & Publisher.

Syndicate Man wants to connect with New York syndicate. Experienced placing shorts, novelettes and serials. Knows the market from Maine to California and is familiar with foreign rights and selling. Has thorough knowledge of rights, from book to second serial. Can select and edit fiction, prepare synopses, make broadsides, correspond and sell. Managed fiction syndicate two years. Before that three years on metropolitan paper. Has had road experience but would rather remain at desk. B-940, Editor & Publsiher.

Want Experienced Newspaper Man, good writer, to take charge of your editorial page? If so, write me. Moderate salary. Must give present employers two weeks' notice. B-938, Editor & Publisher.

Young Man, 30, married, long experience in circulation work, desires position in any department other than circulation or as general assistant to publisher in small town or city. Good office man, typist. Willing, steady and reliable. Please tell all in first letter. B-916, Editor & Publisher.

MECHANICAL

Equipment for Sale

Printers', Bookbinders' Outfitters—Modern cut cost equipment, also rebuilt machinery. Corner Fendler Branch, A. T. F. Co., New York City.

MECHANICAL

Equipment for Sale

Babcock Standard Drum Cylinder Press for sale. Takes seven column quarto. In good order. Will sell at a bargain to quick purchasers. Write to B-942, Editor & Publisher.

Campbell B & J Two Revolution Press in first class condition. Sheet 28x40. Has four form rollers, plate distribution, front delivery. Will sell for $1,000.00, which is a fraction of its real value. Terms if desired. Box B-941, Editor & Publisher.

Complete Newspaper Engraving Plant for sale. Ideal for one or two-man shop. Miles Machinery Co., 286 Eighth ave., New York City.

Duplex Metropolitan Stereotype Press, low down, one deck construction; prints 4, 6, 8, 10, 12, 16, 20 pages, 8 columns, 12½ ems; length of column 21 inches, sheet cut 22¾ inches. Press in excellent condition doing fine work; only reason selling, to make room for Duplex sextuple. Must leave our press room May 15th Bargain if purchased immediately. Convenient terms. Daily Home News, New Brunswick N. J.

Duplex Newspaper Press, eight-column, eight-page, double drive, angle bars, adjustable former, rebuilt new two years ago. Must make room for larger press. Can be seen in daily operation until June 1st. Will sell cheap. Address Meridian Star, Meridian, Miss.

Hoe Jig Saw and Drill for sale. Completely rebuilt. Fine condition. Miles Machinery Co., 286 Eighth ave., New York City.

Ludlow Typograph equipped with electric pot, mold, motor, matrix cabinet, 20 fonts of matrices and Elrod caster equipped with motor and molds, for sale at bargain. This equipment is practically new and will make liberal discount account liquidation of newspaper Realty Publishing Company, 250 Royal Palm way, Palm Beach, Florida.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Used Goss Comet Eight-Page Flat Bed Webb Press, thoroughly factory rebuilt. For quick shipment, price reasonable. Easy terms. Goss Printing Press Company, Chicago.

WE ARE EQUAL TO YOUR PROBLEM:

To Buy a Newspaper,
To Sell a Newspaper,
To Appraise a Newspaper.

PALMER DeWITT & PALMER

For Thirty Years the Recognized Leaders in

SALES—APPRAISALS
NEWSPAPER PROPERTIES

350 Madison Ave., New York

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

OVER TWENTY-FIVE YEARS we have conducted a service bureau for employers and position seekers in the Advertising-Publishing field. Our lists include men and women fitted for positions up to the highest responsibility in all departments of newspapers, class journals, advertising agencies and the publicity departments of mercantile and manufacturing concerns. Registration free. No charge to employers.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

SELECT two or three of your classified ads calling for mail replies and which have proved to be good pullers. Secure from the advertiser the envelopes of all of his replies and either display them in your window, together with an enlarged copy of the ad, or else have both photographed and reproduce in your paper as an ad of your classified columns.—E. R. Lowe.

You can probably get extra advertising from dealers in various food products if you run a series of "favorite dishes" explained by the chefs of your big local hotels.—David Resnick.

Here's a useful tip that will help build goodwill and add to the number of personal items in your newspaper: Every time Paul Feltus, editor and publisher of the *Bloomington* (Ind.) *Star*, a weekly, sends to a subscriber a notice that his subscription is due, he encloses with the letter a neatly printed note with the heading: "Send Us An Item." The invitation says: "Do you know that just as you like to read items in the Star about your friends, so they like to read about you. Won't you send us an item or two about yourself or your family? Use the blank space below and if there is more to tell, use the reverse side or another sheet of paper and send it along! We'll print it!"—Norman J. Radder.

Horseback riding is one of the favorite forms of spring recreation. Why not make it a source of good advertising for your paper by interesting the riding schools, the saddlers, the equipment houses and the department and sporting goods stores that deal in riding habits to advertise.—C. E. Pellissier, Boston.

Men who have business property or do business on a certain street or in a certain section of a city are often open to the suggestion that they advertise together to enhance the value of their locations. This is being done by ten firms of Santa Ana. The first of a series of advertisements occupies three columns full, and is entitled: "Main Street." The Sinclair Lewis novel is brought into the introduction.—Fremont Kutnewsky, San Luis Obispo, Cal.

Take a full page on a quiet day to advertise the merits of the "ad" in your paper. A striking page in the *Seattle Star* recently anent their ad service, showed a border of drawings connecting home with the newspaper and a pungent paragraph in big type. The message was as follows:

"Yes, but that's only an ad:

"Only an ad—but that bit of news represents the combined efforts of scores of people who have given a great deal of time and thought to the preparation of that ad in order that you might be able to take advantage of the opportunity it offers.

"The merchant scours the four corners of the earth seeking the things you want and need. . . . He presents the news of these things to you in the comfort of your home. These ads contain not only the news of the things with which you are familiar, but the description of all the new commodities, their prices and the stores where they may be obtained.

"Yes, it's only an ad. . . . your telephone is 'only a telephone' until you use it properly. . . . The ads are 'only ads' to the reader who skips lightly over them, but they are the direct means of reducing the household expenses of the reader who reads them for the money-saving opportunities they offer.

"There are ads in this newspaper which you can't afford to overlook."—C. M. L.

DEFINES A DEMOCRAT

Col. E. A. Halsey Wins Second Prize in Washington Contest

Col. Edwin A. Halsey, assistant Sargent-at-Arms of the United States Senate and at one time Washington correspondent of EDITOR & PUBLISHER recently won second prize in a contest conducted by *The Pathfinder* magazine of Washington, D. C., in defining "What Is A Democrat?"



COL. E. A. HALSEY

Col. Halsey's winning definition was:

"A Democrat is one who votes to adhere to the principles of the party as expounded by Jefferson, Cleveland and Wilson; which assure personal liberty, freedom of religion, speech and press; equal justice, industry, frugality and happiness; abhorring corruption and privilege, and preserving inviolate the Republic in vigor and union."

The definition was read on the floor of the Senate by Senator Heflin of Alabama.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

THE *Dayton Daily News* livens up the Sunday news pages with a regular weekly feature column under an art head "Saturday Night in Dayton." Short paragraphs depicting human interest incidents, such as may be witnessed in the streets of any city on a Saturday night, furnish the subject matter. Interest is also maintained by occasional mention of local personalities.—C. W. Myers.

Are all bachelors women-haters? A girl reporter posing as a subscription solicitor interviewed a number of unmarried prominent men in a Northwestern city and got an interesting story. Some were found to be wary, some bashful and others just too lazy.—Edw. J. Fitzharris.

The *New York Herald Tribune* recently conducted an essay contest "What the Reading of a Good Newspaper Means to My Future" in the high schools of Westchester County. A silver medal was awarded to the prize winner, and bronze medals to the runners-up.—C. L. O.

People are always interested in former residents of their city. While letters from former residents have long been a standard feature in newspaper making, the *Newcastle* (Ind.) *Courier* has a new angle on this subject. The Courier has a department headed "The Bad Penny." Here are printed interviews with people who moved from Newcastle and then returned. They generally have something to say about Newcastle being the best place, after all. It is an excellent local booster idea.—Norman J. Radder.

Now is the time to get busy and organize a juvenile sand lot baseball league in your city. Have it under the name of your newspaper. Provide a playing field (one of your parks will do) and offer a cup to the league leader at the end of the season. The publicity among the boys will do you real good in the future.—B. A. T.

The *Indianapolis Star* is running a series of articles each Monday on how Indianapolis ministers are telling their congregations and how they are saying it. The articles deal not only with the sermon itself, but also with the setting and manner of delivery.—Donovan Turk.

How To Play GOLF

By JOHNNY FARRELL

Famous Teacher of That Game

24 LESSONS

Illustrated

For release daily

KING FEATURES SYNDICATE, Inc.

New York City

BRUCE BAIRNSFATHER

is doing a daily cartoon for newspapers under the caption

TROUBLES THEY NEVER HAD

and

CHOOSE YOUR NEAREST EXIT

Supplied in two and three column

The McClure Newspaper Syndicate

373 Fourth Avenue, New York

BY UNITED PRESS

AROUND THE WORLD AROUND THE CLOCK

UNITED PRESS ASSOCIATIONS

World Building New York

A Fool There Was—

A new 3-a-week cartoon, showing the many fool things which contribute to automobile accidents.

The International Syndicate

Baltimore, Md.

SHORT STORIES DONE IN PICTURE STRIPS

Famous Stories By

POE, STEVENSON, DUMAS CONAN DOYLE

To Run 10 Days 2 Weeks

Beautifully Drawn, Full of Action, Suspense and Thrills

Write for Rates

WHEELER-NICHOLSON, Inc.

373 4th Ave. New York City

Features Wanted

A live, reliable syndicate now serving about 200 newspapers can handle several more good features on an advantageous basis. All communications will be held strictly confidential.

Address B-952,

Editor & Publisher

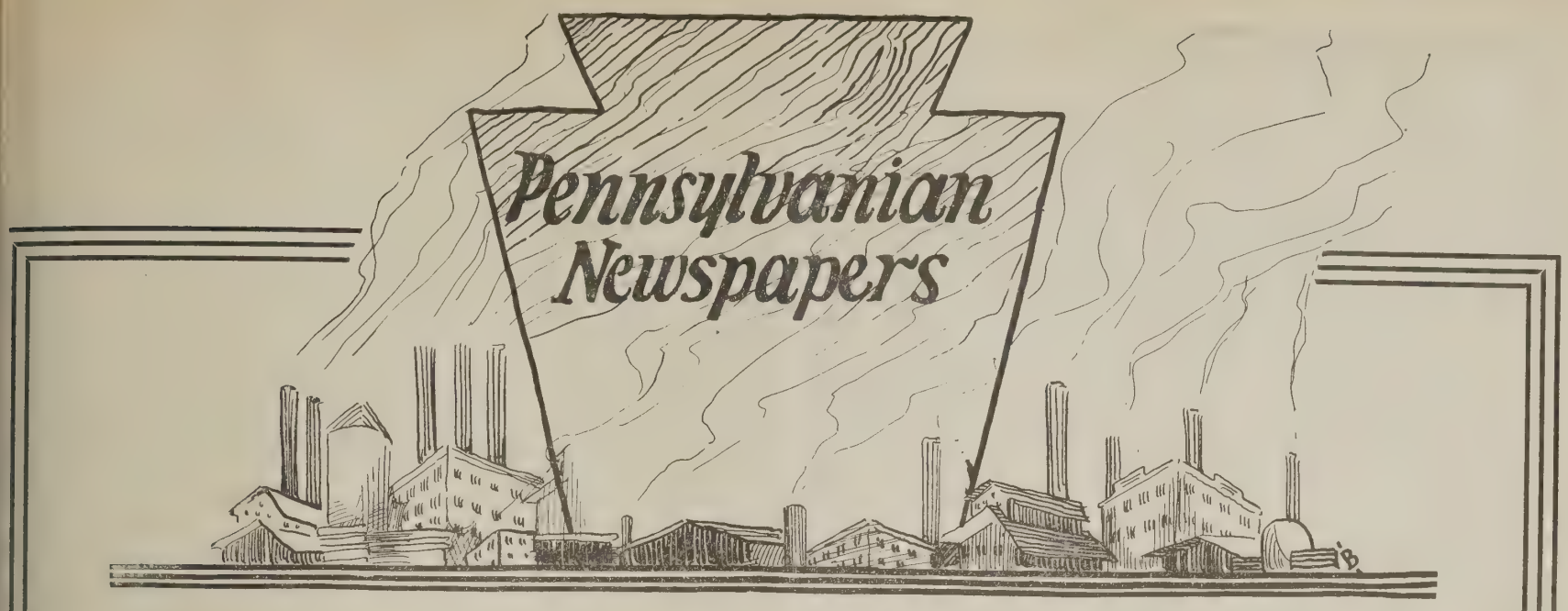
THOS. W. BRIGGS CO.

Columbian Mutual Tower

MEMPHIS, TENN.

CREATORS OF LOCAL DISPLAY FROM A NEW SOURCE

Our Business Review and many other feature pages now running in more than 80 leading American and Canadian newspapers. Write or wire for our representative.



advertise to producers in newspapers that produce

Business is always good in the Keystone State. Its world-famous factories—its steel mills, coal mines and textile plants—daily send products to everywhere in the United States and beyond to foreign lands.

Pennsylvanians are producers and prosperity is evident throughout the state. Its workers have the money and they spend it.

You can reach these workers through the daily papers of the industrial cities of Pennsylvania. These papers will help you in the sales promotion and proper distribution of the merchandise you make.

No campaign is complete without covering the rich market of Pennsylvania.

	Circulation	2,500 lines	10,000 lines
**Allentown Call ..... (M)	31,400	.10	.10
**Allentown Call ..... (S)	22,349	.10	.10
††Beaver Falls Tribune ..... (E)	6,553	.03	.03
††Bethlehem Globe Times ..... (E)	13,272	.06	.06
††Bloomsburg Press ..... (M)	7,673	.04	.04
**Chester Times ..... (E)	18,295	.06	.06
††Coatesville Record ..... (E)	6,783	.035	.03
††Connellsville Courier ..... (E)	6,457	.02	.02
††Easton Express ..... (E)	25,652	.08	.08
**Erie Times ..... (E)	28,596	.08	.08
††Greensburg Tribune Review ... (EM)	14,883	.05	.05
††Hazleton Plain Speaker ..... (E) / ††Hazleton Standard-Sentinel .. (M)	19,852	.07	.06
**Mount Carmel Item ..... (E)	4,307	.0285	.0285
**Oil City Derrick ..... (M)	8,588	.04	.04
*Pottsville Republican and Morning Paper ..... (EM)	15,857	.08	.07
**Scranton Times ..... (E)	43,230	.13	.12
**Sharon Herald ..... (E)	7,236	.0357	.0357
**Sunbury Daily Item ..... (E)	5,224	.03	.03
*Washington Observer and Reporter ..... (M&E)	18,136	.06	.06
††West Chester Local News ..... (E)	11,860	.04	.04
**Wilkes-Barre Times-Leader .... (E)	26,204	.06	.06
††Williamsport Sun ..... (E)	20,655	.09	.09
††York Dispatch ..... (E)	19,632	.05	.05

*A. B. C. Publishers' Statement, Sept. 30, 1925.
**A. B. C. Statement, March 31. 1926.
††Government Statement, March 31, 1926.

Superior Circulation

The New York Sun represents and reflects the thought of the better people of the world's greatest city.

Among the intelligent, responsive, representative citizens of New York, The Sun has a larger home circulation than any other New York weekday newspaper—because it appeals to and is appreciated by the whole family.

The Sun's net paid daily average circulation for the six months' period ending March 31, 1926, was 259,351. This represents an increase of 11,981 over the correponding six months of 1925.

More and more people are reading The Sun because they find it a newspaper of distinct and superior individuality, containing all the important news of the day, presented in a lively and interesting manner but without sensationalism.

The Sun's editorial page is a strong influence in local, national and international affairs.

The Sun does not seek circulation through prizes, contests or forced features of any kind. Its growth in circulation is a natural, steady, sound increase, won purely on the merits of the paper itself.

The Sun

280 BROADWAY NEW YORK

BOSTON Old South Bldg. WASHINGTON, D.C. Munsey Bldg. CHICAGO 208 So. La Salle St. SAN FRANCISCO First National Bank Bldg. LOS ANGELES Van Nuys Bldg. PARIS 49 Avenue de l'Opera LONDON 40-43 Fleet St.

THIS ISSUE:—HOW LABOR CENSORED AND GAGGED BRITISH PRESS.

EDITOR & PUBLISHER

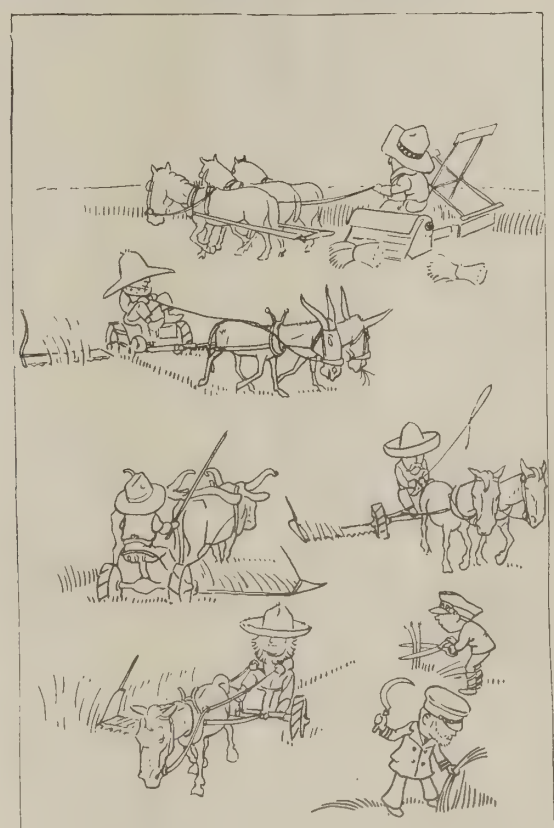
1884 *The Oldest Publishers' and Advertisers' Journal in America* 1926

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 58. No. 50 NEW YORK, MAY 8, 1926 By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign 10c Per Copy

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HARVESTING in the New York Market—



as it should be done!

April Averages

DAILY . . . 1,071,176
SUNDAY . . 1,275,698

BUMPER sales crops in the New York market cannot be harvested with inadequate media! Nine million people in New York City and its suburbs cannot be sold through small media. Use enough circulation to cover America's largest and richest city market. Use The Daily News, with its MARVELOUS MILLION* circulation, 95% concentrated in city and suburbs, reaching more people everywhere, mass and class alike. The small page and small paper get the copy seen, cut the advertising cost! Get the facts!

THE NEWS
New York's Picture Newspaper
Tribune Tower, Chicago 25 PARK PLACE, NEW YORK

Buffalo the Wonder City of America

"The growth of Buffalo within the next 15 years will be the outstanding feature of municipal development in America."
—W. R. Hopkins, City Manager, Cleveland, O.

This Book is of Importance to National Advertisers



A NEW book on the Buffalo market detailing many facts of major interest to advertisers has just been published.

National advertisers will find much of importance in this book on Buffalo. In addition to an outline of this rapidly growing market, it contains much detailed information as to wholesale and retail outlets.

Copies have been mailed to many advertisers and advertising agencies. Others interested may receive a copy upon request.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

A. B. C. Sept. 30, 1925
128,502

EDWARD H. BUTLER
Editor and Publisher

Present Average Over
140,000

National Representatives

KELLY-SMITH COMPANY

Marbridge Building
New York City

Waterman Building
Boston, Mass.

Atlantic Building
Philadelphia, Pa.

Tribune Tower
Chicago, Ill.

More GAINS

CIRCULATION

	Six months ended March 31, 1925	Six months ended March 31, 1926
Daily	275,219	285,750
Sunday	330,358	345,316

Daily	**10,531**	GAIN
Sunday	**14,958**	GAIN

(From Publisher's Statements to the A. B. C.)

New York Herald Tribune

The Evening Bulletin—Philadelphia's Foremost Newspaper

welcomes American manufacturers and advertisers
to attend the 22nd Annual Convention of the
ASSOCIATED ADVERTISING CLUBS OF THE WORLD
at Philadelphia



© Aero Service Corp. of Phila. WHERE THE A.A.C.W. CONVENTION WILL BE HELD

In the lower left foreground may be found the group of buildings of the University of Pennsylvania where the proceedings will take place. Franklin Field, the vast stadium shown in the centre seats 80,000 persons. In the upper left is the business portion of Philadelphia.

"In Philadelphia nearly everybody reads The Bulletin"

The circulation of The Evening Bulletin is larger than that of any other Philadelphia newspaper, and is one of the largest in the United States.

Net paid daily average for six months ending March 31, 1926

533,169 copies a day

Fresh Ideas and Viewpoints at Philadelphia

Philadelphia's business and advertising men under the leadership of the POOR RICHARD CLUB are preparing for the biggest business and advertising convention ever held in America, when the 22nd Annual Convention of the Associated Advertising Clubs of the World convenes in Philadelphia, the City of Homes, June 19 to 24, next.

Delegates from all the world, as well as from all sections of the United States and Canada will give and get new ideas, fresh viewpoints, valuable plans and suggestions for utilizing advertising in creating, holding and serving new and more business.

Convention headquarters are in the Bulletin Building, and delegates are invited to make this newspaper their headquarters. The staff of the Bulletin's advertising department will gladly give business and advertising men first hand information regarding the Philadelphia market—Third Largest Market in the U. S.

"In Philadelphia Nearly Everybody Reads The Bulletin"

(Copyright 1926—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by
The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor;
Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant
3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 58 NEW YORK, MAY 8, 1926 No. 50

How Labor Censored and Gagged Press Told By London Newspaper Editor

Press Room Assistants Lead in Demands for Suppression of Editorials and News—Almost Entire Press of England, Wales and Scotland, Silenced

By RALPH D. BLUMENFELD
Editor London Daily Express
Written Exclusively for EDITOR & PUBLISHER

(*By Cable to* EDITOR & PUBLISHER)

LONDON, May 4.—The suppression of London newspapers through the unwarrantable censorship of trade unionists is the culmination of a long series of tyrannical proceedings which have made newspaper publication extremely irksome. It has emanated solely from one section of less responsible departments of our newspaper organizations. The leaders for the most part have been unskilled workmen.

Until now this interference has been confined to questions of hours, wages and privileges and owing to their watertight organization and rigid rules, these workmen have been able to obtain advantages which to the ordinary business man appear to be simply ludicrous. They have never heretofore attempted to interfere with editorial policy, but for some time past, there have been open threats that when the time for action arrived, they would not hesitate to censor and even suppress any article which they might consider objectionable, or inimical to their interests.

The first attempted interference came on last Saturday night, when various Sunday newspapers were setting an advertisement calling for recruits in behalf of an organization which was to secure the peoples' food supplies. The *Sunday Express* declined to reject the advertisement. The *Weekly Dispatch* printed it. The *News of the World* took it out, Lord Riddell, its proprietor, asserting that it was his fixed policy not to print propaganda advertisements.

Ten o'clock Sunday night, the *Daily Mail* had set a leading article headed "For King and Country," which self-appointed censors declared provocative. They invaded the editor's room and demanded suppression of the article. Mr. Marlowe (Thomas Marlowe, editor of the Daily Mail) unhesitatingly refused, whereupon the packers, pressmen and stereotypers stopped work and the paper did not appear. The Daily Mail, however, through its Manchester plant, was able to bring some 50,000 copies to London Monday morning, but, as its circulation in London is more than 1,000,000, and other newspapers did not increase their output, there was a consequent shortage of newspapers. The article which offended the unionists included the following:

"We do not wish to say anything hard about the miners themselves. As to their leaders, all we need say at the moment is that some of them are under the influence of people who mean no good to this country.

"A general strike is not an industrial dispute; it is a revolutionary movement, intended to inflict suffering upon the great mass of innocent persons and thereby put forcible restraint upon the government. It is a movement that can only succeed by destroying the government and subverting the rights and liberties of the people.

"This being the case, it cannot be tolerated by any civilized government and must be dealth with by every resource at the disposal of the community.

"A state of emergency and national danger has been proclaimed to resist the attack. We call upon all law-abiding men and women to hold themselves at the service of King and country."

The leading article of the *Daily Express* was more provocative with regard to the coal negotiations than was the Daily Mail's leader, and when I heard Sunday night that the Mail had been closed down, I expected a similar fate, but it did not come.

Instead a delegation from the house chapels came up merely to protest against a statement in the leader that the general strike would fail and asking me if I would print a letter from them to that effect, in accordance with our custom of printing all sides. They made no demands, but simply asked a favor. On Monday the house chapels again took the war path. At one o'clock they ob jected to a news article in the *Evening Standard*, which is part of our organization, stating that there was a rush of volunteers to assist the government against the strike. We declined to withdraw the article and the Evening Standard shut down.

Simultaneously, they carried out similar actions at the *Evening News* plant, which was also shut down. The Evening News is a part of the Daily Mail organization. There are only three evening newspapers in London, and the only one not closed was the *Star*, which was decidedly pro-strike and anti-government. Yet it too was closed because its editors insisted on printing the news about a rush of recruits. Monday night, when the general strike was to take place at midnight, they closed down the Daily Mirror and refused to permit the Daily Mail to come out again. They suppressed it at Manchester as well and gave orders at several offices as to the conduct of leading articles.

We had no difficulty at the Express, although the contents of our columns left no doubt as to our attitude of opposition to the strike. Indeed, the men worked right through the night and we got our normal issue of more than 1,000,000 copies away without any difficulty.

The compositors and stereotypers, who are not under the orders of the Trade Union Council which called the general strike, did not go out with the other unionized workmen, but at this moment it is impossible to know what they will do after Thursday, when their meeting is to be held to decide their course. They are not in sympathy with the general strike; indeed the majority of our people who have been called out are against it and regret the high-handed action of the individual house chapels who have seriously jeopardized their future of trade unionism in the printing industry.

(*By Cable to* EDITOR & PUBLISHER)

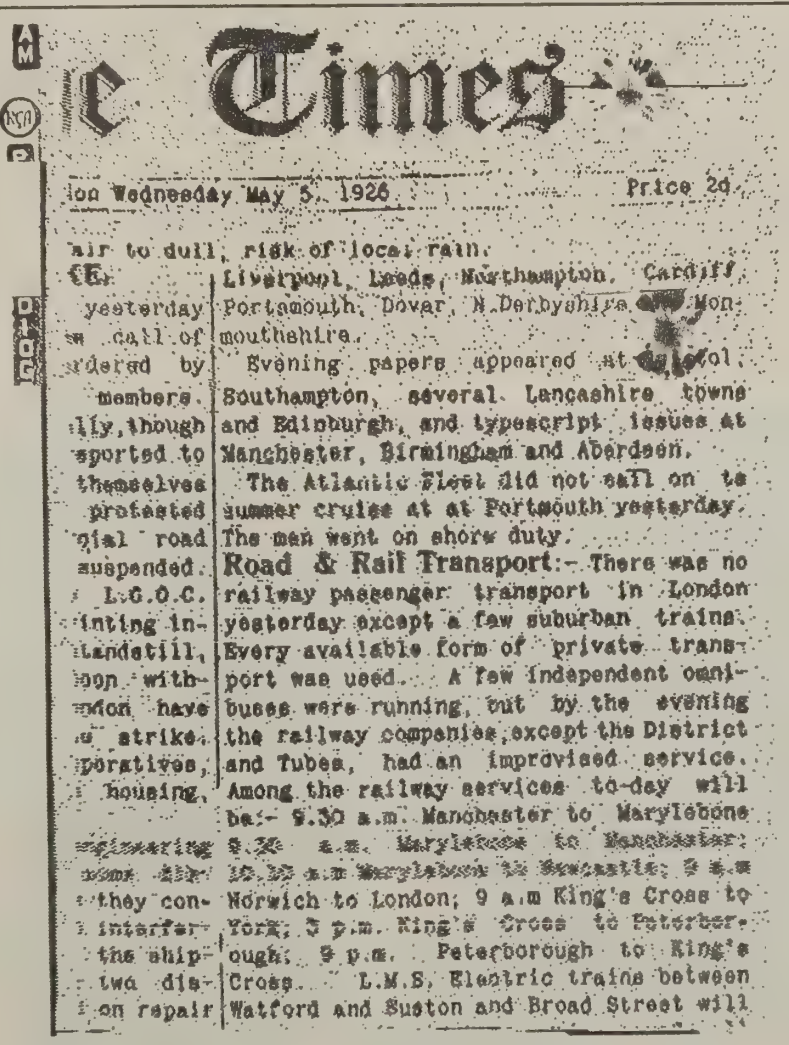
LONDON, May 6.—"The suppression of the newspapers on the eve of the general strike was a grave mistake on the part of the trade unions," Sir Charles Starmer, proprietor of the *Westminster Gazette* and a group of other newspapers in London and provincial cities, said to EDITOR & PUBLISHER. "Freedom of expression is vital just now and the suppression of the newspapers has powerfully swayed public opinion against the strikers."

The first blows against the newspapers were struck, according to news dispatches to New York newspapers, by members of the pressroom force. It is not clear whether they were acting as chapels, or under instructions of the national union, although the indications are that the several chapels acted independently.

Compositors, engravers and stereotypers, not being under the jurisdiction of the Trade Union Council, did not strike at midnight Monday, but as Lon-

(*Continued on page* 38)

LONDON TIMES PRINTS ONE-PAGE STRIKE ISSUE TO UPHOLD TRADITION



The Times

...on Wednesday May 5, 1926 Price 2d.

air to dull, risk of local rain.

...E. Liverpool, Leeds, Northampton, Cardiff, yesterday Portsmouth, Dover, N.Derbyshire, Monmouthshire.

...call of Evening papers appeared at Bristol, ...rdered by Southampton, several Lancashire towns ...members and Edinburgh, and typescript issues at ...lly, though Manchester, Birmingham and Aberdeen. ...sported to The Atlantic Fleet did not sail on its ...themselves summer cruise at at Portsmouth yesterday. ...protested The men went on shore duty.

...ial road Road & Rail Transport:- There was no ...suspended. railway passenger transport in London ...L.C.C. yesterday except a few suburban trains. ...inting in- Every available form of private transport was used. A few independent omni...landstill, buses were running, but by the evening ...on with- the railway companies, except the District ...mon have and Tubes, had an improvised service. ...a strike Among the railway services to-day will ...peratives, be:- 9.30 a.m. Manchester to Marylebone ...housing, 9.30 a.m. Marylebone to Manchester; ...engineering 10.30 a.m. Marylebone to Newcastle; 9 a.m. ...men the Norwich to London; 9 a.m. King's Cross to ...they con- York; 3 p.m. King's Cross to Peterbo...interfer- rough; 9 p.m. Peterborough to King's ...the ship- Cross. L.M.S. Electric trains between ...two dis- Watford and Euston and Broad Street will ...on repair

Here is a facsimile of the front page of the *London Times* sent from London to Acme Newspictures by radio, Wednesday. The Times put out a one page issue, after its men had walked out, to maintain an unbroken tradition of 141 years continuous publication. Other papers put out handbills containing bulletins of the latest news. A fire broke out in the building of the Times as this issue was being printed. Officials refused to disclose the origin of the fire.

SPORTING PUBLICITY TO BE PROBED BY SOCIETY OF EDITORS

Committee of Six Named by President Hopwood to Conduct Thorough Investigation and Report at Annual Meeting—Other Committees Appointed

A committee to investigate thoroughly sporting departments and sporting publicity has been appointed by Erie Hopwood, editor, *Cleveland Plain Dealer*, in his capacity as president of the American Society of Newspaper Editors.



Erie Hopwood

Appointment of the investigating committee is the result of discussion of the subject at the annual meeting of the Society in Washington last winter, where it was denounced by some editors as an evil.

The investigation will embrace "sporting publicity, the management of sporting departments, and the best means of handling sporting copy," Mr. Hopwood said.

Members of the committee are:

Will Owen Jones, Editor, *Lincoln Nebraska State Journal*, Chairman; M. W. Bingay, managing editor, *Detroit News;* Moses Strauss, managing editor, *Cincinnati Times Star;* E. Robert Stevenson, managing editor, *Waterbury American;* Philip A. Payne, managing editor, *New York Daily Mirror;* Charles M. Stanton, editor, *San Francisco Bulletin.*

This committee will make a report at the next annual meeting.

Members who have suggestions as to the nature and scope of the inquiry have been asked to communicate at once with the committee.

In addition to the above committee, the following have been appointed by President Hopwood to serve for the coming year:

Committee on Program and Entertainment: Grove Patterson, editor, *Toledo Blade*, Chairman; Marc A. Rose, managing editor, *Buffalo News;* C. M. Morrison, *Philadelphia Public Ledger;* Newbold Noyes, *Washington Evening Star;* Julian S. Mason, *New York Herald Tribune.*

Committee on Syndicates and Press Services: Olin W. Kennedy, managing editor, *Miami Herald*, Chairman; John V. Riley, editor, *Rockford Morning Star;* A. C. Ross, managing editor, *Rochester Democrat and Chronicle;* Phil J. Reid, editor, *Detroit Free Press;* M. S. Sherman, editor, *Springfield Union.*

Committee on Legislation: E. B. Doran, editor, *Dallas News*, Chairman; E. W. Booth, editor, *Grand Rapids Press;* Charles B. Welch, editor, *Tacoma News Tribune;* Geo. A. Hough, managing editor, *New Bedford Standard;* W. W. Waymack, managing editor, *Des Moines Register and Tribune.*

Committee on Membership: Marc A. Rose, managing editor, *Buffalo News*, Chairman; James A. Stuart, managing editor, *Indianapolis Star;* E. A. Dickson, editor, *Los Angeles Express;* Ch. B. Forbes, editor, *Nashville Tennessean;* Geo. T. Richardson, editor, *Worcester Post.*

The Committee on Ethical Standards is not yet completed, Mr. Hopwood said.

"It is the hope of the board that particular emphasis will be placed on committee work this year," he told Editor & Publisher. "One of the most valuable works of the Society is its contribution to the literature of journalism through the reports of its committees, addresses and discussions on the floor. The committee work in the past has almost without exception been of unusual merit, but it has not, in the opinion of the President, been given sufficient emphasis on the program, nor has sufficient time been given to some of the important subjects which have been presented by the committees from time to time. The President hopes that every committee member will co-operate to the very fullest degree with his committee chairman and come to the annual meeting prepared to supplement the formal report with discussions from the floor."

TO HONOR BRITISH EDITOR

Bust of C. P. Scott, Manchester Guardian, to Be Placed in City Museum

A bronze bust of C. P. Scott, editor of the *Manchester Guardian*, who will soon reach his 84th birthday and round out 54 years as editor of the Guardian, may shortly be placed in the Manchester City Museum. An appeal for funds to purchase the bust, the work of Jacob Epstein, was made May 2.

Completion of the 50th anniversary of Mr. Scott's editorship four years ago was the occasion of a celebration by his many friends. His writings have always been anonymous, and although the Manchester Guardian is quoted throughout the world, he himself is comparatively unknown. His principles expressed through his paper have been such as to gain the respect even of political opponents.

SYLVESTER LOSES SUIT

Appeals Court Affirms Dismissal His $25,000 Suit Against N. Y. Telegram

The right of an author to the product of his talent was qualified by a decision of the Court of Appeals handed down in Albany, May 4, where the rights of his employer are involved. The court affirmed the lower courts in dismissing the complaint of E. Rodgers Sylvester against the New York Herald Company, publishers of the *New York Telegram*, to recover $25,000 damages. At the request of his employer, Sylvester wrote "The Story of Classified Ads," which was published by the Telegram as a pamphlet and advertised for sale as having been written by Gilbert N. Gundersen.

Sylvester, admitting the story became the property of his employer, alleged that by reason of making a false statement as to its authorship, he had been damaged by being deprived of the opportunity of claiming it as his work, or establishing a reputation as a writer. He contended there is an implied understanding that the work of an employe shall not be falsely attributed to another, and if done, there is liability in damages.

The dismissal by the lower court and its affirmation by the Court of Appeals was on the ground that as his name was not mentioned and since the public did not know him to be the author of the story, there was no basis for which damages could be assessed.

Burnside Promoted on Telegraph

The *New York Morning Telegraph*, this week announced the appointment of V. W. Burnside as advertising manager. Burnside for 10 years was with the New York Hearst organization, and for the past 10 years has been with the Telegraph business staff.

Mack Joins Lakeland Ledger

Bryan Mack, Florida newspaper man, recently with the *American Review of Reviews*, has joined the *Lakeland* (Fla.) *Ledger* as business manager. He has served on the *Jacksonville Times Union* and *Pensacola Journal.*

Canadians Urge Tax on U. S. Magazines

The Montreal Publicity Association at a meeting May 5 advocated that Canda impose a tax of 10 cents a pound on foreign publications which now enter the Dominion free of duty. At present there is a duty of 15 cents a pound on advertising matter going into Canada and a tariff of 2 5to 35 per cent on paper imported, but foreign magazines, periodicals, and other publications enter Canada free of duty.

Semi-Weekly to Enter Daily Field

The *Okmulgee* (Okla.) *Record*, semi-weekly paper, has announced that it will publish a daily beginning May 15.

"BILL" BEAZELL, OF WORLD, WINS!



W. P. Beazell receiving congratulations on his election to the presidency of the New York Newspaper Club. In the picture are (left to right): W. P. Beazell, John J. Leary, Jr., labor writer, *New York World*, and a newly elected director; Dwight Perrin, city editor, *New York Herald Tribune*, retiring president, and Augustin McNally, secretary.

BEAZELL WINS IN CLUB ELECTION IN NEW YORK

Named President of Newspaper Men's Group on Conservative Ticket—Largest Vote in History of Club

In the most sharply contested election in the history of the New York Newspaper Club, William P. Beazell, assistant managing editor of the *New York World*, representing the Conservative ticket, was elected president, and a Conservative board of directors was placed in office, Monday, May 3.

Beazell defeated by the close vote of 104 to 93 Royal Daniel, Jr. city editor, *New York Mirror*, who headed the Progressive ticket.

The Progressives succeeded in winning the first vice-presidency, naming Charles S. Hand, political writer for the *New York American*, to that office.

James Melvin Lee, director of the department of journalism, New York University, and conductor of "Our Own World of Letters" in Editor & Publisher named on both tickets, was elected second vice-president

Frank E. Perley, editor of *Record and Guide*, real estate paper, and Augustin McNally, special writer, were named treasurer and secretary respectively. They were also supported by both factions.

Percy Soule, of the *New York Times*, reporter, a Conservative, defeated Prentice Winchell for corresponding secretary.

The new board members are: Dwight S. Perrin, city editor, *New York Herald Tribune*, retiring president; John J. Leary, Jr., labor writer, New York World; Michael Haggerty, New York Times; Jacob Magidoff, *Jewish Daily News;* Edwin J. Judd; H. I. Phillips, columnist, *New York Sun;* and William J. Guard, representing the associate members.

The high interest of the club membership in the election was shown in the large vote, 200 ballots being cast, of which three were voided, leaving a total vote 197.

Hot campaigning was carried on for weeks before the voting. The Progressives advocated a club-owned home, more club entertainment and larger membership.

Conservatives upheld the present policy of careful, sound upbuilding of the club's membership and finance, and opposed expansion of the entertainment program.

Open letters to candidates and replies from their backers were widely circulated.

"I am extremely gratified over the interest taken in the election," Mr. Beazell said to Editor & Publisher following his election. "The fact there was strong opposition was an encouraging sign. A club where members take no interest in annual elections is in a bad way. I am told the poll in this election of the Newspaper Club was one of the largest in its history. This is certainly a healthy sign."

HOTELS USING DAILY'S MAP

N. Y. Sun's "Shopping Place of Millions" on Display As Shopping Guide

A map issued by the *New York Sun* about a year ago entitled "The Shopping Place of Millions" is now being displayed in mounted and framed form, 34 by 44 inches by 36 hotels in New York in their lobbies or in their special consulting rooms as a shopping guide for the convenience of their guests, according to George Benneyan, of the Research Department. Most of the large hotels in New York are included in this group.

In addition 29 hotels are using the map in muslin mounted form on their information desks for ready reference.

"The Shopping Place of Millions" shows the location of all the local stores in Manhattan that advertise in the Sun. The stores are divided into fourteen different groups and each group is indicated by a separate shade of color.

GEORGIA DAILY WINS COVETED PULITZER PRIZE

Columbus Enquirer Sun Awarded Gold Medal for Best Public Service—Kingsbury, N. Y. Times, Given Editorial Prize—Fitzpatrick and Miller Winners of Cartoon and Reporting Competitions

WINNERS of the Pulitzer prizes in journalism, art, and letters were announced this week at Columbia University, New York. The journalism prizes were awarded as follows:

For the most disinterested and meritorious public service rendered by an American newspaper during the year, a gold medal costing $500, awarded to the Columbus (Ga.) *Enquirer Sun*, for the service which it rendered in its brave and energetic fight against the Ku Klux Klan, against the enactment of a law to bring the teaching of evolution, against dishonest and incompetent public officials, and for justice to the negro and against lynching.

For the best editorial article written during the year, the test of excellence being clearness of style, moral purpose, sound reasoning and power to influence public opinion in the right direction, due account being taken of the whole volume of the writer's editorial work during the year, $500 awarded to the *New York Times* for the editorial entitled 'The House of a Hundred Sorrows,' by Edward M. Kingsbury, published Dec. 14, 1925.

For the best example of a reporter's work during the year, the test being strict accuracy, terseness, the accomplishment of some public good commanding public attention and respect, $1,000, awarded to William Burke Miller of the *Louisville* (Ky.) *Courier-Journal* for his work in connection with the story of the trapping in Sand Cave, Ky., of Floyd Collins.

For the best cartoon published in any American newspaper during the year, the determining qualities being that the cartoon shall embody an idea made clearly apparent, shall show good drawing and striking pictorial effect, and shall be helpful to some commendable cause of public importance, due account being taken of the whole volume of the artist's newspaper work during the year; $500 awarded to B. R. Fitzpatrick of the *St. Louis Post-Dispatch*, for the cartoon entitled, 'The Laws of Moses and the Laws of Today,' published April 12, 1925."

There was no competition for and therefore no award of the $1,000 prize "for the best history of the services rendered to the public by the American press during the preceding year or for the publication and distribution through the Columbia University Press of publications of service to American journalism."

Five times the amount of journalism material was submitted for consideration to the Pulitzer judges this year than last, Jerome Landfield, executive secretary of the advisory board, told EDITOR & PUBLISHER. In some cases, it was ten times greater, he said.

For instance, he pointed out the work of 41 different reporters was sifted before the prize winner, Miller, formerly of the Louisville (Ky.) Courier-Journal, was picked. The jury on the reporters' prize, named from members of the American Society of Newspaper Editors, made five recommendations to the advisory board, starring Miller's work as their first choice.

Seventeen different newspapers entered the public service competition, but Mr. Landfield said there was no hesitation in awarding the prize to Julian Harris, Columbus (Ga.) Enquirer-Sun, because the character of the service performed by this paper was on "such a high plane."

A double tribute was paid Mr. Harris. In addition to winning the award, he was also named a member of the Pulitzer prize advisory board to fill the place vacated by the resignation of John Stewart Ryan, publisher of the *Richmond* (Va.) *News-Leader*. The appointment was made at the annual meeting of the board in New York, April 24.

E. M. KINGSBURY'S PULITZER PRIZE EDITORIAL

Printed in New York Times, Dec. 14, 1925

THE HOUSE OF A HUNDRED SORROWS

The walls are grimy and discolored. The uneven floors creak and yield under foot. Staircases and landings are rickety and black. The door of every room is open. Walk along these corridors. Walk into this room. Here is a sickly boy of 5, deserted by his mother, underfed, solitary in the awful solitude of starved neglected childhood. "Seldom talks." Strange, isn't it? Some, many children, never "prattle," like your darlings. They are already old. They are full, perhaps, of long, hopeless thoughts. There are plenty of other "kids" in this tenement. Here is one, only three. Never saw his father. His mother spurned and abused him. He is weak and "backward." How wicked of him when he has been so encouraged and coddled! Doesn't know any games. How should he? Do children play? Not his kind. They live to suffer.

In Room 24 is Rose, a housemother of 10. Father is in the hospital. Mother is crippled with rheumatism. Rose does all the work. You would love Rose if she came out of Dickens. Well, there she is, mothering her mother in Room 24. In Room 20 age has been toiling for youth. Grandmother has been taking care of three granddaughters who lost their mother. A brave old woman; but what with rheumatism and heart weakness, threescore-and-ten can't go out to work any more. What's going to happen to her and her charges? Thinking of that, she is ill on top of her physical illness. A very interesting house, isn't it, Sir? Decidedly "a rum sort of place," Madam? Come into Room 23. Simon, the doll-maker—but handmade dolls are "out"—lives, if you call it living, here. Eighty years old, his wife of about the same age. Their eyesight is mostly gone. Otherwise they would still be sewing on buttons and earning a scanty livelihood for themselves and two little girls, their grandchildren. The girls object to going to an orphan home. Some children are like that.

You must see those twin sisters of 65 in Room 47. True, they are doing better than usual on account of the coming holidays; making as much as $10 a month, whereas their average is but $6. Still, rents are a bit high; and the twins have been so long together that they would like to stay so. In Room—but you need no guide. Once in The House of a Hundred Sorrows you will visit every sad chamber in it. If your heart be made of penetrable stuff, you will do the most you can to bring hope and comfort to its inmates, to bring them Christmas and the Christ:

"For I was a hungered, and ye gave me meat: I was thirsty, and ye gave me drink: I was a stranger, and you took me in.

"Naked, and ye clothed me: I was sick, and ye visited me: I was in prison, and ye came unto me."

"There was a surprising increase in the number of newspapers participating in the public service competition," Mr. Landfield said. "Some newspapers sent in whole files of their newspapers to show the public good they accomplished, during 1925. Others prepared elaborate documents.

"Competition for the best editorial prize was also keen. More than 40 different applications were sent in. Mr. Kingsbury's beautiful editorial was chosen as the winner, the selection being made not only on the basis of this one editorial, but also on the past work of the writer, which has been most brilliant.

'The cartoon selection required heated discussion. Many admirers sent in their choices. These were judged as well as entrants made by the newspapers. In all about 25 different cartoons were considered. A number were ruled out, because of the fact that the terms of the Pulitzer prizes bars cartoons of a political nature."

Mr. Landfield said a rule made by the advisory board prohibited him from making public the names of participants other than the winners.

"I wish I could lift the lid," he said. "It would be a revelation of the activity and the ingenuity of American newspapers and newspaper men. The most extraordinary feats were accomplished during 1925 by American reporters. There were hosts of interesting stories written. In making the final selection, the main question became whether or not the reporter's work had commanded wide-spread public attention.

"It is the feeling of the board," Mr. Landfield concluded, "that the interest shown this year will be reflected in even increased interest in 1926, and it is hoped that the fact that small city newspapers and newspaper men were among the 1925 winners has proved conclusively that there is nothing to the hitherto prevalent idea that the prizes were sure to go to metropolitan dailies."

Sinclair Lewis's "Arrowsmith" won the $1,000 prize "for the American novel published during the year which shall best present the wholesome atmosphere of American life and the highest standard of American manners and manhood."

Lewis, in a letter to the Advisory Board following announcement of the prizes, refused his $1,000 award.

"All prizes, like all titles, are dangerous," Lewis wrote in refusing the distinction, adding that by the terms of the Pulitzer Award novels were appraised not upon literary merit, but upon the moment's code of "good form"; that a continuation of the Pulitzer Award tended to make its administrators a supreme court impossible to challenge; and that only by regularly refusing the Pulitzer prize can novelists keep such power from being permanently set up over them.

Ralph Pulitzer, editor of the *New York World*, commenting on Mr. Lewis' action and the contentions made in his letter said:

"Without assuming to speak for the Advisory Board, which made the award and of which I am only one member of a total of eleven, I should say that Mr. Lewis has the right to refuse any prize awarded him whether he does so from principle or from self-exploitation."

Jerome B. Landfield, Secretary to the Advisory Board said:

"The whole thing is very amusing, and it looks very much like free advertising to me."

The drama, "Craig's Wife," by George Kelly, won the $1,000 prize "for the original American play performed in New York, which shall best represent the educational value and power of the stage in raising the standard of good morals, good taste and good manners."

The sixth volume of the "History of the United States," by Edward Channing, won the $2,000 prize "for the best book of the year upon the history of the United States."

Harvey Cushing's "The Life of Sir William Osler," won the $1,000 prize "for the best American biography teaching patriotic and unselfish services to the people, illustrated by an eminent example, excluding, as too obvious, the names of George Washington and Abraham Lincoln."

The late Amy Lowell's "What's O'Clock" won the $1,000 prize "for the best volume of verse published during the year by an American author."

Three traveling scholarships, worth $1,500 each, open to "graduates of the School of Journalism who shall have passed their examinations with the highest honor and are otherwise most deserving, to enable each of them to spend a year in Europe, to study the social, political and moral conditions of the people, and the character and principles of the European press," were awarded to Lawrence Hopkins Odell of White Plains, N. Y.; Miss Dorothy Ducas of New York City and Leif Eid of Everett, Wash. Their alternates are Gordon Neander Havens of Brooklyn, N. Y.; Lawrence Robert Goldberg of Revere, Mass., and Francis Lincoln Grahlfs of Jamaica, N. Y.

Miss Lucille Crews of Redlands, Cal., won the $1,500 scholarship for "the student of music in America who may be deemed the most talented and deserving, in order that he may continue his studies with the advantages of European instruction, on the nomination of the teaching staff of the Department of Music and of the teaching staff of the Institute of Musical Art." Her winning composition was a sonata for viola and piano and a symphonic elegy for orchestra, entitled "To the Unknown Soldier."

The awards were ratified Monday at a meeting of the trustees of Columbia University in accordance with action taken on April 22 by the Advisory Board of the School of Journalism, which was established at Columbia by the late Mr. Pulitzer.

The members of the Advisory Board are Melville E. Stone, Associated Press; Edward Page Mitchell; Ralph Pulitzer, the *World;* Robert Lincoln O'Brien, *Boston Herald;* Arthur M. Howe, *Brooklyn Daily Eagle;* John L. Heaton, the *World;* Joseph Pulitzer, *St. Louis Post Dispatch;* Rollo Ogden, the *New York Times;* Alfred Holman, San Fran-

cisco; Casper S. Yost, *St. Louis Globe-Democrat*, and President Nicholas Murray Butler of Columbia University.

The Advisory Board in making its decisions had before it recommendations from members of the National Institute of Arts and Letters in the case of awards in letters, and from members of the teaching staff of the School of Journalism and members of the American Society of Newspaper Editors, in the case of awards in journalism.

The award in drama was recommended unanimously by a jury consisting of A. E. Thomas, Chairman; Owen Davis and Walter Prichard Eaton.

Dr. Butler authorized a statement that in the opinion of the jury the "most worthy book" was Bernard Fay's "L'Esprit Revolutionnaire en France et aux Etats-Unis à la Fin du 18 Siècle," but it was "held to be ineligible under the terms of the award," so that the prize went to Channing's volume on the "History of the United States.'

PULITZER GOLD MEDAL TO GEORGIA DAILY

Julian Harris, Editor and General Manager, Columbus Enquirer-Sun, Delighted and Surprised at Prize For Public Service

"I am of course delighted and surprised at the Pulitzer award," Julian Harris, editor and general manager of the *Columbus Enquirer-Sun,* told EDITOR & PUBLISHER. "I thought I might get a 'best editorial' award, but it seems like a dream to think of a morning paper of



Julian Harris

7,000 circulation being honored with the gold medal. I suppose you noticed that I have been named as a member of the Advisory Board of the School of Journalism of Columbia University. This pleased me tremendously, also. I've had an unbelieveable hard fight here and this unexpected recognition not only heartens me, but I believe with a great inspiration to many editors of smaller newspapers. It looks as if the mouse-trap story had come true with the Enquirer-Sun."

The Enquirer-Sun is the smallest morning newspaper in Georgia in point of circulation, and, as population goes, is published in the fifth city of the state. It was founded in 1828 by Mirabeau Lamar, the first vice-president of the Republic of Texas, who was its editor. At one time it was edited and owned by Beale Richardson, uncle of Frank R. Kent, Washington correspondent of the *Baltimore Sun.*

For the past five years Mr. Harris has been the controlling owner of the Enquirer-Sun, and since the fall of 1922 has been both editor and general manager. Associated with him in the ownership and editorial management is his wife, Julia Collier Harris, the author of the "Life and Letters of Joel Chandler Harris," and the "Foundling Prince." In addition to her work on the Enquirer-Sun, to which she contributes editorials and articles on literature, art, education and music, she has written for the *Nation, Social Forces* (published by the University of North Carolina) and has had articles in the Baltimore Evening Sun, the *New York Herald Tribune* and the *Atlanta Constitution.*

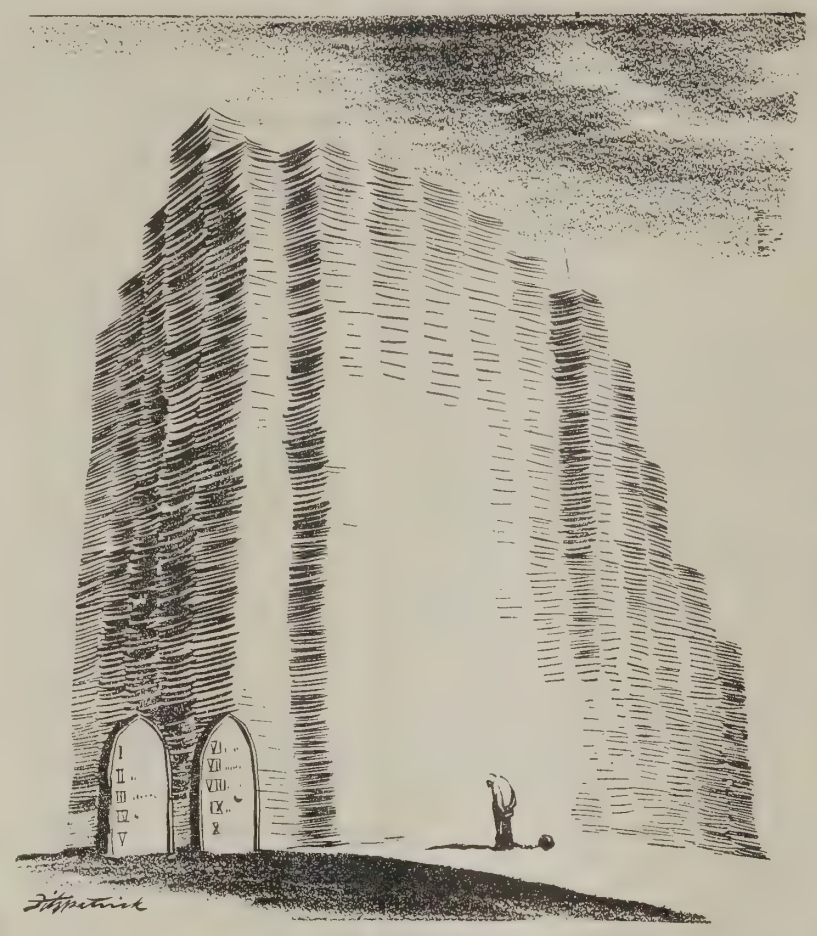
From the moment Mr. Harris assumed editorship of the Enquirer-Sun, the original program of a fight against the Ku Klux Klan was broadened out. His first editorial was entitled "Putting Out a Fire with Gasoline," and criticised adversely Judge Geo. P. Munro in connection with the change of venue for a murder case. The editor was arrested and brought before the court on the charge of contempt and there stated his views of what a newspaper should stand for, and the imperative need for a free press. He was dismissed with a warning; the judge was defeated at the next election.

For more than five years the Enquirer-Sun has fought the Klan denouncing it as "100 per cent un-American" and as "a cowardly masked gang" which attempted to usurp the rights of constituted authority and foment racial prejudice and religious intolerance." With the exception of a small afternoon daily and a couple of weekly papers, the Enquirer-Sun carried on a lone fight. Finding that no other Georgia newspaper intended to print the *New York World's* expose of the Klan graft and corruption, and the Enquirer-Sun did so. Twenty per cent of its circulation disappeared and the air and the mails were burdened with anonymous threats. The Columbus Chapter of the Klan as a final gesture paraded about 300 strong, masked and robed and carrying placards which contained such sentiments as "America for Gentiles" "Down with the Jews," "Down with the Negro." The fight against the Kluxers was continued until the local Klan dwindled to the point of disappearing from public notice. The original chapter disbanded and efforts to get any strength have failed.

Along with the fight against the Klan, the Enquirer-Sun took up the cudgels for religious tolerance, and for justice to the negro. In the face of what Harris calls "a banal and over-worked slogan of 'It's great to be a Georgian'" which the present governor either originated or adopted, the Enquirer-Sun has told what it believed to be the truth about the state, using such captions as "the Empire State of Illiteracy" "The Invisible Empire State," "The Lynching of a Lunatic Negro" and "Thirteen Little King Canutes," this last being the opening gun of the Enquirer-Sun's campaign against the anti-evolution bill which was recommended for passage by the so-called legislative committee on education.

(*Continued on page* 49)

FITZPATRICK'S WINNING CARTOON



"The Laws of Moses and the Laws of To-day," *St. Louis Post-Dispatch*, April 12, 1925

WINNERS OF TRAVELLING SCHOLARSHIPS



LAURENCE ODELL



DOROTHY DUCAS



LIEF EID

MILLER'S HEROISM WO REPORTING AWARD

Louisville Courier-Journal Writer Ma Seven Perilous Trips to Side of Trappe Man 80 Feet Underground—Has Left Newspaper Work

William Burke Miller, awarded $1,0 for his story on the attempted rescue Floyd Collins, caught in an undergrou cave in Cave City, Ky., has left new paper work and the *Louisville* (Ky *Courier-Journal,* and is now in the ic cream business with his father at Wint Haven, Fla.

Miller, whose everyday name "Skeets," was born in Louisville, a went directly from high school to t police court beat of the Courier-Jo nal. He is now only 22 years of a As a reporter, he said frankly he h no interest in newspaper work. wanted to be a singer, he said, and h



Photographed at Sand C

William B. Miller

become a reporter to get money to t him to Europe for a musical educati

He had been three years on the C rier-Journal, when he was sent one ni to investigate the story that a man l been caught 80 feet underground ir sandstone cave. Miller took compl charge of the rescue of Floyd Collins following morning. He is very sm weighs only 110 pounds, and was able slip down the tortuous passage until lay beside Collins.

In all, Miller made seven trips into cave. He wrote:

"It is terrible inside. The cold, di water numbs me as soon as I start I have come to dread it, as have all oth who have been in, but each of us tell o selves that our suffering is as noth compared to Collins's. His patience d ing long hours of agony, his constant h when life seemed nearing an end, enough to strengthen the heart of one. Collins doesn't know it, but he playing a very, very big part in his o rescue."

After the militia arrived at the c reports were circulated that the story a hoax. Miller was the chief witness the investigation which followed, since was one of the only two men who actu ly had seen Collins.

Miller's stories during the first days the rescue were quoted by the Associa Press and thus published from one of the country to the other. The C rier-Journal gave him a bonus of $1,0

After this exploit Miller returned his paper, but continued as a repor only a short time. At present he is ing at Winter Haven, Fla., where he in the ice-cream manufacturing busin

TRADE BOARD HEARS CONSPIRACY TESTIMONY

Representatives of Vick Chemical and Firestone Testify as to Difficulty of Obtaining Agency Commission on Business Placed Direct—Respondents Deny All Charges—High Tribute to Newspaper Advertising

EFFORTS by the Federal Trade Commission to establish conspiracy between advertising agencies and newspaper publishers and representatives to deprive direct advertisers of the usual agency discount, continued throughout this week in New York. Eugene W. Burr, chief counsel for the commission questioned Chester F. Chapin, formerly advertising space-buyer for the Vick Chemical Company, Greensboro, N. C., bringing into the record the gist of the charges made by the commission at the application of the Vick Company and others. Mark Cooper of the Firestone Tire & Rubber Company, a direct advertiser also brought out points for the commission.

The hearings were adjourned Friday, subject to call on two weeks' notice by the examiner.

L. B. Palmer, manager of the A. N. P. A., took the stand Wednesday and Thursday and denied generally and in detail that any conspiracy existed between the A. N. P. A. and the A. A. A. A. or any of their members. Other witnesses called this week were Harry S. Prudden, of Prudden, King & Prudden; William A. Thomson, director of the A. N. P. A. Bureau of Advertising; F. J. Hermes, secretary-treasurer of the Hickman Company, and Floyd Y. Keller.

The testimony of Chester F. Chapin, former director of the Vick Chemical Company, and for 10 years up to about a year ago, space buyer for that organization, was apparently designed to prove that agency members of the A. A. A. A. made much trouble for newspaper publishers and their representatives, or were a menace of trouble, who accepted the Vick advertising and allowed the company the usual agency discount of 15 per cent. Mr. Chapin testified that Vick's always had placed its advertising directly with the newspapers except that early in the history it had passed some of its advertising through the Freeman Advertising Agency, of Richmond, Va., but had discontinued even that since 1915.

Up to 1917, Mr. Chapin declared, Vick's was advertising in practically all Southern newspapers except those of Texas, all except a few allowing the usual agency discount, or commission. The company had then, he said, distribution for its goods practically all over the country except the centers of New York, Chicago, Philadelphia and Boston. The newspapers in these sections, he said, would not accept the Vick advertising or allow discounts as to agencies.

Newspapers, the witness said, were regarded by him and his associates as "the best form of advertising we could use." Other advertising, such as billboards, were used only where newspapers refused to accept Vick advertising at net rates, but was too expensive. He said his sales force would be "no good" without newspaper advertising, and that the only way to approach replacing it was by house-to-house canvassing, which was very costly.

Soon after the time mentioned, he said, he had found opposition to placing the advertising at direct rates, with discount allowed. Mr. Burr introduced as an exhibit about 35 letters and carbons of replies dealing with the matter of direct rates, written to the Vick Chemical Company and answered by Mr. Chapin. The letters were from the *Chattanooga* (Tenn.) *Times* and the John Budd Company, its representative; *Houston* (Tex.) *Chronicle; Alexandria* (La.) *Town Talk; New Orleans Item; Richmond* (Va.) *News-Leader, Atlanta* (Ga.) *Journal*. All refused Vick advertising at direct rates.

These letters were met by the usual form of objections from counsel for the respondents, which were overruled by the examiner, as respondents' objections usually have been.

Under further questioning by Mr. Burr, against objections of opposing counsel, Mr. Chapin told of coming to New York at the time of the A. N. P. A. convention of 1920 and seeing Willard E. Carpenter, since deceased, who, he said, told him that there was a great deal of feeling against direct advertising, adding that he was being pressed by members of the A. A. A. A. not to allow agency commission to direct advertisers. "He wanted me," witness continued, "to take as many papers as possible of his list because it was not fair to ask him to jeopardize his business for a small number; that he would lose other business because he was accepting Vick advertising and allowing agency discount. If I could not take practically all his list, then he would be compelled to discontinue the commission deduction."

Objections made to the admission of this testimony were withdrawn when Mr. Burr declared that the sole object was to show a common line of understanding between this one man and the A. A. A. A. members.

Mr. Chapin mentioned also a conversation with Mr. Wolcott, of Hammond & Wolcott, special representatives of the *St. Paul Daily News* and the *Minneapolis News*.

"He told me," the witness said, "that he had heard of a meeting of the A. A. A. A. which had discussed the Vick contract, and said that the George Batten Agency had asked him, on one of his calls there, if he was allowing commission on Vick advertising. When he answered 'yes' he was told that he could not expect business from that agency if he continued to do so. He wanted me to give him a contract which would show that he himself was getting the commission."

Among others who spoke to him about this same situation, he said, were Herman Halsted of Paul Block, Inc., and George Reichard, Scripps-Howard Newspapers.

M. H. Long, of the John M. Branham Company, he testified, told him that "further pressure had been brought to bear upon him by A. A. A. A. members against accepting Vick direct advertising contracts." Charles P. Eddy and Frank P. Alcorn, he said, had told him practically the same thing. Mr. Reichard, he said, told him that he should be very easy on newspapers and expect increased rates and poor service, since they were under strong pressure to decline Vick contracts.

"I went to the S. N. P. A. convention in Asheville, N. C.," Mr. Chapin testified, "and heard Collin Armstrong, chairman of the newspaper committee of the A. A. A. A., report on his work. Afterward I talked with H. Galt Braxton, of the *Kinston* (N. C.) *Free Press*, who told me he could not take Vick advertising and allow agency commissions. When he went home he gave me a contract at local rates, telling me that the S. N. P. A. approved the agency commission and he could not step over it."

In the spring of 1920, Mr. Chapin said, Harry Reynolds, of the Benjamin & Kentnor Company, told him the newspapers he represented were restless about allowing commission to direct advertisers.

Continuing, Mr. Chapin said: "In February, 1924, I went to B. F. Lawrence, of the Star League—*Indianapolis Star, Muncie Star* and *Terre Haute Star*, who had discontinued running Vick advertising and asked him to take it back. He told me he had stiff competition in the *Indianapolis News* and needed agency support; to continue to accept our advertising would knock him out. But I arranged with Keifer-Judd Company, jobbers, to run Vick advertising at local rates. Their advertising is still running, I believe."

Asked what that meant in dollars and cents to the newspaper publishers, Mr. Chapin quoted figures to show that local rates were less than national rates with agency commission deducted.

"Some newspapers," he said, "which had 'thrown us out' later took us back again. The *Montgomery* (Ala.) *Advertiser* threw us out in July, 1923, and took us back in February, 1924. The *Knoxville Journal* threw us out in 1923 and took us back in 1925. The *Richmond News-Leader* threw us out in 1923 and took us back later. Major Allen Potts, business manager of the News-Leader, said it was 'all a lot of damn foolishness' and he did not see why he could not carry Vick's, though the paper had thrown us out before. He took us back."

Mr. Chapin told of going to Iowa to try to get Vick advertising into newspapers at net rates. Failing to induce the publishers to give him net rates, he got Vick advertising inserted at local rates, on the accounts of local druggists, in the *Ottumwa Courier, Muscatine Journal News-Tribune, Davenport Democrat, Davenport Times* and *La Crosse* (Wis.) *Tribune*. In this connection, also, he showed that local rates were lower than national rates less commission, and said the publishers lost money by accepting Vick advertising at local rates.

He said that about 150 newspapers refused Vick advertising in 1923, though now the number declining it had diminished to about 120.

Mr. Chapin described the advertising department of the Vick Chemical Company as consisting of about 25 persons, which furnished to newspapers complete copy, matrices and electrotypes.

In cross examination of Mr. Chapin by Mr. Plante, for the A. N. P. A. and the Six Point League, it appeared that counsel was trying to establish that the Vick Chemical Company withdrew its advertising from newspapers not because of opposition by any outside force, but voluntarily.

Before Mr. Plante began, Mr. Burr, for the Commission, read the following stipulation into the record:

"Counsel for the Commission, in order to save multiplication of evidence, desires to place of record their admission that all members of the respondent newspaper publishers' associations have been during the times named in the complaint, and still are, willing to grant advertising space at gross rates to all direct advertisers whose advertising is acceptable in other respects. We regard this fact as not particularly material to the charges of maintenance of the price of advertising service and denial of less than gross rates by combination or conspiracy."

In an effort to draw from the witness an admission that withdrawal of Vick advertising was voluntary where publishers refused to give agency discounts to direct advertisers, Mr. Plante got the explanation that "We did not think we should not receive the discount and provide agency service. In the early days of the Vick advertising there were very few agencies which could give us the service we needed. Later, agencies were established too far from Greensboro to be convenient."

On the question of the cost of the service Mr. Chapin testified that the advertising department of Vick's cost about 17½ per cent of the amount annually spent by it in advertising, and that at least one newspaper representative of an advertising agency told him that his house could not handle it for as little as it was costing Vick's. Using posters where it was impossible to deal with the publishers direct, he said, cost far more than the 15 per cent agency commission.

It was not only refusal of the agency

(*Continued on page 42*)



AT THIS WEEK'S HEARING OF THE FEDERAL TRADE COMMISSION

Left to right—L. B. Palmer, manager, A. N. P. A.; G. B. Plante, counsel for A. N. P. A. and Six-Point League; J. T. Finley, counsel for S. N. P. A.; Charles A. Brodek, counsel for A. P. A.; Clark McKercher, counsel for A. A. A. A.; C. F. Chapin, representing Vick Chemical Company, John W. Addison, Examiner for Federal Trade Commission; Eugene W. Burr, chief counsel for Trade Commission; John R. Dowlan, counsel for Trade Commission; (rear) James F. Hoge, counsel for applicants; Walter Sammis, reporter for applicants; William A. Thomson, director Bureau of Advertising of A. N. P. A.

SYNCHRONIZING ADVERTISING WITH THE NEWS

Joseph H. Appel, Advertising Director of John Wanamaker Stores Believes in Future of Photoradiogram Talks on Powers of Newspaper Space

ADVERTISERS should take advantage of all means of rapid international communication by word or picture and synchronize their advertising with the news, is the belief of Joseph H. Appel, advertising director of the John Wanamaker Stores, New York, expressed in an interview with EDITOR & PUBLISHER this week. The logical and best medium is, therefore, the newspaper, he said.



JOSEPH H. APPEL

The Wanamaker stores were among the first to make pioneer use of the new photoradiogram service for transmitting a merchandise picture by wireless across the Atlantic from London to New York, and the first to transmit a complete advertisement from New York to London, and Mr. Appel was sought out to express the advertiser view of this latest marvel of human ingenuity.

"The photoradiogram is still in its early stages of development," Mr. Appel said. "Those who remember the initial difficulties of telephone communication, will require but little imagination to vision the future of this new great force of rapid picture transmission.

"I can see enormous possibilities for the use of photoradiograms by an advertiser with world-wide distribution.

"Advertising today must focus on the news of the day. To get over the ideas embodied in an advertisement, the copy must appear when the public is thinking along similar lines. The public mind must, in other words, be entered when it is receptive.

"If an advertiser of such things as fashions which change rapidly, goes through the long process of preparing and planning an advertising campaign ahead, as he has hitherto, he is likely to find that conditions have greatly changed before the copy actually appears—that his advertising has become obsolete.

"The alternative, offered today, is for him to take advantage of all means of rapid international communication and synchronize his advertising with the news of the day.

"You know how long it requires to place advertising in the magazines. You know how copy must be drawn up and prepared months before it finally is presented to the public. The obvious medium, then, is the newspaper. Why use a medieval courier to carry your message in this wireless age.

"The photoradio is a new force to be used in advertising. How are we going to use it? Perhaps the future alone can reply.

"Advertisers may now use the photoradiogram as they have used pictures overnight in the newspapers—to tie up the day's news with a picture while it is still new.

"If there is something in this new service for us we are going to use it; and we believe there *is* something there."

With no little difficulty, the Wanamaker stores put the new radio service to advertising use twice in its first week of commercial operation by the Marconi Wireless Company of England and the Radio Corporation of America. Other advertisers likewise pioneered. Carrera, Limited submitted an advertisement of Craven tobacco to be inserted in the *New York Times*. Lord & Taylor's London representative filed a sketch of a gown by a famous French designer for transmission to New York. Abraham & Straus, Brooklyn department store, flashed over a picture of its London office.

"Craven Again Makes History" was the headline of the Carrera copy.

Under the picture of its London office, the Abraham & Straus advertisement read, in part, as follows:

"This radio photograph, received under such dramatic circumstances, spotlights the world-wide scope of Abraham & Straus—emphasizing the fact that the world is the hunting ground for A. & S. purchasing agents.

"We hope to use this new service in bringing European fashion news and pictures to you even more quickly than now."

Carried from Paris to London by airplane a photograph of the latest Reboux hat was sent by photoradiogram to New York to be used in the Wanamaker advertisement in New York newspapers Saturday, May 1.

"As soon as the newspapers were on the street Saturday presenting a John Wanamaker advertisement of the latest Reboux Paris hat flashed overnight from London by the new photo-radio service, customers began coming to the store to have the hat reproduced as pictured," Mr. Appel said.

On Monday, May 3, Wanamaker's further developed the practical commercial use of the radio service sending to London over the air the first "advergram" to be published simultaneously Monday in the *London Times, London Telegraph,* and *London Daily Mail,* the *Paris Herald,* the Paris editions of the London Daily Mail and *Chicago Tribune;* the New York Times, the *New York Herald Tribune,* the *New York World,* and *New York American;* and the *Philadelphia Public Ledger, Philadelphia Record,* and *Philadelphia Inquirer.* The store, Mr. Appel said, has applied for a trademark on "advergram."

The advergram quoted John Wanamaker as saying in 1919 that "the Atlantic Ocean in our thoughts is not half as wide as it used to be, that the visions of the Columbuses who are exploring the air have created the belief that the whole world has come to be neighbors.

"The merchant will find the radio of great service in linking country with country, people with people to the end that all may live and work together peacefully and happily," the advergram read.

"In the business of living, no one can live to himself alone."

As illustration, the advergram carried line drawings of the New York and Philadelphia Wanamaker stores.

Considerable difficulty attended transmission of the advergram from New York to London and Paris, according to Mr. Appel. It was regular three-column newspaper copy, but this proved too wide for the picture sending machine, which limits the size of pictures to be radioed to 4¼ inches. Thus the original was cut into horizontal strips, and transmitted sidewise. Originally filed on Friday, the Radio Corporation was unable to complete the process until Sunday afternoon. Officials took pride in their work, and several attempts were made on each strip before perfect synchronization was obtained. The last paragraph was, indeed, not filed by the photo-radio process. Instead it was radioed in code to London. The London Times received its complete photo-radio copy at 8:40 Sunday evening. The advergram was published as scheduled in all the London papers except the Daily Mail, which did not publish at all on account of strike conditions, and in all the Paris papers.

When Mr. Appel was interviewed on the photoradiogram innovation, he was asked to enlarge on his views regarding the value of newspaper space generally.

The value of the newspaper as an advertising medium, he said, could best be demonstrated by the case method, by actual test, and he cited as a recent case the sale by Wanamakers of more than $1,000,000 worth of Ware and Thermiodyne radio receiving sets in two months' time.

"The manufacturer," he explained, "is apt to think that advertising will do everything; but it wont. Price, product, time, and the consumers' market situation must all be taken into consideration.



Reproduction of photoradiogram advertisement sent from London to New York this week

And the rapidly changing market situation can best be met by newspaper advertising.

"The retail dealer, being closest to the people, senses the public mind. He knows what will sell, and what won't sell. He knows when to advertise. To be successful in advertising, you must get down close to the public.

"Retail advertising in the newspapers is closest to the public mind; it is a truthful barometer of what will sell, and what won't sell."

Mr. Appel said that more than 10,000 radio sets, representing a value of more than $1,000,000, were sold by use of only one series of four different advertisements, staggered in the various New York newspapers, over the two months' time. Each advertisement measured about six columns wide.

The advertising expense, he concluded, was under four per cent of the sales.

FAVOR WOODBRIDGE RE-ELECTION

A.N.A.E. Members Think Present A.A.C.W. Chief Should Serve Another Term

Members of the Association of Newspaper Advertising Executives favor reelection of C. King Woodbridge as president of the Associated Advertising Clubs of the World, according to replies to a recent questionnaire sent out by Newspaper Advertising, official organ of the association.

The majority of the A. N. A. E. members gave one or more of the following reasons why a newspaper man should be elected president of the A. A. C. W.:

1. Any one of a number of active newspaper executives would prove to be an efficient president of the A. A. C. W., if consent were given to present his name.

2. The newspapers have been a vital factor in the development of the A. A. C. W. and many present and future plans of the A. A. C. W. are predicated upon the support of the newspapers.

3. Every one recognizes the newspapers as one of the most important advertising media. In fact, advertising expenditures in newspapers equal the expenditures in all other media combined, including direct-by-mail.

4. At no time during the existence of the A. A. C. W. has a newspaper executive been elected president of the organization. Rowe Stewart of the Philadelphia Record served as president of the A. A. C. W. but he, as the elected vice-president, completed the term of resigned president.

NEW ZEALAND OFFICIAL DISCUSSES CABLE SNARL

Technical Objection on Type of Metal to Be Used in Duplicate Wire to Antipodes Was First Point of Divergence

Sir James Allen, High Commissioner for New Zealand in London, has recently issued a statement regarding the relations of Hon. Charles Murphy, Postmaster-General of Canada with the Pacific Cable Board, which throws some new light on the difficulty which has arisen in connection with the duplication of the Pacific cable.

"The first serious divergence arose," says Sir James, "owing to Canada wanting to duplicate the cable via Honolulu. The Pacific Cable Board emphatically disagreed with this on the ground that the cable should follow an 'all Red' route to Australia and New Zealand and the contract was let on this basis."

Then, according to Sir James, there was a technical objection, Mr. Murphy wanting permalloy instead of numetal for the sheathing of the cable. Independent investigation by experts, says Sir James, had persuaded the Board that permalloy was superior, in addition to which it was a British Made compound, while numetal was made in the United States.

"If Canada continues to dissent" concludes Sir James, "there are only two courses open to her. She must either refuse a landing for the cable at Bamfield or she must withdraw from the Board. The former course is unthinkable for even foreigners are not denied a landing of their cable while the latter would necessitate discussion at the Imperial Conference, whereat Britain, Australia, New Zealand and Canada would argue regarding the terms of dissolution of the partnership."

According to a British United Press cable, Australians and New Zealanders in London are anxious to know whether Canada as a whole is behind the Postmaster-General and whether his statement of objections has the sanction and approval of the Canadian Government. The principal objection previously credited to Hon. Mr. Murphy was that the Pacific Cable Board had no right to proceed to let contracts for the duplication of the cable without Canada's approval and that Canada claimed the right to say how the cable surplus should be expended.

Asks Girls' Names Be Suppressed

Suppression of the names and addresses of girls and women attack victims in newspaper accounts has been asked by the Chicago Federation of Women's Organizations in resolutions that assert that many cases of the kind are not prosecuted because of the attendant publicity. Several of the newspapers have followed this policy for some time.

Monitor Prints All-Canada Edition

The *Christian Science Monitor* on Aprill 16, issued an All-Canada special edition in 64-pages. Articles were contributed by Bliss Carmen, Canadian poet and Charles G. D. Roberts, fiction writer and poet. A complete map of Canada was included in the edition, as well as many illustrations, articles and other material on the resources and industries of the Dominion.

RADIO PICTURES LINK BRITAIN WITH U. S.

Commercial Photoradiogram Service Inaugurated in Time to Cover British General Strike Crisis—Editors Disappointed with Results, But Look for Future Improvements

PHOTORADIOGRAMS, pictures transmitted by wireless, united Great Britain with America this week, with general strike photographs snapped in London appearing within a few hours in newspapers of New York and as far west as San Francisco.

The Radio Corporation of America, co-operating with the Marconi Company of England, inaugurated the commercial picture service, April 21, after many months of preliminary tests. A charge of $50 a picture between London and New York fixed.

New York newspapers gave initial pictures big play, and continued thereafter using radioed strike views, although editors admitted disappointment with results, in interviews with EDITOR & PUBLISHER. All questioned, however, looked for vast improvements in the near future.

Some pictures received in New York from London by the radio route were relayed over wires of the American Telephone & Telegraph Company to Chicago and San Francisco for reproduction in newspapers of those cities.

The first New York daily to receive a photoradiogram for publication May 1, was the *New York Times;* the first syndicate was NEA Service, Inc. All New York Dailies were served with at least one picture for their Saturday editions. Static and storm conditions caused some delay.

The Times' picture showed a group at the speakers table at the Pilgrim's Society dinner in London, April 28. The total time consumed in sending the picture was one hour and forty-five minutes. Alanson B. Houghton, the American Ambassador, one of the speakers, was easily recognizable. The features of Lord Reading, guest of honor at the dinner, were also preserved fairly well on the radio crossing of the Atlantic. Between these two was the figure of Lord Desborough, the toastmaster.

Charles M. Graves, picture editor of the Times, was critical of results obtained.

"But wireless transmission of pictures is, of course, in an embryonic stage just now," he said. "There will be improvement. It crawls now; soon it will walk; someday it will run."

Acme Newspictures, subsidiary of NEA has made arrangements to bring one photoradiogram daily from abroad as a special service for its clients, according to R. T. Dorman, general manager.

"Pictures received at the start of commercial service," Mr. Dorman said, "show a vast improvement over the early tests. I really believe that in the course of a year photographs sent by wireless will be as good as those transmitted by wire by the A. T. & T."

Mr. Dorman complained of delay, however. Pictures promised within two hours in some cases required 48 hours to get through.

H. B. Baker, general manager of P. & A. Photos, claimed his service had tried to send seven pictures in two days, and by May 4 had only received one of them.

P. & A., controls the Bartlane process for transmitting pictures by cable. Two strike news pictures received by this method this week showed a riot scene with a mob chasing a bicycle courier and a conference of labor leaders.

"We intend to spend $6,000 in the next week or 10 days on pictures for cable, radio and telephone transmission," Mr. Baker said.

"Newspapers throughout the country appear to be showing considerable interest in fast news picture transmission. On May 4, we sent out wires to 70 newspapers offering them a special service of pictures received from abroad by the various new speed methods. By May 5, we had received 30 replies, and all but five of them were acceptances."

Commenting on the first day of the commercial service, W. A. Winterbottom, traffic manager of the Radio Corporation of America said that static conditions were bad and that the machines were operated slowly on that account.

"Normally, we would send a picture every twenty minutes," he said to EDITOR & PUBLISHER. "On the first night, because of electrical storms and because we were using the apparatus for the first time for commercial use, we adjusted the instruments in London and New York to run three times as slow as usual, turning out about one picture an hour.

"Since the first night, the principle cause of delay has been the tremendous increase in the normal volume of business from England to the United States on account of the strike, both by cable and by wireless. This is a temporary situation which should soon be obviated.

"Then, again, the pictures which we are able to transmit in 20 minutes measure 3¼ by 4½ inches while those that were filed during the first days of the service were in most cases large plates, averaging 4½ by 6½, and requiring twice as long to send."

Only two instruments are in operation in each country now, according to Mr. Winterbottom, one sending and one receiving. The Radio Corporation expects to install more machines later.

"We want to make better pictures first," the traffic manager said. "When we get really satisfactory results, we will put on additional machines.

"Generally speaking, the process does not do very well on subjects which contain a great deal of small detail. They are not at their best on portraits. Black and white designs and other subjects offering much contrast are handled with the best results."

In addition to disturbance from static, the apparatus is subject to other slight troubles. Exact synchronization of action must be maintained between the transmitting and receiving instruments and slight mechanical trouble is sufficient to spoil a picture.

The pictures are translated into radio impulses, by photo-electric cells. These radio impulses, crossing the Atlantic, actuate a receiving instrument which produces the picture as a sketch in hot brown wax. The wax flows from a fountain pen, which is operated by radio impulses. The reproduction is a sketch in wavy lines of wax which is deposited on the paper a little thicker than ink on an engraved card.

In the picture-sending system in use over land wires the picture is translated by photo-electric methods into a continuous current whose variations are utilized to make up the lighter and darker parts of the picture. These delicate variations of current, however, cannot survive the transatlantic static and interference, so that the dot-and-dash method was developed by Captain H. H. Ranger of the Radio Corporation of America, who is in charge of the sending apparatus on the London side. Fine variations of light and shade are not recorded by the dot-and-dash method. A black spot on the picture is translated into a radio dot. A short gray line is also translated into a radio dot. In other words, a given quantity of blackness causes a radio dot and one motion of the fountain pen, whether that blackness is concentrated at one point or spread out for some distance on the line which is being translated into radio.

The opening of the commercial service was thus described by a writer for the *New York World*:

"With Winterbottom, Traffic Manager for the Radio Corporation, in the photoradiogram room in Broad street were Engineers L. A. Briggs and W. R. Retzbach. Ranger had several of his associates in London.

"Everybody else was excluded from the cabinets, both in London and New York, on this momentous occasion. The power used in the actual radio leap over the Atlantic was 200 kilowatts, equivalent to nearly 300 horse power. Figuratively it took that "herd" of invisible electrical horses fifty-nine minutes to drag the World's photograph from London to New York.

"The Radio Corporation of America and the British Marconi Company united their powerful equipment on each side of the Atlantic for a twenty-four-hour-a-day picture service.

"This was no stunt but the opening of regular service for the daily interchange of news photographs and facsimiles of documents between two continents, separated by 3,000 miles of ocean but united by the all-developing ether."

STATUE OF COMPOSITOR IN DAILY'S LOBBY



"THE Make-Up Man," said to be the first sculpture of a printer ever made, has been completed for the *Camden* (N. J.) *Courier-Post.* Cast in bronze, the statue will be placed in the lobby of a publishing building, and a replica will be given by the Courier-Post to the local typographical union which will present it to the Printer's Home, Colorado Springs, Col.

"The Make-Up Man" was modeled from life in the Courier-Post composing room by Max Kalish, noted American sculptor. Charles Goodwin chief make-up man of the Courier posed for the sculptor between editions.

Kalish has won fame here and abroad by his statues of craftsmen. He has made statues of steel workers, railroad engineers and firemen, etc.

J. David Stern, publisher of the Courier and Morning Post met Kalish in Paris last year. The sculptor spoke of having modeled nearly every craft.

"Have you ever made a printer," Stern asked the sculptor.

"No," said Kalish, "but I don't believe there is any characteristic pose of a printer which would lend itself to sculpture."

From this conversation evolved the idea of modeling "The Make-Up Man," as the most characteristic pose of a newspaper compositor. Kalish has caught the exact poise of the make-up man's hands in the act of "letting out" a column.

As far as is known, this is the first time a compositor has been done into bronze.

ILLINOIS GROUP NAMES McCONACHIE PRESIDENT

Southern Editors Hold Annual Meeting in Murphysboro—Smith, Wood, Fairweather, Chief Speakers—"Wet" Dailies Assailed

John McConachie of the *Coulterville Republican,* was elected president of the Southern Illinois Editorial Association at the annual meeting in Murphysboro, April 30 and Mrs. Ruby Jones, *St. Elmo Times,* was elected vice-president with Norris Goode, *Virden Record,* secretary-treasurer. The convention was adjourned to gather at a July date to be announced later, for the annual Mississippi river trip which will take the journalists to St. Louis and Cape Girardeau, Mo., where the members will be guests of the Naeter Brothers, publishers of the *Cape Girardeau Southeastern Missourian.* The current session concluded with a motor trip through the Murphysboro tornado district where the editors saw the work of rehabilitation already accomplished.

W. J. Smith, *Waukegan Sun,* president of the Illinois Press Association, one of the speakers at the session declared that "We are living in an age every day of which brings some startling development not only in newspaper circles but in all others and as a result the public is reading newspapers more than ever before and possibly because the papers are printing so many matters of large public interest."

Referring to the recent radiophone conversation between New York and London he said: "This, to my way of thinking, opens up a possibility in the matter of collecting news in the future. It is an epoch in telephoning and at the same time an epoch in newspaper work to speculate what the future may bring forth in collecting news from distant points."

Urging further co-operation, Mr. Smith said that while newspapermen of today had come into their own in a large extent they had not taken complete advantage of their associations, as men in other professions and industries have done. He cited the Illinois Press endorsement of the issuance of professional certificates to newspapermen as a step in that direction.

L. M. Wood, editor of the *Flora Journal-Record* declared that "utterances of certain 'wet' metropolitan dailies had been almost, if not quite, treasonable," but added that the country newspapers had saved the Eighteenth amendment.

"Editors and teachers have in common the task of influencing thought, the development of a larger thinking capacity and the moulding of opinion," said W. C. Fairweather, editor of the *McLeansboro Times.* "The work of both has its direct and indirect influence. Both are educators; both utilize fact material for the basis of their activity and by the selection of such materials and the emphasis placed on the same they carry their own impressions to the minds of others. Editors and teachers are engaged in the task of making their own ideas and ideals register as active forces in the lives of other people. The teacher delves more into the past than the editor, but both are concerned with making the living present a larger factor in the lives of living human beings, of revealing the close relationships that exist in life, of making individuals and society realize the rightful place held in human history."

NEWSPAPERS' RIGHT TO CRITICIZE JUDGE SHOULD BE FOUGHT FOR BY PRESS

Fair, Temperate Criticism a Privilege Not to Be Relinquished Under Contempt Threats, Writer Declares—Urges Press Groups Co-operate in Defending Editors

By THOMAS S. RICE
Brooklyn Daily Eagle Staff

IN the May 1, issue of EDITOR & PUBLISHER appeared a news story of vital interest to all newspaper owners, editors and writers, but its significance seems to have been overlooked by the newspapermen most directly concerned.

The story was headed: "Judge Fines Editor $15 for Contempt." It related that T. J. Bryson, editor of the *Fort Pierce* (Fla.) *News Tribune* had been fined $15 by Judge Liddon of the county court of Saint Lucie county, for contempt, which consisted of animadversions upon the criminal sentences imposed by Judge Liddon. Editor Bryson was writing about a coming election for a new judge, and Judge Liddon was not a candidate for re-election, but the editor argued that the sentences by Judge Liddon had not been sufficiently heavy to impress and deter criminals.

Editor Bryson paid the fine, but said he had not in the least changed his opinion, although he paid a high tribute to the personal character of Judge Liddon. He added:

"If the fine had been bigger we would have considered taking an appeal. We are confident we could win in a higher court."

Editor Bryson owed it to the newspaper Bryson to appeal, and his fellow editors in Florida owed it to themselves to assist him. His alleged offense consisted in publishing strictures upon sentences which had been duly promulgated. How harsh his strictures were I do not know, but the nominal fine is proof enough that they could not have been violent. Apparently that Saint Lucie county judge ruled that contempt had been committed, and imposed the fine, not to inflict condign punishment upon the editor but to serve notice that the publicly recorded proceedings of the court in completed cases must not be unfavorably mentioned.

In the dual capacities of lawyer and newspaper man I have steadily maintained for many years that when the judgment by a court had been duly entered by the clerk and had become a public record, that judgment was open to temperate, honest, constructive discussion. For some reason which I have never been able to understand, newspaper editors, on the whole, seem inclined to accept the attitude which so many judges take toward themselves, that is, that the judges, and likewise their judgments, are sacrosanct and should be immune from even adverse remarks, much less from sharp censure.

It is no exaggeration to say that part of the crime wave now disgracing the United States has been due to the unwillingness of newspapers to take a chance on rebuking judges who have notoriously and persistently imposed inadequate sentences. Newspapers denounce roundly, when they think the occasion requires, all public officials, from the President to poundkeeper, except judges in criminal courts. If they editorialize upon a sentence it is almost always by way of praise for handling a particularly vicious criminal an exceptionally stiff penalty. The thought of drawing public attention to a long succession of inadequate sentences by police magistrates, or by judges, seldom occurs to editors, yet I am convinced that the papers have a perfectly legal right to express their opinion upon sentences whether too light or too heavy.

Things have come to such a pass, because of the passivity of the majority of newspapers, that police magistrates and even cross-roads justices of the peace believe they are empowered to dictate to, or to throw into the hoosegow, reporters or editors who disagree with them, and write other than laudatory notices of their judgments or decisions.

As a member of the bar I have the caste feeling that criticism of judges should ordinarily be rare, temperate and judicial in tone; but, as a newspaper man I have the caste feeling that the newspapers have been sadly bluffed, especially by judges in inferior courts, and that the neglect, or unwillingness of the papers to call the bluff by proper condemnation of obvious miscarriages of justice in the matter of too-light sentences, has wrought great harm to the entire country.

To mention one instance of a number within my personal experience:

In the period from about 1908 to 1912 the vicious disorders committed by organized gangs of roughs on the elevated railroads running from Manhattan, through Brooklyn to Coney Island gave Greater New York and its Police Department malodorous reputations throughout the land. Thugs who had committed mayhem, or assault with intent to murder, were being let off with fines of from one to ten dollars. That is no exaggeration. Finally the *Brooklyn Eagle* took a hand, at this writer's suggestion, and obtained pledges from all the police magistrates to make the penalty, for those convicted of organized disorders, invariably a period in jail, and not a fine. The magistrates attacked the problem, all on the same day, and began handing out from ten days to one year in prison for the offenses. They stuck to their knitting, those magistrates. In less than a month they had entirely crushed the hoodlumism—and it has never been resumed.

Another phase of the case of Editor Bryson raises this question:

Why did not the Florida State Editorial Association take a hand, not only in his behalf, but in behalf of every member of the association, by insisting that he appeal, and helping him financially, if he needed such help, in carrying the case to the highest court in the State?

Judge Liddon was presiding over a court of record. Judges in the same State are loath to disagree with their fellows of the bench; in fact, they are prone to follow the precedents set by even the inferior courts, if there be no appeal court decision to the contrary. Sooner or later every newspaper in Florida will almost certainly find itself hampered in discharging its duties to the public by Editor Bryson having submitted tamely to a rule for contempt after he made unfavorable comment upon criminal sentences which had become public records. It would have been far more simple to have fought that case through the appellate courts, and have beaten it, as I believe would have happened, than it will be for another paper in the future to beat a similar case in the lower courts.

Why do state editorial associations exist if they are not to have for their primary object mutual benefits for the members? The highest service they can perform for the members is to protect the liberty of the press. Editor Bryson's troubles in Saint Lucie county should have been of deep concern to papers in every other county in Florida, but he was left to his own devices.

Every state, sectional and national association of publishers or editors should have as its first requisite a legal department constantly on guard to protect the newspapers, editors and writers from injustice, and to protect them from the attempts of judges and other officials to restrict their proper freedom of expression by means of contempt proceedings or libel actions.

It may be asked why I, who am neither an owner nor a managing editor, should busy myself with the troubles of Editor Bryson. The answer is that I am one among several hundred hired hands on newspapers who daily, or occasionally, are writing news or editorials about criminal trials and sentences. If the Florida judge be allowed to get away with his inferred contention that all judges and their judgments are sacrosanct, and judges in other States follow his example, as they will be very much inclined to do, the writers will be constantly in danger of landing in the hoosegow along with owners and managing editors, some of whom are distressingly lacking in a sense of humor and would be sad and dreary cellmates.

In closing let me insist again that I am firmly convinced that newspapers have a legal right to comment adversely, but fairly and temperately, upon judicial decisions, more particularly criminal sentences, after the decisions and sentences have become part of the public records. Further, I believe that the newspapers have neglected their obligations to the public by not pointing out more frequently the tendency of certain judges to impose inadequate sentences.

The modification of the bail bond law, and numerous other highly desirable changes in the Criminal Code, were adopted by the New York Legislature of 1926 because the newspapers not only exposed the weaknesses in the code, but did not hesitate to specify judicial decisions and practices which had unconsciously caused some magistrates and judges to play straight into the hands of professional crooks. If the ruling of Judge Liddon, of Florida, that criminal sentences already recorded were inviolable and must not be criticized, had been in effect, the papers of the State of New York would not have been able to publish sufficient specific instances to impress the Legislature and cause it to pass the reform statutes.

"WE TOLD THE TRUTH" DAILY'S LIBEL ANSWER

Raleigh Times Denies Malice But Affirms Truth of Editorial Statements Cited by Minister in $25,000 Action

The *Raleigh* (N. C.) *Times* has filed its answer in the Cabarrus superior court to the J. R. Pentuff $25,000 libel suit. The answer, filed by attorneys for the Raleigh publications, admits publication of the editorial to which exception was taken, but denies "malicious" intention of injuring the plaintiff, and affirms the truth of "all statements" contained in the editorial.

Mr. Pentuff, Baptist minister, filed his suit in Concord on March 23, alleging publication in the *Raleigh Times* of Feb. 23, of the "injurious" article. He alleges that the article "was injurious to Dr. Pentuff as an individual and an educator," it being alleged that the minister was referred to as an "ignorant ignoramus," and called "unmannerly" and "discourteous."

The editorial in question followed the appearance of Dr. Pentuff before a legislative committee in connection with the discussion of the teaching of evolution in the state-owned schools and universities in North Carolina.

The defendants, John A. Park, publisher; O. J. Coffin, editor, and the Times Publishing Company, in their answer "expressly deny that they wrote or published any libellous and defamatory article."

They likewise deny other allegations with reference to alleged damage done the plaintiff.

Publication of the article to which reference is made in the complaint is admitted and the defendants "affirm the truth of all statements therein contained."

The defendants likewise admit that notice was served upon them "five or more days before the commencement of this action," and "further admit that they have made no retraction or apology on account of the editorial complained of."

Daily Changes to Eight Columns

The *Columbia* (Mo.) *Daily Tribune*, E. M. Watson, publisher, has changed from a seven-column paper to eight-columns, to handle increased advertising, it is announced.

K. C. DAILY WINS POINT IN LIBEL SUIT

$5,000,000 Action Brought by Former Governor Against Journal-Post to Be Tried in Federal Court

The $5,000,000 libel suit of Jonathan M. Davis, former governor of Kansas, against the *Kansas City Journal-Post*, will be heard in the federal court of Kansas. Judge Otis Hungate of Shawnee county, Kansas, last Saturday issued an order removing the suit to the federal court.

The order followed arguments made a week previous on a petition for removal filed by the attorneys for the Journal-Post.

Besides the Journal-Post and its owner, Walter S. Dickey, virtually all of the state's witnesses in the recent trial of the former governor and his son, Russell, on a charge of bribery, are made defendants by the libel suit.

Two of the defendants are W. G. Clugston, Topeka, Kan., correspondent of the Journal-Post, and W. H. West, a public stenographer in Topeka. The suit was brought in the state court on the ground that Mr. Clugston and Mr. West are residents of Kansas.

The petition for removal, filed in the name of the other defendants, all non-residents of Kansas, insisted that Mr. Clugston and Mr. West were not proper defendants and that the naming of them was a fraudulent joiner for the purpose of denying the other defendants their right to a trial in the federal court.

Attorneys for the Journal-Post pointed out in their arguments that Mr. Clugston and Mr. West had had no part in the acts set up as a basis for a claim for damages.

The Journal-Post was represented in the presentation of the petition for removal by Maurice H. Winger, P. E. Reeder and Leland Hazard, of the firm of Miller, Winger & Reeder, Kansas City; A. L. Berger, Kansas City, Kans., and Paul Heinz and Edward Rooney, Topeka.

A motion to remand, if filed by the plaintiff, would be heard and passed upon by Judge John C. Pollock, of the federal court in Kansas.

COURT REPORTERS HONORED

Tendered Dinner by New York Neighborhood Mayors

Reporters who cover criminal courts in New York City were the guests at dinner last week of the "Neighborhood Mayors" at Zoller's Rumanian Restaurant, 97 Forsyth street, New York. Herman Zoller, "Mayor of Forsyth Street," and Jack Spiero, "Mayor of Washington Heights," alternated as toastmasters.

Among those who addressed the reporters were Dr. Perry M. Lichenstein, resident physician at the Tombs; ex-City Magistrate Frederick J. Groehl; ex-Judge Leonard A. Snitkin, and others who come in daily contact with the news writers. A half-dozen officials were the only "outsiders" present.

To Double Newsprint Output

In the annual report of the Price Bros. & Co. Limited, it is stated that the directors propose to double the capacity of their new newsprint mill at River Bend, St. Joseph d'Alma, Que. and that the increased production will be available by January, 1928. The mill commenced producing in December last.

World Reporter Gets $25 Bonus

John T. Parker, reporter on the staff of the *New York World*, was awarded a $25 bonus this week on the order of Herbert Bayard Swope, executive editor, for special services in connection with the report of the inauguration of the photo-radiogram service from London to New York.

LIBEL LURKS IN EVERY STATE EDITOR'S MAIL

Careless Country Correspondents Often Let Dailies in for Heavy Damages, W. O. Dapping, Auburn (N. Y.) Citizen States—Better Use Rural Copy Chiefly as Tip Service

By PHILIP SCHUYLER

That story from the country correspondent the state editor doubted, but didn't flag, may blow up, after publication, with a big libel bang.

A state editor sits on a libel volcano and he must wear the asbestos of scepticism if he doesn't want to be burned himself, or watch the spectacle of his paper pouring out money like lava to defense lawyers or to a plaintiff to satisfy damage claims.

W. O. Dapping, managing editor of the Auburn (N. Y.) Citizen, advises state editors to recognize the dangers of their jobs and to beware of baneful routine habit in this the eighth article of a series obtained by EDITOR & PUBLISHER, *stripping the libel law of legal verbiage.*

ONE news source highly important to many a newspaper and equally highly dangerous as far as libel is concerned is the country correspondent.

Perhaps he is editor of a small weekly, perhaps he or she is on the staff of the county paper. In many instances, the correspondent is the clerk in a corner drug store, the high school teacher, or the talkative wife of the postmaster. They know a lot about local affairs, but little or nothing about libel.

Gossip hovers around and about them like an aureole. Gossip is 99.8 per cent slander, and published slander, of course, becomes libel, apt to prove costly to the newspaper putting it into type.

"There's dynamite in every envelope reaching a state editor's desk" was the way W. O. Dapping, managing editor of the *Auburn Citizen*, keen student of libel law, expressed it in a recent interview. "The great majority of small town nuisance libels are due to this source."

The utmost discrimination and judgment is required of a state editor. He is the one to be made libel proof, not the country correspondent. H. T. Webster's cartoons "The Adventures of a Timid Soul" might well include the plight of a country correspondent if a state editor actually let loose his wrath, finding justifiable fault with the copy as it flows across his desk.

The average country correspondent is not over-paid; but he usually is enthusiastic. He rushes everything that comes to his ears into print. Try too hard to train him, and he dries up completely.

"It is better," Mr. Dapping continued, "to let him run wild. Use the country copy chiefly as a tip service. If a story appears big enough, send out a staff man to investigate it at its source.

"The man at the desk must be the brains to guide his country hands. His chief concern should be the avoidance of baneful habit. He cannot afford to treat his work in routine fashion.

"Many newspapers meet this situation by frequent rotation of the state editor—shifting the wire news man to the mail desk, and shifting back again."

Apparently a state editor had too much faith in the country scribe and let the famous Southern "bull dog libel suit" loose. When that story came in, it was doubtless hailed as "perfect" and printed in fancy type with borders. Have you ever heard it?

It concerned a rustic wedding, beautiful in its homeliness. The country correspondent's story was that the best man had plenty of nice blue overalls, but no dress suit. He borrowed one from a neighbor. The neighbor owned a bull dog. The bull dog knew the scent of his master's suit. The trusty canine guardian was sure robbery had been committed. He got on the trial of the suit, but didn't catch up until the best man stood at the altar with the bridegroom and his bride.

Down the church aisle came the bull dog, straight for the best man's borrowed pants.

So ran the correspondent's story, with complete details of what happened when bull dog and pants met; and so it was published, without check for truthfulness.

The enraged best man brought suit against the paper. He had been held up up to public ridicule, without justification or privilege. The jury returned a verdict of 6 cents in favor of the plaintiff. That threw the costs of the trial on the newspaper for the country correspondent's mistake.

Country correspondents are not always to blame. Practical jokers think it's smart to get something printed about a friend, that isn't true. A man may have a grudge against another man, and spills a little misinformation into the country correspondent's ear, hoping to see it published, and thus to get even in a backhand way.

Newspapers in some states are protected by legislation against this libel source. It is a misdemeanor, for instance, in New York state wilfully to give misinformation to a newspaper reporter. The Virginia State Press Association had a bill passed by the 1924 legislature modeled upon the New York statute.

One trouble so far, however, has been that there hasn't been enough publicity given the law to scare the nit-wit practical joker or the dangerous libel carrier.

The country correspondent meets a man on the street.

"Howdy," says he. "You send in items to the *Daily Blank*, don't you?"

"Yes."

"Well, did you hear how Frank Swan's gone and got married."

"No, has he?"; and out comes pencil and paper.

That seems like good country news, and the correspondent sends it in. The unforunate part of it, however, is that Frank Swan is still a bachelor, and the girl's name given the correspondent as the new Mrs. Swan is that of a "Hatrack" woman in a neighboring village. And a lawyer very likely collects a $200 nuisance fee, paid by the newspaper.

A country correspondent once telephoned in the news of a fire that destroyed a barn to Mr. Dapping's paper, the Auburn Citizen. He gave as the cause that a farmhand had carried a lantern into the haymow. The statement was vigorously challenged next day—some insurance complication had apparently come to figure in the matter. The country correspondent put upon the paper the burden of proving the alleged details. Prudent work by a competent re-write man would have conveyed the story without any "comeback."

Then, again, correspondent carelessness causes a libel suit—carelessness of which regular staff men might well be guilty, particularly those on the police beat, generally reserved for cubs.

A true case of this sort concerns a small town boy summoned to the police station to explain why his board bill was so long overdue. The police reporter, who also covered local news for a nearby large city newspaper, got the boy's name correctly, but skipped two lines in copying the charge from the blotter. The reporter's notes showed that the boy, who had actually been asked to appear at the police station to be questioned about his boarding house bill, had been arrested *on a charge of uttering a false check;* and thus the story was written, published in the local daily, and sent to the large paper's state editor.

A local lawyer advised the boy he had a case. The papers sued, however, investigated properly and found that the boy's reputation was such that it could not have been damaged to any great extent, even by the libellous publication. Eventually the boy was willing to accept a $50 cash settlement out of court. The newspapers published corrections.

One hard libel nut to crack is that caused not through the fault of country correspondent or staff reporter, but through an error or the sloppiness of public officials. The official gets out easily, while the newspaper gets it "in the neck.'

In an up-state New York city not so very long ago, murder was committed in the Italian quarter. Maria, an Italian girl, and her lover, had killed the third angle of the inevitable triangle, the villain who had been annoying the hero's prospective bride. After the bloody deed, said to have been a Lady Macbeth affair, hero and heroine disappeared. To follow up the first report of the crime, the "police probe," "police dragnet" and the usual "country-wide combing" story was naturally scheduled.

Maria and her lover were obviously the guilty persons. Policemen entered Maria's room, ransacked bureaus, cupboards and trunks, and emerged finally with a girl's picture ,which they captioned "Maria ———," and reproduced on posters to be sent to police stations to be hung up in public places. The newspapers also wanted Maria's photograph and collected copies from the police station, and published them.

The unfortunate side of this story was that the police, in their enthusiasm, had not picked Maria's picture but that of her chum, Amie.

Amie, falsely accused of murder through police error, sued for libel, and after long months of litigation received a judgment of $2,000 from the English language newspaper. The local Italian paper was all but put out of business by this public official sloppiness. Of course, defense lawyers endeavored to prove their clients' innocence of carelessness or malice, but the court did not consider the mistake of the policemen sufficient mitigation.

Somewhat similar was a recent Virginia case. A reporter on the capitol run in Richmond made his regular call at the state prohibition commissioner's office. Spread out for the inspection and use of newspaper men were reports received from various prohibition officials throughout the state. On a regular blank form appeared the information that the mayor of a nearby country town had been arrested with three associates for storing liquor on his property. On the basis of of this information, the reporter wrote his story which was published in the *Richmond News-Leader*.

He was not guilty of either carelessness or of error. The man at fault was the prohibition deputy. The latter had merely wished to state that the mayor and his associates had been summoned for questioning, but lacking the correct form, had used the blank reading:

"I this day ..... arrested ..... at ..... hour, etc."

Official red tape had tangled up into a libel suit.

All four persons libeled filed complaints,

(*Continued on page 45*)

SUES FOR $525,000; WINS SIX CENTS

THE nine cases of libel brought against three Syracuse newspapers, the *Post-Standard, Herald* and the *Journal*, for a total of $525,000 resulted in the jury returning verdicts of damage amounting to only six cents, that amount being in but one case against the Syracuse Journal. The trial took place six days last week in Supreme Court before Judge Jerome L. Cheney. The jury was out two and one-half hours and the verdict was reached Saturday morning.

As told in EDITOR & PUBLISHER last week the nine actions were combined in one case brought against the Post-Standard et al. The suits against the Journal and the Herald were combined in the one with the Post-Standard. The actions grew out of stories printed in the three papers during 1922 in which they maintained irregularities in the conduct of a so-called sanatorium in the city.

Twenty-two actions in 11 other libel suits against newspapers from various parts of New York state were brought up for trial last Monday morning. Because of the verdict rendered in the previous cases against Syracuse newspapers these new cases were adjourned for later disposition and it is believed they will not be continued. These actions were brought against Edward H. Butler, the Schenectady Publishing Company, Troy Record Company, Rochester Times Union Company, the Crowley Company, the Brockway Company, Auburn Publishing Company, Advertiser-Journal, Inc., the Telegram Publishing Company, the Binghamton Press Company, and the Journal Company.

The cases of the Syracuse newspapers have been closely watched in newspaper circles for some time. They were the largest cases that have been tried locally since the famous Roosevelt-Barnes libel suit. The newspapers pleaded the truth of their cases concerning the Post-Standard and the Herald from reports obtained by reporters assigned to police headquarters.

The individual cases were disposed of as follows: Violetta Lott and George Lott against the Post-Standard, no cause for action. The three cases brought by Violett Lott against the Post-Standard, Herald and Journal resulted in a verdict no cause for action. The court granted non-suit in the action brought against the Post-Standard and the Herald by Myrtle Cochrane. In her case against the Journal the verdict was no cause for action. In the case of George Lott against the Herald the verdict was non-suit and against the Post-Standard it was no cause for action. The only action which awarded damages was in the case of George Lott against the Journal, for six cents.

The suits grew out of accounts published in Syracuse newspapers taken from complaints filed in affidavits at police headquarters by a student nurse employed at the sanatorium conducted by the three above named persons bringing the actions. The affidavits were not used as the basis of warrants and the court declared they were not privileged, ruling that they were proceedings of the police and not court proceedings. The newspapers in their articles charged that dead babies were burned in a bonfire. The defence for the newspapers was arranged by the law firm of Estabrook & Estabrook.

C. S. Estabrook of that firm is vice-president of the Post-Standard Company and a relative of Jerome D. Barnum, publisher of the Post-Standard. Charles V. Byrne represented the Herald and Stewart Hancock represented the Journal with Willis H. Michell as trial counsellor.

Representatives of other newspapers throughout the state were present at the trial, since suits are still pending against other dailies which received reports from, or copied items about the case from Syracuse papers.

The verdict in favor of the Syracuse newspapers was popularly received among members of the newspaper profession.

W. R. HEARST DENIES HE PLANS TO RETIRE

"The Time To Retire Is When God Retires You," He Wires His Executives at the Annual Conference in Detroit—Promotion Plans for His Dailies Important Topic at Meeting

WILLIAM RANDOLPH HEARST silenced rumors of his retirement in a telegram addressed to Hearst executives and read to them at their annual business conference in Detroit, April 26-27-28, EDITOR & PUBLISHER learned this week.

"The time to retire," he telegraphed his associates, "is when God retires you, and not before."

Mr. Hearst sent the telegram to the Detroit conference in answer to a wire from the delegates congratulating him on his 63rd birthday, which fell, April 29. Rumors have recently been current in newspaper circles that Mr. Hearst was preparing to retire from active management of his newspaper properties and turn them over to his son, George Hearst.

EDITOR & PUBLISHER wrote to Hearst about these rumors and he replied that his sons, except George, were too young.

"George," he added, "already has the *New York Mirror.*"

In the telegram to his associates, Mr. Hearst declared he enjoyed looking back over the past, but enjoyed more looking forward to future accomplishments. It was hard for him, he said, to imagine anyone retiring, since retirement meant giving up all those mental activities that make life worth while.

Institutional advertising to promote the Hearst newspapers as a group was discussed at the conference, and a committee was appointed to confer with Mr. Hearst to arrive at definite plans for putting such a campaign in operation. It is not known when the conference will be held. Mr. Hearst left New York for California, May 5.

Mr. Hearst has long been a believer in the advisability of advertising his newspaper chain to the advertising profession and to the general public, and his belief was stressed in a long telegram addressed to the convention. About 100 members of the staffs of the 25 Hearst newspapers were present.

This was the first time that promotion men had gathered for the business conference, and representatives of this newspaper department met with all other groups, in order to acquaint themselves with the various angles of the business it is their duty to build up.

Groups meeting, and their chairmen were: publishers, Clarence R. Lindner, *Detroit Times;* display advertising managers, M. C. Meggs, *Chicago American;* classified managers, R. E. Seiler, *Los Angeles Examiner;* circulation managers, A. E. Crawford, *San Francisco Examiner;* and promotion managers, E. M. Carney, supervisor of promotion at New York headquarters, and editor of *Exchanges,* the Hearst house organ.

The long telegram from Mr. Hearst, read at a get-together dinner on April 27, discussed, in addition to promotion, editorial character and advertising income. He also declared himself in favor of picking men while young and training them in the organization. He wanted it understood that any man in any minor Hearst position might rise to the highest post in the organization, if he had the ability.

George Hearst, president and assistant publisher of the *San Francisco Examiner,* and director of the New York Mirror, attended the conference, which included delegates from the New York American, New York Journal, New York Mirror, *Albany Times-Union, Syracuse Journal, Rochester Journal-Post-Express, Boston American* and *Advertiser, Baltimore American, Washington Herald, Washington Times, Atlanta Georgian, Chicago Herald and Examiner, Chicago American, Milwaukee Wisconsin News, Detroit Times, Seattle Post-Intelligencer,* San Francisco Examiner, *San Francisco Call and Post, Oakland Post-Enquirer, Los Angeles Examiner, Los Angeles Herald,* and the *San Antonio Light.*

EDITOR & PUBLISHER on April 27 wrote to Mr. Hearst:

"The impression exists in newspaper circles that an important reorganization of your newspaper enterprises is underway at the present time. The belief is being generally circulated that you are concentrating the management of your newspapers in the hands of a smaller group of executives than heretofore.

"The consolidation of the national advertising departments of seven of your newspapers in and east of Chicago is pointed out in support of this current belief.

"The consolidation of the editorial and business direction of the Baltimore and Washington newspapers is likewise cited.

"The resignation of Mr. Joseph A. Moore has been laid to this reorganization plan.

"It is reported that the New York American and the New York Journal will soon be under one editorial management. This is also said of your two Chicago newspapers.

"You are said to be undertaking this reorganization as the first step towards handing over your properties to your sons and as signal of your retirement as active head of the Hearst Publications."

Mr. Hearst was asked to confirm or deny these reports.

Mr. Hearst wrote in reply:

"There is practically nothing in any of the reports in your letter of April 27.

"The Washington papers were under one management when Mr. Payne was in Washington, and are still under one management with Mr. Putnam there. The same thing applies to Baltimore.

"In the national field we are merely changing papers which were represented by an agency to an organization of our own, under the direction of our own tried executives.

"My sons are all under twenty-one, except one, who is twenty-two. The younger sons are too young to take charge of newspapers. The eldest, George Hearst, has the New York Mirror.

"Mr. Joseph A. Moore has retired from my organization to go into business for himself. He was in a business of his own before he came into our organization.

"He spent a number of years with us, greatly to our advantage. I am sincerely sorry to see him go, but I cannot be entirely sorry if he will greatly benefit himself in his new enterprise.

"He is one of the finest men in the world. I admire his abilities and I am very fond of him personally. I wish him every success and what is more, I am certain that he will achieve it.

"Sincerely,
(Signed) W. R. HEARST."

EDITOR & PUBLISHER CALENDAR

May 9-15—School of Journalism, University of Missouri, 17th annual journalism week, Columbia, Mo.
May 10-12—Association of National Advertisers, semi-annual convention, Edgewater Beach Hotel, Chicago.
May 12-14—Missouri Press Assn., annual convention, Columbia, Mo.
May 13—Michigan League of Home Dailies, convention, Ann Arbor, Mich.
May 15-22—California Press Assn., annual meeting, Eureka, Cal.,
May 18-19—Inland Daily Press Assn., annual meeting, Chicago.
May 20—Technical Publicity Assn., annual convention, Chicago.
May 27-29—Arkansas Press Assn., annual meeting, Little Rock, Ark.

Hearst Wire Converted to High Speed

The Chicago-Pacific Coast Hearst wire will be converted to a high-speed printer circuit, May 15. The New York-Washington-Atlanta high-speed wire will be extended through Birmingham to New Orleans about the same time.

Illinois Weekly Moves

Albert S. Hall & Co. last week printed the last edition of the *Byron* (Ill.) *Express,* weekly, to be printed in that city. The equipment will be moved to the Berwyn Printing Company plant in Berwyn, where the organization prints a series of country weeklies.

Chicago Agency Man Killed in Fall

Richard Brandon Bullis, of the Blanchard, Nichols & Coleman Agency, publishers' representatives, Los Angeles, and a son of Elmer Bullis, of the Lord & Thomas advertising firm of Chicago, was killed May 2, while climbing Strawberry peak, near Pasadena, Cal. He fell 250 feet to his death. He was 25 years old and unmarried.

HEARST BUSINESS EXECUTIVES AT DETROIT CONVENTION





Rotogravure In Detroit

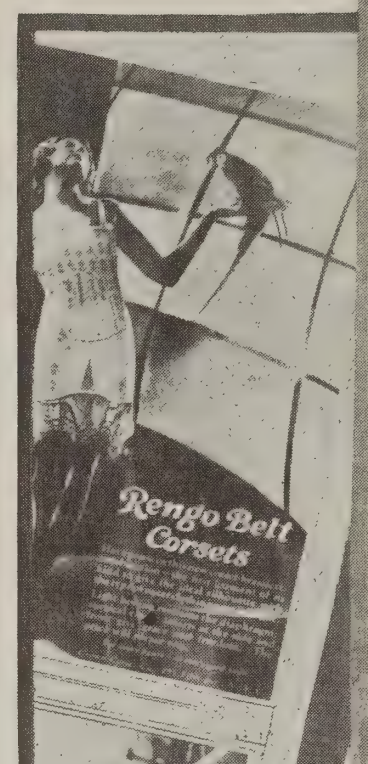
Means *The* News

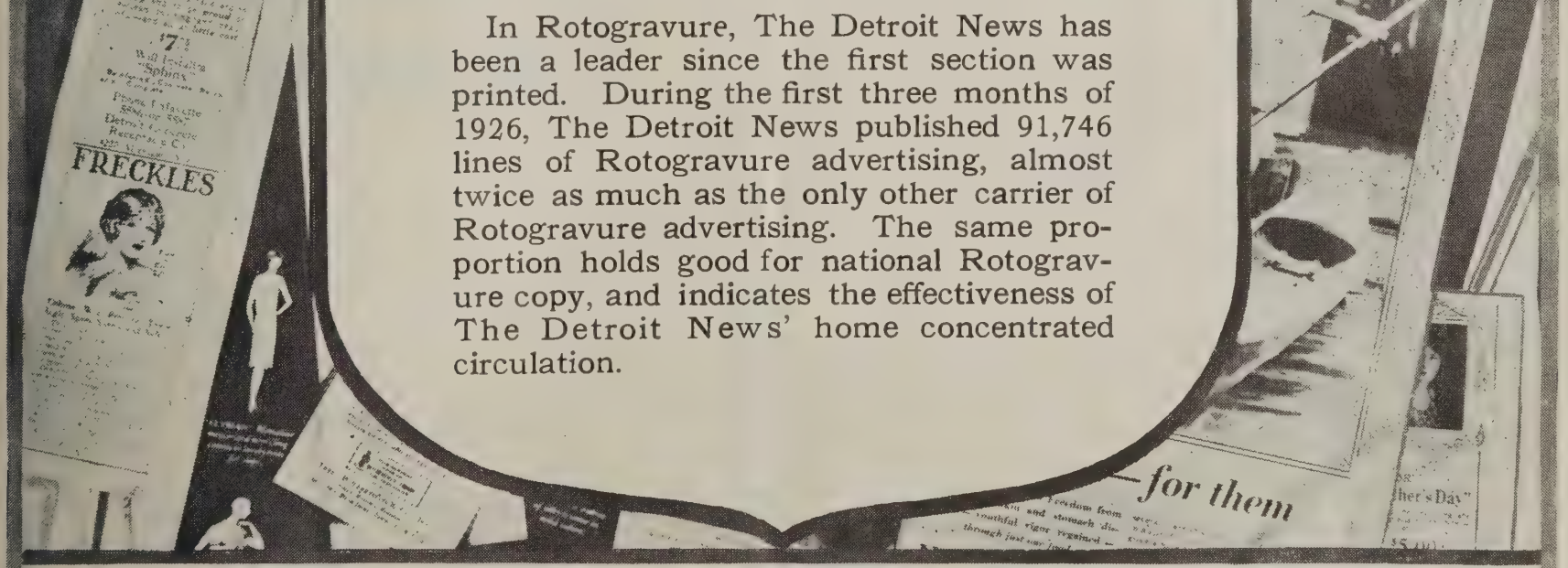
THE double advantage offered by Rotogravure of combining fine printing and portrayal with great and timely circulation is nowhere more apparent than in Detroit.

Here The Detroit Sunday News has a circulation of more than 350,000, more than 80% concentrated in the trading area where distribution and consumption is heaviest. No other medium reaches as many homes as The Detroit Sunday News in this territory and no other medium can compare with it for advertising effectiveness. The Detroit News has for years led the field in every division of advertising.

In Rotogravure, The Detroit News has been a leader since the first section was printed. During the first three months of 1926, The Detroit News published 91,746 lines of Rotogravure advertising, almost twice as much as the only other carrier of Rotogravure advertising. The same proportion holds good for national Rotogravure copy, and indicates the effectiveness of The Detroit News' home concentrated circulation.

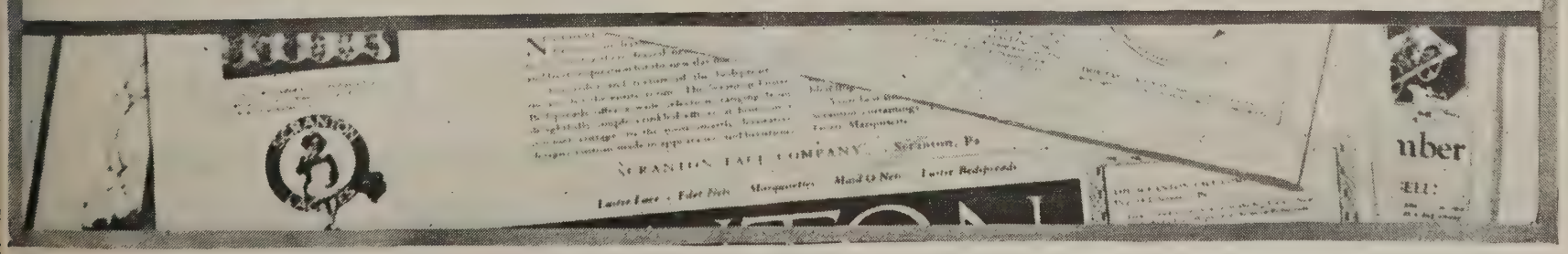






The Detroit News

Detroit's HOME Newspaper



VANDERBILT TO STAY IN JOURNALISM REGARDLESS OF PRESENT TROUBLES

Affirms Interest in Profession in Statement to Editor & Publisher—San Francisco News Suspends—Claims 12 Offers of Aid

"I AM going to stay in newspaper work, whether as publisher or reporter; but I will soon again be publisher of my own paper."

From Cornelius Vanderbilt, Jr., came this laconic statement to EDITOR & PUBLISHER this week. Vanderbilt's enterprise, Vanderbilt Newspapers, Inc., was tottering on the verge of complete financial collapse. One of his chain of three tabloids, the *San Francisco Herald*, had suspended publication; the *Los Angeles Daily News* was in receiver's hands; the *Miami Tab* was continuing, promising support to its bankrupt comrade publication.

Dudley Field Malone, attorney, through whom the statement was made, declared he was still considering proposals for financial aid, for the corporation built up by loans made to the young millionaire by his father, Brig. Gen. Cornelius Vanderbilt, and by stock sales to the public.

Harvey Johnson, Chicago efficiency man, told Vanderbilt all he needed was $300,000 to keep his paper running six months, when, the young publisher was advised, they would be on a paying basis.

Vanderbilt's above statement was as a last defiant gesture, made with the knowledge of the Herald's suspension and the receivership of the News.

"My entire effort now for the corporation is to keep the papers going," he said in an earlier statement, "because as a 'going concern' the papers may be able to meet their own current obligations, and increasingly safeguard the stockholders' holdings, whereas, if the papers are forced into bankruptcy, their only tangible assets, machinery, etc., if sold, would produce nothing adequate to meet the current and accumulated liabilities of the corporation."

A statement by young Vanderbilt, as given to newspapers by Mr. Malone, follows in full:

"One of the leading members of the Los Angeles bar, who has been investigating substantial financial proposals made in California to aid my newspapers, has reported that different men and groups making bona fide offers have been told by their banks, on statements from their New York correspondent banks, that my family is not only unwilling further to aid my enterprises but that my family thinks it best that my corporation should go into bankruptcy. The spread of these discouraging statements, whether true or false, has made it impossible to float the immediate loans necessary to carry the papers during this necessary period of negotiation. This has left the corporation and its stockholders open to threatened attempts by inconspicuous creditors to force the Vanderbilt papers into bankruptcy in order that these creditors may buy our properties at an insignificant price.

"Therefore, to safeguard the corporation and the stockholders against these dangers I today authorized my executive Vice President of The Los Angeles News to petition the Federal Court there for the appointment of a receiver for The Los Angeles News, so that that paper may be protected from the threatened action, and so that the receiver may be able to continue the paper as a going concern on receiver's certificates.

"This step has been adopted merely as a precautionary and protective measure in this emergency, the Miami paper, the Tab, will be able to continue on its income meeting the obligations of its own creditors. The management in Miami acting in complete cooperation, the receiver in Los Angeles will be aided in meeting the corporation's payrolls and obligations in Los Angeles and San Francisco.

"My entire effort now for the corporation is to keep the papers going, because as a 'going concern' the papers may be able to meet their own current obligations and increasingly safeguard the stockholders' holdings, whereas, if the papers are forced into bankruptcy, their only tangible assets, machinery, etc., if sold would produce nothing adequate to meet the current and accumulated liabilities of the corporation. My whole determination, therefore, in purpose and by the logic of the situation, is to bend every effort to keep these newspapers going, and I hope that all our creditors, advertisers, readers and staff of workers will stand by with patience and courage to meet this new crisis."

Vanderbilt observed his 28th birthday April 30. He worked hard that day—a full 12 hours in his suite in Mayfair House, an exclusive Park avenue apartment house. It was on that day that he told newspaper men he intended to suspend the San Francisco Herald.

The Herald, he said, has carried the heaviest losses and has been the greatest burden to the corporation and stockholders.

"This loss in San Francisco", he declared, "represented more than 50 per cent of the monthly losses to the corporation."

Some twelve offers of help, it is claimed, have been received by Vanderbilt and his attorney, since first they announced the corporation's plight last week.

The new proposals included four from groups in New York and in Philadelphia. Another came from Cleveland and another from Detroit, those asking were told; and a telegraphic offer of $300,000 was received from a New Orleans group.

Harry H. Schlacht, who runs a number of community newspapers in New York, sent a telegram to Vanderbilt, offering him the coveted $300,000.

This, among the other proposals, were being considered as EDITOR & PUBLISHER went to press.

RECEIVER NAMED FOR VANDERBILT TABLOID

Former Mayor M. H. Snyder Now Directing Los Angeles Daily News—Assets Placed at $1,043,000, Liabilities at $1,000,000

LOS ANGELES, Cal., May 4.—Late yesterday United States District Judge McCormick appointed former Mayor Meredith H. Snyder receiver of the *Los Angeles Illustrated Daily News*, a Vanderbilt publication, established here in September, 1923, by Cornelius Vanderbilt, Jr., as the first in his chain of three papers.

The receivership was uncontested. Early in the afternoon attorneys Young and Young, representing the Vanderbilt Newspapers, Inc., filed a bill of complaint in equity with the court, naming the Illustrated Daily News Company, Inc., as defendant.

The court was asked in the complaint to appoint a receiver to save the paper's assets. It listed the publication's assets as $1,043,000 and the liabilities as $1,000,000. The value of the plant at 127 South Los Angeles street was placed at $165,000 and the paper's circulation as 92,000.

The plaintiff corporation further stated in its complaint that it was incorporated in Delaware and had advanced the newspaper approximately $1,000,000, from Nov. 1, 1923, to April 29, 1926, and that no further credit could be obtained for the newspapers. The complaint stated that a $65,000 payment would come due from the paper in 60 days which it was unable to meet at this time.

The complaint requested that a receiver be appointed to take over the paper's plant and other properties, that its assets might be conserved and all parties protected.

Attorneys Dockweiler, Dockweiler & Finch, representing the News, answered the complaint, admitting every statement made in the complaint and joined in the petition for the appointment of a receiver.

Following a brief conference between the court, attorneys and representatives of the paper, the judge signed an order appointing Mr. Snyder receiver for the News. The order stated that the receiver was appointed in order that the "interests of all parties will be conserved," and "to preserve the assets of the corporation."

The receiver's instructions are that the paper be published regularly, but he is given "full authority usually granted a receiver." And it is understood from this phrasing that Snyder can suspend publication and liquidate the assets if he considers it best and the court so approves.

Cornelius Vanderbilt was not present. He is in New York. His representatives momentarily expect a statement from him. Douglas Churchill, vice-president of the corporation, made no statement for publication.

Accounts receivable on the books of the corporation approximate $150,000, of which $90,000 has been pledged for payment on a $60,000 loan from the Bank of the United States at New York. Liabilities include an $18,000 payroll which fell due May 1. Snyder's first act as receiver was to make plans to meet the payroll, following which he began a thorough audit of the books.

The Illustrated Daily News announced May 1, the discontinuance of the Sunday edition, effective immediately. Sunday special sections will be run in various week-day editions. The price was dropped from two cents to one cent.

Druggist Lauds Newspaper Ads

The *Decatur* (Ill.) *Review*, April 27, printed a four-page section for the Decatur Drug Company. Leonard F. Kinister, general manager of the Drug Company said: "We believe in newspaper advertising. With the exception of a very few dollars our entire appropriation is invested in newspaper space. Today's section in the Review is an indication of our faith in the pulling power of newspaper advertising. The steady increase in our sales volume is proof that newspaper readers read our store news in the advertising columns."

Henderson Promoted in Houston

Ralph D. Henderson, for the past two years in charge of the Service department of the *Houston Press*, has been appointed advertising manager. He replaces A. G. Norment, who will take charge of national advertising department. Prior to coming to Houston, Henderson was connected at various times with the *Wichita Beacon*, *Oklahoma City Oklahoman & Times* and *Hutchinson* (Kan.) *Gazette*.

$74,000 Tax on Lawson Farm

The estate of Victor V. Lawson, late publisher of the *Chicago Daily News*, must pay a Wisconsin inheritance tax of $74,000. The tax is on the Lawson farm at Green Lake, Wis., which was recently sold by the estate for $510,000.

Steadily Growing

The Florida Times-Union holds its leadership with the largest circulation of any publication in Florida.

Its city circulation offers the advertisers 95% coverage of Jacksonville, the state's largest city.

Jacksonville's Population 135,866

(1925 State Census Figures)

FIRST IN CITY AND STATE CIRCULATION
ON SALE AT ALL NEWS-STANDS

The Florida Times-Union
~ JACKSONVILLE ~

Daily Circulation 53,000
Sunday Circulation 70,000

Superior Selling Power

In the World's Greatest Market

First in Total Advertising

New York Evening Newspapers

THE SUN'S continued leadership in advertising among New York evening newspapers is not due to unusual strength in a few classifications only—but to the fact that advertisers in every classification have found The Sun an exceptionally profitable medium through which to sell their products in New York.

Every month for the last ten months The Sun has published more advertising and has made larger gains in advertising than any other New York evening newspaper.

In April and in the first four months of 1926 The Sun's gain in advertising was larger than the combined gains of all the other New York evening newspapers.

The marked preference advertisers show for The Sun is a striking tribute to the productiveness of its advertising columns. It serves as a guidepost to all concerns who want to develop effectively and economically the unparalleled sales opportunities New York offers.

First in National Advertising

New York Evening Newspapers

TO manufacturers who have new products to introduce and to those who seek increased sales for products already established in New York, The Sun is a powerful selling force in the world's greatest market.

For years National Advertisers have placed more advertising in The Sun than in any other New York evening newspaper. During the first four months of 1926 they used over 350,000 lines more in The Sun than in the next New York evening newspaper.

Because of its superior ability to create and increase consumer demand—to send customers into the local stores to ask for the manufacturer's products—The Sun is recognized as an unusually effective medium in New York through which to secure retail distribution and dealer cooperation for merchandise of good quality. New York dealers readily stock and feature goods advertised in The Sun because they know that Sun advertising brings more sales.

First in Local Advertising

New York Evening Newspapers

LOCAL merchants are in an unusually advantageous position to judge the selling power of local newspapers. They are experienced judges of the buying habits and the newspaper reading habits of the people in the territory which they serve every day. They know New York, New Yorkers and New York newspapers. They depend on their advertising to produce quick, traceable results.

The volume of advertising placed by the local stores in any New York newspaper is a dependable indication of the responsiveness of its readers and the profitableness of its advertising columns.

During the first four months of 1926 The Sun published more Local Advertising than any other New York evening newspaper and made a larger gain than all the other New York evening newspapers combined.

The Department Stores of Manhattan use more space in The Sun month after month and year after year than in any other New York newspaper.

THE SUN is one of the great newspapers of the country. It is a clean, progressive, interesting newspaper—intelligently edited for intelligent men and women. It is free from sensationalism, prejudice and partisanship.

The circulation of THE SUN—already the largest weekday circulation among the better class homes of New York—is going steadily ahead on a sound, healthy basis. THE SUN'S average daily net paid circulation during the six months ended March 31, 1926, was 257,067. This represents an increase of 11,593 copies a day over the corresponding period of 1925—an increase won without the use of prizes, contests or other similar methods of forcing circulation—an increase won purely on the merits of THE SUN as a newspaper.

The Sun

280 BROADWAY NEW YORK

BOSTON Old South Bldg. · CHICAGO 208 So. La Salle St. · SAN FRANCISCO First National Bank Bldg. · WASHINGTON, D. C Munsey Bldg. · LOS ANGELES Van Nuys Bldg. · PARIS 49 Avenue de l'Opera · LONDON 40-43 Fleet St.

EXTRAORDINARY SERVICES GIVEN PUBLIC BY BUENOS AIRES LA PRENSA

Free Medical Legal and Agricultural Advice Offered to All, Whether Subscribers or Not—Owners Limit Profits, Using Surplus for General Good

By Dr. MAXIMO SOTO HALL,
Foreign Editor La Prensa

Dr. Soto Hall, representative of La Prensa, of Buenos Aires, at the recent Pan American Journalists' Congress, is shortly going to make a trip through all of the Latin-American countries for La Prensa, appointing special writers and making other arrangements.

THE progress of *La Prensa* Buenos Aires is due to two fundamental causes: (1) the solid basis that the founder—Dr. Jose C. Paz—gave to the enterprise; (2) the development by its present director, Senor Ezequiel P. Paz, the son of the former director and heir to his energies and virtues.



MAXIMO SOTO HALL

It is not exactly the material side of the work which is most surprising with regard to La Prensa. It is certain that it counts with the best and most modern in typography, equipment and machinery, which it seeks in the best markets of the world, until it can be said, without fear of error, that its plant is among the best of its kind in any big city of the world; but this is not the feature of La Prensa that most merits praise. That which is most characteristic of it—that which gives it a character of its own and is making it extremely interesting to journalists—rests in those features that are exclusive.

La Prensa was founded in a moment of political and financial crisis. In the midst of bitter partisan struggles and economic difficulties on the part of the country, it emerged pursuing two great ideals: well-considered democratic equilibrium in politics, and a sound financial system.

For this it was necessary for it to develop in the shadow of a program austere and ample at the same time, adhering to the strictest journalistic morality, but always with a conciliating spirit. On these bases it was born. It was developed, and it still stands upholding them as its standard of conduct, to which fact is due the prestige that it enjoys and the weight that its opinion has in all affairs of the day. Once having attained the first object that caused its founding, sustained on a solid basis in a fortunate economic situation, the director desired to do something more still, which was to create an institution beneficial for the country—an organism useful for the Argentine nation.

Out of this desire there grew the idea of the auxiliary services which La Prensa maintains and which produce such great admiration at home and abroad, to such a point that a great newspaper of the United States once sent a special representative to Buenos Aires to study this phase of the organization.

The services of which we speak are: a free medical clinic, where is given to every person requesting it, without asking him whether he is an advertiser or a subscriber to the newspaper, what ideas he professes or what social class he belongs to; a consultation service to aid poor persons in their legal difficulties, giving them advice of the best talent without charge, and even supplying them with stamped paper if necessary; an agricultural consultation service which attends to all questions of those who cultivate the earth in that country which is so eminently an agricultural nation.

The three services are in charge of: (1) a distinguished physician, aided by a staff of specialists; (2) a well-known lawyer, with his staff, and (3) an expert agriculturist.

In addition to these services, La Prensa also maintains others, among which the best known are: the musical conservatory, which gives a complete musical education free of charge to worthy applicants, and the annual course of lectures given by thinkers of world fame.

How can a newspaper do such work? Here is the secret of La Prensa: The two partners who owned the newspaper made a contract with each other some years ago by which they agreed to receive a fixed sum annually, and all the rest of the profits of the newspapers were dedicated, without subtracting a cent, to the betterment of the paper and the service of the public.

It is only thus that one can explain for instance, how it can maintain a magnificent library free to all who desire to frequent it; that it receives more or less 8,000 words of news by cable daily, in addition to the telegraphic, telephonic and other news that it receives; it being thus one of the best informed newspapers of the world.

So complete is its news service that it was able to make known in Buenos Aires, before it should be known in Europe and the United States, the complete text of the Treaty of Versailles. The same thing happened with the report of the Dawes Commission relating to the payment of European debts, which was printed complete in La Prensa twenty minutes after it was made public in Paris. Among many other noteworthy news beats, when La Prensa has printed news before any other newspaper in the world, there was one recently of very great importance for South America—the last decision of President Coolidge on the question of Tacna and Arica, which was printed exclusively in La Prensa before it was made public even in Washington.



Dr. Ezequiel P. Paz

Today, in its desire to draw closer to the newspapers and newspaper men in their American hemisphere, it has arranged for one of its principal writers to make a trip through all the countries of the hemisphere, with instructions to work for closer friendship between the newspapers.

PAN-PRESS GROUP IN TOLEDO

Blade, Times, and News-Bee Welcome Touring South American Editors

The *Toledo Blade, Toledo Times* and *Toledo News-Bee* gave columns of space to the visit and entertainment of the Latin-American editors in Toledo on their industrial tour of the eastern half of the United States, Thursday-Friday of last week.

The Toledo Blade welcomed the visiting journalists with a double-column editorial on page one in both English and Spanish.

Grove Patterson, executive editor of the Blade, was the principal speaker at a banquet given by the Chamber of Commerce in honor of the group. Other speakers were the mayor of Toledo, president of the Chamber of Commerce, and Angel Mendez Calzada of *La Libertad,* Mendoza, Argentina.

Largest Paper Machine Installed

What is claimed to be the world's largest paper machine, with a width of 245 inches, is being put into operation at the mill of the Backus-Brooks Company, Kenora, Ont. In its tuning-up performance recently it ran from 12:30 a. m. to 8 a. m. without a break in the sheet, which is regarded as a splendid showing. The same mill also contains a machine 234 inches wide, which is said to have held the record for size before the new machine was installed. With both machines operating, the mill will have a capacity of 270 tons of newsprint per day or 22½ tons per hour.

"THE SECRET WAY"—By J. S. Fletcher

New Serial in 28 Daily Installments

A thriller describing how a trail of mysterious deaths from "heart failure" led to the final discovery of a murderer.



For Terms and Copy Wire

LEDGER SYNDICATE

INDEPENDENT SQUARE PHILADELPHIA, PA.

Toilet goods in the Miami market

238% Plus

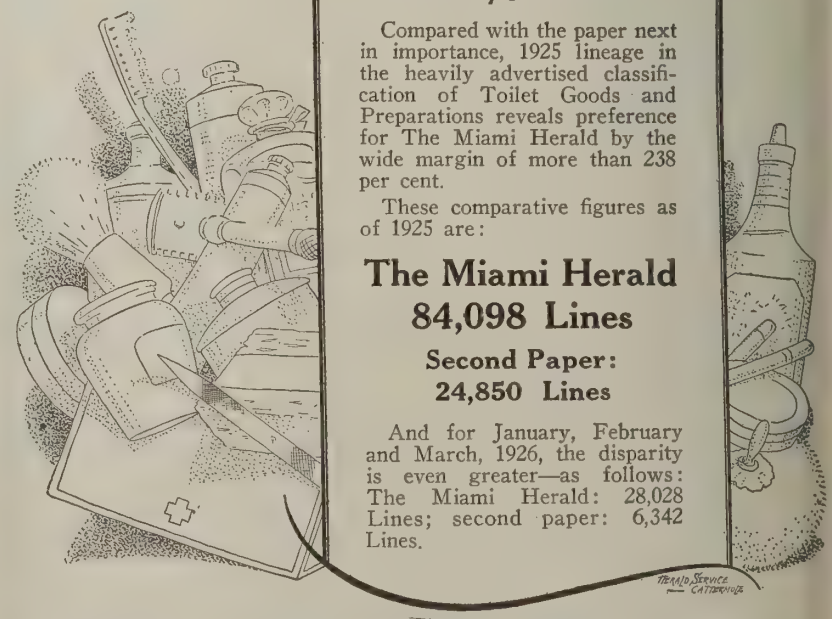
Compared with the paper next in importance, 1925 lineage in the heavily advertised classification of Toilet Goods and Preparations reveals preference for The Miami Herald by the wide margin of more than 238 per cent.

These comparative figures as of 1925 are:

The Miami Herald
84,098 Lines

Second Paper:
24,850 Lines

And for January, February and March, 1926, the disparity is even greater—as follows: The Miami Herald: 28,028 Lines; second paper: 6,342 Lines.

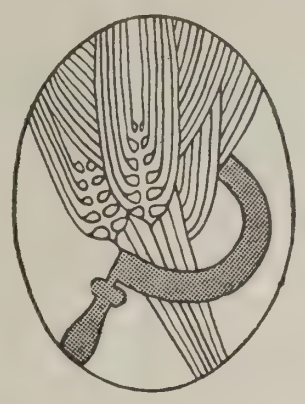


The Miami Herald

"FLORIDA'S MOST IMPORTANT NEWSPAPER"
Frank B. Shutts, Publisher

NATIONAL ADVERTISING REPRESENTATIVES
J. P. McKINNEY & SON
NEW YORK CHICAGO SAN FRANCISCO
GEORGE M. KOHN, 704 Walton Bldg., Atlanta

Good Seed—Productive Soil
BOUNTIFUL HARVEST



Excerpts from Address delivered by Frank H. Cole, Advertising Manager of Peter Henderson & Company, seedsmen and florists, New York

WHEN I became advertising manager of Peter Henderson & Company about 1903, one of the first things that was impressed upon me by those who attempted to pass on the advertising atmosphere of the firm was that newspapers are not good advertising mediums for seedsmen.

After several months, however, I was able to get the old "Associated Sunday Magazines" on our list. It was the first newspaper medium we used and until this publication went out of business we had its columns entirely to ourselves.

Then we used the back cover of The New York Times Sunday Magazine with such excellent results that we have continued to use it each year since.

To give an idea as to the length of the pulling power of the Magazine Section of the Sunday Times I had a computation made of several advertisements, and while we do not care to state the exact number of replies, on the basis that the total number of replies from a certain back cover advertisement was 1,000, I found that these were distributed over the four weeks following publication about as follows:

Number of Replies

FIRST WEEK		SECOND WEEK	
Monday,	39	Monday,	59
Tuesday,	198	Tuesday,	39
Wednesday,	137	Wednesday,	35
Thursday,	94	Thursday,	28
Friday,	59	Friday,	26
Saturday,	39	Saturday,	23

During the next fourteen days 157 replies were received. On the basis of 1,000 replies, the first week after publication produced 566, or 56 per cent of the total; the second week 210, or 21 per cent of the total, and the third week produced 99, or approximately 10 per cent of the total; the fourth week produced 58, or nearly 6 per cent of the total. The fifth week brought 25 replies, the sixth week 28 and the seventh week 14 replies.

If national advertisers refuse to use the Magazine Section because of its temporary character, these figures will probably be of interest to them.

We believe in having plenty of white space around our advertising. I have never been partial to the thought that it is absolutely necessary to fill every line of space with ink. We try to have from one-quarter to one-third of our advertisements white space.

We have found that illustrations that are self-explanatory are a proper part of the copy and are of benefit. We have otherwise found that illustrations used just because they were pretty or attractive are of very little value.

I have great faith in the use of coupons where the size of the space will permit, and I find that the inclusion of a coupon materially increases the number of replies.

We do not obtain as satisfactory results from the run-of-paper insertion in the Sunday issue of The Times as from the Magazine Section. I believe that this is because the Magazine Section is a portion of the paper that is kept the longest. First, because the readers' interest is not entirely a timely one, for the contents are generally just as interesting a week later as on the Sunday published. Then again, it is a size and shape which permit it to be kept conveniently, while the full size sheet is thrown away.

I have been a reader of The New York Times for over twenty years, and I feel that it presents the news clearly and impartially. In my estimation it is one of the greatest publications in the country. I have always been partial to advertising in The New York Times, but our advertising has always been cold-blooded and based upon actual results and not upon our liking for any medium. We have found The New York Times one of the most satisfactory mediums that we have ever used. The Times has both quality and quantity.

In four months of this year The New York Times published 10,040,464 *agate lines of advertising, a gain of* 987,768 *lines over the volume printed in the corresponding period of* 1925 *and an excess over the second New York newspaper of* 3,718,306 *lines.*

Advertisements submitted for publication in The New York Times are subject to censorship. Thousands are declined as fraudulent, misleading or questionable.

THE NET PAID SALE OF THE SUNDAY EDITION OF THE NEW YORK TIMES OF WHICH THE MAGAZINE IS A PART IS 625,000 COPIES.

RECIPROCITY OF INTEREST BETWEEN NORTH AND SOUTH AMERICA

More Latin-American News in U. S. Newspapers Will Serve to Tighten Bonds of Friendship Between Continents, La Razon Executive Declares

A RECIPROCITY of interest in the affairs and problems of the South American peoples by the peoples of North America was urged by Conrado E. Eggers-Lecour, of *La Razon* of Buenos Aires in an interview with EDITOR & PUBLISHER this week.

The South American newspaper executive who came to the United States to attend the First Pan-American Congress of Journalists held last month in Washington, believes that the publication of more Latin-American news in American newspapers will serve to strengthen the bonds of friendship between the two continents.

"I feel that the benefits resulting from the Pan-American Congress would be greatly increased if the newspapers of the United States endeavor to draw the attention of the American people to the Latin-American affairs." he declared. "I realize of course that Americans are not interested at present in our affairs, and therefore American newspapers publish little or nothing about them, having as they have so many local affairs to deal with. But as soon as they start publishing continuosly Latin-American news, this will become in the long run a necessity, as is the case with several other items of new creation, publication of which would not and cannot be discontinued under any circumstances.

"I feel that this is the most important step to be taken by the American press towards tightening the bonds of friendship between the nations, this being our ultimate purpose. In addition I will say that nearly every newspaper in Latin-America publishes day by day complete cable, radio and mail news matter of the United States, giving it from one to two pages of our daily editions. And last but not least, I believe that the most successful way of attaining a warmer friendship between the nations of the world is the press. This fact was acknowledged recently by intelligent diplomats and rulers shortly after the adjournment of the Pan-American Congress.

Speaking of La Razon, Mr. Eggers-Lecour said:

"I trust that you will be kind enough to excuse my speaking on those matters directly concerned with my affairs, but I feel that each of us should inform the rest of what one knows best.

"La Razón of Buenos Aires, founded only 22 years ago is now one of the most important evening papers published in Spanish. It has 4 editions appearing from 12:30 p. m. to 8 p. m., with a total circulation of 200,000 copies daily and often almost 230,000 containing of from 16 to 32 pages, in which is published the daily events occurring in the whole world.

"La Razon publishes in addition a Sunday edition and a supplement with a literary page and 8 pages more devoted to automobiles, roads and tourists' excursions (our paper was the only one to receive congratulations from the Pan-American Congress of Roads), medical publicity, aviation, modern constructions, real estate, agricultural and cattle raising industries, electricity and mechanics, etc., thus encouraging the national industries. Furthermore, we publish a book every year with 500 pages containing a complete description and narration of the events of the previous year. This book is distributed among our readers and advertisers.

"The new six story building of La Razon was inaugurated last year in one of the principal business locations in the city, namely Avenida de Mayo and Calle Rivadavia. On its two underground floors we have a public library, our file department and 5 'Maroni' presses, two octuplex and three quadruple, a hydraulic matricizer unique of its kind.

In short, we have a modern and suitable equipment which makes us feel proud.

"I want to express my deep and sincere appreciation for the courtesies shown to the Latin-American journalists by your government, your institutions and your people," he said in conclusion.

TO PUBLISH FROM TRAIN

Newspaper Men Aboard Tulsa Educational Special Going to New England

B. A. Bridgewater, managing editor of the *Tulsa* (Okla.) *World*, and Marshall Smith, reporter, left Tulsa Sunday on the Tulsa Educational Special that will make a swing through the New England states during the next two weeks.

Baron Creagor, former news editor on the World, is editor of the daily four-page paper that will be published daily on the train. An express car has been equipped with a linotype machine, press and other material and a complete newspaper will be published and handed out at points along the route.

STRESSING "HUMAN TOUCH"

Chicago Advertisers Featuring Personalities in Their Newspaper Copy

A number of advertisers in Chicago newspapers are getting a human touch into their advertising by playing up members of their organization. Marshall Field & Co. conducts a travel bureau and its advertising bears the slogan, "Ask Mr. Foster." Mandel Bros. announce that Dr. M. S. Osborn, a foot specialist, will be glad to give personal attention in advising the proper kind of corrective shoes and arch supports. The Eastgate Hotel advertises that Carl Smith, formerly of Chattanooga, is at the hotel "to help you select a happy home." The Fair store, in its advertising, tells its customers that Miss Earnestine Littlejohn will not only lecture twice daily in its corset department but will be glad to give personal advice on figure correction, weight reduction, etc.

SEEKS FUND TO DRY UP U. S. BY NEWSPAPER ADS

C. A. Birch-Field, New York Agent, Asks Pledges for National Campaign to Be Placed in Dailies—"I'm Not a Fanatic," He Says

C. A. Birch-Field, president of Birch-Field & Co., advertising agency, 110 W. 40th street, New York, in a signed advertisement in a New York newspaper, April 24, suggested an advertising campaign to sell prohibition to the United States. The advertisement was headed "An Open Letter to the Prohibitionists of America." He asked for pledges to finance the drive.

Mr. Birch-Field informed EDITOR & PUBLISHER on May 6, that response to the advertisement was "overwhelming."

"What we have planned," he said, "is to run similar advertisements in newspapers throughout the nation, until a fund is raised to promote the anti-liquor drive in a second campaign using paid space.

"I am not a fanatic. It is my aim simply to create business for standard advertising media and for myself. It is not a get-rich-quick scheme as far as I am concerned personally. All I want is the regular 15 per cent agency commission for the business I place, believeing that a servant is worthy of his hire.

"If we get the same results in other cities we have obtained in New York so far, we will raise a fund that will startle ourselves and the newspapers and the magazines. We are not taking a dollar in cash now; we are simply receiving pledges."

Mr. Birch-Field would not disclose what sum the pledges so far received represented as a possible advertising appropriation.

When discussing the plan with EDITOR & PUBLISHER, the agency man expressed concern regarding an editorial appearing in the *New York Daily News*, following the appearance of his "Open Letter" advertisement. The News had expressed the opinion that advertising had never sold anything that the people didn't need or want.

"That is absolutely asinine," Mr. Birch-Field declared, referring to the News' opinion. "And if that is the attitude of newspapers generally, I will be forced to invest the money raised for the campaign in the magazines rather than the newspapers as I had intended."

He said he had written to the American Newspaper Publishers Association, complaining about the stand taken by the News, and asking if the newspapers generally held a similar opinion in regard to advertising.

Mr. Birch-Field claimed he had received offers of free space from the magazines but none from the newspapers.

N. Y. Sun Ad Department Moves

The advertising department of the *New York Sun* has moved to new quarters, in the Sun Building, and recently celebrated the event with a luncheon, served in the Assembly Room of the Sun Club. Heretofore, the department has been on the fifth floor. It is now on the second floor. At the luncheon, members of the advertising staff, presented handsome water carafes to Edwin S. Friendly, business manager, and to Herbert B. Fairchild, advertising manager, both of whom made short speeches of appreciation.

Trade Mark **FLEXIDEAL** Reg. U S Pat. Off

THE IMPORTED DRY MAT
OF SUPERIOR QUALITY

Write for Free Samples

FLEXIDEAL COMPANY, Inc.
15 WILLIAM STREET NEW YORK CITY

The INDIANAPOLIS NEWS

The Indianapolis News circulates one copy daily for each *4.3 persons* in Indianapolis, and one copy daily to each *7.5 persons* in the forty-five mile radius. The coverage in the ninety-mile circle is greater than that of the second paper in Indianapolis alone.

Dan A. Carroll
110 E. 42nd
NEW YORK

J. E. Lutz
Tower Bldg.
CHICAGO

Frank T. Carroll,
Advertising Director

Space Buyers Read Trade Paper Advertising

A vast amount of direct-by-mail advertising from publishers could be eliminated to the relief of agencies and advertisers and to the profit of publishers.

Much of it the buyers would *prefer* to read in publishers' advertisements in the trade papers.

Without disparaging direct-by-mail advertising, the truth is that much of it clutters up a space buyer's desk and is actually a nuisance.

It is equally true that much of the *copy* in publishers' advertising whether direct-by-mail or in trade papers is not worth a space buyer's attention.

Space buyers with agencies and advertisers read publishers' advertising when intelligently planned and executed. Some material is more effective if mailed, read and filed for reference. Some is better in a combination of mail and trade paper. Other campaigns might better be confined to trade papers alone.

Publishers should buy advertising as they sell it. Don't buy just one advertisement or two, but a *planned campaign*. And figure on keeping it going year after year—not on the identical scale, necessarily,—but decide that you will advertise over a period of years.

Then fill your space with facts your prospects can *use*. When you come to a period—*stop*.

Publishers' advertising in trade papers saves a space buyer's time.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

DETROIT	NEW YORK	KANSAS CITY
ATLANTA	CHICAGO	SAN FRANCISCO

BUSINESS AND NEWS WALK HAND IN HAND IN PRESS ASSOCIATION WORK

Hugh Baillie, New Business Manager, Once News Chief, While Robert J. Bender, Editorial Head, Began in Commercial Office of United Press Associations

BUSINESS and news walk hand in hand in press association work. In support of this assertion, meet Hugh Baillie, recently appointed business manager of the United Press Association, and Robert J. Bender, the new general news manager of the same organization. Baillie began as reporter for U. P. and worked up to a high editorial position before transferring his allegiance to the cash register end of the business. Bender began in the counting house as a salesman for U. P., and now he directs the daily flow of news passing through New York to the association's client newspapers.

"The only difference I notice," Baillie declared this week, "is in my conversation. Where once I talked about beats, takes, and exclusive stories, I find myself discoursing on rates, margins, and contracts.

"A press association sells itself to newspapers on the basis of its news report. A business manager of a news service, must therefore, know above everything else just what is being done in the news room."

Baillie succeeds L. C. Earnist, who resigned; Bender steps into Fred L. Ferguson's shoes. Ferguson is now president of NEA Service, Inc.

In March, 1915, Baillie joined the United Press, being assigned to the San Francisco bureau as a reporter. This followed five years of work as a reporter on Los Angeles newspapers, for which he started writing as a student correspondent while attending the University of Southern California.

After several months in the San Francisco office, Baillie became manager at Los Angeles, and later at Portland, Ore. The first inkling that he might prove successful on the business side came while he was at Portland, where he won first prize in a contest for new contracts, participated in by all U. P. bureau managers. From Portland he was transferred to Chicago, and thence to New York, where he became manager of the New York bureau early in 1918.

Baillie remained in charge of the New York bureau during the final year of the war and during the peace conference, handling the important European cable dispatches which constituted the bulk of the news report during that period. He worked under the immediate direction of W. W. Hawkins, at that time general manager of the United Press, and in close association with Harold D. Jacobs, cable editor, who has since become editor of the *Baltimore Daily Post*.

After his experience in New York, Baillie was named manager of the Washington bureau, and in September, 1919, he accompanied Woodrow Wilson on his final speaking tour which ended with the collapse of the President.

After covering the national conventions at Chicago and San Francisco in 1920, where he was the first press association man to write the detailed running story of the proceedings on a noiseless typewriter, and keep up with the speakers, Baillie became assistant general news manager, and later, news manager.

In 1924 he left his position as news manager, and went on the road as a business representative traveling the southern states, and later the middle-west. In the autumn of that year he was called back to New York, where he reorganized the sales department of the U. P., with himself as sales manager.

It is a coincidence that Earnist, who Baillie succeeds, was the man who caused him to join the United Press. When W. W. Hawkins was general manager, and on a trip to Los Angeles in 1915, Earnist pointed Baillie out to him as a likely youngster, and Hawkins hired him. Thereafter, Baillie replaced Earnist as Los Angeles manager, and now succeeds him as business manager.

During the interval elapsing since Ferguson's departure, Bender has been actively engaged in organization work preliminary to increasing the speed and scope of the service.

It was in the fall of 1915, after several years work as a reporter that Bender met Karl A. Bickel, then a salesman for the United Press, who offered him a job. Bender jumped at the chance and after a short period during which he was Springfield bureau manager and business representative, he was transferred to the New York staff.

Ferguson, who was then United Press news manager, gave him a tryout and decided to send him to Washington. There Bender became widely known as a political writer during the pre-war days of the Wilson administration, covering the national presidential conventions and the Wilson campaign for re-election in 1916.

When the United States was preparing to enter the war, Bender was elevated to the managership of the Washington bureau of the United Press. He accompanied Wilson to Europe, covering the President's activities there preliminary to and during the peace conference.

After returning to Washington, Bender was transferred to New York to inaugurate the United News service, night service of the United Press. A year later he returned to Washington to direct the Washington report of the United News. It was at this time that he told for the first time the full details of Wilson's illness, how the President looked, how Mrs. Wilson was carrying on the functions of the presidency—and revealed that Wilson would never again be fully capable of discharging the arduous duties of office.

From Washington, Bender was elevated to news manager of the United News when Ferguson left this post to become vice-president in charge of news. When Hugh Baillie entered the business department, Bender succeeded him as news manager of the United Press.

His present appointment as general news manager rounds out his eleventh year with the organization.



Business and news managers of U. P.—Hugh Baillie (sitting) and Robert Bender

FOR PROMPT SERVICE

TYPE

BORDERS - ORNAMENTS - BRASS RULE

Printers' Supplies

KELLY PRESSES - KLYMAX FEEDERS - PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

The Item Company, Ltd.

Publishers of

The New Orleans Item

The Morning Tribune

and

The Sunday Item-Tribune

announces the appointment of

The George A. McDevitt Co.

250 Park Ave., New York — Peoples Gas Bldg., Chicago

National Advertising Representatives

Effective May 1st, 1926

New Orleans Item-Tribune

SEATTLE AUDITS—

Always show the domination of The Times. This newspaper concentrates upon the City of Seattle and the Seattle Trading Zone. Two other Seattle papers have larger total circulation, but The Times leads in the City and its own trading territory. Here is an interesting story of growth:

Seattle Times Circulation

			EVENING	SUNDAY				EVENING	SUNDAY
4th	Quarter	1921	56,555	83,478	2nd	Quarter	1924	66,996	92,971
1st	"	1922	56,939	85,281	3rd	"	1924	69,221	96,798
2nd	"	1922	57,126	83,856	4th	"	1924	70,101	102,793
3rd	"	1922	56,695	83,572	1st	"	1925	70,178	104,345
4th	"	1922	57,151	85,935	2nd	"	1925	70,762	103,157
1st	"	1923	58,650	90,083	3rd	"	1925	70,863	102,545
2nd	"	1923	58,084	88,702	4th	"	1925	74,223	102,551
3rd	"	1923	58,705	87,501	1st	"	1926	79,019*	104,299*
4th	"	1923	61,665	87,232	March, 1926			80,094*	104,677*
1st	"	1924	66,010	90,163	April, 1926			83,767*	103,234*

*Publisher's claim.

De Lisser's Lineage Figures—

Show that The Times domination in advertising is never questioned. Here is the summary for 1925:

	TIMES EVENING DAILY	SUNDAY	TOTAL
Local Display	6,234,071	2,256,629	8,490,700*
National Display	2,065,267	866,895	2,932,162*
Classified	2,338,672	1,629,746	3,968,418*
Totals	10,638,010	4,753,270	15,391,280*

	SECOND PAPER MORNING DAILY	SUNDAY	TOTAL	THIRD PAPER EVENING DAILY
Local Display	2,824,931	1,620,801	4,445,732	4,642,423
National Display	1,466,464	845,906	2,312,370	1,495,647
Classified	1,178,148	618,499	1,796,647	930,757
Totals	5,469,543	3,085,206	8,554,749	7,068,827

461,655 Lines AMERICAN WEEKLY not included in Second Paper's total.
**Indicates Lead.*

And for the first quarter of 1926:

	TIMES EVENING DAILY	SUNDAY	TOTAL
Local Display	1,536,559	547,412	2,083,971*
National Display	558,938	267,025	825,963*
Classified	535,873	429,587	965,460*
Totals	2,631,370	1,244,024	3,875,394*

	SECOND PAPER MORNING DAILY	SUNDAY	TOTAL	THIRD PAPER EVENING DAILY
Local Display	746,812	396,429	1,143,241	958,548
National Display	368,522	284,967	653,489	408,153
Classified	310,335	174,153	484,488	258,879
Totals	1,425,669	855,549	2,281,218	1,625,580

117,028 Lines AMERICAN WEEKLY not included in Second Paper's totals.
**Indicates Lead.*

There is practically as much advertising in The Seattle Times as there is in the pages of all its competitors combined.

Eastern Representative: The S. C. Beckwith Special Agency
New York, Chicago, Kansas City, Detroit, St. Louis, Atlanta

Pacific Coast Representative, R. J. Bidwell Company, San Francisco and Los Angeles

A. A. C. W. ROUNDING OUT PROGRAM FOR JUNE PHILADELPHIA CONVENTION

Principal Speakers for General Sessions Named—Classified Advertising, Financial, Church, Public Utilities, and Community Departments Announce Schedules

PRINCIPAL speakers have been named and departmental programs are rapidly being put into shape, for the 22nd annual convention of the Associated Advertising Clubs of the World to be held in Philadelphia June 20-24.

Of the departments, the Association of Newspaper Classified Advertising Managers, the Public Utilities Advertising Association, the Financial Advertisers Association, the American Community Advertising Association, and the Church Advertising Departmental, have already drawn up their schedules of convention topics.

The various departments will meet on June 22 and 23.

Meeting in New York, May 4, the Church Advertising Departmental, under the chairmanship of the Rev. C. F. Reisner, New York, adopted its program and arranged to fill all Philadelphia pulpits with visiting clergymen on the Sunday preceeding the convention's opening day.

As the formal opening of the convention, an inspirational address will be delivered on this Sunday in Philadelphia by Dr. S. Parkes Cadman, nationally known speaker on ecclesiastical subjects, whose addresses are broadcast from New York at regular intervals.

Among others who will address the convention are Sir Henry Worth Thornton, president and chairman of the board, Canadian National Railways; Bruce Barton, Barton, Durstine & Osborn; C. Harold Vernon, managing director, C. Vernon & Sons, Ltd.; Edward S. Jordan, president, Jordan Motor Car Company; Dr. Glenn Frank, president, University of Wisconsin; Judge C. E. Lobdell, fiscal agent, Federal Land Banks; and Dr. Julius Klein, director, United States Bureau of Foreign and Domestic Commerce.

Fundamentals of salesmanship as applied to classified advertising is the keynote of the sessions to be held by the Association of Newspaper Classified Advertising Managers. Discussion will be lead by Walter W. Murdock, of the *Detroit Free Press.*

Another topic listed by this group is "Developing Voluntary Business." Harry Gwaltney, *Milwaukee Journal,* will be in the chair to direct this particular round table.

"Promotion," a third subject on the classified program, will be lead off by C. L. Perkins, the *Chicago Herald & Examiner,* with R. E. Seiler, *Los Angeles Examiner,* in the chair, when "Service as Applied to Classified Advertising" is discussed.

The matter of "Credits and Collections" is slated for round-table discussion with F. L. Tate, *Toronto Star,* in charge.

Louis Wiley, business manager of the *New York Times,* is to be a speaker before the Public Utilities Advertising Association on June 22. Other speakers assigned by this group include, W. N. Teasdale, advertising manager of the London & North Eastern Railway, London, England; and Paul S. Clapp, of the United States Department of Commerce. William H. Hodge is association president.

The meeting of the Financial Advertisers Association will be called to order June 23, by H. Ennis Jones, Franklin Trust Company, Philadelphia, chairman of the program committee. Carroll Ragan, United States Mortgage and Trust Company, New York, and group president, will respond to an address of welcome to be delivered by a Philadelphia banker, not yet named.

Speakers and addresses will include: T. H. Sewell, Ohio Savings Bank & Trust Company, Toledo, "Are Banks Advertising Their Community, or Should They?"; O. Howard Wolfe, Philadelphia Girard National Bank, "Living Up to Your Bank's Advertising"; Charles R. Weirs, National Shawmut Bank, Boston, "An Outsider's Viewpoint on Financial Advertising"; Francis H. Sisson, Guaranty Trust Company, New York, "Selling Trust Service"; and Clinton F. Berry, Union Trust Company, Detroit, "Life Insurance Trusts."

On Tuesday morning, June 22, the American Community Advertising Association will convene, with Charles F. Hatfield, of St. Louis, association president, presiding.

How hotel, banks, and railroads aid in community advertising will be the theme of the morning session; while community research will be taken up in the afternoon.

John C. Burg, of the Hotels Statler Company, Inc., New York, will be the first speaker, after the customary presidential address. His subject will be "The Value of Hotels in Community Advertising." Mr. Burg will be followed by H. B. Dickson, convention manager, The Mayflower, Washington, D. C.; P. G. B. Morriss, director of publicity, the Drake Hotel, Chicago; Martin Keet, secretary of the Sunbury (Pa.) Chamber of Commerce; and C. B. Sudborough, general traffic manager of the Pennsylvania Railroad System.

"Community Research in the Building of An Advertising Program," will be the subject of an address to be delivered at the afternoon meeting by Dr. Leonard P. Fox, of the Pennsylvania State Chamber of Commerce, Harrisburg, Pa. Eugene T. Lies, of the Playground and Recreation Association of America, Chicago, will talk on "Recreation and Community Selling"; and W. Frank McClure, chairman of the National Advertising Commission, and of Albert Frank & Co., Chicago, on "Relation of Advertising Agencies to Community Advertising."

NATIONAL ADVERTISERS SLIGHT SMALL TOWNS

48 Per Cent of Goods Consumed in U. S. Go to Towns of 10,000 and Under, Buckley Tells Illinois Ad Clubs

S. O. Blair, Peoria, was elected president of the Advertising Clubs of Illinois at the second annual convention in the Hotel Jefferson, Peoria, April 27, and other officers were selected as follows: C. H. Fernald, Champaign, vice-president; Ethel May Pierce, Chicago, secretary; C. J. Sheets, Joliet, treasurer. The 1927 meeting will be held in Joliet, the dates to be fixed later by the executive committee.

"The sellers of space often assume possibilities of advertising that do not exist and the graveyard of retail failures is filled with firms that were successful advertisers but deficient merchandisers." Homer J. Buckley, president of the Chicago Advertising Council, told the state ad men in his talk on "Better Retailing." "Advertising is not banking, it is not financing, it is not store management, etc., but all these factors enter into the success or failure of business. Retailers must learn that there is a definite relation between inventory and annual turnover and one of the great causes of retail failures is that dealers carry too big a stock in proportion to the business done; they must either reduce stocks or increase business to avoid failure," he continued.

"Many of the manufacturers and national advertisers make the mistake of overlooking the fact that 48 per cent of the goods consumed in the United States goes to towns of 10,000 population and under and they fail to advertise in the small papers. Another weakness is failure to help the retailer stimulate the sale of products." He quoted results of a questionnaire to 3,000 retail hardware firms handling household furnishings that were extensively nationally advertised. In some lines only two or three per cent of the 1,447 dealers who filed the questionnaires handled the articles nationally advertised—"the manufacturers overlooked the importance of a tie-up with the point of sale by means of local advertising and sales helps," he pointed out.

Prof. C. H. Fernald of the University of Illinois' college of commerce and business administration, discussing "Advertisements that Attract," said: "Most merchants fail to study the papers in which they are to insert their advertising and therefore miss an opportunity to prepare messages which will have the greatest effect. All forms of attention are created through that principle of relativity known as contrast. People notice things that are unusual and out of the ordinary. They compare things with others with which they have come in contact at some time, and their experiences, customary practices and observations form the basis by which they compare all phenomena of life.

"Contrast in advertising can be obtained in a great variety of ways. Terms denoting form, size, speed, brilliance and many others of the descriptive adjectives used in advertising are very general and give the reader nothing concrete or definite with which he can compare, and without definite standards of comparison, the force of the advertising is lost. Contrast of difference can be obtained through the use of unusual type, distinctive borders, illustrations, color and many other devices with which most advertisers are familiar. The key-note of the whole situation is to be found in the study of the newspaper or medium into which the advertisement is to be inserted so as to know how to make the message different from the usual and thereby get contrast and attention. If the advertiser knows what the general trend is in a certain medium he has some basis on which to work out the contrast which he should be so desirous of getting, for without attention his message will not be read—and no person can respond to a message he does not receive."

Miss Helen M. Bennett, managing director of the Women's World Fair, Chicago, spoke of "The Woman Window Shopper" and at the annual banquet discussed women's place in business and industry. R. B. Bradley contributed a characteristically humorous philosophical talk and Mr. Blair, newly elected president, presided. Harry Clatfelter, president of the Peoria Advertising club was toastmaster.

ADDRESS WANTED
Guy Norton
Who wrote the short story, "Flash,"
for *Colliers*, Jan. 18, 1919

252,599

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

March, 1926

The average net paid circulation of **THE SUNDAY SUN** per Sunday for the month of March, 1926, was **190,684.**

Everything in Baltimore
Revolves Around
THE SUN
Morning Evening Sunday

Noozie Says:



By Courtesy of International Syndicate, Baltimore, Md.

The Facts About Certifieds—

We make only ONE QUALITY of newspaper dry mat, and that is the best we know how.

Several hundred papers, including the New York Times, Cleveland Plain Dealer, Detroit Times, etc., are now using Certifieds exclusively, having discarded steam tables and mat pasting.

Why not get the facts as they apply to your own paper? Now is a good time to get rid of your steam tables, and install the Certified cold stereotyping process.

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue New York, N. Y
for wet mat printing with DRY MAT facility — use Certifieds
MADE IN THE U. S. A.

THE Washington Daily News now has the largest *total* circulation and the largest *city* circulation of any Washington daily newspaper, morning or evening, with one exception.

The Washington Daily News is a Scripps-Howard newspaper. Total circulation 65,008.

CARRELL OF QUEBEC NAMED PRESIDENT OF CANADIAN DAILY NEWSPAPERS

Methods of Curbing Publicity for Professional Sports Considered at One-Day Toronto Meeting—Fortier Urges Tax on U. S. Publications

THE Canadian Daily Newspapers Association concluded its most successful convention in point of attendance and interest in its history in Toronto, April 29. All reports indicated progress with membership at the high water mark.



HON. FRANK CARRELL

Hon. Frank Carrell, *Quebec Telegraph-Chronicle* was elected president with E. H. Macklin, *Winnipeg Free Press,* vice-president. The banquet in the evening was attended by Lieutenant Governor Cockshutt of Ontario, E. W. Beatty, president, Canadian Pacific Railway, and J. H. Fortier of Quebec, president, Canadian Manufacturers Association all of whom delivered addresses.

The meeting was held the day following the close of the annual meeting of the Canadian Press, April 28.

The board of directors elected by the Canadian dailies is composed of the following: J. E. Atkinson, *Toronto Star:* N. T. Bowman, *Toronto Telegram;* H. B. Burgoyne, *St. Catherines* (Ont.) *Standard;* Hon. Frank Carrel, *Quebec Chronicle-Telegraph;* R. J. Cromie, *Vancouver Sun;* J. W. Curran, *Sault Ste. Marie* (Ont.) *Star;* W. H. Dennis, *Halifax* (N. S.) *Herald and Mail;* G. A. Disher, *Ottawa Citizen;* T. F. Drummie, *St. John* (N. B.) *Telegraph-Journal;* Henri Gagnon, *Quebec Le Soleil;* R. M. Glover, *Peterboro* (Ont.) *Examiner;* J. R. Henderson, *Montreal Gazette,* Burford Hooke, *Regina Leader and Post;* John M. Imrie, *Edmonton* (Alta.) *Journal;* W. G. Jaffray, *Toronto Globe;* E. H. Macklin, *Winnipeg Free Press;* W. S. Marson, *Montreal Star;* Hon. J. S. McLennan, *Sydney* (N. S.) *Post;* George M. McTaggart, *Toronto Mail and Empire;* W. J. Motz, *Kitchener* (Ont.) *Record;* R. F. Parkinson, *Ottawa Journal;* W. B. Preston, *Brantford* (Ont.) *Expositor;* P. D. Ross, *Ottawa Journal;* George E. Scroggie, *Toronto Mail and Empire* and L. J. Tarte, *Montreal La Patrie.*

The board then elected Mr. Carrel president, and E. H. Macklin vice-president. Chairman of standing committees are as follows: Advertising, W. B. Preston; Postal and Parliamentary, R. F. Parkinson; Paper, P. D. Ross; Circulation, George M. McTaggart, Labor, J. R. Henderson; Costs and records, G. A. Disher. The treasurer is N. T. Bowman.

A number of interesting discussions took place at the meeting on topics affecting publishers. The question of the rate to be charged on annual reports and statements of financial and other institutions brough out diverse views. Some members contended that, to charge a higher rate than the regular commercial rate would tend to reduce this business and would not be as profitable in the long run. Other members gave it as their experience that a higher rate did not cut down the business and was desirable. No decision was reached as to which was better.

The matter of employing special advertising representatives in New York and Chicago by papers in the smaller Canadian cities brought out spirited discussion. In the end it was agreed that much depended on the quality of the representative as to whether such a service paid.

A vigorous discussion arose when the question of professional sport and the method of its handling in the daily press came up for consideration. Members spoke strongly about the manner in which the promoters obtained valuable publicity and paid practically nothing for it. It was recognized that the reporting of games, which were attended by thousands of people, was legitimate news matter but it was agreed that advance notices and anything tending to advertise the games should be paid for. Action will probably be taken by publishers in the various cities to remedy the present situation.

The influx of United States newspapers and periodicals, a matter which is receiving much attention in Canada at present, was another matter considered. Members exchanged views but there was no formal expression of opinion and no action was taken.

Another topic that provided a theme for an interesting discussion was the circulation of shopping or free circulation publications and their effect on the regular newspapers. It was suggested that members might best meet this competition by impressing on advertisers the service rendered to the community by their publications and the better value that they offered for getting business.

Reports presented by the manager, Arthur Partridge, and the various standing committees, reviewing the work of the past year, all indicated that the association was in good shape and rendering effective service to members. Eighty out of 95 daily newspaper properties in Canada were reported to be members and only one metropolitan daily remained outside. It was gratifying that relations between publishers and advertising agencies were on a good footing, monthly meetings of a joint committee representing the C. D. N. A. and the Advertising Agents Association contributing to this desirable end. The meeting passed a resolution in which it was stated that, "The pleasant relationship existing between the daily newspapers and their recognized agencies, in our opinion, is the result of constantly improving standards of practice in both organizations and cannot fail to add greater strength and stability to national advertising in all its aspects."

The meeting paid a special tribute to the late T. H. Preston, *Brantford* (Ont.) *Expositor,* a past president, whose death occurred during the year.

Members of the association were the guests during the noon recess of J. S. Douglas, managing director of the Toronto Mail and Empire, who entertained them at lunch. In the evening the annual banquet took place, with ladies present, the proceedings being broadcast by the Toronto Star's station CFCA. The Lieutenant-Governor of Ontario, Hon. Harry Cockshutt, was a guest of honor and in a short speech paid tribute to the high quality of the Canadian press. He felt that the press had a special duty to perform in maintaining the spirit of Canadian nationality in the face of the tremendous influences being exerted by the radio, the movies and the magazines of the United States, which, while not designedly moulding Canadian opinion, were yet having that result.

The president of the Canadian Pacific Railway, E. W. Beatty, who followed, threw out the suggestion to the press that, in discussing the great economic problems that were facing Canada today, writers should be employed who could discuss them with expert knowledge.

A third speaker was J. H. Fortier, who in addition to being president of the Canadian Manufacturers' Association, is proprietor of *Quebec L'Evenement,* one of the leading French-Canadian papers. His speech was largely an argument in favor of protection. He referred to the difficulties facing the publisher of a magazine in Canada through the competition of the great United States magazines and using this as a practical example pressed the case for an adequate tariff so that industry in Canada might be built up and the country be made relatively as prosperous as its great neighbor to the south.

George E. Scroggie, Toronto Mail and Empire, the retiring president, presided, and as a last act of the evening, introduced his successor, Hon. Frank Carrel. The latter thanked the members for his election and promised to give his best services to the association. He intimated that the next annual meeting would be held in Quebec.

We welcome

THE CLEVELAND PRESS

and

The New Orleans Item-Tribune

—to our fast growing list of progressive newspapers who have assigned to us the job of solving their checking proof problem—AND WE'RE DOING IT.

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St. CHICAGO

79 Madison Avenue NEW YORK

Los Angeles Times

Greatest Gain In Circulation

Of Any Los Angeles Newspaper

As shown by sworn reports filed with the United States Government on April 1, 1926, compared with April 1, 1925

Los Angeles Times—Gain 8,584

1st Afternoon Paper...Gain 8,077
2nd Afternoon Paper...Gain 5,015
2nd Morning Paper...Gain 4,768
3rd Afternoon Paper...Gain 1,449
3rd Morning Paper.....No Gain

Sunday Circulation Gains

Sunday Times.....Gain 11,774
2nd Sunday Paper.....Gain 9,989

Los Angeles Times circulation is 96% HOME-DELIVERED and 95% CONCENTRATED in the Los Angeles 60-mile radius.

Los Angeles Times

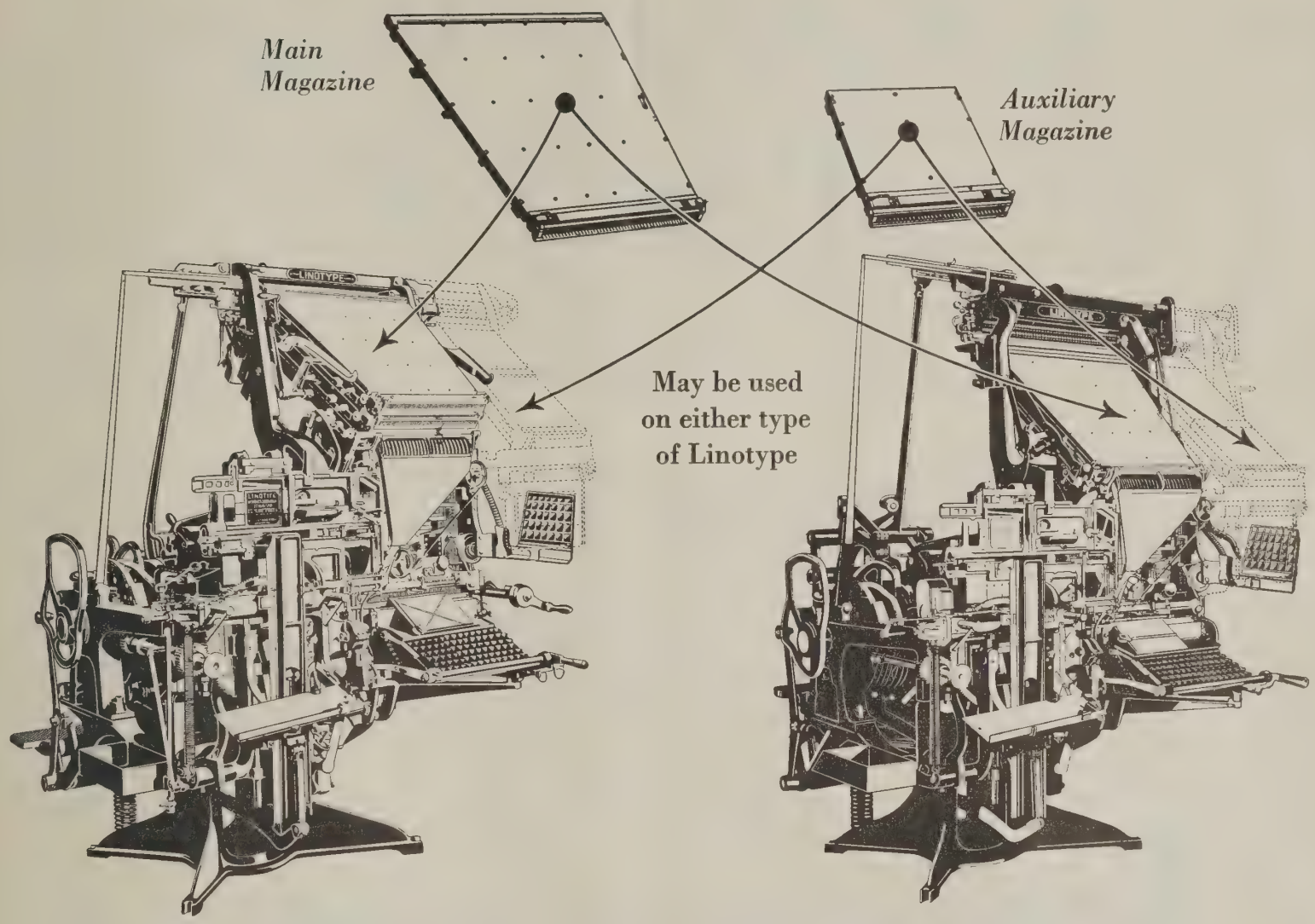
Eastern Representatives:

WILLIAMS, LAWRENCE & CRESMER CO.

CHICAGO 360 N. Michigan Blvd.

NEW YORK 285 Madison Ave.

Interchangeable Magazines



SINGLE DISTRIBUTION TYPE

Model 8

Can be had with one, two or three standard main magazines.

Model 14

Just like the Model 8 with the addition of a standard auxiliary magazine. All magazines operated from a single power-driven keyboard.

MULTIPLE DISTRIBUTION TYPE

Model 25

Continuous composition from two standard main magazines.

Model 26

Just like the Model 25 with the addition of two standard auxiliary magazines. All operated from a single power-driven keyboard. Continuous composition from all magazines.

Can be supplied to cast either 30 or 42 picas, maximum measure

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

SAN FRANCISCO CHICAGO NEW ORLEANS

Brooklyn, New York

CANADIAN LINOTYPE LIMITED TORONTO

REPRESENTATIVES IN THE PRINCIPAL CITIES OF THE WORLD

930.26.E-F

Composed entirely on the LINOTYPE *in the Bodoni Series except for the enlarged title line*

A Perfectly Printed PAPER

requires

Perfect Printing PLATES

PRESSWORK may be good or otherwise, but every publisher and pressman knows that you can print only what is in the PLATE. A perfectly printed paper must have perfect printing plates.

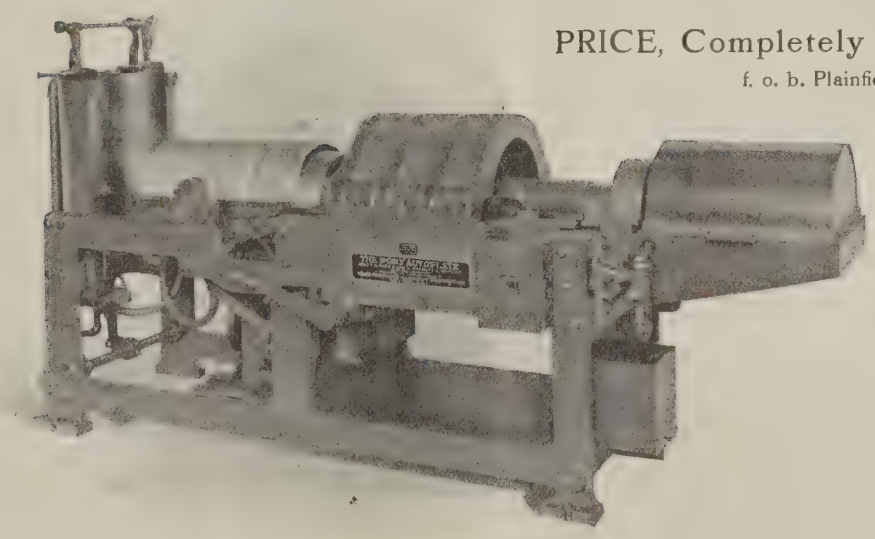
With the best of hand-casting boxes and the most careful hand-finishing, plates will be untrue in curvature, inaccurate in thickness and out of shape. Such plates are the cause of newsprint waste, press delays and poorly printed papers.

The PONY AUTOPLATE MACHINE produces plates that are uniformly accurate in curvature and thickness and will not spring. PONY AUTOPLATE plates require neither routing, chiseling, planing, filing, dipping nor drying; when they leave the machine they may be clamped instantly upon the press cylinders.

Because they *are* uniformly accurate, PONY AUTOPLATE plates save time in foundry, press-room, delivery room and — make possible the production of a perfectly printed paper.

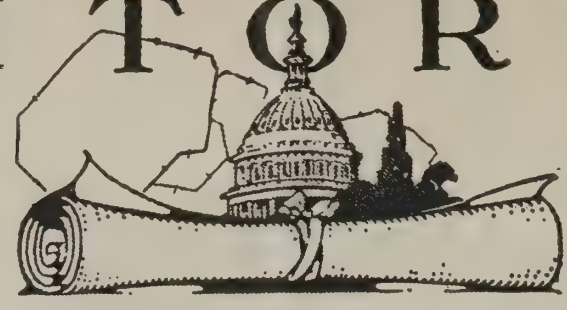
The PONY AUTOPLATE Machine is delivered completely assembled and motorized. It may be put to work immediately upon delivery without excessive installation costs and delay You may purchase the Pony Autoplate Machine from the manufacturer or through your own press builder.

PRICE, Completely Motorized, $5.500
f. o. b. Plainfield, N. J.



WOOD NEWSPAPER MACHINERY CORPORATION
501 Fifth Avenue, New York City

EDITORIAL



Blessings are upon the head of the just; but violence covereth the mouth of the wicked.—Proverbs, X; 6.

REVOLUTIONARY CENSORSHIP

AMONG the most startling incidents of the week in the general strike in England was the suppression of the organized newspaper press through amazingly impudent proletarian dictation.

It was the ugliest piece of unwarranted censorship of our times. Ruthlessly, without reason, like mad bulls turned loose in city streets, the least skilled elements of the mechanical departments of the daily newspapers of London, starting in the office of *London Daily Mail,* proceeded to nullify by brute force an instrument of freedom, a people's right, for which men have patiently contended and fought through the years since the discovery of the printing art made possible a democracy of intelligence.

The following significant facts should be kept in mind by the world's journalism: The "packers," called in the United States flyboys, press-room workers whose duties are to carry bundles of printed papers and do other laborious work around the press-rooms, were the ring leaders, the gentlemen who told the editor of the London Daily Mail to revise his expressed opinions in regard to a general strike as a national menace or, failing, take the consequences in the form of complete suppression of that great and free newspaper. The pressmen and stereotypers also joined in this demand, but the "packers," mere laborers, took the initiative and laid down the amazing dictation. This, by the way, was making good an old boast. The packers had long contended that in the event of a general strike, they could control editorial opinion or suppress the newspapers of London.

It is significant that the Society of Compositors did not join in the censorship conspiracy. Nor did other high skilled unionized newspaper workmen take the initiative in the brutal assault upon the constitutional right of free press, whose roots are sunk centuries deep in English life, its branches interlacing with the daily activities of the reading millions. It was the business of unthinking bullies who, presently, demonstrated a power to silence London's newspapers as effectually as if their plants had been leveled with battering rams.

This censorship was put into motion 24 hours before the call for the general strike.

Thomas Marlowe, editor of London Daily Mail, on Sunday had written as an editorial leader an expression of opinion which he titled "For King and Country," urging against the proposed general strike on patriotic grounds. The editorial was set in type and the page form sent to the stereotyping tables. There, it appears, the editor's views were read by the stereotypers, pressmen and packers. The latter flew into a rage. A committee of these workmen visited Mr. Marlowe's office, demanding that he alter his expressed views to conform to the views of these union men as to what was good policy for the government, people and unions in the strike crisis. The editor refused, although it was made plain to him that these men had possession of the printing tools and would suppress the newspaper. The management of the newspaper kept hands off, permitting the outrage to run its course.

It is equally significant that in the many strikes in newspaper offices that followed this incident the pressmen and packers took the initiative, and did not discriminate between papers that were pro-general strike or avowedly opposed to such violent action. In the case of one newspaper that was pro-strike in its editorial expressions the hot-heads took exception to a piece of news concerning recruiting of citizens and ordered it off page one. When the editor mildly remonstrated the upstart censors suppressed the publication by removing their members from the work rooms.

With no more consideration of justice, legal rights or even self-interest than these incidents indicate these bullies cut off the people of England from news contact with each other and the outside world. Within a few hours the government, which was in possession of radio broadcasting, a line of communication that English officials have carefully kept from private hands, was busy denying a crop of sinister rumors. One of these reports was calculated to do immeasurable harm, perhaps throw the nation into the bloodiest civil strife in history. All over London the people were passing from lip to lip a report that hundreds of British soldiers had been executed by the government for mutiny. There was no word of truth in it, of course, yet it was an event that had long been predicted might follow a general strike and would precipitate a monstrous national disaster. When the rattle brains of the press-room silenced the newspapers of London they unquestionably had no thought that rumor may be as potent as fact in firing hate and fomenting revolution.

In England as elsewhere these tactics are called "red." But they seem to us to be more representative of ignorance and braggart brutality than such clever manipulation as has marked the course of the Russian soviet leaders. Indeed, it is only recently that the newspapers of New York were strike bound through an unwarranted, ill-considered and illegal action starting in the press-rooms, with flyboys as the hotheads. Here, however, there was no question of censorship, but an issue concerning working conditions and pay. There are incidents of record in this country, Canada and Mexico, however, in which mechanical forces have attempted to use their power to dictate editorial or news expression.

Whereas hundreds of thousands of average bystanding English citizens have had deep sympathy for the striking miners, believing that their wage scale is below the standards of decent living, perhaps even bare existence, and that they are a sadly exploited body of men, and whereas a considerable portion of the English population was not unprepared to make sympathetic sacrifices in behalf of the miners, nevertheless the suppression of the press is said, and we believe it to be a fact, to have caused wide-spread revulsion of feeling and indignation. The Neanderthal men, as Mencken describes the type, who set up this dangerous censorship by suppression, cut off voices that were championing their cause. They opened the gateways to irresponsible rumor and thereby created wide-spread fears which might, in instances, if unchecked by the government's radio line to the people, have created a horror unparalleled in history.

Such tyrannical dictation of a free instrument of the people, in such circumstances as those prevailing in English journalism, cannot possibly be defended on any ground of reason. The general English press is not a subsidized, deceitful, false press. These are fair newspapers, responding to the highest journalistic principles of the day. In England the general press seeks to publish the news without fear or favor. Nothing is so safe in constitutionally governed nations as free expression of both majority and minority opinions. In England questions of the day are threshed out in public print. To suppress the nation's open forum is to assault one of the highest principles of modern civilization.

Free press and free speech are English traditions, jealously guarded and upheld. Not even in our own country is the average citizen so independent in thought and action. This week's events were wretched rewards for a people who know how to indulge such tolerance.

The conduct of the workers who silenced the press after they had failed to control its editorial policies challenges the attention of the world's best minds. The power of an irresponsible, unthinking, merely audacious body of roughs and toughs to break down an institution that has been created in behalf of every man's freedom through intellectual process, must be and will be met.

It is the business of the world's journalism to curb this unreasoning monster.

Miss Betty Brainerd discovered that newspapermen's wives love their husbands, despite late dinners, poverty and frenzied rushing, but she was silent when it came to the case of a husband who boasts circulation or linage figures at the dinner table.

IN THIS WIRELESS AGE

WHY use a medieval courier to carry your advertising message in this wireless age? is the impression conveyed by Joseph H. Appel, advertising director of the John Wanamaker stores, on another page of this issue. He was drawing a comparison between newspaper and magazine advertising.

The medieval courier wore fancy clothes, his horse was sleek, but his speed was slow. Magazines offer gay pictures, fine printing on glossy paper. But, as Mr. Appel points out, the selling appeal may have become obsolete by the time the magazine courier reaches the public. Newspapers print advertising while it is news.

Ideal editing segregates from the daily grist of humdrum trivialities significant items that by example show us how to live.

REPORTING PROGRESS

IT is encouraging to hear that the U. S. Forest Service of the Department of Agriculture has decided to make experiments to speed the growth of pulp wood in the United States. It is stated on this authority that by process of breeding and selection woods may be produced which will mature in from 20 to 30 years, instead of 50 to 60 years as now required.

Another recommendation is for the expansion of the investigations carried on at the Forest Products Laboratory at Madison, Wis., with particular reference to the use of different woods for pulp, methods to recover products being lost through waste in pulping process, and ways of preventing stream pollution by the waste.

It is also planned to put experiment stations into action in Pennsylvania and the Ohio Valley forest regions.

This is an application of science to the great, unsolved problem of the newspaper industry.

The Canons of Journalism, adopted by the American Society of Newspaper Editors, have been handsomely printed on a card by the Journalism Department of the University of Kansas and should be posted in every newspaper office.

"UNREWARDED CIRCULATION"

THERE is a line beyond which a newspaper's circulation cannot go without advertising rate readjustment. That boundary line must be located by individual publishers.* These are well established facts, but strangely the dead-line is often wholly disregarded, sometimes with dire results.

EDITOR & PUBLISHER is aware of several instances of sick newspapers at the present time and in each instance the malady might be termed "unrewarded circulation." Distribution has been driven upward while rate adjustment lagged until the balance is completely lost and profit is all but wiped out. The condition, in instances, has become chronic and complicated by contract commitments which make immediate relief impossible.

This week we learned of one newspaper publisher who had ordered a five per cent decrease in circulation to continue over the Summer months, thus to avoid losses on advertising contracts due to expire in the Fall. It is a low-rate paper, whose circulation has rapidly advanced in recent months. The publisher shows good sense to control his outgo. In the Fall he will advance his rate and put new power in his circulation department. His mistake was made when he allowed long-term low-rate advertising contracts with large users in the face of rapidly increasing circulation showings.

Publishers with a fine sense of business promotion keep their advertising rates and circulations balanced. The process is something like driving an automobile. Keep one foot on the circulation accelerator and one foot on the advertising brake and slow down for careful, noiseless shifting of the gears.

Circulation that is not paid for by advertisers is a fool's paradise.

Our Latin-American friends complained that entertainment curtailed discussion of serious business, but they have yet to be introduced to a convention program which includes golf.

PERSONAL

DR. DOUGLAS SOUTHALL FREEMAN, editor of the *Richmond* (Va.) *News-Leader,* will deliver the commencement address at the University of North Carolina next month.

Grove Patterson, editor of the *Toledo Blade,* has been elected president of the Ohio Sons of the American Revolution.

George Fort Milton, editor and publisher of the *Chattanooga* (Tenn.) *News,* returned last week from a three-months' pleasure trip through the West.

S. O. Simonson, senior publisher of the *Albert Lea* (Minn.) *Evening Tribune,* has been named president of the Business Men's Association.

George M. Shull, publisher of the *Mount Morris* (N. Y.) *Enterprise* for more than 40 years, observed his 80th birthday recently.

T. D. Monsen, editor of the *Fessenden* (N. D.) *Farmer,* has been elected president of the city council.

E. E. Howard, editor of the *Wheaton* (Minn.) *Gazette* and former president of the Seventh District Editorial Association, has filed for the Republican nomination for secretary of state of Minnesota.

Charles A. Jordan, publisher of the *Cogswell* (N. D.) *Enterprise* has been named postmaster of Cogswell.

Frederick Sullens, editor of the *Jackson* (Miss.) *Daily News* recently sustained two fractured ribs in a fall.

Bert F. Kline editor of the *Homestead* (Pa.) *Messenger,* was recently elected president of the Homestead Chamber of Commerce.

IN THE BUSINESS OFFICE

J. H. KUNTZ, circulation manager of the *Altoona* (Pa.) *Tribune,* has joined the *Lancaster* (Pa.) *Intelligencer and News Journal* in the same capacity.

Martin B. Miller, manager of out-of-town classified advertising for the *Chicago Tribune,* has just returned from a honeymoon trip to the Bermudas. Mrs. Miller was the former Miss Doris Travers.

Walter Law, advertising manager of the *Council Grove* (Kan.) *Daily Republican,* has resigned to become advertising manager of the *Goodland* (Kan.) *Republic.*

Guy Cravens succeeds Earle A. Corbin as advertising manager of the *Eveleth* (Minn.) *Clarion.* Mr. Corbin has entered the real estate business in Duluth.

Harold F. Cope, formerly with the display advertising department of the *New Orleans Times-Picayune,* has joined the publicity department of the American Rolling Mill Company, Middletown.

M. J. Misner, for the past year and a half business manager of the *Fort Lauderdale* (Fla.) *Daily News and Morning Sun,* has resigned to rejoin the Galvin Brothers dailies in Ohio. Misner will return to Lima, O., where he was on the *Lima News* before going to Fort Lauderdale.

W. S. Bennett, secretary-treasurer and business manager of the *Buffalo Courier,* has just completed 30 years of continuous service with that newspaper, with which he started as a bookkeeper.

C. Israel Lutsky, formerly promotion manager of the *Philadelphia Daily News,* has been appointed business manager of the *Philadelphia Jewish Times.*

IN THE EDITORIAL ROOMS

HUGH DURIGAN, who was on the *New York Herald Tribune* copy desk, is now editing the daily picture page, while Morris Gilbert, graphic editor, is devoting himself to the Sunday graphic section.

June Provines of the *Chicago Daily News,* who has been in Paris for the last month accompanying a group of Chicago and New York buyers and sending a daily fashion cable, will sail for home within the next few days.

Ralph McCanna and Harold Evans are new members of the *Chicago Evening Journal* staff.

Alfred Dillon is the new city editor of the *Brainerd* (Minn.) *Daily Dispatch.*

Arnold Daane, managing editor of the *Austin* (Minn.) *Daily Herald,* has left for a three months' trip to the Azores, Spain and Portugal. He will write of his travels for the Herald.

Frank Williard, *Chicago Tribune* cartoonist, is back at his desk after several months spent in the south for the benefit of his health.

Rudolph Rehbach, who has covered the county building for the *Chicago Abendpost* for a number of years, has been promoted to city editor.

Arthur Davenport, courthouse reporter, the *Tulsa* (Okla.) *World,* has left the paper.

D. A. Hallman, day telegraph editor, *Tulsa* (Okla.) *World* and Mrs. Hallman are parents of a daughter, born May 2.

P. M. Girard of the local staff, *Columbus* (O.) *Dispatch,* has been appointed editor of the *Columbus Motorist.*

Kirk E. Latta, political reporter, *Tulsa* (Okla.) *World,* is touring the state with Omer K. Benedict, Republican candidate for governor.

C. R. Byland, until recently a special student in the Missouri School of Journalism, has left to become news editor of the *Auburn* (Neb.) *Herald.*

Carl Erickson has left the city staff of the *Worcester* (Mass.) *Telegram* to enter business with his father.

Thomas Phillips, former Boston College baseball star, has joined the city staff of the *Worcester* (Mass.) *Telegram.*

Robert I. Smith, *Worcester* (Mass.) *Gazette,* has been made assistant city editor to replace William Holland, who becomes telegraph editor.

Albert O. James, for the past year and a half editor and manager of the Van Dyke-Center Line Press and the *Warren-Fraser Herald,* has been promoted to managing editor of the nine publications issued by J. E. Nellis & Son Company of Mt. Clemens, Mich. Merton H. Wheeler, for two years editor of the *Mt. Clemens Monitor,* one of the Nellis group, is now secretary of the Mt. Clemens Chamber of Commerce.

Paul Robarts, Oklahoma City bureau man for the *Tulsa* (Okla.) *World,* has been recalled to the office in the capacity of reporter.

John Golobie, editor of the *Guthrie Oklahoma State Register,* is reported somewhat improved following an operation at Oklahoma City, April 26.

George F. Cochran, Sunday editor of the *Lakeland* (Fla.) *Ledger,* is ill in a Salisbury, N. C., hospital.

Ralph N. Swanson has been named news editor of the *Lawton* (Okla.) *Evening Constitution.*

Philip B. Ronayne, veteran city hall reporter, *Worcester* (Mass.) *Gazette,* is on an extended leave of absence due to ill health.

George Goodale, assistant sports editor of the *Tulsa* (Okla.) *World,* who sustained serious acid burns in a fraternity initiation at the University of Tulsa, April 28, has resumed work.

Fred E. Howell, formerly of Peoria, Ill., has been appointed sporting editor of the *Springfield* (O.) *Daily News,* vice John E. Reid, resigned.

Herbert Asbury of the night rewrite staff of the *New York Herald Tribune* returned May 7 from a leave of absence.

FOLKS WORTH KNOWING

FRANK JENKINS, editor and president of the *Eugene* (Ore.) *Register* has been actively engaged in the newspaper business since he was 18 years old. He gained his first experience as a printer's devil on the *Indianola* (Ia.) *Advocate Tribune,* where he worked for $1.50 a week.



FRANK JENKINS

After being graduated from Simpson College, Indianola, he served as a cub reporter on the *Omaha* (Neb.) *World-Herald* staff for a year and in 1906 became manager, editor and general superintendent of a small newspaper published by a syndicate at Hamburg, Ia.

A year later Mr. Jenkins went West, settling in Oregon. For two years he wrote for a syndicate principally on out of door subjects. He often travelled over the Rocky Mountain trails with only a pack horse, obtaining material for his next series.

Mr. Jenkins' desire to get into the daily paper field led him to buy the interest of W. G. Gilstrap in the *Morning Register* in 1912.

With the growth of Eugene, the Register prospered.

In the next few months the paper will occupy a new building, with new machinery, including presses and linotypes.

HOLDING NEW POSTS

HAILE T. HENDRIX, from art department, *Kansas City Journal-Post,* to art staff, *El Dorado* (Ark.) *Daily News.*

(*Continued on next page*)

NOW:—

Daily News Photo Matrix Service

• • Direct from New York • •

Our daily newspaper clients, present and prospective, will be interested in the announcement that we have arranged to supply an auxiliary service from New York, daily, at moderate additional cost. Inquiries are solicited.

We are also making important changes in our general features.

You buy with both sides of your dollar when you come to us!

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Editor and Manager

"Nothing Succeeds Like Success."

GAS BUGGIES

or

HEM AND AMY

By FRANK BECK

Runs in

22 One-Paper Cities

You have all been noting the comparative frequency of consolidations and absorbtions. With tens and dozens of comics to choose from, why do so many single paper cities select this particular strip?

"Nothing Succeeds Like Success."

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager — Earl J. Hadley, Associate

150 Nassau Street, New York City

(*Continued from page 29*)

Irma Howorth, from editorial staff, *Meridian* (Miss.) *Star,* to *Jackson* (Miss.) *Daily News* as a reporter.

Miss Eileen M. Harrison, from reporter and feature writer, *Ann Arbor* (Mich.) *Times-News,* to society editor, *Jamestown* (N. D.) *Sun.*

Eddie Anderson, from police reporter, *Tulsa* (Okla.) *World,* to oil editor, *Okmulgee Record.*

Walter Biscup, from reporter, *Muskogee* (Okla.) *News* to staff, *Tulsa World.*

WITH THE SPECIALS

C. J. ANDERSON Special Agency Chicago, has moved to new quarters at 35 East Wacker Drive.

George A. McDevitt Company, special representatives, New York, have been appointed to represent the *New Orleans Item and Morning Tribune* nationally.

Robert S. Farley, Eastern steamship advertising representative has been appointed to represent the *Philadelphia Record,* in the steamship field.

John J. Flanagan of Pelham Manor, N. Y., is associated with the George B. David Company, on their soliciting staff.

Los Angeles Evening Herald, San Francisco Call Post and *San Antonio Light* have appointed John H. Lederer their national advertising representative in Chicago, with offices in the Hearst Building. T. C. Duggan will be associated with him in the Chicago office.

NEW PLANTS AND EQUIPMENT

VERDEN (Okla.) NEWS has installed complete electric motor equipment for its mechanical department.

Recent installations of Elrod Lead, Slug and Rule Casters: *Elizabeth* (N. J.) *Times; Kokomo* (Ind.) *Tribune; Pontiac* (Mich.) *Press; Danville* (Ill.) *Commercial News.*

Askov (Minn.) *American* is putting up a new building.

Wabasha (Minn.) *Standard* has installed a Model C Intertype.

Beresford (S. D.) *Republican* has installed a three H. P. electric motor.

Battle Creek (Mich.) *Moon-Journal,* has purchased an 8-page deck which now makes their Duplex Tubular press of 24-page capacity.

Recent shipments from the New York and Dunellen Works of R. Hoe & Co., Inc., included three superspeed units with ink pumps and double folder for the *Brooklyn Daily Eagle,* an eight page intaglio press with single folder for *Diario de la Marina,* Havana, Cuba, and a 16-page double-width intaglio press for *La Prensa,* Buenos Aires.

MARRIED

R. KENNETH RICHARDS, of the classified department, to Miss Kathryn M. Swafford of the circulation department, *Springfield* (Ill.) *State Journal,* April 18, in St. Louis.

Clyde B. Davis, telegraph editor of the *Denver Rocky Mountain News,* to Miss Martha Wirt, society editor, secretly at Greeley, Col., April 20. The marriage was announced last week.

Henry C. Todd, assistant city editor of the *Montreal Star,* to Miss Jetta Vivian, second daughter of Mr. and Mrs. William P. Gray of Campellton N. B., in Montreal, April 29.

G. R. Schaeffer, advertising manager of Marshall Field & Co., to Miss Alma Adair, of Sioux City, Ia., in that city, last week. Mr. Schaeffer is vice-chairman of the Chicago association of commerce advertising council.

John Cairns, night editor, *San Francisco Examiner,* to Miss Grace McTavish of Vancouver, B. C., recently.

SPECIAL EDITIONS

VICTORIA (B. C.) DAILY COLONIST, Rotary Convention issue, April 22.

Watertown (S. D.) *Herald,* 44-page Industrial and Automobile edition.

St. Paul Daily News, Better Homes number, April 25.

Kerkhoven (Minn.) *Banner,* Progress edition, April 29, covering 50 years' development in that territory.

Winona (Minn.) *Daily Republican-Herald,* 14-page "Better Homes" section, April 27.

Murdock (Minn.) *Leader,* 16-page Progress number, April 29.

Lansing (Mich.) *State Journal,* Home Complete Show edition, April 24; Children's edition, April 28.

CHANGES OF OWNERSHIP

BROOKFIELD (Mo.) GAZETTE was recently bought by A. H. Fulton, a printer.

J. W. Roberts, of the Roberts Publishing Company, publishers of the *Chillicothe* (Tex.) *Valley News,* has purchased the *Munday* (Tex.) *Times.*

On May 1, E. R. Childers sold the *Columbia* (Mo.) *Herald-Statesman* to a corporation. The officers of the compay buying the paper are: James W. Caudle, president and manager of the job printing department; Frank H. Scott, vice-president and general manager; A. J. Snedeker, secretary-treasurer and manager of the retail department.

PRESS ASSOCIATION NOTES

JAMES M. MILLS, Associated Press correspondent at Moscow, is spending his vacation in London and Paris and will return to Moscow about June 15. Meanwhile he will visit a number of the Balkan countries to which he was assigned before assuming the Moscow bureau. He had expected to come to the United States this summer, but his substitute was not able to serve long enough to make such a trip possible.

Copeland C. Burg has been appointed manager of the Chicago bureau of International News Service, replacing Kenneth Duncan, resigned. He was formerly a member of the I. N. S. Pacific Coast staff in Los Angeles. He has been with the news service about five years, covering important stories in California. Thomas R. Curran, formerly correspondent at Lincoln, Neb., succeeds Burg in Los Angeles.

Louella Parsons, former moving picture editor of the *New York American,* who has been recuperating from an illness in California, is now covering Hollywood news for Universal Service. A private office has been established for her next to the Los Angeles bureau of Universal.

Otis Peabody Swift, who has been in the business side of the United Press Associations, has returned to editorial work and is now assigned to the New York headquarters cable staff. Mr. Swift before his association with the business department was cable editor of United News in New York, and later manager of the Chicago bureau.

G. Ross Downing has been transferred from the Pittsburgh staff of the International News Service to become manager of the Harrisburg, Pa., bureau. S. Neiman has been transferred from New York to Pittsburgh.

Lester Smith, Cleveland manager of the International News Service, was sent to Cincinnati this week to open a new bureau there. He has been succeeded in Cleveland by Ben Stern.

James B. Nevin, former editor of the *Atlanta Georgian,* has joined the Washington staff of Universal Service.

Lewis Keemle, recently on the desk of the *Philadelphia Public Ledger,* has joined the New York staff of the United Press. Mr. Keemle was at one time managing editor of the *Baltimore Post.*

William Neal has been sent from the New York to the Washington bureau of International News Service, succeeding Wilbur Morse, resigned. E. L. Rawley has been transferred from Albany to New York.

Frederick K. Abbott has returned to his post in charge of the Paris bureau of International News Service.

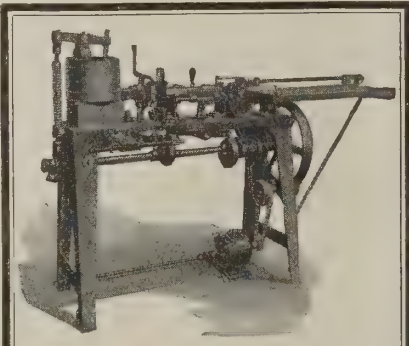
SCHOOLS

GAMMA CHAPTER of Theta Sigma Phi, honorary journalism sorority, at the University of Missouri, Columbia, Mo., entertained with its first annual Matrix Table banquet the evening of April 16, honoring local authors. Miss Sara L. Lockwood, associate professor of journalism at the university and national president of Theta Sigma Phi was toastmistress.

Byron A. Hayworth, of Burlington, N. C., editor-in-chief of the *Guilfordian* college weekly, was elected president of the North Carolina College Press Association in the final meeting of that body at Guilford College, N. C. The *Technician,* of State College, was voted the best college newspaper, and the *Archive* and *Carolina Magazines* took first and second place as magazines respectively. The next meeting of the association will be held at Salem College, Winston-Salem, next fall.

Students in journalism from Ohio State University were in charge of the publication of last Saturday's issue of the *Columbus Citizen.* This is an annual custom.

The man who will not obey the law as it stands isn't likely to comply with it if modified.—*Columbus Dispatch.*



A Giant for

Producing Leads, Slugs and Plain Rules

CUT your costs on spacing and border material—let the Elrod produce all the leads, slugs and plain rules you can use, cast from standard slug metal and cut to any length.

The Elrod is simple and automatic. It does not require an expert operator and will cast high-grade material that will stand up even under severe stereotyping and press conditions.

Ludlow Typograph Co.
2032 Clybourn Ave., Chicago
San Francisco—New York
Atlanta—Boston

LUDLOW QUALITY COMPOSITION

Century Bold Extended

PUBLISHING Completes the
36 Point

BIG EXTENDED Faces give strong
30 Point

PRINTERS Create then
24 Point

BETTER IN Many folder and in other
14 Point

GET MODERN Machinery this
18 Point

SLUGS PRINT More perfectly because sound
12 Point

(42 and 48 Point Century Bold Extended in Process)

FOR advertising and job composition. The Ludlow system of matrix composition provides new, clear-cut printing faces on slugs for every job. Its speed, versatility, 6 to 60 point range in a wide variety of quality typefaces, including bold and extended, ranks it first for display and job work. Because you set matrices, not type, you secure your slug lines immediately, never running short of sorts for any job.

Ludlow Typograph Co.
2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
New York: 63 Park Row
Boston: 261 Franklin Street

LUDLOW QUALITY COMPOSITION

Deal with these 28 Iowa daily newspapers as with one publication. This is the logical way to reach Iowa's pocketbook, for practically every family in the state reads one of these dailies every day.



How this *Iowa Plan* sells your goods

IN the first place, you probably know that this Iowa market is very desirable. By far the foremost agricultural state, Iowa's industries also add greatly to her prosperity.

Iowa is 51% above the nation's average in per capita taxable wealth. Better still, her wealth is well divided.

Iowa's standard of living is indicated by these facts: Iowa has the lowest percentage of illiteracy in the United States; there are approximately two bank accounts for every family in the state; more telephones per capita than any other state; largest number of automobiles on farms (one car for every 3.7 persons in the state at large).

Now this wonderfully responsive market should be even more interesting to you, because we have made it easier for you to reach.

These 28 leading Iowa daily newspapers have formed this association, in the interest of more systematic marketing. The circulation of these papers thoroughly covers the state.

Along with any adequate advertising campaign in these daily newspapers you are offered uniform cooperation in every section of the state, in opening, gaining distribution and successfully selling your products.

These 28 publishers are 28 friendly allies for you, each holding the key to the situation in his own locality.

Lists and surveys needed will be prepared for you.

This plan, in fact, helps you in every step,—with jobber, dealer and consumer.

Let us tell you more about this plan—as pertains to *your* specific problem.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY TAKES A DAILY NEWSPAPER

WHAT'S WHAT IN THE FEATURE FIELD

Science Service Elects New Trustees—Sir Philip Gibbs Covering British Strike for United Features—Eleanor Gunn Again With Metropolitan

DR. M. I. PUPIN, who wrote "From Immigrant to Inventor" and who is now retiring president of the American Association for the Advancement of Science, has been elected a trustee of Science Service, the institution for the popularization of science, upon nomination of the American Association for the Advancement of Science, it was announced this week. Thomas L. Sidlo of the law firm of Baker, Hostetler & Sidlo, Cleveland, was elected to fill the vacancy in the board of trustees created by the death of E. W. Scripps, founder of Science Service.

The following trustees were re-elected: Dr. R. A. Milliken, director of the Norman Bridge Laboratory of Physics, Pasadena, upon nomination of the National Academy of Science; Dr. Vernon Kellogg, permanent secretary of the National Research Council, upon the nomination of that body; R. P. Scripps, of Scripps-Howard Newspapers, nominated as a representative of the E. W. Scripps estate.

Other members of the board of trustees include Dr. A. A. Noyes, director of the Gates Chemical Laboratory, Pasadena; Dr. John C. Merriam, president, Carnegie Institution; Dr. D. T. MacDougal, director of the Desert Laboratory, Tucson, Ariz.; Dr. J. McKeen Cattell, editor of *Science and Scientific Monthly;* Dr. C. G. Abbot, director of Astrophysical Observatory of the Smithsonian Institution; Dr. Victor C. Vaughn, chairman of division of medical sciences, National Research Council; Dr. W. E. Ritter, University of California; Frank R. Kent, *Baltimore Sun;* Dr. John H. Finley, *New York Times,* and Mark Sullivan of Washington.

Officers of Science Service recently elected are as follows: Dr. W. E. Ritter, president; Dr. J. McKeen Cattell, vice-president; Dr. Vernon Kellogg, treasurer; Watson Davis, secretary.

Sir Philip Gibbs was this week engaged to write articles on the general strike in Great Britain for American newspapers through United Features Syndicate. The same syndicate announced that Lloyd George's weekly cable article would deal with strike conditions while the industrial disturbance continues. Sir Philip will cable stories twice a week.

Eleanor Gunn's fashion articles are again being distributed by the Metropolitan Newspaper Service, New York. For the past few years Miss Gunn has been writing for the Fairchild News Service. Prior to that she was with Metropolitan. She will still have access to news, illustrations, and style reports of the Fairchild Publications which include *Women's Wear,* a daily, published in New York.

Star Newspaper Service, Toronto, this week announced four new services. They are: a series of weekly illustrated gardening articles, by T. H. Rand-McNally, horticulturist; a weekly house plan service, drawn by a Toronto architect; a symposium by writers, statesmen, scientists, and academicians of the Dominion, entitled "My Religion"; and a series of 48 lessons in lawn tennis by Capt. R. Innes-Taylor, editor of the *Canadian Lawn Tennis Magazine.* This last named service is being handled in Great Britain by the Newnes Newspaper Services.

Shirley Rodman Williams is writing a daily parent-child feature for the McClure Newspaper Syndicate, New York. The feature is made up of an illustrated verse for the child, and a short paragraph for the parent on child psychology.

Miss Minerva Hunter is author of "Thrift Thought For Today," a new feature added to the blanket service of the Electricaster Service, Inc., Omaha, Neb.

Howard Wheeler, vice-president and general manager of United Features Syndicate, New York, and Mrs. Wheeler are parents of a baby girl born at Lenox Hill hospital, New York, May 4. Mr. Wheeler had hoped for a syndicate salesman but declared himself entirely satisfied with the future "sob-sister." The girl, unnamed yet, is their first baby.

Miss Wilma Eihs, secretary of Christy Walsh, president of the Christy Walsh Syndicate, was married last week to Henry F. Groenert, Woodhaven, N. Y. Mrs. Groenert will continue to work for the syndicate.

Hugo S. Sims, of Orangeburg, S .C., is issuing a weekly clip service for newspapers under the masthead "Editor's Copy." Features for clipping are printed on two pages of newsprint of regular standard newspaper size. In the current number, the features include: editorials; editorial paragraphs; a Sunday school lesson, by Henry Radcliffe; localized stories; a fashion letter; "Farm Gossip," by "L. S. W."; Washington letter; radio program; jokes; moving picture comment; sports column, and news shorts.

The McClure Newspaper Syndicate, New York, has obtained second serial rights to "The Sinister Man," by Edgar Wallace, and "The Black Joker," by Isabel Ostrander.

FLASHES

An inferiority complex is a state of mind that causes a fellow to throw down the best hand in a poker game.—*Florence* (Ala.) *Herald.*

As we understand it, the wets are sore because they have no kick coming.—*Milwaukee Journal.*

What makes the happy ending of some movies is the mere fact that they have ended.—*Macon News.*

One outstanding feature of the progress of civilization, and all that, is the fact that there were fewer millionaires at large in 1826 than there are in jail in 1926.—*Little Rock Arkansas Gazette.*

If only the dear things wouldn't get the bloom of youth higher on one cheek than on the other.—*El Paso Herald.*

Now and then one picks up a magazine on the stands these days that makes one curious to see the stuff the editor rejected.—*Detroit News.*

Mussolini was accorded an uproarious reception in Africa. Italy doesn't owe any debts there.—*Portland Oregonian.*

Drys having flatly contradicted everything said by the wets, the hearings should be continued to allow a third set of witnesses to contradict both sides.—*Brooklyn Eagle.*

The contention of engineering experts that the day of windmills is past would seem to be confirmed by the meager accomplishments of our legislatures.—*Norfolk Virginian-Pilot.*

Generally speaking, Opportunity knocks; it is only to a woman it comes with a ring.—*Philadelphia Inquirer.*

If anyone is hopelessly behind with his work it must be the fool-killer.—*Florence* (Ala.) *Herald.*

"Second Love"

By

Malcolm Duart

Hitherto advertised for release June 5, is hereby released for publication

May 16

or any date thereafter at the discretion of editors who purchase it.

Since "Second Love" is not sold in territories so near together that circulations overlap, this earlier release will have no adverse effect upon publishers who now are running the predecessor of "Second Love" in full and who wish to release Malcolm Duart's new story in June as originally planned.

Proofs of story and mats of illustrations and promotion material are ready and will be forwarded on telegraphic order.

EUGENE MACLEAN

519 California Street

San Francisco California

New Fiction---and New Circulation

THIS is how I KNOW that "Second Love," the serial I am offering for release May 16 or thereafter, at discretion of editors, and those erials I shall offer hereafter, will make circulation for he newspapers that print them.

'or many years, first as editor of the Cleveland (Ohio) 'ress, later as publisher of a San Francisco newspaper, nd finally as president and general manager of NEA ervice, Inc., I studied the effect upon newspaper cir-ulations of second-hand material—reprinted novels—n the fiction department.

'ractically every bit of fiction used by American news-'apers was old—it had passed through magazine and ook publication before it reached the newspaper eader.

nd, it was my own experience that these reprinted ooks, no matter how great the name of the authors or how popular the books themselves, made little or o circulation for the papers in which I was interested.

'he reason did not seem far to seek. These books were ot written for newspaper use; for short installments; or an audience used (in its newspapers) to fast action -to the excitement that lies in every column of news. nd, of course, many of the readers had seen the stories efore.

n San Francisco I began to experiment, in a small way t first, with original fiction—new stories, written for he newspaper public, in a form that the reader could ollow.

'he immediate result was that the newspaper made irculation, with mighty little expenditure of money in romotion.

made mistakes, of course. It takes time and labor to earn. But before I sold my stock in that paper (at ½ times the price at which I purchased it) I had vorked out, as an editor, a pretty close analysis of what he newspaper public wants in fiction.

Later, in the syndicate field, I put to use on a larger cale the things I had learned. Working closely with he writers, day by day, I supervised and edited "The Flapper Wife" (also variously called "Gloria" and "The Jazz Bride"), "Footloose," "Spinsterhood," (also called "The Love Dodger") and "The Yellow Stub," and finally, wanting a certain type of story to balance the program, myself wrote the novel "These Women" under the pen name of Malcolm Duart. This last, I believe, is now enjoying the largest run of any piece of newspaper fiction ever printed.

Each of these stories was successful, in an amazing degree. They all MADE CIRCULATION.

I am now preparing an all-the-year-around fiction program, carefully balanced to meet every shade of reader demand. The public does not want and will not read, any one type of story continuously, whether it is "jazz," mystery, adventure or straight romance. It WILL read, and DOES read, in increasing volume, the paper that offers all these elements in rotation—PROVIDING EACH STORY IN THE PROGRAM IS BUILT FOR NEWSPAPER USE.

It so happens that the first story I offer, as an individual purveyor, is a "jazz" story after a fashion. It is a study of the disastrous effects that follow the marriage of a poor young man to a rich girl. There is a "vamp" in it, of course, some love, some tears, and all that sort of thing.

It is a sequel to "These Women," though it is so constructed that it stands alone. It is not necessary to have printed "These Women" to get full value from its successor.

The succeeding story will be of a different type. I shall announce it in June.

But "Second Love," and the story that follows it, and each of those that come after, WILL MAKE CIRCULATION. Built into a consistent program they will create a permanent following—a following of NEW readers.

The price of a year's service, or of territorial rights to "Second Love," on request.

Eugene MacLean,
519 California Street,
San Francisco, California.

WITH THE GENERAL ADVERTISERS

Rolls Razor, British Product, Is Possible National Account—F. B. Farley Now Directing Fada Radio Advertising—Portland Cement Association in New Home

A NEW national advertising account for American newspapers may develop for promotion of the Rolls Razor, a British product, of which the MM Importing Company, 6 E. 45th street, New York, is the sole agents in the United States.

Pickard, Brander & Brown, New York advertising agency, on May 5 placed a full page advertisement in the *New York Times* announcing the razor and listing New York dealers.

An agency official informed EDITOR & PUBLISHER this copy was in the nature of a test of newspaper space, and the selling possibilities of the Rolls Razor. Within a month, he said, it will be decided whether or not a national campaign will be started.

Increased production facilities of the manufacturer, Rolls Razor, Limited, of London, have made it possible to introduce the razor in America, the initial advertisement stated.

Francis Brooke Farely has been appointed advertising manager of F. A. D. Andrea, Inc., New York, makers of Fada radios, succeeding K. H. Stark, resigned. Mr. Farely was formerly connected with Charles Freshman Company, Inc., radio manufacturers.

General offices of the Portland Cement Association have been moved from the Conway Building, 111 W. Washington street, Chicago, to the association's new building, 33 W. Grand avenue. The advertising department is now located at this new address.

Pierce Petroleum Corporation, St. Louis, is placing a newspaper campaign in St. Louis territory. The account is handled by the Chappelow Advertising Company, St. Louis.

Viking Pump Company, Cedar Falls, Ia., did a business of $787,000 in its last fiscal year, J. G. Wyth, manager, reported in his annual statement to stockholders. Officers were re-elected as follows: W. L. Hearst, president; Jens Nielsen, vice-president; W. N. Hostrop, secretary; and P. C. Petersen, treasurer.

E. Clarke King, Jr., until recently editor of *Detroit Publicity* and publicity director for the Detroit Convention and Tourists' Bureau, has joined the advertising department of Kelvinator Corporation at Detroit. He is a former newspaper man, having been branch office manager for the *Syracuse Herald* at Fulton, N. Y., prior to his going to Detroit. Mr. King covered courts for the *Springfield* (O.) *News* before he entered the Air Service during the war.

Pratt & Florea, Inc., of New York, are now placing copy in New York papers for the O. L. Schwencke Land & Investment Company, New York, advertising their Seaford Harbor, Long Island, development.

Harry R. Wellman, professor of marketing, Amos Tuck School of Administration and Finance, Dartmouth College, this week informed EDITOR & PUBLISHER, he would be unable to address the semi-annual convention of the Association of National Advertisers to be held in Chicago, May 10-12. Illness made it necessary for him to cancel the speaking date.

"Senac" is the new name of the product of the Hubbard Automatic Oil Burner, Duluth, Minn. It was chosen as a result of a name contest.

ON "TRICK" ASSIGNMENT

Granville Whittelsey, Jr., Approaches New York Aboard Rotorship

Granville Whittelsey, Jr., formerly on the staff of the *Providence Journal*, may lay claim to one of the most unique assignments in the current journalistic year. This young newspaper man is now nearing New York harbor, aboard the rotorship, Baden-Baden. He sailed from Hamburg, five weeks ago to cover the journey for members of the North American Newspaper Alliance.



G. WHITTELSEY, JR.

Just prior to leaving Hamburg, Whittlesey learned that German law forbade cargo ships to carry passengers, and, in consequence, he is on the ship's list as a common seaman. Whittlesey was engaged by N. A. N. A. in New York to sail to Germany and come back on the strange craft, invention of the German, Anton Flettner.

The route of the Baden-Baden is the same as that taken in 1492 by Columbus.

The Baden-Baden is expected to dock in New York sometime next week. Mr. Flettner, who crossed on a liner, is already in New York.

ADVERTISING AGENCY AFFAIRS

E. M. Pratt Elected Vice-President of Frank Seaman, Inc.—Lynn A. Gratiot Now Associated With John Ring, Jr.—Three New York Agencies Move Headquarters

EDWARD M. PRATT was this week elected vice-president of Frank Seaman, Inc., New York advertising agency, succeeding F. A. Arnold, resigned. Other officers were re-elected as follows: Frank Seaman, chairman of the board of directors; Walter Hine, president; Julian Seaman, treasurer, and H. V. H. Proskey, secretary. Mr. Pratt came to the company a few months ago from Marschalk & Pratt, Inc., New York agency. He has been acting in a contact capacity for Frank Seaman, Inc.

Lynn A. Gratiot, one of the founders of Yost, Gratiot & Co., from which he recently withdrew, has been made vice-president of the John Ring, Jr., Advertising Company, St. Louis. C. F. Stuhlman, formerly of the advertising department of the St. Louis & San Francisco Railroad, St. Louis, has joined the staff of this agency as account executive.

Three New York advertising agencies are now operating from new offices. Frank Kiernan & Co., is at 41 Maiden Lane, opposite the Federal Reserve Bank; the Trans-Pacific Advertising and Service Bureau, Inc., the head office of which is in Tokio, has changed its New York office to the Bowery Savings Bank Building, 110 E. 42nd street; and the G. Lynn Sumner Company has moved to new quarters in the Murray Hill Building, 385 Madison avenue.

The H. W. Kastor & Sons Advertising Company, New York, announces the appointment of Alfred Weeks as production manager. Mr. Weeks was formerly head of the engraving desk in the mechanical production department of the H. K. Mc Cann Company, also New York.

Harry M. Miller, who left the *Columbus* (O.) *Dispatch*, several years ago, to form the Herr Miller Advertising Company, at Columbus, has formed a new advertising agency to be known as the Miller-Knopf Company, Inc., with offices at 43 West Long street, Columbus. Incorporators include Sadie L. Miller, Raymond W. Knopf, Mildred C. Knopf and W. B. McLecker.

David M. Cheney, formerly on the faculty of Tufts College at Medford, Mass., has resigned to join the advertising firm of Wood, Putnam & Wood Company of Boston, New York and Baltimore.

Alexander D. Walter, advertising counsel for a number of Pittsburgh, Pa., corporations has joined the staff of the W. S. Hill Company, of Pittsburgh. He is a member of the Pittsburgh Advertising Club and has been prominent in Pittsburgh advertising circles for the past 12 years.

Miss Jane Wood has resigned from the Thelma Gaines Advertising Agency, San Antonio, and has taken charge of the advertising department of the Nieman-Marcus Company, Dallas clothiers. Miss Marion Johnson, former advertising manager of the Vogue Company, San Antonio, has joined the Gaines Agency, as account executive.

The hard part of making good is that you must do it over every day.—*Vancouver Sun.*

The only males of this era who boss the household are under three years of age.—*St. Joseph News-Press.*

CIRCULATION BUILDING SUPREMACY

We opened 1926 with the greatest newspaper campaign ever conducted, and secured over $300,000 in prepaid subscriptions for The Cleveland Plain Dealer. We can attain similar success for you!

THOUSANDS OF NEW, PREPAID, BONA-FIDE HOME-DELIVERED SUBSCRIBERS SECURED IN TEN WEEKS' TIME

HOLLISTER'S
Circulation Organization
Wire or Write us at 717-718 Commercial Exchange Bldg., LOS ANGELES

LA PRENSA
of
Buenos Aires

Announces
That It Has Appointed
JOSHUA B. POWERS
Exclusive Advertising
Representative
for North America

Mr. Powers for the past few years has been assistant manager for the UNITED PRESS in South America

250 Park Ave., New York
Vanderbilt 5943

Service

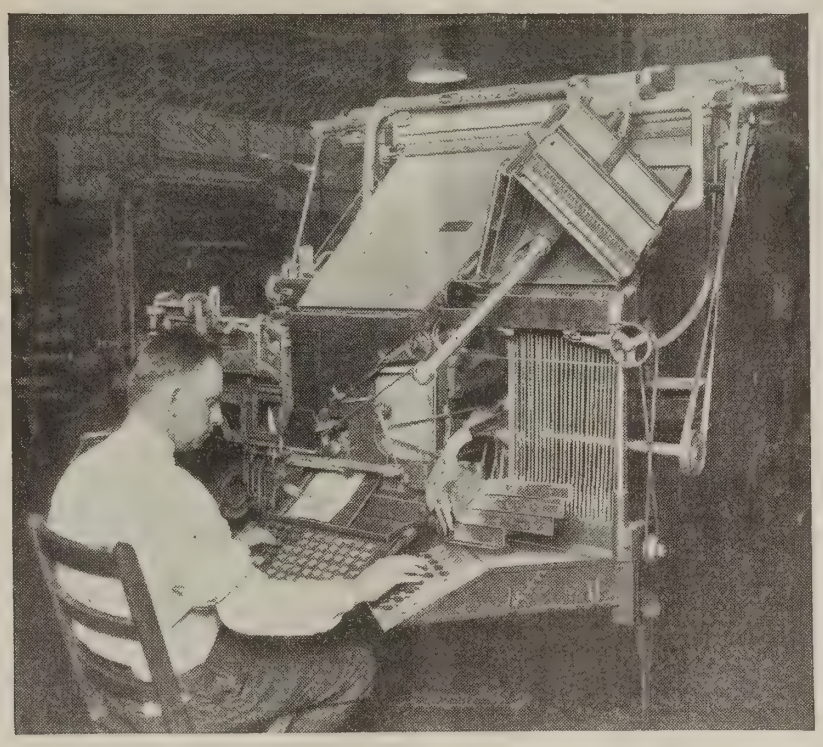
To Classified Manager:

Certainly the Editor & Publisher is a wonderful agency of helpfulness to the great profession and industry it serves. It has brought to me a number of good prospects and given me opportunities that I could not otherwise have obtained. And your own thoughtfulness, courtesy and generous use of your time and experience to be helpful is pleasant to think about and be thankful for.

(Signed) _____

(*Writer's name on request*)

The Service offered by the Classified Department of EDITOR & PUBLISHER is of value to everyone engaged in any phase of newspaper making; and of equal value to the producers of Equipment, Supplies and Services that are essential factors of the great Newspaper industry.



Standardized Intertype with Power Keyboard Side Unit

"Why should I buy an Intertype?"

Answer: For the same reasons which have prompted the largest newspapers in the country to buy from one to over a hundred Intertypes. Here are some of these reasons:

Non-Obsolescence—Intertype policy and design protect your investment in Intertypes against loss from obsolescence. *No Standardized Intertype has ever become obsolete.*

Unit Construction—Any kind of Standardized Intertype can be converted into any other—in any composing room by any machinist. The Intertype meets tomorrow's needs as well as today's—another safeguard for your investment.

New Improvements—New Intertype Improvements have always been made applicable to outstanding Standardized Intertypes—still another protection for the Intertype user's investment.

Auxiliary Units—Auxiliary or side magazine units can readily be added to your Intertypes as your requirements demand. Greater range is available whenever you need it.

Interchangeable—Even repair parts are interchangeable on all Standardized Intertypes. It is unnecessary to keep a separate stock for each machine in a large battery. This means less money tied up, less chance of having to wait for shipment of a repair part from the factory.

Simplicity—The Intertype has fewer moving parts. On the three-magazine machine, there are 910 fewer moving parts in the escapement mechanism alone. On the Intertype "Mixer" one spaceband box does the work of three. *Parts which do not exist cannot wear out.*

Profit Features—The Intertype has many improvements especially designed to give it maximum output at minimum cost. About forty of these features are illustrated in our booklet "Profit-Making Intertype Features"—yours on request.

For still more reasons why you should buy an Intertype, write for Intertype literature. Please wire collect if you wish to see an Intertype representative.

Standardized
INTERTYPE
TRADE MARK

INTERTYPE CORPORATION

1440-A BROADWAY, at 40th Street, NEW YORK

CHICAGO MEMPHIS SAN FRANCISCO BOSTON LOS ANGELES LONDON

INTERTYPE CORPORATION
1440-A Broadway at 40th St.
New York

Please send literature about Standardized Intertypes.

Name.....

Address.....

ST. LOUIS REVIEWS SIX YEARS OF ADVERTISING

63 New Industries Brought to City Through Municipal Campaigns—Plan to Spend $70,000 in Next 12 Months

With six years of successful municipal advertising ended, the St. Louis Municipal Advertising Committee, composed of leading business men and city officials, is in the midst of shaping plans for the new fiscal year. It is proposed to use a fund of $70,000 or more in the next twelve months for advertising the assets of the city.

The advertising campaign is strongly supported by the City, the Board of Aldermen appropriating each year one half of the total fund. The aldermen already have voted a $35,000 appropriation for this year and citizens are being asked to contribute a like amount.

St. Louis, which was a pioneer in municipal advertising, has found it pays excellent dividends. Within the six years the advertising campaign has been in effect, 196 new industries have been brought to the city. Of these, it is known that the coming of at least 63 was traceable directly to the advertising and a number of others were perhaps greatly influenced by it. The new firms which have located there are now paying into the city treasury about $250,000 a year in taxes, according to conservative estimates.

The St. Louis advertising campaign is sponsored by the city, the Chamber of Commerce and the Advertising Club. A committee composed of about 30 business men and city officials supervises the work of preparing the advertising and the selection of publications to be used. The committee is headed this year by C. A. Munroe, chairman of the Board of Directors of the Laclede Gas Light Company. Last year the chairman was Walter B. Weisenburger, vice-president of the National Bank of Commerce. The advertising is placed by the John Ring, Jr., Advertising Company.

The advertising copy is not of the so-called "clever" or "flashy" kind, but is fashioned to tell the simple truths about the basic facts which cause St. Louis to grow. It is directed toward the bringing in of new industries and increasing the population and commerce of the city. The appeal to industry is based on central location, railroad facilities, labor supply and living conditions.

Inquiries in response to the advertisements are classified and followed up by the Industrial Department of the Chamber of Commerce. For the supplying of general information a booklet setting forth the chief assets of the city has been prepared and is mailed out to those asking for it. Requests for specific information are met by special letters handled by the Chamber of Commerce.

As an aid to building up trade, advertising with an appeal to merchants is published each spring and fall in the states within the St. Louis trade territory. This plan has resulted in a remarkable growth of the St. Louis market in various lines.

In the annual report of the Municipal Advertising Committee, just made public, is shown that at least 50 cities have adopted plans for municipal advertising, many of them modeled on the St. Louis method.

SOUTH CAROLINA A. P. MEETING

Plans for Handling Political News Discussed at Columbia

Representatives of virtually all South Carolina newspapers were present at the spring Associated Press meeting in Columbia Tuesday. A luncheon at the Jefferson hotel preceded the business session.

Plans for handling political news in connection with the Democratic campaigns this summer was one of the principal topics for discussion.

Executives of the A. P. Southern Division headquarters and employees of the Columbia bureau attended the meeting. McDavid Horton, managing editor of the *Columbia State,* is chairman of the group. The association was formed about four years ago.

CANADA PAPER OUTPUT RISES

March Figures Show Newsprint Exports 20 Per Cent Above 1925

Canada's exports of pulp and paper in March were valued at $17,553,179, according to a report just issued by the Canadian Pulp and Paper Association. This total has only been exceeded once before, in August, 1920, when pulp and paper prices were very much higher than they are today. Compared with the February figures there was an increase in the value of these exports of $4,256,-241.

Exports of wood-pulp in March were valued at $5,131,669 and exports of paper at $12,421,510 as compared with $4,123,-171 and $9,173,767 respectively in February.

Comparison with the month of March, 1925, shows that there was an increase in March of this year in exports in practically every grade of pulp and paper. Total pulp shipments amounted to 93,128 tons, an increase of 5,941 tons or 7 per cent above last year's figures. Newsprint exports were the highest ever reported and exceeded those for March, 1925, by 28,760 tons or almost 20 per cent.

MAY RETURNS TO LONDON

Reuters Executive Studied U. S. Handling of Financial News

Fleetwood May, managing editor of Reuters International Commercial Service, with headquarters in London, returned to England last week after a three-week's visit to this country, during which he surveyed financial conditions in New York and went into the details of the existing commercial service that Reuter sends by daily cable to the Far East and Europe. During his visit here he visited all the various exchanges in the financial district, and took back with him to London a number of ideas for the improvement of the service.

Mr. May told of an innovation Reuters has recently introduced into their news service, whereby at different times of the day news bulletins and commercial prices are broadcast from London into Europe, where they are picked up by central receiving stations in every European country, even as far as Constantinople. So accurate has this wireless service proved that it has now been found unnecessary to confirm the wireless news by overhead telegram.

CORRECTION

Quincy (Mass.) Times Suspends Publication, Not Quincy Telegram

A confusion of names on the part of an EDITOR & PUBLISHER correspondent last week caused an item to be printed stating that the *Quincy* (Mass.) *Telegram* had suspended publication, instead of the *Quincy Times.*

The Quincy Telegram is being published by Mrs. W. G. Spargo, widow of the late W. G. Spargo, owner of the Telegram.

The Quincy Times was launched as a daily recently by John Collier and associates, after they had purchased the *Quincy Journal-Republican.*

Guild A. Copeland Dies

Guild A. Copeland, 54, editorial writer of the *Richmond* (Ind.) *Item* is dead of heart disease. He had been engaged in newspaper work since 1889. He was editor of the *Boston* (Mass.) *Daily Advertiser* from 1903 to 1917 when he resigned to make a study of agricultural conditions throughout the United States. In 1919 he founded the *Kenosha* (Wis.) *Herald* and was its managing editor until he went to Richmond in 1920. He was born in Evansville, Ind.

FAREWELL DINNER FOR HANSEN

Chicago News Critic Joins N. Y. World—Succeeded by Preston

Harry Hansen, who resigned as literary editor of the *Chicago Daily News* to take a similar position with the *New York World,* starting this week, was given a farewell dinner by Chicago friends and literati at the Hotel Atlantic, Saturday evening, May 1.

Keith Preston, conductor of the "Hit or Miss" column of the News, succeeds Hansen as literary editor and is spending two weeks in the east before taking up his additional duties.

Preston will be assisted by Robert Ballou, who comes to the News from the University of Chicago Press. Before joining the university press, Ballou was an editorial writer for the *Chicago Evening Post* and a member of the *Chicago Herald & Examiner* staff.

KADEL REJOINS U. & U.

Becomes News Picture Division Manager of Picture Service May 10

George J. Kadel has been appointed manager of the news picture division of Underwood & Underwood, Inc., succeeding Frank A. Eaton, who has been elected a vice-president of that corporation.

Mr. Kadel, who has been engaged in news photography for the past 20 years, recently sold out his interest in Kadel & Herbert, a news feature photo service of which he was senior partner. Kadel, who will assume his new duties May 10, was news photo editor of Underwood & Underwood before the firm of Kadel & Herbert was organized ten years ago.

M. E. TRACY HONORED

Associates Tender Farewell Dinner to Houston Post Editorial Writer

Prior to his departure for New York to serve on the editorial board of the Scripps-Howard Newspapers, M. E. Tracy, *Houston Press* editorial writer, was tendered a banquet by Houston friends. Speakers included R. R. Sterling, chairman of the *Post-Dispatch* board; C. J. Lilley, editor of the Press; M. E. Foster and C. B. Gillespie, publisher and managing editor, respectively, of the *Chronicle,* and others. Former Governor W. P. Hobby, president of the Post-Dispatch, read a tribute in verse from Judd Mortimer Lewis, staff poet.

Tracy spent 13 years in Houston editorial service working first on the Chronicle. He is a native of Maine.

IRISH JOINS N. Y. WORLD

Former Rochester Journal and American Man Assistant to Hoover

H. H. Irish has been engaged by N. R. Hoover, circulation director of the *New York World* and the *Evening World* in the capacity of general assistant and idea man.

Mr. Irish has been with the *Rochester* (N. Y.) *Journal and American* for two and one-half years, with the *St. Louis* (Mo.) *Times, South Bend* (Ind.) *News-Times and Kalamazoo* (Mich.) *Gazette.*

DURHAM SUN PLANT OPENED

Visitors Watch North Carolina Daily in Full Operation

The formal opening of the modern home of the *Durham* (N. C.) *Sun,* afternoon newspaper, at No. 310 and 312 East Main street, took place Thursday evening, May 6. The plant was in full operation, giving the visitors opportunity to see a newspaper in the making.

The building is of steel, concrete and tile construction, fireproof, finished in with cut limestone and cast bronze front. New equipment has been placed in all departments, a compact, high speed Duplex Rotary press being installed.

J. A. Grant is publisher.

AD TIPS

Thomas M. Bowers Advertising Agency, South Wabash avenue, Chicago. Sending orders and contracts on the Republic Paint Varnish Company of Chicago.

Brandt Advertising Company, 431 No Michigan avenue, Chicago. Placing orders newspapers on Curtis Candy Company, Chic (Baby Ruth Candy Bar).

Britt-Schiele Advertising Company, Int national Life Bldg., St. Louis. Planning advertising campaign on Pale Moon, a gr drink, bottled in Fort Dodge, Iowa. Newspap throughout the Central and Southwestern Sta will be used.

Dake-Johanet Company, 1238 So. Hill stre Los Angeles. Sending out copy on the Radi Appliance Company to newspapers in scatte territory.

D'Arcy Advertising Company, Missouri St Life Bldg., St. Louis. Planning an advertisi campaign for Three Minute Cereals Compa Cedar Rapids.

Charles F. Dowd Company, Richardson Bld Toledo. Placing copy in newspapers in sc tered territory on Ed. M. Riddle Company Toledo (lighting fixtures).

John H. Dunham & Co., Tribune Tow Chicago. Placing account of the Art Me Radiator Cover Company, Chicago, manufact ers of radiator covers, bath room tables.

Erwin, Wasey & Co., 844 Rush street, Ch cago. Placing copy and schedules on Chica Milwaukee and St. Paul Railroad.

Goodyear Tire and Rubber Company. Pla ning to use newspaper advertising space on g balls which they manufacture. Metropolit papers only will be used.

Charles C. Green Advertising Agency, Est Building, Philadelphia. Has secured account the Sword Burners, Inc., Philadelphia, and t Lehigh & New England Terminal Ware Hou Company, Bethlehem.

Gundlach Advertising Agency, Wrigl Building, Chicago. Placing copy in pape through Middle West on the Wabasha Roll Mills.

Hathaway Advertising Service, Fergus Bldg., Colorado Springs, Colorado. Will pla copy in newspapers in the Middle West Colorado Springs Chamber of Commerce.

Henri, Hurst and McDonald, 58 East Jac son boulevard, Chicago. Placing copy on t Pierce-Arrow Motor Car Company of Buffa N. Y.

H. W. Kastor and Sons, 14 East Jacks boulevard, Chicago. Placing contracts Orange Crush Company.

Kirtland-Engel Company, 646 North Michig avenue, Chicago. Placing copy in a few sc tered newspapers in Middle West on a te campaign for the Mineral Laboratories, In (bath salt). Five thousand line contracts a being used.

Klau-Van Pietersom-Dunlap-Youngreen, 4 Sycamore street, Milwaukee. Now handli accounts of the Moe-Bridges Company, and t Mixermobile Company, Milwaukee.

Lord & Thomas, Chamber of Commer Building, Los Angeles. Placing account of t All-Year Club of Southern California.

Lord & Thomas, 400 North Michigan avenu Chicago. Sending out copy to a list of new papers on Holeproof Hosiery Company of M waukee. Will place account for the Americ Walnut Manufacturers' Association, Chicago, advertise its American Walnut Wood.

Robert M. McMullen Company, 522 5th av nue, New York. Now handling account f H-O Cereal Company, Buffalo, manufacture food products.

George M. Marshall, 5 North La Salle stree Chicago. Placing account of the Modart Co set Company, Saginaw.

Matteson-Fogarty-Jordan, 307 North Mich gan avenue, Chicago. Are handling the adve tising campaign for newspapers being planne for Fitger Company of Duluth, Minn. It reported that they expect to spend in the con ing year about $100,000 in advertising.

Miller Agency Company, 2144 Madison ave nue, Toledo, Ohio. Sending out contracts c Toledo Rex Spray Company of Toledo. The will start May first, and will be used in new papers where they have dealers.

William H. Rankin Company, 435 Nort Michigan avenue, Chicago. Placing copy i Oklahoma newspapers on Kinney Rome Com pany.

MERCHANT & EVANS CO.
PHILADELPHIA
Producers of . .
SPARTAN TYPE METAL
Since 1866
LINO • MONO • STERO
INTERTYPE COMBINATION
Stocks in Principal Cities

OAKLAND-CALIFORNIA
INDUSTRIAL CAPITAL *of the* WEST

Summary of Industrial Progress

One hundred twenty-two industries located in Oakland's industrial district during 1925. Included in this number are such prominent concerns as Willys-Overland Pacific Company, Glidden Company of California, Julian Oil Corporation, King Folding Boat Company, Laher Auto Spring Company and Morton Salt Company, all large payroll institutions.

Bank clearings increased 25% during 1925 over the 1924 figures. Clearings for the year 1925 totaled $1,063,291,078, as against $845,144,451 during 1924.

Retail trade for the first 10 months of 1925 increased 8% over the same period in 1924, the greatest increase of any important city in the Twelfth Federal Reserve District. Los Angeles, its nearest rival, showed an increase of 6.6%.

Water services increased from 104,034 to 113,500, an increase of more than 9% for the year 1925 over 1924.

The number of gas meters increased from 74,039 to 78,678, a gain of 6.02%. Electric connections increased from 63,691 to 68,630, an increase of 7.7%.

Telephone connections for the first 10 months of 1925 increased 8.56%, the largest gain of any important Pacific Coast city. This compares with a gain of 5% for Los Angeles; 5.21% for San Francisco; 5.38% for Seattle, and 5.18% for Portland.

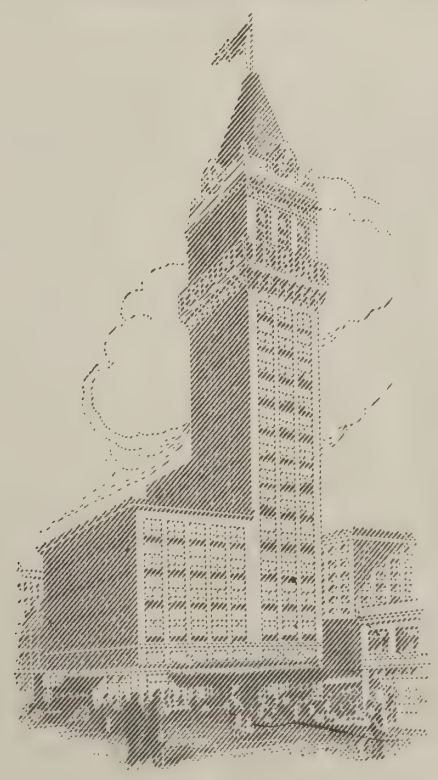
The Eastbay Municipal building program, which includes projects under way or in process of completion, totals more than $50,000,000.

Oakland ranks fifth among the leading cities of the United States in point of building activity of 1925 as related to that of 1924. Only three cities in the West, and Boston among Eastern cities, surpassed Oakland's relative increase in building activity of 1925 as compared with that of 1924, as shown by analysis of building permits statistics for 1925.

The OAKLAND TRIBUNE—the foremost newspaper in this great, growing metropolis—meets the demand of every advertiser for the proper medium by which he may reach the 550,000 people in Oakland and trading area.

The average net paid daily and Sunday circulation of The OAKLAND TRIBUNE is more than 75,000—92% City and Suburban circulation, distributed almost wholly by carrier delivery—and 8% Country Circulation.

The OAKLAND TRIBUNE is a charter member of the Audit Bureau of Circulations.



National Representatives

WILLIAMS, LAWRENCE & CRESMER CO.
225 Fifth Avenue, New York City
360 North Michigan Avenue, Chicago

Oakland Tribune

ONE OF THE WEST'S GREAT NEWSPAPERS
The home of Radio Station K L X

HOW LABOR CENSORED AND GAGGED LONDON PRESS

(*Continued from page* 3)

don newspapers are of small size and tremendous circulation, their production problem centers in the pressroom. The compositors voted Thursday to join the strike. Strike action was voted by only one branch of the National Union of Journalists, the Glasgow branch; the London members were instructed to work in their present capacities and for their present employers. Strike action was repudiated by the Parliamentary Press Gallery branch of this union.

Single-page editions were issued Wednesday morning by the *London Times, Daily Mirror, Daily Mail* and *Daily Express* and the government issued with a volunteer staff from the commandeered plant of the *Morning Post* the ancient official *British Gazette* in four pages, two of which were blank. The first and fourth pages carried news of the strike, detailed the execution of government plans to combat it and filled up the wide-open spaces with "Zoo Notes," apparently miscellany from the Morning Post bank. Approximately 300,000 copies of the British Gazette were distributed throughout England, a press breakdown preventing further circulation.

Twelve or fifteen provincial newspapers published during the first two days of the strike, two being afternoon papers and the remainder weeklies, according to a dispatch to the *New York Sun.*

An attempt by the *Continental Daily Mail,* published in Paris, to print 500,000 copies and rush them to London by airplane Wednesday morning, failed when the French union printers employed in a plant the Mail hoped to use served notice that they would strike if the paper were set or printed there. The Mail's Paris plant, it is stated, has a capacity of only 15,000 copies daily.

Paris editions of the *New York Herald* and the *Chicago Tribune* have sent limited editions to London by airplane.

The *Edinburgh Scotsman,* whose entire force is non-union, appeared without interruption.

In Sheffield, the publishers of the *Telegraph* promised their workmen who remained on duty that their jobs would be protected even if the strike was successful. The force accepted the promise and the paper is publishing normally.

The *Manchester Guardian* mailed typewritten news bulletins to all subscribers.

The *Nottingham Advertiser* is apparently the only newspaper to whom the strike has brought growth. Formerly a weekly, it is now issued daily.

Such are the tangible physical newspaper developments of the strike's opening days. Nothing has yet been written or published about what happens to the mental processes of a people whose daily newspaper ration exceeds 10,000,000 copies when that ration is cut to less than 500,000 copies of dilute, flavorless information.

Rumors fill the city of London, according to the reports reaching the United States. Advertisers are completely cut off from the public contact. The Government's Official Gazette reaches comparatively few of the population in the city and fewer still beyond London. The newspaper single sheets, set by hand in the case of the Express, and by multigraph on other dailies, circulate to the extent of a few thousand copies in London and some of the large provincial cities reached by automobile. The government radio stations broadcast frequent bulletins, subject to the interference of regenerative receiving sets, which, it is reported, have been used to "jam" the government stations by orders of the strike leaders.

Reports that a number of soldiers had been executed for insubordination and mutiny were officially denied by the government radio.

News from provincial cities was especially difficult to obtain, principally because the telegraph wires have been crowded with government messages and communications of the strike leaders with subordinates in other cities. With the suspension of the newspapers the only medium of communication open to the strikers is the telegraph, which is under control of the British Post Office. Both sides to the strike desire that the wires be kept in service and each is reported to fear that the other will shut them down in the stress of the conflict. The only transportation is by private automobile and government vehicles, except for milk and other food necessities which are being moved by trucks under the strikers' agreement not to interfere.

Newspaper stoppage was said to be practically complete in dispatches of May 6. Copies of the British Gazette were selling at $2.50 each. Police entered the plant of the *Daily Herald,* labor organ, and looked over an edition of the *British Worker,* strike paper being started by the Trades Union Congress in answer to the government's publication. They allowed it to be distributed.

T. R. Ybarra, *New York Times* correspondent, in a May 6 dispatch commented on the "uglier temper" of the strikers.

"As I write," his dispatch read, "there is a lively row going on under the windows of the New York Times offices, where the London Times staff is hustling bundles of its second strike-breaking issue into automobiles for distribution.

"The sentence I am writing was interrupted a few minutes ago by the noise of an angry scuffle in the street outside. I reached the window in time to see several bundles of copies of the London Times hurled into the slippery street by the strikers as fast as they were brought out from the presses.

"The assistant foreign editor, Mr. Peterson, objected strenuously and got into a furious fist fight in the middle of the roadway, with three or four strikers sending smashing blows at his face and body. They finally knocked him into the mud, but not before he got home with some savage blows.

"Then the police waded in and automobiles laden with bundles of the London Times dashed away at full speed."

London correspondents of American and other foreign newspapers were deprived of their usual news tip sources when the dailies ceased publication. The Foreign Office was supplanted by the Home Office as the seat of news. Famous correspondents cabled thousands of words to United States newspapers and press associations after a day spent in the streets of the city and at telephones connected with news sources at the great ports and industrial centers. The distinguished foreign correspondent proved himself a great police reporter.

POWERS OPENING N. Y. OFFICE

Former South American U. P. Man to Represent Six Newspapers

J. B. Powers, for the past six years a resident of Buenos Aires and for four years assistant general manager of the Aires, *La Nacion* and *Los Tiempos* of United Press in South America, is opening an office at 250 Park Avenue, New York as special representative for six South American newspapers.



J. B. Powers

They are, *La Prensa* of Buenos Aires; *Los Principios* of Cordoba, Argentine, *La Gazette* of Tuvuman, Argentine *Editorial Atlantida,* Buenos Santiago, Chile; and *Jornal do Brazil* of Rio de Janeiro.

Powers came to New York at the request of Dr. Ezequiel P. Paz, director of La Prensa and Sr. Carlos Davila, director of La Nacion, he stated.

Before going to South America he was connected with various newspapers in this country, among them the *Houston Chronicle.*

THE supply of our Brochure *Reproductions* did not meet the demand. We are asked daily for additional copies. ¶ To comply with these requests we now have the second edition on the press and we will gladly send a copy to all desiring one.

Send name and address to

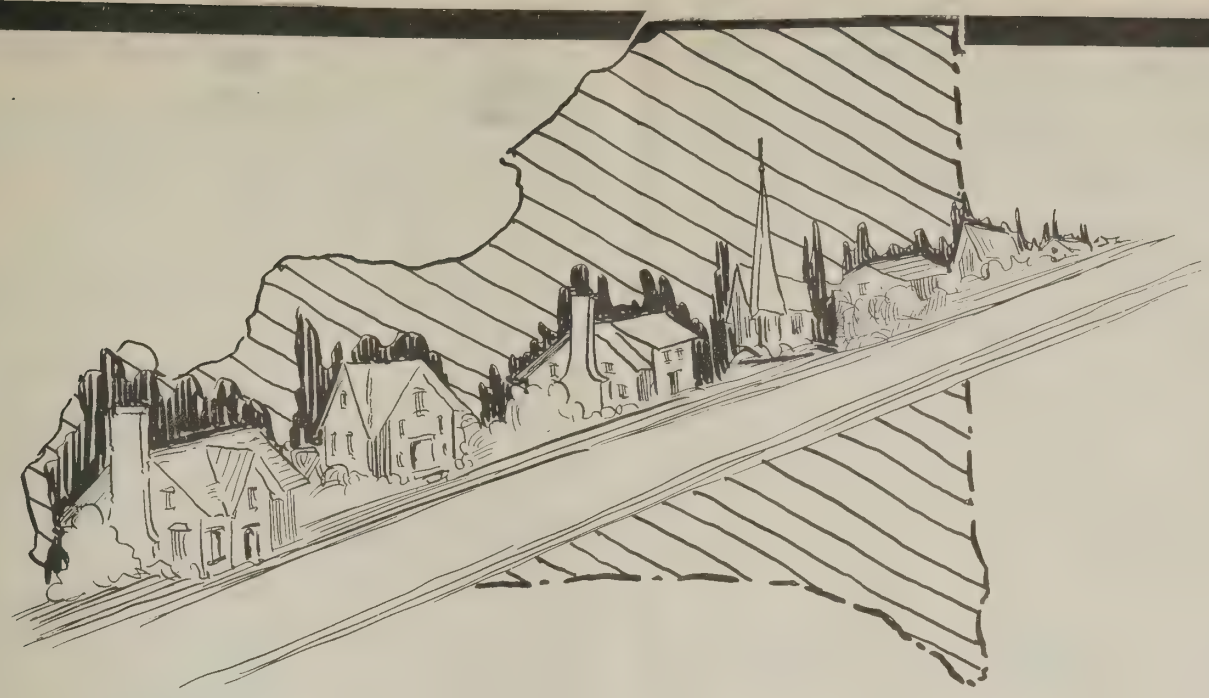
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Makers of PRINTING PLATES OF QUALITY

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Start your Campaign where Main street begins

Right at the beginning of Main Street is a lucrative market waiting for the products you make.

New York State is a distinctive market. Its wage earners are better paid, work more steadily than many other States in this country. Its 6000 or more worth-while manufacturing plants produce more products, in value, than any other State.

Start right at the gate-way to the United States. Tell the story of the products you have to sell to these people in the cities, towns and villages. You can reach them through the home papers which influence their buying habits to an enormous extent.

		Circulation	2,500 Lines	10,000 Lines
*Albany Evening News	(E)	30,060	.10	.10
*Albany Knickerbocker Press	(M)	33,635	.11	.11
*Albany Knickerbocker Press	(S)	56,934	.16	.16
**Amsterdam Recorder-Democrat	(E)	7,810	.04	.04
††Auburn Citizen	(E)	6,389	.065	.055
**Brooklyn Daily Eagle	(E)	73,764	.22	.22
**Brooklyn Daily Eagle	(S)	84,997	.22	.22
*Buffalo Star and Enquirer	(E)	30,134	.13	.09
*Buffalo Courier	(M)	58,083	.17	.13
*Buffalo Courier	(S)	104,303	.27	.22
**Buffalo Evening News	(E)	138,294	.25	.25
**Buffalo Evening Times	(E)	102,562	.21	.21
**Buffalo Sunday Times	(S)	108,219	.21	.21
**Buffalo Express	(M)	53,254	.14	.12
**Buffalo Express	(S)	59,243	.18	.14
††Corning Evening Leader	(E)	9,339	.05	.05
**Elmira Star-Gazette Advertiser	(E&M)	33,487	.11	.11
**Freeport Daily Review	(E)	7,991	.05	.05
††Geneva Daily Times	(E)	5,040	.04	.04
**Gloversville Leader Republican	(E)	7,238	.035	.035
††Ithaca Journal-News	(E)	7,751	.05	.05
*Jamestown Morning Post	(M)	11,636	.04	.035
**Middletown Times-Press	(E)	7,127	.04	.04
*Mount Vernon Daily Argus	(E)	9,871	.05	.05
**Newburgh Daily News	(E)	12,132	.06	.06
††New Rochelle Standard-Star	(E)	8,598	.04	.04
**The Sun, New York	(E)	257,067	.60	.56
*New York Times	(M)	350,406	.80	.784
**New York Times	(M)	356,471	.80	.784
**New York Times	(S)	610,041	.95	.931
††New York Herald-Tribune	(S)	345,434	.693	.672
††New York World	(M)	287,682	.595	.58
††New York World	(S)	582,929	.595	.58
††New York Evening World	(E)	294,442	.595	.58
**Niagara Falls Gazete	(E)	20,629	.06	.06
**Port Chester Item	(E)	4,732	.03	.03
*Poughkeepsie Star and Enterprise	(E)	12,429	.06	.06
††Rochester Times-Union	(E)	70,406	.21	.20
††Syracuse Journal	(E)	65,326	.16	.16
**Troy Record	(M&E)	22,679	.06	.06
**Watertown Times	(E)	17,334	.08	.08

* A. B. C. Statement, Sept. 30, 1925.
† Government Statement, Sept. 30, 1925.
** A. B. C. Statement, March 31, 1926.
††Government Statement, March 31, 1926.

SEVEN LABORATORIES AT OREGON "U" AID IN PUTTING THEORY TO PRACTICE

Instruction Given in News, Industrial Feature, Editorial, and Advertisement Writing—Department Was Organized in 1918

By FRANK L. SNOW
Professor of Industrial Journalism, Oregon Agricultural College

TO make journalistic theory of the greatest possible value, special emphasis is placed by the department of industrial journalism of the Oregon Agriculture College on putting theory into practice. The students actually use their journalism fundamentals in their other college work as well as later in their chosen profession. Seven student publications on which 250 staff members carry out every detail in editing and publishing except typesetting and printing, provide adequate laboratories for gaining practical experience.

Students taking work in the department major in agriculture, commerce, home economics, or in other schools of the college in which they receive thorough technical training. Their work prepares them to enter professional fields in which a knowledge of technical writing is required. Three students, for example, are home economic editors on Portland newspapers. Even those students who elect only a few of the 26 credits offered in industrial journalism find ability to write news helpful in their work as farmers, county agents, engineers, teachers or whatever field they may enter. Of the approximately 350 students who register for courses in industrial journalism each year, 10 or 12 are pledged to the local chapters of Sigma Delta Chi, professional journalistic fraternity, and Theta Sigma Phi, honorary and professional fraternity.

Instruction is given in news writing, industrial feature writing, technical writing, editing, editorial writing, and writing advertisements. Four of these subjects are accompanied by practice courses which give opportunity to put theory into practice.

The students assist in preparation of news and technical material sent out through the department of industrial journalism to newspapers, farm papers, and other periodicals in Oregon and other states. Sigma Delta Chi and Theta Sigma Phi offer silver loving cups to stimulate interest in industrial news and feature writing. Students are encouraged to sell articles written.

Editing, taught by C. J. McIntosh, associate professor of industrial journalism, takes practical rather than theoretical directions with stress on production of small publications. Minimum instruction and maximum training and practice are given in copyreading, proofreading, headline writing and makeup, with grades based largely on the quality of practical work on the student publications. Both the line and the lineless system of locating errors in proof are used, or rather a combination of the two styles. Good English as applied to news, feature, technical and editorial writing is required in copyreading, and precision taught in headline form and substance.

Mechanics of the small publication include cutting the pages from selected stock, selection of type faces and sizes for the different departments, arrangement of all contents including printed matter, photographs reduced to size, headlines and tables, with margin widths and the reason for them, and special treatment of cover. Original rules for computation of amount of printed matter from given copy are taught to the students and used by them in estimating the cost of composition and makeup of their publication. Some of the students have their productions printed as house organs, campus periodicals and other publications, while others stop short of publication with all matter ready for the publisher.

Simplified technic and extended application are the leading characteristics of the work in editorial writing. The classification of editorial writing is adapted to the classifications of English composition as usually taught, to further the policy of co-ordinating industrial journalism writing with instruction and practice in academic English. Practice is had in writing editorials for campus and town periodicals and for special journals.

Writing advertising copy is directed on the theory that it's the way it's written and displayed that makes all the difference between good and poor advertising. The layout is not elevated to the premier position often accorded it in teaching. Study of historical drawn and punched types and modern cut faces is made to enable the students to interpret the potentialities of faces and make use of their force in producing the layout. Practice is had in writing ads for local merchants.

The *O. A. C. Daily Barometer,* managed by the students with close co-operation with the department of industrial journalism, is one of the seven campus publications which give the students opportunity to put theory of the class room into practice. The staff of 75 or 80 members is organized so that the work on the paper does not interfere with scholastic duties. Competition among groups getting out the paper on each of the five publication days tends towards efficiency. Demand for places on the staff is so keen that 40 or 50 students are "fighting" each term for recognition.

The *Beaver,* official student body year book, has a staff of 90 members, the work being divided into eight departments, each headed by an associate editor. Other student publications are the *Orange Owl*—humorous—a *Hammer and Coffin* production; *Oregon Countryman,* published monthly by students in agriculture and home economics; *Oregon State Technical Record,* issued four times a year by students of the school of engineering; the *O. A. C. Directory,* edited by students in commerce; and the *Annual Cruise,* a magazine put out by students in forestry.

The department of industrial journalism was organized by the writer in 1918. Other members of the staff are Professor McIntosh and John C. Burtner, instructor. All have had experience in the professional field.

(This is the 17th article in a series obtained by Editor & Publisher, *interpreting the work of journalism schools to editors of the nation.)*

N. Y. District Reporters to Dine

The New York district reporters will hold their second annual beefsteak dinner on the roof garden of the McAlpin Hotel at 12 o'clock midnight, May 22.

Fairchild Publications Plan Party

The Fairchild Publications, New York, will hold its first annual reception and dance at the Pennsylvania Hotel, Saturday evening, May 22. Coincident with the dinner-dance, a house organ, *Fairchild's Jumbled News,* will be launched which will contain items from all branches of the Fairchild "family," including the *Daily News Record, Women's Wear, Men's Wear, Chicago Apparel Gazette, Women's Wear Magazine, Fairchild's International Magazine, Fairchild's Trade Directories,* and *Fairchild's Bulletin for London and Paris.*

The first issue of "Fairchild's Jumbled News," which is to appear monthly, will come out on May 22. The publication will be edited by Moss Shandel.

Waterloo (Ia.) Tribune Buys Home

The Tribune Publishing Company, publishers of the *Waterloo* (Ia.) *Tribune,* this week announced purchase of the St. Mary's parochial school and after 47 years in buildings which have been under lease, the Tribune is soon to have its own home. The former school will be remodeled and converted into a model newspaper plant. Work will start at once and the building is expected to be occupied late in the summer. The building is 60x120 feet, three stories high with a full basement. It is located at Lafayette and East Third streets.

Editor Celebrates 81st Birthday

Sixty-nine children, grand-children and great grand-children gathered in Bellwood, Neb., recently to attend a family reunion in honor of the 81st birthday of W. H. McGaffin, Sr., who is now serving his 41st year as editor of the *Bellwood Gazette.* Mr. McGaffin is probably the oldest active newspaper editor in Nebraska.

N. D. Daily Starts Motor Delivery

The *Jamestown* (N. D.) *Sun* started daily motor delivery to 16 towns and 26 routes in central North Dakota May 1.

EDITORS GO FISHING AS STUDENTS WORK

Kansas Journalism School Furnishing Teams to Publishers Mixing Practice With Theory for Pupils

To give journalism students practical training, many Kansas editors are allowing teams of students to conduct their papers while they either take vacations, or just loaf about the office supervising the "help."

The idea originated with Editor B. P. Weekes of the *Marysville Marshall County News,* who asked the journalism department of Kansas State Agricultural College, Manhattan, for a team of students to run his paper while he took a vacation. The idea appealed to the school, and since the first trial students have been sent to assist the following editors:

H. E. Peterson, *Wathena Times;* F. P. Frost, *Eskridge Independent;* R. G. Hemenway, *Minneapolis Messenger;* C. M. Manley, Jr., *Junction City Republic;* F. E. Charles, *Belleville Republic County Democrat;* and J. B. Lawrence, *Council Grove Daily Republican.*

Not all of these editors went on vacations. Some of them professed a desire to see what the students could do when confronted with actual problems. Others insisted they could learn something from the students while the students were learning from the paper. One editor, J. B. Lawrence of the Council Grove Republican, had still another idea. He wanted to hire a cub reporter and an advertising man and so asked for a team of students from which he could select the two men he needed.

Whatever the reason for the teams going—all editors reported satisfaction with the arrangements and insist that other teams be sent to them next year, according to Prof. Maynard W. Brown of the journalism school.

Our Customers Write Our Ads

Wooster, Ohio, Daily Record Says—

"Our DUPLEX TUBULAR press is giving us fine satisfaction. *We are proud of it."*

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

A SINGLE ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their respective fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page .....$280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page ..... 82.50 per insertion

You are cordially invited to communicate with Editor & Publisher, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of Advertising World. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

Editor & Publisher
1700 Times Building
Broadway at 42d St.
New York, N. Y.

Telephones:
Bryant 3052 - 3053 - 3054 - 3055 - 3056
Cable Address: EDPUB, NEW YORK

Advertising World
14 King Street
Covent Garden, W. C. 2
London, England

Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON

VEST VIRGINIA DAILY TO OCCUPY NEW MODERN HOME JUNE 1

ntington Herald-Dispatch to Be Housed in Three-Story Plant—Installation of New Press and Mechanical Equipment Under Way



Architect's drawing of Huntington *Herald-Dispatch* Building

RESENT indications are that the handsome new home of the *Hunting-* (W. Va.) *Herald-Dispatch* will be cupied by that newspaper on or about u: 1.

he building is under roof, the side as are completed, the terra cotta front



Boyd Jarrell



Dave Gideon

ceiving the finishing touches, and only inside work and the installation of machinery, equipment and fixtures ain.

he building is on a lot on Fifth avenue Ninth street, which is at Govern- Square and the central point in the

is a brick and concrete structure



Wyatt Smith



W. L. Mengert

stories high with full basement on 60 by 200. The entire lot is oc- pd and the building contains over 30,- 0 square feet of floor space.

Te basement story is on the alley because of the sloping character of the site and this partially under ground story houses all mechanical facilities. This story, of factory construction, houses composing room, stereotype department, and press room, with a spacious mezzanine off the press room floor for mailing and distribution rooms.

Superimposed upon this factory story there rises the three-story administration structure. The first or Fifth avenue ground floor of the administration building contains a general lobby, business office, including bookkeeping department, executive offices of business manager, advertising manager, and classified advertising manager, and large rooms devoted to the activities of the advertising departments.

The Herald-Dispatch recently ordered from the Duplex Printing Press Company an octuple super unit 64-page press. It is



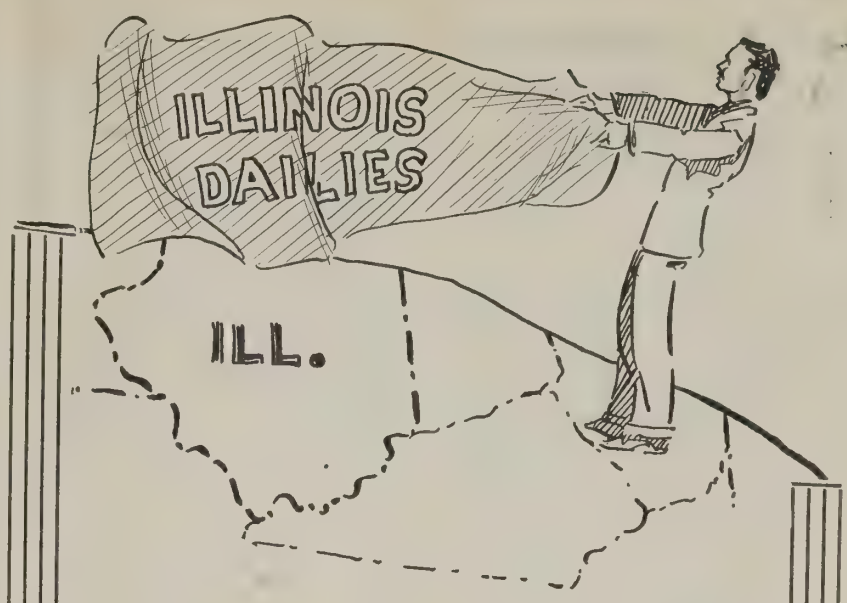
H. W. Manz



E. A. Bailey

now being installed. It will be driven by two 60 horse power drives, Cutler-Hammer, running in parallel for the operation of the entire press when operated as a unit, and each capable of driving a quadruple or sextuple combination.

Provision has been made in the press room for two additional Duplex units, bringing the capacity to that of a double sextuple. The Herald-Dispatch is published daily and Sunday morning by the Huntington Herald Company, Inc. The larger interest is held by Dave Gideon, who is president and publisher. Boyd Jarrel is vice-president and editor; W. L. Mengert is business manager; and Wyatt Smith, news editor. The Herald-Dispatch is represented nationally by the Devine-MacQuoid Company, Inc.



Cover this rich territory with the Illinois Daily newspapers

Complete coverage of Illinois is possible through the medium of the daily papers.

Illinois newspapers are ready to give the advertiser all the co-operation possible to reach this wealthy market; a market standing among the first from the standpoint of buying power. Many advertising agencies as well as manufacturers are taking advantage of this service, with profitable results.

Illinois is an ideal state for low cost and efficient distribution of products. Most of the large trunk line railroads terminate in Illinois, 12,030 miles of railroad are ready to deliver your goods to every city, town and hamlet. A most remarkable mileage of rivers further enhance distribution.

Illinois is a rich, profitable territory. The daily papers are ready to aid you in reaching the people.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Aurora Beacon-News .....(E)	18,694	.06	.06
†Chicago Herald & Examiner.....(M)	385,276	.55	.55
†Chicago Herald & Examiner.....(S)	1,153,360	1.10	1.10
†Chicago Daily Journal.....(E)	123,771	.26	.24
**Evanston News Index.....(E)	6,729	.04	.04
**Freeport Journal-Standard .....(E)	9,613	.045	.045
**Joliet Herald News.....(E)	19,591	.06	.06
††Mattoon Journal Gazette.....(E)	5,712	.03	.03
**Moline Dispatch .....(E)	11,680	.045	.045
**Peoria Star .....(S) 22,497..(E)	29,874	.075	.06
Rock Island Argus.....(E)	11,248	.045	.045
**Waukegan Daily Sun.....(E)	5,213	.03	.03

*A. B. C. Statement, September 30, 1925
**A. B. C. Statement, March 31, 1926
†Government Statement, March 31, 1926
††Government Statement, September 30, 1925

TRADE BOARD HEARS AD TESTIMONY

(*Continued from page 7*)

discount which influenced Vick's in withdrawing advertising from newspapers, Mr. Chapin said, but also that "we were denied freedom of contract with newspaper publishers."

After a somewhat strenuous debate with Mr. Burr following Mr. Plante's attempt to get the witness to testify as to agency commissions in Canada, the latter said:

"I want to show that the same method of doing business applies in the entire publishing field; that it is the general practice, whether the advertising be done in newspapers or magazines, to pay commission to agents and to refuse to pay them to advertisers who place their business direct."

"We do not contend," Mr. Burr retorted, "that advertisers may not employ agencies and pay them commissions. We are not attacking the agency business, but we do contend that advertisers may do business direct with publishers, if they are able, at a price which may be agreed upon between them. We contend that fixing the agency commission at 15 per cent and penalizing agencies which may charge less, is wrong. You, Mr. Plante, are really saying that a manufacturer may not run his own distribution in any way he sees fit."

Mr. Plante brought out that the Vick Chemical Company was a member of the Association of National Advertisers during a period when John Sullivan was secretary of that organization, and that since Mr. Sullivan had ceased his connection therewith he had been employed by the Vick Company "to do some statistical work."

Mr. Plante then had marked for identification a roster of the A. N. A. and certain letters sent to A. N. A. members in a campaign "to induce publishers to deny commissions to agencies." "I want to show," he said, "that the A. N. A. instituted propaganda to this effect."

When Mr. Finley, for the S. N. P. A., took the witness in hand, he drew the statement that the Vick company used 1,302 daily newspapers in the United States in 1923, 175 in Canada and several hundred weeklies in both countries, receiving the agency commission from nearly all of them. "Their right," volunteered the witness, "is to give the commission to anybody they see fit."

"Name an S. N. P. A. newspaper," Mr. Finley told the witness, "which did not exercise its own free will in giving or withholding commissions."

"But," Mr. Burr objected, "that is the crux of the whole charge made by the Commission. It is not a fair question."

"If he will name one or many," Mr. Finlay rejoined, "I will bring it or them here and ask whether or not this witness is telling the truth."

On the examiner's ruling Mr. Chapin said that the *Chattanooga Times* did not exercise its own free will, because its representative had told him that he had to cancel the contract with Vick's because the S. N. P. A. was to hold a meeting, that it stood for not granting agency commissions to direct advertisers and he wanted to stand straight with the organization. Mr. Finley closed his cross-examination by getting the witness to admit that Vick's was using practically all the newspapers in the South in localities of importance, supplementing this advertising with "road bulletins" in communities where the large papers had little circulation.

Mr. McKercher, for the A. A. A. A., the last to cross-question the witness, announced that he purposed to show that there was an element of price-fixing in the way that Vick's did business, but the witness denied that the company even attempted to control the retail price of its product. A cardboard container for a Vick's jar and a circular giving directions for the use of the Vapo-Rub, was marked for identification for future reference.

Mr. McKercher got Mr. Chapin to testify that notwithstanding the difficulty about doing business direct with newspapers, the business of the Vick Company showed a steady and satisfactory increase year by year, and that its stock, of which Mr. Chapin's wife owns a block, paid good dividends. He quoted also from a report made by H. S. Richardson, president at the time, stating that the company spent $2,477,000 in advertising during the four years preceding 1923; that $736,000 of it was spent with newspapers, and that the cost was $183,000, or about 25 per cent, whereas the agency commission of 15 per cent would have totalled only about $109,000.

Asked if any agency had refused to handle the Vick account, Mr. Chapin replied that none had, but that many were eager to have it. The Frank Seaman agency, he declared, had told him that it could not care for the business so cheaply as the company did; that the Nelson-Chesman agency had solicited the account but "offered nothing that we could not do for ourselves."

Mark L. Felber, manager of the newspaper department of the Firestone Tire & Rubber Company, was the next witness. He testified that his company spent $2,300,000 for advertising in 1925, of which about $1,000,000 went to newspapers. He said the advertising department of the Firestone company employed from 100 to 125 persons, including 6 copy writers, 2 artists and 4 or 5 lay-out men. Firestone, he said, had no contracts with newspapers, but just sent them copy with insert orders where business is done direct. The Critchfield Agency, of Chicago, he testified, placed the Firestone advertising in metropolitan centers, like New York, Chicago, Philadelphia and some other large cities, but that the company had besides a list of about 3,000 newspapers outside of the list furnished to Critchfield. The agency was used, he testified, because "we felt we could not get the net rate from the newspapers on its list."

He admitted that in many instances local rates were obtained by having the local dealer place the advertising, the company following with its own advertising about every two weeks. The local rates, he said, varied from 10 per cent to 70 per cent lower than the national rate.

Mr. Felber said the Firestone company used newspapers because newspaper advertising could carry the names of local dealers, go into homes, are read daily, allow the mentions of the merits of the product and enable the announcement of price changes immediately.

Mr. Felber testified that the Firestone company had experienced considerable difficulty with publishers while trying to place advertising without paying agency commissions. His department sent out its first advertising without first arranging for net rates, he said, and received bills at gross rates. He entered into correspondence with publishers, explaining that Firestone prepared the copy, sent the insert orders, mats and stereotypes, checked the advertisement and paid the bills promptly—within from one to three days, he said—and asked the publishers if they did not think that service entitled them to net, or agency, rates. He was not asked to testify as to the replies received, since he did not have them with him. He promised to produce them and take the stand on them as soon as possible.

On the subject of the alleged coercion of publishers by agencies Mr. Felber told of a conversation he had had with the late John Budd, in New York, a newspaper representative, about 1922, during which the latter said "he would be glad to handle our business in all his papers, but felt that agencies were entitled to a commission; and this net rate proposition is a matter which the publishers should settle among themselves in either national or state meetings. He said, 'If I were to give you my entire string of papers I would incur the ill-will of the agencies and lose a lot[business'."

Mr. Felber acknowledged that in stances when he could not get net r the advertising was placed through Critchfield agency. In many local he used only one newspaper instead two or more because he could not net rates in all; that if he paid one lisher the net and another the gross would talk together and the one ma the discount would insist upon having same as his competitor. In many pl he placed advertising through the dealer and so received the local rate, ing with from 150 to 175 newspaper that basis at present.

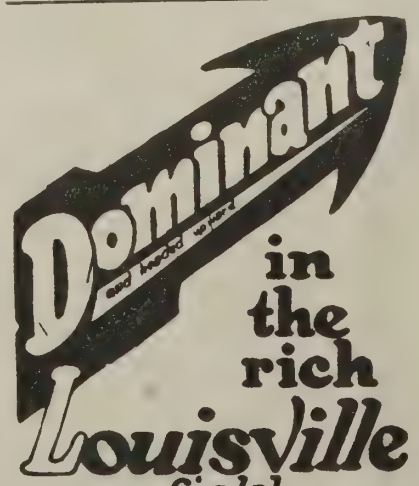
He said that an increase in busi was always noticed after an adverti campaign began, but "you can not m use the effect of advertising by a stick."

Speaking of the work of his adve ing department, witness said matrices plates were sent by parcel post to c pany branches and by them distrib in the various zones, which was che

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined*.

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.



The Courier-Journal
THE LOUISVILLE TIMES
Represented Nationally by
The S. C. BECKWITH Special Agency

From the Linotype Mailbag

MODEL 26

"a wonder in the job department"

"We have been operating a No. 26 Linotype in our newspaper and job shop since April, 1925.

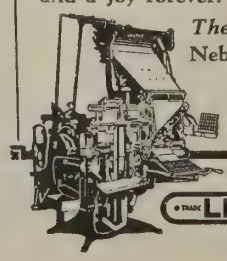
"The writer was never 'sold' on this machine. It was purchased at the behest of our machinist, who had seen the model in operation at Omaha and came home thoroughly enthusiastic over its operation and flexibility.

"After several months of operation, I am now convinced that Model 26 is all the Company and Mr. Scott, our machinist, claim for it. It is giving splendid service at this time, handling all the advertisements in an eight-page country daily, with from 14 to 16 pages on Sunday, and it has never stalled. In addition, it is used for setting straight matter every night. Of course, it is a wonder in the job department."

"We find that the new distributor boxes are giving splendid service. The stops are so infrequent, the operators say, that they are conspicuous by their absence.

"We recommend the machine to country printers. They are likely to find, as we have, that No. 26 is a 'whole print shop in itself,' a trouble-chaser, a thing of beauty and a joy forever."

The Daily News-Press
Nebraska City, Nebr.



in Detroit—

Free Press city circulation reaches 31,000 more than the total number of families owning their own homes.

THE DETROIT "FREE PRESS"

"Starts the day in Detroit"

THE WELFARE COMMITTE
of the
INTERNATIONAL CIRCULATION MANAGER ASSOCIATION

Can supply you with com petent circulation men capacity and ability capab to take entire charge of yo department or to fill impo tant posts in the departmen

Address the Secretar Treasurer please, Mr. Cla ence Eyster, care St Building, Peoria, Ill.

Do you know what pe centage of errors ar made in your Composing Room?

We suggest you go there and t fifty original proofs. Count up number of lines and the number errors. Get the percentage of err to lines.

It takes twice as long to correct error as it does to make it, so multi this percentage by three.

Take this resultant percentage and ap it to your total Composing Room p roll for the year. See how much mo errors are costing you.

When you find out what they c you write and tell us the amou We will show you a source profit you have never heard o

Matrix Contrast Corp
33 W. 42d St., New York C

n the agencies could perform the same
vice.
I think," he said, "we save about $400
each advertisement on postage alone."
believed the Firestone force of 700 or
salesmen, assisted by dealers and
nch managers, could give a better sur-
of business conditions than an agency
vey.
On cross-examination Mr. Felber de-
red that any consumer had a right to
Firestone's for dealer or branch dis-
nts, but didn't think they would be
en. Dealers, however, might sell at
price they chose.
Lincoln B. Palmer, manager of the A.
P. A. occupied the witness chair the
re afternoon session. He led Mr.
r a merry dance, interpreting his
stions broadly and entering into frank
exhaustive details on them. Out-
ken and ready, he was prepared with
necessary documents pertaining to his
imony, or readily volunteered to pro-
e them if and whenever they were
ted.
Mr. Palmer told the Commission that
ry applicant agency for recognition by
A. N. P. A. was thoroughly investi-
ed by every means available, through
er publishers' associations and by any
every legitimate channel, and were
nted recognition only when ability,
ice and financial responsibility had
n established. He admitted, willingly,
the information thus gathered was
ilable to members or non-members, to
er similar organizations and to any
n or person entitled to it. He could
ll only one agency applicant which
refused recognition on account of not
g a bona fide agency, but a house
ncy.
He told the Commission that many
ncies were doing business on a margin
profit so small that if they did not
e advantage of the cash discounts al-
ed in addition to the agency commis-
n their ability to do good business
uld be greatly impaired.
gainst all the efforts of Mr. Burr,
Palmer insisted that newspapers paid
ncy commissions for the development
new business and for services ren-
ed, that advertising would cost much
e than it does today if the relations
ween agencies and newspapers were
minated.
The Association of National Adver-
rs," he declared, "tried to break them
and I have always believed that if
effort had succeeded the members of
organization would have committed
ncial suicide because advertising rates
ld then have to be made so high that
could not afford to use it so freely
ey do now, which would injure their
ness perhaps irreparably."
They adopted a program calculated
wipe out the agency," Mr. Palmer
inued, "check up every week the ser-
rendered and then pay on the value
hat week's service. They wanted to
ke the agencies merely clerks."
here was a long wrangle when Mr.
aner insisted that newspapers did not
the advertiser a commodity, not even
he space, but instead rendered a ser-
c

It is understood that the Commission must prove that newspapers do sell a commodity to the advertiser or its case will fall.

Questioned by Mr. Burr, Mr. Palmer said that an advertising agency, when it received payment from the advertiser, deducted the commission in full and remitted the balance to the publisher of the newspaper or other medium in which the advertisement was placed; that no money passed from the advertiser to the publisher or from the publisher to the advertiser.

Investigation into the provinces of newspaper representatives has been very searching. Asked what a newspaper representative is, the witness said: "They are advertising solicitors for newspapers at points distant from the places of publication. Most major newspapers have them. Small newspapers use the A. P. A."

In response to questioning by Mr. Burr in the matter of agency commissions, Mr. Palmer said:

"I believe the agency commission system is the cheapest and the best method of selling advertising for publications."

He believed that a commission of 17½ per cent, instead of the usual 15 per cent would stimulate agencies to greater efforts to develop business and to create new advertisers.

"My belief," he said, "is that the margin of agency profit should be sufficient to pay overhead and allow for the development of further advertising.

"Agencies have told me that on the present commission system they have been clearing but 1 per cent profit on the gross amounts they have received from advertisers. There are some cases where advertising agencies have cleared 2 per cent or 3 per cent per annum; 5 per cent would be unusual. A reduction from 15 per cent would result in reducing the volume of advertising and necessitate an increase in card rates by publishers."

To show that there was no connection between the A. N. P. A. and the A. A. A. A. in the matter of agencies, Mr. Palmer testified that the A. N. P. A. had on occasion and for cause dropped from its list of recognized agencies certain members of the A. A. A. A.

Mr. Burr put in evidence a page of EDITOR & PUBLISHER from the March 13, 1926 issue entitled "227 National Advertisers spent $70,000,000 in newspapers in 1925," after first calling William A. Thomson, Director of the Bureau of Advertising of the A. N. P. A., to identify it, since it was a report of an interview with him.

There were the objections by opposing counsel which have always followed any attempt on the part of Mr. Burr to introduce documentary evidence or exhibits. This, as well as a bulletin of the A. A. A. A. issued by the Newspaper Committee in November, 1920, was admitted over their objections.

Harry J. Prudden, of Prudden, King & Prudden, special representatives, testified that large papers paid his concern 10 per cent commission and smaller papers paid 15 per cent. He believed that his company was getting the maximum commissions. He said that special representatives get the commission on all business coming from the districts which they cover, whether they solicit the advertising or not, and even if the advertisers deal with the newspapers direct. He identified a report made by the Six Point League to the A. A. A. A. on how his company handles its list.

Frank J. Hermes, secretary-treasurer of the Blackman Company, described in detail the work that an agency does. He said that all the clients of the Blackman Company guarantee to pay a certain minimum amount a year for agency service, and that if the 15 per cent commission from the newspapers does not amount to that guarantee, the advertiser makes up the difference. If commissions amount to more than the guaranteed sum, the agency kept the surplus. He believes the "fee clinches them." It was considered somewhat important, in view of the fact that the commission is contending that advertising is a commodity, that Mr. Hermes said in response to a question by Mr. Burr that an advertising agency "buys a piece of paper for an advertiser."

Floyd Y. Keeler, formerly with Frank Seaman, Inc., but for the last few years a member of a stock brokerage house, defined an advertising agent as "a special pleader before the court of public opinion who places the advertiser's message before the general public." Mr. Keeler also said that an advertising agency served the publisher by being his representative "in many rows," and by making it possible for him to obtain newspaper position naturally on account of size of space used without paying a special rate. An agency also acts as the agent of the publisher, Mr. Keeler said, when he collects for the publisher's account payment for space used. However, he said, "the man who holds the balance of power is the man who pays the bills, and that is the publisher." He insisted that primarily an advertising agent is "A merchant of ideas, and as such represents the advertiser in his campaigns."

As other witnesses have done, Mr. Keeler described the preliminary work of surveying for the advertiser and preparing copy, costly but unavoidable.

Greater Merchandising Service offered, than any other Milwaukee paper.

THE MILWAUKEE LEADER

"Unawed by influence and Unbribed by Gain"

Advertising Representatives

FRALICK & BATES

Chicago, New York, Atlanta, Los Angeles

first! in OHIO

5,345,751 Lines

Dispatch advertising record for January, February and March, 1926, exceeding other Columbus newspapers combined by 709,855 lines. In 1925 the Dispatch published 21,544,376 lines exceeding second largest Ohio newspaper by 2,648,383 lines.

NET PAID CIRCULATION

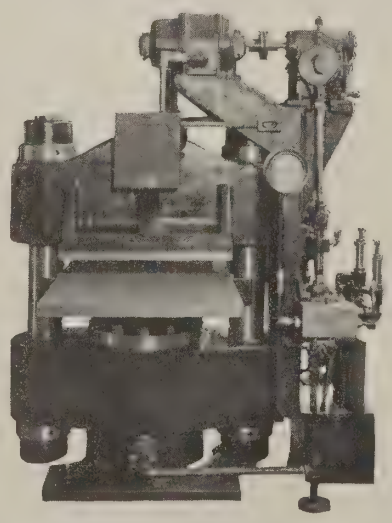
CITY 55,812
SUBURBAN 26,973
COUNTRY 23,666

Total Daily Circulation.....106,451

Columbus Dispatch

OHIO'S GREATEST HOME DAILY

BIROTADRUCK



HYDRAULIC MATRICE PRESS

Direct pressure under complete control. Fast, positive, non-vibrating, hydraulic operation.

The New York Times uses Birotadruck Hydraulic Matrice Moulding Presses exclusively.

For full information and sample pages address

AMERICAN BIROTADRUCK CO., Inc.
120 West 42nd Street
New York

America's most select Circulation
The Palm Beach Times
FRANK P. FILDES PUBLISHER

CLINE SYSTEM

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

Springfield Sun
Springfield, Ohio

Ask them about it.

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

3 TIMES THE NATIONAL ADVERTISING LINAGE *of the* SECOND PAPER IN AKRON, OHIO, OR

2,228,232

Lines is the 1925 Record of the

Akron Beacon Journal

Six-Day Evening Newspaper
Figures of Other Paper Include Sunday Edition.

THE BEACON JOURNAL WAS 14TH IN TOTAL LINAGE OF EVENING NEWSPAPERS IN 1925

FOLLOW THE CHOICE OF THE OTHERS

Rock-bottom is a good place to build from. That's where we start to build classified.

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building Philadelphia

"SALOME SUN" EDITOR DIES IN LOS ANGELES

"Dick Wick" Hall, Noted Humorist, Published Wickenburg (Ariz.) News-Herald in His Youth—Syndicated to Newspapers

Dick Wick Hall, widely known humorist, died at Los Angeles, April 28, after several weeks illness.

Hall became famous through the publication in the *Saturday Evening Post* of much of his work, which had originally appeared in his handbill, the *Salome Sun,* printed in Salome, Ariz., a settlement of a few houses in the desert, 60 miles from a railroad. The Salome Sun was distributed to passing motorists, one of whom, a trade journal editor, recognized Hall's ability, and used some of his writings. Then Tom Masson of the "Short Turns and Encores" department of the Saturday Evening Post prevailed upon Hall to write for that column. Later his work appeared in other national magazines, and was also syndicated to many daily newspapers.

While Hall's Salome (Ariz.) Sun could hardly be considered an orthodox newspaper—it was published in the interests of his gasoline station—he had had previous publishing experience. In 1901, at the age of 23, he and his brother went to Wickenburg, north of Phoenix and established the *News-Herald.* It was here that he got his name "Dick Wick," his given name being De Forest.

While editor of the News-Herald he attracted wide interest as a humorist. The two brothers having been in at a poker game, where luck was against them, were confronted with the task of getting out the weekly paper, with no money to lif the paper stock still in the freight house. Support of the paper had not been all that might be desired, and though they did get out that edition, Hall sat down and wrote an editorial ending with:

Lives of great men oft remind us
We poor editors don't stand a chance.
The more we work we find behind us
Bigger patches on our pants,
So send in your mite, however small,
Or when the snows of winter strike us.
You'll find Dick Wick with no pants at all.

A two-and-one half column editorial appeared the following week in the *Chicago Inter-Ocean* which gave national recognition to Hall's editorial. The *New York Sun* gave it three columns.

In 1904 the brothers sold out the News-Herald and went to Salome, which they opened up and named. Much of the time was spent in prospecting and it was not until 1917 that the Salome Sun made its first appearance.

JOSEPH R. DUNLOP

Stormy Petrel of Old Chicago Journalism Dies at 82

Joseph R. Dunlop, former Chicago newspaper owner and editor, died there last week at the age of 82. He had been retired from active newspaper work for 16 years.

Dunlop was born in County Tyrone, Ireland, and was brought to Canada by his parents as an infant. After learning the printing trade in Canadian newspaper offices, he came to Chicago and attracted the attention of Wilbur F. Storey, publisher of the old *Chicago Times.*

After Mr. Storey's death, Dunlop became managing editor of the Times under succeeding managements and was also connected with the old *Daily Mail* and the *Inter Ocean.*

His connection with the *Chicago Dispatch,* which he founded and conducted for several years, was what brought him most of his fame. As owner and editor of this paper, Dunlop made vigorous attacks on many well-known Chicagoans and he was almost constantly engaged in litigation.

In 1896, when William Jennings Bryan ran for President on the free silver platform, Dunlop's paper was the only one to support him, a policy which for a time brought about an enormous increase in circulation and a change in the newspaper's name to that of the *Democrat.*

He later started the *Saturday Evening Dispatch,* which he conducted for 10 years.

JOHN K. MUMFORD DIES IN SINGAPORE

Former N. Y. Journal Spanish-American War Correspondent Was Gathering Material for Book—Recently Wrote for Herald Tribune

John Kimberly Mumford, 62, widely known newspaperman and magazine writer, contributor recently of a series of biographical sketches to the Sunday edition of the *New York Herald Tribune* and a leading war correspondent during the Spanish-American War, died April 17 of pneumonia in Singapore, British East India, while collecting material in the Far East for a book on rubber.

Mr. Mumford had rounded out an active life of journalistic effort in many fields. Born in Watkins, N. Y., the son of Prosper D. and Harriet Tanner Mumford, on Nov. 15, 1863, he prepared for a career in writing during his youth. On leaving Princeton University in 1885 he joined the staff of the *New York World* and the following year became associated with the *New York Journal.*

That newspaper sent him in 1898 to Cuba as war correspondent, and he headed its force of writers covering that important assignment. At the conclusion of the war he resigned to travel in the Orient, writing special articles for *Harper's Weekly.* While there he collected material for a book, published by *Scribner's* on Oriental rugs.

Publication of this book brought him rank as an authority on rugs, and he wrote many articles for leading magazines. He prepared catalogues for rug collections, among them the Marquand and the Yerkes collections. He closed his studio in East Forty-first street at the outbreak of the World War to work in Washington.

There Mr. Mumford helped edit *The Red Cross Magazine* and directed publicity work for the American Red Cross. At the conclusion of the war he resumed the writing of special articles, and for several years contributed a weekly biographical sketch on finance, industrial and professional leaders of New York City to the Herald Tribune.

Funeral services and burial were held in Singapore in accordance with instructions cabled by his family.

Daboll, Agency Official, Dead

Morgan W. Daboll, 58, treasurer and director of Horatio Camp's Advertising Agency, New York, died in New York, May 2. Mr. Daboll was born in Brooklyn and educated there. As a young man he entered the employ of Holt & Co., flour exporters, with whom he remained 20 years. Subsequently he became associated with the Camp agency.

creating
Impression!

nearly half the 2013 national advertisers using the Cleveland Plain Dealer in 1925 used it *exclusively.*

The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it

J. B. Woodward 110 E. 42d St. New York
Woodward & Kelly 360 N. Mich. Ave. Chicago

CHARLES F. PAUL

Editor of Toronto Saturday Night Dies at 60—Born in U. S.

Charles F. Paul, one of the best-known newspapermen in Canada and since 1909 editor of *Toronto Saturday Night,* died suddenly on April 30, aged 60.

He was born at Saratoga, N. Y., the son of a journalist of that city, under whom he learned the newspaper business on the *Saratogan.* Going to Hazelton, Penn. in 1887 he established and ran for a few years a paper of his own. He then worked for two years as a financial reporter in New York and in 1896 joined the staff of the *Montreal Star,* of which he became city editor in 1906. He served during the Spanish-American war.

Coming to Toronto in 1909 he soon developed Toronto Saturday Night into a strong publication, devoting special attention to its departments devoted to financial news. It became the recognized enemy of fake promoters and did much to raise the standard of financial dealing in Canada.

Obituary

J. E. ESTLE, who edited the *Crookston* (Neb.) *Enterprise* from his bed for four years, is dead at his home in Crookston. He had been stricken with tuberculosis and when the doctor ordered him to bed he continued to direct its publication.

CHARLES S. FULLERTON, 72, founder of the *Storm Lake* (Ia.) *Sentinel* and later with the *Sioux City Journal,* died in Chicago recently.

JACOB W. HIPP, 70, founder of the *DeSmet* (S. D.) *News,* the first paper in Kingsbury county, is dead at Bellingham, Wash.

ARCHIBALD P. RAMAGE, 56, treasurer and general manager of the Mississquoi Pulp and Paper Company, of Sheldon, Vt., died at his home in Northampton, Mass., last week after a short illness. Mr. Ramage was the organizer of the Hampton Paper Company at Holyoke, Mass., in 1911. He has spent 36 years in the paper making industry.

THOMAS A. WATERS, who has been editor of the *Chillicothe* (O.) *Advertiser,* died this week after an illness of several weeks. He had served as telegraph editor of the *Sandusky Register* and managing editor of the *Galion Leader,* and during the war represented a number of papers at Camp Sherman, Chillicothe.

ALEXANDER P. MURGOTTEN, dean of California newspaper men, died in his San Jose home April 28 at the age of 80. At time of his death he was editor and publisher of the *San Jose Pioneer.*

HORACE D. GRUBE, 52, for nearly 30 years connected with the Associated Press as telegrapher in the offices of the *Lancaster* (Pa.) *Intelligencer and New Era,* died in St. Joseph Hospital, Lancaster, April 29.

THEODORE A. FOWLER, 83, veteran Texas printer, died in a Waco sanitarium after several weeks' illness. Fowler was foreman of the *Galveston News* job printing department in the early days and was a pioneer on the *Houston Post.* He was a 32d degree Mason, a Confederate veteran and a member of the Houston Typographical Union.

SHAPE IDEALS THROUGH YOUR CHURCH PAGE

Learn how at the Philadelphia Convention

To sell churches on the use of advertising, you, as a representative of their business interests, should be able to tell them what to advertise and how to do it most effectively.

Advertising employed solely to fill pews and collection plates will not do either permanently.

"Church Advertising," says the Classified Manager of the Oakland Tribune, "should suggest thought, form ideals, and guide conduct for hundreds who may never enter the church of its origin, but who become associate members of that church through the bond of the press."

You are invited to participate in the church advertising sessions at Philadelphia. They will be held on June 22nd and 23rd, as a part of the international convention of the Associated Advertising Clubs.

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS,
383 Madison Avenue
New York, N. Y.

INLAND PRESS MEETING IN CHICAGO MAY 18

Louis Wiley to Discuss Waste in Business Offices—Other Speakers Named—Round Table Topics Announced

The Inland Daily Press Association is to meet at the Hotel Sherman, Chicago, Tuesday and Wednesday, May 18 and 19.

After committee reports, the following revised program is planned:

Press Congress of the World—S. G. Goldthwaite, *Boone* (Ia.) *News-Republican*, and W. J. Smith, *Waukegan* (Ill.) *Sun;* Newspaper Features—William H. Johnson, president, Editors' Feature Service; The Value of High School Pupils in Vacation Time—W. A. Partridge, superintendent of schools, Lyons, Ia.; Advertising Rates—J. M. Stephenson, *South Bend* (Ind.) *News-Times;* Newspapers That Get the Business—Marvin Creager, managing editor, *Milwaukee Journal;* Public Utility Advertising and Publicity—John B. Long, manager of the Northwestern Bell Telephone Company publicity bureau, Omaha; The Value of the Sports Department to the Business Office—Edward W. Cochrane, sports editor, *Kansas City Journal-Post;* Waste in Newspaper Offices—Louis Wiley, business manager, *New York Times.*

Subjects for round-table discussions are: What answer do you give to advertisers asking for agent's commission? What did you do with request from Quaker Macaroni to run a line under each grocer ad on making a space contract to begin early in May? Show contract with one Inland paper to run six free; Twenty cents a week subscription by carriers—what do you think of it? The comic strip, the sex strip, the tabloid, illustrated—what of the future?

Wells Succeeds Taylor in Buffalo

John D. Wells, former managing editor of the *Buffalo Times,* has succeeded David S. Taylor as managing editor of the *Buffalo Courier;* Mr. Taylor resigning after completing 25 years of service with the newspaper. Mr. Wells is the author of a column, "Grave to Gay," and of a number of volumes of poems. W. N. Wilkinson, who had been city editor of the Times, becomes its managing editor. He formerly was in the newspaper business in Toronto.

LIBEL LURKS IN MAIL OF STATE EDITOR

(*Continued from page* 11)

seeking $10,000 damages each. So far only the mayor's case has come to trial. He has collected $750.

Mr. Dapping wrote the following for EDITOR & PUBLISHER:

The telephone is a wonderful convenience, and a great time saver in the newspaper office—but there should be an experienced person at the sending end as well as at the receiving end. At the latter terminus, moreover, the most careful checkup of information should be made, and ten minutes cross-examination of the source of information for an item that can be transmitted in one minute may often save embarrassments. For instance, the bell rings.

"City room" says the editor.

A woman's voice stiffly commands: "A rippawtah, please."

The reporter is connected, and the voice continues: "I have a few items for your personal column," and the reporter transcribes these items:

"Mrs. John Smith is spending the day in Syracuse."

"Mr. Gaylord Lothario drove his new Packard to Syracuse today."

Harmless items in appearance, but inquiry must be made as to identity of the informer.

"Oh, why is that necessary?" peevishly inquires the correspondent. Refusal to give further information results in full investigations which shows that Mrs. Smith is reported by gossips to be "running around Syracuse" with Gay Lothario, while her husband blindly struggles on to support her in the style she claims to have been accustomed to. The items may be true. But the informer is a gossip. If they are not true their juxtaposition in the "Personals" column may cause a storm. The gossipy lady thought to use the newspaper to inform an obtuse husband of an impending scandal in his household.

Here is another "comeback" from the telephone item. The managing editor is called up on the long distance from a remote rural town. An indignant man declares: "You people got me in very wrong yesterday in that item you had that was indicted for driving a motor car and saying I was intoxicated. I am prominent in our church affairs, never drink and the item is all wrong. Please correct it at once."

The editor replies: "Well, that is a reasonable demand; of course we'll correct it if we were wrong. What is your name, please?"

"Harold T. Jones of the town of Sterling."

"Thank you, I'll look it up right away."

And here is the story: The court reporter came in with a list of indictments handed up in court when he had to leave for his office. The court clerk promised to call him up and give him additional indictments in time for the afternoon's paper. So in the heat of going to press the clerk calls the reporter who tries to hold a telephone receiver with one hand, to write with another, and to use one of his elbows to keep his sheet of copy paper from crawling over the desk as he scribbles the additional indictments.

He hangs up the receiver to type the story out of the traditional reporter's scrawl, and sure enough, the item reads that "Harold T. Jones of the town of Sterling was indicted for violation of the motor vehicle law, etc."

Then we ask the clerk about it. He says he read the name from the indictment held in hand right before the telephone, and as HE read it it was "Howard J. Jones"; not "Harold T. Jones" as we printed it.

Now the reporter will not contradict his good friend, the clerk, and the latter was probably right. Scribble out the names of Howard J. and Harold T. on a sheet of elusive copy paper and see how much alike they look. It turned out that Howard was the real offender, and he is a brother of Harold, but his cityfied ways led him into indiscretions that resulted in the indictment. So we promptly corrected the item, and Harold soon called us up again to express his thanks for our correction.

"Never again will I take an indictment over the telephone!" swears the reporter, holding up his right hand.

A costly press menace is the chain libel suit. Carelessness on one newspaper spreads libel expense to a dozen or more newspapers in as many different cities. While believing that the rights of individuals should be protected, the newspapers of New York state likewise considered there is a limit to the damage that can be done to a person by a libellous publication, no matter how widely it is disseminated. Two important amendments to New York state law have been passed through the efforts of F. H. Keefe, publisher of the Newburgh (N. Y.) News and chairman of a joint legislative committee representing all New York publishers' associations, and a third amendment for the protection of newspapers against collection of excessive libel damages has been drafted. What these amendments are will be told in the ninth article of this libel series to appear in EDITOR & PUBLISHER *next week under the title: "Cash Saving in Chain Libel Defense."*

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street **New York**

Still Gaining!

The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.

The net paid average for the American was 57,503.

You need these papers to cover Baltimore, they reach more than half the City.

Sold separately or in combination.

THE BALTIMORE NEWS
and
Baltimore American

ANNOUNCEMENT

To National Advertisers and Advertising Agencies

The National Advertising Departments
of
New York Evening Journal
Baltimore Evening News
Baltimore American
Washington Evening Times
Washington Herald
Atlanta Evening Georgian
Atlanta Sunday American
are combined with offices in
New York—Chicago—Detroit

New York Office:
W. G. HOBSON, *Eastern Manager*
2 Columbus Circle
Telephone: Circle 5400

Chicago Office: F. E. CRAWFORD, *Western Manager*, 913 Hearst Bldg.
Detroit Office: FRANKLIN PAYNE, *Representative*, 1351 Book Bldg.

All under direction of:
JAMES C. DAYTON, Publisher
NEW YORK EVENING JOURNAL

For the First Three Months of 1926
THE
TAMPA MORNING TRIBUNE

printed 7,355,276 lines of Advertising, and thus moved up from twelfth to SIXTH place among the newspapers of the United States.

The only newspapers printing a greater volume of advertising during that period than The Tribune were the Miami Herald, the St. Petersburg Times, the Detroit News, the Chicago Tribune and the New York Times.

The Tribune covers the rich South Florida territory of 24 counties and 190 cities and towns, with a population of 713,943.

That's Why Its Advertising Volume Grows

The S. C. Beckwith Special Agency,
National Representatives.

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

"No. 705"
MAILING MACHINE PASTE

Made especially for the Wing-Horton and Dick Mailing Machines.

Ready for instant use. Absolutely free from lumps. Smooth, easy, uniform flow. Feeds right.

Does not gum up the rollers, rust the fountain nor corrode the machine.

Never fails. Speeds up the mail. No delays because of clogged machine. Made to give dependable service—and does it.

Works equally well on newsprint or enameled paper. Used by many of the best known newspapers and magazines. Grips instantly and holds the label where it is put. No more lost copies due to address slips coming off.

No operator has ever been found who could work a mailing machine too fast for "No. 705."

57-gallon bbls. . . . 35c gal.
30-gallon bbls. . . . 45c "
10-gallon kegs . . . 55c "
5-gallon kits . . . . 60c "
2-gallon kits . . . . 70c "
1-gallon tins (single) . . . . 80c "
1-gallon tins Dozen . . . $9.00 "
f. o. b. Columbus, Ohio

And, by all means—use "QUICK STICK" paste powder for bundle wrapping. And—

"COPASCO" Editorial paste (Semi-liquid) in the office.

Manufactured by
The Commercial Paste Company
COLUMBUS, OHIO



Our Own World of Letters

By JAMES MELVIN LEE

NOBLE T. PRAIGG has done another good piece of editing in "The Advertising Year Book for 1925" (Doubleday Page & Co.) This annual is now acknowledged by all advertising men to be the official Baedeker of the business, so accurately does it trace trends and tendencies. The present volume contains something like one hundred and fifty articles and takes up about 25 special problems in the advertising field. It may be correctly described as the review of reviews in advertising. The authors listed in the volume constitute almost a "Who's Who in Advertising."

The volume for 1925 opens with a discussion of the world influence of advertising. Other chapters discuss advertising as a marketing factor, specialties as symbols of good-will, results from newspaper advertising, community benefits of advertising, selling the church through print, the agricultural press as an advertising channel, service of advertising, advertising public utilities, the feminine influence in advertising, the organization side of advertising, etc.

A feature that deserves special mention is the resumé of chapters printed not at the end but at the opening of each chapter. Such an editorial epitome is a great help to the reader.

The advertising world at large owes a vote of thanks to Mr. Praigg for the conscientious way he has done his work. It has been no easy task to decide just what should be printed from the immense mass of valuable material available for publication. The work must have been a labor of love for the volume sells at the low price of $2.

* * *

ERNEST ELMO CALKINS covers the story, "The Truth About Advertising," in the *Atlantic Monthly* for May. Currency for the slogan, "It pays to advertise," is given to George M. Cohan who put on the boards a play by that name.

Mr. Calkins, who, by the way, was awarded the 1925 gold medal for "distinguished personal service in advertising" in the annual Harvard Advertising Awards founded by Edward W. Bok, frankly admits that advertising pays the copywriter, the agency, the manufacturer, etc. He then discusses the crucial question, "Does it pay the public?" In answering that question other questions are raised. Are the people as a whole better off for advertising? Is advertising a benefit to mankind? Who pays for the advertising? Is the cost of advertising added to the cost of the goods.

Copy by Calkins is always good. He knows how to put in human interest. For example, he tells how Gilbert Chesterton hearing the slogan, "truth in advertising," went through a copy of *Punch* in the character of Diogenes searching for an honest advertisement, and found it not. He relates how Gilbert Seldes after examining the advertisements of the *Saturday Evening Post* reported "the literary style of the advertisements as lacking in a sweet reasonableness." In fact, he mentions a number of surveys of advertising, including that of the Federal Trade Commission and that of the Congressional committee which was able to determine that an advertiser who had left a liberal amount of white space in his advertisement must be trying to evade his excess profits tax.

A very fine tribute is paid to Edward W. Bok for the fight which he put up when editing the *Ladies' Home Journal* against fraudulent patent medicine advertising. In this movement Mr. Bok was supported, according to Mr. Calkins, by every real advertising man.

Mr. Calkins frankly admits:

> There is still much of such worthless advertising,—patent medicines, cures of all kinds, physical and mental, memory courses, will-power developers, beauty enhancers, all that "you too" stuff,—but the advertising man is not to blame, and the amount of it is negligible besides the body of legitimate advertising. Few reputable mediums are open to it. No advertising agent of standing will accept it. And the forces which are slowly closing in and eliminating it are set in motion by advertising men.

For those who solicit advertising whether for a daily newspaper or for some other medium the following paragraph has a special interest:

> A familiar paradox is the man who tells you with much earnestness that he never reads advertising and does not believe in it. And as he sits there he is dressed from head to foot in advertised goods. His office is equipped and his home is furnished with advertised goods. How did they get there? Because they were the things most accessible, the ones for sale in the stores where he bought, the ones the salesmen showed him, and the ones that most exactly met his needs. It was not necessary for him to read the advertising. The advertising he did not read distributed the goods, brought them within his reach, geographically and financially, and keeps them there for his benefit—better things than he could buy for the same money, but for the tremendous savings that quantity production brings about. And most of them would not exist, to say nothing of being distributed, if there had not been advertising.

Indeed every advertising solicitor ought to study this article for suggestions useful in meeting arguments that daily present themselves in office routine. Its statements of fact cannot be questioned on the ground of accuracy and its deductions from these statements cannot be disputed on logical grounds. Mr. Calkins not only writes with charm but also with logical precision.

* * *

WILLIAM LYON PHELPS in his department, "As I Like It," in *Scribner's Magazine* for May reprints two striking headlines. One was put over a story about a workman who had been buried in a cave-in:

TON OF SOIL FALLS
ON SON OF TOIL

and the other describes a man by the name of Ivory who was on trial in an English court; the evidence told against him and the headline in the newspaper was:

IVORY'S HOPES SINK

Both of these headlines come from Springfield, Mass., newspapers. The first appeared in the *Springfield Union* and was written by Walter A. Dyer who later became editor of *Country Life in America*: the second was printed in the *Springfield Republican* and was composed by William Seaver Woods who now edits *The Literary Digest*. I know about these headlines because I gave them to Mr. Phelps.

AN editorial for editors may be found in *The World's Work* for May. Headed "A New Feature for Newspapers," it takes up the halo of romance thrown around crimes of violence by the modern newspaper—to say nothing of the dime novel, Captain Kidd, and Robin Hood.

The editorial frankly agrees with Aristotle that drama purges the emotions and admits that stories of crime may have prevented other crimes "by letting people get their thrills out of books instead of action." The point stressed by the editorial is that the halo of romance thrown around the criminal by the press affects the administration of justice in that it prevents a juryman seeing the defendant in the case as a heartless murderer or an incorrigible criminal.

The headline, "Policeman Slain by Burglar—Leaves Wife and Three Children," is about all the notice the wife and the children receive in the press. The editorial suggests that newspapers should say more about "a happy family suddenly disrupted, a woman bereft of the love and support of her husand; children robbed of the affection and care of their father, all the bright prospects of education and family happiness thrown into confusion, the probability of hardship, poverty, distress." The editorial then concludes that if American newspapers featured this side of every murder the result would tend to quicker and surer justice.

* * *

"A REPUBLICAN President as Seen by a Democratic Editor" might be but isn't the title of an article which Walter Lippmann, chief editorial writer of the *New York World*, contributes to *Vanity Fair* for May. The title selected by Mr. Lippmann is "Puritanism De Luxe in the Coolidge Era."

Mr. Lippmann pulls a good one in his comment about the streamer headline he saw in one paper announcing the conclusion of the coal strike, "Coolidge Wins Coal Victory; Denies He Interfered." All through the article Mr. Lippmann uses the rapier—and he uses it well. His fencing is in striking contrast to that of Frank I. Cobb whose only weapon was the broadsword which cut everything in its path.

* * *

THE office copy of the *Outlook* for May 5, ought to have the following items checked: "The Trouble with Seitz," by O. T. Anderson; the editorial, "Newspapers and Postal Rates" which asserts that one of the inexplicable mysteries about the Post Office Department is its persistent hostility to second-class matter; the editorial "Propaganda and Opinion" which considers a modification of the Volstead Law; the feature article "Some Kind Words for Wood Pulp," by Don C. Seitz, who insists that the query of the Canadian Pulpwood Association, "Why pick on pulpwood?" has sound reason behind it.

The following words of that Association are quoted:

> Under the guise of patriotism and masquerading their clever scheme as an important measure

have you been following the remarkable growth of the Detroit Times

MICHIGAN
and the
BOOTH NEWSPAPERS
THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES
The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News
National Advertising Representatives
I. A. KLEIN — 50 East 42nd St. New York City
J. E. LUTZ — Tower Building Chicago, Ill.

The World
These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.
The Evening World
Pulitzer Building, New York
Tribune Tower, Chicago

The DES MOINES CAPITAL
Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.
It is the best Advertising buy in the mid-west
O'Mara & Ormsbee
Special Representatives
The DES MOINES CAPITAL
Lafayette Young Publisher

DOMINANT!
in
Pinellas County, Florida
Daily News
ST. PETERSBURG'S PICTURE PAPER
Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall
America's Biggest Tabloid
Florida's Fastest Growing Newspaper
To be assured of Complete Coverage—
USE THE NEWS
The only paper in St. Petersburg, Florida, whose application has been accepted by Audit Bureau of Circulations.
Represented by
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

DO YOU NEED A TRAINED MAN?
The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.
If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.
NO CHARGE TO EMPLOYERS

of Forest Conservation, the shrewd and wealthy pulp and paper mill owners have secured hundreds of thousands of dollars' worth of free publicity from the newspapers and periodicals of the country, whilst the pulpwood owners, engaged in a trade every whit as legitimate and worthy of encouragement as the lumber industry, for example, have had to pay advertising rates in order to even get their side of the story before the public. If the Canadian pulp and paper mills want or require the wood owned by their fellow citizens, that is now being sold to United States mills they can buy it. It is, and always will be, for sale in the open market at a fair price. Government regulation is not required to keep this wood in Canada. All that is necessary is that the Canadian mills pay as good a price as their American competitors.

The last page headed "By the Way" carries several small items that will bring a smile to members of the working press. Howard Brubaker, for example, writes:

What has become of the old-fashioned newspaper which discussed other matters besides the liquor question?

* * *

MOST critics of the modern press regret the so-called passing of personal journalism. Henry Seidel Canby writing in the *American Mercury* for May takes quite an opposite point of view and thus stresses the personal element in modern journalism:

In literature we always give our masters what they want; and since the crowd, not the patrons, is now master, we give them personal journalism. Watch the girl swaying at the strap in the subway crowd, a mere fibre of the impersonal mass, and see how eagerly she sinks herself in the blazing personalities of the paper she holds, in which everything from the fashions in stockings to international news is told by a Tom, Dick, Harry or Ann speaking intimately, familiarly to her. Or note in an apartment home, as like to ten thousand other apartment homes as one cell is to another, how the magazine on the table with its intensely personal style seems to radiate the familiar and the individual like a new kind of electrical toy. This craving for the friendly, familiar voice is responsible for the success of the column; for the impressionistic personal criticism, where "I like" and "I hate" are dominants.

* * *

A DELIGHTFUL fireside trip may be found in "Around the World" by Thomas Rees, publisher of the *Illinois State Register* of Springfield, Ill. The trip begins at San Francisco on the Pacific coast and ends at New York on the Atlantic. Between these two ports are many stops described in detail in the volume.

Part of the charm of this fireside trip is the ease with which acquaintance is made with fellow passengers—an interesting lot they are too. An entertaining side trip is by auto in Sumatra with its wonderful wild life. Here Christmas is spent in jungleland and here the Equator is crossed at about nine o'clock on Christmas day.

One wishes that the author-guide had lingered a little longer in the Malay States, especially at Penang, the beautiful; but if he had, possibly he would have had to cut short some of the sights of Siam. While on the road to Mandalay Mr. Rees questions the accuracy of Kipling's story about the flying fishes and the thunderous sunrise—but Kipling was always a better poet than he was a newspaper reporter. Mr. Rees himself tells some pretty big stories about the gulls around Rangoon, as he does about the city at the top of the world, Darjeeling, which means, "The City of the Thunderbolt."

But I am forgetting about fellow passengers. These appear possibly at their best in chapter XXXII, "The Social Side of Travel." In next to his last chapter Mr. Rees recalls the saying that Suez is the wickedest town in the world, and then remarks that he did not go ashore, although his ship dropped anchor at that port. One wonders why—if the author is as good a newspaper man as he is reported to be. Possibly he may have in mind another volume which, starting at Suez and ending at New York will print the contrast of the two cities. "Good copy" is found in "Around the World."

NOTABLES TO SPEAK AT MISSOURI SCHOOL

Prominent Editors Press Service Executives, Fiction Writers and Editorial Workers on Journalism Week Program

COLUMBIA, Mo., May 7.—The list of speakers for Missouri Journalism Week, May 10 to 15, will include E. C. Hopwood, editor of the *Cleveland Plain Dealer* and president of the American Society of Newspaper Editors. Among the others will be:

Charles G. Ross, chief Washington correspondent of the *St. Louis Post-Dispatch.*

Dr. James Melvin Lee, director, department of journalism, New York University.

Herbert Bayard Swope, executive editor, of the *New York World.*

Karl A. Bickel, president of the United Press Associations, New York City.

Don Bridge, Indianapolis, manager of the national advertising and merchandising department of the *Indianapolis News* and secretary of the Association of Newspaper Advertising Executives.

Gene Fowler, former managing editor of the *New York American,* editorial director of the King Features Service, Inc.

Ralph Mills, managing editor, *Kansas City Journal-Post.*

Mrs. Emily Newell Blair, Joplin, article and fiction writer.

C. W. Nax, classified advertising manager, *St. Louis Globe-Democrat* and president of the Association of Newspaper Classified Advertising Managers.

Frank Ridgway, agricultural editor, *Chicago Tribune.*

C. K. Berryman, cartoonist, *Washington Star.*

Jay B. Idean, *Kansas City Packer,* formerly associate editor of the *Country Gentleman.*

Dana Gatlin, New York, former literary editor, *New York Sun.*

Henry J. Haskell, editorial writer, *Kansas City Star.*

Walter W. Manning, Chicago, editor, *Woman's World.*

Edgar T. Cutter, Chicago, central division superintendent, Associated Press.

Laura Lou Brookman, Sunday editor, *Des Moines Register.*

W. C. Jarnagin, publisher, *Storm Lake* (Ia.) *Pilot-Tribune.*

Homer Croy, Forest Hills, Long Island, novelist.

Mrs. Bess M. Wilson, Redwood Falls, Minn., editor, *Redwood Gazette;* member of board of curators, University of Minnesota.

Frank L. Blanchard, New York, advertising counselor, Henry L. Doherty & Co.

Richard L. Jones, editor, *Tulsa* (Okla,) *Tribune.*

Among the Missouri newspaper editors who will speak are: John C. Stapel, Rock Port, editor, *Atchison County Mail;* Mrs. Mary Blake Woodson, *Kansas City Star,* president, Missouri Writers' Guild; Mrs. Jessie C. Williams, editor-in-charge, *Troy Free Press;* E. N. Pizer, Jr., associate editor, *Tipton Times;* Doc Brydon, editor, *Bloomfield Vindicator;* Edgar White, editor, *Macon Republican;* F. E. Stubblebaum, editor, *Bolivar Herald;* Fred R. Kenower, editor, *Breckenridge Bulletin;* C. W. Green, editor, *Brookfield Argus;* W. H. Zorn, editor, *West Plains Gazette;* Sam A. Clark, editor, *Carrollton Republican-Record,* and E. H. Winter, editor, *Warrenton Banner* and president of the Missouri Press Association.

The annual journalism banquet, May 14, which is the social feature of Journalism Week, will be "The King Feature Banquet."

An executive session of the National Council of Theta Sigma Phi, journalism sorority, has been called by Miss Sara L. Lockwood, national president of the sorority and assistant professor of journalism in the University of Missouri, to meet at Columbia, Mo., May 15 and 16, in connection with Journalism Week.

"Ghosting" Condemned in England

"Ghosting"—the practice of journalists writing articles on topical subjects, which are published under the signatures of titled people and noted athletes—was condemned at the annual delegate meeting of the National Union of Journalists, at Edinburgh, during Easter. The practice is growing in England, and journalists complain that although the newspapers pay large sums for these articles, the actual writer receives only a small amount.

Munsey Company Buys Another Block

The Frank A. Munsey Company, which recently acquired the Tribune Building at the corner of Park Row and Spruce streets, has added to its holdings in the same block by purchasing the eight story structure at 15 Spruce street, on a lot 25 x 81 feet. The seller was the Publishers Holding Company.

64-Page Regular Edition on Coast

The *Los Angeles* (Cal.) *Herald,* April 28, published a 64-page regular edition, claimed to be the largest regular edition ever placed on sale in the city by an evening newspaper. The edition was largely made possible through the appearance of 12 pages from one store conducting a huge May Day Sale.

Lansing Correspondent Starts Weekly

A new weekly state paper, the *Michigan State Digest,* edited and published by Ed A. Nowack, Lansing correspondent for the Michigan Press Association, made its appearance in Lansing late last week. The paper, it is announced, will be devoted exclusively to state affairs and will be non-partisan in policy.

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Albany, N. Y.

CAMDEN COURIER
The Morning Post
CAMDEN, N.J.
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A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

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Los Angeles, Calif.
Gained 5,015 Daily Average Circulation
Sworn Government Statement, Six Months Ending March 31, 1925, 177,298 Daily. Six Months Ending March 31, 1926, 182,313 Daily. Increase in Daily Average Circulation, 5,015.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

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Manhattan evening newspaper exceeds the
DAILY STAR
Queens' Home Newspaper, in volume of paid classified advertising.
A paper strong in Classified Advertising is always strong with its readers.
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SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK
Standard Gravure Corporation
LOUISVILLE KY

CAREERS OF PULITZER PRIZE WINNERS

SINCLAIR LEWIS, author of "Arrowsmith," is also the creator of "Main Street" and "Babbitt," novels which created much discussion. "Main Street" was the first of his satirical interpretations of American life, and "Babbitt" gave the world a new word.



SINCLAIR LEWIS

In "Arrowsmith," which the novelist published last year after a three years' silence, he contrasted the life of research workers in the field of medical science with that of those physicians and surgeons who go in solely for commercial success, and in the character of Leora, the wife of Dr. Martin Arrowsmith, he drew what is regarded as a masterly portrait of a woman. Mr. Lewis wrote "Arrowsmith" with the assistance of Dr. Paul H. De Kruif, author of "Microbe Hunters," to whom the novelist gives credit for the accuracy of the technical detail of the medical profession in his novel.

Mr. Lewis was born in 1885 in Sauk Center, Minn., and was graduated from Yale College in 1907. His first job was as a reporter on the *New Haven Journal-Courier*. He also worked as a reporter for the *San Francisco Bulletin*, the Associated Press and elsewhere, and was a writer and editor in the magazine field for several years.

GEORGE KELLY, whose "Craig's Wife" won the drama prize, just missed winning the Pulitzer prize for 1924 with his play, "The Show-Off." The play jury, consisting of Professor William Lyon Phelps of Yale, Clayton Hamilton, the playwright, and Owen Johnson, the novelist, recommended "The Show-Off" for the prize, but was overruled by the Advisory Board in favor of "Hell-Bent fer Heaven," a play by Hatcher Hughes, a lecturer on the drama at Columbia.



GEORGE KELLY

The Theatre Club, Inc., recently awarded a gold medal to Mr. Kelly for having written the best American play of 1925 in "Craig's Wife." The play is a study of a married woman to whom the possession of material things seems so vital that she finally wrecks the spiritual happiness of her marriage.

Mr. Kelly was born in Philadelphia thirty-four years ago. Beginning his theatrical career as an actor in juvenile parts in road companies, Mr. Kelly later went into vaudeville, where he began to write his own one-act plays several years ago. One of these sketches was the nucleus of "The Torch-Bearers," his first full-length play, which made a hit on Broadway three years ago.

DR. EDWARD CHANNING, author of the prize-winning volume of history, has for many years been McLean Professor of History at Harvard. He is a member of the Massachusetts Historical Society and the National Institute of Arts and Letters.



DR. ED. CHANNING

He was born in Dorchester, Mass., in 1856. He is the author of "Town and County Government in the English Colonies of North America," "The Narragansett Planters," "The Navigation Laws," "English History for American Readers" (with Thomas Wentworth Higginson), and "The History of the United States," of which the sixth volume is awarded the Pulitzer prize. It is entitled "The War for Southern Independence."

AMY LOWELL, author of the prize-winning verse, "What's O'Clock?" died May 12, 1925, at the age of fifty-one. With her neighbor, Henry Adams, she represented the last of the New England traditions in a sadly changed world.



AMY LOWETT

Her virile critical work outbalanced her poetry. Her two-volume life of John Keats has become his most authoritative biography. Her best known poetry is "A Dome of Many Colored Glass," "Sword Blades and Poppy Seed," "Can Grande's Castle," and "Men, Women and Ghosts."

She lived in seclusion with a woman secretary at Sevenels, Brookline, Mass., where she bred dogs with enthusiasm. At one time or another she traveled in every country in the world except South Africa. She was in the midst of planning a trip when she died.

She liked to work at night, and sleep all day. The mild cigars which she smoked were famous. Her brother is President A. Lawrence Lowell of Harvard.

"What's O'Clock?" published posthumously, is characteristic of her remarkable feeling for physical imagery and personal idioms of expression.

DR. HARVEY CUSHING, author of the prize winning biography, "The Life of Sir William Osler," is the foremost brain surgeon in the country, if not in the world. To a large extent modern technique is the result of his experiments and studies.

He was born in Cleveland in 1869 and graduated first from Yale in 1891 and then from Harvard Medical School in 1895. He began his work in surgery at Johns Hopkins in Baltimore as one of the famous Dr. Gilman's "brilliant young men." In 1911 he went to Harvard as professor of surgery and surgeon-in-chief of the Peter Bent Brigham Hospital in Boston.

Before the United States entered the war he took a medical unit from Harvard to France, where he was attached to the British Expeditionary Force. In 1917 he was made a Colonel in the American Medical Corps.

He has received many honors in his own country and in Europe. He is a Fellow of the Royal College of Surgeons, Companion of the Bath, Chevalier of the Legion of Honor, and holder of the Distinguished Service Medal.

His biography of the most picturesque and influential figure in the history of American medicine, Sir William Osler, is Dr. Cushing's tribute to their common profession.

SCHOLARSHIP AWARDS

Miss Lucille Crews of Redlands, Cal., who won the musical scholarship, was born in Pueblo, Col., and was graduated from Dana Hall School, Wellesley. She studied music at the New England Conservatory of Music, in Boston, and the Northwestern University School of Music, in Evanston, Ill., as well as with private teachers.

Miss Dorothy Ducas is the youngest girl winner of a traveling scholarship since the prizes were established. She is 20 years old and lives at 536 West 113th street.

Lawrence Hopkins Odell is the son of Isaac Odell, a merchandise broker of 287 South Lexington avenue, White Plains, N. Y. He is 21 years old and received the Bachelor of Arts degree from Columbia in 1924.

Leif Eid is 25 years old and is from Everett, Wash. He came to Columbia from Washington State University, and won the Katherine MacMahon Memorial Scholarship, valued at $150, for the year 1925-26. He also is a member of Sigma Delta Chi.

Newspaper Woman Starts "Chicagoan"

Marie Armstrong Hecht, of the *Chicago Evening Post* staff, has started a magazine to be known as *The Chicagoan*, its first issue scheduled for June 1. The first issues will be twice monthly, thereafter weekly. It will be modeled after after weekly.

The real farm problem is how to transfer the surplus from the corn crib to the pocketbook. — *Norfolk Virginian-Pilot.*

If Quality

of circulation is your first consideration

The Evening Star.

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Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

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Dan A. Carroll

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CUMBERLAND

is the second largest city in Maryland and in the past five years has grown in population from 27,000 to 45,000.

Annual industrial payroll is $25.000,000.00; resources of six banks now $19,494,036.51.

Surrounded by a prosperous agricultural territory. One of the most responsive markets in America.

Covered thoroughly by

THE EVENING TIMES
Circulation now over 14,000 daily

Represented nationally by
THE DEVINE-MACQUOID CO., INC.
New York Pittsburgh Chicago

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

Cover Fashions by Printing Fashion News

See samples of Our New Daily Service by wire or mail

FAIRCHILD
Newspaper Services
8 East 13th St. New York

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.

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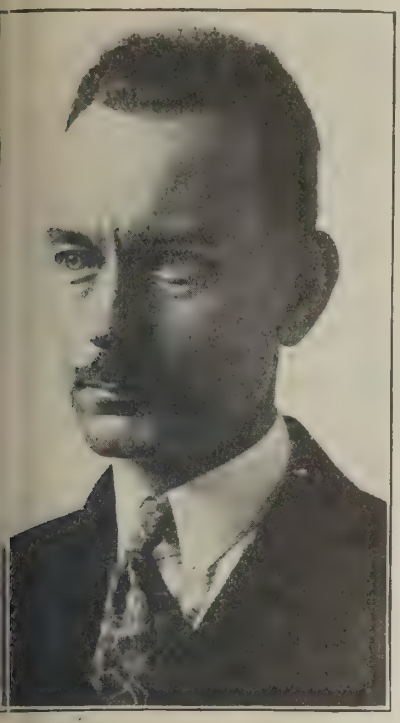
Is the giant influence on the Turf, in Society, Music, Theatre, Motion Picture and Finance, having the largest circulation of any Daily in the United States at a ten-cent Price.

Circulated in every State in the Union and the principal capitals of Europe. An exclusive market for its advertisers.

The Morning Telegraph
50th St. & 8th Ave., N. Y. City

Peoria
The Try-Out City
THE PEORIA JOURNAL Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

Fitzpatrick With St. Louis Daily 13 Years



DANIEL R. FITZPATRICK, whose cartoon of "Laws of Moses and Today" won a Pulitzer prize, is 35 years old and has been staff cartoonist of the St. Louis *Post-Dispatch* for 13 years. Previously he had done cartoons and comics for the *Chicago Daily News* for about two and a half years.

He was born in Superior, Wis. His ambition to be a cartoonist dates from high school days. He was 17 when he entered the Art Institute in Chicago, from which he went to the position on the Daily News.

His caricatures, which are done in crayon, have been widely reprinted. He has contributed to *Life*, and, recently, to *Collier's*. His work has been entered in two exhibitions, and won prizes in both—the Black-and-White Exhibition last year and the St. Louis Artists' Guild, and last year's exhibition of the Pennsylvania Academy of Fine Arts, where Fitzpatrick's caricature of Babe Ruth won first prize.

His own opinion of his highest achievement was a score of 90 on 18 holes.

Kingsbury a Veteran of Dana's Sun

EDWARD M. KINGSBURY, author of the editorial, "The House of a Hundred Sorrows," has been a member of the editorial staff of the *New York Times* since 1915. He was born in 1854, was graduated from Harvard in 1875 and was admitted to the bar in Massachusetts in 1879. In 1881 he became a member of the staff of the *New York Sun* under Charles A. Dana. In the book, "Dana and His People," Edward P. Mitchell, former editor-in-chief of the Sun, wrote about Mr. Kingsbury as follows:

"For a third of a century Kingsbury was a prime factor in making the paper's editorial page what it was said by the kind-hearted to be. He had most of the talents except that of self-promotion. He caught speedily the inherited characteristics and added to these the rich qualities of a personality almost unique for exquisite humor, fine wit, broad literary appreciation and originality of idea and phrase. From 1881 to 1915 many of the notable articles and casual essays on subjects a little apart from the more obvious actualities were due to that very accomplished and exceedingly modest artist of the pen."

PULITZER HONOR AWARD TO GEORGIA DAILY

(*Continued from page 6*)

In this fight, in which Julia Collier Harris's articles played a leading part, the *Atlanta Constitution* and the *Macon Telegraph* joined wholeheartedly. Believing that religion and the theory of evolution do not conflict, and feeling that a sort of hysteria fostered by uninformed but sincerely religious persons was abroad Julian Harris and Julia Collier Harris saw in the Dayton trial the news story of the year. They covered the trial together, both by mail and by wire; and the Enquirer-Sun was the only Georgia newspaper with special representatives handling the news of the Tennessee heresy trial. Georgia legislators made a feeble flutter in 1925 to bring up the bill to prohibit the teaching of the theory of evolution, but so many Georgia newspapers opened fire on them that the matter was dropped. No word was heard of it in the extra session just ended.

It was the Enquirer-Sun which uncovered the fact that Gov. Clifford Walker, of Georgia, after publicly announcing that he was going to Philadelphia for a rest, had traveled to Kansas City and the National Klan meeting. With him were commissioner of Agriculture Brown and State Game Warden Twitty. The Enquirer-Sun noticed in an AP dispatch which quoted the "governor of great state" as making a speech; and in an excerpt quoted from the speech appeared the phrase "bridging the chasm."

Recognizing this as a favorite locution of Gov. Walker's, the Enquirer-Sun wired its Atlanta correspondent to ask the governor if he had not attended the Klan meeting. Walker refused to say "yes" or "no". The Enquirer-Sun then called on the New York World to aid it in establishing the fact that Gov. Walker had lied about the Philadelphia trip, and had actually gone to Kansas City. The World verified the truth of the Enquirer-Sun's assumption, and the editor of the Enquirer-Sun gave the facts to Clark Howell, editor of the Constitution. The Constitution showed the governor that he had been trapped, and Walker admitted he had lied; further he confessed, as the Enquirer-Sun had been charging for several years, that he was a Klansman. He was joined in his confession by Brown and Twitty.

The Enquirer-Sun has insisted and still insists that the negro must be treated with equal and exact justice. Mr. Harris does not believe that there is any logic in telling outsiders that the Negro has the mind of an adolescent and must be treated like a child; and then lynch the "child" as if his actions had been motivated by the trained brain of a professor. But lynching is in a sense a minor evil, in that it is not only decreasing, but is in itself so horrible, so cowardly and so inhuman that it must eventually disappear from all decent communities.

The Enquirer-Sun has been attacked by other Georgia papers for making public Georgia's weaknesses and for criticizing her defects. One Georgia editor invited Harris to leave the state, but the Enquirer-Sun editor refuses to go. He says that it is because of his love for Georgia that he will not re-echo the wailing cry of "Georgia's no worse than any other state." He contends that he is striving to have it said of his native state—and is devoting all his editorial energies to that end—"Georgia is the *best* state in the Union."

Mr. Harris has had a distinguished newspaper career. From 1890 to 1907, he was cub reporter, news editor, night editor, city editor, and managing editor of the Atlanta Constitution, with the exception of five months in 1896, when he worked on the *Chicago Times-Herald* to get a big city slant on journalism. During his Atlanta newspaper experience, he was a trustee of the city's Carnegie Library and also on a committee of five to draw up a charter for a commission form of government.

From 1907 to 1912, he was general manager and then editor of *Uncle Remus' Magazine*. He spent 1913 abroad and during the next two years served as Sunday editor of the New York Herald. The latter part of 1915 found his as advertising manager of the *New York Evening Telegram* from which he went in December to become editor of the Herald's Paris edition. When the United States entered the war, Harris was commissioned a captain in the U. S. Army, and after the armistice he returned to the New York Herald as assistant to the managing editor. From April, 1919 to December, 1919, he was the paper's Paris correspondent and from December, 1919 to March, 1920, again editor and general manager of the Paris edition. In November, 1920, he bought a half-interest in the Columbus Enquirer-Sun and took charge of business and advertising. The following January he bought control and in November, 1922, he purchased all outstanding stock and took up the duties of editor, with Julia Collier Harris as associate.

Consistent Builders of Circulation

We do not use just one outstanding success to show you as proof of our ability. Year in and year out, for twenty-two years, we have continued to make each and every campaign a success.

We have proven our methods.

MYERS'

Circulation Organization

415 E. Third St., Waterloo, Iowa

A Fool There Was—

A new 3-a-week cartoon, showing the many fool things which contribute to automobile accidents.

The International Syndicate

Baltimore, Md.



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To Run 10 Days
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Beautifully Drawn, Full of Action, Suspense and Thrills

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WHAT'S HE DOING NOW?

A New Three Times a Week Sport Feature

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MAXWELL

Is Being Mailed to You This Week

The story of your favorite Sport Hero of yesteryear and what he is doing now.

Two column mat and proof of copy

COSMOS NEWSPAPER SYNDICATE INC
Covering the World

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An unusual financial service that places emphasis on the news that influences the course of security and commodity prices.

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CENTRAL NEWS of America

ESTABLISHED 1914

42 New St., New York City

A. P. TO STUDY NEEDS OF SMALL DAILIES

N. A. Huse, Former Nebraska Publisher Later with American Press Assn. and U. P., to Investigate Field for Co-operative Agency

Norris A. Huse, former Nebraska publisher, this week became a member of the Associated Press executive staff at New York headquarters. He was invited to join the A. P., Kent Cooper, general manager, announced, to act as liaison officer between the co-operative news agency and the smaller member newspapers.



NORRIS A. HUSE

"The new members of the A. P. must necessarily come from the smaller cities," Mr. Cooper said. "We have, therefore, engaged Mr. Huse to study how he may better serve this type of small daily."

Mr. Cooper also pointed out how members at the annual meeting had commended the extension of the A. P. leased wire service to the smaller cities and towns. He called attention to the election of about a score of small newspapers as A. P. members at the last meeting of the board of directors.

Mr. Huse was at one time publisher of the *Norfolk* (Neb.) *News,* now owned and published by his brother. Later he became vice-president of the American Press Association, in which capacity he became widely acquainted among small city publishers. From this position he became general manager of the United Feature Syndicate, subsidiary of the United Press Associations, and subsequently purchased an interest in and was business manager of the *New Rochelle* (N. Y.) *Standard-Star.* He sold his interest and for the last few months has been vacationing in Florida.

The following newspapers were elected to Associated Press membership at the last board of directors meeting:

Glendive (Mont.) *Free Lance, Melbourne* (Fla.) *Journal, Wewoka* (Okla.) *Democrat, Columbus* (Miss.) *Commercial-Dispatch, Texarkana* (Tex.) *Evening Texarkana Gazette, Tarpon Springs* (Fla.) *Leader, McAllen* (Tex.) *Morning Telegram,* and *Chickasha* (Okla.) *Express.*

Ten other newspapers were elected to membership at the same meeting of the directorate, but their names will not be made public until wire service actually starts.

NEW OWNERS ELECT

E. C. Rodgers Named President of San Luis Obispo Telegram-Tribune

At a meeting of stockholders of the San Luis Obispo (Cal.) Herald Publishing Company the following directors were elected: B. H. Canfield, E. C. Rodgers, J. W. Curts, G. D. Rodgers and C. M. Ramsey, who elected E. C. Rodgers president, J. W. Curts secretary and treasurer.

The Herald Publishing Company publishes the *Daily Telegram,* afternoon, and the *Morning Tribune,* only daily newspapers in San Luis Obispo county. R. C. Hoyt recently sold all the stock in the company to Mrs. Josephine S. Scripps, B. H. Canfield, E. C. Rodgers, Leroy Sanders, J. W. Curts and Neal Hellis, and the two papers now will be associated with others of the James G. Scripps newspapers, which include the *Los Angeles Record, Seattle Star, Dallas Dispatch, Portland News, Tacoma Times,* and *Spokane Press.*

Hoyt purchased the Daily Telegram for $75,000 from C. L. Day in 1923, combining that paper with his *Morning Herald,* with afternoon and morning editions. In October, 1925, Hoyt purchased the Morning Tribune from Benjamin Brooks, a veteran California publisher, for $20,500, and combined that paper with the Morning Herald. It is reported the new stockholders paid in the neighborhood of $150,000 for the properties, which included the newspaper building and other real estate.

E. C. Rodgers, who succeeds J. A. Easton as publisher and manager of the two newspapers, sold the *Burlingame Star* recently to S. D. Merk, publisher of the *Burlingame Advance.*

Hanway Buys Laredo Times

The *Laredo* (Tex.) *Times,* afternoon publication and only daily in Laredo, has been sold by the Penn Publishing Company to J. E. Hanway of the Casper (Wyo.) *Herald and Tribune,* who will take charge July 1.

Supplies and Equipment

Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER

Eliminates the Metal Furnace

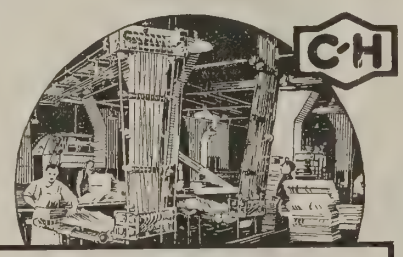
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as made by us will speed up production and reduce costs—A *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

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speed up the movement of papers to delivery room—without fuss or waste. Used for years by hundreds of large and small publishers throughout the country. Write for details and typical installation views.

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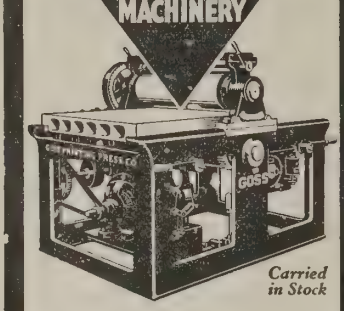
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The Buyers of Equipment and Supplies read
Editor & Publisher

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Some outstanding and exclusive features of The Goss *Combination Wet and Dry* Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

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Fresh, cool, invigorating air—supplied by Sturtevant Ventilating Fans—would keep your men working at top-notch efficiency during the hot summer months.

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USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

GOSS 24 and 28-page presses good for black or color work.

HOE Quadruple, Sextuple, Sextuple color Presses, Octuple and Double Sextuple Presses.

DUPLEX Flat Bed Press—Prints 4, 6 or 8 pages. Also Duplex-Quadruple Stereotype Press, Metropolitan Pattern.

POTTER—16 page stereotype press with stereotype machinery. Very good and very cheap press.

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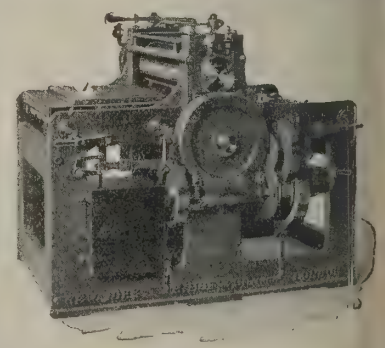
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THE GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON

HOE New-Design Heavy-Duty Matrix Roller

Built especially for heavy-duty work from the best grade of materials. Heavy supporting Frames are cast in one piece and secured by two substantial crossbar castings. Bed, with five second travel in one direction for wet mats and twenty second travel for dry mats, accommodates the largest single and double-page chases in ordinary use.



Designed Especially for Dry Mats

R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street CHICAGO, ILL. also at DUNELLEN, N. J. 7 Water Street BOSTON, MASS.

Employment—Equipment—Services

EDITOR & PUBLISHER
Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS
(Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE.

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 841 Broadway, New York City.

Classified—I will increase your classified on percentage of increase basis; 62 per cent gain Norristown Register Classified in three months. Also increases on other papers. Write Don C. Wilson, Norristown Register, Norristown, Pa.

Special Editions

Special Edition—I have capable special edition crew now available. Commission basis only. Also have three high-grade men available for special pages. Address B-972, Editor & Publisher.

Special Edition Editor

Special Edition Editor prepares copy for Special Editions, subject to Publisher's approval. On contract or salary basis. B-963, Editor & Publisher.

BUSINESS OPPORTUNITIES

Brokers

In the Gulf Coast, only paper in a city of 7,000, no other paper in county. Annual gross business $70,000, net $10,000 to $12,000. $43,000 equipment. Price $45,000, terms on part. Corp. 1331x. The H. F. Henrichs Agency, Litchfield, Ill.

Elmar D. Gray, Field Secretary of the Press Congress of the World, Sturgeon, Mo., is in Des Moines, Iowa, this week meeting Iowa editors. Next week he will be in Columbia, Mo., attending Journalism Week and visiting with Dean Walter Williams, the hardest worker and the best known newspaper man on earth. And the next week Mr. Gray will, upon the command of President Southern, of the Inland Daily Press Association, be in Chicago to meet those fine newspaper men. Gray is hustling to buy and get all the editors on this earth to go to Europe in September to attend the Press Congress. Gray gets no salary or expenses for this work, but he subsists by selling an average of $20,000 worth of newspaper property each month. In a letter received yesterday, Gray says:

"I have a client who makes a lot of money printing several weekly papers up in Iowa. He has been in the game a long time, and he wants to sell all or a part of his property, which is priced at $40,000. He will sell a third or a half interest to one or two young men. A good chance for someone.

"I have a Democratic weekly in an Iowa city of 2,500, which has been owned by the same family for over 40 years, making good money, which I well sell for around $15,000.

"I have more calls for California papers than I can supply. I want to list ten or more for sale in that State.

"To a Republican I can sell two afternoon dailies in a Missouri city of 25,000 for around $90,000, about half cash. And the man who likes this buy will clean up plenty of cash.

"I have a daily in Alabama I can sell for $50,000, in a city of 6,000, making $1,000 a month.

"I am searching for a man with $40,000 or more who will make a live business manager for a prosperous daily priced at a quarter of a million dollars, and would care for such an investment. If you cannot invest at least $50,000 in this business, no need to write.

"Morning daily in Oregon priced at $100,000—$50,000 down. Fine financial showing. Half interest to the right party for $50,000. Price includes building.

"I have a newspaper plant in a small Missouri city, now only doing a job business, but the paper can be resurrected. Payment of less than $500 can take the plant."

Newspapers For Sale

New York State county seat weekly for sale; doing $18,000 annually. Adequate equipment including two linotypes. Prospective field for daily. Price $20,000, half cash. Address B-959, Editor & Publisher.

BUSINESS OPPORTUNITIES

Newspapers Wanted

Successful Publisher with $50,000 real money for initial payment, desires to purchase newspaper located in Ohio, Indiana, Illinois or Iowa. Address with general particulars, Purchaser, care of Editor & Publisher.

Two men of excellent character and broad experience on Metropolitan dailies want to take over paper in suitable town of 5,000 or more. Address B-962, Editor & Publisher.

CIRCULATION

Promotion

Again—Solicitors are doing 8-12 orders daily without promotion cost to paper, on two new china offers in Ohio. Write for details. The Albright China Co., Carrollton, Ohio.

Circulation campaigns successfully operated. "Insured Results." Address A. B. Rudolph, Erie Daily Times, Erie, Pa., where a campaign is now in operation.

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

EDITORIAL

Syndicate Features

Times, Atlantic City, N. J., and Boston Telegram are the new customers this week. Write for samples of a live, alert, up-to-date service. The Graphic Syndicate, 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

Advertising Solicitor—One of the old established and leading special agencies representing only high class newspapers has an opening for a solicitor. One with experience and possibly an acquaintance with New York advertising agencies desired. Salary commensurate with service rendered. Very unusual opportunity for rapid advancement for a live, energetic man, with initiative and ability. State experience, age, references. B-975, Editor & Publisher.

Advertising Man—Must be good salesman and copy writer; important daily newspaper near New York City; must have car; give full particulars and salary expected. Good opportunity. B-956, Editor & Publisher.

Circulation Manager for Eastern newspaper of 100,000 daily circulation and 60,000 Sunday. Both daily and Sunday papers dominate a field of 500,000 population within 25 mile radius. Must have had experience in all kinds of circulation work and been used to live competition. A good opportunity for the right man to grow with a rapidly growing newspaper. B-965, Editor & Publisher.

Circulation Manager for the leading newspaper in highly competitive field. $90 weekly for top-notcher. In replying give full details of previous experiences and accomplishments. B-948, Editor & Publisher.

City Editor for prosperous small city morning paper in Middle West. One who has made a success in small city work. Good pay and fine opportunity for real live wire. Address B-943, Editor & Publisher.

Editorial Writer on morning daily in Middle West. City of 30,000. Circulation 13,000. Address B-957, Editor & Publisher.

First Class Circulation Man with good references wanted to canvass and organize new territory which old established daily is entering. Wire or write, but do not make application in person to The Daily Sentinel, Grand Junction, Colorado.

Girl Reporter for news bureau; excellent appearance, good writer, varied assignments; start, $25, quick advancement. Paul May, 206 Fendall Building, Washington, D. C.

News Executive, competent, wanted by Southern daily newspaper. Must be capable of assuming full responsibility as Managing Editor. Give comprehensive information as to experience, newspapers by which applicant has been employed, and in what capacity. Salary expected. Age. Personal habits and temperament and other information that should be considered. Address B-969, Editor & Publisher.

Situations Wanted

Advertising Merchandising—Man 24, university grad; majored in adv., marketing, made practical by newspapers and commercial experience. B-953, Editor & Publisher.

Circulation and Promotion Manager seeks interview. City exceeding 100,000. Capable promoter of staple circulation. Can make circulation figure needed for rates or possible leadership at minimum cost. Eliminator of department lost motion in strongly contested fields. Family. Future first thought. B-967, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Circulation Manager—12 years of thorough promotion experience. Producer of country and home delivered circulation through Boy plan. Good reason for changing. First class references. Married. B-971, Editor & Publisher.

Circulation Manager, now employed. Married, with family. Sober and steady. Desires change to position of like capacity or as assistant manager on larger paper. Thoroughly conversant with every detail of circulation. Best reason for leaving present position. Can furnish high class references. B-964, Editor & Publisher.

Circulation Man with 25 years' experience on evening newspapers in the Middle West, is anxious to locate with an evening paper in East. Partial to home delivered circulation. Prefer city with population of 150,000 or more. Can furnish best of references from paper associated with at present time. B-960, Editor & Publisher.

Circulation Manager—I have for sale the services of a thirty-three year old circulation manager. 17 years of circulation experience including 12 years of successful circulation management will make these services highly valuable to any publisher in need of a first class circulation man. Further information gladly furnished on request. Inquiries treated positively confidential. B-944, Editor & Publisher.

Charge of woman's department, book page or combination on daily or magazine wanted by young woman with unusual experience, initiative, enthusiasm, background of study abroad and home. Earned $50 week past four years. Might consider editorial and news end live weekly California or New England. Can write heads, make-up, read proof. B-961, Editor & Publisher.

Desk Man, Reporter, educated, experienced, whose own ideas do not obscure the policy of paper he is serving, desires permanent connection on p. m. daily in eastern city after June 1. B-950, Editor & Publisher.

Dramatic and Motion Picture Critic -Young man, 6 years' newspaper experience. Address B-966, Editor & Publisher.

Editorial Writer, 34, experienced, practical, informed, tolerant, traveled at home and abroad. Asset to paper. Participate in prestige building outside of columns. Forceful public speaker. Knows people. Just returned from tour 11 countries. 3 years present job. Wife trained newspaperwoman. Could come soon, cities 40,000 up. Making $4800. Address B-974, Editor & Publisher.

Editorial writer, managing editor, news editor—Man who can fill any position in editorial department, who has had 18 years' experience, mostly Metropolitan, and who is now holding managing editor position, wants change. Prefer South or Southwest. B-970, Editor & Publisher.

Managing Editor—In some small Eastern city there is a publisher of an evening newspaper who is dissatisfied with his news department. I seek the opportunity to send him my successful record as a news executive on great and small dailies, together with copies of record contracts and recommendations. Salary requirements at least $75 a week. B-968, Editor & Publisher.

Production Manager—Energetic, capable man of 40, with 20 years' experience printing, publishing, electrotyping, desires position. A-1 references. B-954, Editor & Publisher.

Reporter—Young Man, two years reportorial experience, wants job around New York. Night work preferred. B-958, Editor & Publisher.

Sales Executive—An experienced, aggressive, high powered salesman is open for connection on short notice. Big record of success in selling both local and national advertising and also syndicate features. Would make a successful salesman for any allied newspaper work that requires selling. Well recommended and a big producer. At present earning over $7,000 yearly. An interview will not only be interesting but may be profitable to both parties. Interview can be arranged in New York or elsewhere at your convenience. B-939, Editor & Pubisher.

Situation as editor of daily newspaper wanted. Experienced telegraph editor and forceful editorial writer. Republican. Western experience. B-955, Editor & Publisher.

Special Edition—Publisher contemplating special edition or industrial or special pages may obtain organization on fair commission basis. Clean solicitation guaranteed. References Address B-908, Editor & Publisher.

Syndicate Man wants to connect with New York syndicate. Experienced placing shorts, novelettes and serials. Knows the market from Maine to California and is familiar with foreign rights and selling. Has thorough knowledge of rights, from book to second serial. Can select and edit fiction, prepare synopses, make broadsides, correspond and sell. Managed fiction syndicate two years. Before that three years on metropolitan paper. Has had road experience but would rather remain at desk. B-940, Editor & Publsiher.

Young Woman, university graduate, with thorough newspaper and advertising training, wants place as aid to editor or agency head. Not afraid of work. Address B-973, Editor & Publisher.

MECHANICAL

Equipment For Sale

Complete Newspaper Engraving Plant for sale. Ideal for one or two-man shop. Miles Machinery Co., 286 Eighth ave., New York City.

Duplex Newspaper Press, eight-column, eight-page, double drive, angle bars, adjustable former, rebuilt new two years ago. Must make room for larger press. Can be seen in daily operation until June 1st. Will sell cheap. Address Meridian Star, Meridian, Miss.

Goss four deck single width, high speed press for sale at a bargain, with plate finishing machine, casting box, matrix roller, simplex drive, five hundred D. C. motor and control. Press ready for immediate delivery. Can be seen in operation for a few days only. Wire or write W. C. Mayborn, 1413 F. and M. Bank Building, Fort Worth, Texas.

Hoe Jig Saw and Drill for sale. Completely rebuilt. Fine condition. Miles Machinery Co., 286 Eighth ave., New York City.

Printing Press—Two revolution, sheet 28 x 40, in exceptional condition. Can be bought right. Must be disposed of. Cash or time. R. & B., 15 Walker street, New York City.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner Fendler Branch, A. T. F. Co., New York City.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Used Goss Comet Eight-Page Flat Bed Webb Press, thoroughly factory rebuilt. For quick shipment, price reasonable. Easy terms. Goss Printing Press Company, Chicago.

Service

Erection and Repair Service—Work guaranteed on all makes of presses. For low rate, write or wire Press Erector, 1443 Blake street, Denver, Colorado.

Southern California Daily

Only daily in a growing city of 12,000, in the Orange Empire, far enough from Los Angeles to be a self-contained community. Earning good profits.

Price $150,000

PALMER, DEWITT & PALMER
Newspaper Properties
350 Madison Ave., New York
M. C. MOORE,
Pacific Coast Representative,
515 Canon Drive, Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

OVER TWENTY-FIVE YEARS we have conducted a service bureau for employers and position seekers in the Advertising-Publishing field. Our lists include men and women fitted for positions up to the highest responsibility in all departments of newspapers, class journals, advertising agencies and the publicity departments of mercantile and manufacturing concerns. Registration free. No charge to employers.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

EACH Sunday on the back page of the real estate section the *Lincoln* (Neb.) *State Journal* uses a two-column cut showing the floor plans and exterior view of a house. Below this is placed a detailed description of the house and plans. Around this central figure are grouped advertisements from lumber dealers, plasterers, interior decorators, plumbing shops, paint and roofing companies, etc., and anything and everything pertaining to a home.—A. B. C.



Novel treatment of a full page used car classified advertisement run recently in the *Boston Advertiser*. Each "Green Tag" carries the description and price of a car.

Some grocer or provision house in your town handles a good bulk coffee. Get him to collect thirty or forty old tin coffee cans and display them in his window, featuring on a placard, "Why pay 5 to 8 cents for worthless tin." You can obtain a large initial ad from him and the business he will do in the future from this idea will make him a consistent advertiser. The *Franklin* (Ind.) *Star* worked this stunt with marked success.—Davis O. Vandivier.

A good many concerns want to keep their names before the public by means of newspaper advertisements, but find difficulty in presenting a daily advertising message that will attract the readers. A trust company in Madison, Wis., solved the problem by publishing in a daily 12-inch ad containing paragraphs on constructive news events, some of which by suggestion created a desire to save money or indicated indirectly the advantages of trust funds. A good many readers turn to this column as they do to the news.—Ruben Levin, Madison, Wis.

This is the season to go after jewelry firms for advertisements since weddings and commencements are just ahead. A New Orleans, La., jeweler is attracting unusual attention to his ad and window display by a pearl judging contest which he announces in his advertisement. His window contains one string of real pearls and a number of strings of the best grade imitation pearls. The first person who discovers which necklace is real is to be given a $250 string of the imitation gems and six other prizes of lesser value are offered.—R. T. C.

With home garden planting time at hand, take a page of your paper and lay it out as a garden plot. Where the tomato plants are to be placed, carry the ad of a local grower; sell the lettuce patch to a merchant who deals in that seed, and so on, even to the tool house in the corner of the back yard. The same plan may be adapted to the home flower garden and to the lawn. But have the layout prepared by a practical gardener.—E. R. Lowe, Waltham, Mass.

A. P. WALL ST. BUREAU MOVES

Downtown Financial Office Now in New Evening Post Building

After more than a score of years at 20 Broad street, New York, the Wall street bureau of the Associated Press was moved into new offices this week in the recently completed New York Evening Post Building at 110 Washington street.

The A. P. market and financial division has long maintained three offices; one at general headquarters, which, for the past four years, has been under the supervision of L. S. Curtis, superintendent of markets; the Wall Street bureau, where the financial leads are written daily; and a tabulation bureau, operated in co-operation with the *Evening Post*.

The present move was made, however, Mr. Curtis said, in order that eventually this bureau may be merged with the tabulation department.

Appointment of L. R. Penn, formerly A. P. correspondent at Oklahoma City, as assistant to Mr. Curtis was announced this week. B. B. Bridges is the new correspondent in Oklahoma City, succeeding Penn.

Church departments may be livened with interviews and pictures of ministers and their churches. Have the preacher tell his most embarrassing moment of life, and if he has ever found it necessary to tell a lie in line of duty.—H. W. Schaefer, *Birmingham* (Ala.) *Age-Herald*.

"When is an orphans' home an orphans' home? A paradox in name at least, but a sensible sober question at that," observed the *Indianapolis Times* in its lead to a first page feature story obtained from the state board of charities when it was learned that of 1690 kiddies in "Homes for Homeless" only 76 were actually orphans. How about the orphans' home in your city, or the condition in your state if you are a state paper. "For the most part it is the unfit home, the incompetent parents, not those who are merely poor, who are keeping the children's homes full" the Times learned. It made an interesting story.—Robert L. Beard, *Fort Wayne* (Ind.) *News-Sentinel*.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

TO add interest to the weekly food page of the *Syracuse Herald* a contest is being conducted to pick the ideal "All Syracuse Menu." Suggestions are requested from readers, and at the end of the contest a menu is to be selected by a corps of culinary experts.—Chester B. Bahn.

"My Best Shot" is the title over photo and about two sticks in a popular Northwest paper, which gives the business and professional men of the city a chance to speak on their favorite subject, golf.—C. M. L.

"Along the Street," was the heading of a column in an Illinois daily recently. Peculiar, interesting or funny happenings of minor importance to the city's well known business men were told by a reporter with the ability to write humor. The reports were gathered by all reporters and related to the writer for the next day's filler.—Don Wright, Geneseo, Ill.

An "Encyclopedia For Investors" is proving popular as a short series on the financial pages of one middle western newspaper. One subject of finances is discussed in each article, which is written in plain, everyday English with all technical terms avoided. For instance, common stocks are explained in one issue; preferred in another; selling short in another; gold mortgage bonds in another, etc.—B. A. T.

With the coming of spring come the annual tales of great activity in real estate transactions in the lake and forest sections of each state. Editors, investigating the magnitude of the "boom" in their states, might dig up interesting yarns on the growths of their states as resorts for vacationers and as "playgrounds of the nation."—Ruben Levin, Madison, Wis.

"SKIPPY"
By PERCY CROSBY
The best juvenile comic strip. Combines great humor, excellent drawing and emphatic adult appeal.
A feature you can't afford to miss
JOHNSON FEATURES, Inc.
1819 Broadway, New York, N. Y.

COMPLETE WIRE REPORTS FOR EVENING AND SUNDAY PAPERS
International News Service
"Get It FIRST but First Get It RIGHT"
63 Park Row
NEW YORK CITY

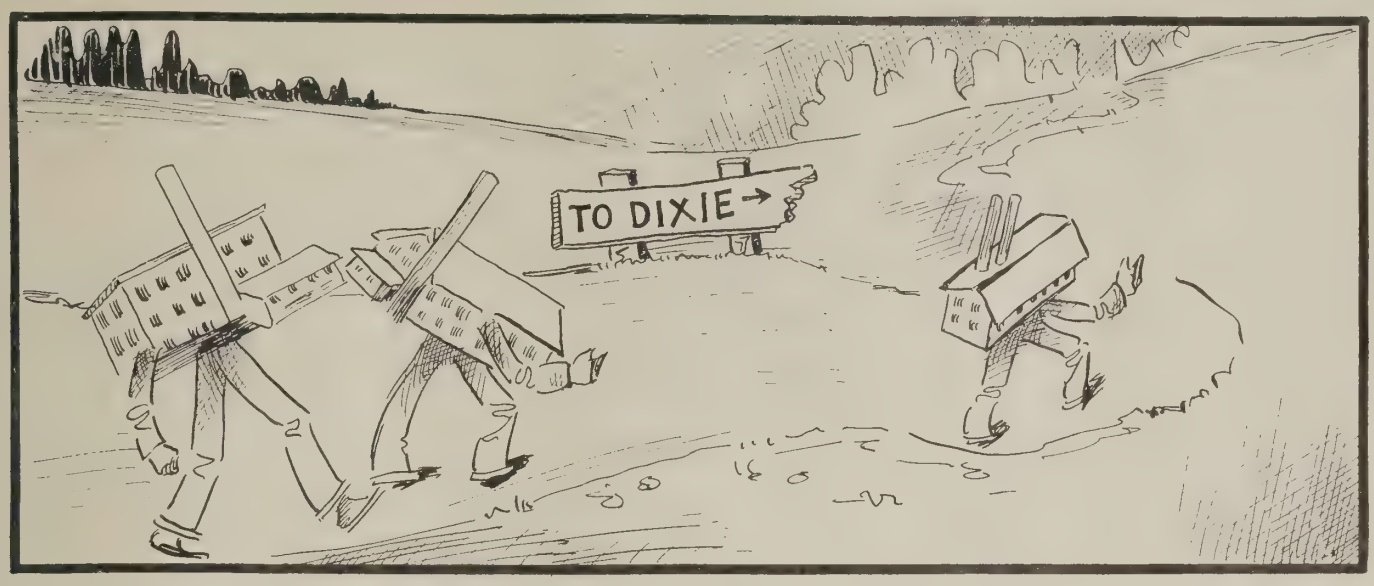
THOS. W. BRIGGS CO.
Columbian Mutual Tower
MEMPHIS, TENN.
CREATORS OF LOCAL DISPLAY FROM A NEW SOURCE
Our Business Review and many other feature pages now running in more than 80 leading American and Canadian newspapers. Write or wire for our representative.

How To Play GOLF
By JOHNNY FARRELL
Famous Teacher of That Game
24 LESSONS
Illustrated
For release daily
KING FEATURES SYNDICATE, Inc.
New York City

THE SEASON'S BIG HIT!
Gentlemen Prefer Blondes
BY ANITA LOOS
is now available in comic strip form—an uproarious parallel of the book, combining a fashion appeal with matchless humor.
The BELL SYNDICATE, Inc.
JOHN N. WHEELER, Pres.
154 Nassau St. New York City

BY UNITED PRESS
AROUND THE WORLD AROUND THE CLOCK
UNITED PRESS ASSOCIATIONS
World Building New York

BRUCE BAIRNSFATHER
is doing a daily cartoon for the newspapers under the captions
TROUBLES THEY NEVER HAD
and
CHOOSE YOUR NEAREST EXIT
Supplied in two and three columns
The McClure Newspaper Syndicate
373 Fourth Avenue, New York



INDUSTRY IS GOING SOUTH

—*Follow this growing market with your products . . . .*

Not only has the South attained the reputation of the Nation's playground, but industry has now realized the South's tremendous natural resources, its labor, contented and unapproachable by labor agitators. Northern Industry is moving South.

And, Commerce has taken rapid strides in the past few years, keeping in step with the industrial advancement.

All manner of products are needed in the South. The people are buying. They have never had such prosperous times.

What are you doing to get your share of this business?

The daily papers listed below reach every important trading area in the South.

Your campaign with the South is your most important market. These papers will give you the service necessary to help in your merchandising and distributing plans.

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
*Mobile News-Item (E)	11,993	.05	.05
*Mobile Register (M)	20,427	.08	.08
*Mobile Register (S)	32,096	.10	.10
FLORIDA			
†Daytona Beach News (ES)	5,731	.04	.04
**Florida Times-Union (M) 42,376 (S)	54,610	.12(S.15)	.12(S.15)
††Lakeland Ledger (E)	4,283	.03	.03
**Miami Herald (M)	31,714	.11	.11
**Miami Herald (S)	40,347	.12	.12
*Orlando Reporter-Star (E)	8,502	.06	.06
**Orlando Sentinel (M&S)	6,172	.05	.05
**Pensacola News and Journal (EM)	8,689	.06	.06
†St. Petersburg Independent (E)	11,917	.055	.055
*Tampa Times (E)	23,325	.08	.08
†Tampa Tribune (M) 34,841 (S)	53,762	.09(.11S)	.09(.11S)
**West Palm Beach Post (M)	8,638	.06	.06
GEORGIA			
*Augusta Herald (E)	14,246	.05	.05
*Augusta Herald (S)	14,547	.05	.05
*Macon Telegraph (M)	24,035	.08	.08
*Macon Telegraph (S)	24,439	.08	.08
**Savannah Morning News (M), 21,015. (S)	22,204	.06(.07S)	.06(.07S)
KENTUCKY			
*Lexington Leader (E)	19,640	.06	.06
*Lexington Leader (S)	19,531	.06	.06
**Paducah Sun (E)	9,255	.04	.04
NORTH CAROLINA			
†Greensboro Daily News (M)	27,485	.08	.07
†Greensboro Daily News (S)	31,505	.09	.08
†Raleigh News and Observer (M)	33,515	.08	.08
†Raleigh News and Observer (S)	36,318	.09	.09
†Winston-Salem Journal (M)	13,702	.05	.05
†Winston-Salem Journal (S)	13,720	.05	.05
*Winston-Salem Sentinel (E)	18,259	.07	.07
SOUTH CAROLINA			
**Columbia State (M)	23,663	.07	.07
**Columbia State (S)	24,838	.07	.07
**Greenville News (M)	21,704	.075	.07
*Spartanburg Journal (E)	4,613	.05	.05
*Spartanburg Herald (M) 6,860 (S)	9,856		
TENNESSEE			
**Chattanooga Times (M)	30,203	.10	.10
**Chattanooga Times (S)	30,230	.10	.10
*Memphis Commercial Appeal (M)	100,934	.18	.18
*Memphis Commercial Appeal (S)	129,219	.21	.21
*Nashville Banner (E)	54,519	.11	.11
*Nashville Banner (S)	56,007	.12	.12
VIRGINIA			
*Danville Register and Bee (M&E)	14,313	.05	.05
*Danville Register (Sunday)	9,065		
**Newport News Times-Herald (E)	7,791	.05	.05
**Newport News Daily Press (S&M)	5,708		
**Roanoke Times & World News (M&E)	25,658	.08	.08
**Roanoke Times (S)	16,672	.07	.07
**Staunton News-Leader (M), Leader (E)	6,541	.035	.035

* A. B. C. Statement, March 31, 1926.
** A. B. C. Statement, September 30, 1925.
† Government Statement, March 31, 1926.
†† Government Statement, September 30, 1925.

Mass That Is Class

THE little group of "big investors" who read the conventional and cryptic financial pages of 1914 is still buying bonds and reading newspapers.

But the big issues of today would go a-begging if the "big investor" were the only reader of financial pages.

The great majority of the army of bond-buyers never saw Wall Street.

They live in every hamlet, village and city of America. They are on the payrolls of every store and factory.

Mass has become *class*.

And this "class" makes up a great, eager, inquisitive reader-group whose increased resources and widened horizons demand more than routine news reports.

They want the *news behind the news;* the *how* and the *why* as well as the *what*.

This demand is successfully met by those distinctive newspapers which are being served by The Consolidated Press Association whose trained writers tell the *news behind the news* in sports, politics, business, fashions, human interest and finance.

No wonder The Consolidated Press Association is constantly adding to its member-list of dominant newspapers.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Third Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Bulletin Building	19 Rue d'Antin

THIS ISSUE:—BRITISH PRESS STRIKE PACT HAILED AS NEW FREEDOM CHARTER.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1926

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 58. No. 52 | NEW YORK, MAY 22, 1926 | By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign | 10c Per Copy

Chicago Tribune
FEATURES

DAILY AND SUNDAY
Comic Strips

The Gumps *by Sidney Smith*
Gasoline Alley *by Frank King*
Harold Teen *by Carl Ed*
Winnie Winkle *by Branner*
Moon Mullins *by Frank Willard*
Smitty *by Walter Berndt*
Little Orphan Annie *by Harold Gray*
Texas Slim *by Ferd Johnson*
The above strips in black and white or 8-page color comic section either tabloid or full size.

W. E. HILL
page of comics

DAILY AND SUNDAY
CARTOONS
John T. McCutcheon —Carey Orr — Gaar Williams

BLUE RIBBON FICTION
Daily serial story—Weekly short story and serial.

TRUE LIFE STORIES WEEKLY
Woman's Special Page
Embroidery Page
Sport Page—Science Page

DAILY AND SUNDAY
Doris Blake Articles
Antoinette Donnelly Beauty Articles
Men's Fashions
Women's Fashions

SUNDAY
Paris Fashions

DAILY AND SUNDAY
Dr. W. A. Evans Health Articles

WEEKLY
Burns Mantle Theatrical Letter (New York)
Mencken Literary Review
Movie Letter
N. Y. Society Letter
"About Broadway" *by Mark Hellinger*

DAILY AND SUNDAY
Woods and Waters *by Bob Becker*
Walter Eckersall's Football Articles
In Motordom *by J. L. Jenkins*
Line o' Type *by R. H. L.*

DAILY
Wake of the News *by Harvey T. Woodruff*

SUNDAY
The Nickeldicks—Children's Story
The Sporting Goods *by Westbrook Pegler*

DAILY AND SUNDAY
What's Wrong Here?
Cookery Articles *by Jane Eddington*
Farm and Garden by *Frank Ridgeway*

SUNDAY
Practical and Fancy Needlework
Home Harmonious
Club Ethics *by Maude Evans*

DAILY
The Goops *by Gelett Burgess*
Sentence Sermons *by Rev. Roy L. Smith*

WEEKLY
Book Reviews *by Fanny Butcher*
Confessions of Authors
Justice Series

PACIFIC AND ATLANTIC PHOTOS
Organized by The Chicago Tribune and the New York Daily News 25 Park Place, New York

CHICAGO TRIBUNE PRESS SERVICE
Foreign—National—Local



ABOUT BROADWAY

by Mark Hellinger

JOURNALISM LIBRARY
Not to be taken from this room

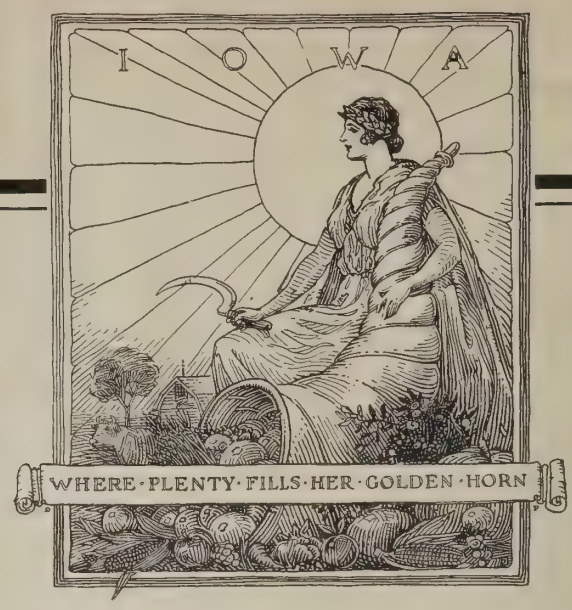
THOUSANDS of New Yorkers regard Mark Hellinger's "About Broadway" as the latest and spiciest humorous resumé of New York's bright spots. Once a week he writes of night clubs, actresses, prize fighters, song writers, society, nobility, notorious doormen, waiters, prohibition—in short, everything about New York that would interest the pleasure seeker.

He writes with a style that makes the most ordinary topic extraordinarily alive and personal and he has the rare knack of finding those intimate stories of people occupying the spotlight that make for fascinating reading.

So popular have these articles become among the better class of readers in and out of New York that they are being offered to newspapers. Everyone is interested in Broadway. It is the pulse of America's playing and play-going public. "About Broadway" reflects accurately the doings of those in whom the reading public has a personal interest, and gives newspapers a chance to have a correspondent always reporting Broadway for them. *Wire for rates and proofs.*

THE CHICAGO TRIBUNE
Newspapers SYNDICATE
Tribune Square . . . CHICAGO

Deal with these 28 leading Iowa daily newspapers as with one publication. Thorough coverage of the state. Uniform marketing cooperation through our "Iowa Plan."



IOWA Wealth—
51% Above Nation's Average

According to latest financial report of the U. S. Bureau of Census, Iowa's per capita taxable wealth is $4146. That of the nation at large is $2731. Thus Iowa is 51% above the nation's average.

And Iowa people are not only far above average in wealth, but also in education and in standard of living.

Iowa has the lowest percentage of illiteracy of any state in the union.

From any viewpoint, you will find these Iowa people are unusually good prospects for your goods. In fact, they may well be called **preferred prospects.**

The effective, economical way to talk to Mr. and Mrs. Iowa—and the whole family —is through their daily newspapers, for practically every family in the state reads one of the dailies of this list **every day.** (Combined circulation—571,151. Families in Iowa—550,000).

Systematic, uniform cooperation in marketing your goods—in every section of the state—is provided by the members of this association, in conjunction with any adequate advertising campaign.

These 28 publishers are 28 friendly allies for you, each holding the key to the situation in his own locality.

This plan, in fact, helps you in every step —with jobber, dealer and consumer.

Write for rates and full particulars about our help in gaining distribution for you.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

FOODS

The New York Herald Tribune dominates the morning field in food advertising in New York, the world's greatest market. Here are the lineage records for 1926, to date as compared with the same period in 1925:

	1926	*1925*	*Gain*	*Loss*
Herald Tribune	100,448	64,608	35,840	
Times - - -	59,484	56,546	2,938	
World - - -	33,718	43,598		9,880
American - -	46,048	90,356		44,308
News - - -	81,614	85,200		3,586

And here are the advertisers who used the above lineage:

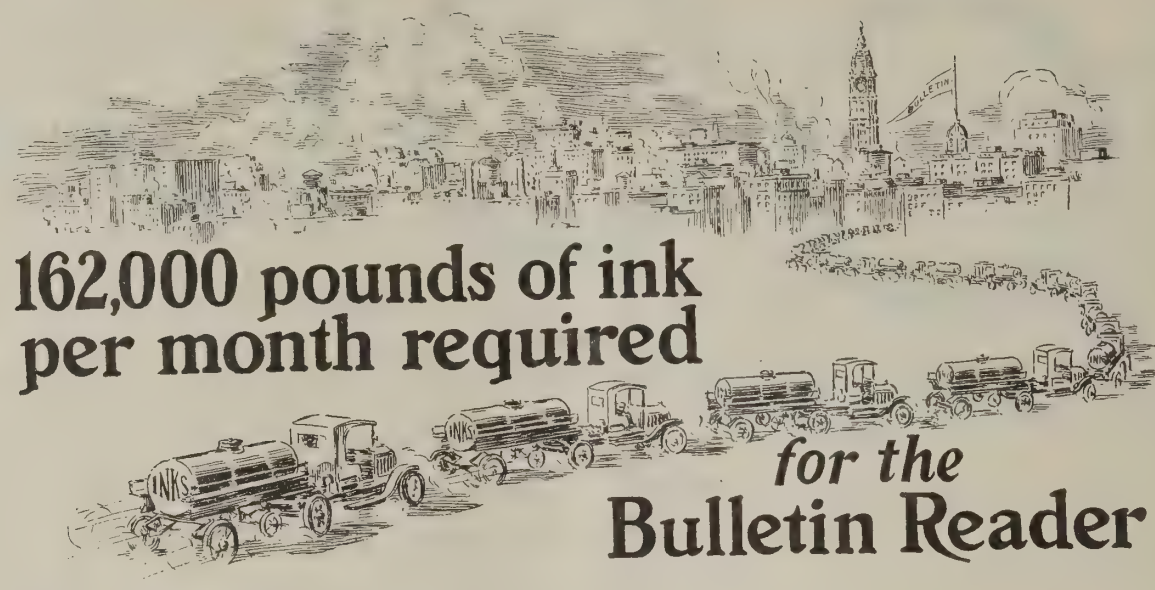
Astor Coffee
Walter Baker & Co.
Bamby Bread
Basy Bread
Bau Olive Oil
Beech-Nut Packing Co.
Benediction Foods
Blue Label Ketchup
Bordens Farm Products
James Butler Stores
*Chocolat-Menier
*Flake
Fleischman Co., The
A. Goodman & Sons, Inc.
Heinz Products
Hydrox Ice Cream
India Tea
Kellogg's Corn Flakes
Kraft Cheese
La Montagne, Inc.
(B. & G. Olive Oil)
Lea & Perrins Sauce
Lester & Toner, Inc.
(Seapure Oysters)
Long Island Ducks
Malt Breakfast Food
*Maxwell House Coffee
Mazola
Mission Garden Tea
*Old Fashioned Millers, Inc.
Phoenix Cheese
*Phinney's Coffee
*Pin Money Pickles
*Post's Bran Flakes
Quaker Oats
Reid Ice Cream Corp.
*Salada Tea
Sanka Coffee
Sunkist California Oranges
Sat-Ten Chocolate
Sheffield Farms
*Shredded Wheat
Swift & Co.
*Triscuit
Virginia Dare Extract Co.
White Rose Bread
Hartley's Marmalade

** The ten advertisers listed above whose names are indicated by an asterisk used the Herald Tribune exclusively in the New York morning field.*

The Herald Tribune is the logical keystone for a successful advertising campaign in the world's greatest market.

New York Herald Tribune

FIRST TO LAST THE TRUTH — NEWS ~ EDITORIALS ~ ADVERTISEMENTS



162,000 pounds of ink per month required *for the* Bulletin Reader

158 automobiles and 10,000 Bulletin carriers are employed daily in distributing The Evening Bulletin.

104 printing press units (largest newspaper printing plant in the world), using 225 tons of newsprint paper and 6,000 pounds of ink, are used by The Philadelphia Bulletin in printing more than half a million copies of this newspaper daily.

The reader confidence enjoyed by The Evening Bulletin is attested by the fact that The Bulletin's circulation is the largest in Philadelphia and one of the largest in the United States.

The Bulletin goes into practically every home in and around the great city of Philadelphia and makes it possible to reach this huge market of over three million people—third largest in America—through one newspaper at one cost.

With a circulation of over half a million copies daily The Bulletin dominates Philadelphia.

"In Philadelphia nearly everybody reads The Bulletin"

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

Net Paid Daily Average for Six Months Ending March 31st, 1926

533,169

(Copyright 1926—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 58 | NEW YORK, MAY 22, 1926 | No. 52

London Proprietors' Pact With Unions Hailed as Charter of Press Freedom

Maintenance of Post-Strike Agreement Made Matter of Honor—Joint Board to Sit Daily on Disputes —Employers Win Right to "Employ, Promote and Discharge" without Strike Danger

By JOSEPH GRIGG
London Correspondent, *New York Sun*

(*Exclusive Cable to* Editor & Publisher)

LONDON, May 19.—"A new charter of freedom for the press" is the description given in important quarters of Fleet street to the terms on which London newspapers resumed publication after the strike and which were accepted by the 10 unions involved in the production of newspapers. The formulation of this charter, which contains six clauses absorbed the attention of members of the Newspaper Proprietors' Association exclusively for more than three days and one of its most unique features is the provision that there shall be a joint committee of six, three representing the proprietors and three the union members which shall sit each day at three o'clock to decide any questions which arise out of interpretation of any of the other five clauses.

Observance of agreements in the newspaper trade hereafter shall be regarded as a matter of honor affecting each individual employer or employe, according to the new pact.

In recent years the greatest menace to peace in the various newspaper offices of London came largely from the unskilled workers, many of them hired from day to day and paid daily, who were included in a loose-jointed, but very comprehensive union known as the Natsopa, or National Society of Operative Printers and Assistants.

Northcliffe's beneficence and interest in the lower categories of newspaper workers has been held largely responsible for the formation of this union, which eventually obtained recruits from many quarters, sometimes, it is alleged by considerable pressure and to the discomfort of other unions. As it grew in strength, it reached out even for editorial secretaries and clerks. Among its most unskilled members were machine-minders in the pressroom and packers, who count and tie up bundles of papers, somewhat similar labor to that performed by flyboys and "juniors" in pressrooms of metropolitan American newspapers.

It was in these lower categories that the direct actionists found the best material on which to work. On more than one occasion in recent months objection to editorial policy was taken by this class of employes and such tactics reached their climax with the refusal to print the *Daily Mail* on the eve of the general strike because of its editorial "For King and Country," an action in defiance of trades union leaders.

The first clause of the "new freedom" provides that "there shall be no interference with the contents of newspapers owned by members of this association." To all intents and purposes this makes impossible any tyrannical action by those who have ridden the high horse in the past.

The second clause provides that there shall be no victimization of any union members who remained at work during the strike in their own or any other office and equally provides against victimization of workmen by employers, which is fully in keeping with the spirit in which Premier Baldwin wants the issues developing out of the strike to be settled.

The third clause provides that there shall be no interference with the management of business or with the right of the management to "employ, promote, or discharge members of their staffs." This hits at the principle of making promotions because of seniority rather than by merit and also gives the employer the right to discharge an employe for cause without the fear of bringing on a "lightning strike." It goes still further in making clear that private secretaries and department managers need not be required in future to be members of the unions. Because they were members of the Natsopa Union, many private secretaries were forced to go out in the recent strike with other workers though reluctant. It was always the objective of the Natsopas to bring in as many secretaries as possible, since the latter were in position to enjoy the editors' complete confidence and know all that was going on regarding management affairs.

Clause four of the charter provides that there shall be no chapel meetings during working hours. Again this is aimed principally at the less skilled workers, for on the slightest provocation, sometimes imaginary, these meetings have been summoned in numerous offices at any stage of publication processes.

The other two clauses, making maintenance of the agreement a matter of personal honor, and providing machinery for adjudication of disputes, were mentioned previously.

The unions involved, besides the Natsopas, are the National Union of Journalists, which includes reporters, copy-readers, and subordinate executive editors; the London Society of Compositors, corresponding to the Typographical Union; Correctors of the Press, which is a separate union of proofreaders and assistants; Machine Managers, who correspond to journeymen pressmen in the United States; Process Workers, whose duties are performed by photo-engravers in America; Paper Workers, whose work is similar in part to that of the paper handlers in large American cities; Stereotypers, Electricians, and Engineers.

No change apparently has been made in the scale and hours of work under the agreement by which London newspaper publication was resumed. The new conditions, which are not unlike a portion of the agreement concluded by the New York City newspaper publishers and the International Printing Pressmens' & Assistants Union after the 1923 snap strike, are intended to prevent interference by irresponsible workmen with the editorial and business management of the newspapers. Attempted interference of this character was also involved in the New York controversy which for more than two years preceded the strike in September, 1923, and the strike itself was precipitated by the vote of junior members of the union, influenced by malcontents among the older members. There has been no trouble in New York pressrooms since the conclusion of the new agreement more than two years ago.

Dispatches from London indicate that the government printing offices have gone further than the publishers in their new relations with the unions. It is reported that the government printing works are no longer "society houses," or in American idiom, "closed shops." The only "open shop" provision in the newspaper contract is that which prevents the unionization of secretaries and department heads.

A graphic picture of the situation at the Daily Mail office, where labor's threatened censorship became a fact, is given in the *New York Sun* of May 17,

(*Continued on page* 44)

ZINOVIEFF LETTER INCIDENT BEHIND LABOR MISTRUST OF BRITISH PRESS

That Is What Walter Lippmann Was Told by Strike Leaders Who Agreed Newspaper Suppression Was Wrong in Principle—World Editor Also Visited Geneva

WHY did British labor attempt to muzzle the press during the general strike?

Walter Lippmann, editor of the *New York World's* editorial page, threw new light on that question on his return to New York from abroad this week. Mr. Lippmann was in London when the general strike started, and remained until just before its close, May 12.



Walter Lippmann

Trade union leaders told him, he said, that the reason for the press gag could be traced back to the widespread publication by British newspapers of the Zinovieff letter just before the last general election when Ramsay MacDonald went down to defeat.

" 'Labor generally was persuaded that the Zinovieff letter was a fraud', strike leaders told me," Mr. Lippmann said. " 'True,' they reasoned,' it was bad to stop the presses; but our newspapers had shown themselves untrustworthy. They had shown themselves to be mischief makers.'

"Thus the first move in the strike came in the press rooms, even though there was a general admission among labor leaders that they were making a mistake to abolish the newspapers. The fear that British papers were all rigged out against them, overruled the belief that censorship was bad in principle."

The alleged letter from Gregory Zinovieff of the Third International, urging revolution in England dominated the British election campaign in 1924. It was given out by the Foreign Office and seemed to link England's labor government with Soviet Russia. While it has been declared a forgery, the whole British press accepted the "Red Plot" as genuine and Premier Ramsay MacDonald went down to defeat. Because of the enormous publicity given the Zinovieff letter, the feeling became general among labor people—and England is 90 per cent industrialized—that the press was biased against trade unions.

"Personally I don't know whether or not the Zinovieff letter was a forgery," Mr. Lippmann continued. "Use of it by the press in the campaign, even though the letter was honest, might, however, be considered fraudulent."

Mr. Lippmann preferred to be reporter rather than editor in discussing the strike with Editor & Publisher.

"How was public opinion formed in England without publication of organs of public opinion?" was a question he said was impossible to answer without being editorial, and he declined to answer it. And in regard to the Zinovieff affair, he was insistent that his word be taken rather as that of a reporter describing British labor psychology as analyzed by the labor leaders, than as an expression of his own belief or opinion.

"I do not want to pass judgment on the British press," he said. "But it is true I did see a great many labor leaders during the strike in London. They told me they did not agree with censorship in principle, but their followers were confident that the press could not be trusted. Conservatives, on the other hand, told me that labor's press gag was the one indefensible move made throughout the strike.

"There were no extremists in control

(*Continued on page* 44)

APPRAISAL FINISHED, KANSAS CITY STAR TRUSTEES NOW DISCUSS PAPER'S SALE

Valuation of Nelson Estate Reached by Auditors Not Disclosed —Several Prospective Buyers Negotiating, Including Staff Executives

TRUSTEES of the William Rockhill Nelson Trust are now engaged in discussions directed toward a sale of the *Kansas City Star* and the *Kansas City Times*, the newspaper properties owned by the Nelson estate. When such sale will take place the trustees say they are unable to state, except that the will of Mr. Nelson directs that the properties shall be sold within two years at the best price and the best terms.

The trustees, known as University Trustees, having been appointed under the direction of the will by the presidents of the universities of Missouri, Kansas and Oklahoma, gave out a statement May 14 announcing that they had prepared all necessary information for prospective purchasers. The statement said:

"As trustees of the William Rockhill Nelson Trust, we have completed an inventory and appraisement of the plant and appurtenances of the Kansas City Star and Times and are now in position personally to confer with and supply information to bonafide prospective purchasers with a view to the sale of the properties.

"WILLIAM VOLKER,
"J. C. NICHOLS
"HERBERT V. JONES.
"Secretary,
"Trustees of the William Rockhill Nelson Trust."

Mrs. Laura Nelson Kirkwood, daughter of William R. Nelson, and wife of Irwin Kirkwood, editor of the Star, died Feb. 27. By her death the whole of the Nelson fortune passed from Mrs. Kirkwood to the University Trustees who will administer the estate and invest the income in works and reproductions of works of the fine arts such as paintings, engravings, sculpture, tapestries and rare books, which shall be for the enjoyment of the public.

Mrs. Kirkwood's estate, valued at approximately $2,000,000 has been left to her husband, Irwin Kirkwood, during his life time after which it will go toward a building to house the W. R. Nelson objects of art. A half million dollar estate was left by Mr. Nelson's widow toward the erection of a building for the same purpose.

When asked by EDITOR & PUBLISHER when the newspaper properties would be sold, Herbert V. Jones, of the trustees, and secretary of the board, stated that it would be impossible to hazard a guess. He said it would all depend upon the offers themselves and the view of the trustees as to whether the prices offered were in keeping with the value of the property. In the event the trustees should feel that it was desirable, the newspapers might continue to be operated for some time, while the trustees considered various proposals from prospective purchasers.

The information that has been assembled by the trustees contains an appraisal of the real estate upon which the publishing plant is located, the building itself and an inventory and appraisal of the plant equipment.

The trustees said they did not care to make public the names of those interested in considering the property with a view to purchase. They said, however, they were dealing only with principals.

It is known here that one of the prospective purchasers of the property is the present organization, which has operated The Star since the death of Nelson 11 years ago. A member of the Star's staff who is in position to speak for it said:

"The Star's organization headed by Irwin Kirkwood as editor, will offer every dollar the properties are worth and upon which they will pay a fair return".

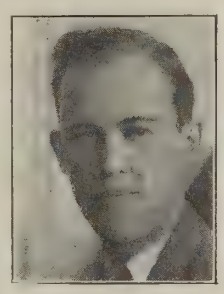
This organization includes practically all of the department heads of the two newspapers and is headed by the present executives all of whom were trained under the Nelson regime and have been with the Star many years. These executives are: Irwin Kirkwood, editor; A. F. Seested, general manager; Ralph Stout, managing editor; George B. Longan, assistant managing editor; Henry J. Haskell, associate editor.

The value of the Nelson estate and likewise of the two newspapers is problematical. The newspapers represent the larger part of the value of the estate. The trustees have made a visit to Chicago and Eastern cities to obtain first hand information as to newspaper values. These values, the trustees are reported to have found, differed greatly depending on the field, competition, the natural hazard of newspaper operation and the varient views of newspaper owners.

McCANNA PROMOTED

Chicago Tribune's Radio Manager Now Directing Business Survey Dept.

B. T. McCanna, recently manager of radio for the *Chicago Tribune*, has been named manager of the Tribune's Business Survey Department, effective this week, that newspaper has announced.



B. T. McCANNA

The Business Survey includes, in addition to research work for the national advertising department, the paper's varied promotion activities, the Public Service Office, of which a new branch is being opened in the Union Trust building, and the radio stations, WGN and WLIB.

George Morris, who has been manager of the department, takes the newly-created post of copy-chief, and Arthur Gerken becomes assistant manager.

McCanna has been with the Tribune five years, coming originally to the Business Survey. In 1924 he left to become promotion manager of the new *Liberty Weekly*. Six months ago, when the executive personnel of Liberty moved to New York, he was made manager of radio for the Tribune.

PLAN TABLOID FOR DETROIT

Tabloid Newspapers, Inc., Incorporated for $100,000 to Print World Graphic

A tabloid "picture newspaper" for Detroit in the near future was indicated with the incorporation in Lansing recently of Tabloid Newspapers, Inc., a company headed by Edward N. Marcus. Although rather meager information was forthcoming as to the details of the enterprise when the articles of incorporation were filed with the secretary of state here, it was definitely stated that the purpose of the corporation is to publish the *World Graphic*, a tabloid paper.

In addition to Marcus, who is named as president, officers include Robert A. Kerr, secretary, and C. J. Dockarty was named as the third incorporator.

The new company's authorized capitalization is $100,000, of which $10,000 has been subscribed and $1,000 paid in.

McClure's Appears as Hearst Magazine

First number of *McClure's Magazine* under Hearst ownership appeared last week. Arthur McKeogh, former newspaper man, is editor. A $20,000 novel contest was announced.

FIRST PAGE OF N. Y. WORLD RADIOED TO LONDON

A COPYRIGHTED story to the *New York World* Thursday told of publication in the *London Morning Post* of that date a photo-radiogram of the first page of the World of May 7, the object being to show Londoners how the first page of the *British Gazette*, official government strike paper, was sent to New York and reproduced.

The Post commented that many more New Yorkers than Londoners saw Winston Churchill's initial effort, since copies of the Gazette were practically unprocurable in London, selling at ten shillings each.

"Fleet Street is talking to-day," the story said, "on the basis of the World's radio pictures, of possible four-page editions of the newspapers of New York and other big cities, and of four-page numbers of the London dailies radioed across, brought up to full-size and printed from photographic plates."

FLORIDA DAILY SUSPENDS

Plant City News Had Been in Receiver's Hands for Several Months

PLANT CITY, Fla., May 18—The *Plant City* (Fla.) *Daily News* operated locally since June 1, 1925, announced suspension of publication this afternoon. The announcement followed several months of operation under a receivership. It is stated that a commercial printing business operated by the publishers, the Pierce Printing Company, prior to entering the newspaper field, will be continued, so far as now known. The News was published as an afternoon daily, omitting the Saturday issue and publishing a Sunday morning edition. It carried the leased wire report of International News Service.

The suspension of the Daily News leaves the *Plant City Courier* as the only daily outside of Tampa in Hillsboro County. The Courier, an afternoon six-day paper, was recently elected to membership in the Associated Press. It is published by the Plant City Courier Publishing Company, Inc., with W. K. Zewadski, Jr., of Tampa as president and J. R. Wheeler, formerly of St. Paul as editor and general manager.

MARBLE CONTESTS START

National Champion to Be Picked in Atlantic City Week of June 27

Forty-five dailies in as many cities of the country are selecting local marble champions who will compete in the fourth annual national tournament in Atlantic City the week of June 27. Expenses of the local winners to Atlantic City and return will be defrayed by the newspapers.

On Sunday, June 27, the winners will be given a party in Philadelphia by the *Bulletin*, which will include a motor trip to Valley Forge.

Many entertainments have been arranged for the boys in Atlantic City during the week of play, according to Harold Place, promotion director for the Ohio Scripps-Howard Newspapers, who has charge of the contest.

Following the tournament the contestants will visit the Sesquicentennial Exposition in Philadelphia.

Daily Planning Byrd Monument

The *Richmond* (Va.) *News-Leader* has launched a state-wide campaign for funds to erect a monument to Lieut.-Comm. R. E. Byrd, who recently flew over the North Pole in an airplane. The newspaper opened the subscription list with $1,000. Lieut.-Comm. Byrd is a brother of Gov. H. F. Byrd, of Winchester, owner and publisher of the *Harrisonburg News-Record* and *Winchester Star*.

LAWSON WILL PROBLEM IN CHICAGO COURT

Trustee and Beneficiaries Differ Whether Daily News Income Between Death and Sale Belongs to Estate or Publication

Judicial assistance in interpreting certain clauses of the will of Victor F. Lawson, late editor and owner of the *Chicago Daily News*, has been asked in a suit filed in the Circuit court at Chicago. The suit was filed by the Illinois Merchants Trust Company, executor and trustee of the property, as the result of a dispute between the heirs to Mr. Lawson's $20,300,000 estate and the trustee.

The chief point of difference revolved around the disposition of the profits of the Daily News during the period from Aug. 19, 1925, when Mr. Lawson died, to Jan. 1, 1926, when the paper was sold to a syndicate headed by Walter A. Strong, business manager of the Daily News.

Some of the beneficiaries are of the opinion that the profits during the period in question should be treated as income and not be turned into the body of the estate. The court was asked to answer the question:

"Are the profits of the Daily News between Mr. Lawson's death and the sale of the paper applicable to the payment of income to which the legatees are entitled?"

The bill revealed the exact purchase price of the Daily News as $13,671,704.30, for the newspaper property, including plant and goodwill, but excluding real estate.

Planning Tabloid for Montreal

A charter is being granted to the Montreal World Publishing Company to publish a newspaper in Montreal, with a capitalization of $49,500. It is understood the head of the new company is John H. Roberts, former publisher of the *Montreal Morning Sun*. The paper will begin publication as a morning tabloid around June 1, with Leslie M. Roberts, the publisher's son, as managing editor.

Chicago-St. Paul Air Mail June 7

Service on contract air mail route No. 9 from Chicago, Ill., by way Milwaukee and La Crosse, Wis., to St. Paul and Minneapolis, will be inaugurated June 7, Postmaster General New has announced. When this route is in operation it will afford a 14 hour service by air mail between New York and St. Paul and Minneapolis.

Paul Block Buys Westchester Estate

Paul Block, owner of the *Newark Star-Eagle*, *Memphis News Scimitar* and a number of other newspapers, has purchased Overlook Farm, a country estate situated between Portchester and White Plains, close to the suburban home of Mrs. Whitelaw Reid. It is considered one of the finest estates in Westchester County.

Plans for N. Y. Newspaper Supper

Joseph Mulcahey, managing editor of the *New York Evening Journal*, and Joseph Canavan, night city editor, *New York World*, both former district men, will be toastmasters at the second annual beefsteak supper of the New York District Reporters' Association to be held at the Hotel McAlpin Roof Garden, starting at midnight, May 22.

Campbell Joins Chicago Company

W. S. Campbell, manager of classified advertising, *Toledo Blade*, has become general manager of the Home News Publishing Company, Chicago, operating a chain of 50 weekly newspapers in the Midwest. Mr. Campbell will have charge of advertising. He formerly was classified manager of the *Newark Star-Eagle* and *Detroit Journal*.

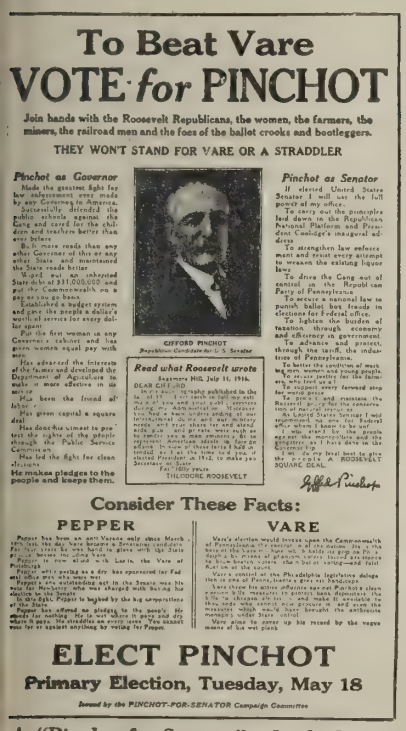
MILLION FOR POLITICAL ADS IN PENNSYLVANIA

Golden Stream of Dollars Poured Into Newspaper Tills by Candidates in Hot Keystone State Primary Fight—$3,500 Spent in One Small Daily in 30 Days

By ERROL DERBY

(City Editor, *Greenburg* (Pa.) *Review-Tribune*)

ONE dollar a vote in newspaper advertising can be conservatively figured as the cost of the sensational Pennsylvania primary election fought out at the polls, May 18.



A "Pinchot-for-Senator" ad which ran three columns by 11 inches

When several of the wealthiest men in ıe Keystone state made up their minds) win a political campaign, others be- des the candidates profited.

And so in this Pennsylvania senatorial ıd gubernatorial tangle, newspapers, ıagzines, telegraph and telephone com- ınies and Uncle Sam figured prominently n the money." They corralled probably ıe largest portion of the ducats which ɔured from the pockets of the candidates ıd their backers.

How much money was actually spent to in the senatorial and gubernatorial ɔminations in the Republican and Demo- ·atic parties probably will never be ıown. No federal or state law neces- tates strict checking of accounts.

All sides and all observers have con- ·ded, however, that in no state campaign the history of the United States did ɔllars roll along like waters over the iagara. Certainly never before did ennsylvanians, and any others who kept ·es peeled on the state newspapers fail notice flood of paid advertising which sued from the presses of the state night ıd day weeks before the actual voting ɔurs.

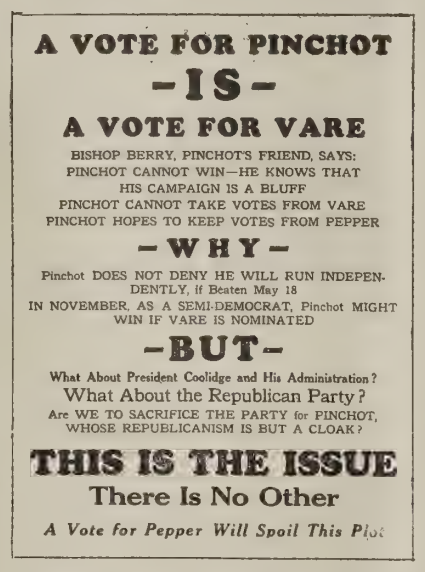
While the Pennsylvania campaign may ıve been slow getting under way, yet ·ice the various organizations started to bor in earnest, there was no let up. Al- ost to the time the earliest riser started r the polls, the radio came into last inute play and the bed time stories of ɔusands of Pennsylvania voters were the ·ices of George Wharton Pepper, John Fisher and William S. Vare coming ·it of the air—not to say anything of ·e final publicity strokes of Governor ifford Pinchot or the Dauphin county ·monstrations for Edward E. Beidle- ɔan.

There are 1,127 periodicals published in ennsylvania according to the latest . W. Ayres & Sons directory and of that ımber 174 are daily newspapers; 606 eekly, 6 tri-weekly, 26 semi-weekly, 4 rtnightly, 11 semi-monthly and the re- ·ainder monthly or scattered mis- llaneously throughout the calender. early every organ, distinctly state in character, shared in the pork barrel of political advertising and publicity.

The big variance in rates, from 10 cents an inch up, makes an absolute accounting of the total advertising sum spent impossible. It would take a Roger Babson days making graphs and diagrams of inches, rates and total spent in each individual publication in the Keystone state, while more hours would be utilized in computing the entire sum.

In one county seat daily newspaper, in what is regarded as the largest "country" county in the state, approximately $3,500 was received for political advertising in 30 days.

With that as an average, and this paper did not come out of the short end of the horn by any means, it may be estimated that if the foregoing volume were placed in every daily newspaper in the state at the same rate the total received was in the neighborhood of $600,000. But remember that is figuring on an average and with a rate which is probably lower than in 50 per cent of the cities in the commonwealth. The $3,500 was spent with a newspaper which has a circulation of about 16,000.



Typical of the Pepper campaign advertisements. This copy ran 11 inches on four columns.

I leave it to the reader what was the price paid for the same amount of space in any of the newspapers which have circulation figures the size of those in Philadelphia, Pittsburgh, Scranton, Harrisburg, Reading, Erie, Johnstown or Altoona—or of any number of other cities in the state.

To arrive at our estimate of a million dollars spent for advertising we cannot forget the 606 weekly publications whose editors and publishers rubbed their hands in glee when they saw the political plates and mats heading toward their offices—or of the editors and publishers of the dozens of other Pennsylvania publications who had but a twice or thrice a week chance to get their share—and of the Sunday papers which culled many of the full pages.

In other years the strictly rural press had been slighted in state-wide advertising schedules, but they certainly swung along on the "cashing in" this year.

Thus the total sum spent easily hit the million mark. It was estimated also the total vote cast would be about a million —(this being written on election eve)— dollar a head.

Attributes of candidates and the lesser qualities of their brethern in the campaign screamed at one another from the banner heads of the page, double page, half and quarter page advertisements which ran almost incessantly in the larger newspapers once the battle got half under way. And as the advertising increased so did its language.

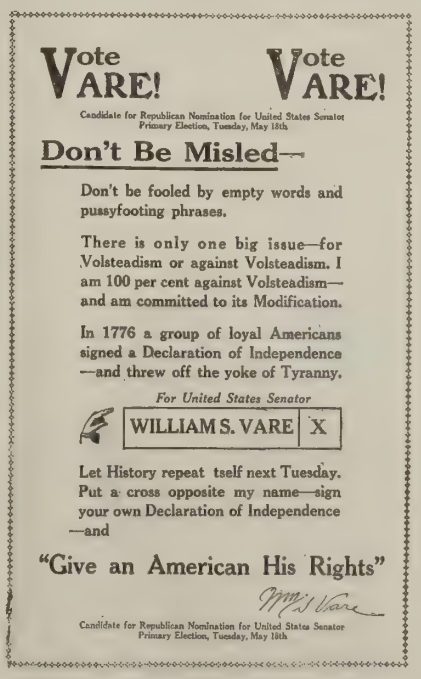
Charges of falsehood and discrimination floated along on press agent's phraseology as easily as water falls off a duck's back. Platforms and principles vied with one another from saving the Republican and Democratic parties of the nation, to the upholding of President Coolidge and keeping the United States safe for Democracy.

From "Give an American his rights," of Congressman William S. Vare to the pleas to mothers and women of the Pepper-Fisher-Smith-Woodward coherts that "a vote for Pinchot is a vote for Vare" and the Governor's "they won't stand for a Vare or a Straddler," advertisements mounted in intensity as the campaign wore on to the last hours and nerves became frayed from the onslaughts of every hostile organization.

Wherever any campaign committee sensed that the other fellows were cutting swaths on strength previously built up, a full page in the nearest newspaper was nothing. What of the cost?

Newspapers made up special editions, special sections, and almost daily added extra pages to care for the increased advertising. Candidates were solicited in few cases—they didn't have to be.

Daily for about three weeks on nearly every city editor's desk mail matter and telegraph material kept up a constant stream. Half a dozen letters, special delivery, each containing several pages of Pepper-Fisher material, statements, news developments and related campaign propaganda—this was but one day's hand-out. While this publicity organization handled the most material, similar work came in from the Pinchot, Vare, Beidleman,



A Vare broadside which netted the paper running it a total of 1190 lines.

Tener, Phillips and other scattered candidacies in the primary of a century.

So far as is known, or has come to light, there has been but one newspaper in Pennsylvania which refused to accept political advertising in which a candidate, his sponsors or friends was lambasted.

"Candidates may praise themselves," said the *Johnstown Tribune*, "but may abuse no one—at least not in our advertising columns."

Personally, I would have liked to have had a portion of the money spent for Uncle Sam's stamps; or of the money which poured into the coffers of the telegraph and telephone companies; of the financial gains of the radio broadcasting companies; of the rent spent for handsome office space and equipment; for the tours of candidates; for the direct mail advertising literature; for the banners, signs, cards, emblems, for the watchers' fees at the polls on election day—for this, that and that, and so forth, on and forever more!

One of the unusual publicity stunts in the western Pennsylvania campaign was the organization of the "All-Star" tour, a group of nationally known athletes and prominent collegiate and high school stars who toured for three days in the interest of the Pepper-Fisher ticket. The "All-Stars" were headed by "Jim" Marks, president of the Kiski school for boys at Saltsburg, and was declared a big success.

Advertising for the campaign was placed without regard to editorial convictions of the respective newspapers. Display advertising was handled by the following companies: For Governor Pinchot, The E. S. Edmonson Company, of Philadelphia; for Congressman Vare, Bloomingdale & Weiler, Philadelphia; while the advertising for the Pepper-Fisher ticket was placed by the campaign staffs in Philadelphia and Pittsburgh, the latter under the direction of James B. Sansom and the former under Robert M. Vail, both experienced political men. Newspapermen in every county figured prominently in the campaigns in their districts while on the state tours of the more prominent contestants press association and Pittsburgh and Philadelphia newspaper men trailed.

No national campaign was ever more thoroughly covered!

TO CONTINUE LOS ANGELES NEWS

Stockholders Ask Vanderbilt Family to Cancel Interest in Tabloid

Stockholders of the *Los Angeles* (Cal.) Illustrated Daily News, formerly a Vanderbilt tabloid, meeting in Los Angeles May. 19, voted to continue publication.

A telegram was sent to the Vanderbilt family in New York by the stockholders saying an attempt was being made by "certain forces" to force the immediate sale of the paper at a sacrifice which would mean a total loss. The Vanderbilt family was asked to have all its interests in the paper cancelled so that the stockholders might purchase the paper. The Vanderbilt family made loans to Cornelius Vanderbilt Jr., for his newspapers amounting to about $1,000,000.

In New York, Dudley Field Malone, attorney for Vanderbilt, Jr., said he had no new announcement to make.

Woodbridge Coming Home

C. King Woodbridge, president of the Associated Advertising Clubs of the World, who has been touring England and France in the interest of the association, is scheduled to leave Southampton for New York on the Berengaria, May 22.

Employes Welcome Publisher Home

Employes of the *Moline* (Ill.) *Dispatch* to the number of 125 gathered at the Hotel LeClaire May 14, to welcome Publisher P. S. McGlynn and Mrs. McGlynn home after their three months' tour of the Mediterranean.

Former S. C. Publisher Dies

Funeral services for Thurlow S. Carter, 68, who died at Kingstree, S. C., last Sunday, were held in Lancaster, S. C., Tuesday morning. Mr. Carter was for years owner and publisher of the *Lancaster Ledger*, until it was merged with the *Lancaster News*.

MAIL, NEWSPAPER WASTE, ADVERTISING CO-OPERATION, INLAND PRESS TOPICS

Question of Reducing Cost Figures to Dollars and Cents Instead of Percentages Deferred to October Meeting—Wiley, Strong, Johnson Among Speakers

(*By Telegraph to* Editor & Publisher)

CHICAGO, May 19.—Determination to defer until the October meeting the question whether or not to reduce cost finding system to terms of dollars and cents instead of percentages, the discussion of waste in newspaper production, and a determination to make a concerted effort to obtain relief from excessive war time second class postal rates, were outstanding features of the Inland Daily Press Association meeting held here Tuesday and Wednesday at the Hotel Sherman.

Will H. McConnell, *Springfield* (Ill.) *State Journal,* chairman of the Postal Committee of the Inland told of the recent action of the Sub-Committee of the Senate recommending five important postal rate changes. None of these effect the newspaper rate. Mr. McConnell urged Inland members to confer with Congressmen and Senators before the next session of Congress at which time the Senate Sub-Committee promised recommendations looking toward second class rate relief.

Louis Wiley, business manager of the *New York Times* pointed out wastes in the publication of a newspaper which were avoidable and some which at the present time were unavoidable. His remarks are printed elsewhere in this issue.

Richard Henry Little, conductor of the "Line O' Type" column in the *Chicago Tribune,* put the editors in good humor with a talk on the beauties of Chicago and the dangers of the neighboring town of Cicero. Betty Walker, of the *Chicago Herald and Examiner* editorial staff, talked on the kind of news preferred by women. She said the results of a questionnaire, of constant questioning of friends and other women she came in contact with led her to believe that news appeals vary as much with women as men. Mrs. Frank Eastman, "Sara Moore" of the Chicago Tribune Syndicate spoke on the equipment needed by women in the newspaper field.

Walter A. Strong, publisher of the *Chicago Daily News,* declared that the development of the newspaper business of the last 15 years, particularly within the last five years, has made it possible for the smaller newspapers to make the larger city daily unnecessary to the small town reader, citing in that development the increased advertising, the growth of syndicated services and the methods of communication.

"The newspapers in towns of from 5,000 to 100,000 are rendering a local journalistic and advertising service to their communities much better than a paper from Chicago for instance, can render," Mr. Strong said. "The same appeal that makes a Chicago paper great in its own territory makes a small town paper great in its territory."

Mr. Strong spoke of the growth of newspaper advertising from the days when the nostrum peddler and other charlatans were virtually the only users of space, to the present time when the newspaper allows only trustworthy firms the use of its advertising columns.

Mr. Strong said that while some waste still occurred in advertising, he liked "to think that advertising can finally be dignified to the extent of an exact science."

"All of the indications," he said, "are that we are going in that direction if for no other reason than it is good business. If we expect the newspaper business to continue on its present sound basis, we are compelled to recognize that the interests of the advertiser and the newspaper are mutual and that advertising must pay."

Discussing circulation Mr. Strong declared that the Audit Bureau of Circulations is rapidly approaching the time when it may be able to show not only the methods obtaining circulation but its character also.

"I urge the abandonment of controversial statements in publicity and a greater and more effective use of the demonstrations of character," he said.

Edward W. Cochrane, sports editor, *Kansas City Journal-Post,* in a talk on the value of the sports department to the business office, declared it was valuable chiefly as a circulation builder, but also was of importance as an advertising medium. As the result of a check kept, he learned that sport page readers were divided approximately 37 per cent women, 8 per cent children, the remainder men. He said that the sport page had gone far since the old days when only professional sports were reported, that the amateur news now outweighs the professional.

He declared the business office was overlooking two valuable advertising fields, first, in that professional baseball, wrestling, etc., were not giving the newspapers the advertising revenue they should, and that it is up to the business office to see that it gets more. The second is, in view of his finding as to the number of women readers, that the section is not used as a medium for advertising women's merchandise.

William H. Johnson, president of Editors Feature Service of New York aroused an animated discussion on the value of news features in discussing the topic of how to use them to best advantage and make them pay. Mr. Johnson was of the firm opinion that unless the editor was completely sold on his feature to the extent that he could exploit it, he should throw it out completely.

He stressed the fundamental necessity of appealing to readers between the ages of 15 and 30 with features which would hold circulation and create additional circulation.

Mr. Johnson criticized allotting increased costs to newspapers of features which have been popularized especially when the circulation of such feature had grown without an increased cost to the syndicate.

Joseph M. Stephenson, of the *South Bend* (Ind.) *News-Times* explained a form of "perpetual" advertising contract which he has been using with success, basing his charges to the advertiser exclusively on circulation readjusted semi-annually. His contract calls for three cents per column inch per thousand. As circulation increases or decreases his contract calls for an adjustment of rate automatically.

Mr. Stephenson's plan has been adopted by a number of the members of the Michigan League of Dailies, and the speaker claimed it could be adapted to the use of a newspaper of any sized circulation. Aside from guaranteeing a rate commensurate with increased circulation costs, the speaker declared that the plan created confidence with his advertisers.

Marvin H. Creager, managing editor, *Milwaukee Journal,* discussing "The Kind of Newspaper That Gets the Business," declared that two main things needed are "horse sense and hard work."

"First of all, of course," Mr. Creager said, "a newspaper must be published entirely for its readers. No other interest save that of the readers should be considered if a newspaper hopes to gain and hold and deserve confidence—and without confidence no paper can hope consistently to get business.

He advocated closer attention to home town news and the use of less syndicated matter. A successful newspaper must engage in campaigns for the betterment of its home city and its citizens, he declared.

The coming years will find more women editors, was predicted by Miss Mary Daugherty of the *Chicago Evening American.* She compared the work of newspaper women in the past ten years and the more generous appreciation of their newspaper efforts which has led to the widening of the field for women in all branches of newspaper enterprise.

S. G. Goldthwaite, *Boone* (Ia.) *News Republican,* spoke on the World Press Congress, of which he is a director, to be held in Geneva, Switzerland, Sept. 14-18.

Secretary Tufford announced that through Editor & Publisher, the Inland can now boast of headquarters in both New York and Chicago, where members are welcome at any time.

For some time, it was stated, the association had been using the Editor & Publisher Chicago office, at 30 North Dearborn street, which is in charge of Lucile Brian Gilmore. With the addition of a number of rooms to its suite in the Times building, New York, one room has been set aside for Inland members. "Inland Daily Press Association," is lettered on the door, with desks, stationery, telephones, etc., available.

NEW YORK CITY EDITOR OFF FOR EUROPE



E. P. Bartnett, city editor of the *New York Sun,* with Mrs. Bartnett, photographed before sailing on the S.S. President Roosevelt this week, for a month's vacation in England and France.

POSTAL RATE REVISION UNLIKELY THIS YEAR

Canvass by Editor & Publisher Indicates Rejection of McKellar Amendments by House—Coolidge Supporting Post Office

By Bart Campbell
(*Washington Correspondent of* Editor & Publisher)

Washington, D. C., May 20.—Republican leaders of the House have served notice upon the newspaper publishing interests that any revision downward of second class postal rates at this session of Congress is extremely improbable.

The same Republican spokesmen in the lower chamber have informed representatives of these interests that if the Senate should pass a postal bill before the close of the present session it would be returned immediately to the upper chamber.

The Republican leaders take the ground that postal legislation, involving as it does the revenues of the Post Office Department, should originate with the House.

There is little disposition, however, by the Republican leaders of the Senate to press the desired postal legislation at this session.

They would prefer to permit such legislation to remain on the Senate calendar until the Congress takes a recess, probably the middle of next month, until December.

While Senator McKellar, Democrat, of Tennessee, told Editor & Publisher this week, that he intends to call up his amendments to the pending postal legislation at the earliest opportunity, a canvass made by Editor & Publisher seemed to indicate that even though the Senator should succeed in getting the amendments through the upper chamber they would not be acceptable to the House.

The McKellar amendments provide principally for a restoration of the 1920 rates and for the establishment of special bundle rates as advocated by the American Newspaper Publishers Association and the American Publishers Conference.

The Republican majority, while not actually opposing the two propositions, has taken the stand that this session is not the time to take action upon them. Instead they should be left until December, it is argued, or until the present second class rates have been in operation for at least a year.

Conferences held between spokesmen for the publishing interests and Republican leaders of both Senate and House have offered little or no encouragment to the latest drive of the former to secure some relief from the prevailing second class rates at this session.

Careful inquiries made of Republican leaders of both the Senate and House convinced Editor & Publisher that not until next year need the publishing interests, unless there is a radical and unexpected change in the existing situation, expect any revision of second class postal rates.

The administration is understood to be supporting the Post Office Department and the Republican leaders in their opposition to the demands of the publishing interests for relief.

"I am standing by the President," was the remark made to Editor & Publisher this week by Senator Moses, chairman of the Joint Congressional Committee appointed more than a year ago to investigate postal conditions and bring about an early readjustment of second class and other postal rates.

It may be stated in fairness to the Republican leaders of Congress, as well as to the administration, that the whole postal situation is so controversial that even though the majority did press for action on rates at this session any proposed legislation would probably be tied in knots by protracted debate and endless amendments until Congress recessed for the summer.

NEWSPAPERS AID IN SOLVING PACKERS' PROBLEM

Pacific Salmon Industry Turns to Advertising in Dailies to Clear Shelves of Million Case Annual Surplus —Pleased with Merchandising Co-operation

NEWSPAPERS in 29 cities are assisting in very material fashion to solve a serious surplus problem, faced by salmon packers of the Pacific Northwest.

For many seasons, this $50,000,000 food industry on the Pacific Coast has had to carry a surplus of more than 1,500,000 cases of pink salmon. Red salmon was popular enough, but there was a prejudice against the pink color. What advertising has attempted during the last 15 years has merely "a flash in the pan."

A group of packers got together this year, however, under the advertising guidance of Strang & Prosser, a Seattle agency, and agreed on a $200,000 advertising campaign. More than half of this sum was scheduled for purchase of space in the newspapers. The newspaper campaign started on March 11, with full page space and has continued weekly with smaller copy to the present time, and will come to a conclusion the last of June.

So successful has the drive been so far that the Associated Salmon Packers, the same the group has taken, has decided to make a co-operative advertising appropriation an annual investment. After this year, canned salmon in general will be advertised, it being thought that special promotion is no longer required to obviate the old color prejudice.

Quick sales in 90 days accomplished by newspaper space cleared dealer shelves of more than 1,000,000 cases of the surplus, according to W. T. Prosser, of Strang & Prosser, who was interviewed in New York this week by EDITOR & PUBLISHER.

"It has been an amazing demonstration through the newspapers of how advertising can sell and sell quickly," he declared. "Jobbers and brokers during the last two months are reporting sales increases of from 10 to 25 per cent. In almost all sections of the country salmon is selling briskly today."

Mr. Prosser declared that newspapers were made the backbone of the campaign, with magazines as a supplementary aid, because use of the newspapers could be adapted to market and distribution conditions. He pointed out that the packers by placing their copy in the newspapers were able to take advantage of the Lenten season. He highly praised the merchandising co-operation given by the newspapers in putting the drive across with local dealers.

"It has frequently been said that newspaper merchandising departments will promise almost everything to get business and that then they find it difficult to meet their obligations. The packers believed this to be true.

"The newspapers, however, have fulfilled their agreements in a 100 per cent fashion. They have gone further. It is not to be expected that newspapers actually sell the goods. That certainly is not their function. But the merchandising departments in this salmon campaign provided definite aid in closing the gap between the retailer and the public. They were able to get the dealers to display the goods we wanted to sell, when we wanted to sell them.

"Newspapers in every city have obtained from 50 to 500 dealer windows in their cities to hook-in with the campaign. In every instance they have done more than they were asked to do.

"Because of the assistance of the newspaper merchandising departments we were able to carry out in effect a huge national sale of canned salmon. One newspaper called on 1,000 local dealers and asked them to feature our canned product to synchronize with the advertising copy. A New York newspaper made a total of 5,000 calls for us.

"In similar fashion all the newspaper merchandising departments provided us with an important link with local retail dealers, bringing about quick sales action."

The copy used is of the coupon variety.



Newspaper copy published Thursday means canned salmon for Friday dinner

A $1,000 prize contest was announced, offering 50 prizes for the best pink salmon recipes submitted. The coupon invited readers to ask for a free booklet entitled "Forty Ways to Serve Salmon" and for the United States Department of Commerce Bulletin on the food value of salmon and its "beneficial iodine." The contest is scheduled to close August 31.

"The very speedy coupon response proved a convincing argument to the packers not only of the effectiveness of advertising in general, but also of its immediate value," Mr. Prosser declared.

"Because of this response and the sales increase, very definite plans have been drawn up for the future.

"We want to abolish the peaks and valleys in the sale of salmon. It is an all-year-round industry, but at present the hot weather season is proving the best for sales purposes. The best sales months now are June, July and August, primarily because canned salmon is largely eaten in salad form. To be sure, this is a splendid hot weather dish, but in winter months canned salmon can be used in appetizing ways in combination with other food. We want to even up sales—to place the industry on an evener keel."

This year's appropriation was raised by an assessment of 20 cents a case. It was a demonstration by a few packers of what advertising could accomplish. It is expected many more will now join in the movement.

Following the same assessment plan, Mr. Prosser estimates a fund will be raised insuring $600,000 a year for advertising over a three-year period. Forthcoming campaigns will be devoted entirely to the promotion of salmon as a whole. There is such a potential market for the product, it is felt, that there is no longer any necessity of stressing any particular variety. It was feared that if one brand was stressed more than another the entire market would be needlessly disturbed.

The cities chosen for the drive were selected because of market distribution conditions. The following newspapers are being used:

Atlanta Constitution, Baltimore Sun, Birmingham News, Boston Post, Brooklyn Eagle, Buffalo News, Chicago Daily News, Cincinnati Post, Cleveland Plain Dealer, Columbia State, Dallas News, Detroit News, Forth Worth Star-Telegram, Indinanapolis News, Kansas City Star and Times, Louisville Courier Journal and Times, Milwaukee Journal, Minneapolis Journal, Newark News, New York Journal, New York World, Norfolk Ledger-Dispatch, Oklahoma City Oklahoman and Times, Omaha World-Herald, Pittsburgh Press, Philadelphia Bulletin, Providence Bulletin, St. Louis Post-Dispatch, St. Paul Dispatch and Pioneer Press, and Washington Star.

Circulation of these newspapers totals 5,393,592, Mr. Prosser said. The copy appears each Thursday to take advantage of the Friday fish buying habit.

Mr. Prosser said his agency was sending salmon recipes to the newspapers for use in their household departments.

"But we do not insist that they use them," he declared. "We make no demands for free publicity, believing that paid space accomplishes what we desire."

In addition to the newspapers, nine magazines are being used and ten farm papers. The farm papers are the *Philadelphia Farm Journal, Successful Farming,* Des Moines; the *Farmer's Wife,* Minneapolis; *Williamsburg* (Pa.) *Grit; Progressive Farmer,* Birmingham, Ala.; *Iowa Homestead,* Des Moines; *Wisconsin Farmer,* Madison; *Missouri Ruralist; Decorah Posten,* Decorah, Ia., and the *Chicago Svenska Amerikanaren.*

Both partners in the agency of Strang & Prosser, Seattle, are former newspaper men. F. W. Strang was associated with the business departments of newspapers in Minneapolis, Spokane and Seattle. Mr. Prosser was at one time a newspaper editor in Seattle and other Pacific Coast cities.

ELECTRIC CONCERNS USING NEWSPAPERS

Industry Placed More Than 70 Per Cent of 1925 Advertising Appropriation in Papers—Favor Medium For Timelinesss and Economy

The electric light and power industry in the United States placed more than 70 per cent of its 1925 advertising appropriation in the newspapers, according to a report made this week by the advertising committee of the National Electric Light Association, in convention in Atlantic City, N. J., May 17-21. The appropriation totaled many millions of dollars.

Newspapers are favored because of the element of timeliness and ability to reach the largest possible number of readers and customers at a minimum cost, the committee reported.

The manufacturers' committee stated the sum total of national advertising by the manufacturers in the interest of the electric light and power industry was conservatively double the amount of last year, a record.

"Continuing and expanding the program begun a year ago, many manufacturers who cannot devote entire advertisements to the utilities have inserted in their regular advertising phases and paragraphs written to create a favorable attitude toward the utilities," J. C. McQuiston, Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., and committee chairman, declared.

"Our broad general plan has been supported by one or more of the manufacturers in carrying similar messages to the public in newspaper advertisements. These have been timed with events pertaining to national meetings of the N. E. L. A. so that the advertisements appeared at the time of greatest public interest in the utilities. These advertisements have not been confined to a particular district, but have appeared from coast to coast.

"We are assured of the fullest cooperation of the leading advertising agencies in securing the running of references to the electrical industry in many of their advertisements for other than electrical advertisers."

Press Associations Broadcasting

First of a series of weekly sports talks was given May 20 over station WJZ, New York, by Paul White, of the United Press sports department, New York. White is in charge of U. P. sports during the absence abroad of Henry L. Farrell, who is covering the international tennis and golf matches in England. Howard W. Blakeslee, news editor of the Eastern division of the Associated Press, spoke over WJZ, May 19. Edward McKernon, A. P. eastern division superintendent, will speak from the same station next week.

Tampa Globe Suspends

Tampa (Fla.) *Globe*, evening tabloid started by John C. Martin, "billboard king" of Florida, suspended publication last week.

Staging "Child Prodigy" Contest

The *Rocky Mountain News and Denver Times,* are staging a "child prodigy" contest over radio, which is arousing considerable public interest, yielding an abundance of good feature stories.

CENTRAL LEGAL BUREAU FOR A. N. P. A. URGED TO PROTECT FREE PRESS

Would Receive Abstracts of All Libel, Contempt and P. O. Actions Against Publishers, and Furnish Aid Wherever Necessary—Could Promote Maryland Privilege Law

By THOMAS S. RICE
Brooklyn Daily Eagle Staff

IN the May 8 issue of EDITOR & PUBLISHER the present writer discussed the legal consequences that might follow from Editor T. J. Bryson, of the *Fort Pierce* (Fla.) *News-Tribune* having paid, without appealing, a fine of $15 for contempt imposed by Judge Liddon in the county court. It was pointed out that Editor Bryson would almost certainly have won if he had appealed. His alleged contempt consisted in having written that sentences by Judge Liddon, which were matters of public record, had been too light and had not deterred criminals in their nefarious pursuits.

Editor Bryson did not take steps to oppose the fine because the amount was small. He thereby allowed Judge Liddon to set up a precedent against comment upon duly recorded sentences, and that precedent may sooner or later react upon every aggressive daily or periodical publication in Florida. Apparently, the Associated Florida Dailies and the American Newspaper Publishers Association left editor Bryson strictly to his own devices and his own financial resources. It is not reported that any person connected with the Florida State Editorial Association, or with the A. N. P. A., officially or unofficially asked the editor to appeal, or that help was promised him if he would go to a higher court. Wherefore I am constrained to ask:

What have the state editorial associations and the A. N. P. A. ever done to protect themselves in the future by going to the front with money and attorneys for the aid of a financially weak brother who may be in legal distress at the present?

From what can be learned the A. N. P. A. has never conceived the idea that it should have a legal information department, well supplied with money and talent, which would go to the rescue not only of members, but of non-members, who were threatened with judicial or bureaucratic injustices which, if not vigorously opposed, might set dangerous precedents against the liberty of the press.

I believe that it would be a progressive step for the A. N. P. A. to establish a central legal office. To that office should be sent copies of all official documents, and whatever unofficial statements that may be worth while, bearing upon actions for criminal or civil libel or contempt of court. Documents and unofficial statements bearing upon rulings against a newspaper or editor by the Postoffice Department also should be forwarded. The material thus furnished should receive immediate attention from skilled counsel, whether or not the publication involved be a member of the A. N. P. A.

Bear in mind that a court decision or ruling, or a Postoffice Department ruling, against a struggling non-member in a town scarcely on the map, may be cited in the future to confound a millionaire daily in a large city, or to send to jail the publisher, editor and a flock of reporters connected with a millionaire paper.

That Postoffice Department rulings are country-wide in their scope, and that the rulings and decisions of the United States District courts, and, in some instances of the state courts, may be accepted as standards for the entire country and its possessions overseas, is a fact that seems to have been neglected by the A. N. P. A.

Without wishing to be presumptuous, here are a few suggestions for the protection of publishers and writers through the instrumentality of the A. N. P. A.

In addition to a law department in the New York office the A. N. P. A. should have an active representative in the form of a member, and counsel specializing in libel law, rulings for contempt, etc., in regional centers such as Boston, Buffalo, Philadelphia, Baltimore, Washington, Atlanta, New Orleans, Memphis, St. Louis, Cincinnati, Indianapolis, Chicago, Denver, Omaha, Seattle, San Francisco and Los Angeles. That list is purely tentative, and could be increased or decreased. Porto Rico, Hawaii and the Philippines should have regional representatives and counsel.

Every newspaper and periodical under the American flag should tell its troubles to the principal law office of the A. N. P. A., which should be located in New York or Washington, when the afflicted publisher has time to call for help, and has a meritorious defense. That legal headquarters might be known as the Legal Watch and Ward Division of the A. N. P. A., or the like. All the sad stories should be mailed to that office, which, after examining the documents and other evidence, should determine whether the A. N. P. A. would be justified in taking a hand. If the conclusion was that the litigation had a bearing upon the principle of a free press, headquarters should refer the matter to the regional member and counsel. The theory I am roughly outlining is that it would be the cheapest and most effective way to lend aid if counsel within the geographical area of the court were engaged. In cases of exceptional importance, additional counsel would be called from the sectional area, or from New York.

Contempt proceedings are usually rapid fire. The judge may impose fine or imprisonment, or both, immediately, but ordinarily he will, if asked, allow opportunity for the object of the court's wrath to obtain counsel and enter defense to show cause why he should not be punished. That is another argument for regional suboffices. The attorney for the A. N. P. A. would in most cases be able to reach the ringside before the belligerent, but perhaps groggy, editor had been counted out.

The Watch and Ward Division, or Legal Aid Division, of the A. N. P. A. might be established in Washington. Certainly, the association should have a fully equipped and alert bureau in the national capital to scrutinize every charge against a newspaper or periodical before the Post Office Department. In recent years this department has displayed an inclination to stretch more and more its extraordinary and autocratic power to bar publications arbitrarily from the mails. Frequently the initial move in barring is taken by the postmaster of the city or town where the publication is printed, but on appeal the P. O. D. in Washington has the final say, unless attorneys for the defeated publisher can get the case before an United States court for a thorough airing on the facts, which is not always easy. If the publisher has what the A. N. P. A. attorneys believe is a sound defense, but lacks the money to carry on, help in the way of money and legal talent should be freely extended, for a decision against one is a decision against all.

Practice before the Post Office Department is usually simple because most of the complaints have arisen from misunderstanding or honest mistakes by publishers. When matters are explained and the publisher promises to avoid the error in the future, there's an end to it. But, at intervals the P. O. D. may assume an extremely dictatorial attitude and bar a publication because the department has conceived that it contained improper material, or not enough of one sort of material and too much of another. When the department is out to "get" a publication the government's experts can dig up a surprisingly large number of reasons and precedents for depriving it of the mail privilege.

More than once the P. O. D. has been accused of barring a publication as the result of direct or indirect political animus. When that is suspected the A. N. P. A. should be strictly and promptly on the job, as a matter of course, but examination of complaints will sometimes reveal a joker in a ruling. That is, a comparatively insignificant row between a publisher and the department may end in a decision against the party originally involved, and in the decision, or ruling, will be found a general clause which makes the ruling effective against all publishers, and may harass them for years to come. The tendency of bureaucrats to gather into their hands more authority than it was intended they should have, is familiar to the man on the street. Publishers have particularly learned the lesson from painful experience, not alone with the P. O. D. but with municipal, state and national officials. Hence the necessity for keeping tab on all P. O. D. proceedings that relate to the mail privilege.

The function of the legal headquarters should be to determine whether a legal process against a publication touches upon the fundamental rights of a free press, or whether it is just an every day affair in which the publisher has brought sorrow upon himself by mistaken or violent utterance, or by relieving his mind by calling a judge a liar and offering to whip him outside the courtroom. On the one hand would be the tendency of some publishers to take undue advantages of the A. N. P. A. service. On the other hand, experienced newspaper men are aware that many libel suits and some contempt orders are thinly disguised attempts by crooked politicians, crooked financiers, or the like, to blackjack or blackmail an editor into quitting a course he has been following in the public's interest.

Still another activity in which the A. N. P. A. might engage with credit to itself would be a campaign to pass state laws, and possibly a Congressional act, extending to reporters the right of privileged communications. Maryland has such a law, and I have an impression that several states have the same. Many years ago Col. John Morris wrote a news story for the *Baltimore Sun* which led to his being called as a witness in a criminal trial. When he went on the stand the prosecuting attorney demanded that he reveal the source of information upon which the story was based. Col. Morris had pledged his word not to tell from whom he had received the information and declined to break it on the stand. Thereupon he was sent to jail for contempt of court, which was a perfectly logical step by the judge, as the law then stood.

Col. Morris was in the calaboose several days. As a result the Sun and its Maryland contemporaries put over a law granting to legitimate reporters the right of privileged communication in regard to disclosing the source of information used in a news story. The reporter, the editor and the owner are as open to criminal or civil libel actions in Maryland as they are in other states, but the reporter or editor is not in danger of being sent to the hoosegow in the middle of the baseball season because he will not betray a confidence.

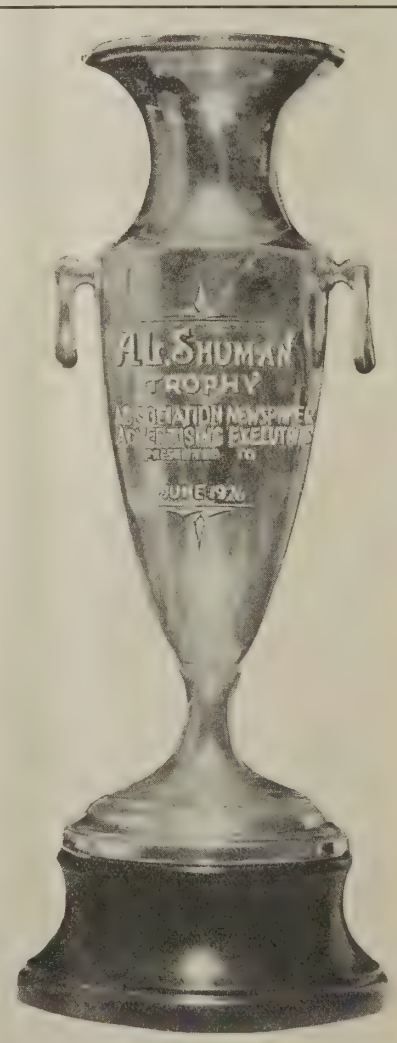
It may seem a far cry from an annual to a daily, but at this very time an annual is involved in litigation that may reach the Supreme Court of the United States and result in a decision that, in one way or another, may affect freedom of expression in every conceivable form of publication in the land.

E. S. Shumaker, superintendent; Jesse E. Martin, attorney and trustee and Ethan A. Miles, attorney, have been ordered to appear in the Supreme Court of Indiana not later than May 18, and show cause why they should not be cited for contempt. They are officials of the Indiana Anti-Saloon League. The burden of the amended complaint filed by Attorney General Arthur L. Gilliom, of Indiana, is that statements made by the Anti-Saloon League officials for publication in the superintendent's report, were "false and contemptuous." The Attorney General dwelt upon decisions by the Supreme Court of Indiana in liquor law violation appeals, to prove that the interpretation by the Anti-Saloon League officials of those decisions, compared with decisions of other courts, was "false and contemptuous."

How true the Attorney General's charges may be, and how much the individual newspaper owner may think that the Anti-Saloon League should be encouraged or curbed, does not matter. On the face of the dispatches, the case is that of a publication in trouble with a court because it commented adversely upon that court's duly recorded decisions. Perhaps the court has the inherent power to punish in this instance by contempt proceedings, and perhaps it has not the power; or it may hold that the evidence does not warrant use of the power, if the power exists.

What is emphasized here is that the A. N. P. A. should have a legal department to follow closely every legal action against a publisher, when a principle of freedom of expression is at stake, even if at first sight the action may appear to have no bearing upon the conduct of a daily newspaper, or most any energetic daily in Indiana or another State, fired by enthusiasm for a cause, might draw the same comparisons alleged to have been drawn by the Indiana Anti-Saloon League between the decisions of the Indiana Supreme Court and those of other courts. In fact, many dailies have done that very thing.

SHUMAN PRESENTS CUP FOR A. N. A. E. PRIZE



SOME newspaper advertising man will carry home from the Philadelphia convention of the Association of Newspaper Advertising Executives the above sterling silver cup offered by A. L. Shuman, vice-president and advertising director of the *Ft. Worth Star-Telegram* for the best story of a newspaper advertising success presented by a newspaper man at the convention. The award will be for permanent possession.

AN ADVERTISING MAN'S PLACE IN BUSINESS

He Should Not only Influence Consumer Demand, But Also All Other Activities of Firm Engaging Him, Says Shaw—Let Vision Range Beyond Office Walls, He Urges

(Excerpts from an address delivered at the semi-annual convention of the Association of National Advertisers in Chicago last week).

By A. W. SHAW
President, A. W. Shaw Company

AN advertising department is not concerned merely with the *art* of advertising—but with the *use* of advertising and its effect, not only on influencing the demand of the consuming public, but also on all the other activities of the business—on the motions of the workman, the movements of the salesman and the operations of the typist.

A. C. Robinson, a Pittsburgh bank president, puts it this way:

"The man or men who control advertising appropriations want sales—nothing else matters much. Sales—profitable sales—are intimately connected with the entire warp and woof of the business as a whole—costs, turnover, mark-up, distribution, credit, loss, manufacturing problems, markets, etc., etc. Advertising cannot hope to achieve maximum results without intimate knowledge of these things. It is my opinion that some advertising men do not realize this obvious fact."

To use advertising so as to influence consumption that within his enterprise there can be produced and distributed a maximum of product with a minimum of motion, is not the least of the functions of an advertising manager.

The payroll of the factory can be influenced just as effectively, even if less apparently, by the advertising manager as by the production manager.

A policy of simplification of styles or varieties ordinarily brings about a reduction of unit costs very conspicuous in the cost sheets of the factory. But with products of broad general distribution this is largely a result of that influencing of consumption toward the simplified line that it is within the power of the advertising manager to bring about.

Nor is the influence of the treasurer on finance any more directly effective than that of the advertising manager can be made to be. Assume a growing business needing more floor space, further equipment, larger inventories, more money to carry accounts receivable, and an advertising manager alive to the interdependence of all the activities of the business. When that advertising manager so dextrously uses the force of advertising at his command that there can be no choice of wholesalers and retailers so that good credit and prompt discounting can be insisted upon, or, that the securities of the company can be readily marketed and welcomed by the bankers, doesn't that directly affect the financial affairs of the enterprise?

The interdependence and interplay between the sales manager and advertising manager are, of course, direct and obvious.

I have in my mind an advertising manager who has influenced the entire sales set-up of a large business through awakening pride of the workers in their product.

He got his idea one day after asking a foreman why a certain unit was better than a competing one. That foreman told him why in rather picturesque language.

"What I want you to do, Bill," said the advertising manager, "is to write down just what you've said to me, leaving out only the cuss words. I want to publish it in our paper."

"I can't write articles," Bill of course declared.

"But you can write down what you've just said, can't you?" the advertising manager countered, and finally won his point. The resulting article was just what he wanted. Moreover, it started something, and he obtained similar sales articles from other foremen in the plant.

These articles attracted attention both within and without that organization. Later the chief engineer got some of his ideas about a leading item down on paper, and with slight alteration it made copy for what turned out to be a surprisingly successful advertisement.

The president became interested. "Why not use these men to sell?" he asked himself. Tests were made. They were successful. And so in that organization today the purchasing agent, the foundry superintendent, the engineer, the machine shop superintendent—all take a hand in selling.

My point is that this interesting development, affecting all branches of that business, resulted from the advertising manager going outside the purely intra-departmental aspects of his work and building a close contact with the other departments of the business. Today he sits in the policy-forming conferences of that company, and that, in my opinion, is as it should be.

For all that I have been talking about makes essential for the advertising manager a close and continuing contact with the policy-making heads of a business enterprise.

And, in turn, it demands from the advertising manager something more than a mere familiarity with the language of manufacturing, finance, accounting, transportation. Understanding must be his of the problems of material procurement and the handling of labor; of credits and collections and terms and discounts and their effect upon finance; of accounting and routine and how the overhead is affected by small shipments or excess variety of product.

To the degree that he intelligently uses advertising to make possible lower factory costs, less resistance to sales activities, fewer losses from had accounts, shorter terms, quicker turnover, simplification of routine, pride in plant and workmanship and service—to that degree does he approach a fullness in the performance of his functions.

Nor are the concerns of the advertising department merely intra-institutional.

The problems of business run in recurring cycles just as business itself does. And just as the activities within a business are all interdependent, so are businesses dependent each on the other, even though one may be in Kalamazoo—the other in Adelaide. On Wednesday a steel manufacturer from Australia called to discuss the trend of business in this country. Within an hour a copper producer from Chile was in our offices in the same quest.

These men see the interdependence of all business. Their sales policies—their very advertising actions—may be affected in Chile or Australia by trends they learn of in America.

Nor are all markets equally attractive at any one time. The attitude of labor, the dearth or plenitude of capital, the weather, over or under-production of industry or agriculture, the intensity of current political controversy, may vary with the geography. All have their day by day effect upon the use of advertising.

Then there are those larger economic movements: The accumulation of capital; the tendency to simplification of types and varieties of product; the general trend toward mass production of these simplified lines at lower and lower prices; the development of specialty production—even the custom making—of new types of articles or entirely new products to satisfy the wants and the whims and the fancies of a population growing in affluence.

I have in mind an instance which I hope will illustrate my point. It has to do with a great business which now does a million and more in volume for every thousand dollars available to it when it started about a quarter-century ago. You see its advertising daily. Most of you buy its product, I imagine.

Now last year this business increased its prices. The tonnage went off a bit, but the sales, in dollars, increased materially—the profits, very materially.

The advertising direction of this business, thinking beyond the art and the skill involved in preparing the striking advertising we see daily, is now saying, in effect, to the management of that business: "The underlying trend indicates a day of close margins. Two or three in each line will emerge with large volumes obtained on extremely thin margins. Our business should be one of these dominating factors in our line.

"Therefore we should reverse our position. Instead of building a larger net through wider margins on smaller volumes, our object should be one of cutting the margin and seeking the net through more of the narrower margin on a larger volume. While this is a most fundamental decision to make, it is in line with the underlying trend."

There is significance in that suggestion for any business.

In these United States, daily the fund of capital is increasing. It serves its owners only as it is used, for idle money pays no return. But add initiative to capital and there is the power to summon labor, machinery and management actively to compete in any business of unduly large margins of profit.

An advertising manager watching the trend of business sees this and its relation to the welfare of the concern of which he is a part. One whose vision ranges no farther than the walls of his department does not. He is out of the stream of big things.

DURHAM (N. C.) SUN FORMALLY OPENS HANDSOME NEW PLANT



ENTERTAINING with an informal reception the *Durham* (N. C.) *Sun*, afternoon newspaper, last Friday night officially opened its new home on Main street, in the heart of the business district. The entire plant was thrown open to inspection by the public.

Dr. J. M. Manning, mayor of Durham; Burke Hobgood, secretary of the Chamber of Commerce, and other prominent Durham citizens were in the receiving line. A number of leading newspaper publishers and executives of the state attended. Refreshments were served and souvenirs distributed. The new building has an Indiana limestone front, trimmed in ornamental cast bronze. It is a fireproof structure of steel, tile and concrete, covering two lots to a depth of 117 feet, two stories high, with basement. The main offices, advertising department and editorial rooms are on the first floor. The composing room is also located on the first floor. Press and stereotyping equipment are located in the basement, which extends the full length of the building. Space is also provided in the basement for mailing rooms and paper distribution, heating plant and paper storage.

New furnishings and equipment have been installed in the offices and new machinery and equipment in the mechanical departments, including a new high speed press with a capacity of 30,000 papers per hour.

The Durham Sun is the oldest existing newspaper in Durham City or county, and was founded Feb. 26, 1883.

The Sun was acquired by the present owners in April, 1923. It is now the property of the Durham Sun, Inc., William J. McMurray, New York, president; Mrs. Charlotte Wilson, Fayetteville, vice-president, and Charles R. Wilson, Fayetteville, secretary. They are the sole owners of the property.

Albert Grant is general manager and John R. Barry, editor.

A. P. Has New Foreign News Editor

Meredith N. Stiles, formerly head of the Latin-American department of the Associated Press in New York headquarters, has been appointed foreign news editor, succeeding H. H. Romer, now attached to the A. P. London staff. Arthur Uhl has been transferred from the local news staff to the post of cable editor.

KANSAS CITY KANSAN PLANS NEW HOME

Three Story Gothic Building, Ample for Immediate Future, Has Provision for Two Additional Floors

The *Kansas City Kansan* established a little more than five years ago by the Arthur Capper Publications has announced a program of development and expansion which includes the erection of a modern newspaper and publishing plant.

All plans have been made for the building and it is believed it will be completed by Nov. 1.

Publishers and architects who have inspected the plans declare that the new Kansan building will be the most efficient and thoroughly modern small newspaper plant in the middlewest. It is to be a fireproof, brick structure of three floors and basement. Occupying a corner it will have a frontage on one street of 65 feet by 150 feet on the other. It will have exposure from all four sides and will be virtually a sunlit building.

The building is to be Gothic in design, somewhat plain, but with sufficient detail and ornamentation to be architecturally interesting. The main floor will be occupied by the public offices, the business offices, the advertising and circulation departments. In the front of the public office will be a large plate glass display window to be used for displaying the products of foreign manufacturing firms who are Kansan advertisers.

To supply the additional height needed for the press rooms, this department will occupy parts of the basement and of the ground level, or mezzanine, floors. In the basement, in addition to the press department, will be paper storage and other storage rooms, an inclined corridor leading to the storage department, the boiler rooms and the shower baths and lockers for the printers.

Other departments on the ground level floor will be the mailing room, an assembly hall, the newsboys assembly and property rooms and the loading docks.

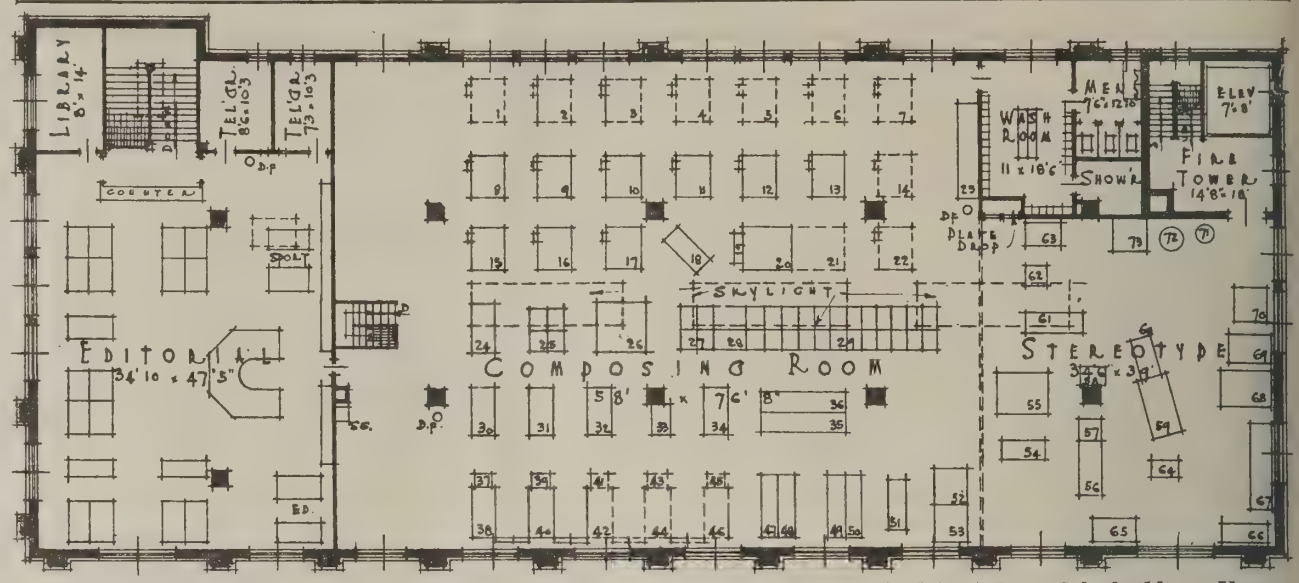
The editorial and composing rooms, the filing and reference departments, the telegraph offices and the stereotyping department will be on the top floor.

Of paramount importance in the planning are those features which will make the Kansan building outstanding in hygienic detail and in the comfort provided for the persons in every department. Even in the composing room where strong lights are necessary there will be sufficient sunlight to render artificial light unnecessary except on unusually dark days. The artificial lighting system is carefully planned to avoid cross lighting and shadows.

Ventilation is provided by the heating-ventilation plant and by a system of ventilating fans. The four-side exposure of the building with its numerous windows and the minimum of obstructing partitions will assure reasonable comfort for the workers even on hot summer days. A vacuum system for cleaning the building, the linotype machines and the press machinery will be installed. Rest rooms for the women will include a lounging room and a kitchenette, rooms for the men will be equipped with showers. The newsboys' rooms will be provided with tables and kitchen equipment for parties.

Although the new building will admit of expansion to approximately twice the amount of business now being carried by the Kansan, the construction will be such that additional stories may be added as the city grows and further building space becomes necessary.

FLOOR PLANS OF KANSAN'S NEW PRODUCTION ROOMS



Straight-line production is the architect's unmistakable intention in planning the third (top) floor of the building. News moves without an unnecessary step from the horse-shoe copy-desk to the composing machines and make-up tables, whence its path to the moulding and casting apparatus is short and direct. Plates are dropped in a gravity lift to the pressroom in the basement.



Sixty-five feet frontage on one street, 150 feet on another and long wide alleys give the building direct natural light from all sides.

Oakland Times to Build New Home

The *Oakland* (Cal.) *Times,* Hearst newspaper now being distributed with the *San Francisco Examiner,* is soon to have its own building in Oakland. The building has three floors and a mezzanine, giving a floor space of approximately 45,000 feet.

Daily Opens Its Town Hall

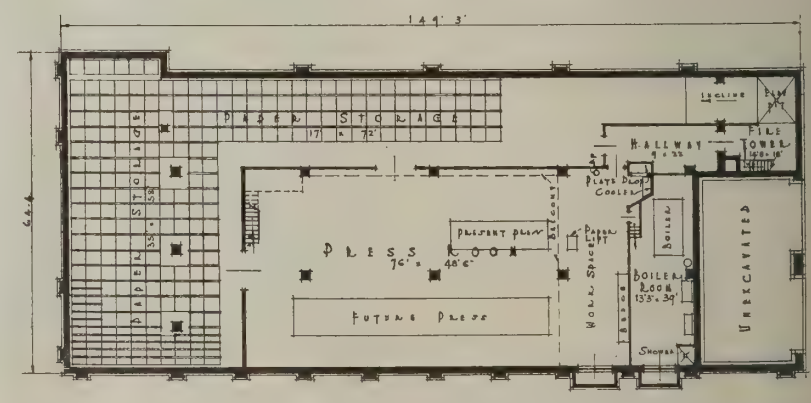
The Town Hall in the new *Savannah* (Ga.) *Morning News* building was formally opened, May 11, with ceremonies arranged by a group of local club women. The hall was designed for use of local organizations. F. G. Bell, president of the News, invited club representatives present to make immediate and continuous use of the hall.

Italian Weekly Incorporated

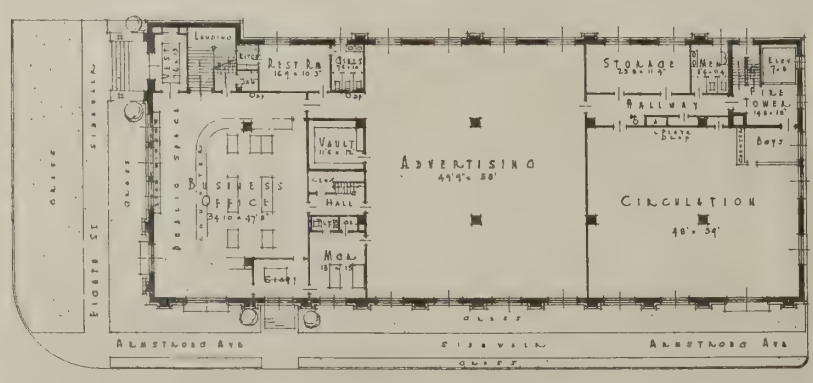
The Abruzzo Molesi, Inc., has been incorporated at Rochester, N. Y., for $25,000 and will publish an Italian weekly in that city. The publication has been circulated from Pueblo, Col., for several years, and will be moved to Rochester. Vincenzo Massari will continue as editor.

MacGowan Middletown Herald M. E.

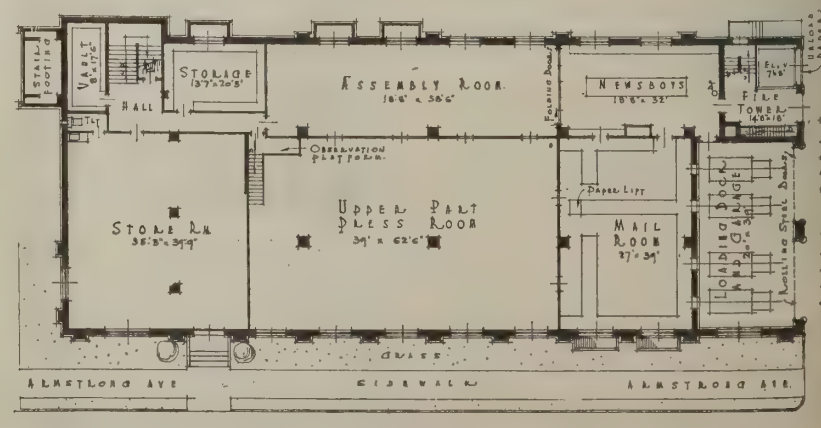
Horace MacGowan has been made managing editor of the *Middletown* (N. Y.) *Daily Herald.* MacGowan was formerly general manager of the Middletown Times Press, and has been active in newspaper work in New York City and Orange county for more than 30 years. Elmer Decker, circulation manager of the Times Press has been named assistant circulation manager of the Herald.



Ample room for future expansion is available in the basement. Four times the present press equipment could be accommodated immediately and more with little inconvenience.



All business departments are housed on the main floor, newsboys having a special room opening on an alley in rear of the building.



A mezzanine floor, opening on the ground level by virtue of sloping streets, permits a high-ceiled pressroom and comfortable circulation quarters.

FIELD MANAGERS RAISE RURAL PRESS STANDARDS

Press Associations in Fifteen States Employ Full-Time Secretaries to Promote Advertising, Obtain Favorable Legislation, and Standardize Prices

By NORMAN J. RADDER
Associate Professor of Journalism, Indiana University

THE telephone rings in the office of Ben Read, managing director of the Southern California Editorial Association, in Los Angeles.

"Hello, Read? This is Westland of the *Upland News*. Had some hard luck today. Linotype operator is sick and a floorman got hurt in an auto smashup. Can you send me two men right away?"



BEN READ

An emergency call such as this is all part of the day's work for Mr. Read. He goes to his list of applicants for employment, his stenographer does some telephoning, and in a few hours two men are on their way to Upland.

The Southern California Editorial Association is one of the 15 state press associations in the United States employing a man as managing director or field secretary. Other states in which field secretaries are actively on the job are Washington, Colorado, Texas, Nebraska, Iowa, Missouri, Kansas, Illinois, Michigan, New York, Pennsylvania, West Virginia, Minnesota and Florida.

In most of these 15 states, the field secretary represents all papers, weeklies and dailies, and devotes his full time to the job. He is an experienced, practical publisher, trained in every phase of newspaper-making. He is enough of a diplomat to straighten out tangles of price and rate-cutting, he has business ability and can show the weekly publisher how to watch his costs and keep his books, and his experience in journalism has been such that he can tell publishers how to get out better newspapers.

It is not too much to say that the field manager is the most significant influence in country journalism today. Give him time enough and he will make a first-class business man out of nearly every publisher in his association. Give him time enough, and he will see to it that price cutting on job work, rate cutting in advertising, and fictitious circulation claims are reduced to the minimum. He will (and he has already done so in some states) raise the financial and professional standards of journalism.

Take, for instance, the achievements of Fred Kennedy in Washington. Kennedy on the coast, G. L. Caswell in Iowa, and Ole Buck in Nebraska are the Big Three among field managers. They have been at it longest and their achievements show what the field manager can do. All newspapers in the state of Washington are on the 12-em basis, nearly all can use mats, all charge prices that will bring a just profit, all use either the Franklin Price List or base their charges on a cost finding system, and all act as a unit when legislation favorable or unfavorable to newspapers is to be fostered or defeated.

Or take the work of Caswell in Iowa. Mr. Caswell, when he resigned a few weeks ago, was perhaps the oldest of the field men in point of service. He began his job of promoting co-operation and standardization among the small dailies and weeklies of Iowa ten years ago. Today his Blue Ribbon List of members of the Iowa Press Association enables the national advertiser to cover the state with one account. And the country publishers have learned to stick to their rates. Thousands of dollars have been added to the revenue of Iowa newspapers from political advertising because Mr. Caswell has facilitated the placing of this advertising by handling all of it through his office. The same thing is done with reference to state advertising such as that for fairs, public utilities, Iowa manufacturers, etc.

But a statement of two field managers' achievements does not give an adequate picture of the services of the 15 men who have adopted this, the newest of specialties in journalism. Here is a summary of the most important things that field managers are doing to raise the financial and professional standards of journalism:

1. Field managers have succeeded in reducing the evils of price-cutting and ruinous competition in job work. They are endeavoring to standardize prices by price lists and cost-finding systems. Their theory is that once a man knows his costs, he will not cut prices, either of job work or advertising. Field managers are fostering county organizations of publishers and printers as a means to the end of standard prices. Some of these county organizations have been 100 per cent successful in promoting better feeling among publishers and men who have not spoken to each other for years have become convinced that "the fellow across the street isn't such a bad chap after all."

County organizations offer one of the most promising means for improvement in journalism because of the many subjects of mutual interest that can be settled in a small, compact organization. It is through these organizations that field men can take a long step in the direction of substitution co-operation for disastrous competition and in fostering a fraternal and helpful spirit among publishers. In a sense this promotion of better human relations is one of the promising features of the field manager idea.

2. Field managers act as the legislative representatives of newspapers. They keep a weather eye out for bills designed to reduce county or city paid publicity, to lower legal rates, or to put restrictions on the press. Friends of the newspapers are usually sufficiently numerous to defeat such legislation if they are organized. The field manager takes care of the organization. Furthermore, the field manager is constantly active to foster laws that will increase the amount of paid publicity for official proceedings of county and city officials. Thus in Michigan at the last session of the legislature, newspapers succeeded in defeating an attempt to reduce the legal rate to pre-war figures. Several laws were passed that will materially increase the revenue of Michigan papers. Among these was a law making it mandatory for common councils to publish their proceedings and another law requiring the publication of all election notices.

Detailed statements showing the receipts and expenditures of cities and towns of Kansas must be published quarterly under the state law, Attorney-General C. B. Griffith has ruled. The ruling was made at the request of O. W. Little, field secretary of the Kansas Press Association. A statute enacted in 1913 by the legislature made provision for publication of all city financial reports.

Nebraska newspaper publishers are elated over the passage through both houses of the legislature and the signing by the governor of H. R. No. 213, which provides for the publication in each Nebraska newspaper of those initiated laws and acts of the legislature and proposed amendments to the constitution which are to be submitted to the people, together with the publication of arguments in favor of and opposed to initiated measures.

The new law amends section 2285 of the 1922 statutes which provided for publication in pamphlet form and direct mailing to voters. The passage of the bill without opposition is due to the temperate but very efficient work of the newspaper members of the legislature, acting harmoniously with Ole Buck, who is the active representative in the lobby of the Nebraska Press Association.

The law as amended provides that the secretary of state may distribute the advertising through the Nebraska Press Association, probably the first recognition of its kind ever given.

In some states field managers have obtained the co-operation of state officials in the compilation of a pamphlet containing all laws relating to newspapers. When this was done, old laws relating to legal advertising were discovered which in some instances have added thousands of dollars to newspaper revenue.

3. Not only does the field manager represent the newspapers of the state before the legislature, but he also represents them before public utilities, manufacturers, fair officials, etc. In other words, he goes after state advertising. It is with state advertising rather than national advertising that field managers have been most successful. Field managers attend the state conventions of utilities. They talk state advertising, they quote rates, and prove circulation statements. So successful have some of the field managers been that in one state the field manager is always called upon for advice when public utilities prepare their budgets.

The whole question of intra-state advertising opens up a vast field of usefulness for a field manager. Innumerable organizations, some of them worthy, are constantly being started to promote various causes. Just now many states are advertising to counteract Florida's attractive publicity. Too often billboard companies get the cash and newspapers are expected to donate publicity. In such states as Iowa and Nebraska where Caswell and Buck have been on the job for eight or ten years, it is generally understood that such a policy won't work. The newspapers are organized and they refer such questions to their field secretary. He sees to it that paid advertising is placed where it will do the most good, that is, in the newspapers.



G. L. CASWELL

4. Field managers act as a clearing house for the exchange of equipment. Every field manager visits every newspaper plant in his state at least once a year and in most cases, several times a year. If one publisher has a press or a folder for sale, the field managers know who can use this equipment to best advantage. In those states that have field managers it is not necessary to send old equipment half way across the continent to the buyer.

Field managers aid publishers in solving the problem of competent help. The office of the field manager is the headquarters of the country publisher when he visits the city. Some field managers have been successful in functioning as a collection agency. When J. S. Hubbard, field secretary of the Missouri Press Association, calls up an advertiser who has refused to pay an account, and tells him that the Missouri Press Association will take steps to collect if he does not pay, nine times out of ten the advertiser will change his mind and decide that he had better pay up.

Not only does the field manager aid in the collection of bad accounts, but he sees to it that there will be fewer bad accounts on the publisher's books. Virtually every field manager issues a bulletin at regular intervals. He is in close touch with the Better Business Bureaus in his state and when some particular type of fraud is being practiced, he immediately runs a notice in his bulletin. He sends out warnings regarding illegitimate advertising agencies and fake clipping bureaus. Mr. Caswell printed this notice in a recent issue of his bulletin:

"We recently sent out warning to our members about a radio outfit in New York that wanted to advertise mail order sets. Our letters addressed to this outfit have been returned marked 'fictitious address.'

"In Chicago we made three attempts to call at the office of a supposed church publication which sent out orders for big space to a number of papers. The office was not in very pretentious surroundings and was locked each time we called. Our advice on this outfit is to get the cash with the order."

Here is another illustration of how the field manager helps. This is taken from Ben Read's California Bulletin:

"One of our members ran advertisement for a Los Angeles agency on July 3. On August 30 he received a check but 25 per cent commission had been

(*Continued on page* 53)

NEW HOME FOR GEORGIA JOURNALISM SCHOOL



CONSTRUCTION of the above building on the campus of the University of Georgia to house the Henry W. Brady School of Journalism and the School of Commerce starts in June. The building is to be erected at a cost of $200,000, and is being paid for with funds subscribed to the million dollar War Memorial Fund, which was successfully brought to a close Armistice Day, November 11, 1291.

The new home of the School of Journalism will allow additional space for lecture rooms, offices, library and reading rooms. The building is being so constructed as to accommodate printing equipment which the faculty of the School plans to install for the benefit of those who wish industrial journalistic training.

TEXAN WINS $12,500 LIBEL DAMAGES

Asked $92,350 in Action Growing Out of Hoof and Mouth Disease Story Printed in Houston Chronicle —Both Sides Appeal

Judgment in the sum of $12,500 has been awarded John T. Martin in his suit against the Houston Chronicle Publishing Company. Martin had sued for $92,350. Both plaintiff and defendant asked for new trial.

The suit, alleging libel in a story printed Sept. 27, 1924, was tried in the 73rd district court at San Antonio, where Martin resides. The petitioner claimed to have been damaged by an article which said it was believed an infection of hoof and mouth disease originated in a shipment of cattle imported to Martin's ranch. The same story, as quoted, however, said the source of the infection "has not been definitely established."

W. P. Hobby, president of the *Houston Post-Dispatch,* and C. J. Lilley, editor of the *Press,* as well as M. E. Foster, publisher of the *Chronicle,* and others went to San Antonio for the trial.

PUBLISHERS GOING TO CANADA

Huckle Organizing Tour to Jasper National Park Next Month

T. O. Huckle, business manager of the *Ypsilanti* (Mich.) *Daily Ypsilantian Press,* was busily engaged at the Inland Daily Press Association meeting, adding to the forty or more members and their families that are planning to take the association's trip from Illinois and Michigan to Jasper National Park June 5 to June 17. A large delegation of Michigan will also participate in the tour. His pockets bulged with colored literature and he talked enthusiastically of the good time planned and the interest shown by members in the trip to the Canadian Rockies.

The tentative itinerary follows:

June 5	Chicago	Lv. 10.00 P.M.
June 6	Duluth	Ar. 1.15 P.M.
	Duluth	Lv. 7.00 P.M.
June 7	Winnipeg	Ar. 10.10 A.M.
June 8	Winnipeg	Lv. 9.00 P.M.
June 9	Edmonton	Ar. 11.35 P.M.
June 10	In Edmonton.	
June 11	Edmonton	Lv. 12.05 A.M.
June 12	Jasper	Ar. 9.20 A.M.
June 13	Jasper	Lv. 9.45 P.M.
June 14	En route.	
June 15	Winnipeg	Ar. 10.30 A.M.
	Winnipeg	Lv. 5.00 P.M.
June 16	Duluth	Ar. 8.00 A.M.
	Duluth	Lv. 2.55 P.M.
June 17	Chicago	Ar. 6.55 P.M.

Huber, Inc., Move Chicago Office

The Chicago office of J. M. Huber, Inc., printings inks, is now located at 450 West Superior street. The Chicago branch continues under the local management of John E. Costello and Western district management of Roger S. Gallup.

Advocating New Texas Libel Law

Dan Moody, attorney general of Texas and Democratic candidate for governor, has announced a plank in his platform favoring an amendment to the state libel law making the truth an absolute defense.

Alabama Press Meeting June 2-4

The annual meeting of the Alabama Press Association will be held in Auburn, Ala., June 2-4, at the Alabama Polytechnic Institute.

Fargo Store Uses 17 Pages

The *Fargo* (N. D.) *Forum* on May 12 carried 17 full pages for the Herbst department store of Fargo in connection with its formal opening.

Suit Against Chandler Dismissed

Suit of C. C. Julian, Los Angeles oil promoter and stock broker, against Harry Chandler, owner of the *Los Angeles Times,* and others for $250,000 damages has been thrown out of court, a demurrer of the defendants being sustained by Superior Judge Doran. The court held that the complaint in the case was ambiguous and unintelligible. Julian was given 15 days in which to amend his complaint. He charged that Chandler and his employes conspired with Corporation Commissioner Daugherty to ruin his mining company.

N. Y. SUN WINS $110,000 LIBEL ACTION

Mrs. Anne McCoy Campbell, Christian Science Practitioner, Has Four More Suits Pending Against New York Dailies

First of a series of five libel suits brought by Mrs. Anne McCoy Campbell, Christian Science practitioner, against that many New York newspapers, ended in favor of the defendant when a jury in Justice Phoenix Ingraham's division of the New York supreme court rendered a verdict, clearing the *New York Sun* on May 17. The case was tried May 13 and 14 and a sealed verdict opened Monday. MacDonald DeWitt, of the firm of DeWitt & Van Aken, represented the Sun.

Mrs. Campbell was seeking to recover $110,000 damages alleged to have been sustained on account of a story published in the Sun, March 30, 1922. Suits on account of similar publication are pending against the *New York Times, New York World, New York Tribune* and *New York Evening Post.*

The story objected to stated that Mrs. Elizabeth S. Nichols, a wealthy patient of the Christian Science practitioner, had brought suit against Mrs. Campbell and Allen A. Canton for $16,000. The Sun's story was largely a re-write of an interview Mrs. Campbell had given to a Times' reporter, explaining her side of the controversy between her and Mrs. Nichols as shown by a complaint which Mrs. Nichols had just filed against Mrs. Campbell in supreme court.

Mr. DeWitt's successful defense of the Sun was based on the following theory:

Assuming that a newspaper does not have the right to publish a fair report of the contents of a complaint or answer merely served and filed in the county clerk's office, nevertheless, when the plaintiff in a resulting libel action has herself made a statement for publication concerning the suit, a newspaper has a right to publish a fair report of the plaintiff's statements and her comments on the contents of the pleading.

The question of fact involved in the case was whether or not a reporter of the Times had interviewed Mrs. Campbell for publication.

The Times reporter testified at the trial that he went to see the plaintiff to get her side of the Nichols case. He talked with her a half an hour, he said, and she understood that what she told him was for publication.

Mrs. Campbell took the stand and testified she had begged the reporter not to publish what she had told him. This statement was contradicted by the newspaper man.

Testimony showed that Mrs. Nichols on Jan. 16, 1924 dropped her suit against Mrs. Campbell, after a full investigation in which she became convinced that Mrs. Campbell, although president of a company formed by Canton, did not get any of the $16,000 which Mrs. Nichols had turned over for stock.

Judge Ingraham charged the jury that if they found from the evidence that the plaintiff had made a statement of her side of the case in the fraud suit to the Times reporter for publication and that the Sun's story was a fair and true report of the statement, with fair comments thereon, then the article was privileged and they should find a verdict for the defendant.

It took the jury less than 30 minutes to reach a verdict.

HITHERTO UNTOLD PULITZER STORY IS REVEALED

H. S. POLLARD, editor of the *New York Evening World,* revealed a hitherto untold story of the passing of the famous Joseph Pulitzer, founder of the World, at a recent gathering of members of that newspaper's staff.

Joseph Pulitzer was passionately devoted to the World's editorial page, Pollard recalled. When the great editor lay in his casket, one of his sons stepped forward, took a copy of the day's World, and folding it so that the editorial page was outside, slipped it under his father's clasped hands. The coffin was then sealed, and the paper he loved went with Joseph Pulitzer on his last long journey.

Pollard said afterwards the son who performed this act was Ralph Pulitzer, present World editor.

MALICIOUS PRINTING OF TRUTH IS LIBEL

So Oklahoma Supreme Court Holds in Deciding Second Rehearing of Action Involving Two Okeene Editors

Although allegations in a newspaper story may be legal, the publication may be libellous per se if it tends to degrade the person accused, the Oklahoma supreme court has held, passing for the third time on a case growing out of an exchange of comment between two Okeene, Okla., editors.

Andrew C. Martz, editor of the *Record,* made an allusion, intimating a lack of patriotism on the part of T. J. Lewis, editor of the *Leader.* Lewis retorted with a statement that Martz had evaded service in the World War until compelled by the draft to serve, that he had married to dodge service and that his membership in the American Legion was for business purposes.

Martz brought suit alleging libel. The editor of the Leader offered the defense that it would have been quite legal for Martz to await the draft, or to marry and that therefore there was nothing libellous in the article.

Twice, the supreme court reviewing the case, held that the article was not libellous per se. Now on the second rehearing it held that the Leader article was a studied effort to hold Martz up to ridicule and contempt and therefore libellous per se. Nominal damages awarded Martz in the lower court were affirmed.

NEW BUILDING IN RACINE

Times-Call Starts First Unit of Five-Story Structure

A building and expansion program that will provide the *Racine Times-Call* with a $50,000 addition to its present plant, a new 48-page Goss press and other equipment was announced last week.

The new addition will be the first unit of a five-story structure. Excavation will begin immediately in order that the addition may be available for use by Sept. 15. A three-unit, underfeed 48-page Goss press will be installed in October.

New stereotyping machinery also will be installed.

Hearst Daily Starts House Organ

The *Chicago Herald & Examiner* has started a house organ, so far known as "????" The house organ, pamphlet size, runs 8 pages, the back page containing pictures. C. L. Perkins is managing editor. George E. Pelles, George R. Rogers and Lucille V. Kosinske are associate editors and there is a correspondent for each of the 15 departments.

COLGATE & CO. SUED FOR "FLIPPANT" AD

Niece of Gen. Burnside Seeks to Restrain Firm from Using Uncle's Picture and Asks $150,000 Damages in Court Action

Miss Ella C. Patterson, of Milwaukee, who says she is the only surviving relative of Gen. Ambrose E. Burnside, Civil War commander, has brought suit in New York supreme court against Colgate & Co., seeking to restrain the firm from using her famous uncle's picture as "a sort of springboard from which to jocosely and humorously" launch a sales argument in its advertisements for shaving cream. The plaintiff also asks $150,000 damages for the "malicious and unauthorized" use of the photograph.

A hearing was held May 20. Counsel for the plaintiff requested a trial before a jury.

Miss Patterson alleges that as a result of the advertisement appearing in magazines that circulate in her home town, many persons have spoken to and of her as one who has sold permission to Colgate & Co., to make use of Gen. Burnside's picture.

The complaint filed by Miss Patterson makes specific objection to the manner in which the whiskers of General Burnside are brought to the attention of the public. This is done in an advertisement which appeared in leading magazines under the heading: "When Burnsides Were in Bloom." The printed matter with the advertisement, which carries a picture of the general in all his facial glory, does not neglect to mention the glory that was his on the battlefield, but Miss Patterson alleges it dwarfs her uncle's war record at the expense of his tonsorial peculiarities.

BARS "SENSATIONAL" FROM NEWS STORIES

Swope, Executive Editor of New York World, Tells Reporters World Is Open to Misunderstanding, Declaring It Is Best Avoided

Herbert Bayard Swope, executive editor of the *New York World,* this week advised World reporters to avoid using the word "sensational" in their news stories.

A notice posted on the newspaper's bulletin board, signed by Mr. Swope, read as follows:

"The word 'sensational' has been used occasionally in the World. That is a word so open to misunderstanding that it is best avoided.

"I certainly do not like it in the World, and least of all do I like it used to characterize material in the World."

KANSANS ELECT HARRISON

Beloit Gazette Editor New President of State Editorial Association

Jack Harrison, editor of the *Beloit* (Kan.) *Gazette,* was elected president of the Kansas Editorial Association at the 34th annual meeting in Topeka last week. Will T. Beck of the *Holton Recorder,* brother of Edward Beck, managing editor of the *Chicago Tribune,* was named vice-president, and W. E. Blackburn, editor of the *Herington Sun,* was re-elected secretary-treasurer.

Members of the executive board include: First district, T. A. McNeal, *Kansas Farmer,* Topeka; second district, W. C. Simons, *Lawrence Journal-World;* third, Arthur S. McNay, *Galena Daily Republican;* fourth, H. C. Sticher, *Osage City Press;* fifth, Anna Carlson, *Manhattan Daily Mercury;* sixth, Rovert Good, *Cawker City Ledger;* seventh, Leslie E. Wallace, *Larned Tiller and Toiler;* eighth, J. Byron Caine, *Belle Plaine News.*

LIBEL SUITS BREED BEST IN TITTLE-TATTLE

Litigation Hovers Over Reporters Covering Clearing Houses of Charges—Few Actions Go Further Than Threat Stage in Real Crusades on Public Service

By PHILIP SCHUYLER

Just look into libel suit records in your local courthouse.

How many of them were brought as a result of real crusades on public service. The stories behind these jury verdicts, representing handsome defense counsel fees, in addition to judgments to plaintiffs, are in the majority of cases the merest tittle-tattle. Newspapers are making themselves trial courts for petty crimes and are muffing the job.

From "clearing houses of unproved charges," unprotected by any privilege, come the police station stories published in newspapers, George Norris, attorney for the New York Times, points out in this the tenth article obtained by Editor & Publisher, *stripping the libel law of legal verbiage.*

From other sources Editor & Publisher *obtained records of suits, which substantiate the lawyer's assertion.*

NEWSPAPER crusades, when real sparks fly, are less dangerous than the reporting of trivial routine news, as far as libel is concerned. Libel suits, in fact, breed best in the tittle-tattle of police courts.

In conducting a crusade or an attack on a reprobate public official, a newspaper acts carefully—slowly. The most trusted man on the staff is assigned to the story. He works in painstaking fashion, always with the thought in mind that "this may some day come up in court." For every fact he clicks out on his typewriter, he has reams of evidence in his desk drawer.

The poorly paid police reporters, on the other hand, walk like babes through gloomy libel woods. Desk sergeants at police stations, detectives, prosecuting attorneys—these people are the wholesale dealers in tittle-tattle and libel dynamite. They want to make good their arrests, to get personal publicity, win their cases, prove their charges.

To assert gravely that "the police say," "detectives allege," "it is reported at police headquarters," or "according to the district attorney" doesn't help a newspaper one whit in any resultant libel litigation. This cannot be emphasized too strongly.

Police reporters hear a lot they cannot write, and extreme care must ride the carriage of their typewriters or stand with them in telephone booths to watch over what little information they do give out, unless it is their aim to damage reputations by repeating false charges and claims.

As authority for the assertion that most libel litigation grows out of the reporting of police station tittle-tattle is the word of George Norris, New York attorney, who with Alfred A. Cook, dean of New York libel lawyers, has for many years represented the *New York Times* in court, and also a survey made by Editor & Publisher of a large number of libel cases.

"Most libel troubles originate with the reporting of court proceedings or proceedings leading up to trial when newspaper privilege has not become absolute," Mr. Norris said. "There is a tendency among newspaper men to take what district attorneys, detectives, or police officials say as court matter and therefore privileged, when as a matter of fact their statements are sometimes the merest back-yard gossip, loaded with libel dynamite.

"Police stations, detective bureaus, and the offices of prosecuting attorneys are clearing houses of charges, which may or may not be proved. Just because I go to a police station and complain that John Smith is a liar and a thief and he stole my cat, my charges are not privileged. Newspapers aren't safe in printing such charges, but they do print them.

"Police court proceedings are in no way privileged. They are analogous to the filing of a complaint; and pleadings do not become privileged until court action is taken on them. Any carelessness in reports from police courts stir up a fine kettle of fish."

Fearful of missing a good story reporters frequently become very courageous and defy the lightning of libel law. The detective who has made an arrest throws out his chest and rids himself of a load of buncombe assertions. The police sergeant knows "what the boys like" and feeds it to them without any basis of truth. The district attorney sincerely believes he has a perfect case against an alleged criminal, makes public some damaging charges, and the indictment he has obtained is later dismissed. Newspapers, in other words, are making themselves trial courts for crime and are muffing the job.

Every newspaper man knows this is true, but the recital of a few actual cases may prove more impressive and educational than mere assertionism.

A 19-year-old girl, for instance, was arrested one March afternoon in New York and locked up at the Third Branch Detective Bureau. The charge on the blotter was "burglary." The blotter entry further accused her of "acting in concert with two others, not arrested, with entering the apartment of complainant by means of false keys and stealing therefrom two suits of gent's clothing valued at $60."

Detectives who made the arrest had left the bureau when a New York district reporter started to get facts for a story to telephone into his office. Perhaps he hadn't handed in a yarn for a few days and didn't realize that silence is sometimes more valuable than a column of libellous type. He talked to a sergeant on desk duty. The sergeant told him that the girl had acted as a lookout for burglars.

"Yeah," yawned the sergeant, "she was tired workin' in a factory and thought that burglary would be an easier way of gettin' money. Confessed to a lot of burglaries, she did."

Fine food for re-write imagination!

And this was the headline of the story as it appeared in the newspaper next day:

"Girl Burglar Confesses Many Burglaries Uptown—Miss ——— ———, 19, Is Locked Up After Recounting How She Kept Watch While Two Men Comrades Looted Flats—It Was Her Role, Too, To Pawn Goods."

What public service did this story perform? As it was written, the 19-year-old girl had been proved guilty by her own confession of many burglaries before her trial on one charge.

And in the actual trial in magistrate's court the girl was discharged, the only evidence against her being that she had pawned some stolen goods, which she proved to the satisfaction of the court, she had done innocently, not knowing they were stolen. Detectives who made the arrest said afterwards that the sergeant had been mistaken in stating the girl had acted as a lookout or had confessed to any wrongdoing.

The girl's father asked for a correction, which was printed, and then brought suit for $50,000 damages. The case was settled for $550.

Here is another headline that caused a two-way laugh:

"Girls With Moles Better Dodge Rye —Man With Gun Up There Is Searching Their Backs To Find The Culprit Who Stole His Apples."

This heading and the story under it cost the paper $257.15. The inferred "man with the gun" had asked for $50,000 in a subsequent libel action.

The story concerned a mysterious well dressed stranger, who on the road between Port Chester, N. Y. and Rye, N. Y., was posing as a detective and was stopping girls, removing some of their clothing, pretending he was looking for moles or marks of that kind. He told the girls he wished to arrest a woman bearing marks of this description for stealing apples.

"Detectives," the story said, after the re-write man's imagination had run dry, "arrested John R. Smith (this is a fictitious name). Two girls made complaints against him . . . He was held in $500 bail for trial by jury next Thursday."

The newspaper omitted to mention the charge on which Smith was held. Then came the notorious nigger in the libel wood pile—this paragraph:

"According to the Porchester police he (John R. Smith) was positively identified by half a dozen girls there as the man who had accosted them within two weeks."

Not content with reporting tittle-tattle, the newspaper had opened up a trial court of its own and was publishing evidence against a man arrested by two detectives.

At the actual trial, the two girls who had made complaints, failed to identify Smith positively and Smith went on the stand and made a broad and positive denial covering his movements at night, during the several days he had been living in Port Chester. He was corroborated by a friend and by members of the friend's family with whom he had been living. The jury acquitted him.

Another tittle-tattle case concerned a woman drug addict arrested in New York and sentenced to the workhouse. She gave the name of an old stage favorite and a newspaper built up a story from its morgue under the heading:

"Old Casino Beauty Now a Drug Addict Is in Workhouse."

It appeared that no attempt at all was made to check up and find out whether or not the drug addict and the former stage favorite were one and the same person. The stage favorite became plaintiff in a libel action for $50,000 damages against the newspaper. She alleged among other things that the newspaper story was "maliciously, wantonly, carelessly and recklessly composed."

It was the second time the newspaper had confused the real stage favorite with another woman who was posing under her name. The first time the daily had her taken a derelict to Bellevue hospital, and had later published a correction. The litigation which followed the second offense resulted in a judgement of $10,000 against the newspaper sustained in appeal.

So much for tittle-tattle and drivel in the news. A newspaper can attack and hit hard and get away with it in the name of public service. Without picking up gossip at any clearing house of charges a newspaper can turn detective itself, do its own investigating, and make its own charges under virtual privilege, when discussing affairs of a candidate for public office or fighting any worthy public issue. To save its neck the newspaper must be certain of one thing—the truth.

Under this virtual privilege, the *New York World* in 1917 attacked John F. Hylan while he was running for Mayor of New York. "Who is John F. Hylan?", asked the World, in a series of articles handled by William Preston Beazell, now assistant managing editor, and proceeded to tell readers the results of investigations made by members of its staff. Many serious charges were hurled at the candidate in printed word and by cartoon. On the same days that the charges were published, the World was at great pains, however, to give Hylan an opportunity to state his side of the case in its columns.

A week before election day, Hylan filed two libel suits, representing 10 different actions, for a total of $525,000 damages, against the World.

On June 3, 1918, 17 months later, all actions were discontinued. The plaintiff was ordered to pay costs and an extra allowance of $2,000 was given to the World to defray expenses incurred in praparing its defense. In his order forcing Hylan to pay the World $2,000, Justice Cropsey referred to the original charges as "most serious in character." He further stated that an official whose character had been so assailed "should be prepared to meet the charges in much less time" than the 17 months that had elapsed.

Hylan gave as his reason for discontinuing the suits "the great pressure of public business upon me at this time." To this the World retorted editorially:

"The World also has more pressing business, but except in one case, none to which it would have given attention more cheerfully: it is first of all anxious to be true and just, and it never knowingly libels anybody. Appreciating keenly the possibility of error and the fact that hasty judgments may be misjudgments, it is always prompt on proof of its inaccuracy to acknowledge mistakes and correct wrong. If any wrong was done John F. Hylan during the recent campaign, he has presented no evidence of it, and so far as his libel suits are concerned, the World was ready to meet him before an American Jury.

"In public service, the World is not to be intimidated by threats, or terrorized by actual assault, as was shown, we think, when Theodore Roosevelt, then President of the United States, attempted to muzzle it, because it had exposed and criticized his operations at Panama. Mayor Hylan's official duty, now pleaded in explanation of the abandonment of an action never to go to trial, is no more imperative than the World's journalistic duty, which is unceasing."

MacDonald DeWitt, attorney for the New York Daily News, contributes a libel don't-list in the 11th article of this series to appear next week.

Talman Resigns State Post

John Talman of St. Paul, for 18 years newspaper librarian of the Minnesota Historical Society, has resigned and will make his home with his daughter, Mrs. Herbert R. Dewart, of Portland, Ore. He served in various capacities on the *Rochester Democrat & Chronicle, Albany Argus, St. Paul Pioneer Press,* of which he was managing editor, *Minneapolis Journal, St. Paul Globe* and *St. Paul Dispatch.* For more than 30 years he was contributor and correspondent of *The Journalist* and its successor, Editor & Publisher.

New Ontario Paper Firm Organized

Organization of the Spruce Falls Power and Paper Company, Ltd., of Toronto and Kapuskasing, Ont., was completed late last week. F. J. S. Ensenbecker was elected president; J. H. Black, vice-president and general manager; Ernest Mahler, secretary, and J. C. Kimberly, treasurer. In addition the following directors were elected: Adolph S. Ochs, Julius Ochs Adler, and Arthur Hays Sulzburger.

APRIL LINAGE GAIN IN 30 CITIES AVERAGES 6 PER CENT

LINAGE figures for 134 newspapers in 30 cities of the United States, just issued by the New York Evening Post Statistical Bureau, Inc., show a gain of 6 per cent for April, 1926, over April, 1925. Losses are shown for 6 cities, due in two cases to suspension of newspapers listed last year. Of the newspapers, 102 gained, 28 lost and comparative figures are not available for four. The detailed figures follow:

SUMMARY OF ADVERTISING BY CITIES

30 cities listed 34 papers listed	24 show gain 102 show gain 4 no comparison 1926	 1925	6 show loss 28 show loss	
New York	15,904,500	14,484,214	1,420,286	Gain
Chicago	8,392,422	7,827,456	564,966	Gain
†Philadelphia	7,546,630	7,921,626	374,996	Loss
Detroit	5,868,814	5,673,178	195,636	Gain
Cleveland	4,396,350	4,210,725	185,625	Gain
St. Louis	4,689,820	4,751,360	61,540	Loss
Boston	6,987,201	6,431,709	555,492	Gain
Baltimore	4,952,953	4,653,973	298,980	Gain
Los Angeles	7,252,857	7,141,925	110,932	Gain
†Buffalo	4,120,377	4,138,989	18,612	Loss
San Francisco	4,955,773	4,852,730	103,043	Gain
Milwaukee	3,306,255	3,062,321	243,934	Gain
Washington	5,129,882	4,358,080	771,802	Gain
Cincinnati	3,840,300	3,495,600	344,700	Gain
New Orleans	4,351,672	3,844,277	507,395	Gain
Minneapolis	3,464,852	3,120,522	344,330	Gain
Seattle	3,184,216	2,802,058	382,158	Gain
Indianapolis	3,343,650	3,427,305	83,655	Loss
Denver	2,331,868	2,466,660	134,792	Loss
Providence	3,126,638	3,028,332	98,306	Gain
Columbus	3,874,424	3,473,700	400,724	Gain
Louisville	3,637,959	3,296,050	341,909	Gain
St. Paul	2,776,144	2,532,642	243,502	Gain
†Oakland	2,712,766	2,405,018	307,748	Gain
Omaha	2,174,235	2,012,087	162,148	Gain
Birmingham	3,045,182	2,550,240	494,942	Gain
Richmond	1,966,664	1,990,366	23,702	Loss
Dayton	3,195,010	3,159,268	35,742	Gain
Houston	3,040,366	2,585,884	454,482	Gain
†Des Moines	2,176,975	1,998,030	178,945	Gain
Totals	135,746,755	127,696,325	8,050,430	Gain

†Note references under individual newspaper linage of these cities.

NEW YORK

	1926	1925		
American	1,090,906	1,172,800	81,894	Loss
Herald Trib.	1,669,612	1,358,718	310,894	Gain
Times	2,557,372	2,347,434	209,938	Gain
World	1,513,710	1,402,098	111,612	Gain
*Mirror (Tab.)	307,744	366,428	58,684	Loss
News (Tab.)	657,596	567,804	89,792	Gain
*Eve. Graph	348,368	149,744	198,624	Gain
*Eve. Journal	1,400,896	1,477,432	76,536	Loss
Eve. Post	432,274	420,174	12,100	Gain
*Eve. World	965,876	820,742	145,134	Gain
*Sun	1,500,242	1,252,174	248,068	Gain
*Telegram	532,572	617,226	84,654	Loss
Brooklyn Eagle	1,717,220	1,478,646	238,574	Gain
Brooklyn Times	678,128	450,252	227,876	Gain
Standard Union	531,984	602,542	70,558	Loss
Totals	15,904,500	14,484,214	1,420,286	Gain

CHICAGO

	1926	1925		
*Daily News	2,115,273	1,989,750	125,523	Gain
Tribune	3,002,127	2,774,085	228,042	Gain
Herald Exam.	1,070,643	980,343	90,300	Gain
*Post	543,852	522,273	21,579	Gain
*American	1,253,196	1,153,404	99,792	Gain
*Journal	407,331	407,601	270	Loss
Totals	8,392,422	7,827,456	564,966	Gain

PHILADELPHIA

	1926	1925		
Inquirer	1,910,700	1,760,400	150,300	Gain
Record	750,900	752,100	1,200	Loss
Ledger	1,448,752	1,263,086	185,666	Gain
*Eve. Ledger	1,437,378	1,392,040	45,338	Gain
North Amer.	.....	880,800	.....	
*Bulletin	1,998,900	1,873,200	125,700	Gain
Totals	7,546,630	7,921,626	374,996	Loss

North American combined with Ledger May 18, 1925.

DETROIT

	1926	1925		
News	3,110,324	3,050,530	59,794	Gain
Times	1,204,434	1,123,234	81,200	Gain
Free Press	1,554,056	1,499,414	54,642	Gain
Totals	5,868,814	5,673,178	195,636	Gain

CLEVELAND

	1926	1925		
Plain Dealer	1,693,800	1,674,450	19,350	Gain
News Leader	1,215,900	1,215,000	900	Gain
*Press	1,486,650	1,321,275	165,375	Gain
Totals	4,396,350	4,210,725	185,625	Gain

ST. LOUIS

	1926	1925		
Post Dispatch	2,374,120	2,243,360	130,760	Gain
Globe-Democrat	1,284,900	1,352,700	67,800	Loss
*Star	639,900	783,900	144,000	Loss
*Times	390,900	371,400	19,500	Gain
Totals	4,689,820	4,751,360	61,540	Loss

*No Sunday edition.

BOSTON

	1926	1925		
Herald	1,453,460	1,275,274	178,186	Gain
Globe	1,463,967	1,350,188	113,779	Gain
Post	1,115,975	1,099,085	16,890	Gain
Advertiser	463,027	401,058	61,969	Gain
*American	445,935	428,212	17,723	Gain
*Traveler	1,129,266	984,843	144,423	Gain
*Transcript	682,933	661,637	21,296	Gain
*Telegram	232,638	231,412	1,226	Gain
Totals	6,987,201	6,431,709	555,492	Gain

BALTIMORE

	1926	1925		
Sun	1,568,789	1,566,918	1,871	Gain
*Evening Sun	1,715,133	1,616,185	98,948	Gain
American	542,272	464,631	77,641	Gain
*News	724,765	762,039	37,274	Loss
*Post	401,994	244,200	157,794	Gain
Totals	4,952,953	4,653,973	298,980	Gain

LOS ANGELES

	1926	1925		
Times	2,184,952	2,166,122	18,830	Gain
Examiner	1,924,737	1,923,887	850	Gain
*Express	813,120	862,498	49,378	Loss
*Herald	1,559,124	1,470,728	88,396	Gain
*Record	464,058	428,092	35,966	Gain
News	306,866	290,598	16,268	Gain
Totals	7,252,857	7,141,925	110,932	Gain

BUFFALO

	1926	1925		
Express	531,959	506,639	25,320	Gain
Courier	667,333	698,972	31,639	Loss
Post	.....	109,680	.....	
Times	1,217,348	1,182,500	34,848	Gain
*Star	158,140	134,031	24,109	Gain
*News	1,545,597	1,507,167	38,430	Gain
Totals	4,120,377	4,138,989	18,612	Loss

Post discontinued February, 1926.

SAN FRANCISCO

	1926	1925		
Chronicle	947,772	934,430	13,342	Gain
Examiner	1,711,973	1,584,220	127,753	Gain
Bulletin	576,394	649,110	72,716	Loss
*Call	895,776	843,766	52,010	Gain
*News	667,576	680,414	12,838	Loss
*Herald	156,282	160,790	4,508	Loss
Totals	4,955,773	4,852,730	103,043	Gain

MILWAUKEE

	1926	1925		
Journal	1,788,889	1,580,105	208,784	Gain
S. T. & A. M. Sentinel	601,294	601,290	4	Gain
*Wis. News	662,253	642,044	20,209	Gain
*Leader	253,819	238,882	14,937	Gain
Totals	3,306,255	3,062,321	243,934	Gain

WASHINGTON

	1926	1925		
Star	2,525,401	2,223,307	302,094	Gain
Post	955,893	820,379	135,514	Gain
*Eve. Times	752,768	722,382	30,386	Gain
Herald	659,258	429,489	229,769	Gain
*Eve. News	236,562	162,523	74,039	Gain
Totals	5,129,882	4,358,080	771,802	Gain

CINCINNATI

	1926	1925		
*Post	954,000	781,800	172,200	Gain
*Times Star	1,434,600	1,315,200	119,400	Gain
Enquirer	1,190,700	1,128,900	61,800	Gain
Tribune	261,000	269,700	8,700	Loss
Totals	3,840,300	3,495,600	344,700	Gain

NEW ORLEANS

	1926	1925		
Times Picay	1,713,469	1,548,359	165,110	Gain
Item	1,031,546	1,035,396	3,850	Loss
States	895,084	824,917	70,167	Gain
*Tribune	711,573	435,605	275,968	Gain
Totals	4,351,672	3,844,277	507,395	Gain

MINNEAPOLIS

	1926	1925		
Tribune	1,464,325	1,330,028	134,297	Gain
Journal	1,495,235	1,319,791	175,444	Gain
*Star	505,292	470,703	34,589	Gain
Totals	3,464,852	3,120,522	344,330	Gain

SEATTLE

	1926	1925		
Times	1,480,136	1,331,260	148,876	Gain
Post Intellig.	954,520	728,812	225,708	Gain
*Star	585,760	621,810	36,050	Loss
*Union-Record	163,800	120,176	43,624	Gain
Totals	3,184,216	2,802,058	382,158	Gain

INDIANAPOLIS

	1926	1925		
*News	1,674,180	1,659,360	14,820	Gain
Star	1,130,343	1,187,229	56,886	Loss
*Times	539,127	580,716	41,589	Loss
Totals	3,343,650	3,427,305	83,655	Loss

DENVER

	1926	1925		
News	550,060	618,436	68,376	Loss
Post	1,329,944	1,311,212	18,732	Gain
*Times	451,864	537,012	85,148	Loss
Totals	2,331,868	2,466,660	134,792	Loss

PROVIDENCE

	1926	1925		
Journal	924,804	910,873	13,931	Gain
*Bulletin	1,357,256	1,276,075	81,181	Gain
Tribune	404,248	389,701	14,547	Gain
*News	440,330	451,683	11,353	Loss
Totals	3,126,638	3,028,332	98,306	Gain

COLUMBUS

	1926	1925		
Dispatch	2,128,763	1,955,119	173,644	Gain
Journal	672,993	625,247	47,746	Gain
*Citizen	1,072,668	893,334	179,334	Gain
Totals	3,874,424	3,473,700	400,724	Gain

LOUISVILLE

	1926	1925		
Cour. Journal	1,316,250	1,161,328	154,922	Gain
Herald Post	537,957	627,552	89,595	Loss
*Times	1,242,224	1,057,268	184,956	Gain
*Post	541,528	449,902	91,626	Gain
Totals	3,637,959	3,296,050	341,909	Gain

ST. PAUL

	1926	1925		
*Dispatch	987,224	898,450	88,774	Gain
Pioneer Press	931,448	869,988	61,460	Gain
News	857,472	764,204	93,268	Gain
Totals	2,776,144	2,532,642	243,502	Gain

OAKLAND

	1926	1925		
Tribune	1,700,818	1,604,190	96,628	Gain
*Post-Inquirer	867,076	696,738	170,338	Gain
*Record	.....	104,090	.....	
*Times	144,872	.....	.....	
Totals	2,712,766	2,405,018	307,748	Gain

Record discontinued October 24, 1925.
Times inaugurated October 23, 1925.

OMAHA

	1926	1925		
World-Herald	1,188,446	1,088,164	100,282	Gain
Bee	514,346	458,843	55,503	Gain
News	471,443	465,080	6,363	Gain
Totals	2,174,235	2,012,087	162,148	Gain

BIRMINGHAM

	1926	1925		
Age-Herald	797,566	690,004	107,562	Gain
News	1,678,810	1,478,218	200,592	Gain
*Post	568,806	382,018	186,788	Gain
Totals	3,045,182	2,550,240	494,942	Gain

RICHMOND

	1926	1925		
*News-Leader	1,095,248	1,147,776	52,528	Loss
Times-Dispatch	871,416	842,590	28,826	Gain
Totals	1,966,664	1,990,366	23,702	Loss

DAYTON

	1926	1925		
News	1,565,452	1,550,262	15,190	Gain
*Herald	965,608	914,592	51,016	Gain
Journal	663,950	694,414	30,464	Loss
Totals	3,195,010	3,159,268	35,742	Gain

HOUSTON

	1926	1925		
Chronicle	1,473,206	1,188,838	284,368	Gain
Post-Dispatch	1,006,208	810,320	195,888	Gain
*Press	560,952	586,726	25,774	Loss
Totals	3,040,366	2,585,884	454,482	Gain

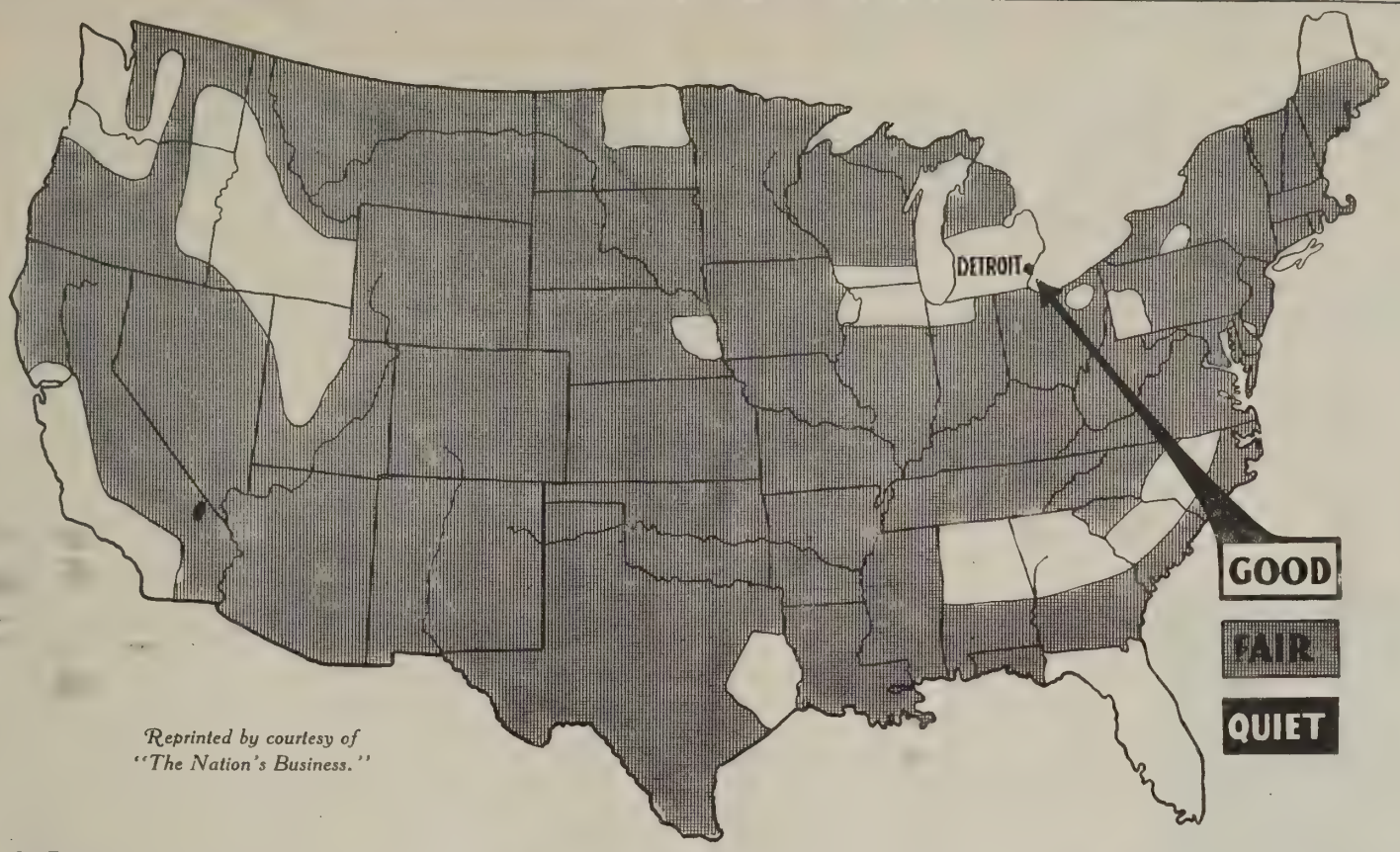
DES MOINES

	1926	1925		
Register	722,088	595,744	126,344	Gain
*Tribune	913,440	757,502	155,938	Gain
*Capital	541,447	‡644,784	103,337	Loss
Totals	2,176,975	1,998,030	178,945	Gain

Sunday Capital discontinued February 21, 1926.

*No Sunday edition.

‡ Includes 54,615 lines Sunday issue.



Reprinted by courtesy of "The Nation's Business."

Business is Good in Detroit

Take advantage of Detroit's Prosperity Through Its One Big Medium— The Detroit News

THE map above reprinted from the May issue of Nation's Business depicts the prosperous condition of the Detroit market. What is more striking is the fact that while other sections of the country show variations in color on this map from month to month, the Detroit field was shown in white both a month ago and a year ago indicating a stability of prosperity well worth the attention of the national advertiser.

Peculiarly advantageous is this field for the advertiser, for not only does it have a prosperous population with ample purchasing power, but it also has a unique advantage in its one big medium — The Detroit News. This newspaper with a circulation of more than 320,000 week days and 350,000 Sundays covers the field thoroughly and alone. In fact, no other city of Detroit's size or larger is so thoroughly covered by one newspaper.

Thus it is easily possible to sell the huge Detroit market at a low, economical advertising cost not attainable in any other market of equal prominence. This is a fact substantiated by the leadership of The Detroit News in advertising of all large metropolitan media during 1925 and thus far during 1926. Select the Detroit market and your sales will amply reward your efforts.

The Detroit New

More Than 320,000 Weekdays, 350,000 Sunday Circulation

Detroit's HOME Newspaper

"BOGUS," LATE COPY, TYPOGRAPHICAL CHANGES, CHIEF NEWSPAPER WASTES

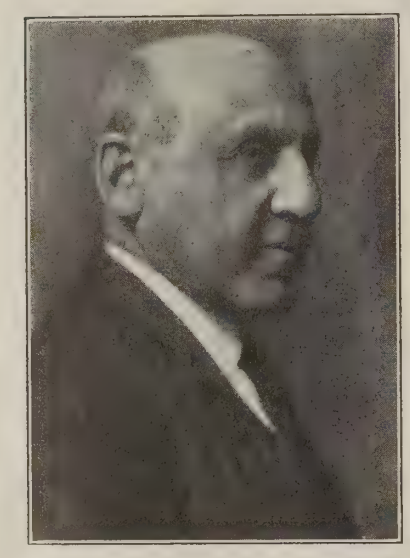
Lack of Standardization in Equipment and Page Sizes Also Important Factors, New York Times Business Manager Tells Inland Publishers

By LOUIS WILEY
Business Manager, *New York Times*

Excerpts from an address before Inland Daily Press Association, Chicago.

INTELLIGENT management of newspapers has placed publishing on a sounder footing in the last two decades. Even if it is not a highly profitable calling, we are reasonably sure that industry and prudence will bring us fair rewards; and the knowledge that we are engaged at the same time in a work of public service and education multiplies any cash dividends we may receive.

But the fact that we are prospering



Louis Wiley

gives us no license to permit wastes in our offices to continue or to increase. A growing business is naturally likely to suffer from a growing total of wastes in actual money, even if not in percentages of the gross expense. Large wastes may be one of the penalties of large business.

Newspaper publishers are fortunate in some respects in their opportunities to control wastes, and unfortunate in others. It is a great advantage to have virtually all of the newspaper's activities housed in one plant, under the eye and control of the manager, and not to be saddled with the wide selling organization of a business of national distribution, not to be continually vexed by problems of changing selling prices and falling markets. Newspaper publishing is primarily a local business, even though its news comes from around the world, and though national advertising comes through agencies and representatives in distant cities. Excessive expenses in these departments can usually be reduced in a short time.

The publisher's handicaps in attaining economical management lie mainly in the fact that at certain hours or minutes of the day the utmost speed must be made with a full force in all departments, with every one carrying a peak load. The force must be maintained at the maximum which can be usefully employed at these periods. The newspaper payroll carries for the full day every person who can assist in making speed at edition times. A newspaper publisher also cannot reduce his force in slack seasons as managers of factories do. A newspaper resembles a railroad and other public services in being obliged to carry on at all times.

But even with these difficulties there are many steps we can take to eliminate waste in our offices.

You have a powerful group of newspapers in the Inland Press Association. Do you know how many different column widths and lengths are represented here and what is the extra cost to you and your advertisers of a lack, not of complete, but of reasonable standardization of sizes?

Publishers pay for this lack of standardization directly and indirectly. It drives national advertising away from newspapers. A committee of the Federated Engineering Societies investigating waste estimated that standardization of newspaper column widths would mean a saving of $3,000,000 to $5,000,000 a year in the United States in composition and plates alone.

Publishers pay, of course, higher prices for machinery and material because of their odd sizes. At the recent convention of the American Newspaper Publishers' Association the mechanical superintendent of the Times, Charles F. Hart, explained attempts to obtain standardization in certain press equipment with the co-operation of the manufacturers. The progressive steps taken to establish a mechanical division and to create a traffic department also will mean elimination of wastes.

It is interesting to note that the engineers' committee found a greater variation in magazine sizes than in newspapers. There were 18 variations in magazine width and 76 in length of page or column Among newspapers there were 16 in width and 64 in length. The variations in all classes of publications were estimated to cost the public not less than $100,000,000 a year.

Publishers would learn of one large waste in newspaper offices if they could chart the actual production in the composing room hour by hour, particularly in the display setting. There is a marked difference between the output of the early hours and the later ones. This is not so much the fault of the mechanical department—the same condition exists in other rooms—as it is of the failure of advertisers and the news department to supply early copy. I believe that the full hook at all times is stimulating to a steady high level of production. A publisher can do a great deal to encourage early copy from his local advertiser.

Advertisers frequently lose circulation by delivering late copy, which cannot be inserted in the early editions. The publisher loses as well, because he must fill this space in the early editions with other matter, only to kill it later. Moreover, the publisher loses in the long run when advertising has not its full productiveness. Stronger efforts of newspaper managers and agencies to obtain more copy earlier in the day would mean a saving. A greater part of composition could be done by men on the day scale instead of the night scale, and a saving could be made in overtime.

Newspapers should keep the most careful records of the reasons for re-runs of advertising due to errors. The responsibility should be traced, and all possible steps taken to correct the source of such errors. The Times has installed in its classified department a battery of typewriters, equipped with a special roll, invented by our own typewriter repair man, to handle advertising blanks. The main reasons behind the decision to have typewritten copy on classified advertising was to eliminate mistakes due to hand written copy and to increase production in the composing room.

I should like to mention here one plan we have in the Times office for detecting objectionable advertising. We pay $1 to any one in the composing room who detects an advertisement which has passed the censorship of the classified department and violates one of the Times censorship rules. While this does not appear to be an elimination of waste, it does operate to make the classified department more careful. Omitted advertisements mean also the expense of refunds. We have found, too, that if the objectionable features of an anouncement are taken up with the advertisers when the copy is submitted it is easy to persuade them to change it, and we can then publish the advertisement. If the advertisement is once left out, it is more difficult to have it ordered in again properly revised.

Publishers of newspapers are subject to one form of waste for which it would be hard to find a parallel in industry. This is the bogus setting rule which is part of the international law of the typographical union and is enforced in varying degrees in offices throughout the country.

For the thirteen weeks ending Nov. 1, 1925, the bogus re-set in the Times composing room was 708 pages, and the cost was estimated to be $33,198.12, or at the rate of $125,000 a year. Some exception has been taken to these figures. It has been said that the Times could not have saved this entire amount if bogus had been abolished. That is true. It is also true that if an advertiser had sent in 708 pages of copy, had it set, and then not used this composition, the Times would have sent him a bill for the $33,198.12. The annual cost on this basis for all New York newspapers is estimated to be $1,000,000 a year.

Whatever the precise irreducible minimum of this waste is, not one penny of it can be defended. It is a tax on industry and society, a tribute levied without justice. I predict that some statesman of labor will arise to abolish this bogus setting in the name of fair play and common sense. It is something of which grown-up men should be ashamed.

The publishers and advertisers should make a resolve to throw into the hell-box along with this bogus the waste habit of excess typographical revision

Newspaper practice varies in charg costs of such revisions. The Ti allows for revisions in advertisements to 25 per cent of the original composit Many newspapers have no such lim tion. A considerable saving can be complished by laying out advertisem right the first time.

The automobile has widened the trad area—the newspaper's trading area—f fold and tenfold. Newspaper publish are wasting opportunities if they are cultivating the wider market which invention has conferred upon them. automobile has given a new meaning the word "local."

Newspaper publishers are resting ur the burden of one waste in the po rates on second-class matter. These inexcusably high—they are the only time rates which have not been redu

The joint Congressional subcommi which has been studying this question the last year has just reported permanent remedial legislation on seco class must go over until the next sess Action has been too long delayed alre

Every newspaper advertising mana is familiar with the waste due to carel ness. The copy and art departments an agency or local firm may turn work of a high order, and the effecti ness of it may be spoiled by sending the newspapers on the schedule mats p in quality, of insufficient depth for g reproduction, or poor cuts. Good ne paper advertising is so powerful that laxity should be permitted to waste effectiveness. Every newspaper adver ing department should do educatio work in preventing this waste.



Jacksonville Post Office

Jacksonville *is* Second *in* postal receipts

For the month of March, the Postal Receipts of the United States were larger than any other previous month on record, with the exception of the Christmas rush of December 1924 and 1925.

The Florida Times-Union is serving the city of Jacksonville with 95% coverage and leading all Florida newspapers in circulation.

The Florida Times-Union
~ JACKSONVILLE ~

Daily - - - - 53,000
Sunday - - - 70,000

National Advertisers Choose The State-Tribune

These national advertisers are among those using The State-Tribune, the leading newspaper of Albuquerque, New Mexico:

Good Housekeeping Magazine
Victor Talking Machines
Heinz Products
Certo
Armstrong Linoleum
Fleischmann's Yeast
Royal Baking Powder
Nujol
U. S. Royal Cord Tires
DeForest Radio
Exide Batteries
Ben Gay
Wildroot
Texas Co. (Motor Oils and Gasolines)
Life-Savers
Ladies Home Journal
Hill's Bros. Coffee
Bauer & Black
Cycle Trades of America
Camel Cigarettes
Wesson Oil
Dodge Motor Car
Ford Motor Car
Newbros Herpicide
Lucky Strike Cigarettes
Flit
La Palina Cigars
Kellogg's Pep
Luden's Cough Drops
Blackstone Cigars
Firestone Tires
Post Bran
Literary Digest
B. F. Goodrich Tires, etc.
Ingersoll Watch
Cuticura Remedies
Prince Albert Smoking
Scholl Mfg. Co.
Vick's Vap-o-Rub
E. R. Squibb & Son
Geo. W. Childs Cigar
Cliquot Club Gingerale
Chesterfield Cigarettes
Macfadden Publications
Snowdrift
Quaker Oats
Perfection Stove
San Telmo Cigar Co.
Webster Cigars
Oldsmobile
Anheuser-Busch Products
American Beauty Macaroni
Delicia Sandwich Bread
Calumet Baking Powder
Crane Company
Folger's Coffee
Horlick's Malted Milk
K-C Baking Powder
Putman Dyes
Portland Cement
Pepsodent Toothpaste
Lytona Baking Powder
St. Louis Chamber of Commerce
Swift & Company
Val Blatz Brewing Products
Wrigley's Gum
Black & White Beauty Cream
Kolar-Bak
Palmolive Shaving Cream
Santa Fe Railroad
Studebaker Corporation
Hellman's Mayonnaise
Niagara Wall Paper
Sterling Products
Westinghouse Electric

(Write for information about the Albuquerque market)

THE STATE-TRIBUNE

Albuquerque, · New Mexico

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the National Advertising Field By
ALLIED NEWSPAPERS, Inc.

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



He lets news sell the paper—A. R. Michener

ABOUT a month ago the *Harrisburg* (Pa.) *Telegraph* cut out all prize competitions and similar circulation promotion stunts, and, according to A. R. Michener, general manager, circulation is continuing to gain.

"We have reached the conclusion that a good city news report and a good carrier system are the best and only necessary circulation builders," Mr. Michener said.

"For promoting circulation, nothing is better than a boy organization, and for maintaining circulation, we find we need look no further than our own news room."

The Telegraph is distributed under what Mr. Michener describes as a "modified independent carrier system." In other words, the Telegraph's carrier organization differs from that of the standard independent system such as that of the *Indianapolis News* in that the newspaper sells direct to subscribers, the boys merely acting as agents. The Telegraph distributes all but 1200 of its circulation of about 40,000 by carrier. To accomplish this a staff of about 700 boys is required, 150 of this total being necessary to care for city circulation. The newspaper's territory is divided into seven city districts, each with its own branch offices. A branch office manager supervises distribution of an average of 3,000 papers.

"In prayerbook phraseology, when 'two or three are gathered together,' we serve them with a carrier boy," Mr. Michener said. "In outlying districts some carriers have as few as five customers. It is far more expensive than mail distribution, but it is a refinement of reader service, in which we thoroughly believe. A boy with such a small route is only able to make 20 cents a week on commission, but we pay him an extra bonus.

"The best carrier boy, we have found, is 12 years old. At that age he is just becoming interested in earning his own pocket money. He is easily trained, and, if treated right, quickly develops good business qualities. By 16, a boy becomes interested in girls and baseball, and it becomes more difficult to hold him as a carrier."

Mr. Michener attributes the fact that circulation continues to gain without the aid of prize contests and similar stunts to one other fact than a good city news report and efficient carrier system, the fact that the Telegraph has always been a leader in civic progress.

E. J. Stackpole, editor and owner of the Telegraph, at one time at his own expense issued a 48-page "Forward Harrisburg" edition. All improvements considered necessary for the city were listed in this edition, which was solid text, and was published without any advertising support. Mr. Stackpole in 1902 also brought a group of engineering experts to the city, who outlined an extensive park improvement and street paving program, much of which has been carried out since by city authorities.

"Mr. Stackpole is extremely interested in municipal improvements," Mr. Michener continued. "Ever since 1902, when he resigned as an Associated Press correspondent to purchase the Telegraph, he has led the way in Harrisburg's progress."

Mr. Michener himself has had all his newspaper experience on the Telegraph's staff. He started as a road man in the circulation department under Robert McClean, who is now manager of the Consolidated Press. Later he left this end of the business for a short experience in the editorial department. He was appointed circulation manager in 1917 and was promoted to assistant general manager in 1922.

Three years ago he assumed his present position and title.

PUBLISHER PRINTS NEWS OF HIS ARREST

WHEN Judge Robert Worth Bingham, editor and publisher of the *Louisville Courier-Journal and Times* was arrested a few days ago for speeding, both of his newspapers published the story, although opposition papers did not print the item.

The arresting officer alleged Judge Bingham was driving at 42 miles an hour on the Upper River Road, above Louisville. On a plea of guilty a court assessed a fine of $10 and costs.

In commenting on the fact that Judge Bingham insisted that the item concerning his arrest be used in both of his newspapers one of the news executives in the organization said:

"I am glad Judge Bingham insisted on publishing the item, because it provides me with a good answer when some of our 'first citizens' come into the office and ask us not to use this or that news triviality with which they may happen to be linked up unfavorably. Now they won't have a leg to stand on. It will save a lot of time and conversation."

N. Y. Group on Fishing Trip

A party of New York newspaper men left May 22 for St. Donat Chalet, Lac Archambault, Quebec, Canada, for two weeks of trout fishing. The party consisted of Robert B. Peck, Denis T. Lynch, Dwight S. Perrin and Clare Briggs, of the *New York Herald Tribune;* Frederick B. Edwards and Herbert Westen, of the *New York American;* and Frederic F. Van de Water, formerly of the New York Herald Tribune and now with the Curtis Publishing Company.

1926 NEWSPRINT PRODUCTION

Bank Estimates World Will Produce 5,250,000 Tons This Year

Allowing for proposed new mills, world production of newsprint for 1926 is estimated at 5,250,000 tons by the Royal Bank of Canada, in a recently issued statement. Of the total, Canada will produce 33.4 per cent, while her raw material will enter into 45 per cent of the total, the bank believes.

"Canada produced 1,522,000 tons of newsprint in 1925," it is stated. "Canadian pulp and pulpwood were used in 612,000 tons or 40 per cent of the newsprint manufactured in the United States, making a total of 2,134,000 tons, or 42.7 per cent of the world's estimated production coming directly or indirectly from Canadian sources."

The bank believes an even broader market for Canadian paper is promised for the future.

Pearson Addresses Michigan Dailies

The Michigan League of Home Dailies held its regular May meeting at Grand Rapids, May 13 and 14. The 13th was taken up entirely with shop discussions while the 14th was devoted to national advertising. George Pearson, space buyer of the Chicago office of the J. Walter Thompson Company, was the guest of the League and led the discussion on how the small city daily can increase its national advertising and make it more productive to the manufacturer. Twenty of the 22 members were present. The League accepted the joint invitation of Niles and Dowagiac to hold its summer social meeting in these two cities late in July.

New Daily in New York State

The *Whitehall* (N. Y.) *Evening Times* started publication last week as an Associated Press member. E. F. Roche is publisher.

A New Hazel Deyo Batchelor Serial

"PALE HANDS"

The problem of the untrained girl suddenly thrust into the world to earn her own living solved in 54 800-word installments.



For Terms and Copy Wire

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.

The

INDIANAPOLIS

Based on the daily average circulation for the year, the circulation of The Indianapolis News has increased *three times* as much as that of the second paper in the last four years, and its *margin* over the third paper increased more than 16,000.

Dan A. Carroll, 110 E. 42nd, NEW YORK

J. E. Lutz, Tower Bldg., CHICAGO

NEWS

Frank T. Carroll,
Advertising Director

Superiority of morning newspapers as effective mediums for the distribution of merchandise in the New York Market

The advertiser who seeks adequately to merchandise his product in the greatest buying market in the world—the metropolitan section—must use the New York morning newspapers as his spokesmen.

The morning newspapers enter the home where they are consulted by all members of the family, by the men for news of finance and business, by the women who purchase 85 per cent. of all commodities used by the family and by the young people for society and sports news. The average net paid circulation of New York morning newspapers for the six months ended March 31, 1926, and the advertising rates, are as follows:

	Average Daily and Sunday Circulation Six Months Ended March 31, 1926	*Gain in Six Months*	*Loss in Six Months*	*Advertising Rates per Agate Line*	
				Daily	*Sunday*
The New York Times	392,695	10,690	.....	$.80	$.95
New York American	347,771	.....	15,091	.60	1.75
The World	329,860	.....	13,068	.60	.65
New York Herald-Tribune	294,327	6,941	.....	.65	.70
	1,364,653			$2.65	$4.05

The New York morning newspapers are the most effective mediums to reach the people of the metropolitan district. The total average daily and Sunday circulations of the standard size morning newspapers is 1,364,653. The total advertising rate for the daily editions is $2.65 per agate line and the total rate for the Sunday editions is $4.05 a line. This rate is exceedingly low for so large a distribution and so great an opportunity to reach thousands of prospective customers.

While it is true that The New York Times has a greater circulation than any other New York morning newspaper of standard size, recording a greater growth than any other in the past six months, and carrying a larger volume of advertising than any other New York newspaper, each publishes an extensive volume of advertising and brings profitable results to advertisers.

The Times feels that its position in these respects does not detract from the value of other newspapers.

To reach the large select group of men and women who read The New York Times—intelligent, thinking, substantial people—it is necessary, however, to publish advertisements in The Times, for the attention of these most desirable thousands of prospective customers cannot be obtained through any other newspaper.

The New York Times published 10,040,464 agate lines of advertising in the four months of this year—3,718,306 lines more than the second New York newspaper. The New York Times is free from objectionable and questionable "catchpenny" offers. Advertisements are subject to strict censorship to protect the readers of The Times from those who misrepresent, raise false hopes and spread nets to catch the unwary.

MISSOURI PRESS ROUND TABLE CLOSING FEATURE OF JOURNALISM WEEK

209 Editors, Publishers, Advertising Men and Fiction Writers Attend 17th Annual Gathering—Don Bridge Says Merchant Should Spend 3 Per Cent Gross Receipts for Advertising

TWO hundred and nine editors, publishers, advertising specialists, novelists, special writers, and others connected with journalistic enterprise attended all or part of the elaborate series of speeches and social events of the Seventeenth Annual Journalism Week of the University of Missouri, Columbia, Mo., which closed May 15. The final features of the program were a round-table discussion by the Missouri Press Association and another by the National Council of Theta Sigma Phi, professional journalism sorority, Saturday morning.

The feature of the Missouri Press Association session was the presentation by J. H. Casey, assistant professor of journalism at the University of Missouri, of a survey of Missouri rural newspapers. Due to changing conditions in rural districts caused by better roads, the automobile, and farmers moving into the cities, he reported, there is a tendency in Missouri rural weeklies toward consolidation. The editorial page, he said, is not so prominent as it formerly was; and only about one newspaper in 50 is going the necessary space to agricultural news. The editors discussed responsibility in printing primary ballots and a price commensurate with the service; special editions, standard rate cards, how to analyze a printing business, value of attractive headlines, ways to promote community service, and what should constitute a legal newspaper for publication of legal notices.

At the Theta Sigma Phi conference, which met Friday and Saturday, Miss Sara L. Lockwood, president, assistant professor in journalism at the University of Missouri, presided. Miss Katherine Simonds, on Friday reported that 17 groups are petitioning for membership in the sorority. A luncheon Saturday closed the conference.

At the King Features Syndicate Banquet Friday night 500 attended. Comic characters of the syndicate were represented by students of the School of Journalism in four skits. Short talks, chiefly of a humorous nature, were given by Gene Fowler, of the syndicate; Dr. Maximo Soto Hall of *La Prensa*, Buenos Aires; Homer Croy, New York novelist; Dr. Stratton D. Brooks, president of the University of Missouri; and Dean Walter Williams of the School of Journalism, who was toastmaster.

Speakers at Journalism Week sessions Friday were W. C. Jarnagin, editor and publisher, *Storm Lake* (Ia.) *Pilot-Tribune;* Mrs. Jessie Childers Williams, editor-in-charge, *Troy* (Mo.) *Free Press;* E. N. Pizer, Jr., associate editor *Tipton* (Mo.) *Times* and vice-president of the Central Missouri Press Association; Edgar White, editor, *Macon Republican,* and vice-president, Northwest Missouri Press Association; Richard Lloyd Jones, editor, *Tulsa* (Okla.) *Tribune;* Doc Brydon, editor, *Bloomfield* (Mo.) *Vindicator;* president of the Southwest Missouri Press Association; C. W. Green, editor-publisher, *Brookfield* (Mo.) *Daily Argus.* John F. Case, editor of the *Missouri Ruralist,* St. Louis, in the afternoon presented the School of Journalism the Missouri Ruralist Shield, on which each year for ten years the name of the student ranking highest scholastically in agricultural journalism is to be registered.

Thursday afternoon the presentation by the alumni association of a portrait of Dean Walter Williams to the School of Journalism was held. Rex Magee of Jackson, Miss., president of the school alumni association, presented the gift. Hulda Gordon Rhodes, seven-year-old grand-daughter of Dean Williams, unveiled the portrait.

Don Bridge, manager of merchandising and national advertising, *Indianapolis News,* and secretary of the Association of Newspaper Advertising Executives, was the chief speaker Thursday night at a dinner of the Missouri Associated Dailies. A merchant, he declared, should spend at least three per cent of his gross receipts of the year for advertising, in order to make his business successful. The toastmaster was William C. Van Cleve of the *Moberly* (Mo.) *Monitor-Index,* president of the Associated Dailies.

On Thursday, the local chapter of Sigma Delta Chi, national professional journalistic fraternity, initiated the following as associate members: Dr. James Melvin Lee, writer of "Our Own World of Letters" for EDITOR & PUBLISHER, and director of the department of journalism, New York University; Gene Fowler, former editor of the *New York American,* and now editor of *Circulation* of King Features Syndicate; Eugene C. Sharp, and T. C. Morelock, instructors in journalism, University of Missouri.

Alpha Delta Sigma, national professional advertising fraternity, elected E. K. Johnston, assistant professor of advertising, University of Missouri, president.

Credit to Mr. Foster

TO EDITOR & PUBLISHER: In your issue of January 30 we ran an advertisement on the Reference Dept. and Library of the *Boston Herald-Traveler.*

Through an error this advertisement read that Shaw-Walker had planned and installed this particular reference department. It is true that our material was used in this installation, but the job was largely planned by Mr. Paul D. Foster, who was at that time director and librarian of the Boston Herald-Traveler.

We would appreciate it very much if you could publish a note stating the above facts as we want to see that Mr. Foster gets full credit for the fine work he did on the Boston Herald-Traveler Reference Dept.

Yours very truly, D. POTTER,
SHAW-WALKER COMPANY.

SERVE HUMANITY FIRST, BE A BRILLIANT JOURNALIST NEXT, SAYS RURAL EDITOR

(Excerpts from an address by Mrs. Bess M. Wilson, editor, Redwood Falls (Minn.) Gazette, and member of the Board of Regents, University of Minnesota, at 17th Annual Journalism Week, University of Missouri).

IN justice to the newspaper fraternity, I must say that there is less of this carrying of a multiplicity of burdens than there was even fifteen years ago. Efficiency has become an actual thing instead of something about which to write a caustic two line paragraph. Even the most conservative is learning that the extension of the pay roll very often means the extension of the bank account instead of its depression. The result is we are getting better writing on the small papers, better men are taking hold of them and the public is better served.

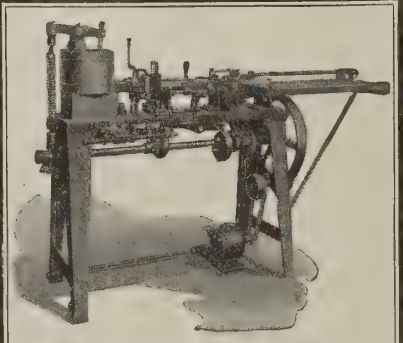
It is probable that very few of the young people studying journalism at the present time are looking forward to working on any other organ than a big or medium-sized daily. But many of you will. It is just impossible in accordance with the law of supply and demand, that more than a very small proportion of you will find places in the larger cities. The rest of you will go to work on papers from the size of mine up to the dailies in cities of a hundred thousand and less.

I prophesy that many of you will find your vocation finally in the offices of the really small paper. I have no wish to appear heartless nor to dash your aspirations and yet I hope this is true.

The country newspaper is its own justification and those responsible for it have no occasion to apologize for it. It not only justifies itself, but, like virtue, it constitutes its own and often its only reward. Into its pages go the heart throbs of its community, more or less artistically presented according to the ability of its editor but all there just the same. From these same pages come the impulses which later crystallize into that all-powerful thing, public sentiment and opinion. It has the power to make its readers happy or sad, to assist them in their financial stress occasionally, to help them when friendly sympathy is needed, to foster them all, to serve them all, to educate a little and to entertain much.

Because it is within its scope to cover all these intrinsic things, is my reason for saying a few sentences ago that the hearts of news writers must be educated as well as their heads—and in my opinion hearts are really the more important fountainhead of all really good copy. Suppose you drop with me for a minute into the little circle of readers served by my own paper—a matter of 2,000, with at least 1,500 of them all living in the immediate vicinity of the city in which the paper is published. Not a big nor an exciting field in which to labor, you will say. I have no doubt that many a sprouting newspaper man thinks he could within six months write up everything there worthy of publishing. And yet after years

(*Continued on page* 43)



Leads - Slugs - Plain Rules

All You Need!

THE Elrod Slug Caster brings to the composing room an inexhaustible source of supply for leads, slugs and plain rules of various point sizes cut to any length.

Practically automatic and extremely simple, it can be operated with minimum attention by almost anyone.

Changes from one size or kind of product to another are made quickly.

Elrod material is solid and stands up under the most severe press and stereotyping conditions.

Ludlow Typograph Co.
2032 Clybourn Ave., Chicago
San Francisco—New York
Atlanta—Boston

LUDLOW QUALITY COMPOSITION

Better Ads and Heads at Less Cost with the Ludlow

USERS rightly expect much when installing a Ludlow: New type on solid sluglines in unlimited quantities. Snappier headings. Brighter pages. Distinctive typefaces. Full-kerning, free-flowing, unbreakable italics. Six to sixty-point sizes, including bold and extended faces. But users often get even more than they expect as is shown by the following recent statements:

The Bend Bulletin, Bend, Oregon: "The Ludlow is giving us excellent results in our advertising and job composition. It does fine ruleform work. In news heads Ludlow slugs are much preferable to handset type. In all this work non-distribution of used forms has proved a time-saver."

Morning Enterprise, Oregon City, Oregon: "We have been issuing an all-slug paper since installing the Ludlow. It has vastly improved the appearance of the paper, as the clean, new type with its splendid assortment of faces, has made a remarkable difference. The machine is working perfectly and with it our men are getting good production."

The Standard-Examiner, Ogden, Utah: "We are greatly pleased with the Ludlow and Elrod equipment. Their use will be of great benefit to our publication, its readers, and advertisers."

Register Publishing Co., Eugene, Oregon: "Our Ludlow installation is mighty satisfactory."

Learn how the Ludlow of today will exceed your expectations by giving you *better Ads and Heads* at *less cost.*



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
New York: 63 Park Row
Boston: 261 Franklin Street

LUDLOW QUALITY COMPOSITION

Linage— An Elusive Rainbow

Many advertisers and agencies place undue importance upon linage figures per se.

The methods of publishing newspaper linage figures are still in embryo.

So the space buyer's microscope should be placed upon *revenue*, upon *rates*, when appraising linage.

The truth is that much linage is printed to impress the buyer. Advertising published in "trade," or contingent upon ingenious discounts, or at cut rates, or in spite of poor credit, frequently places the stronger medium at an apparent disadvantage.

Advertising linage is a most important gauge of a periodical's value but means nothing if not paid for at full rates.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

DETROIT	NEW YORK	KANSAS CITY
ATLANTA	CHICAGO	SAN FRANCISCO

PHILLIPS GIVES PRIZES—THOUSANDS CHEER

Paper Which Left Out Rhinelander Case and Browning-Heenan Romance (By Mistake) Wins Grand Prize of Two Pedigreed Belgian Hares

H. I. PHILLIPS, conductor of the "Sun Dial" column in the *New York Sun* last week made public his own "Awards For the Best Things of The Year" as follows:

(Books)

1—For the book which best presented the spirit of American life and manners and rendered the greatest service to the greatest number: Grand prize of two raccoon coats divided between Luther M. Duckbill's "How to Care for the Motor" (Doubleday-Page; $1.12); Emory T. Zither's "Should She Tell Him Why She Didn't Wish Him to Call Again?" (Sears-Roebuck; three for $1), and "Manhattan and the Bronx," by the New York Telephone Company (A. T. & T. Co.; free to paid up subscribers).

There was quite a battle between the judges over the last named book, some of them holding the action to be much too slow and the episode on getting a policeman badly overdone.

Honorable mention was given, in a decided whisper, to "The Importance of Correct Seeding in the Preparation of Putting Greens," by a fellow whose name slipped the committee, and "100 Suggestions for Form Telegrams," by the Western Union Company.

* * *

Entertainment

2—For the entertainment of the year that did the most to take the mind of the American public off carburetor troubles: First prize of one blue suit with extra trousers to Ringling Brothers Circus; Second prize of sixteen saxophone lessons by mail to the person responsible for the Congressional Prohibition Hearings last month at Washington; third prize, a set of engraved horseshoes to Calvin Coolidge for his efforts to act like a baseball fan at the last World Series.

* * *

(Poetry)

3—For the blankest blank verses produced, with or without the use of drugs, by any person born in two family house: First prize, a correct circulation statement of the *Shrevesport Blade*, to Olga Petruska Koskovitch, America's blankest blank poetess, for her effusion entitled "There Are Cold Nights in North Dakota, but Violets Won't Tell." It took the board so long to wade through this poem and get its meaning, if any, that there was no time to read any others. In the reading of this unusual work three of the judges were disfigured for life and one has been acting very queerly ever since.

(Biography.)

4—For that biography written since the last eclipse that got almost as much space in the newspapers as the crime news and that best reflected the native modesty of the author: First prize, four $3.85 pink tunics and a glass of water to Col. House, author of "Ten Recipes for Making a President" and "War Is War, but Not Necessarily." Second prize, a handsome hall runner 15 yards by 2½ feet to Joe Humphries, famous fight referee, for his "Life and Works of Joseph Humphries, B. V. D." Honorable mention, a handsome inner tube of the finest rubber, went to John F. Hylan for his "Things of Which I Am Almost Positive."

* * *

(Newspapers.)

5—For the most conspicuous service rendered by any American newspaper in any language (in the final twelve star sporting final): First prize, a set of thoroughbred Belgian hares to the *Sniderville Scandalizer and Item*, which didn't print a line about the Rhinelander case or the Browning-Heenan romance. (Note: Since awarding the prize it has developed that the paper had the matter in type and left it out by mistake. It is too late, however, for the judges to do anything about it.)

Second and third prizes, an aluminum egg beater and four yards of toweling, went to the *Stony Creek Gazette*, which really changed the weather prediction every day and never once published a photograph of an obscure actress sitting on the Olympic with her dresses above her knees.

N. C. Sport Writers Elect Wade

Sport writers from leading North Carolina newspapers gathered at Chapel Hill, May 14, and organized the North Carolina Sport Writers' Association. Jake Wade, of the *Charlotte Observer*, was elected president; Jim McDaniel, *Winston-Salem Journal*, vice-president, and W. S. Christian, *Twin City Sentinel*, secretary-treasurer.

A.A.C.W. Invites Dailies to Run Ads

Advertisements promoting the forthcoming convention of the Associated Advertising Clubs of the World has been sent out to newspapers for free publication.

Ohio A.P. Group Reelects Payne

George M. Payne, telegraph editor, *Cincinnati Times Star* was re-elected president of the Ohio Associated Press Editors at the annual meeting last week.

PULITZER JOURNALISM AWARDS "GLORIFY SWEET INANITIES" WRITER CHARGES

SHARP criticism of the Pulitzer prizes in journalism was contained in a letter from Richard C. Bland to the *St. Louis Post-Dispatch* and printed by that newspaper on the editorial page May 6.

Mr. Bland, who stated he was a former newspaper man, wrote as follows:

The Pulitzer Prize Awards.

To the Editor of the Post-Dispatch.

As an ex-member of the editorial profession, I rise to inquire why that profession is being degraded by the Pulitzer Prize Committee? The awards in literature and the non-journalistic arts, while possibly not above criticism, appear to be based on intrinsic merit. The awards in journalism I know to be anything but stimulating or encouraging to the profession.

The award this year to Fitzpatrick was well deserved though belated. But it is not, by any means, "Fitz's" best. There is hardly a week in the year when he does not "ring the bell" with a cartoon of more "color," pungency and caricaturization than the fine but inanimate illustration of the multiplicity of laws. Possibly this explains the long delay in recognizing a truly great cartoonist. His thrusts were not innocuous enough to pass the tests of a committee whose first requirement seems to be toothlessness.

The reportorial prize was awarded to a youth of 22 who wants to be a singer and has dropped newspaper work as being no longer of interest to him. Meritorious as may have been his work on the Floyd Collins assignment I fail to discern how it passed the test of "accomplishing some public good." This was purely a human interest story concerning the attempted rescue of a man of no public consequence whatever young Miller may be entitled to a Carnegie medal for heroism but as to journalistic merit I am sure your own reporters produced numerous stories which on all points would have put young Miller's work in the infant class, but, in the phrases of Joseph Pulitzer as quot in your masthead, "attacked wrong fought "demagogues" and fought "f progress and reform." Hence the tab of the jury of sweetness and banality.

Capping the climax is the prize-winnir editorial. Here is a touching wo picture of undoubted clearness of styl with the moral purpose chiefly of adve tising the New York Times' Christm charity stunt, with no reasoning at all a with no power to influence public opinic because it is on a subject which admi of no opinion. Over it we may all we happily because it does not pretend to anything but fiction. As to the causes poverty and measures for extirpating there was not a breath. That would touching matters close to the heart of t man who founded this journalistic awar It would be opposing injustice and priv leged classes. It might be displeasing "predatory plutocracy."

For three times running now, to n personal recollection, the prize-winnir editorial has not touched upon a subje that raised a single issue, much less a serted a thesis which, because of notab opposition, could be declared a convictio Old timers complain that the editori page does not ring and thunder as it on did but surely, in this great land of hos of newspapers, it rings and thunders du ing the year more than is ever discover by the Pulitzer jury. One cannot b wonder what the tireless controversiali and champion of issues who founded t Post-Dispatch and New York Wor would think of the enterprise bearing h name which, by the inference of i awards. teaches and glorifies sweet inan ties as the goal of editorial achievemer

RICHARD C. BLAND.

Brisbane to Referee Auto Races

Arthur Brisbane, Hearst editor, h been named referee of the 14th annu international 500-mile automobile rac in Indianapolis, May 31.

"Second Love"

by MALCOLM DUART

The year's serial sensation—a story of married life and the modern free-thinking girl—written and edited for newspaper use, with superb photographic illustrations.

Write or telegraph to

Eugene MacLean
Office and Production Plant
827 Folsom street
San Francisco, California

The DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

A Gain of 181,104

Lines of Advertising in April, brings total Oklahoman and Times gains during the first four months of 1926 to 627,536 lines.

Local, National and classified advertisers agree that these newspapers, *thoroughly and alone* cover the entire Oklahoma City market at one low cost.

Represented by E. KATZ Special Advertising Agency
New York Chicago Kansas City Detroit Atlanta San Francisco

After several years of investigation and experimentation, the Mergenthaler Linotype Company announces the introduction of a new newspaper body face. This new Ionic is an exceptionally readable face. The openness of the rounded letters—the height and width of lowercase—the clearcut capitals—the size and fullness of the figures—the absence of marked contrast between thick and thin strokes—the well-fitted units—the maximum letter-count—all of these things go to make this new type a most desirable newspaper face. There are no "pin holes" or sharp corners to fill up with ink; no fine lines to break down in stereotyping. The even color of the characters is particularly adapted to the "roughness" of newspaper stock. The outstanding advantage of the new face is its conservation of vision. The even tone throughout is restful to the eyes without being monotonous. There is enough variation to avoid tiresomeness, yet not enough to be disconcerting. A happy medium has been effected. It is easier to read than seven point faces, yet gives the same word-count to the column as six point. Various degrees of leading can be used to advantage, or the lines may be cast on a solid six and a half point body. The comparative shortness of the ascenders and descenders gives good legibility even when set solid. Cast on seven point body, the 6½ Point Ionic gives the effect of being well leaded—and with a decided gain in word-count over seven point faces. The first paper to adopt the new face was the Evening News, of Newark, N. J. After a trial of several weeks, the management of the paper is more enthusiastic than ever about it, and readers continue to send in words of commendation daily. One of the most appreciative is Dr. Joseph H. Salov, a leading optometrist, and past president of the New Jersey Optometric Association. Says Dr. Salov, addressing the editor of the Newark Evening News: "It would be unfair for me or any one else who realizes the amount of good that will result from your recent change in the style of type you use in the makeup of the News if this was not recognized, appreciated and so acknowledged by every one interested in the conservation of vision; for it is the accumulated unnecessary strain on the eyes, due to the extremely small and poor type used in many newspapers, that hastens the day when artificial aid must be sought. Although not versed in the nomenclature of the type you have been using for the last few days, it is of a style and character that immediately makes itself felt, and is far more readable and comfortable than the former style. I am sure that there are many thousands of readers who, possibly unknowingly, feel the added comfort." 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LINOTYPE MARK

maximum le… things go to mak… desirable newspaper … "pin holes" or sharp c… with ink; no fine lines … in stereotyping. The ev… aracters is particularly … oughness" of newspap… tstanding advantage … s conservation of … throughout is …

Study the design of this NEW face

Linotype 6½ Point Ionic No. 5

See how perfectly it meets the difficult requirements of modern newspaper printing conditions. Notice the full, round contours of the letters; no "pin holes" or sharp corners to fill up with ink; no fine lines to break down in stereotyping.

Ask the nearest Linotype Agency for copies of newspaper set in this face and compare it with the body type you are now using both for legibility and word count. You will find it easier to read than 7 point faces and that it gives the same word count as a 6 point.

The 6½ Point Ionic is made with italic and small caps and also in combination with Bold Face No. 2.

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED. TORONTO

Representatives in the Principal Cities of the World

AROUND WORLD RACER STARTS FROM N. Y.

Goldstrom, Aviation Writer, Hopes to Lower 35-Day Record for N. A. N. A.—Using Planes for Crossing Continents

John Goldstrom, formerly aviation reporter on the *New York Evening World,* sailed from New York May 19 on the S. S. "Mauretania" on a round-the-world race, hoping to beat the record set in 1913 by John Henry Mears, a *New York Sun* reporter, who circled the globe in



John Goldstrom

35 days, 21 hours, 35 minutes and four-fifths seconds. Goldstrom will write his adventures for members of the North American Newspaper Alliance.

Last year Goldstrom flew more than 5,000 miles in Europe, writing a series of articles for the Evening World. During the past year he has mapped out an itinerary, in which the airplane figures as a means of travel over more than half of the route.

The newspaper adventurer must return to a North River dock in New York before June 23, to beat Mears' mark. If all goes as planned, he may return days before that time, but even rail and steamer travel do not guarantee the perfect execution of a schedule calling for 18,500 miles of virtually uninterrupted movement.

Goldstrom's dispatches as he races will be flashed from steamers, planes, and transmitting officers to the North American Newspaper Alliance. From New York to Plymouth, 3,200 miles, Goldstrom intends to travel by steamer. He is almost certain to reach the English port by May 25.

At Plymouth the race against minutes begins. An airplane will meet him and carry him to Berlin, with good luck, the same afternoon. Early the next morning he will leave Berlin for Moscow by plane.

From Moscow on the route is not fully determined. Arrangements are possible to obtain air transportation, the journey to Yokohama. If it proves impossible to obtain air transportation, the aviator will start for Vladivostok on the Trans-Siberian railroad, to be met somewhere in the interior by Japanese army aviators. It is his hope to catch the liner "President Madison" in Yokahama on June 7, which will carry them in 10 days to Victoria, B. C.

Victoria to Seattle, Seattle to Elko, Nev., Elko to Chicago, and Chicago to New York by airplane call for only three or four days at the most.

Goldstrom has been a writer on aviation for more than 16 years, during which time he has served on the staffs of the World, the *Pittsburgh Post,* the *Pittsburgh Dispatch,* and other newspapers and syndicates. His first airplane flight was made with Glenn Curtis in 1909. Since then he has flown more than 40,000 miles.

Interest in records for circumnavigation began with Jules Verne and his novel "Around the World in Eighty Days" Seventeen years after this novel was published, Nellie Bly a reporter for the New York World, made the trip in 72 days, six hours and 11 minutes.

RETAINS CROSSWORD TITLE

Mrs. Von Phul Again Wins N. Y. Herald Tribune Contest

Ruth Von Phul, of Syracuse, N. Y., champion crossword puzzler since 1924, retained her title at the *New York Herald Tribune* Crossword Puzzle Championship Contest in Wanamaker's Auditorium, New York, May 15.

The victory was accomplished in 5 minutes, 34½ seconds. C. F. Hunter of Sound Beach, Conn., was the runner up. Mrs. Von Phul guessed 64 words correctly in the given time. This is the second time Mrs. Von Phul has won the Herald Tribune's Championship Cup. Another win will give her permanent possession.

Clare Briggs, Herald Tribune cartoonist was chairman of the contest.

Details were arranged by Porter Caruthers, assistant business manager of the Herald Tribune; Finney Donaldson, assistant to Mr. Caruthers, and Henley Hill, assistant night editor.

Gardner News Incorporated

A charter of incorporation was granted the *Gardner* (Mass.) *News,* last week to do a publishing business, with a capital of $100,000. The incorporators are Walter E. Hubbard, editor and publisher; S. Walter Rogers, business manager; Patrick H. Murray and Germaine L. Hubbard, all of Gardner.

CHANGES ON WORLD STAFF

J. H. Gavin Made Sports Assignment Editor of New York Daily

John H. Gavin has been appointed sports assignment editor of the *New York World.* He will have charge of executive details of the World's sporting page, working in co-operation with George Daley, sports editor.

Gavin was formerly in charge of the World's picture page and has been succeeded in that capacity by James S. Collins, formerly assistant city editor. Thomas B. Hanly, special writer and assistant editor of the Sunday department, replaces Collins at the city desk. Hanly is an old-time New York newspaper man, who had long experience on the old *New York Sun.* For a time he was feature writer for the *New York Morning Telegraph.* He has been connected with the World for the last half-year.

Beatrice Blackmar, formerly of the *Des Moines* (Ia.) *Tribune* has joined the Sunday staff of the World.

Raleigh Daily Incorporated

The *Raleigh* (N. C.) *News and Observer* has been granted a certificate of incorporation to edit a newspaper and do a general printing business. The authorized capital is $100,000, with $23,000 subscribed by Josephus Daniels, Mrs. Addie Worth Bagley Daniels and Josephus Daniels, Jr., all of Raleigh. The News and Observer has been in existence many years. Josephus Daniels, secretary of the navy during the Wilson administration, is editor and publisher.

LACK OF ADVERTISING CITED AS FAILURE CAUSE

Inability to advertise sufficiently, caused by lack of funds, was given as one of the reasons for a voluntary petition in bankruptcy filed May 8, in federal court, Cleveland, by C. B. Kurtz, president of the Kurtz Motor Car Company, which built an automobile featuring an automatic gear shift control invented by Kurtz.

Kurtz listed his assets at $60,447 and liabilities at $29,525.

OFFERS TRAFFIC SOLUTION

Chicago Tribune Urges Four Lan Highway with 30-60 Mile Speed Limit

The *Chicago Tribune,* which has long advocated the doubling in width of presen paved highways, is now urging a fou lane highway to be built near all larg cities. In a signed article by J. L. Jenkins automobile editor, the Tribune outlines it plan. The two outside lanes are to b used for one way local traffic in eac direction, the speed limit on which is to b 30 miles per hour. The two center lane are for through and fast traffic, with speed limit of 60 miles per hour. Th outside lanes are to be separated fron the center lanes by a high curbing, witl spaces at regular intervals to allow trans fer from one to the other.

The two center lanes are not to b separated.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
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BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

SPEAKING OF THRIFTY PEOPLE

50.7 percent of the people in Rhode Island are bank depositors.

In 1925 these people had $267,154,595 in savings banks, trust companies, and State banks. (National Bank figures on savings accounts not available.)

This represents a gain of $14,859,239 over 1924.

This rich and responsive market offers excellent sales opportunities to advertisers who use

The Providence Journal
and
The Evening Bulletin

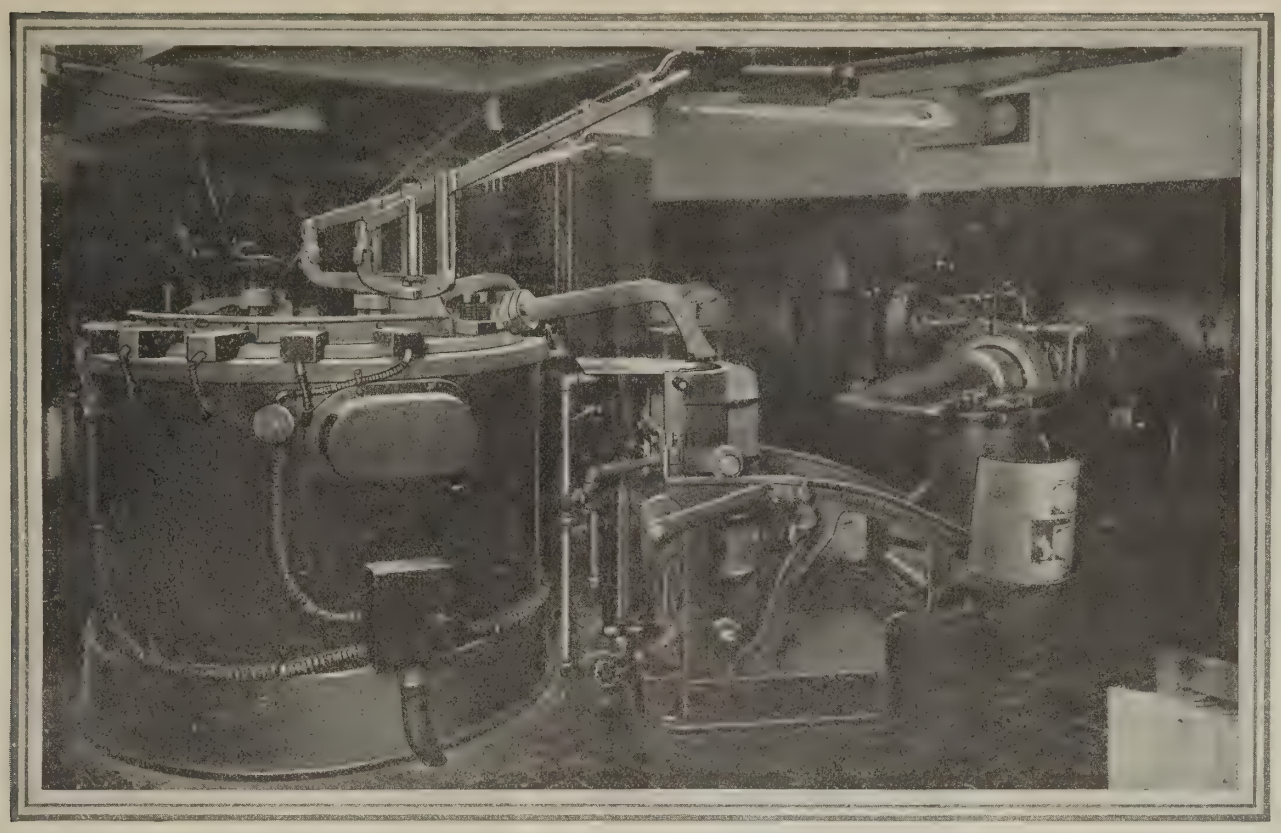
Circulation **105,000** Net paid

PROVIDENCE JOURNAL CO.
Providence, R. I.

Representatives

CHAS. H. EDDY CO. — Boston, New York, Chicago

R. J. BIDWELL CO. — San Francisco, Los Angeles, Seattle



Melt Your Stereotype Metal with *Electric Heat*

As high as 32% saving in cost!
Less wear and tear on the pot!
Uniformity of metal temperature never before securable!
All regulation and close attention eliminated!

THE progressive Waterbury Republican American, Waterbury, Conn., has installed a standard 5-ton stereotype pot, electrically heated by 9 G-E cast-in immersion units. Plates are cast for two issues daily and one issue on Sunday. The casting temperature of the metal is automatically kept at 620° F. Between castings the metal is automatically maintained at a temperature of 450° F.

Seldom has such an improvement been introduced in the casting room. This electrically heated pot is operated at a saving of 32% over the cost of operation of the previously used fuel-fired pot. Uncomfortable heat radiation and gaseous odors are absent from the room. As control is completely automatic, the pot requires practically no attention.

Everyone connected with the paper is enthusiastic. Mr. Dubuy, foreman of the plant, states that the excellent temperature control of the pot relieves him of the responsibility of making sure the temperature is right when his men want to begin casting. Mr. W. J. Pape, publisher, considers the installation as most satisfactory.

Although electric heat will not supplant all other forms of heat for industrial purposes, there are processes in every industry where it is the ideal heat—the most economical heat—the heat that ultimately will be used.

ULTIMATELY
ELECTRIC HEAT
IN EVERY INDUSTRY

Phone or write to your nearest G-E office for complete information

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GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, SCHENECTADY, N. Y., SALES OFFICES IN ALL PRINCIPAL CITIES

NEW YORK TIMES MEN AT PT. BARROW



W. C. Lyon (left) and Leo. Bundy, who mushed from Fairbanks to Pt. Barrow, Alaska, to report the arrival of Capt. Amundson's dirigible Norge. Lyon is the *Time's* special correspondent, while Bundy is his radio operator.

N.A.N.A. SCORES BEAT ON NORGE STORY

Receives First Message of Dirigible's Landing in Teller, Alaska, May 15 —Correspondents at Point Barrow Also Sighted Ship First

Correspondents of the North American Newspaper Alliance were first to pierce the cloud of mystery which surrounded the Amundsen dirigible Norge, after it passed over the North Pole, first by sighting the ship at Point Barrow, Alaska, and then reporting its landing at Teller in a dispatch received in New York, May 15.

The coded flash that announced the location of the Norge at Teller was sent by Frederick Lewis Earp, N. A. N. A. correspondent at Fairbanks, Alaska. He received it from Howard Mason, N. A. N. A. operator at Point Barrow. Mason was listening for signals from Robert Waskey, N. A. N. A. operator at Point Barrow and for signals from the Norge.

This necessitated using two receivers, one a short wave set, for Waskey, the other a long wave one, for the Norge. Local interference from electric pumps and the Army Station drove Mason thirteen miles out of town. He has been hooked up with Earp by telephone.

Friday at 5:59 A. M., New York time, or 11:59 P. M. Thursday, Fairbanks time, he reported that he thought he heard the Norge reporting that she was out of gas, but he could get no location.

The North American Newspaper Alliance held this up because of its doubtful character. On May 15 at 9:35, New York time, or 3:35 Fairbanks time, the coded flash that the Norge was at Teller, Alaska, was received.

Earp is a *Seattle Times* man who succeeded the late Palmer Hutchinson, first N. A. N. A. correspondent with Wilkins, who was killed by the propellor of one of the planes. Howard Mason is also a Seattle man, one of the foremost radio amateurs in the country and at one time technical editor of QST, the Radio Relay League magazine. He designed the little portable set now being used by Waskey at Barrow, which reported the first definite news of the Norge's arrival.

From Nome to Rome and Back

Col. Umberto Nobile's story of the Norge flight across the North Pole had to go from Nome to Rome and back, before it could be published in the *Nome Nuggett,* four-page daily, published by Charles S. Maynard. Nobile radioed his account of the adventure to Premier Mussolini of Italy. Mussolini received the narrative in Rome and the Associated Press telegraphed, cabled and radioed it back to the Nugget. Nobile's lips were sealed by contract from telling the story first-hand to Nome newspaper men.

Calls "Big Business Control" Bunk

Don Marquis, formerly columnist for the *New York Herald Tribune,* addressing students at Yale University May 18, declared the assertion often made that newspaper policies are controlled by big business was "all bunk." He said that in his 13 years as a columnist he had never been told what to write so long as he kept within the limits of sanity and decency. He said reporting was good preparation for any kind of work.

N. H. to Entertain Newspapermen

Gov. John G. Winant of New Hampshire has sent out invitations to prominent journalists and publishers in all parts of the United States to be the guests of the State of New Hampshire for the week of July 12. They will be taken in motor cars from Boston for a week's tour of New Hampshire. Thirty acceptances have been received.

City Editor in Suburban Politics

James W. Barrett, city editor of the *New York World,* was this week endorsed by the executive committee of the Democratic party in Cranford, N. J. for election as township committeeman.

Illinois Daily Elected to A. P.

The *Freeport* (Ill.) *Journal-Standard* has been elected to membership in the Associated Press. J. R. Cowley is publisher.

A.P. EXTENDS PRINTER SERVICE

High Speed Circuit Between New York and Kansas City Opened May 16

Associated Press on May 16 started operation of a new high-speed printer service from New York to Kansas City, linking 34 member newspapers. News quantity, it is estimated, has been increased on this circuit 20 per cent.

The new printer wire supplants one of two Morse wires previously maintained. On June 1 the Washington to Atlanta A. P. trunk wire will be printerized. After that date all A. P. trunk lines will be operated on a half-Morse half-printer basis.

Atlanta Invites I. C. M. A. to City

John D. Simmons, circulation manager of the *Atlanta* (Ga.) *Journal,* has sent an invitation to members of the International Circulation Managers Association in behalf of the city and state requesting that they designate Atlanta as the city for their 1927 annual convention. He is a past president of the organization. The I. C. M. A. will meet in Philadelphia in June during the annual A. A. C. W. convention.

Priest to Report Catholic Congress

The *Chicago Evening American* has engaged the Rev. Father Claude J. Pernin, S. J., to "cover" the story of the party of clergymen coming from Rome to attend the 28th International Eucharistic congress to be held in Chicago June 20-24. While abroad, Father Pernin will interview a number of Catholic prelates for the American.

CIRCULATION BUILDING SUPREMACY

We opened 1926 with the greatest newspaper campaign ever conducted, and secured over $300,000 in prepaid subscriptions for The Cleveland Plain Dealer. We can attain similar success for you!

THOUSANDS OF NEW, PREPAID, BONA-FIDE HOME-DELIVERED SUBSCRIBERS SECURED IN TEN WEEKS' TIME

HOLLISTER'S
Circulation Organization
Wire or Write us at 717-718 Commercial Exchange Bldg., LOS ANGELES

253,638

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

April, 1926

The average net paid circulation of **The Sunday Sun** per Sunday for the month of April, 1926, was 191,255.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

NOOZIE SAYS:



By courtesy of The International Syndicate Baltimore, Md.

What's So Perishable As News?

A minute may mean the difference between making or missing a train for a mail edition.

A minute may be the difference between a "scoop" or being "scooped".

A MINUTE is only 60 seconds, but in getting to press there's no telling when 60 SECONDS may loom very LARGE.

Certified Dry Mat Cold stereotyping saves from 240 to 420 SECONDS in getting an edition to press by entirely eliminating steam table operation.

Let us tell you how others are saving time and money—there's no obligation on your part.

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue New York, N. Y.

for wet mat printing with DRY MAT facility—use Certifieds

MADE IN U. S. A.

SIR PHILIP GIBBS
A Reporter Again

World War Premier Correspondent is Following His Vivid English Strike Dispatches with a Thousand-Word Cabled Article Each Week on the Big News of Troubled Europe.

He Will Cover the International Conference at Geneva in the Fall.

Sir Philip Gibbs' Dispatches Have Already Been Contracted for by Such Papers As:

New York Herald Tribune	Boston Globe
Cleveland Press	San Francisco Examiner
Philadelphia Bulletin	Vancouver Province
Pittsburgh Press	Winnipeg Tribune
Columbus Citizen	Youngstown Telegram
Washington Star	Akron Times Press
Toledo News Bee	Cincinnati Post

United Feature Syndicate
World Building New York

WESTERN UNION SEEKS FREE SPACE IN VAIN

New England Dailies Expose Calumet Wire Tie-Up — Kelly Talks on I. T. U.—Pape Elected President

William J. Pape, publisher of the *Waterbury* (Conn.) *American and Republican,* was elected president of the New England Daily Newspaper Association at its annual meeting held May 18 at the Copley-Plaza Hotel, Boston



W. J. Pape

Other officers chosen were: vice president, Robert L. Wright, publisher, *Haverhill* (Mass.) *Gazette;* treasurer, Charles L. Fuller, publisher, *Brockton* (Mass.) *Enterprise;* secretary, James M. Langley, publisher, *Concord* (N. H.) *Monitor-Patriot* (re-elected). Frank E. Phillips was re-elected as manager of the association.

More than 50 members of the association attended the meeting which was an all day affair. The business session was held in the morning. The *Manchester* (Conn.) *Herald* was elected to membership. Luncheon was served at noon, followed by a round table discussion of publishing problems.

Harvey J. Kelly, of Indianapolis, chairman of the special standing committee of the American Newspaper Publishers' Association, was the speaker at the afternoon session, giving a brief talk on labor matters.

Another speaker was Frederick M. Snyder, of New York, special commissioner of the Press Congress of the World, who extended an invitation to members to attend the third Press Congress to be held at Geneva and Lausanne in September. Registration already has been received from publishers in 50 countries, Mr. Snyder stated.

Principal business discussed by members was of a confidential nature.

Mr. Kelly pointed out that the International Typographical Union has at Indianapolis several trained men who are skilled negotiators and are expert in composing room practices and contracts. "They can outmaneuver the average newspaper publisher, who is apt to meet them individually and begin studying up his case the day before the meeting," he said. "The union lays great stress on secret instructions to scale committees on United States Bureau of Labor cost of living index figures.

"Publishers should know this, because scale committees frequently reject this very evidence confidentially recommended to them by their own organization, claiming that the index is unreliable or does not apply to their locality, when it suits their purpose to do so."

Mr. Kelly advised publishers to keep in touch with the special standing committee.

Arthur S. Barnes, of the *Bristol* (Conn.) *Press* told members he had recently received from the local manager of the Western Union a piece of publicity on the Calumet Baking Powder, "Radio Night." Prizes were offered listeners sending telegrams to the Calumet Baking Company. Every sender of a telegram would stand a chance of winning a prize and would get a fifty cent souvenir, provided he mentioned the word Calumet in the telegram.

The Western Union wanted newspapers to tell readers about this offer and to make it plain that the telegrams must be sent prepaid.

Members were asked if they knew of any newspaper which had fallen for this publicity. The secretary was instructed to write a letter to the Western Union pointing out that the newspapers were large cash customers of the Western Union and inquiring when the Western Union was going "to begin to give free service as well as ask for it."

David B. Howe of the *Burlington Free Press* pointed out that owing to train withdrawals New England newspapers may have to rely more heavily in the future on motor transportation for distribution purposes. He suggested that the members be asked to report quarterly changes in their costs for delivery by motor bus, by automobile under private contract, and automobiles owned by the newspaper, and that a steady record be kept of delivery costs in all of these ways to help committee in determining the best method of delivery.

AFTER THE BATTLE DINNER

William P. Beazell and Dwight Perrin Honored by N. Y. Newspaper Club

William Preston Beazell, assistant managing editor of the *New York World,* and Dwight Perrin, city editor of the *New York Herald Tribune,* president-elect and retiring president respectively of the New York Newspaper Club, were guests of honor at a dinner at the club, May 17.

Mr. Beazell in a speech predicted the club would go forward slowly but surely.

Among old-timers who returned for the jollification were James Blaine Walker, Eddie Anker, Jack Mason, Edward Staats Luther, Bob Morris, William W. Willis, Bill Guard, Kenneth Lord, Al. Pierce, H. W. Carlisle, W. L. Curtin, Patrick E. McEvoy, Jacob Magidoff, Wells Hawks, W. G. Henderson, Ivy Lee,—and among "others present" were the younger regulars: Ben Deacon, E. N. Jackson, A. E. Baerman, J. D. Gordon, Jack Allen, G. F. Tanner, Al. Selig, J. E. Kelly, Michael F. Haggerty, Louis Weitzenkorn, H. D. Kingsbury, A. H. Folwell, H. L. Malkenson, Pearley Boone, H. H. Klein, Joe Van Raalte, Jack Francis, "Charlie" Pemburn, Bryce Oliver, and C. L. Lightenhome.

BEGIN ON A SMALL PAPER, EDITOR ADVISES

Louis Graves of Chapel Hill, N. C., Tells Students Starting of Big City Daily Is Learning Newspaper Work Backwards

Louis Graves, editor of the *Chapel Hill* (N. C.) *Weekly,* believes that he is well-qualified to tell the wrong way in which to get a newspaper training.

In the current number of *The Archive,* a monthly literary magazine published as a venture by Duke University undergraduates, the Chapel Hill editor draws from his own experiences as a journalist, and states that he is himself the perfect example of the man who got a wrong start. His method of gaining newspaper experience was exactly the reverse of the usual way: he began on a big paper and worked down, rather than on a small paper, to work up.

"I played the newspaper game backwards," Graves states. "It was about as sensible as it would be to start in to learn to play bridge before learning the difference between the ace of hearts and the deuce of clubs. Scores of young men are making the same mistake. Impatient to become Irvin Cobbs and Sam Blythes and Frank Sullivans, they want to leap at once into metropolitan newspaper work without learning the physical rudiments of newspaper publishing. They are in a hurry—they don't realize how much they would profit in the end if they would spend a year with types and presses and slug-cutters and line-gauges and all other paraphernalia of printing."

Mr. Graves began his career with the *New York Times,* and when he finally settled down in Chapel Hill to edit his weekly newspaper he found himself handicapped because of lack of technical knowledge of a newspaper plant. "I like it far better than the city newspaper work I used to do," he writes, "and have never regretted the change. But in these last two or three years there has not been a day when I have not realized how much better off I would be, and how much more competently I could conduct my present business, if 25 years ago I had gone through my apprenticeship as the underling of some small-town editor-printer."

No school of journalism should graduate a man without having given him a thorough grounding in the mechanical side of the work, Editor Graves believes. He does not agree with some of the old-timers who scoff at schools of journalism, but he believes that practical knowledge of printing is essential.

Holds "Model" House Show

The *Ypsilanti* (Mich.) *Daily Ypsilantian Press* erected a "model home" which was open to the public the first two weeks of May. Descriptive stories were carried daily on the first page of the paper, with the result that nearly 10,000 people of the "Ypsilanti trading valley" visited the home. In connection with the display, the Press carried extra advertising of all products, furniture and appliances used in the home.

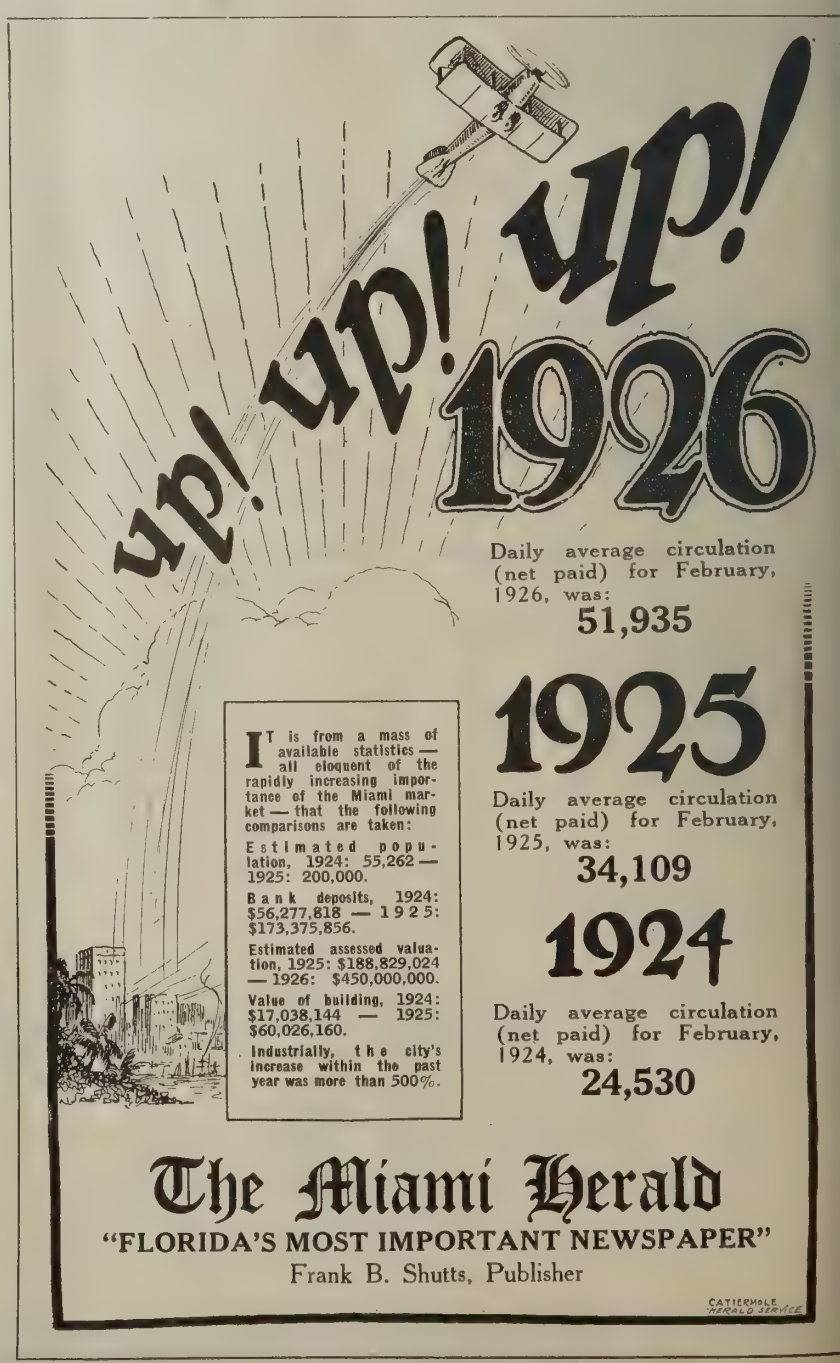
Trade Mark **FLEXIDEAL** Reg. U S Pat. Off

THE IMPORTED DRY MAT
OF SUPERIOR QUALITY

Write for Free Samples

FLEXIDEAL COMPANY, Inc.

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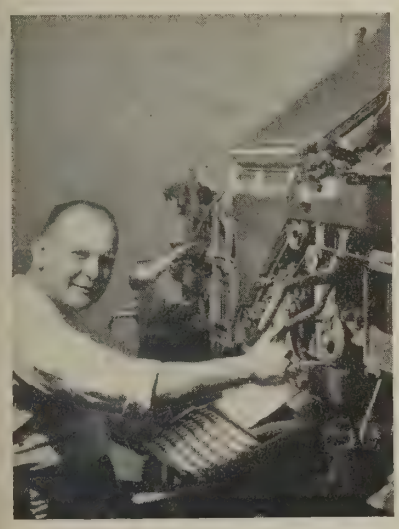


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"THEY ARE GREAT MACHINES"

These CONTINUOUS COMPOSITION Linotypes

TRADE **LINOTYPE** MARK



"CHANGE from body matter to agate? Sure! Takes about a second. Just lift this lever. It's as light as a feather—the magazines are counterbalanced."



"NOW FOR SOME HEADS! They're in the two auxiliary magazines. A touch on this button makes the shift. Same keyboard operates the auxiliaries."



"THESE TWO AUXILIARY MAGAZINES are mighty handy. Wide enough to set good-sized heads. And interchangeable with the other Linotypes, too."



"CORRECTIONS is it you want? You can have them in a jiffy. We don't even have to wait for the other mats to distribute. Here you are!"



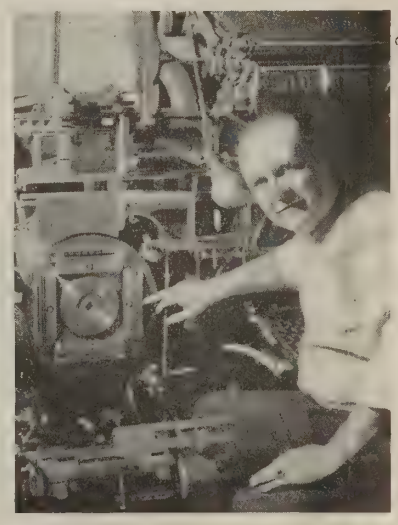
"THE BOSS WANTS me to set some ads, so I'm changing all the magazines. That won't take long because they lift right off from the front."



"HERE'S THE WAY we keep our type faces, in interchangeable magazines. Any magazine goes on any Linotype and are easier to handle than type cases."



"NOW FOR THE ADS. Bold face for the side heads in one main magazine. Roman and Italic body matter in the other. Display type in the auxiliaries."



"OH YES! Of course there is the water-cooled mold disk, the universal knife block, and the universal ejector—they're on all Linotypes."

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

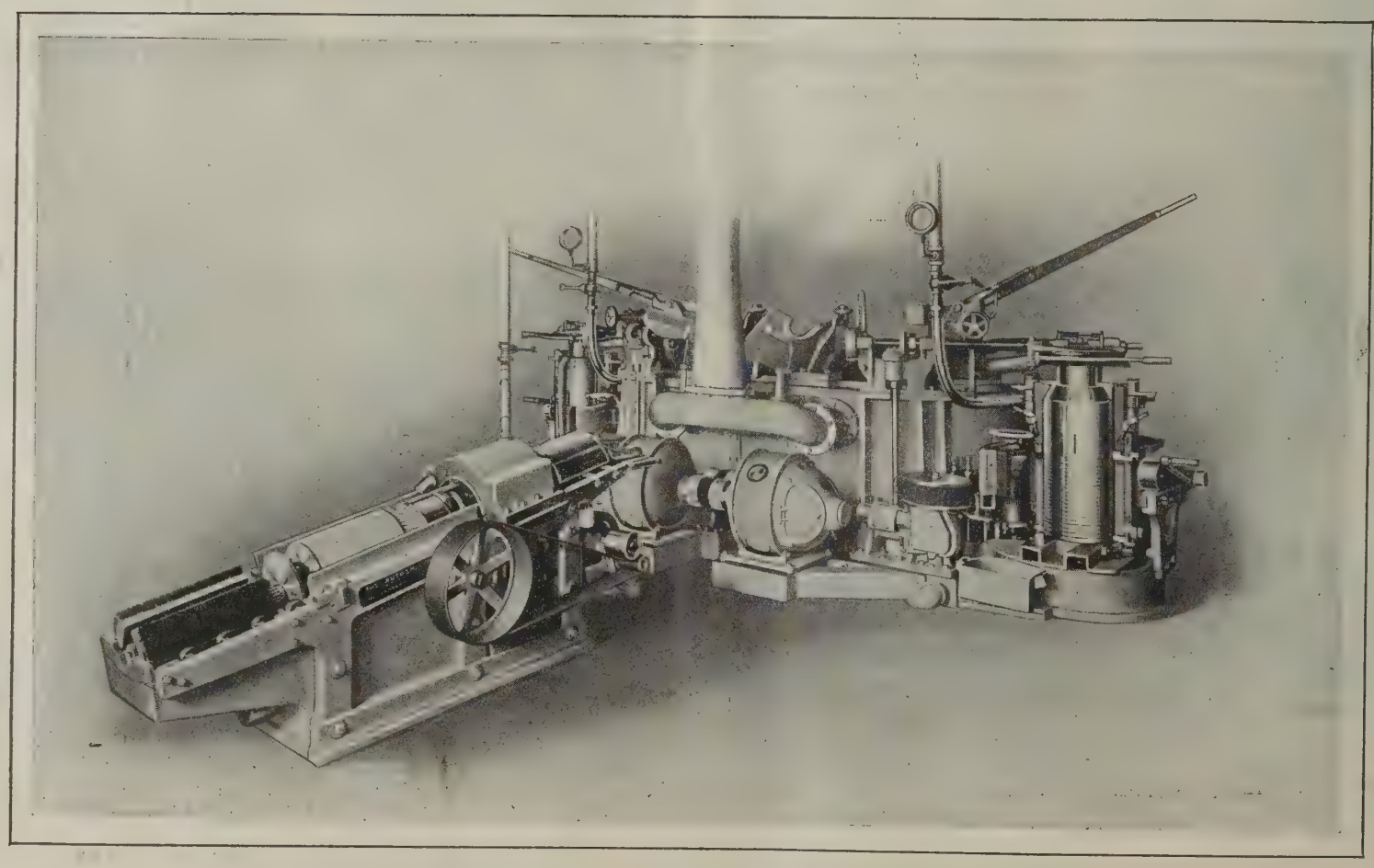
Representatives in the Principal Cities of the World

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Composed entirely on the LINOTYPE *in the Caslon Old Face Series*

Unless a Newspaper Plan

It is not on a MODERN



THE DOUBLE JUNIOR AUTOPLATE-AUTOSHAVER UNIT

Built for heavy production and capable of enduring long periods of hard work at high speed.

WOOD NEWSPAPER MACHINERY CORP

s on an AUTOPLATE Basis

sis—

ELIMINATION of delays and paper waste due to paper breakage; maximum production from presses and men; definite schedules with late closings, late starts and quick finishes—

These are the aspirations of every publisher. And they can be realized only through the AUTOPLATE'S aid.

There is an AUTOPLATE Machine to suit the requirements of every daily office, large or small. Are you still paying the high costs of antiquated methods?

ATION, 501 Fifth Avenue, New York

EDITORIAL



Whatsoever thy hand findeth to do, do it with thy might; for there is no work, nor device, nor knowledge, nor wisdom, in the grave, whither thou goest.—Ecclesiastes, XI; 10.

THE NEW FREEDOM

LONDON newspaper proprietors are entitled to the gratitude of newspaper men in all civilized countries for the speed and certainty with which they found a way to resume publication after the general strike, freed from the dictation of business and editorial policies by the most irresponsible and unlearned class of their employes.

Their new agreement with the ten unions engaged in newspaper publication delineates in clear, sure words the right of the editor and the publisher to conduct their duties as their will and their conscience dictate. It denies by the same terms the right of the unionized employes to interfere with the editorial or advertising contents of the newspaper, to coerce into membership employes whose duties are outside union jurisdiction, or to interfere with the employment, promotion or discharge of men on their merits rather than on the serial number of their union card. It places proprietor and workman equally on their personal honor to carry out the details of the agreement and it provides a quick and sure method of adjudicating the differences that arise daily.

It gives to the proprietor that which he should have for the safety of his enterprise, and nothing more. It takes from the union man nothing which any sane union man desires to retain. The old and well-established London union membership did not attempt to censor the newspapers by threats of suspension if their wishes as to editorial expression were not met. They have not been parties to the numerous encroachments of the past few years upon the direct province of management. These hostile acts were directed and executed by a body organized so loosely as to be unable to deliver to the proprietor what its executives promised, and whose members in general were so unskilled as to be hardly eligible for the title of trade unionists.

It is this group which is to be kept in bounds by the new agreement, and the assumption is warranted that the members of other newspaper unions have had enough of strike and strike talk to stand with the proprietors in seeing that newspaper publication resumes and maintains its orderly course without further trouble.

"Giving something for nothing or accepting something for nothing, constitute high crimes in economics," E. W. Scripps once said.

A CONVENTION SUGGESTION

BECAUSE early April weeks are among the busiest of the year for many publishers in the South and West the suggestion has been made by several publishers that the dates of the annual meetings of the American Newspaper Publishers' Association and of the Associated Press be changed to a week when there is less pressure on members at home, thereby assuring larger attendance and less inconvenience.

One publisher of the South, addressing EDITOR & PUBLISHER on the subject this week, said: "The matter is not important, of course, to Eastern publishers, who can dash in and out of New York on short notice, but those of us who live in the far South or West must take considerable time to prepare for the trip. The end of May would be a better date for us. Many publishers take vacations in the East starting in June or July and they would be accommodated, the New York trip answering two purposes. On the other hand, it might meet with the approval of the majority of the publishers to have the annual meetings switched to the first or second week in September. Perhaps it is not a very important question, but I would appreciate it if EDITOR & PUBLISHER would sound sentiment."

This EDITOR & PUBLISHER is glad to do. The suggestion is not new. If a changed date would accommodate the distant membership the Eastern members would probably happily join the movement.

Whether the A. N. P. A. convention occurs in the Spring, Fall or dead of Winter, however, sufficient time should be allowed to warrant ample consideration of such an important recommendation as an investigation of the press agent leak, "overlooked" in the rush at the Waldorf this Spring. That matter surely deserves an extra day, if need be.

THE INSURANCE PARADOX

LIFE insurance is an interesting topic in the United States. As a people we are heavily committed to this form of investment for protection. Thanks to explosions that followed exposure in the newspapers of fraudulent insurance practices, a few years ago, our people are now well protected by insurance laws and the business is thriving as never before. Insurance interests that violently opposed the Hughes investigation have richly profited from it. It was a badly needed purgative, bitter to take, but the patient has been restored to sound health.

It is a curious fact that insurance companies, with few exceptions, continue to take a small or twisted view of advertising. Some of the larger insurance companies continue to employ press agents to panhandle publicity in the newspapers and it is only occasionally that advertising on its true merits is legitimately employed, despite an opportunity to develop new business without a parallel, in our opinion, in the whole realm of commerce. It must be obvious that, whereas insurance is a commodity which naturally lends itself to advertising, this convenient and economical selling method has long been neglected.

Recently we were delighted to learn that a schedule of newspaper advertising was to be put out by Olmstead, Perrin and Leffingwell to promote public understanding of the principles that underlie life insurance. It was to be a co-operative, educational campaign and represented an original idea.

However, as we now understand it, even this encouraging evidence of an awakening among insurance men is not without strings to the old false notion that advertising cannot stand on its own merits. EDITOR & PUBLISHER is informed that in making contracts with a considerable group of influential newspapers the advertising agents demanded, in behalf of their insurance clients, that an allotment of editorial space be given with each insertion of display advertising. In fact, the advertising is now being offered with the understanding that the newspapers will publish a "question and answer" insurance feature in editorial columns at least once weekly, preferably on the day the advertising appears. EDITOR & PUBLISHER is led to believe that more than two score newspapers have accepted the "question and answer" press agent scheme in order to obtain the paid space.

Admitting that there is need of life insurance information among the people, the average citizen now buying this commodity more or less blindly on high-power salesmen's representations, EDITOR & PUBLISHER does not believe that the insurance companies have ethical right to operate a "question and answer" department in editorial columns where the people look for wholly independent and disinterested information. No doubt the insurance companies, and their advertising agents, will assert that they can conduct such a department in good faith with the reading public. Their plan is to present a reader's question to a local insurance committee for reply. Whether these names are to be used as insurance prospects, we do not know. That, of course, would be a serious breach of confidence. Even if the names of inquiring readers are kept inviolate by the editor, still there is ethical objection to the scheme. The newspaper itself must control answers to letters from readers. Editorial material cannot form a part of an advertising contract. The plan deceives the reader in as much as questions addressed to the editor are answered upon the anonymous authority of an interest which proposes to profit therefrom. When will insurance wake up?

SHORT CUTS TO PROFITS

A SEVERE arraignment of wasteful newspaper practices was made this week by Louis Wiley in an address before the Inland Daily Press Association. It is doubtful if so many charges of business neglect and lack of system could be laid at the door of any other great American industry, despite our notorious wastefulness as a people.

Out of the dismal array we were attracted by what Mr. Wiley said of the needless week-end advertising traffic jam. Speaking of the fact that many newspapers, particularly those in the afternoon field, carry their heaviest volume on Fridays, with Saturday issues the thinnest of the week, he said: "I have always believed that the Saturday editions could be built up with appropriate advertising. I have noticed in a number of cities a large volume of market and food advertising on Saturdays. An energetic attempt to develop certain classifications of advertising which could most profitably use the Saturday edition would be constructively an elimination of waste."

All true, and demonstrated by newspapers in a dozen cities. Newspapers that formerly allowed Saturday to go deeply into the red, dragging down earnings of the week, today find Saturday among the most profitable of the week's days. Real estate, building materials, general publicity, food, classified advertising and special drives today swell the linage totals for Saturday. And the experience of such newspapers, as reflected by their managements, has been that it is not a difficult task when undertaken with determination and vigorously prosecuted.

Week-end traffic jams and the free publicity leak are two wasteful practices that any publisher can tackle immediately, as the line of least resistance, if increased operating profits are desired.

It becomes painfully obvious that the wretchedly unequal postal situation will have to wag along until the next session of Congress—last of all post-war readjustment considerations.

THEATRE DICTATION

PRAISE our shows—or get no advertising!

This point of view by a theatrical management is not uncommon. It is not to be wondered at, since many newspapers for years have fed on outrageously false and misleading press agent hand-outs, giving managements a justified belief in their power to dictate editorial expression regarding amusements.

Last week a theatre manager ran up against the wrong editor. The Consolidated Amusement Company, which operates five of the six theatres of Wichita, Kan., proposed to dictate what the *Wichita Daily Eagle* should tell the public about the company's local offerings. It cracked the whip by withdrawing its display advertising from the Eagle, worth $18,000 per year.

Marcellus M. Murdock, the publisher, and Victor Murdock, the editor, served notice on the Consolidated that it might or might not advertise in the Eagle, but there was no price on the newspaper's editorial independence. They called the dictation bluff in plain terms in the columns of their newspaper. They have been telling their readers the truth, as they see it, concerning local amusements and propose to continue to do so. They are not to be intimidated by an advertising contract when a matter of principle is involved.

The public looks to the newspaper to publish honest criticisms and actual news of theatrical performances, and if it is true, as alleged, that the Consolidated Amusement Company, by reason of its almost complete dominance of Wichita, has given the community poor shows, the Eagle is in an excellent position to win the fight. Indeed, no newspaper that has ever seriously tackled a fight of this kind has failed to bring obstinate theatrical managements to their senses. The Consolidated Amusement Company is destined to learn a lesson at Wichita. The Murdocks are not men to join in a little advertising conspiracy to keep the readers of the Eagle contented with unsatisfactory theatrical performances.

Appeal to the American public in direct terms! Snare advertising is "old stuff" among discriminating people who now form the bulk of our English-reading population.

PERSONAL

HOWARD DAVIS, business manager of the *New York Herald Tribune*, with Mrs. Davis and their daughter, Helen, is sailing May 29, for Europe. Mr. Davis will visit his paper's bureaus abroad and give considerable attention to the *Paris Herald*, European edition of the Herald Tribune.

Charles S. Young, publisher of the *San Francisco Call*, was recently tendered a luncheon by more than a score of city's prominent business men.

Herman Alexander, editor of the *New Yorker Staats-Herold*, sailed for abroad this week on the S. S. Reliance.

John Thompson, publisher of the *Minneapolis Star*, visited New York this week on business.

Henry J. Allen, editor of the *Wichita Beacon* and former governor of Kansas, will be the principal speaker at the Kansas Authors Club meeting in Wichita, May 25.

Stuart S. Schuyler, president of Allied Newspapers, Inc., will return from the Pacific Coast, May 24, where he visited the Los Angeles and San Francisco offices.

Frank A. Bayrd, editor of the *Malden* (Mass.) *News*, and Mrs. Bayrd sailed this week from New York on the liner France, for Europe.

Eugene Lorton, publisher of the *Tulsa* (Okla.) *World*, and Mrs. Lorton, have returned from a round-the-world tour on which they set out six months ago.

Marshall N. Dana, associate editor of the *Portland Oregon Journal*, will deliver the graduation address at Albany College, June 15.

Emil Maurice Scholz, president of the World Wide Advertising Corporation, New York, sailed for Havana, May 15.

Grove Patterson, executive editor of the *Toledo Blade*, has been elected president of the Toledo Y. M. C. A. by the trustees.

Howard Kahn, editor of the *St. Paul Daily News*, is in hospital for a minor operation.

Mr. and Mrs. Gene Huse, Norfolk, Neb., have returned from a tour of England, France, Belgium, Holland, Germany and Italy. Mr. Huse is publisher of the *Norfolk* (Neb.) *Daily News*.

G. M. Kumler, editor and publisher of the *Lewisburg* (O.) *Leader*, is a candidate to succeed himself in the state senate.

Fred Schilplin, publisher, *St. Cloud* (Minn.) *Times* nominated for democratic candidate for governor, has announced that because of his newspaper duties he will be unable to accept the nomination.

Crombie Allen, editor of the *Ontario* (Cal.) *Daily Report*, former president of the Southern California Associated Editors, has been named as Commissioner from California by Governor Richardson to the Sesquicentennial in Philadelphia. Mr. Allen was formerly editor of the *Greensburg* (Pa.) *Daily Tribune*, and president of the Pennsylvania Editorial Association.

IN THE BUSINESS OFFICE

M. HORTON, formerly with the Gruehl Advertising Agency, Albuquerque, N. M., has succeeded Q. Landis Olson as advertising manager of the *Albuquerque Herald*.

P. J. Gray, formerly with the *Colorado Springs Telegraph Gazette*, has been made advertising manager of the Broadmoor Hotel, Colorado Springs.

C. I. Dawdy has joined the advertising staff of the *Galesburg* (Ill.) *Evening Mail*.

H. E. Gibson, business manager of the *Ogden* (Utah) *Standard-Examiner*, and Mrs. Gibson are parents of a son.

Miss Esther Stearn, of the *Trenton Times* business office, has been promoted to credit manager.

Lehmann Hisey has joined the advertising staff of the Paris office of the *Christian Science Monitor*. He is a native of Pasadena, Cal., and at one time was with the Standard Oil Company, in California.

C. G. Perry, for ten years circulation manager of the *Pittsburgh Press*, resigned May 3, 1926.

IN THE EDITORIAL ROOMS

CLIFTON B. CARBERRY, managing editor of the *Boston Post*, and Mrs. Carberry, sailed from Boston May 16, on a vacation trip to England.

Will J. Orange, city editor of the *Pueblo* (Col.) *Chieftain*, has been named editor succeeding Walter Wilder, resigned. Pierce Egan, formerly city editor of the *Loveland Reporter*, succeeds Orange.

Edward G. Connelly has joined the financial staff of the *New York Herald Tribune*.

Leland Bell has resigned from the *Toledo Blade* copy desk.

T. Walter Williams, *New York Times* ship news reporter, has returned from a trip through the Near East.

William G. Hershey has joined the sporting department of the *New York Herald Tribune*.

William C. Lake has assumed editorial direction of the *Hendersonville* (N. C.) *Times*, succeeding James W. Benton, resigned.

Miss Eva Kildow, editor of the *Roseville* (O.) *Leader*, was seriously injured a few days ago when an automobile which she was driving went over a creek bank.

Miss Dorothy Armstrong, a graduate of the University of Missouri School of Journalism, has joined the *Huntsville* (Tex.) *Item* as assistant editor.

John Fretz South, suburban editor of the *Trenton Times*, and Mrs. South, have returned from a two weeks' vacation at Asbury Park, N. J., and Washington, D. C.

S. Carlyle Adams, staff member of the *United States Daily* at Washington, has been spending a few days in Columbus, where he formerly was employed on the *Dispatch*.

Richard Simpson is now manager and editor of the *Taylorville* (Ill.) *Breeze*, succeeding C. J. Hannon, who retired a week ago.

S. R. Robertson of the *Tampa* (Fla.) *Telegram*, has become news editor of the *Cushing* (Okla.) *Daily Citizen*, succeeding Joseph Priestley, resigned.

Lawrence J. Collins, city editor of the *Dayton* (O.) *Journal* for the past three years has been named secretary of the Dayton Builders' Exchange.

John Parker, ship news reporter for the *New York World*, and Carl B. Allen, World aviation writer, sailed last week for abroad.

FOLKS WORTH KNOWING

FIFTY years in the newspaper harness and still pulling his fair share of the load.

That is the unusual record of George W. Scotford, managing editor of the *Jackson* (Mich.) *Citizen Patriot*, one of the Booth syndicate's eight newspapers in Michigan. Scotford, who was born in Brooklyn, N. Y., Oct. 20, 1860, entered the office of the old *Jackson Citizen*, April 28, 1876. The late James O'Donnell was the editor and owner. Mr. Scotford worked as office boy at first, rose to compositor, then became foreman. He turned to the editorial end and after that was made telegraph editor, state editor, reporter and city editor. He became managing editor of the *Jackson Citizen Press* and remained in that capacity when that paper was merged with the *Morning Patriot*. He has been at the M. E.'s desk 21 years in all.



GEORGE W. SCOTFORD

On April 28, the occasion of his 50th anniversary, executives of the Booth Publishing Company, his co-workers in the Jackson Citizen Patriot office, prominent citizens and others joined in a testimonial banquet to Mr. Scotford. In addition to his newspaper work Mr. Scotford has found time for varied civic and social activities. He has been a member of the board of education for 16 years and is president of that body now. He was a member of the old common council for a number years and also served on the public library commission.

Richard La Brecque, formerly on the *Quincy* (Mass.) *Times*, has joined the *Southbridge* (Mass.) *News* as reporter.

T. G. A. Goldsmith of the *New York Herald Tribune* staff, covered the annual Bach festival at Bethlehem, Pa., last week.

Chester L. Smith, sports editor, *Pittsburgh Gazette-Times*, will deliver the commencement address for the Salem, O., high school graduating class, June 11.

Fletcher Wilson of the Sunday department, *Minneapolis Tribune* has transferred to the reportorial staff, day side.

W. Clark Harrington, recently a student at Dartmouth College, has joined the city staff of the *Springfield* (Mass.) *Union*.

(*Continued on next page*)

DURING the first two weeks in May the following newspapers signed contracts ranging in duration from one to four years for the complete general illustrated service of the Central Press Association:

Dubuque Telegraph-Herald
*Glendale, Calif., Press
*Jackson, Mich., Morning Tribune
South Bend Tribune
*Detroit World-Graphic (new tabloid)
Casper, Wyo., Tribune-Herald
*Texarkana Interstate Journal
Oshkosh Northwestern
*Moline Dispatch
Pottsville, Pa., Republican
*Davenport Democrat
Holyoke, Mass., Telegram
*Burlington Hawk-Eye
*Mankato Evening Herald
*Wilmington, Del., News
Rockford, Ill., Register-Gazette

*Indicates new clients.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Editor and Manager

P. S. We produce the World's Best Picture Page.

Invite Readers for

"A Joy Ride on a Rainbow"

with

A. A. MILNE

Author of "When We Were Very Young," etc., Whose Weekly Nonsense That Curls Around the Heart, in Verse and Prose, Is Now Being Syndicated by

Metropolitan Newspaper Service

150 Nassau St., New York

Send for circular and then wire your order, or read a Milne release in another paper — and wire your order.

A dozen of the papers, in various sections, which have already taken Milne, (the feature started only last Sunday) are:

BOSTON GLOBE
NEW YORK HERALD-TRIBUNE
BALTIMORE SUN
BUFFALO NEWS
TORONTO STAR WEEKLY
CHICAGO DAILY NEWS
ST. PAUL DISPATCH & PIONEER PRESS
OMAHA NEWS
OHIO STATE JOURNAL
HOUSTON POST-DISPATCH
CHARLESTON JOURNAL & COURIER
ALBANY KNICKERBOCKER PRESS

(*Continued from page* 33)

Bill Cole has resigned as reporter on the *Minneapolis* (Minn.) *Tribune.*

Earl Arnold has resigned from the day copy desk, *Minneapolis* (Minn.) *Tribune* to become an automobile salesman.

Virgil Fulling, formerly of the *Hutchinson* (Kan.) *Herald,* is now traveling in the orient.

Edward G. Connelly has joined the financial staff of the *New York Herald Tribune.*

E. Lawson May, for the last year on the New York staff of the Associated Press, has become telegraph editor of the *Hutchinson* (Kan.) *Herald.*

J. Edgar March was presented with a club bag on May 7 by his fellow members of the Parliamentary Press Gallery on his retiring as representative of the *Montreal Star* to become newspaper representative in Western Canada for the Canadian Pacific Railway.

Charles Blake has resigned from the *Chicago Herald and Examiner* to become press agent for "Gentlemen Prefer Blondes."

Harry Ross has sold his printing business and returned to the *Chicago Herald and Examiner* copy desk.

R. L. Bennett, for several years sports editor of the *San Antonio Evening News,* has resigned to become editor of the *Kerrville* (Tex.) *Sun.*

Jack Stenbuck, assistant city editor of the *Milwaukee Wisconsin News,* has transferred to the circulation department. William Curley is now assistant city editor.

MARRIED

OLAND D. RUSSELL, former assistant sports editor of the *New York Evening Post* and now Tokio correspondent of the *New York World* and on the staff of the *Japan Advertiser,* in Tokio, to Miss Margaret Madeline Kavanaugh, formerly assistant director of the Department of Public Information of Columbia University, New York.

Everette Smart, police reporter, *Joplin* (Mo.) *News Herald,* to Miss Juel Patton, April 11 at Pittsburg, Kan. The wedding was announced only last week.

Arthur A. Peterson of the *Toledo Blade* staff, to Thelma Louise Woodward, recently.

Ralph Clements, court house reporter, *Cedar Rapids* (Ia.) *Gazette* to Miss Marie Davis, in Cedar Rapids, May 13.

WITH THE SPECIALS

ROBERT S. FARLEY, eastern financial advertising representative, has been appointed to represent the *United States Daily,* Washington, D. C., and the *New Orleans Item-Tribune.*

Prudden, King and Prudden, special advertising representatives, New York, have been appointed to represent the *Middletown* (N. Y.) *Daily Herald,* effective June 1.

Charles Flanagan for eight years with I. A. Klein, New York special representative has resigned and will join the national advertising department of the *New York Journal,* June 1.

Salisbury (N. C.) *Post* has appointed Bryant, Griffith & Brunson, Inc., New York, national advertising representatives.

HOLDING NEW POSTS

N. C. MARON, from *Miami* (Fla.) *Daily News,* to copy desk, *Minneapolis Tribune.*

CHANGES OF OWNERSHIP

W. L. BAKER, owner of the *Clifton Hill* (Mo.) *Rustler,* has leased the paper to Carl Davis, formerly connected with the Rustler before going to Iowa several years ago.

O. E. Butler has sold the *Tahlequah* (Okla.) *Arrow-Democrat* to Clyde B. Pool, formerly of the *Tulsa* (Okla.) *World.*

John Scott, publisher of the *Prior Lake* (Minn.) *News,* has sold the paper to Leo McDonald of Minneapolis and John Duffy of Savage.

Richmond (Ill.) *Gazette* and *Genoa City* (Ill.) *Broadcaster* appeared last week under publication of Albert L. Johnson of Harvard, Ill., who has succeeded H. B. Gaston, who has been publishing the papers eight years.

Leo H. Bowen has succeeded H. J. Holmes as owner and editor of the *Glenwood Springs* (Col.) *Avalanche Echo.*

Harold W. Bruce of Palmer, Mass., formerly a foreman in the plant of the *Palmer Journal* before its incorporation with the *Palmer Register,* purchased the interest of Herbert L. Rickard in the *Stafford Springs* (Conn.) *Press.*

Leslie Davies of Sacramento has leased from Howard Waite the *Rio Vista* (Cal.) *Banner.*

A half interest in the *Lankersheim* (Cal.) *Press* has been purchased by James Wilson, retired banker.

W. L. Kirk, former editor of the *Spencer* (Neb.) *Advocate* purchased the *Fort Lupton* (Col.) *Booster* May 1 from Fred Walling.

Wiggins (Col.) *Courier* was recently sold to C. A. Brown, formerly of Denver.

Consolidation of the *Hotchkiss* (Col.) *Herald* and the *North Fork* (Col.) *Times* has been effected under the editorship of A. L. Perry, who purchased the North Fork paper recently from Tom Blackwell.

Lucien P. Arant and Bernard Wainwaring are now sole owners of the *Baker* (Ore.) *Herald.* They bought a controlling interest in the Herald nine months ago. Since then they have bought the holdings of all the minority stockholders.

NEW PUBLICATIONS

TRYON (OKLA.) LINCOLN COUNTY LEADER has started publication with E. O. O'Bleness, editor.

Ryan Printing Company has begun publication of the *Moberly* (Mo.) *Home Press,* a Sunday morning paper of 12 pages.

William Parsons has started the publication of a weekly, the *Dunsmuir* (Cal.) *Tribune.*

Mount Airy (N. C.) *Star,* weekly, made its first appearance last week. The Star is published by T. J. Westmoreland, who recently came to Mount Airy from Thomasville, where he was former owner and publisher of the *Thomasville Times.*

NEW PLANTS AND EQUIPMENT

GREELEY (COL.) TRIBUNE has purchased a site for a new building which it is expected will be erected within the next two years.

Milo Bennett, publisher of the *Maumee* (O.) *Valley News,* weekly, has installed a cylinder press.

Hagerstown (Md.) *Herald and Mail* will soon be printed on a Hoe Unit-Type Quadruple Press which is now being erected. A complete set of stereotype machinery was purchased of R. Hoe & Co., Inc., with the press.

Longmont (Col.) *Times* has ordered a new Linotype.

Stacy Brewer, publisher of the *Vass* (N. C.) *Pilot,* is completing an addition to his plant which will double its capacity.

PRESS ASSOCIATION NOTES

WEBB MILLER, general European news manager of the United Press Associations, who makes his headquarters in London arrived in New York this week, following an extensive tour through South America, visiting U. P. client newspapers.

William P. Flythe, formerly Mexico City correspondent of the International News Service, has been transferred to the I. N. S. Washington bureau. His successor has not been named.

Harold Horan, of the Paris office of International News Service, has been temporarily assigned to Geneva.

Barry Faris, associate editor of International News Service, is spending his vacation in his home town, St. Joseph, Mo. He will be away from New York headquarters until June 1. J. L. Kilgallen is in charge.

T. T. Topping, Associated Press correspondent who has been in Morocco, was last week ordered to return to the A. P. Paris office.

R. A. Byron, formerly managing editor, and Bruce M. Lockwood, reporter of the *Pittsburgh* (Pa.) *Gazette-Times,* and John F. Koine, former city editor of the *Buffalo Express,* have joined the New York news staff of the Associated Press.

John F. Koine has resigned as news editor of the *Buffalo Express* to join the Associated Press staff at New York.

SPECIAL EDITIONS

ST. AUGUSTINE (Fla.) Record, 10-page tabloid supplement celebrating installation of a new Duplex rotary press.

St. Paul Sunday Pioneer Press, 1926 Spring Home Builders edition, May 9.

Boston Sunday Herald, 104-page annual Real Estate number, May 16.

Colorado Spring (Col.) *Gazette,* 176-page annual edition.

Price Company to Increase Capacity

Addressing the shareholders of Price Bros. & Co., Limited, at the annual meeting on May 12, the president, John H. Price, announced that the directors were planning to increase the capacity of the Riverbend Mill from 200 to 400 tons daily capacity. With this enlargement the company's capacity would be 950 tons per day or 290,000 tons per annum.

FLASHES

It was a late spring, and it looks like a late summer. At the coolish moment of going to press, thousands of bathing-suit rotogravure editors are going mad.—*F. P. A. in New York World.*

It is evident from the way the number of bootleggers is increasing that they never drink their own stuff.—*New York Herald Tribune.*

Prices are like teetotalers, because they never take a drop.—*Florence* (Ala.) *Herald.*

How different a silk stocking looks when it is not in use.—*Kansas City Star.*

Too many Chicago gangsters are at the wrong end of the machine gun.—*Weston* (Ore.) *Leader.*

The objection to gardening is that by the time your back gets used to it your enthusiasm is gone.—*Baltimore Sun.*

That Harvard student who disposed of 48 hard boiled eggs in 45 minutes is our first choice for chief of police of Herrin.—*Little Rock Arkansas Gazette.*

One disadvantage that an editor has is that he says his say in a permanent form, and when an argument comes he can't laugh or lie off what he wrote.—*Newark* (Del.) *Ledger.*

The Oriental custom of drowning girl babies is suggested to those who would abolish petting parties.—*Florence* (Ala.) *Herald.*

In looking over a photo of those in control in Italy it is no longer necessary to read from left to right.—*Detroit News.*

The FALL RIVER (MASS.) HERALD

ANNOUNCES
the appointment as national advertising representatives in Chicago—New York Boston—Effective May 1st, 1926
of the

CHAS. H. EDDY COMPANY

Park Lexington Bldg. New York — Wrigley Bldg. Chicago — Old South Bldg. Boston

Fall River has an industrial pay-roll of over $30,000,000 per year. It is the greatest textile center in the world. It is a city of home owners and home lovers. You can thoroughly cover this great market at one cost by using the dominant evening paper—

The FALL RIVER HERALD

18,000 Daily Average

ROSS F. WALKER, *Publisher*

SEATTLE AUDITS—

Always show the domination of The Times. This newspaper concentrates upon the City of Seattle and the Seattle Trading Zone. Two other Seattle papers have larger total circulation, but The Times leads in the City and its own trading territory. Here is an interesting story of growth:

Seattle Times Circulation

			EVENING	SUNDAY				EVENING	SUNDAY
4th	Quarter	1921.....	56,555	83,478	2nd	Quarter	1924.....	66,996	92,971
1st	"	1922.....	56,939	85,281	3rd	"	1924.....	69,221	96,798
2nd	"	1922.....	57,126	83,856	4th	"	1924.....	70,101	102,793
3rd	"	1922.....	56,695	83,572	1st	"	1925.....	70,178	104,345
4th	"	1922.....	57,151	85,935	2nd	"	1925.....	70,762	103,157
1st	"	1923.....	58,650	90,083	3rd	"	1925.....	70,863	102,545
2nd	"	1923.....	58,084	88,702	4th	"	1925.....	74,223	102,551
3rd	"	1923.....	58,705	87,501	1st	"	1926.....	79,019*	104,299*
4th	"	1923.....	61,665	87,232	March, 1926.....			80,094*	104,677*
1st	"	1924.....	66,010	90,163	April, 1926.....			83,767*	103,234*

*Publisher's claim.

De Lisser's Lineage Figures—

Show that The Times domination in advertising is never questioned. Here is the summary for 1925 :

	TIMES EVENING DAILY	SUNDAY	TOTAL
Local Display	6,234,071	2,256,629	8,490,700*
National Display	2,065,267	866,895	2,932,162*
Classified	2,338,672	1,629,746	3,968,418*
Totals	10,638,010	4,753,270	15,391,280*

	SECOND PAPER			THIRD PAPER
	MORNING DAILY	SUNDAY	TOTAL	EVENING DAILY
Local Display	2,824,931	1,620,801	4,445,732	4,642,423
National Display	1,466,464	845,906	2,312,370	1,495,647
Classified	1,178,148	618,499	1,796,647	930,757
Totals	5,469,543	3,085,206	8,554,749	7,068,827

461,655 Lines AMERICAN WEEKLY not included in Second Paper's total.
**Indicates Lead.*

And for the first quarter of 1926 :

	TIMES EVENING DAILY	SUNDAY	TOTAL
Local Display	1,536,559	547,412	2,083,971*
National Display	558,938	267,025	825,963*
Classified	535,873	429,587	965,460*
Totals	2,631,370	1,244,024	3,875,394*

	SECOND PAPER			THIRD PAPER
	MORNING DAILY	SUNDAY	TOTAL	EVENING DAILY
Local Display	746,812	396,429	1,143,241	958,548
National Display	368,522	284,967	653,489	408,153
Classified	310,335	174,153	484,488	258,879
Totals	1,425,669	855,549	2,281,218	1,625,580

117,028 Lines AMERICAN WEEKLY not included in Second Paper's totals.
**Indicates Lead.*

There is practically as much advertising in The Seattle Times as there is in the pages of all its competitors combined.

Eastern Representative: **The S. C. Beckwith Special Agency**
New York, Chicago, Kansas City, Detroit, St. Louis, Atlanta
Pacific Coast Representative: R. J. Bidwell Company, San Francisco and Los Angeles

ASSOCIATIONS

ARIZONA PRESS CLUB members met May 9 at Naco, Mexico, as banquet guests of Sarkis Jose Dominguez, "Prince of Naco," who was elected to honorary membership in the club. H. H. Fries, general manager of the *Phoenix Gazette,* and Mrs. Fries were among those attending the banquet.

Harry Van Horn, formerly of Los Angeles, has been appointed manager of the COLUMBUS (O.) BETTER BUSINESS BUREAU.

A. Boon McCallum, president of the ADVERTISING CLUB OF DENVER, has been appointed chairman of the educational committee, Eleventh district, Associated Advertising Clubs of the World.

During a membership campaign just completed the DULUTH (Minn.) ADVERTISING CLUB added 30 members.

Stephen Shannon has been elected president of the ADVERTISING CLUB OF MINNEAPOLIS, effective July 1. C. F. Hooper has been named first vice-president, J. C. Mosher, second vice-president, and Truman G. Brooke, secretary-treasurer.

Charles H. Hastings, publisher of the *Lynn* (Mass.) *Daily Item,* will entertain the NEW ENGLAND NEWSPAPER ALLIANCE at its next meeting June 8 at the Tedesco Club, Swampscott.

GOOD FELLOWSHIP CLUB of Kentucky of Associated Press Traffic Men at its annual meeting held Sunday, May 9, elected James G. Babb, of Louisville, president. Frank L. Parsons, Louisville, was named vice-president and Dan F. Moss, also of Louisville, secretary-treasurer. Traffic service matters were discussed.

NEWSPAPERMEN'S GOLF ASSOCIATION OF BOSTON, held its first tournament of the year last week at the Pine Brook Valley Golf Club at Weston. A. M. Hoxie of the *Post* was low gross winner in Class A with an 82. Burt Whitman of the *Herald* was winner of the low net prize same class with an 84-10-74. William Mullins of the Herald with 101-98 was winner of Class B low gross prize, while J. Stewart of the Post, with 111-97 captured the low net prize.

NEW YORK LEAGUE OF ADVERTISING WOMEN held its monthly meeting May 18 at the New York Advertising Club. The guest of honor was C. C. Green, recently re-elected president of the New York Advertising Club, and speakers were Arthur Freeman, vice-president of the Manna Corporation and Peter Sommers of Butler Brothers, who discussed the retail and wholesale fields of advertising.

SAN FRANCISCO CREDIT MEN'S ASSOCIATION is collecting the San Francisco quota of $75,000 of a $1,750,000 national fund to combat fraudulent bankrupts and commercial tricksters. The national convention will be held in New York, May 24-28.

James M. Gould, president of the BASEBALL WRITERS' ASSOCIATION, has named the following committee to make the $1,000 award for the most valuable player in the National League for this season: Nick Flatley, *Boston American;* Abe Yager, *Brooklyn Eagle;* William H. Becker, *Chicago Daily News;* Robert Newhall, *Cincinnati Commercial-Tribune;* Stoney McLinn, *Philadelphia Evening Public Ledger;* Ed Ballinger, *Pittsburgh Post;* George W. Daley, *New York World;* J. Roy Stockton, *St. Louis Post-Dispatch.*

The annual convention of the TEXAS WOMAN'S PRESS ASSOCIATION ended in San Antonio, May 14, with election of Mrs. W. R. Potter of Bowie as president to succeed Mrs. J. M. F. Gill of Burkburnett. Other officers elected were: Mrs. Emma Cobb Evans, Dallas, Mrs. Fred J. Maurer, San Antonio, and Decca Lamar West, vice-presidents; Madeline McBurnett, Dallas, recording secretary; Mrs. Kate Makemson, Georgetown, corresponding secretary; Mrs. W. B. Hamilton, Alpine, treasurer.

ADVERTISING CLUB OF JOHNSTOWN, PA., recently elected John Sheridan president. Thomas Dixon, author, playwright and lecturer, will address the NORTH CAROLINA PRESS ASSOCIATION at a banquet on Thursday, July 22, at Hickory, during the annual convention of the association. Gov. Henry Flood Byrd, of Virginia, has also been invited to speak.

SCHOOLS

JOURNALISM students of the University of Texas edited editions of the *Austin American* and *Statesman* on May 12 and again on May 19.

Students of the University of Colorado department of journalism recently edited an issue of the *Littleton* (Col.) *Independent.*

Charles Raymond, assistant professor of English has been named to the position of associate professor of journalism, University of California.

Last week's issue of the *Willmar* (Minn.) *Tribune,* a 16-page edition, was edited and published by the 24 members of the class in journalism of the Willmar high school.

Anderson College girls edited the *Anderson* (S. C.) *Independent,* May 14. Sixteen members of the class of journalism at the college, with Professor T. C. Johnson as director, had full charge of the publication for the issue.

New England Inter-collegiate Newspaper Association held its annual meeting and election of officers at the University of New Hampshire at Durham recently. Eugene A. Tetzlaff, University of New Hampshire, was elected president; Thomas C. Heffernan, Boston College, vice-president; Harold Hilton, Norwich University, secretary and treasurer.

A group of alumni of the School of Journalism, University of Montana, Missoula, held a meeting recently for the purpose of forming a club to commemorate Dean A. L. Stone, who has been the dean of the school since its organization more than ten years ago.

WOMAN PRESIDENT APPOINTS

Mrs. Rountree Names Texas Editorial Association Committees

Mrs. Lee J. Rountree, editor of the *Bryan* (Tex.) *Daily Eagle,* and first woman president of the Texas Editorial Association, has announced her committees for the year. The association comprises men and women who have engaged in Texas newspaper work 25 years or more.

Headed by Mrs. Rountree as president, her official staff includes: Arthur Lefevre Jr., assistant to president; Hamp Cook, recording secretary; Austin Callan, corresponding secretary; George H. Boynton and Benjamin F. Harrigal, vice-presidents.

Executive committee: O. P. Greshman, chairman; Will H. Mays, Tom Lusk, Tom Finty, Jr., Frank Cates, R. H. McCarthy, J. L. Martin, N. P. Houx.

Committee on history: Eli T. Merriman, chairman; Preston Ivy, Chat E. McLaughlin, R. E. Yantis, Mrs. Mary Hunt Affleck, E. F. Jones, Dabney White.

Program and entertainment: Sam E. Miller, chairman; P. L. Downs, George A. T. Neu.

Transportation: C. E. Gilmore, chairman; Homer D. Wade, June P. Miller.

Advisory: Frank P. Holland, chairman; W. A. Holford, Louis Blaylock, John H. Lunsford, Frank E. Shoup, George M. Bailey, George B. Dealey, C. M. Meadows, Jr.

Classified Staff Holds Frolic

The classified advertising department of the *New York Herald Tribune* gave a dance at the Hotel Majestic on Saturday night, May 15. Principals from several Broadway musical shows supplied entertainment. The committee in charge was headed by Mrs. Margaret Stoke, chairman; Lou L. Heaton, treasurer; Miss Miriam Lee and Irving I. Silbert, entertainment committee. All the departments of the Herald Tribune were represented.

THE WOOD "SPEEDMAT"

As a result of experiments covering a period of years, we have developed and perfected a Wood dry mat from the make-up of which have been eliminated the inherent and irritating defects of other dry mats.

THE "SPEEDMAT"

For six or eight plates does not have to be oiled or chalked to prevent peeling. After molding, packing and scorching it is at once ready to be cast from.

Has iron-like stayback and requires little or no packing, thus saving precious time and much work.

Has a beautiful printing surface. The plates cast from it print sharp and clean, and the solids are black.

Molds like wax to the full depth of the form and holds its depth. The impression does not spring out and make a shallow mold as it does with many other dry mats.

Conditions and molds readily and is easy on type.

Does not stick to the cast and tear and peel—falls off the plate.

In its combination of soft plasticity, wonderful stayback, splendid printing quality and rugged constitution, we claim for the "SPEEDMAT" that it is the speediest and most satisfactory dry mat for the use of medium size newspaper plants.

WOOD FLONG CORPORATION

501 Fifth Avenue **New York City**

Mighty Trading Empire of New York State

More large trading areas than any other state in the Union—

and reached Economically

!

New York State contains 25 good trading areas. Each one draws hundreds and thousands of shoppers to its center.

Yet to the national advertiser the problem of covering these various areas is not a complicated one. The daily papers listed below reach the people who buy in every one of these cities.

This group of daily papers gives you economical coverage of the largest industrial, commercial and most populated area in the United States.

The service they are able to render will help you in reaching your prospective buyers. They are at your service.

		Circulation	2,500 Lines	10,000 Lines
**Albany Evening News	(E)	34,444	.10	.10
**Albany Knickerbocker Press	(M)	34,018	.11	.11
**Albany Knickerbocker Press	(S)	56,924	.16	.16
**Amsterdam Recorder-Democrat	(E)	7,810	.04	.04
††Auburn Citizen	(E)	6,389	.055	.055
**Brooklyn Daily Eagle	(E)	73,764	.22	.22
**Brooklyn Daily Eagle	(S)	84,997	.22	.22
*Buffalo Star and Enquirer	(E)	30,134	.13	.09
*Buffalo Courier	(M)	58,083	.17	.13
*Buffalo Courier	(S)	104,303	.27	.22
**Buffalo Evening News	(E)	138,294	.25	.25
**Buffalo Evening Times	(E)	102,562	.21	.21
**Buffalo Sunday Times	(S)	108,219	.21	.21
**Buffalo Express	(M)	53,254	.14	.12
**Buffalo Express	(S)	59,243	.18	.14
††Corning Evening Leader	(E)	9,339	.05	.05
**Elmira Star-Gazette Advertiser	(E&M)	33,487	.11	.11
**Freeport Daily Review	(E)	7,991	.05	.05
††Geneva Daily Times	(E)	5,040	.04	.04
**Gloversville Leader Republican	(E)	7,238	.035	.035
††Ithaca Journal-News	(E)	7,751	.05	.05
*Jamestown Morning Post	(M)	11,636	.04	.035
**Middletown Times-Press	(E)	7,127	.04	.04
*Mount Vernon Daily Argus	(E)	9,871	.05	.05
**Newburgh Daily News	(E)	12,132	.06	.06
††New Rochelle Standard-Star	(E)	8,598	.04	.04
**The Sun, New York	(E)	257,067	.60	.56
*New York Times	(M)	350,406	.80	.784
**New York Times	(M)	356,471	.80	.784
**New York Times	(S)	610,041	.95	.931
††New York Herald-Tribune	(S)	345,484	.693	.672
††New York World	(M)	287,682	.595	.58
††New York World	(S)	582,929	.595	.58
††New York Evening World	(E)	294,442	.595	.58
**Niagara Falls Gazette	(E)	20,629	.06	.06
**Port Chester Item	(E)	4,732	.03	.03
**Poughkeepsie Star and Enterprise	(E)	12,824	.06	.06
††Rochester Times-Union	(E)	70,406	.21	.20
††Syracuse Journal	(E)	65,326	.16	.16
**Troy Record	(M&E)	22,679	.06	.06
**Watertown Times	(E)	17,334	.08	.08

* A. B. C. Statement, Sept. 30, 1925.
† Government Statement, Sept. 30, 1925.
** A. B. C. Statement, March 31, 1926.
†† Government Statement, March 31, 1926.

WITH THE GENERAL ADVERTISERS

$1,000,000 Advertising Fund to Introduce Half & Half—Kelly-Springfield to Start Special Newspaper Drive This Month—Red Book Using Dailies

A FUND said to be $1,000,000, will be spent in newspapers to introduce "Half & Half," new smoking tobacco, product of the American Tobacco Company, New York. The newspaper schedule is being drawn up by H. E. Fengel, of Dorrance, Sullivan & Co., New York advertising agency. The list is not yet complete, Mr. Fengel informed EDITOR & PUBLISHER.

Frank Harwood, the American Tobacco Company's advertising manager, told EDITOR & PUBLISHER the initial schedule called for use of between 375 and 400 daily and Sunday newspapers with 10,000 to 12,000 line space.

Half & Half is being advertised as the first new smoking tobacco of a generation. It is a blend of Lucky Strike and Buckingham tobaccos.

Kelly-Springfield Tire Company, through the Gardner Well Advertising Agency, New York, will start a special newspaper campaign to the end of this month to continue from six to 10 weeks. J. H. Weinberg, of the agency staff handling the account, said the newspaper appropriation this year was slightly larger than last. A list of 120 dailies would be used, he said, with 4,000-line contracts.

Rotogravure sections of 33 newspapers are being used to promote Azurea and Featiche, perfumes manufactured by L. T. Piver, Inc. The account is handled by Dorrance, Sullivan & Co., New York advertising agency. The campaign will continue through July.

Red Book, fiction magazine, has launched a new advertising campaign in principal newspapers of the country. The drive was planned by R. K. Strassman, vice-president of the magazine, and placed by William H. Rankin Company, New York advertising agency. Pen and ink drawings for the series were done by Franklin Booth.

Jackson Brewing Company, New Orleans, is running a newspaper campaign, advertising "Jax." The account is placed by the Reese Advertising Agency, New Orleans.

The Del-Mar-Va Eastern Shore Association, recently organized to promote and advertise that section of the country lying between Chesapeake Bay and the Atlantic, has placed its advertising campaign with the H. E. Lesan Advertising Agency, New York. The Wilmington Chamber of Commerce has also chosen the same agency to conduct an industrial campaign for Wilmington, Del. Three advertising appeals will be made: one for farm settlers, one for home and estate builders, and a third for people seeking recreation and vacation. The campaign will start in newspapers within a radius of 300 miles of Wilmington and will be supported by space in magazines and agricultural papers.

Nestle Laboratory of Hair Research, New York, has started a series of newspaper advertisements in full single column space. The copy is in the form of articles on caring for and beautifying the hair and carry the by line of Charles Nessler, originator of permanent waving. The account is being handled by Foote & Morgan, 247 Park avenue, New York. Louis B. Allen was this week named director of publicity for the laboratory. A national campaign using paid space in newspapers is planned.

Thirty candy manufacturers and jobbers of the Northwest have pledged their support of a $1,000,000 nationwide advertising campaign planned by the National Confectioners' Association. The campaign was explained at a meeting last week at Minneapolis, Minn., by Harry R. Wilson of St. Louis, Mo., vice-president and treasurer of the Fisher-Brown Advertising Agency who will direct the campaign.

"The purpose of the national campaign is to present our facts to the public," Mr. Wilson said. "Candy manufacturers and wholesalers in every section of the country have signed pledges of national support. Leaders in allied trades such as box manufacturers and sugar refiners have been asked to help and most of them have agreed."

John R. Lee has been appointed general sales manager of Dodge Brothers, Inc. Mr. Lee has been assistant sales manager since last December, prior to that having served several years as assistant to the president.

John J. Cuddy, formerly director of advertising for the Standard Oil Company of California, has been made assistant to the president of the Yellow-Checker Cab Company, in charge of advertising and sales.

Representatives of 20 vacuum cleaner manufacturers and their agencies met with the National Better Business Bureau in New York last week and accepted eight of 10 recommendations for standardizing copy in their industry suggested by N.B.B.B. The recommendations are subject to approval of the manufacturers' co-operate officers. They concerned; the accuracy of list prices and value claims; avoidance of superlative claims; proof of technical claims; use of word "complete" as meaning nothing more to purchase; accurate description of guarantees; bona fide endorsements and testimonials; elimination of disparaging copy, and the naming of the rebuilder in "factory rebuilt" offers.

Manufacturers and agencies representing manufacturers participating were: Thomas F. Logan, Inc., representing the Edison Electric Appliance Company and the Electric Vacuum Cleaner Company; Air-Way Electrical Appliance Company; Barrows, Richardson & Alley, representing the M. S. Wright Company; Graybar Electric Company; Electrolux, Inc.; Lord & Thomas, representing B. F. Sturtevant Company; Eureka Vacuum Cleaner Company; the Regina Corporation, Clements Manufacturing Company, Scott & Fetzer Company, and the Hoover Company.

Other advertising agencies with vacuum cleaner clients participating, were: Picard, Bradner & Brown, Inc., Newell-Emmett Company, Inc., the Sweeney & James Company, and Brooke, Smith & French, Inc. This is the first of several group conferences with manufacturers in the electrical household appliance field.

No dull *Summer* IN Los Angeles!

Keep your schedules active - in *June, July,* and *August!*

Los Angeles Examiner

ADVERTISING AGENCY AFFAIRS

Ingham Named Vice-President of H. E. Lesan Advertising Agency—Cecil Named President of New Corporation to Take Over Fruit Juice Concern—Bell With N. W. Ayer & Son

GEORGE E. INGHAM has been appointed vice-president and manager of the H. E. Lesan Advertising Agency's Chicago office, effective June 1. For several years Mr. Ingham has been vice-president of the Caples Company, Chicago and New York. He has been in agency work for the last 16 years as secretary and manager of Woodwards, Inc., secretary of the Johnson Advertising corporation, and manager of the service department of Lord & Thomas.

James M. Cecil, former Richmond newspaper man and now member of the advertising agency of Cecil, Barreto & Cecil, of Richmond and New York, is president of a new corporation just organized to take over the General Packing Company, of Cranford, N. J., manufacturers of concentrated fruit juices. A charter, just granted in Richmond calls for $250,000 in preferred stock and 100,000 shares of common stock. Cecil said it was the plan of the new corporation eventually to bring the plant to Richmond. John A. Cecil, brother of James M. Cecil, and a member of Cecil, Barreto & Cecil, is secretary of the new corporation. The Cecils, with others, were identified with the recent purchase of the Pin Money Pickle Company, of Richmond.

Franklin A. Bell has joined the Philadelphia office of N. W. Ayer & Son as contact man. For several years Mr. Bell was advertising manager of the Sun-Maid Raisin Growers, Inc., Fresno, Cal. More recently he was co-manager of the San Francisco office of Lord & Thomas.

Floyd E. Matson has started his own advertising agency business in Honolulu, Hawaii. For the last 10 years he has been associated with the Charles R. Frazier Company, Honolulu agency, five years as space buyer.

Irwin B. Tolins has been appointed general manager of the Arthur Rosenberg Company, Inc., New York advertising agency, having resigned from the Walkley Company, also of New York.

The Bertram May Advertising Agency, Philadelphia, has changed its name to May Advertising, Inc.

Blackett & Sample, Inc., Chicago advertising agency, announces the appointment of H. P. Withers as space buyer.

The name of Cole-MacDonald-Wood, Inc., Detroit agency, has been changed to MacDonald-Ramsdell-Wood, Inc. The officers and directors remain the same.

John A. Cleary has been appointed manager of a new branch office opened by the Dorland Advertising Agency, Atlantic City, in Miami, Fla. During the past year Mr. Cleary has conducted his own advertising business in Miami. He was formerly director of advertising and sales promotion of the Cadillac Motor Car Company, Detroit.

Spencer A. Jones, who was recently with the P. F. O'Keefe Advertising Agency, Inc., Boston, has joined the Botsford-Constantine Company, Seattle, Wash., advertising agency.

Garrit DeHeus, formerly with the Sterling Motor Truck Company, Milwaukee, is now vice-president of the Koch Company, Milwaukee advertising agency.

THE BUTTE MINER

"Montana's Greatest Newspaper!"

IT DOMINATES ITS FIELD

An advertising medium which stands alone in circulation, reader interest and prestige in a trade territory that is remarkable for richness and for compactness—a real medium for the advertiser seeking to create buyer demand as well as for the national and local advertiser—

Leads its nearest competitor 92 per cent Daily

129 per cent Sunday in City Circulation

Create maximum impression at one cost by concentrating your Montana advertising in the paper everybody reads,

THE BUTTE MINER

BUTTE, MONTANA

THE RICHEST HILL ON EARTH!

PROF. M. M. FOGG

Director of U. of Nebraska School of Journalism Dies Suddenly

LINCOLN, Neb., May 19.—Prof. M. M. Fogg, organizer and director of the University of Nebraska School of Journalism and a member of the University faculty for 25 years, died here Tuesday, May 18.



PROF. M. M. FOGG

Apparently on his way to recovery from a six-weeks' illness caused by an infection, Prof. Fogg suffered a sudden relapse Tuesday and death resulted.

Prof. Fogg was made director of the School of Journalism when it was established in 1923. Prior to that time he had conducted a number of classes in journalism at the requests of students who desired the work.

Prior to coming to the University of Nebraska he had a half-dozen years of practical experience on newspapers in the Eastern states. He was a graduate of the Petty Institute, New Jersey, and Brown University. He received Master of Arts degrees from Brown and Harvard Universities in 1895 and 1901. The World War Council of the Y. M. C. A. sent him to France in 1918 and while there he was appointed director of the College of Journalism, A. E. F., University of Baune, France. In recognition of his work there, the French government conferred the Palmes Academique decoration.

The death of Prof. Fogg was so unexpected that no arrangements have been thought of as yet by University officials for filling his place as head of the Journalism School. During his illness the work has been supervised by his assistant Gayle Walker. Mr. Walker will continue in charge during the remaining two weeks of the present semester.

News Man Killed by Train

Frederick F. Foster, of the editorial staff of the *Lyons* (N. Y.) *Republican*, was killed when he was struck by a train while stooping to pick up his hat which had blown in front of the locomotive. Mr. Foster formerly was editor of the *Lockport* (N. Y.) *Union Sun and Journal*. George E. Fitzsimmons, secretary of the latter newspaper, died in a Lockport hospital the same day Mr. Foster was killed. They were close friends.

Frank Blighton, Writer, Dies

Frank Blighton, 51, newspaper man and magazine writer, died in New Rochelle (N. Y.) hospital, May 19. For the last 10 years Mr. Blighton had written almost exclusively for the various Munsey publications. Under several pen names he had won considerable distinction, particularly in the detective story field.

Edward A. Bowen Is Dead

Edward A. Bowen, 79, who died May 14 at Woodstock, Conn., retired from Wall Street at an early age and became part owner of the old *Brooklyn Union*. He was later associated with his father, Henry C. Bowen, when the latter was editor and publisher of the *New York Independent*.

Obituary

THOMAS DUFFIN, for more than 40 years a composing room employe of the *Boston Herald and Traveler*, died at his home in South Boston May 9.

EDGAR L. RICHTER, 64, former publisher of the *Larimore* (N. D.) *Pioneer* and once president of the North Dakota Press Association, died at Fargo, N. D., May 10.

WILLIAM HAYES MICHENER, 59, assistant night foreman of the composing room of the *New York Times*, died at his Garden City home, May 14.

MRS. BLANCHE M. SULLIVAN, wife of Henry A. Sullivan, sporting editor of the *Salem* (Mass.) *News*, died at her home in that city May 17, aged 26.

LELAND MASON, widely known in Boston newspaper circles, died at his home in Los Angeles on May 9. He began as a reporter on the *Boston Globe* in 1886. He later became news editor and from 1897 to 1906 was night city editor. From 1906 on he was an editorial writer. In 1916 he left for California where he has lived since.

MRS. ELMIRA E. MORRIS, wife of Newton C. Morris, golf editor of the *Rocky Mountain News and Denver Times*, and herself former women's state golf champion of Colorado, died May 10, at her home in Denver.

GEORGE DUREN, real estate editor of the *Newark News*, died recently.

EDWARD MILLER, 70, veteran Chicago newspaper man, died last week. He retired from active newspaper work several years ago. A widow survives.

JOSEPH F. SLOCOMB, 40, for many years Harvard University correspondent for Boston and New York papers and for the Associated Press, died suddenly May 18 at his home in Cambridge.

HOWARD EDWARD WOOD, 52, member of the typographical union at San Antonio and employee of the *San Antonio Light*, died recently at his home.

James Putnam Heaton

James Putnam Heaton, 42, son of John L. Heaton, an editor of the *New York World*, died suddenly May 17, at his home in Brooklyn. He was formerly associated with the *Survey Magazine* and was secretary of the Boston Chamber of Commerce.

Soft Drink Firms Take 6 Pages

The *Kansas City Post*, Thursday, May 13, carried a six page section devoted to soft drink advertising, sponsored by the Nu-Grape Company of America, the Orange Squeeze Company and the Nu-Grape Bottling Company.

Profitable for papers large or small

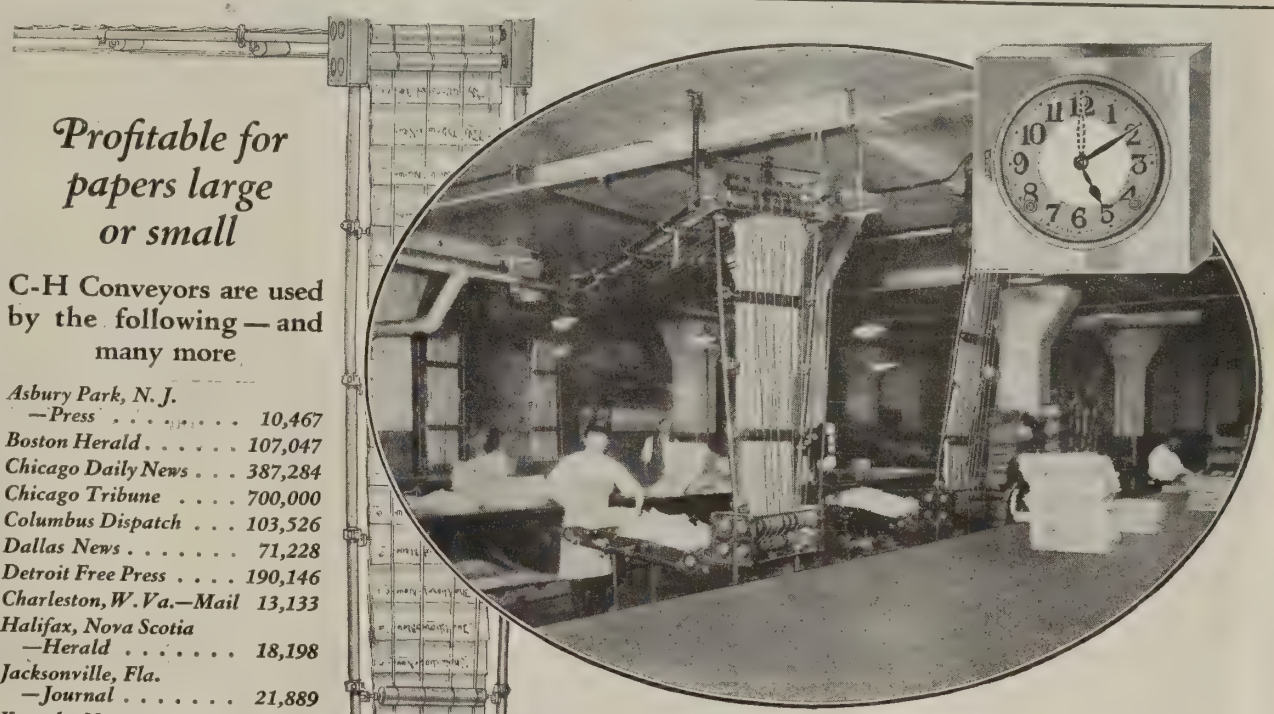
C-H Conveyors are used by the following — and many more

Asbury Park, N. J. —Press	10,467
Boston Herald	107,047
Chicago Daily News	387,284
Chicago Tribune	700,000
Columbus Dispatch	103,526
Dallas News	71,228
Detroit Free Press	190,146
Charleston, W. Va.—Mail	13,133
Halifax, Nova Scotia —Herald	18,198
Jacksonville, Fla. —Journal	21,889
Kenosha News	9,450
London, Eng., Daily Mail	
Los Angeles Herald	181,785
Miami, Fla.—News	25,300
Montreal Gazette	31,798
New York World	309,386
Palm Beach, Fla. Post	8,519
Philadelphia Inquirer	287,157
Sydney, Australia —Bulletin	
Tokio, Japan, Asahi.	
Washington, D. C. Star	93,456
Wilmington Journal	3,403
Womens World Mag. Co., Chicago	1,052,592

and hundreds of others

Circulation based on Jan. 1926 Standard Rate and Data

A total of more than 18,000,000 papers are handled every day by C-H Conveyors



Pushing the deadline ahead

FIVE MINUTES—ten minutes—a long time in the newspaper plant! Push your editorial deadline ahead only that much—what does it mean? Later news in every edition—scooped competition—reputation—bigger circulation—more advertising.

C-H Conveyors cut to a certainty and to an absolute minimum the time required to get the papers from the presses to the street. As fast as the presses can deliver them, C-H Conveyors carry the papers to the delivery or mailing tables with neatness and dispatch—uncertainty at the mechanical end is eliminated—later editorial deadlines become a reality.

"Keeping Pace in the Newspaper Plant" will prove interesting and profitable reading. Send for your copy.

The CUTLER-HAMMER Mfg. Co.

Pioneer Manufacturers of Electric Control Apparatus

1203 St. Paul Avenue

MILWAUKEE, WISCONSIN

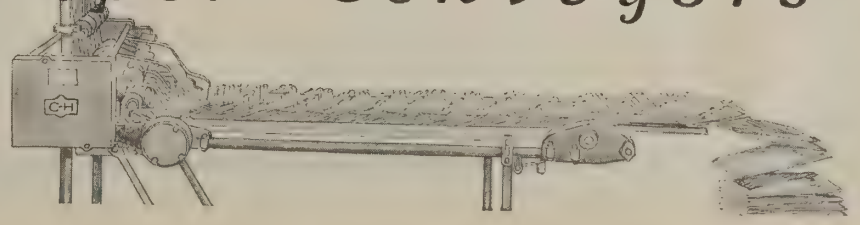
CUTLER HAMMER

Newspaper Conveyors

Descriptive literature on Cutler-Hammer equipment for the newspaper and printing plant will be gladly sent upon request.

Besides C-H Conveyors—Cutler-Hammer automatic control for newspaper presses, small and large, control for flat bed, offset and job presses of every description, and for all motor-driven auxiliary equipment of the printing newspaper plant. Also heaters for linotype pots.

"Keeping Pace in the Newspaper Plant" will be found especially interesting. Let us send a copy.



WHAT'S WHAT IN THE FEATURE FIELD

Gus Mager Doing New Strip for McNaught—Sir Philip Gibbs Signs Contract with United Features—Hugh Fullerton Writes Series for McClure



Harry Hershfield (right) who draws "Abie, the Agent," drew Mayor Walker, of New York, to a Cheese Club dinner not overly long ago; and therefore, draws the right of appearing above. The Mayor is slicing the club's notorious cheese. Press agents, comic artists, and writers belong to the society.

GUS MAGER, creater of "Hawkshaw the Detective" and the "Fifty-Fifty Family," is now drawing a new comic strip for the McNaught Syndicate, Inc., New York, entitled "Oliver's Adventures."

The strip is announced as a serial story in comic strip form. The story concerns Oliver Owens, orphan, adopted by a villain, who plans to use the innocent boy as catspaw for his crimes.

Sir Philip Gibbs, noted British war correspondent, has signed a contract with United Features Syndicate, New York, calling for a weekly dispatch on British and European news. As part of the service, he will report the League of Nations meeting at Geneva in September.

Hugh S. Fullerton, member of the staff of *Liberty*, has written a series of five Sunday race track features for the McClure Newspaper Syndicate, New York.

C. Edgar Brown has been appointed secretary of the Cosmos Newspaper Syndicate, New York. Myles Lasker, general manager of the syndicate, is now on a business trip to the Pacific Coast.

George Matthew Adams Service, Inc., New York, announces a new daily golf strip by "Farr," entitled "The Minnehaha Golf Club."

"Said by Mark Twain," is the title of a new short daily feature now being distributed to newspapers by the McNaught Syndicate, Inc., New York. It represents the first authorized newspaper publication of material written by Samuel Clemens, and is copyrighted by his daughter Clara Clemens Gabrilowitsch.

A series of weekly humorous articles in Hebrew dialect written by J. J. Lerbson is being offered newspapers by the McClure Newspaper Syndicate, New York, under the title "Mrs. Lefkowitz and Mrs. Pashinsky." Illustrations are by Albert Levering. Lerbson was formerly a member of the *New York American* staff.

William Ullman, head of the Ullman Feature Service, Washington, D. C., accompanied the Latin-American journalists on their recent tour of inspection of American automotive plants, handling personally, for his organization, news and features of the trip. Mr. Ullman also had a special assignment from the *Washington Star*.

"The Half-Naked Truth," a comedy by N. Brewster Morse, formerly editorial director of the Wheeler-Nicholson Newspaper Syndicate, has been put in rehearsal by Mable Ryan, who will produce it the first week in June at the Mayfair Theatre, New York. Douglas Wood is directing the production. This is Mr. Morse's first play.

Metropolitan Newspaper Service, New York, announces for June the following articles in its "Pre-Eminent Article Service": "If Not Dollar Mad, Are We Success-Mad?" by Mary Roberts Rinehart; "The Happiest People I Know and Their Secret," by Zona Gale; "Old-Fashioned Virtues and Immoral Geniuses," by Albert Edward Wiggam; and "What Women Like Least in Men, and Men Least in Women," by Mrs. Wilson Woodrow.

Will Rogers is abroad writing the funny side of foreign affairs for McNaught Syndicate.

Sanford J. Greenburger, for two years editor of Continental Features, New York, has resigned, having sold his interest in the syndicate to George Halase, manager.

GOLF TOURNAMENT JULY 7

Walter Savory in Charge of S. N. P. A.'s Annual Affair

Walter H. Savory, vice-president of the Mergenthaler Linotype Company, New York, has been appointed chairman in charge of the annual golf tournament of the Southern Newspaper Publishers' Association to be held at Asheville, N. C., July 7, second day of S. N. P. A.'s convention.

Other members of the golf committee are Elmer E. Clark, *Little Rock Arkansas Democrat*, and Richard Wasson, sporting editor, *Asheville Citizen*.

Mr. Savory is asking friends of the association to donate prizes.

Printing machine composition instruction is given in 264 schools in the United States.

Am. Soc. C.E. Boston Soc. C.E.

EDWIN S. PARKER

15 EXCHANGE STREET
BOSTON, MASS.

Structural Engineer

Specializing in Newspaper Plants

Eight years with the Boston Post in their progressive development.

Let us help you with your problems.

From the Linotype Mailbag

MODEL 26

"a demon at eating up copy"

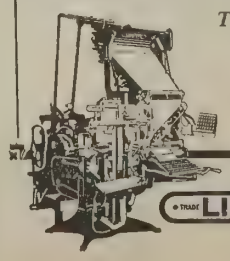
"We installed a Model 26 Linotype in September 1925. The difference was immediately apparent. We were able to do more work and do it more satisfactorily.

"Our operator is proud of the machine and loves to work with it. We do not have more than one or two distributor stops in a week. The machine is easier to take care of than the older models. The keyboard action is so smooth that a fairly good operator can hang every line, leading him at first to believe that the machine is slow, whereas it is a demon at eating up copy.

"The quick change of type faces without interference with the distribution and the wide range of type faces that can be used is a very special feature that we appreciate.

"The machine is more than paying for itself because of its efficiency in setting ads and job work as well as straight matter."

The Salida Mail
Salida, Colo.



A Proposal To Dismember Texas

In the national scheme of things Texas occasionally suffers from her own great size. Agricultural leadership is discounted. Buying-power is considered per square mile, and the Great Open Spaces are counted in. Only occasionally, of course.

Occasionally somebody forgets that Texas is not only the state of greatest farm income but the state of greatest income *per acre* of cultivated land. That for economy of merchandising, the open spaces can be passed up. That certain parts of Texas are as closely-knit and as rich as any in America.

If Texas is too big, cut it up. Single out, for instance, the Dallas area —Prosperity Zone—where in a brief hundred-mile circle one-third of all the Texans live, and nearly one-half the state's vast wealth is created.

* * *

Prosperity Zone is not idly named. It has perhaps the highest average of increased business, during the last few years, of any American market except Florida. Clean, substantial development that continues unabated today.

A State in itself, this Zone, with a larger population than all Kansas and as valuable crops as all New York or Pennsylvania. A scene of huge oil development. A well-railroaded and well-roaded community, with a city at its center whose population has doubled in the last ten years.

There have been some remarkable sales records written in the Dallas market, but *none more remarkable than those being written by many sales organizations right now.*

* * *

There is only one newspaper by which Prosperity Zone can be thoroughly covered. It is a paper of outstanding character and influence.

A conservative, temperate, yet vigorous and progressive paper.

A paper grown old in leadership, yet never more impressively a leader than today.

Dallas is the door to Texas
The News is the key to Dallas



The Dallas Morning News

Texas' oldest business institution

WEEKLY EDITOR'S HOAX STILL HAUNTS HIM

lle of Mummified Man Found in Tree Trunk Printed Over Nation—Its Creator Says Publicity Has Been Profitable

.s it profitable for a newspaper to play noax on its readers? Is the loss of ufidence in a journal's news columns re than compensated by the publicity t follows a cleverly manufactured yarn pl by the compliments of those who ap-ciate its ingenuity?

The *Ladysmith* (Wis.) *Rusk County rnal* answers both questions in the rmative.

he story of the Rusk County Jour-'s fabrication of the now famous trified man" tale was published in TOR & PUBLISHER, Feb. 27. But only raction of the narrative was printed. e subsequent events are even more in-sting.

t was late in January of this year that ward Richardson, editor of the Jour-eager to liven up his columns, spun amazing canard of the discovery of a ified man, 300 years old, in the hollow k of a tree, in the woods near Lady-ith.

erhaps it was a jab of the conscience, haps a desire to increase the skepti-n of his readers, perhaps an additional t of humor, that caused Richardson to lit the story to the *Rusk County Lyre,* aper created for the occasion.

ince then the story has virtually trav-around the world and back to Lady-h. Gullible newspapers and unsus-ing newspapermen reprinted and gar-ed the tale with more pungent details. paper "lifted" it from another, until ad gone through linotypes in every ter of this nation and beyond.

mong the first reprints was that of *Muscoda* (Wis.) *Progressive* on 11. On the first page, beneath a k spreadhead, the Progressive pro-ned the tale. And where had it got-the story? Read this in the first graph:

The *Courier,* of Prairie du Chien, in ast week's edition, tells a weird tale erning the discovery of a petrified near Ladysmith. . . ."

nd the editor of the Progressive even further. He consulted sev-history books and added a half-lmn on the travels of Joliet and Mar-te in the northwest and of the dis-arance of Capt. D'Artagnan, a mem-of that French party of exploration ral hundred years ago, who was cred-by the Rusk County Lyre as being petrified man.

litor Richardson received his first rk when this telegram from Indiana received by him on Feb. 10:

"ditor, Rusk County Lyre:—Have petrified body. Can you verify? n reply collect, with disposition of and pictures available. Rush to-t. Liberal check. *Evansville Cou-*"

"reat heavens!" gasped Richardson, h must believe it."

lt scarcely had he recovered from first shock, when along came this ram the following day from the *th* (Minn.) *Herald:*

"s there anything to the story of find-petrified body of early explorer? If a hoax we could use story. Notify lvance. Duluth Herald."

few days later the mayor of Lady-n rushed into the office of the Jour-l with this letter:

"o the mayor, Ladysmith, Wis.:

"ecently my attention has been called article in one of our local Nebraska s in regard to a petrified man which found in or near your city. For the nit of our students who have taken his discussion in current events, will nform me whether or not this story edible?—Dewey A. Grange, Albion, "

tters, in the meantime, continued to up on Richardson's desk. Editors ed more stories. They demanded res. They kept up a barrage of tele-s. The editor was kept busy day and night answering his many inquiries.

But the story, now having gone around the circle, started returning to Wisconsin. On Feb. 27, the *Eau Claire* (Wis.) *Leader* ran a story to the effect that the *State Journal* at Madison had run a story taken from a Marshall, Minn., paper concerning the finding of the petrified Frenchman.

Papers in the West and papers in the East, however, continued to republish the story as they chanced to encounter it.

Morning and evening newspapers of the United States provide 1 1/3 newspapers for every family in the country.

Tacoma B. B. B. Uses Dailies

The Tacoma (Wash.) Better Business Bureau has been using paid space in Tacoma dailies to warn the public against chain selling schemes. Copy size was 12 inches by five columns, three insertions in the *Tacoma News Tribune, Ledger* and *Times,* April 29, 30 and May 1. The copy attacked a scheme to sell "$10 worth of hosiery for $1."

Editors Going to Canada

The annual summer outing of Minnesota editors will be held at Winnipeg, Canada, June 24 to 27, according to an announcement by A. G. Rutledge of Bemidji, secretary and treasurer of the Northern Minnesota Editorial Association. The last visit of Minnesota editors to Manitoba was in 1913.

Iowa Removing Road Signs

The Iowa state highway commission this week announced that removal of all advertising signs on primary roads in Iowa will begin at once. The order for the removal was issued several weeks ago upon authority of a recently adopted statute. Signs inside the line fence, not obstructing vision, will not be molested, the commission has announced.

GOSS

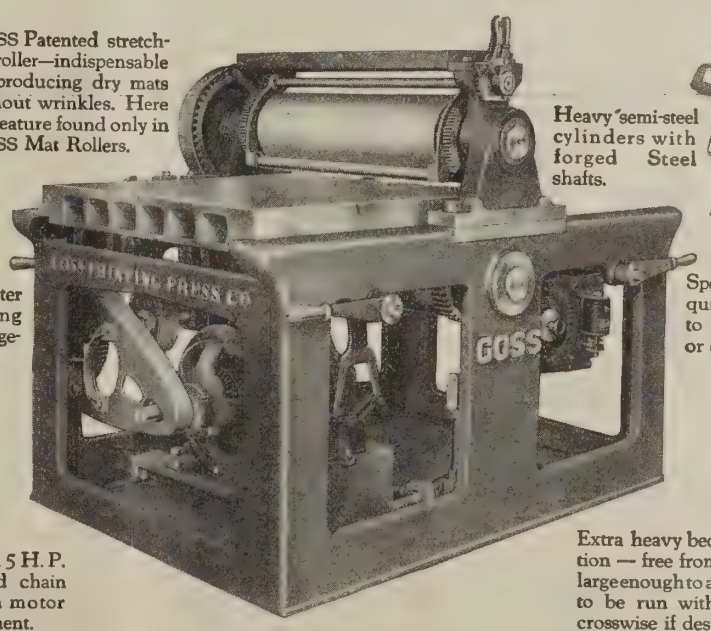
STRAIGHT LINE

Combination Wet and Dry
MATRIX ROLLER
No. 45 C
$1575
Complete with 5 H.P. Two Speed Motor. F.O.B. Chicago

Impression set and adjusted through eccentric bushings which adjust both ends of cylinder at same time.

GOSS Patented stretching roller—indispensable for producing dry mats without wrinkles. Here is a feature found only in GOSS Mat Rollers.

Heavy semi-steel cylinders with forged Steel shafts.



Large Diameter double acting brake arrangement.

Speed of machine quickly changed to roll either wet or dry mats.

Special 5 H. P. 2 speed chain driven motor equipment.

Extra heavy bed construction — free from racks — large enough to allow chase to be run with columns crosswise if desired.

Seven Outstanding Features!

BELOW them all in price, above them all in quality, it is not surprising that there are more Goss Combination Wet and Dry Matrix Rolling Machines in use than all the other makes combined. It will pay you to investigate why Goss Machinery is preferred by leading stereotypers everywhere. Catalog on request.

Goss Stereotyping Machinery Carried in Stock: Flat Casting Boxes, Friction-Driven Curved Routers, Automatic Gas Fired Steam Generators, Combination Jig Saws and Drills, Radial Arm Flat Routers, Ball Bearing Form Tables, Combination Wet and Dry Mat Rollers, Motor-Driven Steam Tables.

Fully descriptive literature, prices and terms on request.

THE GOSS PRINTING PRESS COMPANY • CHICAGO

The Goss Printing Press Company of England, Ltd., London

Messers. Edwards Dunlop Company, Ltd., Sydney, Sole Australian Agent

A.A.C.W.'S 'TRUTH' PLEA CALLED SHOPWORN

"Let's Drop It for a While," Suggests Blanchard, and Tell Public Economic Value of Advertising Instead

(Following are excerpts from an address by Frank LeRoy Blanchard, advertising director, Henry L. Doherty Company, New York, delivered at the 17th Annual Journalism Week, University of Missouri).

William C. Crawford, of London, one of England's foremost advertising agents, in an address before the Advertising Club of New York a few months ago, said that inasmuch as most advertising is now truthful, would it not be well to concentrate our efforts upon some other topic connected with the business that needs discussion? In other words, Mr. Crawford was of the opinion that continual harping, year after year, upon truth in advertising might give rise to the impression that most advertising is untruthful, and that the agitation begun in Baltimore by the A. A. C. W. in 1913 has been continued until the present time for that reason.

Why would it not be a good idea for us to drop for awhile, at least, our exploitation of the subject and devote our attention to the development of a better understanding on the part of the public of the economical advantages they derive from advertising? I think Mr. Crawford's suggestion has real merit and is worth adopting. If you agree with me you will ask, "How can the education of the public be best accomplished?" Advertising agents in their quest for new business have had something, but not very much, to say about advertising as a marketing force. Their chief aim has been, of course, to convince their prospects and clients that advertising will render them an invaluable service. But only one association, or other advertising organization, so far as I know, has planned and executed a campaign the purpose of which was to correct the popular misconceptions regarding advertising to which I have referred. The American Association of Advertising Agencies in co-operation with the newspaper publishers a few years ago put on a twelve months' campaign to advertise advertising.

It may be argued that advertisers of experience need little or no instruction upon the subject. Undoubtedly this is true, but it should be remembered that it is not these we ought to instruct but the great consuming public to which national and retail advertisers are constantly directing their sales messages. Advertising agents must give their clients the kind of advertising that will present their merchandise or service in such an attractive and convincing manner that it will produce a satisfactory volume of business. They cannot devote any part of the advertising appropriations to educational matter that does not directly relate to sales or to the promotion of public good will.

The creation of a better understanding of the underlying principles of advertising and its benefits to the consumer must rest upon the advertising agents, and the newspaper and periodical publishers. You may suggest that national and retail advertisers should shoulder some part of the responsibility. To this I cannot agree. The advertisers are our customers. We have assured them that publicity pays and pays well, and it is our privilege and duty to show them how to use it to their advantage. If, by any act of ours, we can make the response to their advertising messages more effective, it is good business on our part to do so, for not only shall we be able to sell a greater volume of space to manufacturers and merchants, but the number of our clients will increase to a marked degree.

Nearly 100 syndicates supply daily and weekly newspapers with regular features.

CALIFORNIA EDITORS IN "STRIPES"



Frank M. Keffer, president of the Southern California Editorial Association and J. R. Hinman, vice-president of the Central California Newspaper Association, resting on the rock pile where the Chief of Police of Inglewood entertained them when they visited his city. He put them to work on the roads

THE ASHEVILLE CITIZEN

"Gets There First"

First In News
First In Features
First In Circulation
First In Display Advertising
First In National Advertising
First In Classified Advertising

THE ASHEVILLE CITIZEN carried more advertising during the first four months of 1926 than any other daily newspaper in North Carolina. It led its nearest competitor in its territory by 669,382 lines. This record of lineage is one of which we are proud and it shows the esteem that advertisers hold for the CITIZEN. The lineage for this period was:

	National	Local	Classified	Total
January 1926	97,146	562,856	159,628	819,630
February 1926	112,896	675,500	210,924	999,320
March 1926	124,376	942,270	227,472	1,294,118
April 1926	131,180	951,510	209,020	1,291,710
Totals	465,598	3,132,136	807,044	4,404,778

A Gain of 1,379,696 lines over same months of 1925

The above figures are by actual measurement and they show the prosperity and general business conditions of Western North Carolina. This was our normal growth and following our established policy no special editions were necessary to make this remarkable gain.

For Good Results Advertisers Use

THE ASHEVILLE CITIZEN

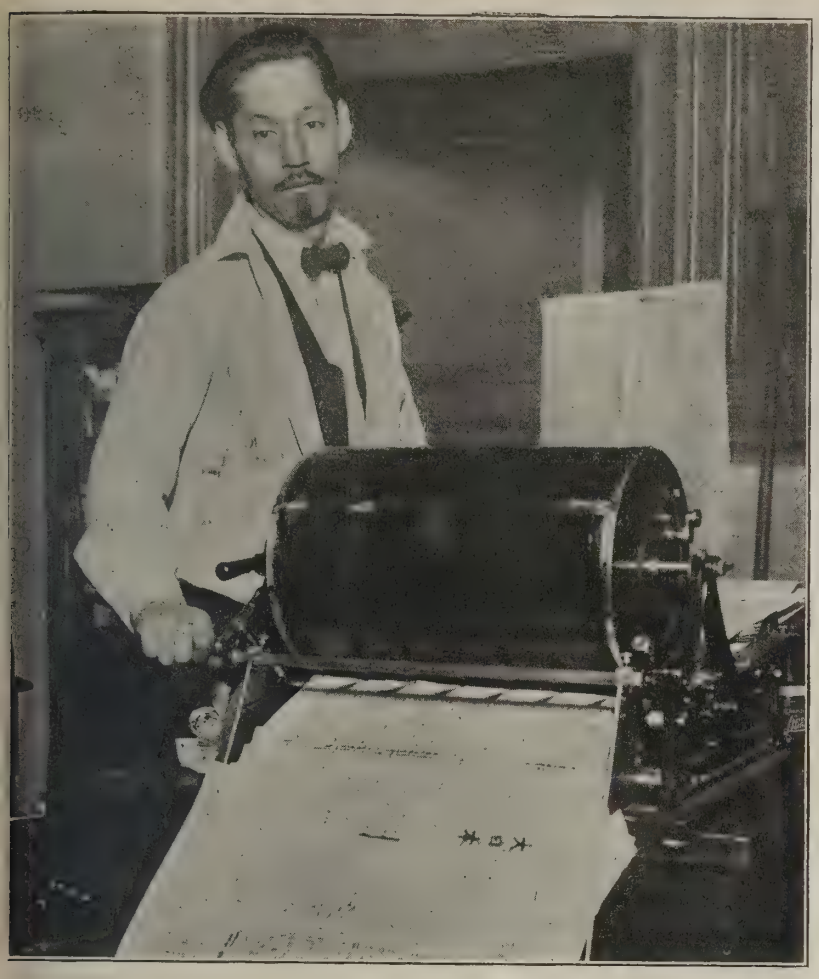
(Daily and Sunday)

E. Katz Special Advertising Agency—*National Representatives*

Established 1888

DETROIT NEW YORK KANSAS CITY ATLANTA CHICAGO SAN FRANCISCO

PRINTS JAPANESE PAPER BY HAND



Seiji Tachibana, editor and publisher of Chicago's first Japanese daily newspaper, the *Dai Nippon*, running off his day's circulation by mimeograph, the stencils for which are cut by hand by the editor-publisher. The Dai Nippon is a four-page paper.

ROUND TABLE CLOSES JOURNALISM WEEK

(*Continued from page 20*)

work there I feel that I have only atched the surface.

Getting out this paper has become much le writing a letter to a large and much erested family. For instance the boy l girl whose marriage we are announc- this week were high school students terday or the year before that, and we re writing of their commencement and ir class play. Within a year or two will be making the birth announcerat that so thrills the hearts of proud ndparents and to us we have seen anher generation of Americans start on its r. We may send this same bridegroom today into Congress in the next ten or lve years, we may see tragedy stalk ough that home, separating its mems, we may see, as I saw the other , a friend of my own son sent to our e institution of reform because of one l evening with bad companions. ple little items in many ways and they never fail to register pain and sure, expectation or disappointment in hearts of the editor and the majority his readers. The city journalist sees ll value in such trivial and personal gs. The country editor knows that the least of these things contain at heart interest for his particular lity and plays it up accordingly.

Ty own aim has been, and I am not e in it by any means, that there shall othing go into the paper which is not for every member of the family to el, from the youngest and most imsionistic to the oldest and most astute. et us write from our hearts, with our els keeping us from being too altoer dull, and with humor leading both. other words, let's be servants of anity first and journalists after.

NO FEAR OF NEWSPRINT OVERPRODUCTION

International Paper Company Expert Says Demand Is Increasing and Mills Are Barely Ahead of Orders

Overproduction of newsprint paper in North America is a very remote contingency, declared H. C. Scott, head of the Statistical Research Department of the International Paper Company, addressing the Canadian Statistical Society in Montreal, May 10. He stated that consumption was increasing faster than production and that, if there was overproduction, it would more likely be in the fine paper field. Stocks of newsprint on hand at mills are very low, he said, amounting to only a few days ahead of demand. In the United States not a single new machine was put in operation in 1925; in fact there had been a tendency to convert newsprint machines into producers of fine paper.

The chief factor in the increasing demand for newsprint had been the steady growth in the size of newspapers, of which there were now more than 32,000 on the continent. Not a year passed but some new popular article appeared which called for more advertising space. The rise, growth and popularity of the automobile, moving pictures and the radio had added enormously to the advertising space in the newspapers.

The speaker was of the opinion that the North American market for newsprint was still far from saturation. In Germany and other European countries newsprint consumption per capita was very small as compared with the United States and Canada and with the return of more normal conditions there would follow a growth in the size, circulation and number of newspapers, which would mean a considerably increased demand.

LIVESTOCK 1925

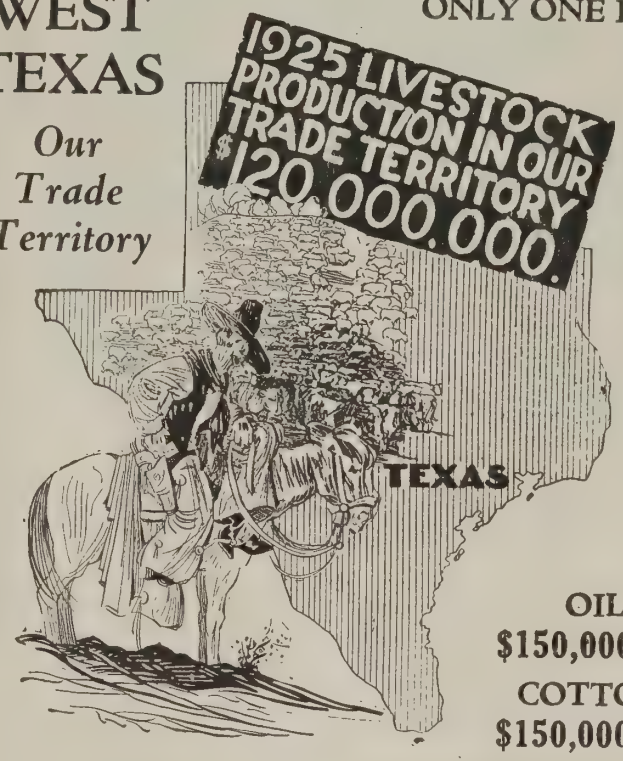
$120,000,000

in

WEST TEXAS

Our Trade Territory

—AND THAT'S ONLY ONE ITEM



OIL $150,000,000

COTTON $150,000,000

A Billion Dollar Territory

Covered

—with ONE Medium

THE STAR-TELEGRAM & RECORD-TELEGRAM

More circulation in this territory than any three other mediums combined

DAILY Net Paid Over 115,000

NO PREMIUMS NO CONTESTS

SUNDAY Net Paid Over 120,000

FORT WORTH STAR-TELEGRAM

(EVENING)

Fort Worth Record-Telegram

(MORNING)

FORT WORTH STAR-TELEGRAM and Sunday Record

Charter Member Audit Bureau of Circulations

AMON G. CARTER, President and Publisher

A. L. SHUMAN, Vice-Pres. and Adv. Director

ZINOVIEFF LETTER BEHIND MISTRUST OF PRESS

(*Continued from page 3*)

of either side. One common purpose was held between them; they did not want the labor dispute to get outside of bounds and become actual civil war.

"Censorship, it was thought, provided one means of obtaining this common purpose and the absence of newspapers was in effect equivalent to censorship. Censorship stops all news except what officials in power choose to give out. The government gave its news out over the radio and through the *British Gazette*, and the trade unionists used the *British Worker*.

"I must say the British Gazette was very unfair and was thought to be considerably a joke, even in conservative circles. It was felt a great mistake was made in the first place, when the plant of the *London Morning Post* was taken over by the government, since the Post is the ultra-conservative newspaper."

Mr. Lippmann by reporting the distrust of the press on the part of labor had plainly given the impression that the newspapers were not missed very much during the strike and he was asked if he thought the situation would be different in this country if a similar gag was imposed.

"That is not a question a newspaper man can answer," he replied. "Naturally, being a newspaper man, I have to make myself believe that the press is essential to the future of the nation; whether newspaper readers think so or no, I don't know."

Mr. Lippmann was in Paris until April 30 the Friday before the strike started. There, he said, no one was paying any attention to England's threatened labor difficulties. Even the British papers he read on the Dover train en route to London were quiet, but he was able to see serious trouble was ahead.

"I went immediately to the London office of the World on my arrival," he said. "There was a general feeling among newspaper men, I found, that the world was collapsing around them. London papers are what they live on, and they didn't know what they would do without them. Talk was on the possible organization of reportorial staffs, and a great deal of improvising had to be done."

Mr. Lippman was at the home of the American Ambassador to England on Sunday night when he learned that the general strike was inevitable. On Monday, May 3, he went to the House of Commons, where he listened to the entire strike debate, which continued from 3 o'clock in the afternoon until midnight.

"During the strike, there were some wild rumors, caused by the lack of newspapers, but the people were never really excited," he continued. "There was nothing that resembled a panic.

"One of the best strike stories I heard and one that was typical of the spirit of the British people, was about a group of special constables, some mounted young bloods, sent down to patrol the east end of London. Becoming tired, they stopped at a public house to get a drink and asked some strike pickets to hold their horses for them. The strikers acquiesced willingly.

"Police organized picnics and games for the strikers on the theory that this was the best way to keep them out of mischief. An incident that was recommended as a good example to the people was told by the government announcer over the radio. The police and strikers had opposed each other in a football game. The wife of the town's chief constable had kicked off the ball, and the strikers had won two goals to one.

"The truth of the matter was that no one believed in the general strike, and everyone agreed with the miners."

Mr. Lippmann has been away from New York since March 20. After a two weeks' motor trip through the South of France, he went to Geneva mainly to study two questions: whether the United States would be admitted to the World Court and the forthcoming disarmament conference. He was in Paris during the debt settlement.

"Unless the United States finds some way to explain what we mean by the fifth reservation, we will not be admitted to the court," Mr. Lippmann said he had concluded. The fifth reservation provides that the court cannot hand down an opinion on any matter in which the United States may have interest or claim to have an interest.

"If this reservation means what it seems to mean, Europeans believe it is too high a price to pay to have the United States in the World Court. The feeling is becoming widespread in Europe that the time has come to quit making concessions to the United States in order to gain U. S. aid."

In regard to the disarmament conference, Mr. Lippmann said a long job lay ahead of statesmen of the world, and it was foolish for editors to expect immediate results and clamor for them.

"If nations do not disarm as a result of the first session, newspapers will make a mistake to cry failure," the World's editor declared. "There is no such thing as failure in it. Of course it may not move ahead for a long time. Dealing with disarmament is like dealing with a disease. Science, in attacking germs, may not make any progress over a long period, and then suddenly accomplish what seems at the moment to be a miracle."

In Paris Mr. Lippmann addressed members of the Anglo-American Press Association at one of their weekly luncheons. He chose to try to answer for them a question which has been put many times to American newspaper correspondents in Europe: Why the United States has no definite European policy.

In his opinion, the United States could have no definite foreign policy unless its home politics were on a sound basis. And because they were not on a sound basis was the reason why America was presenting to the Old World the curious spectacle of a great, competent people, with apparently no connected foreign policy.

The old order in the United States, according to Mr. Lippmann was changing. By an amusing but very apt illustration he showed how little difference there was really between the Democrats and the Republicans. For him, the sharp party line has already begun to disappear, and the United States is, politically, showing signs of breaking up into new groups. Being already in this period of change, how could the United States have any definite foreign policy?

Some of the British correspondents present were anxious to have Mr. Lippmann's opinion on Prohibition.

The speaker did not believe there would be any repeal of the Eighteenth Amendment.

He felt that it had already grown apparent that prohibition could not be enforced.

The Eighteenth Amendment would merely become a dead letter, just as the Fifteenth Amendment had never been repealed but had simply lapsed.

Our Customers Write Our Ads

Abilene, Texas, Daily Reporter Says—

"The DUPLEX TUBULAR has answered our *every requirement* in a most satisfactory and economical way."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

LONDON NEWSPAPER POST NEW FREEDOM CHARTER

(*Continued from page 3*)

by Roderick Morison, editor of the Daily Mail's Atlantic Edition. His account in part follows:

"We who were in the thick of it from the start, who gathered in little knots in a newspaper building where the hum of the presses was strangely stilled, who watched the tape machines with more silent excitement, more trepidation, than on any election night, we have met with an experience that for all the heaviness of the sword of Damocles we shall remember for the sheer thrill of it.

"Sunday dawned the loveliest day of the year. All was normal. Birds sang. Buses ran. True, there was a coal strike (or lockout, according to your sympathies), but one day of a coal strike does not disturb the normality of things.

"Also the threat of a general strike hung over the country; but as I have said, few cared about such an improbable threat. No one guessed that the bomb was to explode that night in a little room in a great building, where a great newspaper prepared in its usual way to go to press.

"As the world knows now, it was in the offices of the Daily Mail, in Carmelite House itself, that the hour of the 'bloodless revolution' struck.

"Paradoxically it was the leading article for Monday's paper which caused the trouble, with its heading 'For King and Country.'

"'That is nonsense!' said the Daily Mail printers. 'We are for king and country, too! That must be withdrawn.'

"So a deputation waited on the editor to tell him gently but firmly that 'For King and Country' must be trimmed considerably or there would be no Monday's Daily Mail. To which the editor replied, firmly but gently, 'No!' and had the deputation ushered out.

"In the newsroom at Carmelite Hous the sub-editors (copy readers) sifted t copy as it came from the clicking m chines, calmly editing the newspaper th was destined never to be printed.

"No London edition of the Daily Ma therefore appeared on Monday mornin and the general strike was for that ve reason rendered inevitable. The Cabin would give no more ground in the endeavors to mediate. For all practic purposes the issue was joined.

"Coming back from lunch I saw son copies of the *Star* on sale, but none the *Evening News*, the Daily Mai satellite newspaper, nor of the *Evenin Standard*, the other of London's thr evening journals.

"I learned that the Evening Nev editor, like his colleague of the Dai Mail, had been told to 'trim' a leadi article. He had refused, and the Ev ning News had forthwith been suspende The Evening Standard had suffered t same fate. Later that evening the St followed suit. And all this before t general strike was in operation.

"I need not recapitulate the events Tuesday, the first day of the gener strike—the thrills and the rumors. On my teeth were nearly shaken loose I sat on the haystrewn floor of a pr war lorry and jolted my way from n suburb into the heart of London.

"The metropolis was one big famil in these times. Even more than Derby Day, men talked to their neig bors, discarding the traditional Engli reserve.

"Into the suburbs, whence the offic bound workers had long since limp their way, drifted the breath of gre happenings, and people cried out f trains. There was only one place to in at that time, and that was the hea of London, Picadilly Circus, Trafalg square, Whitehall, Fleet street, whe the 'pirate' buses swayed dizzily und their topheavy complement of wonde ing, excited citizens; and Hyde Par where bizarre yellow huts sprang hourly like so many mushrooms, as t

Progress . . .

It is with real pleasure that we announce the following NEW subscribers to our Complete Checking Proof Service . . .

Ashland, Ky. . . . . Independent
El Paso, Texas . . . . . Herald & Times
Fairmont, W. Va. . . . Times
Fairmont, W. Va. . . . W. Virginian
Gadsden, Ala. . . . . Times-News
Hagerstown, Md. . . . Herald-News
Huntington, Md. . . . Advertiser
Indianapolis, Ind. . . . News
Lexington, Ky. . . . . Herald
Parkersburg, W. Va. . News
Parkersburg, W. Va. . Sentinel
Roanoke, Va. . . . . Times
Roanoke, Va. . . . . World-News

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St.
CHICAGO

79 Madison Avenue
NEW YORK

organization of the nation's gigantic food depot began,

"On Tuesday night the Daily Mail hit back once more. A single typewritten sheet, a poor, flimsy thing, but still a newspaper, was produced and circulated in the streets before 11 o'clock on Wednesday morning.

"There was not a soul in Carmelite House that Wednesday who did not feel a thrill, not merely of excitement, but of pride.

"Pickets held the entrance of 'The House,' great burly fellows from the striking staff. I think I was the last member of the editorial section to enter the building unmolested.

"Slowly they pressed up the steps, two or three of the burliest leading them, and there they stayed.

"Three policemen, all huge men, meanwhile maintained a so-called cordon around the entrance. The face of the hugest of them was a study. I appreciated then the tact of the London 'bobby.' It was monumental. These men were powerless, and yet powerful, keeping the peace by the sheer force of example.

"But that could not last forever. A tape room employee, not a striker, attempted to come in, and was pulled back roughly by a bully of a picket. A fracas ensued, and the murmurs of the dense crowd swelled to a roar. Desperately the three policemen forced their way up the steps, and still, by a seeming miracle, they managed to hold the situation.

"Just then a director ran down stairs, his face set. The telephone staff had struck. 'The House' [Carmelite House, address of the Daily Mail] was cut off, a beleaguered city. Hurried consultation followed. A member of the staff slipped out and was lost in the crowd.

"Less than ten minutes later police reenforcements arrived and the thin line of three became a real cordon drawn round the two vulnerable sides of the building.

"A moment after they had taken their stand mounted police dashed up with a roar and a clatter, and, keeping their prancing horses on a tight rein, gradually forced the unwilling mass of strikers back, back to the *Daily Herald* corner, and formed up there on front of them, holding them in leash as a slipper holds the greyhounds.

"The situation was saved and the directors in the council room upstairs plunged anew into their life sustaining sandwiches and beer. 'P. W. D. I.,' who writes the 'Countryman's Diary' daily in the Mail, himself smuggled one pound's worth of sandwiches into the office for the use of beleaguered directors and staff.

"A short while afterwards two long-limbed men, with sad eyes surmounting heavily pouched cheeks, appeared and took up a stand inside the swinging door, one on each side. These, obviously, were Scotland Yard detectives, I had not survived my reporting days in the London area without learning what a 'Yard' man looks like."

Bellows Falls Mill Suspends

The Fall Mountain mill of the International Paper Company at Bellows Falls, Vt., ceased operation permanently early this month, with the exception of one-paper making machine and the core plant which are housed in one building. Fifty men have been retained to run the core plant for an indefinite period. The company recently sold most of its property to the New England Power Company, which will install a 45,000 horse power electric plant. The power station will run with water taken from the Connecticut River by the old paper company canal.

Potter Launches Rochester Weekly

The *East Rochester* (N. Y.) *Realties* is a new weekly just beginning publication. M. Bruce Potter, formerly president and general manager of the *Rochester* (N. Y.) *Herald*, is owner and publisher and John E. Roger, also formerly of the Herald, is editor.

THREE PRIZES PLANNED FOR BUSINESS PAPERS

Organization Decides to Offer Awards for Editorial Achievement for Year Beginning June 1 — Special Committee Named

Members of the Associated Business Papers, Inc., meeting at Absecon, N. J., recently, decided to award three prizes for editorial achievement during the year beginning June 1, 1926, and annually thereafter. Jesse H. Neal, executive secretary, announced the prizes as follows:

"An award of $500 to the writer on an ABP publication for the best editorial or article of an editorial nature, to be judged for clearness of style, sound reasoning, and power to influence.

"An award of $500 to the regular member of the editorial staff of an ABP publication for the best article or series of articles or news reports, judged broadly upon the basis of timeliness, accuracy, thoroughness, originality, clearness of expression and usefulness.

"An award of a suitable trophy to the ABP publication contributing the most definite and outstanding service to the field with which the publication is connected."

The report of the committee included provisions for the nature of the exhibits to be submitted and the method of selecting the judges. The meeting, however, in accepting the proposal for the awards, provided for a special committee to work out all the details and conditions to govern the competition and the selection of the judges.

The members of the committee are: M. C. Robbins, *Gas Age-Record*, chairman; James H. Stone, *Shoe Retailer;* Willard Chevalier, *Engineering News Record;* John H. Van Deventer, *Industrial Management;* H. J. Wright, *Dry Goods Reporter.*

Those on the editors' committee are: W. V. Morrow, *Furniture Manufacturer & Artisan;* E. T. Howson, *Railway Age;* F. C. Wright, *Engineering News Record;* G. D. Crain, Jr., *Class;* Douglas G. Wolf, *Textile World.*

The meeting reaffirmed the standard page sizes previously adopted by the ABP—namely, 7 x 10 inches, 3¾ x 7 inches, 8¼ x 11½ inches. In addition they adopted another type size commonly known as the standard magazine page, namely 5½ x 8 inches. The three type page sizes first named were agreed upon after a conference with representatives of various advertising associations and the paper manufacturers.

O'KEEFE WINS ELECTION

Agency Man Boston Ad Club President —Admit Women as Members

Maj. Patrick F. O'Keefe, president of the P. F. O'Keefe Advertising Agency, Boston, was elected president of the Advertising Club of Boston this week. He served as president in 1914 when the club was known as the Pilgrim Publicity Association. Other officers chosen were: Vice-president, Arthur J. Crockett; secretary, Herbert Stephens; treasurer, George V. Moulton. Directors: Watson M. Gordon, Harry L. Harding, Clifford A. Buttelman, Earle J. Manning and Fred J. Brown; nominating committee for 1927, Aubrey C. MacEarey, Jasper R. Swain, George A. Hayes, Sherman Smith and Raymond E. Huntington.

After a spirited debate it was voted to admit women to membership in the club.

Lives After 200-Foot Fall

A. O. Loomis, former advertising manager of the *Portland* (Ore.) *Telegram,* had a remarkable escape from death when his automobile plunged down 200 feet from the Columbia River highway. It left the pavement near the top of Bridal Veil Falls and was smashed to pieces in a pool at the bottom of the falls. Mr. Loomis was seriously injured but is recovering.

Imperial METAL



Talk It Over

With an Imperial Representative

THE Imperial Representative who calls on you is a man well worth knowing. We want to suggest that you get acquainted with him. If you are having any metal trouble he's the man who can give you help. By all means get him to tell you how you can make your type metal operations more economical.

An Imperial Representative can show you how to get a cleaner, brighter looking page, with sharp halftones and uniformity without gray spots. He knows how to prevent a great deal of machine and stereotyping trouble.

Get him to explain the Imperial Plus Metal Plan in detail. Find out why thousands of publishers use this dependable and economical method for taking care of their metal. Ask him how the Plus Plan can add years of working life to your metal, thereby cutting down metal costs.

We believe you'll find a few moments with an Imperial Representative well worth while. Please remember that he is backed by a concern whose only product is type metal and whose entire efforts are devoted to making that product the best.

IMPERIAL TYPE METAL CO.

Manufacturing the following metals:

LINOTYPE MONOTYPE INTERTYPE STEREOTYPE
ELROD LUDLOW LINOGRAPH THOMPSON

Philadelphia Cleveland New York Chicago



MOVIE CONCERN WRITES OWN EDITORIAL

Timely Films, Inc., Praises Itself in Requested Free Publication—New York Newspapers Refuse to Be "Boosters"

Timely Films, Inc., producers of "Topics of the Day," selected from the press of the world, has written its own laudatory editorial and is peddling it to newspapers, confidently expecting free publicity.

"We feel sure," a letter to editors reads, "you will find space in the ..... for the enclosed Topics Of The Day editorial, or news feature or both."

New York editors, so far as EDITOR & PUBLISHER could learn, did not feel so sure.

The occasion for this movie confidence that newspapers would be willing to barter their editorial page and news column space for mention they have received in the reels put out by Timely Films, Inc., is the seventh birthday of the corporation celebrated May 15.

Charles McDonald signed the letter sent out to editors, which compliments the various newspapers on the fact they were quoted several times during the past year in Topics of the Day.

"We waited to compliment you until our Seventh Birthday when felicitations are being showered on us."

The praise which the movie concern expects the newspaper will give out to the public as the expression of the editor's own opinion, is worded by the press agent in choice phrases, such as the following:

"The .... (name of newspaper).... considers that the seventh anniversary of TOPICS OF THE DAY is a fitting opportunity to congratulate the reel of real laughs on the service it is rendering to the all-too gloomy public."

And again:

"During 1925, the .... (name of newspaper) .... was quoted several times in Topics Of The Day and we consider 'tis a mark of distinction to have the editors of Topics select paragraphs from our publication and show them to their fifteen million readers over our credit line."

And yet again (the italics are EDITOR & PUBLISHER'S):

". . . We offer them (Timely Films, Inc.) our *sincere* congratulations on this brief constitution, which explains why TOPICS OF THE DAY has grown so rapidly and is still going strong."

N. Y. NEWSPAPER WOMEN DINE

Arthur Draper and Louis Wiley Speakers at Annual Banquet

The New York Newspaper Women's Club held its annual dinner on May 16, at the Hotel Vanderbilt.

Arthur S. Draper, foreign editor of the *New York Herald Tribune*, spoke describing the work of women journalists in Europe. He said that the society editors in London are women and that their positions are important because of the political significance of society news. Louis Wiley, business manager of the *New York Times* also addressed the club. Miss Dorothy Ducas, Columbia University correspondent of the New York Herald Tribune was introduced to the members. She recently won a Pulitzer traveling scholarship for her work in the Columbia School of Journalism.

ADVERTISERS DONATE A "SURPRISE EDITION"

THE Fort Worth (Tex.) Press is believed to be the only newspaper to publish a special edition donated by its advertisers.

The Press recently completed a new plant but announced it would not publish a special edition to celebrate the occasion.

Without the knowledge of Peter Hamilton, business manager, or I. W. Brown, advertising manager, about 24 advertisers sent 800 inches of copy to the Press office May 10, with a letter stating it had been "self-solicited" for a surprise "New Home Edition."

Bert Barber, local copy writer, and formerly advertising manager of Meecham's, a local store, acted as spokesman for the advertisers in presenting the prepared copy.

Daily Operating Tourist Bureau

A joint touring bureau has been established by the *St. Louis Post-Dispatch* and the Automobile Club of Missouri. It is an outgrowth of the free road information service organized by the newspaper last May. The bureau occupies quarters on the first floor of the Post-Dispatch building with the paper's resort and travel bureau.

CAPITAL WRITERS ELECT TUCKER TO COMMITTEE

Washington Correspondent for Curtis Newspapers Named to Standing Committee of Senate and House Press Galleries

Ray Thomas Tucker, staff correspondent for the *New York Evening Post* connected with the Washington bureau of the Cyrus H. K. Curtis newspapers, was elected Saturday a member of the Standing Committee of the U. S. Senate and House Press Galleries.

Tucker replaces Grafton S. Wilcox, who withdrew from Washington newspaper circles recently to become assistant managing editor of the *New York Herald Tribune*.

The almost solid support of the members of the House Press Gallery put Mr. Tucker over in the face of the opposition of many correspondents identified with the Senate Press Gallery. The Senate group backed Robert B. Choate, Washington correspondent for the *Boston Herald* who finished second. Paul J. McGahan, of the Washington bureau of the *Philadelphia Inquirer*, trailed the leaders.

Tucker started his newspaper career on the *Springfield* (Mass.) *Republican* in 1915, after being gradauted from Yale. From there he went to the *Elizabeth* (N. J.) *Journal*, and then became Sunday editor of the *Waterbury* (Conn.) *Republican*. The World War interrupted his newspaper work and sent him overseas with the Seventy-Sixth Division. Upon his return he became Sunday editor of the *Hartford* (Conn.) *Courant*, which he had represented previously at Camp Devens, Mass., when in the army.

In 1920 he joined the New York Evening Post and four years later was sent to Washington to represent that newspaper there.

STORES MUST BACK THEIR ADS

Good Copy Worthless if Sales Force Falls Down, Chicago Man Says

Faith without good works is the description J. R. Ozanne, advertising manager of Carson Pirie Scott & Co., gave of the merchant who fails to back up his advertising by having his sales force tuned to the highest efficiency.

Speaking before the Advertising Council of the Association of Commerce, Mr. Ozanne cited several instances where retailers had spent large sums for advertising campaigns only to have the effects of them lessened because of the indifferent or uninformed sales help.

"Many retailers make the serious mistake of advertising certain goods without informing the department for those particular goods that the buying public will be in to see the merchandise advertised.

Spokane Dailies Aid Advertisers

Late authentic information of value in planning sales and advertising campaigns is contained in the 1926 edition of "Market Facts About The Spokane Country," issued by the national advertising bureau of the *Spokane Spokesman-Review* and *Spokane Daily Chronicle*. Tom J. Turner is manager of the bureau.

MERCHANT & EVANS CO.
PHILADELPHIA
Producers of
SPARTAN TYPE METAL
Since 1866
LINO • MONO • STERO
INTERTYPE COMBINATION
Stocks in Principal Cities


Time-Saver!
Intertype Font Distinguisher
Saves money by saving steps; changes made from front.
Scale easily read from operator's seat at keyboard.
Stops wrong-fonts where easy to remove.
One reversible wearing part; double service.
INTERTYPE CORPORATION
1440-A Broadway, New York
Standardized INTERTYPE TRADE MARK
Profit-Making Features—No. 13

Our national fire loss is at the rate of $16 every second

Time's Hand Rests Lightly on the Concrete Masonry Home

Concrete building units such as concrete block or concrete building tile put the masonry house within the reach of everyone.

Reasonable first cost, freedom from upkeep, and depreciation, great stability, maximum firesafety, are outstanding advantages secured with concrete masonry units. Speed of construction is another.

In whatever form concrete is used, it stands alone as the one structural material that grows stronger with age.

While concrete block and tile are particularly adaptable to residence construction, they are equally suitable for schools and industrial buildings.

Before you build, investigate concrete masonry. Remember that the utmost of quality and value follows the use of concrete buildng units.

Ask for your free copy of "A Book of Beautiful Homes"

PORTLAND CEMENT ASSOCIATION
33 W. Grand Ave., Chicago
A National Organization to Improve and extend the uses of Concrete
Offices in 31 Cities

More than 5,000 individuals take a hand in compiling every year

Editor & Publisher's

Annual Space Buyers' Guide

Trained survey investigators—city officials—secretaries of Chambers of Commerce—bank and trust company officials—business men's association heads—newspaper executives—all the facts submitted being carefully sifted, checked and re-checked by experts.

WITH THE COOPERATION OF THESE MEN WE PRESENT IN EACH ISSUE

A Vast Amount of Data

Original — Fresh — Authentic — Exclusive

Giving an accurate, vivid picture of trading conditions in

1257

cities and towns where daily newspapers are published

Although only three years old Editor & Publisher's Space Buyers' Guide is universally recognized as the standard reference book for sellers of merchandise and buyers of advertising ∴

Go into almost any Advertising Agency office—peek over the shoulders of the advertising manager of almost any national advertiser—and you'll see a copy of the Space Buyers' Guide always at hand for quick reference ∴

It is one book that is never shelved—never misplaced—always prized—daily used ∴ ∴ ∴

IT TAKES THE GUESS OUT OF ADVERTISING—REDUCES THE HAZARDS—GIVES ALL THE ESSENTIAL FACTS—IS AN INDISPENSABLE FACTOR IN THE PLANS AND OPERATIONS OF THOUSANDS OF SALES EXECUTIVES

Naturally, a book so constantly thumbed by space buyers is of incalculable service to the DAILY NEWSPAPER PUBLISHER. For when a man is studying his market, *that moment* is the time to present to him the story of the medium he can use to the best advantage in reaching that market. Close to TWO HUNDRED Daily Newspapers utilized this tremendously effective opportunity in the 1925 Space Buyers' Guide—and are getting business from it right along.

The 1926 Space Buyers' Guide comes out in November—it's time for *you* to be thinking what use you are going to make of it in increasing your linage next year, don't you think? All the necessary particulars are yours for the asking—and no obligations.

EDITOR & PUBLISHER

SUITE 1700, TIMES BUILDING, NEW YORK, N. Y.

EDITOR BELIEVES IN AIDING MERCHANTS

Should Be Qualified to Give Advertising Counsel in Small Cities, Valparaiso, Ind., Man Declares

J. Earle Mavity, editor of the *Valparaiso* (Ind.) *Daily Vidette,* believes it is the duty of the small city editor to serve his merchant advertisers in the role of advertising counsel. In this role, Mavity has made a study of the small town merchant, his problems and his opportunities.

Here are some of the observations of Mavity on the merchants of Valparaiso, a city of 6,518 people, 50 miles from Chicago.

"I believe that the advertising man (usually the editor of the small city paper isn't bound by the limits of the editorial department) of any paper should have a confidential, intimate knowledge of his advertisers' business. I try to keep in constant touch with my merchants, analyzing conditions, striving to aid them to meet their problems.

"The average merchant in this city is doing as much gross business as he ever did—but his extremely high overhead is eating his profit.

"The average merchant handles too many brands instead of a large assortment of one or two brands," is one of Mavity's conclusions. "The merchant ties up his capital in brands instead of concentrating on one or two that he can push, and in such size assortments as will enable him to serve his customers properly.

"The average merchant is not a judicious advertiser. He may spend all the money his business warrants, but if he would map out a program, plan it carefully with certain definite objectives in view, he would find it a profitable investment instead of the expense it often is.

"The average merchant knows surprisingly little about his own business, about his stock, about what is selling well today, what will sell well tomorrow.

"This merchant depends entirely too much on sales and bargain events to move his stock. Instead of advertising merchandise when it arrives, he often waits until his capital has been tied up too long before starting to advertise it strenuously.

"Through his advertising method, coupled with the grocery advertising for Saturday, the small city merchant, in many instances, make a weekly newspaper of their daily, and a trade day of their week.

"The small town merchant does not pay enough atttention to his cash customers," Mavity finds. "Even the greatest risks among credit customers often get more attention than the buyer who comes in and puts up his cash. Too much hammering away on the idea that the man who buys on a charge account, on a 10-pay plan, or even lengthier installments, pays no more than the cash customer drives the latter into big city markets where cash buys bigger values.

"The churches, the lodges and other organizations get too much from the small town merchant each year," Mavity believes. "The merchant seldom gets a nickel's worth of return from contributions of this kind.

"Don't worry about your competitors," Mavity tells his merchants. "No two merchants in the same line in the same town are actual competitors. The moment they learn that, their business gets better.

"Don't buy from too many wholesalers and manufacturers," is another bit of Mavity advice. "Too many creditors have often spelled bankruptcy where concentrated debts would not have been pressed."

"And don't worry," he concludes. "The condition of business is apt to be in most instances the reflection of the condition of the business man's mind."

INK COMPANY IN DALLAS

Local Business Men Plan to Engage in Its Manufacture

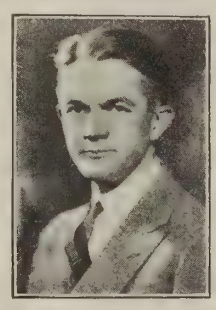
The industrial department of the Dallas Chamber of Commerce has announced that the Southwest's first printing ink factory will be in operation at Dallas within 60 days.

Local business men are behind the project and an experienced ink manufacturing chemist, E. H. Koontz, has been employed to take charge. Officers of the company include: Herman Rosenthal, president; Jerome A. Flexner, secretary-treasurer; Harry Sigel, Leslie Jacobs, E. D. Broadhead, Fred Appel, Julius and George Schepps, Dave Elsas, William Doran and Henri L. Bromberg, directors.

DURSTINE TO DISCUSS AD AGENCY WORK

President of Four A's Heads Association's Program for Convention in Philadelphia June 22-23—Lesan Announces Other Speakers

Roy S. Durstine, of Barton, Durstine & Osborn, Inc., and president of the American Association of Advertising Agencies, heads the program of the meeting to be held by the association in Philadelphia June 22-23, the week of the 22nd annual international convention of the Associated Advertising Clubs of the World.



ROY S. DURSTINE

The program was made public this week by H. E. Lesan, president of H. E. Lesan Advertising Agency, New York and program committee chairman. He will preside at the Philadelphia sessions. Mr. Durstine will speak on "The Scope of the Advertising Agency."

Other speakers include: R. S. Simpers, McLain-Simpers Organization, Philadelphia, on "Developing New Accounts"; Paul T. Cherington, J. Walter Thompson Company, "Getting the Facts Through a Survey"; Milton Towne, Joseph Richards Company, "Using Facts to Build the Advertising Campaign"; W. H. Beatty, Newell-Emmett Company, Inc., New York, "Advertising Art", and Harrison Atwood, H. K. McCann Company, New York, "The Business End of an Advertising Agency."

James O'Shaughnessy, executive secretary of A. A. A. A., will address the departmental session of the Agricultural Publishers' Association in Philadelphia June 22 on the subject "Advertising to Farmers."



DISPLAY OF HOME TOWN PAPERS PLEASES PUBLIC

Long Beach (Cal.) Sun Gives Exhibit Visitors "Back Home" Dailies to Read at Industrial Show—Plan a Success, Lawson Says

By Harold J. Ashe

When the executives of the *Long Beach* (Cal.) *Morning Sun* decided to enter an exhibit in the Sixth Annual Harbor Industrial Exposition, held April 21 to 28, they cast about for some original manner in which to make their booth an outstanding feature of the show.

Installing a job printing plant in the booth, or some similar plan was too old. Finally, D. W. Lawson, general manager of the newspaper, stuck upon the idea of having a representative group of newspapers at the booth, to be given away to all who called at the exhibit.

Long Beach is full of tourists, and even old residents have been in the state but a few years in most instances. Nearly all living in southern California are keenly interested in their old home town or state. The majority come from the middle west.

With this idea in mind Lawson addressed a letter to about 100 publishers in the ten middle western states, and because the letter, in a measure, explains the exhibit plan, it is reproduced herewith:

Dear Sir:

From April 21 to 28, Long Beach, California, is holding its Sixth Annual Harbor Industrial Exposition. Elaborate preparations have been made and the show will be attended by approximately 100,000 people.

The Morning Sun is one of the sponsors of the Exposition and will be represented with a booth. Among the various features to be utilized, we are desirous of having "Your Home Paper" on display. We are arranging with about one hundred publications in the te midwest states to send us from three to si copies of their paper, daily, April 21 to 2 inclusive, to be handed out on application t former residents of your town, county state.

Will you wish to be the publication fro your town? These papers will be tastefull arranged for display during the entire wee and will be given freely to the applicants. you care to extend the courtesy kindly advis us at once and put us on the list for one wee with a half dozen copies and we will includ your paper in our advertisements of the fe ture. To be of service we should have th issues starting with April 18 and continuin for eight days.

Thanking you in advance for your courtes and co-operation, we are

Yours cordially,

"Practically every publisher responde to the letter," said Mr. Lawson to Editor & Publisher. "Ours proved to be on of the most popular booths at the show It was a real joy to see the happy loo that came to many of the old folks, wh have been transplanted here, when the saw the type-face of their home paper."

From three to ten papers were receive daily from each publisher, and it is esti mated that about 2,500 copies were give out during the seven days of the show.

In considering the feature of particula interest to Editor & Publisher reader Mr. Lawson pointed out that, while th plan perhaps was ideally suited in par ticular to southern California, it coul with certain modifications, be used in a most any territory.

"Florida could readily make use of th plan," said Mr. Lawson. "State fair such as those at Des Moines and St. Pa would readily approve of it. At almo any such affair, where large crowd congregate, will be found people in lar numbers that are far from their 'Hom Town,' and the 'home town paper.'"

Maybe this is the first time lately that you have seen a copy of

EDITOR & PUBLISHER

Or, perhaps, the copy you have been reading all along has not been your own personal copy?

In either case, don't you think it would be a mighty fine thing to have it come to you from now on?

So many and varied are the practical uses to which you can put it; so complete, so interesting, so human, so full of helpful ideas, is the news it brings you each week of all that is going on in the publishing and advertising field—that it won't be long until you will be wondering how you ever got along without it.

Fill in, tear out and mail this coupon—this will start the service at once.

Editor & Publisher,
Suite 1700, Times Bldg.,
Broadway at 42nd St.,
New York, N. Y.

Yes, indeed, I do want my own personal copy of EDITOR & PUBLISHER. Send it to me every week for { 1 year / 6 mos., beginning with the next issue, and including with my subscription, at no additional cost, the 1926 International Year Book and the 1926 Space Buyers' Guide, when it comes out in November. I shall remit the price on receipt of your bill—in the next 10 days or so.

Name .....

Address .....

Business connection .....Title.....
(Important confidential information for our own files only)

Annual Subscription Price

Domestic, $4 Canada, $4.50 Foreign, $5
(6 mos., $2, Domestic; $2.25, Canada; $2.50, Foreign)

WHAT THEY ARE SAYING

NEWS FACTS DICTATE READERS' OPINIONS

"FREQUENTLY you hear that the editorial influence of newspapers has declined in recent years. There is some foundation for this comment. But I believe that this is simply evidence of more independence of thought and higher intelligence on the part of newspaper readers. I do not think that this is such a bad symptom after all. What the public wants most of all is facts, impartially and clearly presented. When the facts are known, we need have no fear as to the decision of the public on any questions at issue. It is certainly most heartening, therefore, to realize that never before in history have both news and advertising in our newspapers been more accurate and more dependable than they are today."—William T. Delaplaine, Co-publisher *Frederick* (Md.) *News and Post*, to Hood College Journalism Students.

* * *

LET EDITORIAL MERIT SELL PAPERS

"THEN again with this new 'premium to boy' idea you are spending tremendous amounts, as much as publishers will allow, for a heavy continuous turnover which much be kept up by more and larger expense. Why not sample your merchandise, make it saleable and sell it on its merits, wholly as a newspaper and make smaller gains, 'tis true, but more substantial and a better and more valuable reader. In my opinion extensive use of premiums is either a confession of weakness or a poor product so why not improve and keep up your product and then sell it. I hope the day is not far distant when all of us, as sales managers, will sell our product and not give it away or bait it to cover some deficiency or shortcoming."—David H. Smith, Circulation Manager, *Portland* (Ore.) *Journal*, Before Pacific Northwest Circulation Managers' Association.

* * *

NEWSPAPERS MUST REPORT CRIME

"YOU might just as well pretend to write a history of the Civil War and leave out Bull Run as to assume to reflect society and omit crime from the daily record. It is the function of a newspaper to report what is. If society does not like its reflection in the journalistic mirror that is up to society. It is no concern of the editor."—Edward McKernon, Eastern Superintendent, Associated Press.

* * *

"THIS MECHANICAL AND LITERARY MARVEL"

"THE newspaper is one of the most marvelous products of civilization . . . . When we consider that this mechanical and literary marvel reaches practically everybody, we can readily see that it is not idle, but entirely appropriate, to speak of it as an educator. Think of buying a history of yesterday's doings and sayings in all the world, political, personal, musical, naval, military —a history as large as an ordinary book, for two, three, or four cents!"—Rev. Dr. Frank Warfield Crowder, Rector, St. James Episcopal Church, New York.

HARRIMAN TO START PAPER

Son of Railroad Magnate to Control Newburgh Sunday Herald

W. Averill Harriman will control a new Sunday newspaper, the *Newburgh* N. Y.) *Sunday Herald,* scheduled to take its first appearance May 23. Mr. Harriman is son of the late railroad magnate, E. H. Harriman. He is also owner of the *Middletown* (N. Y.) *Herald.* Young Harriman and his mother, Mrs. E. H. Harriman, who live at Arden in Orange County, have for years been much interested in the development of Orange County. They financed and put through the big project of erecting the new Peekskill-Bear Mountain Hudson River bridge. Averill Harriman's sister, Mrs. C. C. Dumsey, has an interest in Johnson Features Syndicate, Inc., New York.

Italian Weekly Buys Building

United America, weekly newspaper devoted to Italian interests, published in New York, has purchased its own building at 241 Lafayette street, where it has installed a printing plant. The paper was founded July 4, 1925, by Amos Bertalini.

McIntyre Buys Into Printing Firm

E. F. McIntyre, business manager of the *Syracuse Herald,* has purchased a half interest in the Syracuse Printing and Publishing Company. Mr. McIntyre will leave the Herald to take over the active direction of the company.

Newspaper Files as History Sources

The Newspaper Division of the New York City Public Library reported this week that during the last year the newspaper files had gained prestige as sources of history. The trained historical student now realizes that the newspaper is an "unconscious and authoritative record of the mind of the people" and is tapping the "mine of valuable material contained in the daily press," according to the report.

World Has New Financial Copy Man

W. F. Manning has been appointed copy editor in charge of financial pages of the *New York World,* succeeding H. P. Thurlow, now on the World's news staff. Manning has been with the World about a year. Prior to that he was night editor of the *Washington Star,* and has also served with the *Philadelphia Public Ledger.*

San Fernando Papers Merged

The *San Fernando* (Cal.) *Sun* and the *Leader,* have been consolidated and are now published under the name of the *San Fernando Sun,* which will be issued on Tuesdays and Fridays. R. H. and L. A. Glenn own the two papers which were consolidated.

Changes to Semi-Weekly Field

The *East Moline* (Ill.) *Herald* has changed from a weekly publication to a semi-weekly, appearing each Tuesday and Friday. Arnold Torsell is editor.



ILLINOIS FACTS—

More Concrete Roadways
More Railroad Trackage
More Agricultural Commerce

THAN ANY OTHER STATE

Illinois has more concrete roadways to the square mile—more railroad trackage per square mile, than any other state in the Union.

In agricultural commerce it ranks first and in value of total farm buildings it stands second.

Illinois is third in population and its industrial activity is surpassed but by a few states.

Can you ignore these facts? They influence the buying power of the people and to you it means a tremendous market.

You can reach the people of Illinois through these daily papers.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Aurora Beacon-News .....(E)	18,694	.06	.06
†Chicago Herald & Examiner.....(M)	385,276	.55	.55
†Chicago Herald & Examiner.....(S)	1,153,360	1.10	1.10
†Chicago Daily Journal.....(E)	123,771	.26	.24
**Evanston News Index.....(E)	6,729	.04	.04
**Freeport Journal-Standard .....(E)	9,613	.045	.045
**Joliet Herald News.....(E)	19,591	.06	.06
††Mattoon Journal Gazette.....(E)	5,712	.03	.03
**Moline Dispatch .....(E)	11,680	.045	.045
**Peoria Star .....(S) 22,497..(E)	29,874	.075	.06
Rock Island Argus.....(E)	11,248	.045	.045
**Waukegan Daily Sun.....(E)	5,213	.03	.03

*A. B. C. Statement, September 30, 1925
**A. B. C. Statement, March 31, 1926
†Government Statement, March 31, 1926
††Government Statement, September 30, 1925

THEY FILL THE N. Y. SUN'S AD COLUMNS



The picture above shows the business staff of the *New York Sun* gathered for the regular Friday conference with E. S. Friendly, business manager. Reading from left to right (seated) they are: James E. Martin, production manager; Harold L. Goldman, classified manager; Herbert B. Fairchild, advertising manager; Edwin S. Friendly, business manager; Edwin A. Sutphin, manager of national advertising; James E. Hasenack, circulation manager; Einar O. Petersen, manager of local advertising. Standing: Samuel Wolfenden, manager, accounting department; George Benneyan, research and promotion; Donald Williams, books and magazines; Henry Buggelin, manager, publication office; Greenville P. Talbott, ideas and suggestions; Charles E. Luxton, office manager; Donal O'Neill, supervisor of advertising typography; Conrad F. Colborn, assistant advertising manager.

N. Y. POST MAY MOVE OFFICES ON JULY 4

Steamfitters' Strike Delayed Opening of New Plant Set for This Month—Newspaper Will Occupy Three Floors of 17-Story Building

Strike of steamfitters has temporarily delayed removal of the *New York Evening Post* from 20 Vesey street to its new $3,000,000 17-story home at 75 West street, New York. It had been expected the change in publication office would be made this month, but this week C. C. Lane, business manager, announced July 4 had been set as the tentative moving date.

The newspaper will occupy three floors and the basement of the building. The first floor, the height of an automobile truck from the street, will house the press and delivery rooms, the reception foyer and business and advertising departments. Paper storage and press feeding appliances will be in the basement.

At the start, the Post will operate 12 Scott press units, but sufficient space has been allowed for installation of 44 units. Special foundation work prevents communication of any vibration from the press room to other parts of the building.

Composing and city rooms will be housed on the second floor. The composing room is so built that its entire floor space is to be lighted by skylights in daytime.

On the third floor, editorial writers will have their quarters, and there will also be a private suite for the editor-in-chief, David E. Smiley, and special space for dramatic, literary, music, art and financial departments.

Little difficulty is expected to be encountered in moving, since the Post is buying virtually all new equipment.

BROUGHT E. & P. YEAR BOOK FROM GERMANY

ONE of the few books Dr. R. W. Drechsler, prominent German journalist, now a member of the Foreign Office in Berlin, brought to the United States with him recently was a copy of EDITOR & PUBLISHER'S INTERNATIONAL YEAR BOOK for 1926.

Dr. Drechsler was among the foreign writers invited to attend the peace conference held last week at Briarcliff Manor, N. Y., under the auspices of the Carnegie Foundation for Permanent Peace. Many prominent American editors also attended.

"I brought my Year Book with me from Germany, he told EDITOR & PUBLISHER. "I find it of inestimable value, and have occasion to use it constantly."

He said the German press was quoting freely from current issues of EDITOR & PUBLISHER, having used the articles on "Crime News," comments on the death of Victor Lawson, and the several articles on U. S. schools of journalism.

CREDIT MEN ASK NEWS FACTS, NOT OPINIONS

Latter Frequently "Hot Air" Say Many Replies to a Survey Broadcast to National Group—90 Per Cent See Two Newspapers a Day

A journalistic survey conducted by the Department of Public Relations of the National Association of Credit Men made public this week by J. H. Tregoe, executive manager of the association, shows that, while about 90 per cent of the financial men who make up the association's membership of about 30,000 read or scan more than one newspaper a day, less than 50 per cent of them are influenced much in their trade dealings by published opinions of business conditions.

It is pointed out that credit executives apparently are more likely to be interested in published facts and data than by opinions of business men which appear in news columns. In commenting on this condition, Mr. Tregoe said he considered this a healthy sign which indicates that there is less "herd-thinking" than many of us have believed.

The report, in part, follows:

"The survey was conducted among treasurers and credit managers in banking, wholesaling and manufacturing concerns in the hundred odd principal commercial centers of the country. It shows that more than 90 per cent of these persons read or scan more than one newspaper a day and that on the average they give some attention to about six trade periodicals each month.

"About 49 per cent stated that they are influenced to a considerable extent in their business dealings by published opinions of business conditions. The remainder, while they admitted they were influenced in this manner to some extent, found fact or data news more valuable in their operations. Some who provided the information for the study gave such comments as 'a good deal of hot air sent out' or 'too many of them' and 'I try not to be influenced by these opinions.' One man said the opinion circulators were afraid to face the truth, while others put faith only in the opinions based on data and expressed by statistical authorities. One credit executive said he was sorry to admit that he was influenced by published opinions on business conditions. In a few instances the answers showed that there were some credit executives who did not look at any newspapers.

FOURTH ESTATE REORGANIZED

New Company Headed by H. M. Newman—Sammis Appointed Editor

Transfer of the Fourth Estate Publishing Company to H. M. Newman, 25 West 43rd street, New York, was announced by the *Fourth Estate* last week. Besides Mr. Newman, the executives of the organization are S. J. Runde, vice-president and general manager; L. F. Zellner, business manager, and Walter Sammis, editor. Mr. Sammis has been editor of *Associated Advertising*, associate editor of EDITOR & PUBLISHER and reported the recent Federal Trade Commission hearing on agency commissions in New York for EDITOR & PUBLISHER.

Mergenthaler Pays Extra Dividend

Mergenthaler Linotype this week declared a quarterly dividend of $1.25 and an extra dividend of 25 cents on the new no par stock payable June 30, to stock of record June 5. The quarterly dividend of $1.25 a share is equal to the old rate of $2.50 a share, paid on the old $100 par stock, which was exchanged for two shares of new stock.

Hardened Steel Newspaper Headings That Last Forever

A. J. SOSSNER

363 West Broadway New York

SHAPE IDEALS THROUGH YOUR CHURCH PAGE

Learn how at the Philadelphia Convention

To sell churches on the use of advertising, you, as a representative of their business interests, should be able to tell them what to advertise and how to do it most effectively.

Advertising employed solely to fill pews and collection plates will not do either permanently.

"Church Advertising," says the Classified Manager of the Oakland Tribune, "should suggest thought, form ideals, and guide conduct for hundreds who may never enter the church of its origin, but who become associate members of that church through the bond of the press."

You are invited to participate in the church advertising sessions at Philadelphia. They will be held on June 22nd and 23rd, as a part of the international convention of the Associated Advertising Clubs.

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS,
383 Madison Avenue
New York, N. Y.

LOCK SUES TALMADGE FOR ACCOUNTING

ewark Star-Eagle Owner and Special Representative Alleges Former Director Deprived Him of Share of Profits

Paul Block, who bought control of the *ewark* (N. J.) *Star-Eagle* last January ls filed two accounting suits against arry S. Talmadge in New York su- me court. Mr. Talmadge has an in- rest in the *Toledo Blade,* and was for- rly managing director of the Newark wspaper.

The first complaint charges that Mr. lmadge, without authorization of the wark corporation, wrongfully disbursed ney to himself and others.

The second action grew out of an al- ed interest of Mr. Block in one-third the profits arising from Mr. Talmadge's ntract with the Toledo Blade. The nplaint alleges that in 1908, Mr. Tal- dge and Nathaniel C. Wright, wno d in 1923, made an agreement with the de Company, whereby they took over property and in addition to a stated ary were to have a percentage of the nings and other emoluments. Their ntract was known as a "leasehold reement of the newspaper."

Mr. Block alleges that the contract s carried out by them until Mr. Wright d and then Frederick S. Buggie was stituted for the latter.

The plaintiff asserts that in 1909 he d the defendant $25,000 at the lat- s request for a third interest in Tal- dge's share of profits and compensa- n except his salary, and it was agreed t the fact that Mr. Block had this rest was to be concealed from the poration. The complaint says that er this agreement the defendant was gated to use the utmost care to protect interest of the plaintiff.

Mr. Block alleges that from 1909 to 9 the defendant paid him what he resented to be a third of the lat- es earnings, but now charges that he not receive his full share, but that defendant withheld "a large sum." e complaint demands a full account- of the earnings during this period.

second cause of action alleges that 919 the defendant by false representa- s induced the plaintiff to sign a pa- which the defendant alleges rescinded ck's third interest in his earnings paid him nothing thereafter. Dur- that time the plaintiff alleges that fair share was $160,000, which he ands.

the complaint in the first suit filed, Block alleges that during the 10 's Mr. Talmadge was director of the t--Eagle, he made improper payments nearly $100,000 in cash, and caused s of autos, player pianos, and radio to be made.

Mr. Block owns several newspapers addition to the Star-Eagle, operates ecial newspaper representative agency, is a director of *Pictorial Review.* Talmadge and Mr. Block were for- ly part owners of the *Detroit Jour-* and sold their interest in 1922 to *Detroit News.*

Max Steuer, counsel for Mr. Talmadge ined to comment on the suit to a esentative of EDITOR & PUBLISHER.

MAN BUYS SPOKANE WEEKLY

Pauline Bloom, Former New York Writer, Is New Publisher

he *Spokane Woman,* local tabloid kly newspaper, has been purchased Pauline Suing Bloom, formerly as- nt editor of the *South Brooklyn New k Home Talk,* and member of the azine staff of the *Brooklyn Daily le* under F. W. Applegate. Mrs. om will be assisted by her son, Ed- l J. Bloom, for two years a member he editorial staff of the *New York ald Tribune.*

EDITOR & PUBLISHER CALENDAR

May 24-26—New York Newspapermen's Assn., 20th annual outing to the Catskills.
May 24-25—Kansas Editorial Golf Assn., spring tournament, Topeka, Kan.
May 25—Brooklyn Newspaper Club, first anniversary party, Hotel Shelbourne, Coney Island.
May 27-29—Arkansas Press Assn., annual convention, Little Rock, Ark.
June 2-4—Alabama Press Assn., annual convention, Auburn, Ala.
June 5—Southwest Kansas Republican Editorial Assn., annual convention, St. John, Kan.
June 8-10—International Circulation Managers Assn., annual convention, Philadelphia, Pa.
June 11-13—Texas Press Assn., annual convention, San Antonio, Tex.
June 16-17—New York State Publishers Assn., summer convention, Ithaca, N. Y.
June 18-19—Oregon State Editorial Assn., annual session, Prineville, Ore.

Mary Pentland Sutton, formerly owner of her own agency in Denver, has been appointed advertising manager. Francis Terry, formerly with the Western Newspaper Association, is handling circulation. Elizabeth Jane Haring, formerly of the *Spokane Press,* is associate editor.

Circulators On Outing

Sixteen branch managers, district managers and carriers of the *Dayton* (O.) *Evening Herald* and *Dayton Journal,* who were leaders in a contest for new business during the month of April were given an automobile trip to Cincinnati, and a banquet this week.

If a general strike meant only a strike of generals it would not do any particular damage just at this time.—*New York Herald Tribune.*

NEW MANKATO DAILY TO START MAY 24

Col. Oliver J. Quane Former Owner of St. Peter Herald Launching Daily Herald—L. L. Perrin Named Managing Editor

(*By Telegraph to* EDITOR & PUBLISHER)

MANKATO, Minn., May 20.—The new *Mankato* (Minn.) *Evening Herald,* Col. Oliver J. Quane, publisher, will start publication on May 24.

The Herald will have a pony United Press service, Central Press Association news and feature service and features from the Bell Syndicate, Inc.

Col. Quane, a veteran of the Spanish-American and the world wars, formerly was publisher of the *St. Peter* (Minn.) *Herald.* He sold out his interest in that publication last fall.

L. L. Perrin, for ten years a member of the editorial staff of the *St. Paul Dispatch* and *Pioneer Press* and for the past five years city editor of those papers, will be managing editor of the Herald. Before going to St. Paul Perrin worked on the *St. Joseph News-Press* and the *Des Moines Register.*

S. E. Elliott, former editor of the *Farmers Dispatch,* St. Paul, and prior to that on the editorial staffs of the *Sioux Falls Press, Omaha Bee* and the *Sioux City Tribune,* will be news editor. Robert Baker and Harry Conlin, both of Mankato, will be advertising manager and circulation manager, respectively. The Evening Herald will be independent in politics.

The plant, which is now being equipped, includes three new Intertypes, a Cox Duplex flat bed press, a Ludlow Typeograph and an Elrod strip casting machine.

Mr. Perrin's resignation caused several shifts in the St. Paul Dispatch-Pioneer Press staff. He has been succeeded as city editor by L. U. Spehr, who has been covering the city hall run. Spehr is succeeded by A. J. Crocker, real estate and building news editor. Philip R. Bronson has been assigned to edit the real estate pages.

Grable Co. Opens Eastern Offices

The H. L. Grable Company, Dallas, Tex., national representative for weekly newspapers, has opened eastern offices in New York, Philadelphia and Chicago. H. L. Grable took over the Texas Press Weeklies in July, 1925, when the membership consisted of 63 papers. Now the membership is more than 300 newspapers located in Texas and Oklahoma, and it is planned to extend the list throughout Arkansas, Missouri and Nebraska. Addresses of the eastern offices are: 25 East 26th street, New York; Nediner Building, Philadelphia, and 123 W. Madison Street, Chicago. An office is also maintained in Oklahoma City, Okla.

There is one Sunday paper for each family in the United States.

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

Still Gaining !

The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.

The net paid average for the American was 57,503.

You need these papers to cover Baltimore, they reach more than half the City.

Sold separately or in combination.

THE BALTIMORE NEWS
and
Baltimore American

ANNOUNCEMENT

To National Advertisers and Advertising Agencies

The National Advertising Departments of
New York Evening Journal
Baltimore Evening News
Baltimore American
Washington Evening Times
Washington Herald
Atlanta Evening Georgian
Atlanta Sunday American
are combined with offices in New York—Chicago—Detroit

New York Office:
W. G. HOBSON, *Eastern Manager*
2 Columbus Circle
Telephone: Circle 5400

Chicago Office:
F. E. CRAWFORD
Western Manager
913 Hearst Bldg.

Detroit Office:
FRANKLIN PAYNE
Representative
1351 Book Bldg.

All under direction of:
JAMES C. DAYTON, Publisher
NEW YORK EVENING JOURNAL

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.

Member A. B. C.

URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representatives:
E. M. BURKE, Inc.
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Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

Regional Advertising
at
Regional Rates
in
The Christian Science Monitor

An International Daily Newspaper
Publishing SELECTED ADVERTISING
ATLANTIC, CENTRAL and PACIFIC Editions

Rates and Circulation Data Supplied on Request

ADVERTISING OFFICES

Boston	New York	Kansas City
Philadelphia	London	San Francisco
Chicago	Paris	Los Angeles
Cleveland	Florence	Seattle
Detroit		Portland

"Buy What You Can Use"

first! in OHIO

7,474,514 Lines

Dispatch advertising record for the first four months of 1926, exceeding other Columbus newspapers combined by 1,092,957 lines. In 1925 the Dispatch published 21,544,376 lines exceeding second largest Ohio newspaper by 2,648,383 lines.

NET PAID CIRCULATION

CITY	55,812
SUBURBAN	26,973
COUNTRY	23,666
Total Daily Circulation	106,451

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

HOW RELIGIOUS NEWS WAS "ZIPPED UP" TO A FULL-PAGE WEEKLY FEATURE

Stereotyped Church Notices Developed Into Interesting News by the "Young Person" on Greensburg (Pa.) Review —Page Is Now a Circulation Builder

IN existence for more than two years and now as integral a part of the paper as the editorials or classified ads, is the religious news page published each Saturday by the *Greensburg* (Pa.) *Morning Review*. Long before this feature reached its first year anniversary, the page of religious news was found to have as firm a hold on church people in the community as a favorite comic strip on six year olds. Each month attests to its growing value.

The page was born of a sturdy "Damm!" exploded by a Young Person in the news room.

She was grimly surveying a sheaf of notices sent in by the town's pastors when the expletive caused green eye shades to tilt inquiringly in her direction. The "notices" were the hackneyed, stereotype "Sunday school at 9:30—Morning worship at 10:30—Evening worship at 7:45—Everbody welcome."

Greensburg pastors cherished the belief that such spiritless reminders adequately presented the Sunday school and church offerings. On the Young Person's desk was commonly dumped everything with which no one else wished to bother, church notices among them. The Young Person was versatile. She was commonly given big news assignments out of the office—but felt life was cursed with a multitude of irritatingly small news matters as well.

"What's the excitement?"

With a derisive snort the Young Person turned to the Big Boss, strolling through the City Room.

"Look at 'em," she demanded, thrusting fan shape before his amused eyes, the weekly batch of Friday night ministerial reminders.

"Guess they believe they're advertising. They must think our readers will get wildly excited and come stampeding into the churches to read Sunday school at 9:30, everybody welcome, and so on."

When the Young Person began to stutter everybody knew her emotions were likely to carry her to far conversational lengths.

"Here's one that actually breaks out of the beaten track"—she flicked out a typewritten notice with the explanation—"It's that new young minister over at the Wesminster church, you know. He steps out enough to say 'A cordial invitation to strangers.'"

"What would you like the ministers to do?" The Big Boss's tone was thoughtful.

"Do? Why really advertise, of course," snapped the Young Person, her reply born of the accumulated irritation of years of retyping church notices in stilted phraseology. She had recently handled the publicity of a successful Third Class City campaign and thought she knew something of advertising appeal.

"All right," pleasantly agreed the Boss. "Make 'em do it."

"Right O," cheerfully agreed the Young Person, not to be outdone in nonchalance. "How much space can I have each Saturday?" At that moment she had only the haziest idea of what she would do with any space at all.

"Better have enough room while you are about it. Will a page hold you?"

"When do we start?" came back the Young Person, who had long chafed to try out a few ideas of her own.

Thus the Morning Review's weekly page of religious news came into being.

The newspaper's mailbags tell the story. When Review mailbags began to disgorge letters addressed to the "Religious Page Editor," we knew the effort had "taken" hold.

"Play no favorites" was the only rule laid down when the weekly page was set aside. And the second rule that speedily joined the first was to bar everything from the page that was not "news" in character. The only exception to the latter is the publication of a short sermon.

This set feature of the religious page is set in 10 point, and usually fills two columns. The sermon is displayed by a box feature head, in which the title, the name of the pastor who submitted it, and that of his church are incorporated.

It was decided that a sermon by a local priest or minister would be much more effective than a weekly sermon purchased from a syndicate. It has worked out that the greater drawing power of the home product more than offsets the labor of booking ministers and maintaining a schedule. It is no small matter to have a sermon ready to send out to the linotypes by Thursday morning of each week, when one has to deal with men of the cloth who have a thousand other demands on their time. But in the more than two years since the inception of the religious page, the paper has never gone to press without one. In several instances however, sermons published by permission from the *Christian Science Monitor* have literally saved the day.

Every sect, every denomination, is given an opportunity to contribute.

After Greensburg ministers had kept the ball rolling for some months, ministers of neighboring towns were asked to contribute. Sermons then began to appear by groups, each denomination in a selected town or community having the pleasure of seeing its ministers' contributions published before we passed on to the next community. Circulation invariably received a nice boost in the towns as the sermon series progressed—because of the never failing human tendency for church people to buy papers to see "what our minister is going to preach about," and for the minister and his friends to buy additional copies of the paper to mail to distant folk. The weekly page of religious news has been a real circulation booster.

"When you have churches paying for display space, you're getting good," admitted the Advertising Man, blasé from contact with too many people inclined to want something for nothing. While religious page advertising business has not made the declaration of a stock dividend necessary, there has been a steady run of business—unsolicited. The present sale of space on the page frequently means that much of the live news has to break over to another section. A religious breakover is becoming the weekly Saturday morning necessity. No charge is ever made for the publication of church news. Display space is usually sought by the ministers who have special evangelistic services or other activities they wish to advertise.

Today the Morning Review's Religious Page is substantially the same as it was in the beginning. Dominating the space is a table designed for the convenience of both home folk and strangers.

"Where to go to church Sunday" is the caption. Set forth in tabular form is a list of all the churches or religious sects of the town, their location by street, the name of the pastors and the stated hours for Sunday worship. In the case of the dozen or so denominations which avail themselves of the privilege are printed the morning and evening sermon subjects as well. Protestant churches are grouped as are the Catholic churches and the churches for Negroes. Spiritualists, the Christian Scientists and the Hebrew synagogue are named.

To serve as a mental jog, printed forms, neatly padded, and of a conspicuous color are supplied each minister. On the dotted lines he pencils his denomination, his morning subject, his evening subject, and anything else he may wish to contribute to the current news of the page. The Religious Page Editor fishes these bright slips out of the mail and uses the information to make what revision on the "Where to Go to Church" table is necessary.

To pep up the page, a streamer based on the weekly sermon, flaunts its black type across the eight columns. As a balance might be considered the text, selected to fit the season, or the thought of the day, that is printed across the bottom of the sheet.

In the main, the sermons themselves have been thoughtful, vital, and possessing considerable punch. It was surprising how quickly the pastors caught the idea and how they embodied in their contributions, practical, helpful messages for the everyday living of everyday folk. In not a single instance has creed or dogma been stressed. Sermons have been entirely non-sectarian in character.

It is recalled that one of the reporters from the paper dropped in the hospital to see a young police officer who was convalescing from pneumonia and who his physicians said, had miraculously come back after a look inside the pearly gates themselves. Spread upon his bed was the Saturday religious page—and he told his visitor he had just completed reading an exceptionally fine sermon by a young Catholic priest who had taken for his subject "Death." The reporter—a Protestant, by the way, was careful to pass on to the priest, the words of real appreciation spoken by the convalescent.

What else finds space on the religious page?

The livest kind of religious news which not only the religious page editor, but everybody else on the staff can find. And the surprising thing is how much is always waiting to be handled. One church calls a new pastor, another imports a bishop; another contracts for the building of a $100,000 new church; a minister embarks upon a lecture tour; the Y. M. C. A. opens a Young People's conference; all the churches get together for union outdoor summer services; somebody gives a rural church a magnificent new organ; a pastor wrecks his automobile; the choir of this or that church offers a musical service.

Occasionally the first page steals the religious page thunder. When one of the local denominations puts on a Bible reading marathon, with bacon and eggs served to the first sleepy-eyed members of the congregation who turned out at 3 a. m. to hear the Scriptures the story was carried naturally, with other live news breaks of the morning. Easter, Children's Day, New Year and Christmas programs are given extra attention. Stories dealing with more elaborate church festivals are usually begun on the first page with a break-over to the religious. The advertising department's cut services have yielded a wealth of ornamental matter. The Christmas number is usually dressed with an appropriately artistic layout, as is the Easter number, while, the year around there is opportunity for fancy heading

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
CLINE WESTINGHOUSE

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

OMAHA BEE
Omaha, Nebr.

Ask them about it.

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

A SINGLE
ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their respective fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page .....$280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page ..... 82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

Editor & Publisher
1700 Times Building
Broadway at 42d St.
New York, N. Y.

Telephones:
Bryan 3052-3053-3054-3055-3056
Cable Address: EDPUB, NEW YORK

Advertising World
14 King Street
Covent Garden, W. C. 2
London, England

Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON

EL DEMOCRATA SUSPENDS

lexico City Morning Daily Involved in Financial Difficulties

El Demócrata, morning daily of lexico City, owned by the Compañia ditora Latino Americana, was suddenly spended May 9, owing to financial fficulties, according to a statement by uis Monroy Durán, president of the mpany.

A mounted police squad was imediately placed in front of the building prevent it is said, the action of the ade unions which threatened to take the ant and operate it on a co-operative sis.

Arrangaments are being made already wards the reopening of El Demócrata the unions agree on a 20 per cent reuction of the personnel.

El Demócrata was founded 18 years o.

Editor Host to Correspondents

Capt. Charles L. Weymouth, editor of e *Hanover* (Va.) *Herald-Progress,* ublished at Ashland, tendered the 30 rrespondents of his paper throughout anover county a banquet May 22.

FIELD MANAGERS RAISE PRESS STANDARDS

(*Continued from page* 11)

ducted. He referred it to us and thin 48 hours we had a check for the lance due the member, under the usual ethod of 15 per cent agency commison. The amount was small but the inciple involved is large. Without an sociation to get on the job an advertiser uld work this game on individuals to e extent of hundreds of dollars in the gregate. It has been done in the past t we doubt if any advertiser wants to up against the Southern California litorial Association on attempting it in future.

'We don't pose as a collection agency t we have straightened out some acnts to the satisfaction of our mems."

While co-operation in most cases has en successful, at least one instance of flure of co-operative effort has occrred. This was in Iowa when the aempt was made to cast type on a -operative basis. During and after the r, Mr. Caswell succeeded admirably th an organization for the purchase of nt paper in carload lots. This was en paper was selling around 13 cents pound. Substantial profits were made two years and then when paper prices back to normal, Mr. Caswell advised discontinuance of the project. Many mbers, however, wished to keep it up, the venture in recent years has not n successful.

. Some field managers act as a central ncy for the placing of all political rtising by candidates for state and ional offices.

. Now what about the field manager national advertising? It might seem first glance that the first thing the d manager ought to do would be to after national advertising and to go r it hard. At the recent convention field managers in St. Louis the following resolution was passed:

'Ten years of experience and effort the older managers have convinced us t the individual field manager should be required or expected to conduct ional advertising agency business nor obtain direct cash returns for mems from national advertisers."

'he point is this: The field manager he employee of the state press associaon. He represents all newspapers in state. All contribute to his support. Nebraska, for instance, there are 425 y and weekly newspapers. Exactly are members of the Nebraska State ss Association. Very few national rtisers, however, wish to place their in 424 newspapers in one state. haps they should, theoretically, but say that they can't afford it, they there is duplication in circulation.

The field manager, therefore, is placed in the embarrassing position of dispensing advertising to some of his constituents and not to others. This makes bad feeling and is harmful to the morale of the press association.

Furthermore, to go after national advertising and to go after it in the big way that really gets results requires money—more money than publishers want to pay for the support of a field manager. (Publishers have to pay for the service either in dues or through commissions on advertising placed.) It requires much time and if the field manager is to conduct an advertising agency he hasn't time to do anything else. The plan was given a very thorough trial in Nebraska under the direction of Ole Buck. Although he had a budget of $10,000, he couldn't make enough of a dent in national advertising to justify the time and money expended.

In the light of this experience, most of the field managers seem to be of the opinion that the duty of the field manager with reference to advertising is:

(a) To help the county publisher get more local advertising.

(b) To help him get national advertising through local dealers.

(c) To get out a rate book for his association and distribute it among agencies.

The field manager aids in local advertising by offering ideas to stimulate local advertising, in showing the publisher how to make a medium that will "pull" results for the advertiser, in offering suggestions for service to the advertiser, in pointing out that the way to get business is by creating it and not by taking it away from the other fellow, and in making talks before local advertising clubs and merchants' organizations on the value of advertising.

Field managers help country publishers get national advertising in an indirect way by pointing out the possibility of getting linage through local dealers. Thus in Iowa, for instance, Mr. Caswell advises the publisher: "When the salesman for some nationally advertised product is in town, have your merchant call you over to the store. Let the merchant, before he agrees to take an order of shoes, cement, soap, or what not, exact a written guarantee from the salesman that so and so much will be spent in advertising in your newspaper and that this advertising will be paid for by the manufacturer or jobber."

This plan has worked with remarkable success not only in Iowa but in other states, and field managers point to it as the short cut to national advertising.

In order to facilitate the work of advertising agencies in placing advertising in country papers, some field managers issue rate books giving name of paper, rate, commission allowed, city circulation, county circulation, city population, and country population. The Rate Book of the Washington Press Association is now in its third edition. The Iowa Press Association has its "Blue Ribbon List" of Iowa newspapers. The Kansas Press Association, the Nebraska Press Association, and the New York Press Association also have a Rate Book; and Len W. Feighner, field director of the Michigan Press Association, will very shortly issue a "Michigan Preferred List."

The field managers have heeded the advice of James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, who has said:

"Every State Press Association should be in that advanced position whereby it can furnish the advertiser and agency with the information as to the circulation, the advertising rates, and ratings of its members. Without this information, the country press is not practically available to the national advertiser or the agency."

On another occasion Mr. O'Shaughnessy said:

"Three states, Iowa, Missouri, and Washington have lists giving circulation and rate and arrangements have been completed whereby every paper on those lists can use mats. What three states have done, 48 can do. When all of the states or at least all the more populous states have moved into the more advanced column then the advertiser will no longer be deterred by the forbidding cost. The country paper then will be within his knowledge and within his reach. Once in that favorable position, the merit of that most intimate and powerful of all the circulations—the weekly paper—will be taken into account."

While some of the field managers are on the part time basis, most of them devote full time to the work.

The full time men are paid a salary averaging $2,000 to $3,000—not enough for the work they so. Expenses and incidentals make the average budget run around $4.000 to $5,000.

The budget of the New York Press Association of which Jay W. Shaw is secretary, is $8,500 and is probably the largest.

The budget for the work of the field manager is raised by assessments on the members of the press association. In most cases the assessment is based on dues. When this is done, the secretary is in a position to know accurately the circulation of all of his members. In Nebraska the rate is $1 for every 100 of circulation, in Kansas the rate is $1 for every 100 of circulation with a minimum of $5 and a maximum of $50, in Iowa it is $1 for every 100 above 500 with a $5 minimum, in Colorado it is 2 cents a subscriber per year with a minimum of $10 and a maximum of $100, in New York dues vary from $10 to $30 on the basis of circulation and from $40 to $100 on the basis of gross business, in Pennsylvania members pay from 50 cents a month on a circulation of 1,000 or less to $25 a month on a circulation of more than 100,000.

There are indications that other states will soon join the ranks of the 15 states that now have field secretaries. Wisconsin already has a part-time man. Minnesota just recently employed a full-time man.

Arkansas and North Carolina also appear to be interested.

The Morning Telegraph

Is the giant influence on the Turf, in Society, Music, Theatre, Motion Picture and Finance, having the largest circulation of any Daily in the United States at a ten-cent Price.

Circulated in every State in the Union and the principal capitals of Europe. An exclusive market for its advertisers.

The Morning Telegraph
50th St. & 8th Ave., N. Y. City

have you been following the remarkable growth of the Detroit Times

THE TELEGRAM
now has the largest paid circulation in
CLARKSBURG, W. VA.
13,000 daily
14,000 Sunday
guaranteed.

Member Audit Bureau of Circulations

Represented Nationally by
The Devine-MacQuoid Co., Inc.
New York Philadelphia Pittsburg Chicago

creating Impression!

nearly half the 2013 national advertisers using the Cleveland Plain Dealer in 1925 used it *exclusively.*

The Plain Dealer
ONE *Medium* – ONE *Cost* ALONE *Will sell it*

J. B. Woodward 110 E. 42d St. New York
Woodward & Kelly 360 N. Mich. Ave. Chicago

For the First Three Months of 1926
THE TAMPA MORNING TRIBUNE
printed 7,355,276 lines of Advertising, and thus moved up from twelfth to SIXTH place among the newspapers of the United States.
The only newspapers printing a greater volume of advertising during that period than The Tribune were the Miami Herald, the St. Petersburg Times, the Detroit News, the Chicago Tribune and the New York Times.
The Tribune covers the rich South Florida territory of 24 counties and 190 cities and towns, with a population of 713,943.
That's Why Its Advertising Volume Grows
The S. C. Beckwith Special Agency, National Representatives.

The DES MOINES CAPITAL
Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.
It is the best Advertising buy in the mid-west
O'Mara & Ormsbee
Special Representatives
The DES MOINES CAPITAL
Lafayette Young Publisher

WHAT OUR READERS SAY

"Unrewarded Circulation"

To Editor & Publisher: Whoever wrote "Unrewarded Circulation, in your editorial page knew what he was talking about. It has taken me twenty-five years to curb the natural editorial desire for circulation. We have been to unbounded expense to try to put our circulation above where it naturally hangs. Of late I have been satisfied with the certain natural outlet which is fair and just to advertisers and have come to the conclusion that the publisher's struggle against each other for larger circulation is all "applesauce." It is time for publishers to realize this and cut out their cut-throat games.

Yours truly,
S. G. Goldthwaite,
Boone (Ia.) *News-Republican.*

Benefits of First Congress

To Editor & Publisher:—Two outstanding facts derived from the First Pan-American Congress of Journalists are in my opinion of utmost importance, namely: FIRST. The Latin American journalists have become acquainted with the United States. SECOND. A cordial and warm friendship has been established between these same journalists who, in spite of the fact that they speak the same language and belong to the same race mutually ignore each other. The former will produce innumerable benefits: A journalist who observes and writes afterwards his impressions is a being who conveys to thousands of men a reality which he has lived. This is the reason why I believe that a hundred journalists travelling through the United States will make the truth known to thousands of men of the Latin American race who live in the same continent who have common interests with the American people and who ignore or admire this great nation in a wrong way helping to overcome all prejudices yielding to the convincing truth.

The latter is of no less importance although it is rather striking that the Latin American journalists have at last become acquainted in Washington. Nevertheless the end was accomplished in the Hall of the Americas at the Pan American Union where the flags of the 21 countries of the New World are assembled under the same roof. Hopes and dreams have always been nests where progress, culture and co-operation for the benefit of mankind have been hatched.

Joaquin Vargas Coto, Editor of *"El Diario de Costa Rica."*

Wants E. & P. Comics Weekly

To Editor & Publisher: Please accept my most hearty congratulations on your Pre-Convention Number. This is a splendid number, and to one who this year could not get to the Convention it proved a most interesting visitor.

Make that Convention Comic Section a regular weekly feature of the Editor & Publisher and watch your own circulation climb. In a few weeks you will be out-circulating the *Daily News* and may be a close second to the Saturday Evening Post.

Yours truly,
W. I. N. Cox.

We Agree

To Editor & Publisher: I want to express appreciation of the anthology of "best emotional newspaper stories" by H. F. Harrington in this week's Editor & Publisher. There is something very fine and very valuable to the news writer in Harrington's approach to his subject, his analysis of conditions and product, and his clear divination of the fundamentals. Mr. Harrington has always been a "favorite author" of mine, and I can't help showing my gratitude for another of his excellent articles. Let's have more of the sort whenever you can.

Cordially,
W. P. Elson.

A Fine Compliment

To Editor & Publisher: The Editor & Publisher extra distributed at the A. N. P. A. convention is a masterpiece. From the viewpoint of interest and timeliness I regard it as the best of many admirable special numbers. Please accept my congratulations.

Very truly yours,
Frederick S. Fox,
Editor, *Norristown* (Pa.) *Times Herald.*

Foreign Press Laws

To Editor & Publisher: I have learned since my article on Foreign Press Laws was published that a limited number of copies are obtainable at the British Library of Information, 44 Whitehall, New York City. I think it might be a good idea to publish this letter as a further aid to your subscribers who might wish to obtain the pamphlet copy of these laws. The price delivered is $3.72.

Hugh J. Harley.

AD TIPS

Advertising Industries, Inc., 487 Ellicott Square, Buffalo. Reported will place advertising in some New York State newspapers for Henry Card & Company, "Grape Ola," Fredonia, N. Y.

N. W. Ayer & Son, 308 Chestnut street, Philadelphia. Placing orders with newspapers in various sections for Otis Underwear, Ware, Mass. Also placing orders with some New York newspapers for the Consolidated Dairy Products Company, Vogue Ice Cream, Long Island City, N. Y.

Bayless-Kerr Company, Hanna Building, Cleveland. Has secured account of the American Crayon Company, "Old Faithful" crayons, Sandusky, Ohio.

Brandt Advertising Company, 431 North Michigan avenue, Chicago. Preparing schedules on Curtis Candy Company of Chicago. Schedules will break in June. This Company is also preparing a list on Hough Shade Company of Janesville, Wis.

Casey-Lewis Company, Cotton State Life Building, Nashville. Now handling account of the Sturdivant Packing Company, "Old Virginia Stew," Brownsville, Tenn.

Chappelow Advertising Company, 1709 Washington avenue, St. Louis. Reported to have launched an extensive newspaper campaign in the St. Louis territory for the Pierce Petroleum Corporation, St. Louis.

Churchill-Hall, Inc., 50 Union Square, New York City. Has secured the following accounts: Kingsbury Manufacturing Company, Keene, N. H., toys; Frank A. Hoppe, Inc., Philadelphia, Hoppe's nitro powder solvent and Hoppe's lubricating oil and gun grease.

Dorrance, Sullivan & Co., Inc., 130 West 42nd street, New York. Placing orders with rotogravure sections of newspapers in cities generally for L. T. Piver, Inc., Paris, France, campaign running through May, June, July and August for Azurea, Fetiche and other Piver face powders, talcum powders and bath powders.

John H. Dunham Advertising Company, 431 North Michigan avenue, Chicago. Sending out orders and contracts on Armour & Co. (soap).

A. W. Ellis Company, 40 Central street, Boston. Will handle account of the Darlo Company, Boston, manufacturers of the Darlo dishwasher.

Erwin, Wasey & Company, 844 Rush street, Chicago. Sending out contracts on Goodyear Tire and Rubber Company of Akron, Ohio, for a campaign in Oklahoma papers. Also placing orders on the Postum Cereal Company of Battle Creek, Michigan, for newspapers in Montana.

Ferry-Hanly Advertising Company, 6 North Michigan avenue, Chicago. Sending out copy on the Wall Safes of the Murphy In-A Door Bed Company, Chicago, to newspapers in towns where they have dealers.

Grant & Wadsworth, Inc., 342 Madison avenue, New York. Hes secured the following accounts: J. B. Ferguson, Inc., radio, New York. Schleicher, Inc., "Slyker Radiator," Gary, Ind.; Pathe Golf Ball Co., Pathe Dollar Ball, Brooklyn, N. Y.

Charles C. Green Advertising Agency, 450 4th avenue, New York. Now handling account of the Hold Safe Optical Case Corp., New York.

Greenleaf Company, 80 Federal street, Boston. Now handling account of the Doten Dunton Desk Company, Boston.

Griffin, Johnson & Mann, Inc., 350 Madison avenue, New York. Has secured account of the Beaney Rubber Company, Inc., New York, manufacturers "Beaney" self adjusting tire flap.

Arthur B. Hirshon Company, Inc., 1440 Broadway, New York. Now handling account of the Paris-Hecker Company, "Princess Royal" underwear, Philadelphia.

George J. Kirkgasser & Co., 400 North Michigan avenue, Chicago. Now handling account of George Richards & Company, Chicago, manufacturers of electrical specialties.

Kling-Gibson Company, 310 South Michigan avenue, Chicago. Will place some special copy on the A. H. Lewis Medicine Company of St. Louis, Mo. Nelson-Chesman & Company of St. Louis still retain the larger part of the account, however.

McKnight, Robinson & Co., Union Trust Building, Pittsburgh. Placing orders with newspapers in various sections for the Swansdown Coffee Company, Pittsburgh.

George M. Marshall, 5 North LaSalle street, Chicago. Now handling the Modart Corset Company, Saginaw, Michigan, account. Magaine sections in a few Metropolitan papers may be used on this in the near future.

Mitchell-Faust Advertising Company, 7 South Dearborn street, Chicago. Preparing copy on the G. M. C. Yellow Truck, and reports say this will be sent out about the latter part of May.

Osten Advertising Corporation, 400 North Michigan avenue, Chicago. Sending out orders to newspapers in territory where distributor has been secured on Edelweiss (Schoenhofen Co., Chicago). There may be some schedules on Green River at a later date.

United Advertising Agency, 339 5th avenue, New York. Again placing orders with newspapers generally for the American Dry Corporation "American Dry Ginger Ale," Long Island City, N. Y.

Harry Varley, Inc., 19 East 47th street, New York. Placing account of the Hooven, Owens, Rentschler Company, Hamilton, Ohio, manufacturers of engines and machinery.

Williams & Cunningham, 6 North Michigan avenue, Chicago. Now handling account of the All-American Radio Corporation, Chicago.

Total daily circulation of 427 morning newspapers in the United States is 12,440,387.

News Men on Good-will Tour

Buffalo newspapers were well represented on the Good Will Tour of the Chamber of Commerce last week, participating in a four-day visit to cities in New York and Pennsylvania. F. E. Davis and Ralph Candler represented the *Buffalo Evening News,* John Smith the *Times,* James Meegan the *Courier and Star* and Robert Dailey the *Buffalo Express.* Jerome Rozan, one of the new owners of the *Buffalo Telegram,* also was a member of the party.

New York Circulators Plan Outing

The New York Newspapermen's Association, composed of circulation men and wholesale dealers, will hold its 20th annual outing to the Catskills, May 24-26. The party will assemble for a dinner May 25 at Bien's new hotel, Palenville. James McKernan is chairman and S. D. Samuels, secretary-treasurer of the association.

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

There Are No Other Newspapers Covering South Jersey Completely
From the Standpoint of the National Advertiser
CAMDEN COURIER
The MORNING POST
60,000 Circulation
Combination Rate
National Representatives:
STORY, BROOKS & FINLEY

"Fundamentals first" is the only rule to follow to Classified success
THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building Philadelphia

in
Detroit—
Free Press city circulation reaches 31,000 more than the total number of families owning their own homes.
THE DETROIT "FREE PRESS"
"Starts the day in Detroit"

Do you know what percentage of errors are made in your Composing Room?
We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.
It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.
Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.
When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.
Matrix Contrast Corp.
33 W. 42d St., New York City

Largest Weekday Circulation in THE CITY
The Item Tribune
NEW ORLEANS

"QUALITY NOT QUANTITY OF OUTPUT" IS OKLAHOMA JOURNALISM SCHOOL AIM

Director Claims Insistence Upon Competence Is Characteristic of Instruction—Graduates Find Work Easily—130 Former Students Now Engaged in Newspaper Work

By H. H. HERBERT

Director, School of Journalism, University of Oklahoma

AN insistence upon competence is a distinctive characteristic of the instruction in journalism in the University f Oklahoma. Every student is impressed with the importnce of possessng the knowedge and skill emanded of hose who expect o do journalistic ork.



H. H. Herbert

But the ultimate atisfaction of his requirement s not considered ufficient. The alue of cometency is held onstantly before tudents throughut the period of their training. Dominant among the working ideals of the chool, is a belief in the necessity of horough and intensive preparation for he profession. Quality, not quantity of utput, is the aim.

To attain these ends definite policies nd practices have been devised. They over a variety of points:

1. Limitation of enrollment. Since horoughness of instruction depends largey upon the time which instructors can ive to individual students, there has een a consistent effort to keep the ratio f teachers to students as high as possile. By requiring that students in the chool enroll in a second major subject, uch as English, government, economics r history, the course has been so stiffened s to keep out all but the most earnest tudents. This, together with the onstant raising of scholastic standards ithin the school, has served to keep the nrollment almost stationary although the niversity has added hundreds to its egistration. For several years the enollment in journalism has been kept at pproximately 120 students. For this umber five teachers are provided. The verage number of students to each inructor is therefore less than 25.

2. Distribution of the teaching burden. o heighten efficiency of instruction, steps ave been taken to reduce the total numer of classroom hours required of each eacher to such a point as to enable him o give attention to the special needs of ndividual students. Thirty-three hours f classroom teaching per week are ivided among five instructors, giving ach, on an average, less than seven ours. Sufficient time is thus allowed for he personal conferences without which nstruction is greatly impaired.

3. Vitalization of instruction. No ember of the school's faculty is solely teacher. Each one does editorial or upervisory work of some other kind, hus retaining close touch with the roblems of journalism. These tasks are ultiform: judging high school and ollege publications; directing a corps of niversity critics of school papers; rating nd criticizing daily and weekly papers of he state and nation; supervising the publicity of the university; editing a newspaper men's weekly service sheet; publishing a quarterly literary magazine; editing a weekly literary page in the state's largest newspaper. Under this plan each member of the faculty, although a full-time employe of the university, has ample opportunity to test out his ideas in the field of creative journalism.

4. Absence of formalism in teaching. Recognizing the vitiating character of much college teaching, the school strives to place its instruction on a different basis. The teacher is "guide, philosopher and friend." No class is conducted strictly on the lecture plan. Even at the risk of loss of time, students are encouraged to propound questions to express their views, to state personal conclusions. Small classes are conducted in round-table fashion, and every incentive is given to independence of thought and individuality of opinion.

5. Practicality of instruction. "Theories" are rarely mentioned in the classroom or laboratory. The emphasis is thrown upon the methods actually in use, or upon proposed methods which have the virtue of practicability. The experimental spirit is in vogue. Six publications—the *Oklahoma Daily,* a seven-column morning newspaper; the *Oklahoma Weekly,* a standard-size paper with a circulation of 12,000, all high school seniors; *Sooner State Press,* a three-column, four-page weekly service sheet for editors; the *Oklahoma Whirlwind,* a monthly humorous magazine; the *University of Oklahoma Magazine,* a quarterly of literary turn; and the *Sooner,* a 550-page annual—supply almost every form of needed practice. They are all under the wing of the school, although in three of the six cases the connection is advisory rather than controlling.

6. Development of individual initiative. In the Oklahoma school greater stress is laid upon self-directed effort than upon the carrying out of minute and detailed directions. No instructor sits in the editorial or business offices of the student-managed publications, issuing orders or determining policies. Faculty members are at hand, it is true, but their advice is to be sought rather than offered, except, of course, in connection with the classes they teach. Students are taught to proceed on their own initiative and to assume responsibility for their own acts. It is probable that better laboratory publications would be produced if teachers constantly exercised direction, but the Oklahoma plan, it is believed, results in greater benefit to students. Having learned in the classroom the requirements of the newspaper office, the student discovers by experience the value of such precepts.

7. Stress upon broad training. Most schools of journalism begin by carefully establishing a minimum requirement as to the professional courses to be taken for the degree. This was true at Oklahoma, but now, in addition, a maximum of 30 semester-hours or one-fourth of the college course, has been set. Under this rule a student must devote at least three fourths of his time to those cultural subjects which will give him an understanding of the modern world. Languages, literature, government, economics, history, philosophy, psychology, sociology and natural sciences thus form the backbone of the journalist's college course.

What have been the fruits of these methods of instruction? No graduate of the school has experienced difficulty in obtaining work at the completion of his course. Newspaper offices are open to the products of the school. At the latest compilation, 130 former students and graduates were found to be engaged actively in the profession, most of them within Oklahoma. These persons have risen rapidly into positions of responsibility; in many cases within a year or two they have become part owners of newspapers. Frequently they have become community leaders, and already their influence is being felt in the work of the professional associations. They have found a welcome in the newspaper fraternity, and they deserve the welcome they have received.

This is the 19th of a series of articles obtained by Editor & Publisher, *interpreting the work of journalism schools to editors of the nation.*

All-Year Club Using 85 Dailies

Because of the excellent results obtained from newspaper advertising in the past five years, the All-Year Club of Southern California has decided to spend the major portion of its advertising appropriation in newspapers. The club has just completed a schedule which calls for displays in 85 large newspapers in 56 cities, from the middle west to the Atlantic seaboard. Purpose of the All-Year club is to boost California as an all-year round place to live.

Six New A. B. C. Members

Six newspapers have recently been elected to membership in the Audit Bureau of Circulations it was announced this week. They are: *Klamath Falls* (Ore.) *Klamath News; Baker* (Ore.) *Herald; St. Petersburg* (Fla.) *Daily News; Cincinnati Enquirer; Eureka* (Cal.) *Humboldt Standard; Jamaica* (N. Y.) *Long Island Daily Star.*

Long Island Editor Celebrates

William Hyde, editor and owner of the *Port Washington* (N. Y.) *News,* on May 12 celebrated his 66th birthday and the 23rd anniversary of the founding of his newspaper.

Marshall on N. Y. World Copy Desk

Donald Marshall, formerly managing editor of the *New York News Record,* is now on the copy desk of the *New York World.*

A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.

With a constantly increasing circulation, plus a constant growth in advertising lineage, the New York Evening Graphic offers the advertiser an extremely profitable opportunity.

NEW YORK EVENING GRAPHIC

Published by BERNARR MACFADDEN
H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

If Quality

of circulation is your first consideration

The Evening Star.

With Sunday Morning Edition

Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

New York Office — 110 E. 42nd St.
Dan A. Carroll
Chicago Office — Tower Building
J. E. Lutz

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

DOMINANT!
in
Pinellas County, Florida
Daily News
ST. PETERSBURG'S PICTURE PAPER
Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall
America's Biggest Tabloid
Florida's Fastest
Growing Newspaper
To be assured of Complete Coverage—
USE THE NEWS
The only paper in St. Petersburg, Florida, whose application has been accepted by Audit Bureau of Circulations.
Represented by
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO EMPLOYERS

Peoria
The Try-Out City
THE PEORIA JOURNAL Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

20 West 42nd Street New York



Our Own World of Letters

By JAMES MELVIN LEE

A BOOKLET that is different is "The Linebook," published by the *Chicago Tribune*. In it Richard Henry Little has brought together some of the best contributions and paragraphs which he has printed in "A Line O'Type or Two" of that paper. Frankly it is the best buy that we know for the price; it costs ten cents by mail.

About the only thing in the contents that advertises the Tribune is the exquisite poem, "The Tribune Tower," contributed by Le Mousquetaire. The contributor that leads all others is Snowshoe Al, who by the way, has just brought out a book of his own. Newspaper workers will be surprised to see how frequently the jest has been turned on some item of news or some saying quoted in the press from a public address.

Mr. Little in bringing out "The Linebook" for 1925 evidently adopted the same policy which regulates his column, "Hew to the Line, let the quips fall where they may." Every reader of this annual of the best things that have appeared in "A Line O'Type or Two" will want the next edition to fall his way.

* * *

GEORGE ADE in an article in *Hearst's International-Cosmopolitan Magazine* for June thus stresses the importance of weather as an item of news:

> It seems to me that writers of fiction and moving-picture directors and newspaper editors consistently overlook and neglect those themes which are of real importance to the populace. When you see five or six people together conferring earnestly, the chances are that they are not talking about love's young dream, high adventure, sex problems, tax reduction or legislative relief for farmers. They are talking about the weather or which meat market is handling the best steaks or how soon roasting ears will be ready.
>
> If I ran a newspaper I would give at least a half page daily to weather-reports, comments, and prognostications. Many citizens would be interviewed and permitted to give rambling, diffuse and valueless opinions as to what might happen to crops, building operations and business in general in case of rain, hail, wind or drouth.
>
> The weather is probably the only dependable topic for 365 days in the year, but victuals are a close second.

Chester S. Lord in a recent book paid a similar tribute to the weather as a topic for discussion in newspapers. As a matter of fact, he went a little farther down the trail than Mr. Ade.

* * *

THE School of Journalism at the University of Missouri, Columbia, Mo., will soon issue in pamphlet form "The Origin, Development and Influence of Cartoons" by Clifford K. Berryman, the cartoonist of the *Washington* (D. C.) *Evening Star* and president of the Gridiron Club of that city. The pamphlet will be extensively illustrated with reproductions that show the evolution of wordless editorials.

All who read the extracts of Mr. Berryman's speech which he delivered during Journalism Week at the University of Missouri will want a copy. Reservations may be made by dropping a line to Walter Williams, Dean of the School of Journalism, University of Missouri, Columbia, Mo.

* * *

ABOUT a year ago Willis J. Abbot, editor of the *Christian Science Monitor*, contributed to *The Independent* an article entitled "Headlining Happiness." This article which sets forth the editorial policy of the Monitor, "a journalistic success in which crime, disaster, disease, scandal, and death have no place," has been issued in pamphlet form and may be obtained from The Christian Science Publishing Society, Back Bay Station, Boston, Mass.

The pamphlet has considerable interest for me because the week following the appearance of Mr. Abbot's article in The Independent I contributed an article to that periodical on "Pitiless Publicity" in which I showed the necessity of printing the news of crime, within reasonable limits, in the columns of the public press.

* * *

FRANK B. SHUTTS is described as a corn-fed millionaire by O. O. McIntyre in *Hearst's International-Cosmopolitan Magazine* for June. Mr. McIntyre calls attention to the fact that the little daily newspaper which Mr. Shutts bought in Miami attained the distinction last year of "printing the largest newspaper in the world continuously for a single year."

* * *

PROMOTING a whole industry by combined efforts in advertising is the theme which Hugh E. Agnew, professor of Advertising in New York University, develops in "Cooperative Advertising by Competitors" (Harper & Brothers). Until recently Professor Agnew was director of research for the Periodical Publishers' Association of America.

The book discusses the various campaigns to increase sales by group advertising, but draws a careful distinction between advertising that competitors may do for their own benefit and that which is done by such co-operative marketing associations as the California Fruit Growers Exchange, the Sun-Maid Raisin Growers, the Oak Flooring Manufacturers Association, the National Electric Light Association, etc. One chapter traces the development of co-operative advertising and another outlines somewhat in detail the so-called habit forming campaigns of which that of the Society of American Florists and Ornamental Horticulturists is typical—"Say It with Flowers." Another campaign to receive considerable attention is that conducted by the Paint and Varnish Manufacturers who promoted a habit with the slogan, "Save the Surface and You Save All." Professor Agnew points out that an association can best bear the onus of the ill-will that may arise from the blunt message, like that printed by the corset manufacturers in the *New York Times* about a year ago.

Another topic discussed in the text is how to protect an industry from outside attacks. The case used for illustrative purposes is that of the Coffee Roasters Association which had to meet the attack of the ill effects of coffee on the human body. Still another chapter shows how to correct bad trade practices—illustrated by the co-operative advertising of the Rubber Association of America three years ago. One of the best chapters in the volume is headed, "Communities Invest and Gamble in Advertising." The campaign of Kansas City which ran a series of statements under the standing caption, "Do You Know?" is cited by way of illustration. Other chapters treat community advertising that pays and raising the money for community advertising. A separate chapter considers co-operative advertising in the churches—a place where it is sadly needed. Special mention is made of such advertising in copy that appeared in the *Brooklyn Daily Eagle*, *Baltimore News*, and *Oakland Tribune*.

"Co-operative Advertising by Competitors" is copiously illustrated and the advertisements that are reproduced supplement the text. A valuable feature may be found in the various tables scattered here and there throughout the volume: one lists the number of families necessary to support various kinds of stores; another gives the approximate yearly advertising expenditure of co-operative advertising by various associations. Professor Agnew concludes the volume with a brief chapter of "The Future of Co-operative Advertising."

* * *

GEORGE FRENCH practically reviews his own book, "20th Century Advertising," (D. Van Nostrand Company) in a chat which opens the volume. In it Mr. French tells about the origin of the book, the mechanical preparation of several chapters, the historical method of presentation, qualifications for the task set, etc. Indeed, much of the charm of the volume is due to the chatty style of the author.

"20th Century Advertising" is not a book that will serve as a text in the class room: It is not a practical manual for the experienced advertising man; frankly, it is hard to say what it is. Of all the books about advertising which have appeared this comes the nearest to being a mirror in which are reflected certain tendencies and the factors which have contributed to the advance in advertising. The book also reflects various personages who have held the advertising stage at different times since the dawn of the century. Mr. French sells these "leaders" to the reader by means of interesting captions under the reproductions of photographs.

The first fifty pages are largely historical in character. The volume reall

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined*.

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

Business *IS* Good!

A Mammoth Wheat Crop Is in the Making—
New Oil Fields Are Coming In—
Savings Deposits Are Double That of a Year Ago.
Everybody's Happy

In the Territory Covered By

The Wichita Eagle
Wichita, Kansas
National Representative
The S. C. Beckwith Special Agency

Increasing Sales

The department stores of Manhattan — keen, experienced judges of the selling power of the various New York newspapers — advertise more in The Sun than in any other New York newspaper. Advertisers in all lines, who want to increase their sales in New York, can profitably follow the example of these department stores.

The Sun
280 Broadway New York

EVENING HERALD
Los Angeles, Calif.
Gained 5,015 Daily Average Circulation
Sworn Government Statement, Six Months Ending March 31, 1925, 177,298 Daily. Six Months Ending March 31, 1926, 182,313 Daily. Increase in Daily Average Circulation, 5,015.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
John H. Lederer, 910 Hearst Bldg., Chicago, Ill.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

Leading All Other Daily Newspapers in the Albany Area

1st in Paid Advertising Lineage
Circulation With Complete Coverage

The Times-Union
Albany, N. Y.

Consistent Builders of Circulation

We do not use just one outstanding success to show you as proof of our ability. Year in and year out, for twenty-two years, we have continued to make each and every campaign a success.

We have proven our methods.

MYERS'
Circulation Organization
415 E. Third St., Waterloo, Iowa

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation
LOUISVILLE KY

egins with chapter V on page 50—"Main Streams of Progress." Many of these o-called streams found their origin in the arious advertising clubs scattered all ver the United States. These streams ave since flowed together into the main tream which an advertising lesson in eography would call the Associated Adertising Clubs of the World.

Topics not usually treated in advertisng books are found in this volume. For nstance, there is a chapter on welfare dvertising which describes the campaign f the Metropolitan Life Insurance Comany for the promotion of health through dvertising. The ethical note may be ound in the chapter "Better Business." hapter XVI is devoted entirely to Women in Advertising." In preparation f this chapter it is too bad that Mr. rench could not have had the assistance f the paper which Mrs. A. W. Protez of he Gardner Advertising Company of St. ouis read during Journalism Week at he University of Missouri on "Adversing as a Field for Women." Her paper akes an admirable postscript to this hapter.

Throughout the volume Mr. French has aken the broad point of view and insisted hat advertising is advertising wherever is done and to whomever it is addressed. Consequently one is not surprised to find chapter dealing with advertising in Great Britain and Europe. In this chapr Mr. French has found space to chat bout advertising problems in Australia nd South Africa as well as Great Britain. o Canada he gives one complete chapter.

Other chapters deal with auditing circulations, technical advertising, the art actor, printing for advertising, photongraving, advertising copy, planning adertising typography, financial advertisg, outdoor advertising, and advertising or export.

In the chapter, "Newspapers as Meiums," Mr. French expresses his views bout numerous newspapers. He calls he *New York Sun* under Dana, "the best ewspaper in several respects this country as yet had." He thinks that many ewspapers have become more interested n the reports of auditors than in mainining editorial standards. He pays a ne tribute to Frank I. Cobb, who was for ears editor of the *New York World*, but elieves that "few, even of the profession, now who is the controlling editor of he *New York Times*, or of the *Herald-Tribune*, nor of either of Mr. Hearst's ewspapers, nor of any influential newsaper in any city." A difference of pinion may exist about the truth of this ssertion, but Mr. French is obviously ntitled to his own view. The New York imes is a great newspaper but it is not ig enough to overshadow completely the ersonality of Rollo Ogden.

But let Mr. French speak for himself:

> I do not assume to criticize newspapers. I o not even suggest that their present policies f operation are not greatly in advance of those a quarter of a century ago. In many reects they manifestly are. In the handling of dvertising, and as advertising mediums, they e immeasurably in advance. We are condering them in their relations to advertising, ot, of course, forgetting that it is their edirial policy and work that makes them valuable dvertising mediums as much as their large irculations.

A little farther along in the chapter Mr. rench makes this comment:

> The big city dailies have a thin but continually ickening circulation all over the country, even those regions where the mail service is inequent. They are all the time proving more nd more useful as general advertising mediums, though their chief value is within that erritory which they can serve within a few ours after their issue from their presses. Within this territory no other form of advertising medium has been able successfully to compete with the daily newspapers. It does not much matter what is the commodity, if the advertiser will co-operate with the newspaper's service department, and follow the advice given, he is pretty certain to sell his goods through newspaper advertising.

For chapter XL, "The Future of Advertising," Mr. French has himself prepared a comment that may well be quoted:

> The little essays that compose this chapter are expressive of the sentiment and judgment about the future held by cool-brained men who are in the thick of the advertising work of today. They are interesting and indicative of what may be expected to happen. They lean decidedly toward the ideal and the ethical. There is a very small element of the strictly practical. They need no elucidation. They speak for themselves, and in the clearest tones of the most progressive element in advertising practice. I am especially proud to have each one of them to substantiate those few expressions of personal aspiration I have indulged myself with recording, and to give that illuminative interpretation to the duller sections of this book that is needful. I believe that progressive advertising men will feel that they may write their O. K. under every one of these little classics of advertising.

Mr. French has performed a distinct service by preparing this semihistorical treatise and in bringing together in one volume the things that everyone interested in advertising will be glad to have preserved in printed form for the sake of reference.

* * *

THE advertising department of the *New York Times* has just sent out a booklet, "Good Seed—Productive Soil—Bountiful Harvest." It is composed of excerpts from an address which Frank H. Cole, advertising manager of Peter Henderson & Co., delivered before the New York Times Advertising Club on March 27, 1926.

The booklet has a number of practical points about newspaper advertising but, in the language of the preacher, I want to invite special attention to the following remark by Mr. Cole about the repetition of good copy:

> I have never believed, as do some men in my position, that in order to show our ability and versatility, we must be continually producing new copy. I have never had any hesitancy, when I found that a piece of copy produced good results, about using it over and over again and to continue using it as long as it proved satisfactory. We have one piece of small copy that we have used each year for the last 25 years. From time to time we have tried to replace it, but so far, we have been unable to find anything that would pull as well, so we continue to use it. We have used the same piece of copy with the *New York Times* three or four times in succession and we found with an interval of one month between insertions, that there was a drop off of less than 10 per cent in the results.

Copies of the booklet may be obtained upon application to the advertising department of the New York Times, Times Square, New York City.

Men's Store Uses 8 Pages

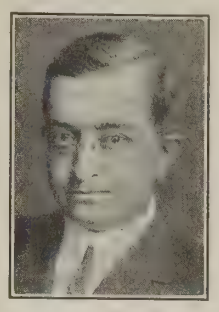
Dan's Place, men's store, New Castle, Pa., used eight full pages in the *New Castle News* to announce the opening of their new store, May 7, claimed to be a record advertisement for a men's store.

Total daily circulation of 1,581 evening newspapers in the United States is 21,208,982.

VICTOR HANSON HONORED

Birmingham News Publisher Presented With Silver Loving Cup

Victor H. Hanson, publisher of the *Birmingham* (Ala.) *News*, was honored May 13, when 300 of his friends in the business and educational world of Birmingham and Alabama presented him with a loving cup as a token of their appreciation of his efforts in behalf of civic uplift and higher education in the state.



VICTOR H. HANSON

Presentation ceremonies were held in the chapel of Birmingham Southern College and the token was an exact replica of the cup given each year by the Birmingham News to the citizen doing the greatest public service during the year.

The speech of presentation was made by Oscar Wells, president of the First National Bank and president of the American Bankers Association. Mr. Hanson made a brief response. The names of the committee in charge were engraved on the cup under the inscription, which read: "Presented to Victor H. Hanson by a host of his friends, May 13, 1926, in grateful acknowledgment of conspicuous service rendered in all fields of civic uplift.

Inside the cup was a scroll containing the 300 names of those who joined with the committee in the presentation of the cup.

Sunday Edition for McAlister, Okla.

The *McAlister* (Okla.) *News-Capital* has started a Sunday edition, using the Associated Press Saturday night report. D. R. Calonkey is editor.

Students Edit Emporia Gazette

William Allen White, publisher of the *Emporia* (Kan.) *Gazette* instructed a group of seniors of the University of Kansas department of journalism recently when the students "got out the paper" for one day. Previous to the visit of the students, Mr. White published a challenge for them to find any "sacred cows," anywhere in or about the Gazette office. Editorially, the students declared that a most diligent search showed nowhere in Emporia or the Gazette office anything that must be protected from criticism, or "handled with gloves." Prof. Ivan Benson was in charge of the student group.

COMPLETE WIRE REPORTS FOR EVENING AND SUNDAY PAPERS

International News Service

"Get It FIRST but First Get It RIGHT"

63 Park Row
NEW YORK CITY

MICHIGAN
and the
BOOTH NEWSPAPERS

THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
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CHINESE PRINT NEWS TOPSY-TURVY STYLE

Thomas Steep of New York Herald Tribune Who Covered Shanghai Riots Tells of Their Methods In His Book

Even newspapers in China do things in the topsy-turvy way which foreigners are accustomed to associate with orientals. Thomas Steep, who was a correspondent in Peking in one of China's recent civil wars, relates in his book, "Chinese Fantastics," some incidents that throw light on the Chinese attitude toward western newspaper methods. A chapter in the book devoted to Chinese newspapers says:

"In none of the innovations which western civilization has introduced into China is the naivete of the Chinese more apparent than in their newspapers. . . . It was the custom of the *Times* of London, in commenting editorially on the pessimistic reports of its correspondent in Peking, to describe China as a land of political chaos, financial ruin, social confusion, and economic disorder. The Reuter News Agency, supposing the view of the Times to be of interest to the Far East, usually telegraphed a synopsis of the comment to the Chinese newspapers. A Peking newspaper published a Reuter despatch one morning with its own naive comment subjoined, 'Note by the Editor: It seems to us that Reuter might have saved the expense of telegraphing from London what every one in the Far East already knows.' . . . A notice that the foreign banks would be closed on certain holidays appeared on the front page of a newspaper with the comment: 'Note by the Editor: In some countries banks pay for their advertisements.'

"It is a practice of Chinese newspapers to tell in the end what should be told in the beginning, as in an item about a prince, which said, in the first paragraph, that he was ill and, in the last, that he had died . . . An official named Mr. Sung was authorized to communicate to the public information concerning the president of China and the members of his cabinet. Mr. Sung's office was located within the Imperial City. No spot in Peking is more romantic. There are tiny palaces, clustered picturesquely on an island, a little lake covered with lotus, a marble bridge connecting the island with the mainland, storks stalking in the shallow water, willows, pavilions, terraces, curved roofs of yellow tile. Passing these memorials of bygone tragedies—a palace on the island in which Emperor Kwang Hsu died mysteriously; a well near the marble bridge into which Kwang Hsu's favorite wife was flung alive—one rides in a rickshaw along a road by the lake, crosses a courtyard fragrant with blossoming fruit trees, and enters Mr. Sung's office. Mr. Sung, dressed in a native costume, while tea is served, draws from his wide sleeves a number of memoranda. The president, he says, taking up the first memorandum and leisurely scanning its contents, has been advised by telegraph that the burial shrines of Confucius in Shantung have been damaged by a hail storm, that the hailstones were as big as watermelons, that the windows of the shrine were smashed and that the keeper needs funds for repairs; but considering that Chinese windows are glazed with paper, that the descriptions of the hailstones as of the size of watermelons was probably hyperbolical, and that all officials need funds, we dismiss the announcement as unimportant, and Mr. Sung searches the contents of the next memorandum. He says that each year on a certain day, now approaching, superstitious Chinese observe the custom of applying medicinal plasters to cure their ailments; the plasters, made of gauze and cut in small disks, are smeared on one side with an adhesive tar, which makes them stick wherever they are put; on the morning of the celebration the people of Peking appear on the streets with plasters stuck over eyes, ears elbows, shins, arms, and legs, as if the night before they had engaged in a general fight.

"It becomes evident that Mr. Sung has described the hail storm and the plasters merely to be indirect. When he reaches for his final memorandum and consults it, he announces casually what he most desired to tell, that troops have surrounded the presidential palace and that the Government is temporarily without an executive head. 'For,' says Mr. Sung, 'the president resigned early this morning and fled in a special train for Tientsin.'"

Minneapolis Wants N. E. A. Meet

Minnesota editors who will attend the national convention of the National Editorial Association in June at Los Angeles will make a strong bid to bring the next session to Minneapolis, according to present plans. The Minnesota delegates will leave June 24 for the west. Included in the Minnesota delegation will be Governor Theodore Christianson, publisher of the *Dawson Sentinel*, Herman Roe of Northfield, vice-president of the association, and H. C. Hotaling, executive secretary of the body.

ROTO SPEED RECORD CLAIMED

Derby Pictures Appear in Louisville Herald-Post 4 Hours After Races

Members of the *Louisville* (Ky.) *Herald-Post* outdid race horses for speed, following the 52nd running of the Kentucky Derby, May 15. Four hours after the big race, the newspaper's Sunday rotogravure section, containing pictures of the event, was being printed. A record-breaking feat was immediately claimed.

The section contained a picture of "Bubbling Over," the 1926 winner, photographed immediately after the race; an action picture of the finish; a close-up of Mayor Walker of New York presenting the trophy to the winner; and a snapshot of E. R. Bradley, owner of both "Bubbling Over" and "Bagenbaggage," winner of second place.

The Herald-Post reported its achievement as follows:

"News pictures have seldom appeared in rotogravure in less than a week's time and never before in less than three or four days' time, because of the process through which they have to be put, and the publication of the Derby pictures in the Herald-Post rotogravure is an achievement without parallel and one that is likely to stand the test of time."

Brooklyn Club Anniversary Party

Marshall Covert, president of the Brooklyn Newspapermen's Club, announced this week the club will hold its first anniversary party May 25, at the Hotel Shelbourne, Coney Island. Covert is a member of the *Brooklyn Standard-Union* staff. Philip Florman, of Standard News Association, is club secretary.

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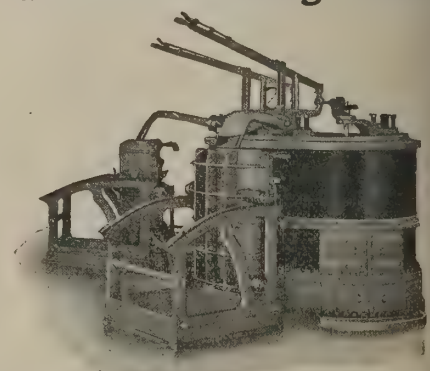
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EDITOR & PUBLISHER Classified Advertising Information

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1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS (Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

ADVERTISING

General Promotion

dvertising Promotion—If you want more siness, communicate with the International ublications Service, Incorporated, Suite 1004, 41 Broadway, New York City.

assified—I will organize your Classified Dertment, train each one in the department d take percentage of increase for my pay. nder my direction, Norristown, Pa. Register creased 97½% April 1926 over April 1925. n K. Wilson, Norristown Register, Norriswn, Pa.

Special Edition Editor

ecial Edition Editor prepares copy for Special litions, subject to Publisher's approval. On ntract or salary basis. B-963, Editor & blisher.

BUSINESS OPPORTUNITIES

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ave You $15,000 Including Experience? I n offer you a real bargain, consisting of a ekly paper and job plant within 20 miles New York, occupying exclusive field, earng 25 per cent on price asked. J. B. Shale, mes Building, New York.

Circulation Lease Wanted

rculation Manager—Forty-one years old, er seventeen years' successful experience prootor and organizer, wants lease circulation medium or small Western newspaper. Best ferences. B-996, Editor & Publisher.

Newspapers Financed

ewspaper Financed—I am a newspaper pubher and owner. Have successfully financed veral newspaper properties. Tell me your wspaper financial troubles. All correspondnce held in strictest confidence. Address 500, Editor & Publisher.

Newspapers For Sale

tablished County-seat Weekly Newspaper d modern printing plant for sale; exclusive ld, 40 miles from Washington. Address 994, Editor & Publisher.

ust Be Sold in 60 Days—Weekly paper in owing county seat, town of 4,000 in northn Alabama. Only paper in county of 35,000. 00 paid-in-advance circulation; 25 to 35-cent v. rate. Netted $2,312 in 1925 under hired nagement. Field practically unlimited. ice $12,000; half cash desired. Prop. 68x. The H. F. Henrichs Agency, Litchld, Ill.

Newspapers Wanted

ant to Buy, good weekly or small daily. efer Mid-West. A-507, Editor & Publisher.

CIRCULATION

Promotion

rculation—When quick, additional circulation verage becomes necessary, remember that our enty years in this one line of endeavor is ur proof against experimenting. Write or re Pacific Coast Circulation Service, Bell ock, Cincinnati, Ohio.

rculation campaigns successfully operated. asured Results." Address A. B. Rudolph, ie Daily Times, Erie, Pa., where a campign is now in operation.

rculation Builders—Blair & Austin, 1504 Cente Ave., Reading, Penn. Originators of Salesnship Club Campaigns.

rain—Solicitors are doing 8-12 orders daily thout promotion cost to paper, on two new na offers in Ohio. Write for details. The bright China Co., Carrollton, Ohio.

EDITORIAL

Syndicate Features

litor's Copy—Twelve weekly features; samis free. State territorial protection desired reply. Hugo S. Sims, Orangeburg, S. C.

Syndicate Features

Sunday Telegram, Wilkes-Barre and Press Union, Atlantic City, are the new customers this week. Write for samples of a line, alert, up-to-date service, to the Graphic Syndicate, 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

Circulation Manager for Eastern newspaper of 100,000 daily circulation and 60,000 Sunday. Both daily and Sunday papers dominate a field of 500,000 population within 25 mile radius. Must have had experience in all kinds of circulation work and been used to live competition. A good opportunity for the right man to grow with a rapidly growing newspaper. B-965, Editor & Publisher.

Managing Editor and News Editor!. Important Canadian daily has openings for men with news sense, activity, initiative and executive ability. Canadians who have had experience on best American papers will find here exceptional opportunities. Applicants must give details of nationality, record, abilities and salary. Everything confidential. Address B-997, Editor & Publisher.

Man to Sell Syndicated Magazine to retail merchants. Established company with high grade proposition. Splendid opportunity and large earnings open to capable salesman. State age, references, experience in full. Interviews arranged in New York or Chicago. B-985, Editor & Publisher.

Salesman calling on editors to side line; high grade first run, newspaper serial fiction; a rare opportunity. A-306, Editor & Publisher.

Telegraph Editor wanted by leading afternoon paper in one of the largest cities in New England. Must have had experience on universal desk. Salary $40 a week to start. Good opportunity for permanent connection in congenial surroundings. Address giving full details. B-983, Editor & Publisher.

Situations Wanted

Advertising Manager of 12 years' experience wishes to connect with wide-awake newspaper as advertising or business manager. Have worked on Philadelphia and Washington papers. Am a real business getter. Not afraid of hard work or long hours. Married. Age 32. Could be available some time in June. If you are interested in securing the services of a man with real ability. Address B-999, Editor & Publisher.

Advertising Manager, twelve years' experience on small and metropolitan newspapers, knows national and local, excellent record and splendid references. Consolidation makes change necessary. Age 31, married. Will go anywhere. Here's an opportunity for some publisher to get a valuable man to increase advertising revenues; a man who can take over the active business management and show results greater than promises. Address B-998, Editor & Publisher.

Advertising Solicitor desires to connect with special agency or publishers' representative. Over 15 years' practical experience. Acquainted with agencies. Have covered New England, South and West territories. Now holding executive position on New York City daily. Possess initiative and ability. Best reference. Married. Available immediately. B-989, Editor & Publisher.

Advertising Manager—Good layout man and copy writer—Experienced in selling printing and soliciting ads—desires connection with good live daily in some hustling Southern city. At present employed—References. A-504, Editor & Publisher.

Business Manager or Publisher's Assistant—Young man, 30, married, now employed as Business Manager in Southwestern City of 25,000, good record, desires permanent connection where opportunities are greater than immediate salary. Looking for future, not merely change. Best references and reason for change. Address A-508, Editor & Publisher.

Circulation Manager of 15 years' experience available June 1st account of consolidation. A hard worker and producer. Best of references. B-980, Editor & Publisher.

Circulation Manager, 12 years' experience, 32 years of age; married. Have a record for getting good business increases in highly competitive fields; increases that are hard to beat. Both morning and evening experience. Understand boy and girl promotion. Have never used a Premium. Paper I am with will discontinue publishing in about a week. Will go any place. At present in the North. Address B-871, Editor & Publisher.

Circulation Manager whose present employer is his best reference, wishes to make an immediate change. He is a capable executive, organizer and promotion man who can get and hold circulation and the money for it. Prefer Southern or Western city of 200,000 or more. B-982, Editor & Publisher.

Circulation Manager. Several years' experience. Best of references. Steady, now employed. Married. Am also experienced Mailer. Would like position in city of middle West or East. Address B-991, Editor & Publisher.

Situations Wanted

Circulation Manager—Sober, energetic, hard and conscientious worker. Capable of managing and supervising help; good executive, who builds and retains circulation by giving service, age 33, married. Seventeen years of circulation work, eight as manager. References. Write A. B. C., 402 E. Hill Street, Monroe, N. C.

Circulation Manager of proven ability wishes to make change. Would like Town of 50,000 or 100,000 population. Ohio preferred, but willing to go anywhere. Good reference, clean record. B-995, Editor & Publisher.

Dramatic and Motion Picture Critic—Young man, 6 years' newspaper experience. Address B-966, Editor & Publisher.

Eastern Circulation Manager, wide experience, backed by references, desires connection with Southern Publisher, preferably Florida, but would consider good proposition in other sections of country. Reasonable salary. Write or wire H. M. Wheeler, 24 West Garden street, Pensacola, Florida.

Editorial and Desk work on Republican paper wanted by newspaper man of experience. Examples of headlines, special articles and editorials furnished on request. References. B-992, Editor & Publisher.

Editorial writer, managing editor, news editor—Man who can fill any position in editorial department, who has had 18 years' experience, mostly Metropolitan, and who is now holding managing editor position, wants change. Prefer South or Southwest. B-970, Editor & Publisher.

Executive Editor, now employed, paper 100,000 circulation seeks charge of morning daily of any size in need of editorial reorganization. Age 31, with 13 years' nawspaper training, four in present connection. Offers youth, energy and proof of accomplishment. A-501, Editor & Publisher.

Expert Plate Department Man, assist production work, purchasing, etc.; 10 years' experience large book and color printing houses; 10 years in charge office and follow-up work with large electrotype foundry. A-1 man, well known to trade in New York. Willing go out of town. B-990, Editor & Publisher.

Managing Editor—In some small Eastern city there is a publisher of an evening newspaper who is dissatisfied with his news department. I seek the opportunity to send him my successful record as a news executive on great and small dailies, together with copies of record contracts and recommendations. Salary requirements at least $75 a week. B-968, Editor & Publisher.

Managing Editor—Somewhere there is a publisher of a paper suffering from editorial anaemia who needs an experienced news executive to revitalize it by a strong editorial policy, opening of new news sources, attractive make-up, right handling of staff and close checking on expenses. He will find the right man for the job by writing to A-502, Editor & Publisher.

Motion Picture Critic and Sport Writer at liberty. Five years' experience. Prefer large cities anywhere. A-503, Editor & Publisher.

Production Manager—Having reached limit on present position, I desire connection with a metropolitan daily, where economical results are wanted; 22 years of broad experience. I have practical knowledge of photo-engraving, composition, stereotyping, press work (both black and color work), mechanical and constructional engineering. High school and business college education. Can furnish high class references. B-900, Editor & Publisher.

Publisher's Assistant, University graduate, 25; salesman, teacher, coach; reliable, hard worker. Prefer South. Available June 7. C. A. Robinette, Titusville, Fla.

Reporter—Desk position wanted by young man, 22, university education, six years experience, all phases of reporting, feature and sport writing, desk work, assistant city editor. Now employed, available June fifteenth. B-981, Editor & Publisher.

Special Edition—Publisher contemplating special edition or industrial or special pages may obtain organization on fair commission basis. Clean solicitation guaranteed. References Address B-908, Editor & Publisher.

Young Lady, charming and attractive personality, high school graduate, well read, literary ability approved by responsible literary people, would make excellent interviewer, but will accept position in any capacity in editorial room, or as private secretary to literary person. Address B-993, Editor & Publisher.

MECHANICAL

Equipment For Sale

Complete Newspaper Plant for tabloid or standard 8 col. newspaper, including Hoe Quad, six linotypes, all steel composing room and practically new front office and editorial equipment. Inspection invited. Immediate delivery. Southern Publishers Exchange, Inc., 203 Carneal Bldg., Richmond, Va.

Duplex Stereotype Press—Prints 4, 6, 8, 10, 12, 16, 20 pages, 8 columns, 12½ ems, sheet cut 22¾", column length 21", excellent condition, doing fine work. Selling to make room for 48 page Duplex same metropolitan one deck type. Delivery any time; real bargain; terms suit purchaser. Daily Home News, New Brunswick, N. J.

Equipment for Sale

Goss, Twenty-four Page, Straightline, three deck, two page wide press for sale. Capacity 25,000 four, six, eight, ten, or twelve page papers per hour, 12,500 sixteen, twenty, or twenty-four page papers per hour. Press is now operating in our plant in first class condition, and will be available October 1st. Will also sell Cutler-Hammer drive equipment including, 25-5 H. P. 220 Volt D. C. motors, and complete control panel including Kohler push button system. If desired will sell complete stereotype equipment, including 10,000 pound metal pot, curved casting box, tail outter, curved shaver, finishing block, wet mat moulding machine, two platen steam table with gas generator. All in good condition. Press now set for eight columns 12½ Ems, 22 inch columns, sheet size 23½". Address The Fargo Forum, Fargo, N. D.

Newspaper Presses and Equipment — Goss Comet Press, Duplex. Flat Bed Press, Hoe 16, 32 and 48-page presses and Goss 16, 20 and 48-page presses Wesel Saw and Trimmer. Metal Furnaces, Plate Casting and Finishing Machinery, Matrix Drying Tables and other general equipment. Griffiths Publishers Exchange, Inc., 154 Nassau street, New York.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner Fendler Branch, A. T. F. Co., New York City.

The Following is for Sale—Two (2) complete Monotype Equipments, Keyboards and Casters, Extra Molds, Type, Border Mats, Compressor Outfit. Everything complete ready to run. Box A-505, Editor & Publisher.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Web Press Bargains—Double Drive Duplex, $4,000; 20-page Goss, complete outfit and motor, $8,600; 28-page Hoe, prints multiples of 2, $9,000; 32-page Hoe, $10,200; two 16-page presses, low prices. Ten Linotypes and Intertypes; other newspaper equipment. Peckham Machinery Co., 1328 Broadway, N. Y. C.

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Erection and Repair Service—Work guaranteed on all makes of presses. For low rate, write or wire Press Erector, 1443 Blake street, Denver, Colorado.

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This firm has a record of almost 15 years of successful performance in the difficult work of

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EDITORIAL AND FEATURE Writer, with over 3 years' experience on large city daily, is seeking new connection. Ready to go anywhere for right position. "Unusually bright; well educated; great student; will make extraordinary writer." Age 26; college graduate. Mention our No. 5340-B.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

THIS is just the season to get the local lamp making shops lined up for some advertising of spring lamps and shades to match. There's a mighty attractive style in shades right now—made of tinted linen in the smart pleated design. Coloring is done by hand on shades made to order, so the inside may be light tint, while outside is a darker tone in colors to match summer draperies.—R. M. Campbell.

If you haven't a "Boat for Sale" and "Boats Wanted" classification on your want ad pages you're losing money. Try it and feature it in office ads.—G. Smedal, Jr. Minneapolis, Minn.

The heading "Gifts For the Bride" run on the classified page during May and June allows many small advertisers to get their messages before the public at low cost.—V. G. Dawson, Halifax.

To those whose eyes run over the Help Wanted columns of the *Spokane* (Wash.) *Spokesman-Review*, there is a measure of assistance in the following paragraph there:

"The Spokesman-Review will publish your 'situation wanted' ad in the daily and Sunday edition three times for 15 cents per line. This small charge is less than half the cost of inserting 'want ads' under any other classification."

Thus the paper makes the rate as low as possible to be of service to the man out of a job, scanning the help wanted columns.—C. M. L.

Broadcasting nightly by radio the "Lost and Found" column from the editions of the day, has doubled the number of lost and found classified ads for the *Rochester Journal and Post Express*. People were so interested in the feature, they answered the ads by telephone before broadcasting was completed and in several cases articles were restored to their owners within a remarkably short time, thus increasing the efficiency of the advertisements and the desirability of the column.—M. B. Scales, Rochester.

Boston will soon celebrate a Music Week. Why not have your paper sponsor a Music Week in your city or town? Get the various church and municipal choirs, choruses, bands and orchestras to give public concerts. It will help both advertising and circulation, and be a public service.—C. E. Pellissier, Boston.

The *Des Moines Evening Tribune* is now running a column of "Sport Want Ads" which affords a distinctive spread for amateur and exchange advertisers in the sports field. "League pitcher wants Sunday games," is a typical ad. Canoes, fishing tackle, golf clubs, tents, etc., are listed as wanted, or for sale. This localization saves time for the prospective purchaser, and is a service appreciated by readers.—Fred B. Blend.

As "Good Roads Week," June 7 to 12, promises to be more extensively celebrated than ever before, each Governor appointing delegates to the Convention, there is opportunity offered each newspaper to tie into this week with a page or more of ads from the local tire men, under such heading as "Makes Good Roads Better," then feature the various auto tires.—C. M. L., Seattle, Wash.

One of the suburban cities near Boston recently took a full page in one of the Boston papers. Under the heading of "Welcome to M——" the local merchants of that city inserted a number of small advertisements of their businesses. This type of advertising brings attention to their city and gets the paper a full page that it could not possibly sell to the individuals otherwise.—C. E. Pellissier, Boston.

WILL TEAR SIGNS DOWN

Denver Boys Enlisted in "Sign Taking Down Day"—Billboards Unaffected

"Sign Taking Down Day" will be held in Denver sometime in May, it was announced by the "Beautiful Denver" committee of the Denver Real Estate Exchange. On this day, boy scouts and De Molay boys will be sent out into the highways and byways to tear down all tin signs and illegal, non-standard signboards.

The drive is not aimed at standard-size, paid advertising billboards, but at the "home-made" variety of signs, it is declared, although it is the compromise action of an intensive campaign waged last year against all forms of billboards.

Canadian Weeklies Merged

The *Orillia* (Ont.) *Packet* and the *Orillia Times* have amalgamated as the *Packet and Times*. Both have been published for more than 50 years and rank high among Canadian weekly newspapers. The present publishers of both papers, C. H. and J. H. Hale of the Packet and G. A. Blackstone of the Times will be associated with the new publishing company.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

MORE libraries than movies! This is the idea back of a feature story that appeared in the *Bloomington* (Ind.) *World*. There are three movies in Bloomington and the reporter found five libraries: City, University, high school, parochial school, and Chamber of Commerce. The reporter told about the special services of each library, its circulation, and service. The story ended with an interview with the manager of one of the theaters in which he stressed the possibilities of visual education through movies.—Norman J. Radder, Bloomington, Ind.

Under a one-column box head, "What Visiting Motorists Are Saying," the *Worcester* (Mass.) *Telegram* is running a novel daily stunt. Each day a reporter interviews the driver of an automobile from out of the state and obtains a statement of a stick or two on the visitors's impressions of the city. Some interesting and amusing remarks have been gleaned by virtue of the outsider's viewpoint.—R. B. S., Worcester.

The small town society editor frequently has to take reports from rural clubs which meet regularly and each time list the same persons as attending. Some rural telephone lines are so poor that there is great difficulty in getting names correctly. One Northwest Missouri society editor arranges at the opening of the season for a list of members of the various clubs and each is given a number. The club reporter then reports by number, as: "The Rural Study Club met at the home of Mrs. 2. Those present were Mrs. 1, Mrs. 3, 4, 7, 8, etc." It obviates spelling out of names and speeds things up.—C. M. V., Maryville, Mo.

Your local ministers can give some interesting stories about odd wedding fees and unusual circumstances surrounding weddings. June is the month of brides and features about gifts, clothes and changes of customs make good copy.—Mrs. Thurston A. Blakely, Okmulgee, Okla.

With June on the threshold and its many marriages, there is ample opportunity for the society editor of your paper to place in a box on any page save the society page the obligations of the bridegroom, the ushers, the best man, the bridesmaids, and other social etiquette of the ceremony, to be run in a series day by day.—C. M. L., Seattle.

DISTINCTIVE!

UNCOMMON SENSE

By John Blake

Daily Inspirational Homilies With a KICK

Non-Factional, Avoids Controversies Tells How to Succeed

THE BELL SYNDICATE Inc.

JOHN N. WHEELER, Pres.

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Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

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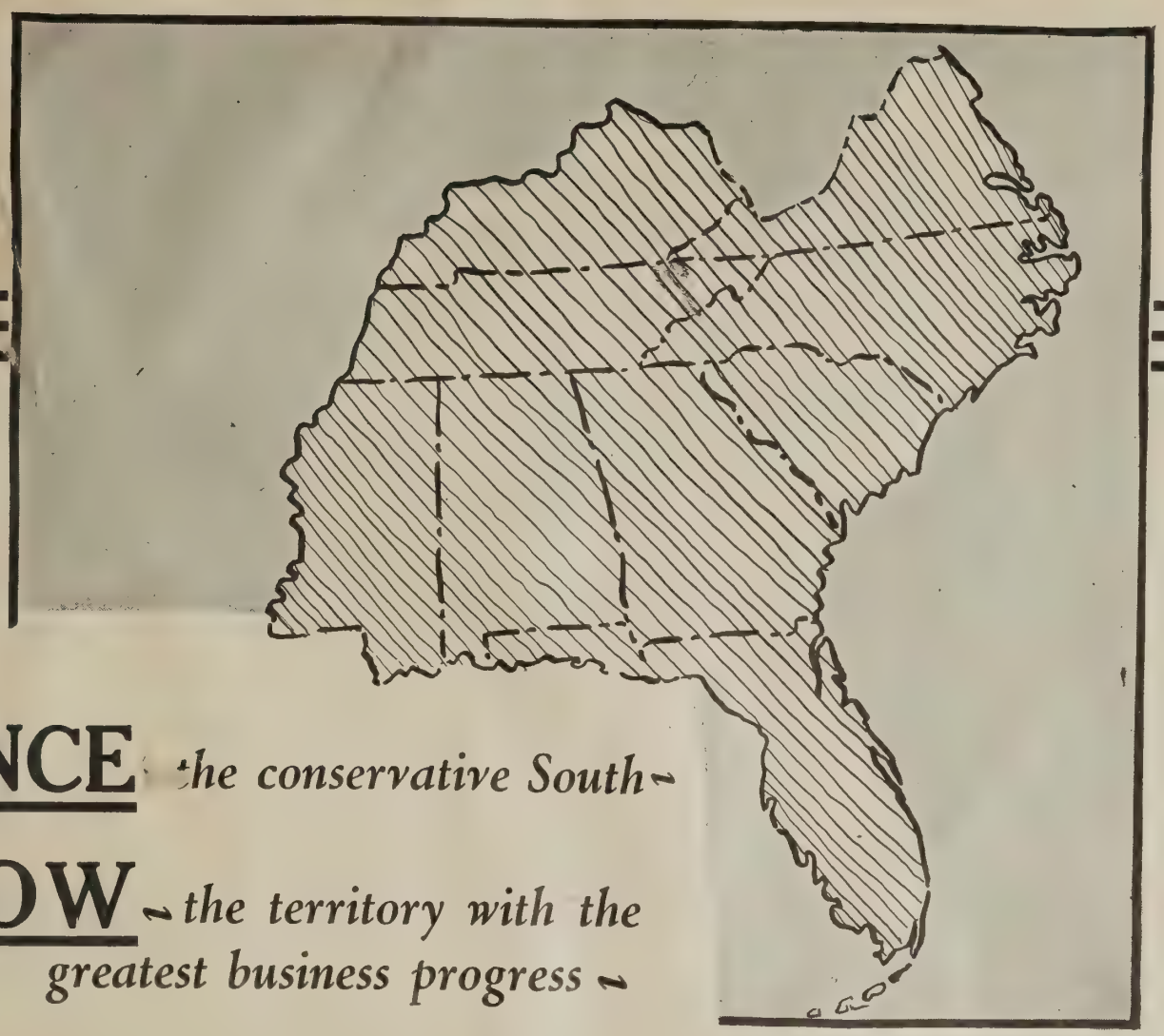
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*Mobile Register (M)	20,427	.08	.08
*Mobile Register (S)	32,096	.10	.10
FLORIDA			
†Daytona Beach News (ES)	5,731	.04	.04
*Florida Times-Union (M) 49,903 (S)	59,239	.12(S.15)	.12(S.15)
††Lakeland Ledger (E)	4,283	.03	.03
**Miami Herald (M)	31,714	.11	.11
**Miami Herald (S)	40,347	.12	.12
*Orlando Reporter-Star (E)	8,502	.06	.06
*Orlando Sentinel (M&S)	10,655	.06	.06
*Pensacola News and Journal (E&M)	9,805	.06	.06
†St. Petersburg Independent (E)	11,917	.055	.055
*Tampa Times (E)	23,325	.08	.08
†Tampa Tribune (M) 34,841 (S)	53,762	.09(.11S)	.09(.11S)
**West Palm Beach Post (M)	8,638	.06	.06
GEORGIA			
*Augusta Herald (E)	14,246	.05	.05
*Augusta Herald (S)	14,547	.05	.05
*Macon Telegraph (M)	24,035	.08	.08
*Macon Telegraph (S)	24,439	.08	.08
**Savannah Morning News (M), 21,015. (S)	22,204	.06(.07S)	.06(.07S)
KENTUCKY			
*Lexington Leader (E)	19,640	.06	.06
*Lexington Leader (S)	19,531	.06	.06
**Paducah Sun (E)	9,255	.04	.04
NORTH CAROLINA			
†Greensboro Daily News (M)	27,485	.08	.07
†Greensboro Daily News (S)	31,505	.09	.08
†Raleigh News and Observer (M)	33,515	.08	.08
†Raleigh News and Observer (S)	36,318	.09	.09
†Winston-Salem Journal (M)	13,702	.05	.05
†Winston-Salem Journal (S)	13,720	.05	.05
*Winston-Salem Sentinel (E)	18,259	.07	.07
SOUTH CAROLINA			
**Columbia State (M)	23,663	.07	.07
**Columbia State (S)	24,838	.07	.07
**Greenville News (M)	21,704	.075	.07
*Spartanburg Journal (E) / *Spartanburg Herald (M) 6,860 (S)	4,613 / 9,856	.05	.05
TENNESSEE			
**Chattanooga Times (M)	30,203	.10	.10
**Chattanooga Times (S)	30,230	.10	.10
*Memphis Commercial Appeal (M)	100,934	.18	.18
*Memphis Commercial Appeal (S)	129,219	.21	.21
*Nashville Banner (E)	54,519	.11	.11
*Nashville Banner (S)	56,007	.12	.12
VIRGINIA			
*Danville Register and Bee (M&E) / *Danville Register (Sunday)	14,313 / 9,065	.05	.05
**Newport News Times-Herald (E) / **Newport News Daily Press (S&M)	7,791 / 5,708	.05	.05
**Roanoke Times & World News (M&E)	25,658	.08	.08
**Roanoke Times (S)	16,672	.07	.07
**Staunton News-Leader (M), Leader (E)	6,541	.035	.035

* A. B. C. Statement, March 31, 1926.
** A. B. C. Statement, September 30, 1925.
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